



Montecito II
Historic Resources Technical Report
July 2017

HISTORIC RESOURCES GROUP

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1.0 INTRODUCTION

1.1 Purpose

The purpose of this technical report is to determine if historic resources as defined by the California Environmental Quality Act (CEQA)¹ are located on or in the near vicinity of the Montecito II Project Site and, if so, to identify potential impacts to historic resources caused by the proposed Project. This report is intended to inform environmental review of the proposed Project.

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

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

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

Thus, an evaluation of project impacts under CEQA requires a two-part inquiry: (1) a determination of whether

the project site contains or is adjacent to an historic resource or resources, and if so, (2) a determination of whether the proposed project will result in a “substantial adverse change” in the significance of the resource or resources. This report investigates the proposed Project Site to determine if historic resources exist either within or adjacent to its boundaries and analyzes project impacts for any adverse change in the significance of such resources.

This report contains:

- A review of the existing properties within and immediately adjacent to the Montecito II Project Site.
- A review of any previous evaluations of site properties through historic survey or other official action.
- Analysis and evaluation of any potential historic resources.
- Review of the required consideration of historic resources under the California Environmental Quality Act (CEQA).

This report was prepared using sources related to the Project Site’s development. The following documents were consulted:

¹ California PRC, Sec. 21084.1.

² Ibid.

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- Historic permits for properties within the Project Site
- Sanborn Fire Insurance maps
- Historic photographs, aerial photos and local histories
- California State Historic Resources Inventory for Los Angeles County
- Department of Parks and Recreation Historic Resources Inventory Forms
- Community Redevelopment Agency Historic Survey of the Hollywood Redevelopment Area.

1.2 Project Team

Research, evaluation, field inspection, and analysis were performed by Paul Travis, AICP, Principal and Senior Preservation Planner; John LoCascio, AIA, Senior Preservation Architect; and Robby Aranguren, Planning Associate. All are qualified professionals who meet the Secretary of the Interior's Professional Qualification Standards. Additional research was conducted by Christopher Purcell, Intern.

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2.1 Overview

The Applicant, Thomas Safran and Associates, proposes to develop the Subject Property with a new 6-story, 76'-8" high building with 67 affordable units for senior residents and one (1) market-rate unit for an on-site manager ("Building B"). The total residential floor area of the new building, including corridors, lobby, and amenity areas is 53,370 square feet. With the existing Montecito building at approximately 71,450 square feet, the total site's Floor Area Ratio (FAR) is 4.57 to 1. The new building represents a contemporary "phase" of an affordable senior housing complex, anchored by the historic Montecito Apartments located on-site at 6650 W. Franklin Avenue ("Building A"). The existing Montecito Apartments stand at approximately 130 feet and 10 stories high, containing 117 affordable homes for seniors, with one market-rate manager's unit.

This location is ideal for housing seniors, given the adjacency to the Las Palmas Senior Center on the west end of the block, the Hollywood DASH bus, with a stop at the corner of Franklin and Cherokee Avenues, as well as the walkability of the neighborhood to local goods and services. Co-locating the senior apartment buildings at the Franklin Avenue site will also provide

economies of scale for service providers and create a more vibrant social community among resident seniors. Given the scarcity of affordable housing in Hollywood, the provision of 67 new affordable senior apartments will allow long-time residents to age within their own neighborhood without the fear of displacement, surrounded by their friends, community, and favorite shops and cafes.

The new building contains 32 studio units and 36 one-bedroom units ranging from approximately 420 to 520 square feet. An open plan concept is employed in the common areas of the units to maximize interior space and flexibility. This unit plan layout maximizes the natural light in all common areas offering a visual connection to the outside from the living, kitchen and dining areas.

Most units feature a minimum 50 square feet of private balcony space off the living room providing private open space for relaxing and living. The kitchens are generously sized with plenty of storage space and will be furnished with Energy Star rated appliances. The bedrooms are also generously sized with ample closet space and natural light. All bathroom and plumbing fixtures will be water-conserving fixtures.

³ Description of the proposed project as provided by the Applicant.

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2.2 Parking

The existing Montecito building is served by 70 on-site vehicle parking spaces, located within two basement levels and a surface parking lot. The new proposed building necessitates the removal of 23 of the surface-lot parking spaces. Therefore, the 23 removed spaces will be replaced in the new project.

The Proposed Project is eligible for the parking ratios established by California AB 744, which holds that:

2) For 100% affordable rental senior projects having paratransit service or unobstructed access, within ½ mile, to fixed bus route service that operates at least eight times per day, the City may not impose a parking requirement in excess of 0.5 spaces per unit; (LADCP, 2015).

The Project Site is adjacent to the Franklin/Cherokee stop of the DASH Hollywood route, which is a fixed bus route that operates at least eight times per day. With 67 affordable senior units and one market-rate manager's unit, the new building is required to provide 34 new parking spaces. The Applicant proposes 57 new on-site parking spaces in two levels of parking: 23 to replace the existing spaces and 34 spaces to meet code requirement for the new senior units. As with existing accessibility conditions, vehicular ingress and egress is located off of Cherokee Avenue, though the garage entrances

are well within the interior of the site, so that queuing on Cherokee Avenue will be kept at a minimum.

In compliance with Ordinance No. 182,386, the Project also provides a total of 75 on-site bicycle parking spaces of which 68 will be reserved for long-term use and seven for short-term use.

2.3 Open Space

Per LAMC 12.21 G, the Proposed Project is required to provide 100 square feet of useable open space for each studio and one-bedroom unit for a total requirement of 6,800 square feet of total usable open space. Fifty percent of the total usable open space is required to be designed as common open space in the new Project. The existing Montecito is non-conforming as to open space and does not require the provision of open space. The Applicant proposes approximately 2,300 square feet of private open space in the form of balconies, a 1,300-square-foot indoor community room, a 500-square-foot rooftop deck, and a 2,900-square-foot courtyard at the podium level. Therefore, Building B provides 7,000 square feet of total useable open space, including 4,700 square feet of common open space. A minimum of 25% of the outdoor common open space will be landscaped with a palette of drought-tolerant plantings. All of the Project open space will be shared by the residents of both buildings.

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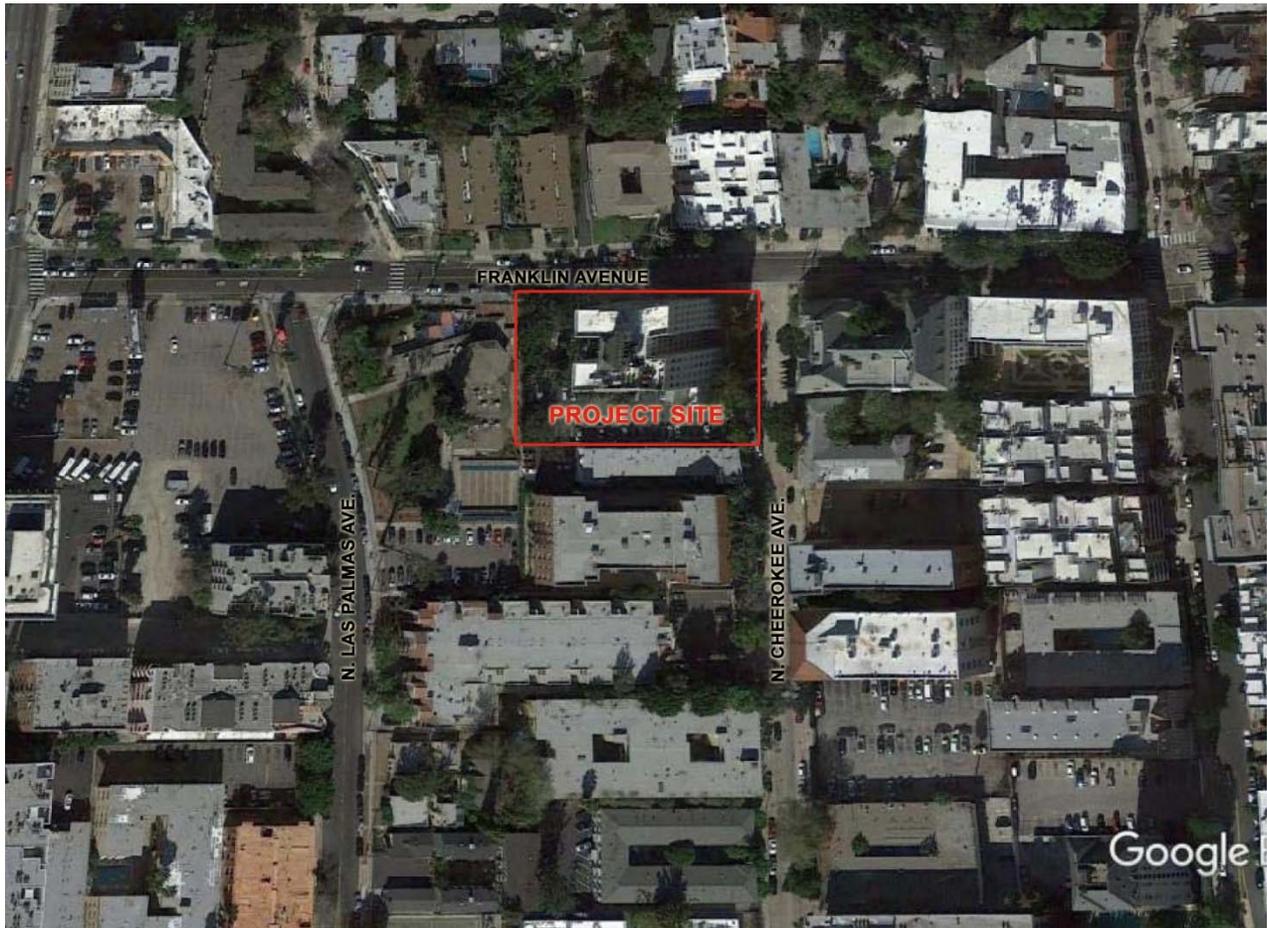
2.4 Architecture

The new building provides a variety of architectural materials and building planes, with special attention to create a pedestrian-scaled project at the street level. The architectural design of the building references the adjacent historical Montecito Apartment building without attempting to copy the 1920's art deco theme. The building incorporates clean lines, articulated details, quality materials, and dignified presentation. The design alternates textures, colors, materials, and distinctive architectural treatments to add visual interest while avoiding dull and repetitive facades. The proposed landscaping plan provides a mix of ground cover and trees to compliment the architecture. Plant material has been selected for temperature hardiness and low water use.

The building will be sustainably designed to meet and/or exceed all City of Los Angeles current building code and Title 24 requirements. As such, the Project will incorporate eco-friendly building materials, systems, and features wherever feasible, including Energy Star appliances, water saving/low flow fixtures, non-VOC paints/adhesives, drought tolerant planting, and high performance building envelopment.

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Figure 1: Aerial Photograph of the Project Site and Vicinity



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3.0 SITE DEVELOPMENT HISTORY

3.1 Existing Conditions

The Project Site is located on the southwest corner of Franklin Avenue and N. Cherokee Avenue in Hollywood. The hillside site slopes down to the south and west. The Project Site contains a ten-story, reinforced concrete apartment building located on the northeast portion of the Project Site. Known as the “Montecito Apartments” since its original construction in 1931, the building was listed in the National Register of Historic Places in 1985.

A landscaped garden area sits directly west of the Montecito Apartments building providing private park space for the residents. The garden is surrounded by a metal fence covered in climbing vines. Gated access from the garden opens onto Franklin Avenue.

A rectangular surface parking lot occupies the southern portion of the Project Site flanking the Montecito Apartments building and adjacent garden. The parking lot is accessed by a gated drive off N. Cherokee Avenue.

The area immediately surrounding the Project Site is largely residential and characterized by multi-family residential buildings dating from the 1920s to the present day.

The Las Palmas Senior Center is located on a large parcel west of the Project Site. The Senior Center property

contains the Canyon Co-op Pre-School. Commercial development in the area is concentrated on Highland Avenue to the west and Hollywood Boulevard to the south.

3.2 Site Development

The Project Site and immediate surrounding area was originally subdivided as the “Hollywood Ocean View Tract” in 1901. Hollywood incorporated as a city in 1903 and in 1904 a streetcar line was established between Hollywood and Downtown Los Angeles. The city of Hollywood was consolidated with Los Angeles in 1910.

Skyrocketing population growth in the Los Angeles region, along with the success of the motion picture industry then concentrated in and around Hollywood, spurred continuous development in Hollywood over the next two decades. A 1919 Sanborn map shows that the Project Site and surrounding area had by that time been largely developed as a low-density residential area characterized by single-family homes. The current location of the Montecito Apartments building was occupied by a single-family home (1861 Cherokee). The location of the current garden west and adjacent to the Montecito Apartments was in 1919 developed with two single-family homes (6674 and 6672 Franklin Avenue) and a duplex (6668 and 6668-1/2 Franklin Avenue). The site of the current surface parking lot south of

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the Montecito Apartments and adjacent garden was undeveloped in 1919 but would soon be developed with a single-family home as well (1855 Cherokee).

During the 1920s, Hollywood dramatically increased in density to meet burgeoning demand for housing. Bungalow courts, duplexes, and multi-story apartment buildings replaced many of the single-family homes that had originally characterized the area. In the latter half of the 1920s, luxury apartment buildings rising four stories and higher were constructed. Many of these operated as “apartment hotels” offering fully furnished suites, laundry, housekeeping, and in some cases food service. These properties catered to a more transient population in need of temporary housing and proved to be a useful option for creative talent imported west for work in the film industry.

In 1930, the single-family residence at 1861 Cherokee Avenue was demolished.⁴ The Montecito Apartments were constructed in its place in 1931.⁵ The building was constructed with two levels of integrated subterranean parking; a portion of the parking area was converted for use as a residence commissary in 1934.⁶

In 1953 the single-family home at 1855 Cherokee Avenue, located directly south of the Montecito Apartments, was relocated.⁷ The vacant parcel was paved and used as surface parking for the Montecito Apartments. In 1956 a “semi-public” swimming pool was constructed on the western half of the 1855 Cherokee parcel.⁸

In 1960, the Las Palmas Senior Center was developed at the southeast corner of Franklin and Las Palmas avenues. The residential duplex at 6668 Franklin Avenue (west of the Montecito Apartments) was demolished in 1962.⁹ Permits for the demolition or relocation of the other two residential buildings located west of the Montecito Apartments were not located for this study, but according to Sanborn maps, both were removed between 1955 and 1966. The area left vacant by the removal of the residential buildings was paved and used for surface parking.

The Montecito Apartments successfully operated as a popular apartment hotel over several decades and proved to be particularly popular with actors. James Cagney, Mickey Rooney, Ronald Regan, Julie Harris, Montgomery Clift, George C. Scott, Lee Grant and Gene Hackman all made the Montecito Apartments their home at one time. Former manager Gene Hinson was quoted as

⁴ Permit No. 27716, November 18, 1930

⁵ Permit No. 28346, November 26, 1930

⁶ Permit No. 14085, October 22, 1934

⁷ LA59378, May 27, 1953

⁸ LA42199, May 3, 1956

⁹ LA 19245, August 31, 1962

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saying that actors liked the Montecito for the homey atmosphere the staff provided but also because, “we gave them credit.”¹⁰

Like much of Hollywood, the Montecito Apartments went into decline during the 1970s. It was listed in the National Register of Historic Places in 1985 and rehabilitated as affordable senior housing that same year. The parking lot to the immediate west of the building was most likely converted to a garden space during or soon after the 1985 conversion. The swimming pool, constructed in 1956, is no longer extant but it is not clear exactly when the swimming pool was removed. The pool was mentioned as extant in the 1985 National Register nomination but “unmaintained” and “in poor condition.” No demolition permit for the pool was located for this study but aerial photographs indicate that it had been removed by the mid-1990s.¹¹ Removal of the pool likely happened at the same time as the building’s conversion to low-income housing.

Existing conditions site photographs can be found in Appendix A. Historic images are compiled in Appendix B, and Sanborn Maps in Appendix C.

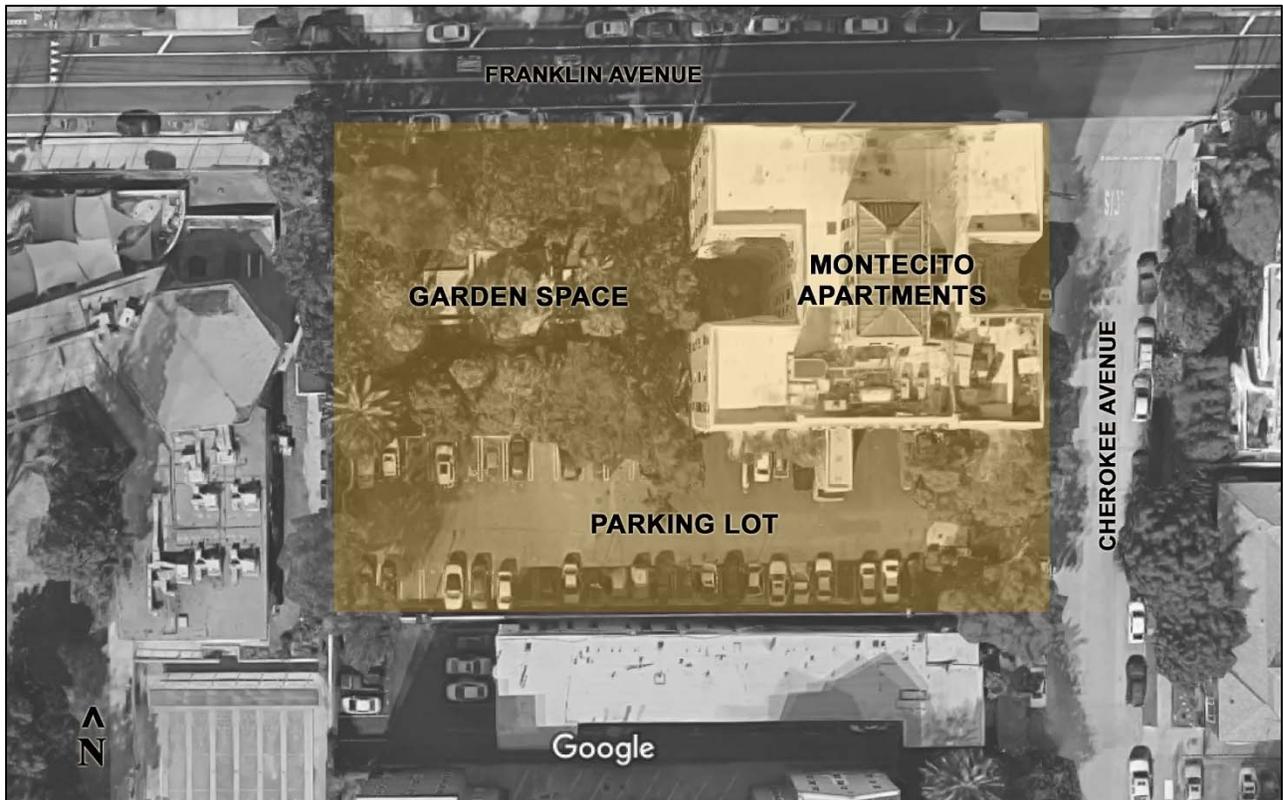
¹⁰ Morrison, Patt, “Hollywood Haunt Makes a Comeback,” *Los Angeles Times*, March 12, 1987 (D1)

¹¹ Historic Aerial Photograph 1994; <http://www.historicaerials.com/>

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4.1 Historic Resources under CEQA

CEQA requires that environmental protection be given significant consideration in the decision making process. Historic resources are included under environmental protection. Thus, any project or action which may cause a substantial adverse change in the significance of an historic resource is a project that also has a significant effect on the environment.

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

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

California Register are also to be considered under CEQA.

The CEQA statute provides that an historic resource is a resource that is:

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

The appellate court has affirmed the three categories of historic resources:

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

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listed but determined to be eligible under the criteria for the California Register of Historical Resources.¹²

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

- Identified as significant in an historical resource survey meeting the requirements of Public Resources Code 5024.1 (g);
- Determined by a Lead Agency to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California. Generally, this category includes resources that meet the criteria for listing on the California Register (Pub. Res. Code SS5024.1, Title 14 CCR, Section 4852).

The fact that a resource is not listed in, or determined eligible for listing in, the California Register, not included in a local register of historic resources, or not deemed significant pursuant to criteria set forth in subdivision (g) of

Section 5024.1, does not preclude a lead agency from determining that the resource may be an “historic resource” for purposes of CEQA.

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

4.2 Historic Designations

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

National Register of Historic Places

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

¹² *League for the Protection of Oakland's Architectural and Historic Resources vs. City of Oakland*, 52 Cal. App. 4th 896, 906-7 (1997).

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destruction or impairment.¹³ The National Park Service administers the National Register program. Listing in the National Register assists in preservation of historic properties in several ways including: recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally assisted projects; eligibility for federal tax benefits; and qualification for Federal assistance for historic preservation, when funds are available.

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

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

American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. That are associated with the lives of persons significant in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. That have yielded, or may be likely to yield, information important in prehistory or history.¹⁴

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

California Register of Historical Resources

The California Register is an authoritative guide in California used by

¹³ 36CFR60, Section 60.2.

¹⁴ 36CFR60, Section 60.3.

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State and local agencies, private groups, and citizens to identify the State's historic resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.¹⁵

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

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

The California Register consists of resources that are listed automatically and those that must be nominated

through an application and public hearing process. The California Register includes the following:

- California properties formally determined eligible for (Category 2 in the State Inventory of Historical Resources), or listed in (Category 1 in the State Inventory), the National Register of Historic Places.
- State Historical Landmarks No. 770 and all consecutively numbered state historical landmarks following No. 770. For state historical landmarks preceding No. 770, the Office of Historic Preservation (OHP) shall review their eligibility for the California Register in accordance with procedures to be adopted by the State Historical Resources Commission (commission).
- Points of historical interest which have been reviewed by the OHP and recommended for listing by the commission for inclusion in the California Register in accordance with criteria adopted by the commission.¹⁶

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

- Individual historic resources.

¹⁵ California PRC, Section 5023.1(a).

¹⁶ California PRC, Section 5023.1(d).

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- Historic resources contributing to the significance of an historic district.
- Historic resources identified as significant in historic resources surveys, if the survey meets the criteria listed in subdivision (g).
- Historic resources and historic districts designated or listed as city or county landmarks or historic properties or districts pursuant to any city or county ordinance, if the criteria for designation or listing under the ordinance have been determined by the office to be consistent with California Register criteria.
- Local landmarks or historic properties designated under any municipal or county ordinance.¹⁷

Local Designation Programs

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

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

“... a Historic-Cultural Monument (Monument) is any site (including significant trees or other plant life located on the site), building or structure of

particular historic or cultural significance to the City of Los Angeles, including historic structures or sites in which the broad cultural, economic or social history of the nation, State or community is reflected or exemplified; or which is identified with historic personages or with important events in the main currents of national, State or local history; or which embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period, style or method of construction; or a notable work of a master builder, designer, or architect whose individual genius influenced his or her age.”

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

4.3 Hollywood Community Plan

The Project Site is located within the planning boundary of the Hollywood Community Plan, adopted in December 1988. The Hollywood Community Plan is one of thirty-five Community Plans

¹⁷ California PRC, Section 5023.1(e).

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that comprise the Land Use Element of the City of Los Angeles' General Plan. The General Plan is the City's fundamental policy document, directing the City's future growth and development.

The 1988 Hollywood Community Plan does not specifically address historic resources; however, a stated objective of the 1988 Plan is to "encourage the protection and enhancement of the varied and distinctive residential character of the Community..." In addition, Housing Policy in the 1988 Plan version "encourages the protection and enhancement of well-defined residential neighborhoods in Hollywood through (1) application of Historic Preservation Overlay Zones where appropriate, and/or (2) preparation of neighborhood preservation plans which further refine and tailor development standards to neighborhood character."¹⁸

The Plan also reiterates that it is "the City's policy that the Hollywood Community Plan incorporate the sites designated on the Cultural and Historical Monuments Element of the General Plan."¹⁹

4.4 Hollywood Redevelopment Project²⁰

The Project Site is contained within the Hollywood Redevelopment Project area generally bounded by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south, and La Brea Avenue on the west. The Hollywood Project area was established in 1984 by the Community Redevelopment Agency (CRA). The CRA was dissolved on February 6, 2012, and administration of the Hollywood Redevelopment Project area has been transferred to the CRA/LA, a Designated Local Authority (DLA) and successor to the CRA, and may transfer to the City Planning Department.

The Hollywood Redevelopment Project's goals include "the retention, restoration and appropriate reuse of existing buildings, groupings of buildings, and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria."²¹ Policies and guidelines for the preservation, rehabilitation and retention of historic properties are discussed in Section 5.1.1 of the Redevelopment Plan.²²

¹⁸ Hollywood Community Plan. <http://cityplanning.lacity.org/cpu/hollywood/HwdPlanUpdates.htm>

¹⁹ Ibid.

²⁰ California Redevelopment Agencies were abolished in 2011. The future of CRA projects is being determined as of this writing.

²¹ Ibid. Section 3 [300.11].

²² The CRA released draft Urban Design Guidelines for the Hollywood Boulevard District and Franklin

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As part of its responsibilities in implementing the Hollywood Redevelopment Plan, the CRA compiled historic survey data on properties within the Hollywood Redevelopment Project Area. Property evaluations from historic surveys in 1986, 1997, and 2003 were compiled in a data table that was made available on the CRA website. A more recent intensive-level survey of the Hollywood Redevelopment Project Area was conducted in 2010.²³ It provides relevant information regarding the status of properties within the redevelopment area and is used by agencies and the community to identify potential historic resources. The results of this survey have been compiled in a data table that includes information previously listed in the CRA data table.²⁴

4.5 Historic Significance and Integrity

Historic Significance

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

Historic significance is defined as the importance of a property to the history, architecture, archaeology, engineering, or culture of a community, state, or the nation.²⁵ It is achieved in several ways:

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

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

Historic Integrity

Historic integrity is the ability of a property to convey its significance and is defined as the “authenticity of a property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s historic period.”²⁶ The National Park Service defines seven aspects of integrity: *location, design, setting, materials, workmanship, feeling, and*

Avenue Design District areas in the autumn of 2011 to guide development within the Hollywood Redevelopment Plan area. These guidelines “encourage preservation, restoration, and appropriate reuse of historically or architecturally significant structures.”

²³ *Historic Resources Survey Hollywood Redevelopment Area*, prepared by Chattel Architecture, Planning & Preservation, February 2010.

²⁴ The 2010 Hollywood Redevelopment Project Area Survey results are available on the SurveyLA website: <http://preservation.lacity.org/survey-la-field-survey-findings-and-reports>

²⁵ *National Register Bulletin 16A. How to Complete the National Register Registration Form*. Washington D.C.: National Park Service, U.S. Department of the Interior, 1997, p. 3.

²⁶ *Ibid.*, p. 3.

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association. These qualities are defined as follows:

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

event or person and a historic property.²⁷

4.6 Age Threshold

The fifty-year age threshold has become standard in historic preservation as a way to delineate potential historic resources. The National Park Service, which provides guidance for the practice of historic preservation, has established that a resource fifty years of age or older may be considered for listing on the National Register of Historic Places.²⁸

In the City of Los Angeles, “there is no requirement that a resource be a certain age before it can be designated”²⁹ as a Los Angeles Historic-Cultural Monument. The City’s Office of Historic Resources does qualify, however that “enough time needs to have passed since the resource’s completion to provide sufficient perspective that would allow an evaluation of its significance within a historical context.”

²⁷ *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. Washington D.C.: National Park Service, U.S. Department of Interior, 1995.

²⁸ *Ibid.*, p. 2. The Park Service does make exceptions for properties that have achieved significance within

the past fifty years that are of “exceptional importance”.

²⁹ City of Los Angeles Office of Historic Resources website, accessed August 2014. <http://www.preservation.lacity.org/faq>

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5.0 IDENTIFICATION OF HISTORICAL RESOURCES

The Project Site contains one building that has been designated as a historic resource. No other historic resources are located on the Project Site.

5.1 The Montecito Apartments 6650 Franklin Avenue

The Montecito Apartments, located at 6650 Franklin Avenue, was listed in the National Register of Historic Places in 1985. Because the Montecito Apartments has been listed in the National Register, it is also listed in the California Register of Historical Resources. By virtue of its listing in the National Register and California Register, the Montecito Apartments is considered a historical resource for the purposes of CEQA. A copy of the National Register Nomination for the Montecito Apartments is included in Appendix D.

Architectural Description

The Montecito Apartments is a ten-story, reinforced concrete building with a two-level basement. The building is square in plan with two shallow light courts on the east and west facades and designed in an Art Deco style with Zig-Zag Moderne and Mayan influences.

The building's primary (northern) facade faces Franklin Avenue. The recessed main entrance is distinguished by a double inset bronze doorway with a decorative cast iron, rusticated concrete and marble and black glass

surround. A highly decorated cast iron canopy with lamps is sits directly above the main entrance. Neon letters spelling "MONTECITO" adorn the north, east and west faces of the canopy.

The Franklin Street façade is characterized by a symmetrical and relatively austere arrangement of rusticated concrete panels set between vertical piers and metal-frame casement windows. Details include decorative cast spandrel panels and cast concrete Mayan pendants.

The east-facing façade continues the decorative detailing of the north facade. The eastern façade also features a centrally located light well flanked by four window bays on each side. The south elevation is similar to the north but dispenses with the decorative Mayan detailing after the easternmost window bay. Due to the downward slope of the site, the two basement levels are fully exposed on this façade. The west elevation includes a central light well similar to that of the east elevation. In this case there are only three window bays located in the principal wall segments. Fenestration is metal-frame casement throughout.

A neon roof sign spelling "MONTECITO" is located on the south-facing roof parapet. A centrally located mechanical penthouse of concrete construction tops the building. The penthouse is rectangular in plan with a hipped standing seam copper

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roof. There are four window openings on the east and west elevations and two window bays on the north and south. Decorative cast panels are located above the window openings on all facades. A neon “MONTECITO” sign, similar to that on the south parapet, is located on the east façade of the machinery penthouse directly below the roofline.

Art Deco Architecture

The Montecito Apartments was designed in an Art Deco style incorporating Zig-Zag Moderne and Mayan influences. Art Deco originated in France in the 1910s as an experimental movement in architecture and the decorative arts. It developed into a major style when it was first exhibited in Paris at the 1925

Exposition Internationale des Arts Decoratifs et Industriels Modernes, from which it takes its name. The Exposition’s organizers had insisted on the creation of a new, contemporary aesthetic that dispensed with traditional historicist styles and responded more directly with the industrial and technical innovations of the 20th century. The architecture of the Art Deco movement rejected the rigid organizational methods and classical ornamentation of the Beaux Arts style. It emphasized a soaring verticality through the use of stepped towers, spires, and fluted or reeded piers, and embraced highly stylized geometric, floral and figurative motifs as decorative elements on both

the exterior and interior. Decorative motifs often referenced ancient Egyptian, Asian or Pre-Columbian origins considered “exotic” to a western audience. Abstracted, purely geometric decoration was also often used. Ornate metalwork, glazed terra cotta tiles, and bright colors were hallmarks of the style.

Character-defining features include an emphasis on vertical lines; smooth wall surfaces, usually of plaster; flat roofs with decorative parapets or towers; stylized decorative floral and figurative elements in cast stone, glazed terra cotta tiles, or aluminum; metal-frame windows, usually fixed or casement; and geometric decorative motifs such as zigzags and chevrons.

Art Deco was the first popular style in the United States that consciously rejected historical precedents. It was instead a product of the Machine Age and took its inspiration from industry and transportation. It was only briefly popular, from the late 1920s until the late 1930s, and was employed primarily in commercial and institutional buildings, and occasionally in multi-family residential buildings. It was rarely used for single-family residences. By the mid-1930s, in the depths of the Great Depression, the highly-decorated style came to be viewed as garish and overwrought, and it was soon abandoned in favor of the cleaner, simpler Streamline Moderne style.

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Significance

The Montecito Apartments is significant under National Register Criterion C and California Register Criterion 3 as an excellent example of Art Deco architecture as applied to an apartment building; and as an excellent example of the apartment hotel property type from the pre-World War II era in Hollywood. It maintains an unusually high level of physical integrity among similar buildings from the same period.

Constructed in 1931, the Montecito Apartments was designed by noted Los Angeles architect Marcus P. Miller. Other buildings designed by Miller include the Streamline Moderne Chandler's Shoe Store at the northwest corner of Wilshire Boulevard and Cloverdale Avenue; and the programmatic Darkroom Camera Shop storefront at 5370 Wilshire Boulevard. Construction was provided by the H.M. Baruch Corporation, one of Los Angeles' most prominent builders in the late 1920's and early 1930's.

The Montecito Apartments had a long history of providing temporary housing in Hollywood and was particularly popular with artists and craftspeople associated with the motion picture industry. The building's distinctive design and illuminated roof-top signage have been a prominent component of the Hollywood skyline since its construction.

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6.1 Significance Threshold

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

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

In addition to this guidance provided by the City of Los Angeles, the State Legislature, in enacting the California Register, also amended CEQA to clarify which properties are significant, as well

as which project impacts are considered to be significantly adverse.

A project with an effect that may cause a substantial adverse change in the significance of a historic resource is a project that may have a significant effect on the environment.³⁰ A substantial adverse change in the significance of a historic resource means demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of a historical resource would be materially impaired.³¹

The Guidelines go on to state that “[t]he significance of an historic resource is materially impaired when a project... [d]emolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources... local register of historic resources... or its identification in a historic resources survey.”³²

6.2 Additional Guidance

Secretary of the Interior's Standards

The Secretary of the Interior's Standards for the Treatment of Historic Properties (the “Standards”) provide guidance for

³⁰ CEQA Guidelines, section 15064.5(b).
³¹ CEQA Guidelines, section 15064.5(b)(1).

³² CEQA Guidelines, section 15064.5(b)(2).

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reviewing proposed projects that may affect historic resources.

The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation, rehabilitation, and maintenance of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. The Standards also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction.

From a practical perspective, the Standards have guided agencies in carrying out their historic preservation responsibilities including State and local officials when reviewing projects that may impact historic resources. The Standards have also been adopted by state and local jurisdictions across the country.

In addition, the Standards are a useful analytic tool for understanding and describing the potential impacts of substantial changes to historic resources. However, these Guidelines and Regulations are not part of the CEQA process. CEQA requires analysis of physical impacts to the environment and the only relationship of the Secretary of the Interior Standards to

the CEQA process are discussed under CEQA Guidelines Section 15064.5(b)(3):

"Generally, a project that follows the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings or the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings" (1995), Weeks and Grimmer, shall be considered as mitigated to a level of less than a significant impact on the historical resource."

The statutory language above references the Secretary of the Interior's Standards and Guidelines for four distinct historic "treatments," including: (1) preservation; (2) rehabilitation; (3) restoration; and (4) reconstruction. The specific standards and guidelines associated with each of these possible treatments are provided on the National Park Service's website regarding the treatment of historic resources.³³

For analytical purposes, a threshold decision must be made regarding which "treatment" standards should be used to analyze a project's potential effect on historic resources. "Preservation" refers to the straightforward stabilization and maintenance of a historic property. "Restoration" addresses the return of a

³³ <http://www.nps.gov/hps/tps/standguide/>

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property to a specific time period and includes reconstruction of features missing from that time period. "Reconstruction" addresses the depiction of a no longer extant historic property through new construction.

The use of the Secretary of the Interior's "rehabilitation" standards (the Rehabilitation Standards) address the most prevalent and widely used treatment. "Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."³⁴ "Rehabilitation" recognizes necessary alteration for contemporary use and therefore provides a more appropriate impact analysis than the other treatment standards, and accounts for the fact that the adjacent properties will likely require some form of protection during construction activities and ongoing maintenance over the term of the construction.

Rehabilitation Standards³⁵

The National Park Service encourages maintaining the integrity of a historic

resource through the appropriate design of infill buildings at sites adjacent to historic resources. The Standards are intended as general guidance for work on any historic building. The Rehabilitation Standards expand the discussion to sites and neighborhoods.

As written in the Rehabilitation Standards, there is a distinction, but not a fundamental difference, between the concerns for additions to historic buildings and new construction, or "infill" adjacent to historic buildings on a property or within a historic district. As with most matters of design and planning, the differences are defined by the scale, site, setting, and project.

National Park Service: Preservation Briefs 14

In addition to the Standards and Guidelines for Rehabilitation, the National Park Service publishes a series of briefs that includes "Preservation Briefs 14, New Exterior Additions to Historic Buildings: Preservation Concerns," as revised and republished in 2010.³⁶ Among the concepts presented are a balance between differentiation and compatibility, and subordination of the new to the old.

³⁴ <https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>

³⁵ Kay D. Weeks and Anne E. Grimmer, *The Secretary of the Interior's Standards for the Treatment of Historic Properties: with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings*

(Washington D.C.: National Park Service, United States Department of the Interior, 1995), pp. 63-115.

³⁶ Anne E. Grimmer and Kay D. Weeks, "Preservation Briefs 14: New Exterior Additions to Historic Buildings: Preservation Concerns" (Washington D.C.: National Park Service, United States Department of the Interior, 2010).

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Preservation Briefs 14 states:

1. There is no formula or prescription for designing a new addition that meets the Standards. A new addition to a historic building that meets the Standards can be any architectural style -- traditional, contemporary or a simplified version of the historic building. However, there must be a balance between differentiation and compatibility in order to maintain the historic character and the identity of the building being enlarged. New additions that too closely resemble the historic building or are in extreme contrast to it fall short of this balance. Inherent in all of the guidance is the concept that an addition needs to be subordinate to the historic building.
2. The intent of the Preservation Briefs is to provide guidance to owners, architects and developers on how to design a compatible new addition.... A new addition to a historic building should preserve the building's historic character. To accomplish this and meet the Secretary of the Interior's Standards for Rehabilitation, a new addition should:

- Preserve significant historic materials, features and form;
- Be compatible; and
- Be differentiated from the historic building.

6.3 Impact Analysis Using Los Angeles CEQA Thresholds

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

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

The Project will not demolish any historically significant resource. The Project will require demolition of the garden space located west of the Montecito Apartments building. The Project will also require demolition of the western portion of the surface parking lot located immediately south of the Montecito Apartments building for use as a landscaped patio space. Both the garden space and the parking lot were separate parcels containing residential buildings when the Montecito Apartments was originally constructed in 1931. This condition continued until at least 1953 when the residential building located on the parcel immediately south of the Montecito Apartments (1855 Cherokee) was relocated and the parcel was incorporated for use by the Montecito Apartments soon after. The three residential buildings located on the parcels immediately west of the

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Montecito Apartments were removed by the mid-1960s and those parcels were also paved for use as surface parking for the Montecito Apartments.

Neither the southern parcel nor the western parcels were part of the Montecito Apartments property during the first two decades of its existence and are not considered character-defining features of the Montecito Apartments. Moreover, both areas have been substantially altered since their incorporation with the Montecito Apartments property. A swimming pool was constructed on the western portion of the southern parking lot in 1956 and was subsequently removed during or soon after the 1985 conversion of the Montecito Apartments for affordable senior housing. The western parking lot was converted as a garden space during or soon after the 1985 conversion.

No other buildings, structures, objects, or sites – located on the Project Site or in its vicinity – will be demolished for the Project. The Project will not involve demolition of a significant resource.

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

No buildings, structures, objects or sites will be relocated for the purposes of the Project. Therefore, the Project does not

involve the relocation of any historically significant resources.

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

The Project will construct a new residential building immediately west of the Montecito Apartments building on a portion of the Project Site currently used as a landscaped garden space. A one-story hyphen³⁷ would connect the proposed new building to the Montecito Apartments building on the first floor. Preservation Brief 14 states that a successful way to reduce material loss when attaching a new exterior addition “is to link the addition to the historic building by means of a hyphen or connector. A connector provides a physical link while visually separating the old and new, and the connecting passageway penetrates and removes only a small portion of the historic wall.”

The hyphen connection of the proposed new building to the Montecito Apartments would require the removal of a small portion of historic fabric from the west-facing façade of the Montecito Apartments. Removal of historic fabric from its west-

³⁷ A **hyphen** is a connecting link between two larger building elements.

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facing façade would not result in a substantial loss of integrity to the Montecito Apartments because it would alter only a small portion of west-facing façade and the majority of the original fabric and character-defining features of the Montecito Apartments, including all of the existing original fabric and character-defining features of the north, east, and south facades, will remain intact. With mitigation to ensure that the proposed connection is executed with minimal impact to the important character-defining features of the Montecito Apartments building, alteration by the proposed Project would not result in a significant impact to the Montecito Apartments.

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

The Project will construct a new residential building immediately west of the Montecito Apartments building on a portion of the Project Site currently used as a landscaped garden space. The new building will be six stories in height with two basement levels below grade.

The proposed Project will insert a new building in an area currently used as landscaped garden space. In order for this alteration to be considered a substantial adverse change, however, it must be shown that the integrity and/or significance of the Montecito Apartments would be materially

impaired by the proposed adjacent new construction.

New construction that is adjacent to or related to an existing historic resource is addressed in Standards 9 and 10 of the of the Secretary of the Interior's Standards for Rehabilitation. Standard 9 states in part: "New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment." Standard 10 states that "new additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired."

Preservation Brief 14 provides additional guidance, stating that "the first place to consider placing a new addition is in a location where the least amount of historic material and character-defining features will be lost. In most cases, this will be on a secondary side or rear elevation." Preservation Brief 14 goes on to state that "a new addition should always be subordinate to the historic building; it should not compete in size, scale or design with the historic building. An addition that bears no relationship to

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the proportions and massing of the historic building—in other words, one that overpowers the historic form and changes the scale—will usually compromise the historic character as well.”

The proposed new building will be located to the west of the Montecito Apartments, partially obscuring the Montecito Apartment’s secondary west-facing façade. The parcels immediately west of the Montecito Apartments building were not originally part of the Montecito Apartments property when the building was originally constructed in 1931. As such, the Montecito Apartments building was designed with the understanding that the parcels to the west might be developed with new construction at a later date. The west-facing façade was left largely devoid of the decorative detail present on the other three facades, and was also designed with fewer windows and a larger light well than the east façade in anticipation of potential new development to the west. Compared to the north-, east- and south-facing facades, the west façade is the least important façade in terms of architectural detail.

The proposed new building will be subordinate to the Montecito Apartments in scale and massing. The new building will rise six stories in height, considerably lower than the ten-story Montecito Apartments. It will also be set back over nine feet behind the

Montecito Apartment’s Franklin Avenue street wall to preserve the dominant profile of the Montecito when viewed from Franklin Avenue.

The design of the new building will also be deferential to that of the Montecito Apartments. The new building will be simple in design, with little of the decorative detail found on the Montecito Apartments. The primary facade will be articulated in a manner that echoes the rhythm of vertical piers and window bays found on the Montecito Apartments with a regular, symmetrical arrangement of windows and balconies.

In accordance with Standard 9, construction of the proposed new residential building would not destroy historic materials or features that characterize the Montecito Apartments property. In accordance with Standard 10, the essential form and integrity of the Montecito Apartments would be unimpaired if the proposed new building were removed in the future. After implementation of the Project, the distinctive form and design of the Montecito Apartments will remain intact and its architectural features will remain viewable and understandable by the public. The proposed new construction also adheres to the important principles identified in Preservation Brief 14, including the preservation of the significant historic materials, features and form of the Montecito Apartments, subordination to

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the Montecito Apartments and compatibility in design. Construction of the proposed new residential building would not result in a significant impact to the Montecito Apartments.

Finally, the proposed new construction would require substantial foundation work and the construction of subterranean parking. Without mitigation to ensure the protection of historic resources from damage due to underground excavation and general construction procedures and to reduce the possibility of settlement due to the removal of adjacent soil, new construction associated with the Project may result in additional impacts to historic resources.

damage due to underground excavation and general construction procedures and to reduce the possibility of settlement due to the removal of adjacent soil, new construction associated with the Project may result in additional impacts to adjacent historic resources.

6.4 Summary of Potential Impacts on Historic Resources

Analysis of potential impacts using the Los Angeles CEQA thresholds, the Secretary of the Interior's Standards and National Park Service guidance reveals the following:

1. The Project would construct a new building that connects to the Montecito Apartments building. This connection has the potential to reduce the historic integrity of the Montecito Apartments without mitigation.
2. The Project would require substantial foundation work and the construction of subterranean parking. Without mitigation to ensure the protection of historic resources from

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The following mitigation measure would protect historic resources from potential impacts associated with the Project:

1. The applicant will engage a historic preservation consultant that meets the Secretary of the Interior's Professional Qualifications Standards to ensure that the connection from the proposed new building to the Montecito Apartments is done with a minimum loss of historic fabric in compliance with the *Secretary of the Interior's Standards for Rehabilitation*. The historic preservation consultant will review drawings and conduct on-site construction monitoring throughout the construction phase.
2. The Project shall include a shoring plan to ensure the protection of the Montecito Apartments during construction from damage due to underground excavation and general construction procedures and to reduce the possibility of settlement due to the removal of adjacent soil.

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- 2013 California Environmental Quality Act (CEQA) Statute and Guidelines*; California Association of Environmental Professionals, www.califaep.org
- California Public Resources Code, (Sections 21000-21177).
- California Code of Regulations, (Title 14, Division 6, Chapter 3, Sections 15000-15387).
- City of Los Angeles Building Permits. Department of Building and Safety.
- City of Los Angeles Office of Historic Resources; <http://www.preservation.lacity.org>
- Code of Federal Regulations, (Title 36, Part 60).
- "Historic Resources Inventory." California State Office of Historic Preservation, August 2011. Property record file 19-167821, 5766 Hollywood Boulevard.
- "Historic Resources Survey: Hollywood Redevelopment Project Area." Community Redevelopment Agency, February 2010. Prepared by Chattel Architecture, Planning & Preservation, Inc.
- "Hollywood Community Plan." City of Los Angeles Department of City Planning, December 13, 1988.
- "Hollywood Historic Survey Matrix." Los Angeles Community Redevelopment Agency website, accessed December 2016. <http://www.crala.org/internet-site/Projects/Hollywood/upload/HollywoodHistoricSurveyMatrix.pdf>
- "Hollywood Redevelopment Plan for the Hollywood Redevelopment Project." Los Angeles Community Redevelopment Agency website, accessed December 2016. <http://www.crala.net/internet-site/Projects/Hollywood/upload/HollywoodRedevelopmentPlan.pdf>
- "HUD Phase 1 Environmental Site Assessment of Montecito Apartments." Prepared by EMG, October 29, 2014.
- Los Angeles Times*. ProQuest Historical Newspapers: Los Angeles Times (1881-1990).
- "National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation." Washington D.C.: National Park Service, U.S. Department of Interior, 1995.

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"National Register Bulletin 16A: How to Complete the National Register Registration Form." Washington D.C.: National Park Service, U.S. Department of the Interior, 1997.

National Register of Historic Resources Nomination Form for the Montecito Apartments, July 18, 1985.

Sanborn Fire Insurance Maps for Los Angeles.

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Project Site and Surroundings



Montecito Apartments, 6650 Franklin Avenue
Primary (north) entrance facing Franklin Avenue.



Montecito Apartments, 6650 Franklin Avenue
Looking southeast from Franklin Avenue.



Montecito Apartments, 6650 Franklin Avenue
Looking north from Cherokee Avenue.



Montecito Apartments, 6650 Franklin Avenue
Looking northwest from Cherokee Avenue.

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Montecito Apartments, 6650 Franklin Avenue
Looking west to south parking lot from Cherokee Avenue.



Montecito Apartments, 6650 Franklin Avenue
Looking northwest from Cherokee Avenue



Montecito Apartments, 6650 Franklin Avenue
Fence of landscaped garden area looking southeast from Franklin Avenue,



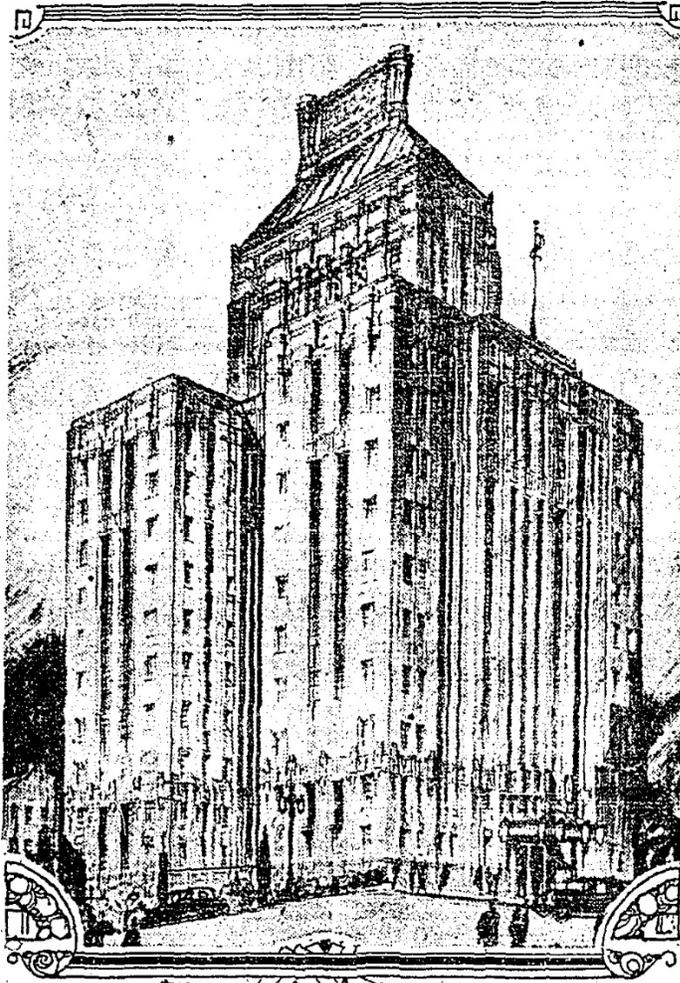
Montecito Apartments, 6650 Franklin Avenue
Looking northeast from Las Palmas Blvd. Las Palmas Senior Center in foreground.

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Hollywood Structure to Rise
Los Angeles Times (1923-Current File); Sep 7, 1930;
 ProQuest Historical Newspapers: Los Angeles Times
 pg. D4

Hollywood Structure to Rise



Owners Order Plans

Plans for a ten-story, basement and sub-basement, Class A apartment building, to rise at the southwest corner of Cherokee and Franklin avenues, are to be prepared by Architect Marcus P. Miller for the Cherokee Properties, Ltd. Cost of the project, including site and furnishings, is estimated to be in excess of \$800,000.

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Montecito Apartments construction announcement from *Los Angeles Times*, 1930.

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Montecito Apartments, 6650 Franklin Avenue soon after completion, 1931.
USC Libraries Special Collections

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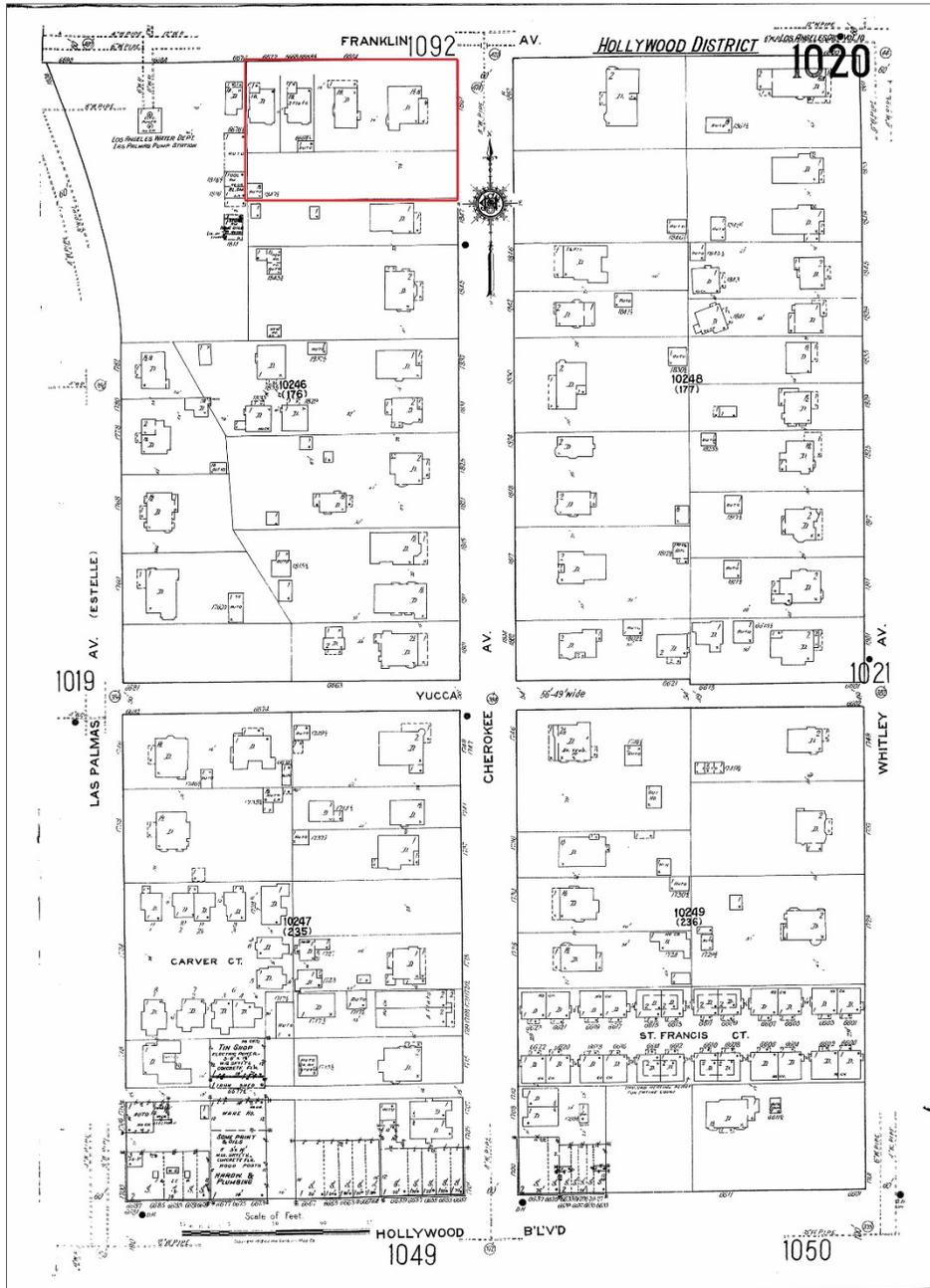
Montecito Apartments, 6650 Franklin Avenue, 1984.
Photo Credit: Tom Zimmerman

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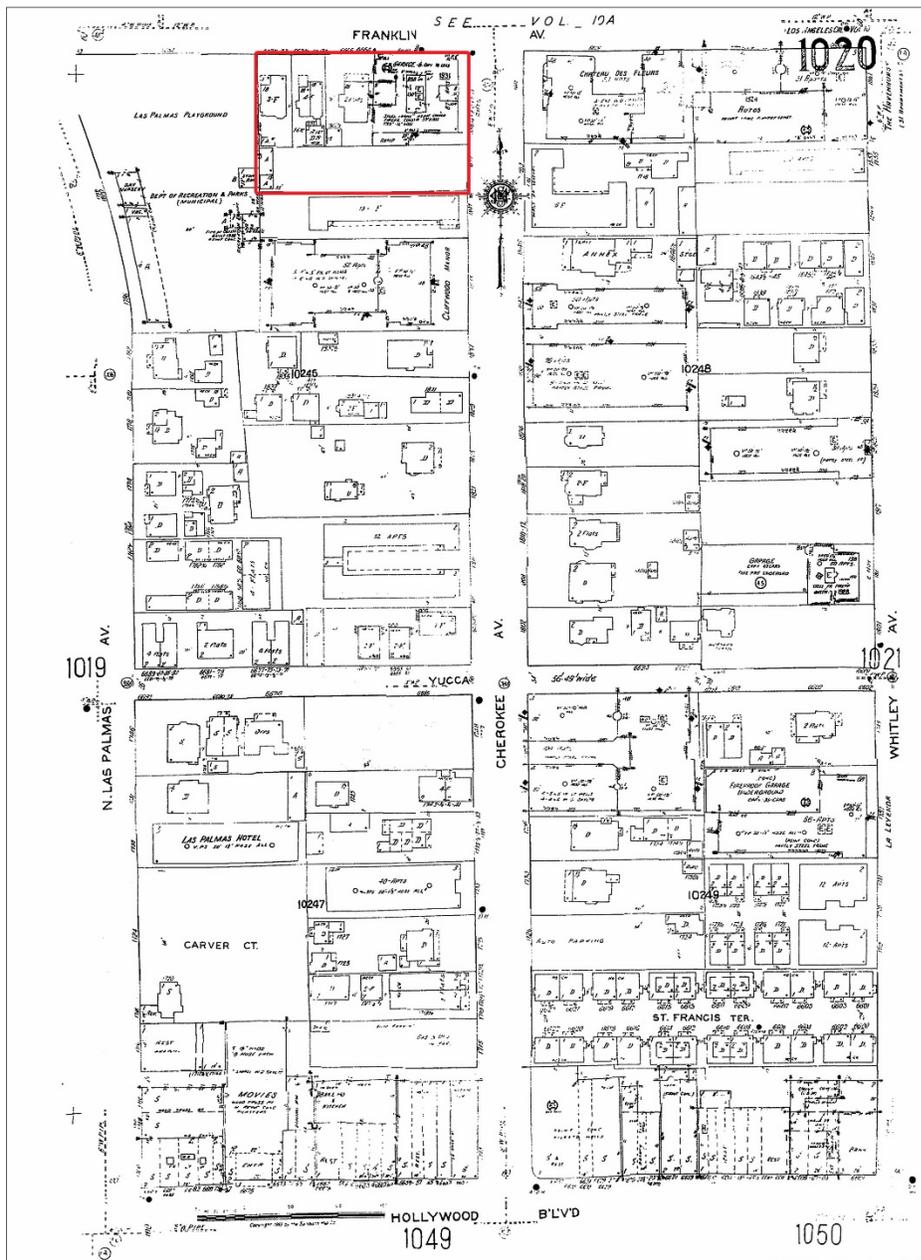
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1919 Sanborn map. The project site is highlighted in red.

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1955 Sanborn map. The project site is highlighted in red.

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YEAR	PERMIT NUMBER	WORK PERFORMED	ARCHITECT / CONTRACTOR	OWNER
1930	LA27716	One-1/2 story residence located at the southwest corner of Cherokee and Franklin (1861 Cherokee Ave.) demolished and removed from lot.	None listed	Mackey Engineering Co.
1930	LA28346	New construction of a 10-story reinforced concrete building.	Marcus P. Miller (architect); HM Baruch Corp. (contractor)	The Cherokee Properties, Ltd.
1934	LA14085	Convert portion of sub-basement garage for use as a commissary.	John W. Flanagan (contractor)	Pacific States Savings & Loan
1953	LA59378	Relocate 2-story single-family home from 1855 N. Cherokee Avenue to 6831 Virginia Avenue for use as apartments.	None listed	Mrs. Wenger
1956	LA43299	New construction of a "semi-public" swimming pool for the Montecito Hotel.	J.L. Randall (engineer); Wahlstrom Bros. (contractor)	Howard M. Fox
1962	LA19245	Demolish 2-family dwelling located at 6668 Franklin Avenue.	Hallmark Wrecking Company (contractor)	Jack M. Okean
1985	LA04230	Rehabilitation of interiors at 6650 Franklin Ave. including the addition of 39 units.	John Kariotis (engineer); Woodward & Bernard (architects); S.B.I. Construction (contractor)	Montecito Apartments General Partnership
2015	LA49468	Seismic reinforcing of building.	David Pomerleau - IDS Group (engineer)	Montecito Apartments Housing LP

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HISTORIC RESOURCES GROUP

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received JUN 20 1985
date entered JUL 18 1985

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic The Montecito Apartments

RECEIVED

JAN 2 1985

and/or common The Montecito Apartments

OHP

2. Location

street & number 6650 Franklin Avenue N/A not for publication

city, town Los Angeles N/A vicinity of

state California code 06 county Los Angeles code 037

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input checked="" type="checkbox"/> other: <u>Vacant</u>

4. Owner of Property

name The Montecito Apartments, The General Partnership

street & number 9454 Wilshire Boulevard, Suite M-7

city, town Beverly Hills N/A vicinity of state CA 90212

5. Location of Legal Description

courthouse, registry of deeds, etc. Los Angeles County Hall of Records

street & number 320 West Temple Street

city, town Los Angeles state CA

6. Representation in Existing Surveys

title NONE (Tax Certification, Part 1, August 8, 1984)
has this property been determined eligible? yes no

date federal state county local

depository for survey records

city, town state

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>N/A</u>
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The Montecito Apartments, 1861 Cherokee Avenue/ 6650 Franklin Avenue, is a ten story and two basement reinforced concrete structure. It is built in an essentially square building plan with two shallow light courts on the east and west facades, and is designed in a manner influenced by the Art Deco/ Zig Zag Moderne style with applied Deco and Mayan decorative detailing. It is built on a corner downslope lot from Franklin south along Cherokee. This lot provides a high degree of visibility for this virtually unaltered structure.

The main or entrance facade is located on Franklin Avenue. It has a double inset bronze doorway with a decorative cast iron, rusticated concrete and marble and black glass surround. A highly decorative cast iron canopy with lamps is located directly above the entrance and is anchored to the facade by bars with turnbuckles. The remainder of the Franklin street level frontage is relatively austere, consisting of rusticated concrete panels set between vertically incised piers and flat metal casement windows. Directly above the street level windows there are decorative cast Deco panels set as partial spandrels. Above these are heavy Mayan pendants cast in concrete and anchored to each pier at the second story level and extending to the third story level. The facade from the third story to the attic level is relatively unadorned with the exception of chevrons in the spandrel areas at each floor level. All windows are flat metal casements in each of the nine window bays which flank a centrally located inset fire stairwell. The attic area consists of cast decorative concrete utilizing a pattern similar to that of the first floor level.

The east elevation continues the decorative detailing of the north from the first story level to the attic area. The downslope lot exposes, however, the wall surface of the basement area which consists of rusticated cast concrete. This side has a centrally located shallow light well flanked by four window bays on each side. Again, the windows are of the flat metal casement type.

The south elevation carries the decorative Mayan detailing of the north and east only to the easternmost window bay. The window articulation and decorative detailing from the first story level to the attic area is, however, similar to that of the north elevation. The two basement levels are fully exposed on this facade and they consist of a flat wall surface articulated by irregularly placed window openings. A sloping driveway runs from Cherokee down to the lower basement level where a large garage doorway provides access to interior parking.

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National Park Service**

**National Register of Historic Places
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The west elevation is similar in mass to the east elevation, but there are only three window bays located in the principal wall segments as opposed to the four in the eastern elevation. The wall surfaces are flat and are devoid of decorative detailing from the first floor to the attic area where cast decorative panels are utilized in a manner similar to each of the other three elevations. The basement wall surface is exposed and is rusticated only in the area directly below the northernmost wall segment.

The roof area consists of a centrally located machinery penthouse of concrete construction. It is rectangular in shape with four window openings on the east and west elevations and two window bays on the north and south. Elaborate cast Deco panels are carried above the window openings on all elevations and the penthouse is capped by a hipped copper and concrete roof. Large neon "Montecito" signs are located in the roof parapets on the east and south elevations. A similar sign is located on the machinery penthouse directly below the roofline on the northern elevation.

The interior of the structure is relatively unaltered. The principal areas of interest are the lobby, reception room and corridors. Access to the lobby is provided from the Franklin Avenue entrance. It consists of a relatively small area adorned by cast concrete moldings, Deco columns with both flat and fluted surfaces and marble baseboards. The reception room is located to the east of the lobby. It is rectangular in configuration with a splendid Deco fireplace set into the west wall. The windows have decorative surrounds consisting of fluted side moldings with scalloped incised molding above. The corridors are decorated by simple cast plaster moldings at the ceiling level. Numerous light fixtures are located throughout the building. The apartments are also relatively unaltered with the exception of minor modifications to the bathroom and kitchen areas.

The building grounds consist simply of a pool and parking area. The pool, a 1950's addition, is the only major alteration to the building complex. Located in the southwest corner of the lot it is presently unmaintained and is in poor condition.

In summary, the Montecito is an excellent example of the Deco style as utilized in apartment house design in Southern California. Furthermore, its unaltered condition and high visibility serve to make this building a landmark in the Hollywood area.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1930-1931 **Builder/Architect** Baruch/ Miller

Statement of Significance (in one paragraph)

The Montecito Apartments is one of the finest examples of Art Deco styling with Mayan detailing in the Hollywood area. It is significant for its architectural quality and integrity, and remains virtually unaltered. The structure is prominently situated on a hillside two blocks north of Hollywood Boulevard, and is highly visible from this well traveled thoroughfare. The Montecito Apartments has long served the Hollywood community as a visually pleasing local landmark, and is compatible in period, style and scale with nearby commercial structures on Hollywood Boulevard. The edifice, with its overscaled signage, is an integral component of the Hollywood skyline.

The Montecito Apartments is the finest extant work designed by the notable Los Angeles architect Marcus P. Miller. The structure was one of only a few apartment buildings in the Los Angeles area which reached the height limit imposed for earthquake safety. The Montecito Apartments has been regarded as one of Hollywood's finest apartment buildings since construction was completed in 1931. It was the illustrated subject of an article in the Arrowhead Magazine in June 1934 which stated that "Towering above the trees at the foothills the Montecito Apartments furnish an example of the fineness of Hollywood's living accommodations."¹ It served the motion picture industry during its peak production years by providing accommodations for the vast influx of workers and artists associated with film making.

The Montecito Apartments was built as a commercial venture by The Cherokee Properties, Ltd. The Los Angeles architect Marcus P. Miller was commissioned to design the structure. Architect Miller is best known for his design of the Darkroom Camera Shop storefront; the unique entrance area is constructed in the shape of a giant camera. The H.M. Baruch Corporation was contracted to erect the edifice at an estimated cost of \$275,000. This was a substantial sum for an apartment building in Los Angeles during this period. Herbert M. Baruch was one of Los Angeles' most prominent builders in the late 1920's and early 1930's. A high level of craftsmanship can be seen in his other works determined to be eligible to the National Register, including: the Garfield Building, the William Fox Building, and the Sun Realty Building.

¹ "Glamorous Hollywood" The Arrowhead Magazine, (June 1934), p. 25.

9. Major Bibliographical References

See Continuation Sheet, Item 9.

10. Geographical Data

Acreeage of nominated property 0.77 acre

Quadrangle name Hollywood

Quadrangle scale 1:24000

UTM References

A

1	1	3	7	6	9	5	0	3	7	7	4	4	2	0
Zone		Easting				Northing								

B

Zone		Easting				Northing					

C

Zone		Easting				Northing					

D

Zone		Easting				Northing					

E

Zone		Easting				Northing					

F

Zone		Easting				Northing					

G

Zone		Easting				Northing					

H

Zone		Easting				Northing					

Verbal boundary description and justification

Lot 11 and the north half of Lot 12, Block 2 of the Hollywood Ocean View Tract, City of Los Angeles, County of Los Angeles. Property is a 150' x 225' parcel at the southwest corner of Franklin and Cherokee Avenues. Boundaries are drawn to encompass the building and its historic lot.

List all states and counties for properties overlapping state or county boundaries

state	<u>N/A</u>	code	county	<u>N/A</u>	code
state		code	county		code

11. Form Prepared By

name/title	<u>Roger G. Hatheway and Richard Starzak</u>		
organization	<u>Roger G. Hatheway & Assoc.</u>	date	<u>December 7, 1984</u>
street & number	<u>25283 Cabot Road #218</u>	telephone	<u>(714) 472-8648</u>
city or town	<u>Laguna Hills</u>	state	<u>California 92653</u>

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature Kathryn Gualtieri

title State Historic Preservation Officer date May 24, 1985

For NPS use only

I hereby certify that this property is included in the National Register

for Melissa Byer Entered in the National Register date 7-18-85

Keeper of the National Register

Attest: _____ date _____

Chief of Registration

**United States Department of the Interior
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Construction was begun on November 26, 1930 and was completed the following year.² Exterior and interior wall construction is reinforced concrete throughout. "Exterior ornament (is) cast integrally with the walls through the use of waste moulds."³ Interior construction also incorporates tile partitions and plaster walls and ceilings. Cement flooring was incorporated throughout, and in addition, the bathroom floors were covered with decorative tile. Composition roofing was applied to the concrete roof, and the concrete penthouse roof was sheathed in copper. A semi-public swimming pool was constructed in 1956 to the southwest of the main structure. Construction of the pool cost \$3,900.

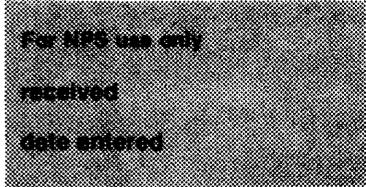
In summary, the Montecito Apartments is architecturally significant as one of the finest examples of the Deco style with Mayan influence detailing in the Hollywood area. Furthermore, it is significant for its architectural quality and integrity, as one of the finest extant works of the architect, Marcus P. Miller. The edifice of the Montecito is an integral component of the Hollywood skyline, and has long served the Hollywood community as a local landmark, contributing to the unique sense of time and place of the surrounding area.

² Los Angeles City Dept. of Building and Safety. Building permit #28346, issued November 26, 1930.

³ "Portland Cement Association (advertisement)," The Architect and Engineer, Vol. CXIV No. 3 (September 1933).

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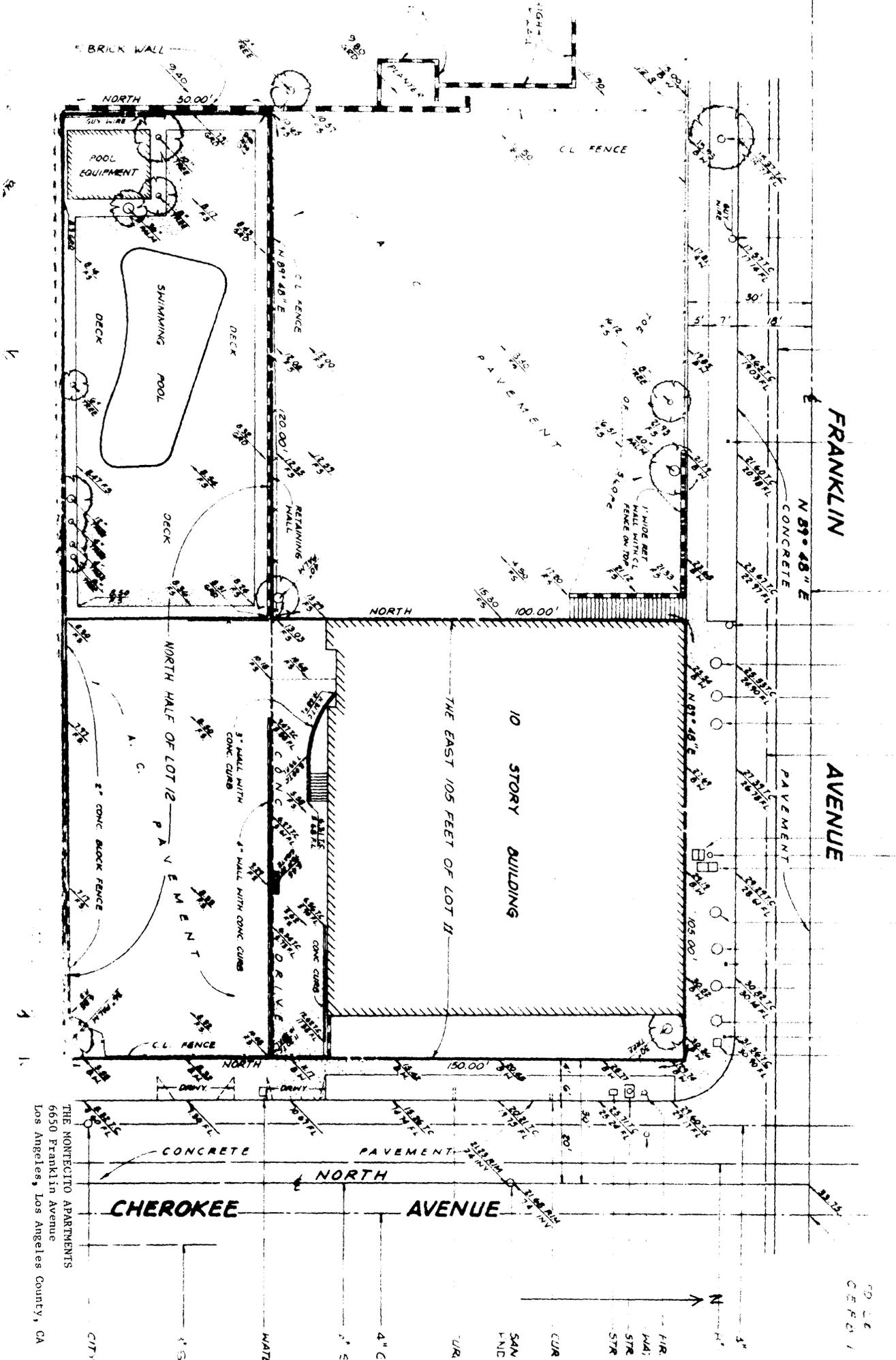
"Glamorous Hollywood" The Arrowhead Magazine, (June 1934), p. 25.

Los Angeles City Dept. of Building and Safety. Building permit
#28346, issued November 26, 1930.

Los Angeles City Dept. of Building and Safety. Building permit
#459 issued January 8, 1931.

Los Angeles City Dept. of Building and Safety. Building permit
#42192 issued April 19, 1956.

"Portland Cement Association (advertisement)," The Architect and
Engineer, Vol. CXIV No. 3 (September 1933).



THE NONSECTO APARTMENTS
 6650 Franklin Avenue
 Los Angeles, Los Angeles County, CA

CD 116
 CE 101



The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

Overall View

Photographer facing North

Photograph 1 of 9



The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

South & East Elevations

Photographer facing north

Photograph 2 of 9



The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

Entrance Facade

North Elevation

Photographer facing South

Photograph 3 of 9



The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

Entrance and Rear

North and West Elevations

Photographer facing Southeast

Photograph 4 of 9



Montecito

6650

NO
TRESPASSING

NO
TRESPASSING
VIOLATORS WILL
BE PROSECUTED

The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

Detail of Main Entrance Area

North Elevation

Photographer facing South

Photograph 5 of 9



The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

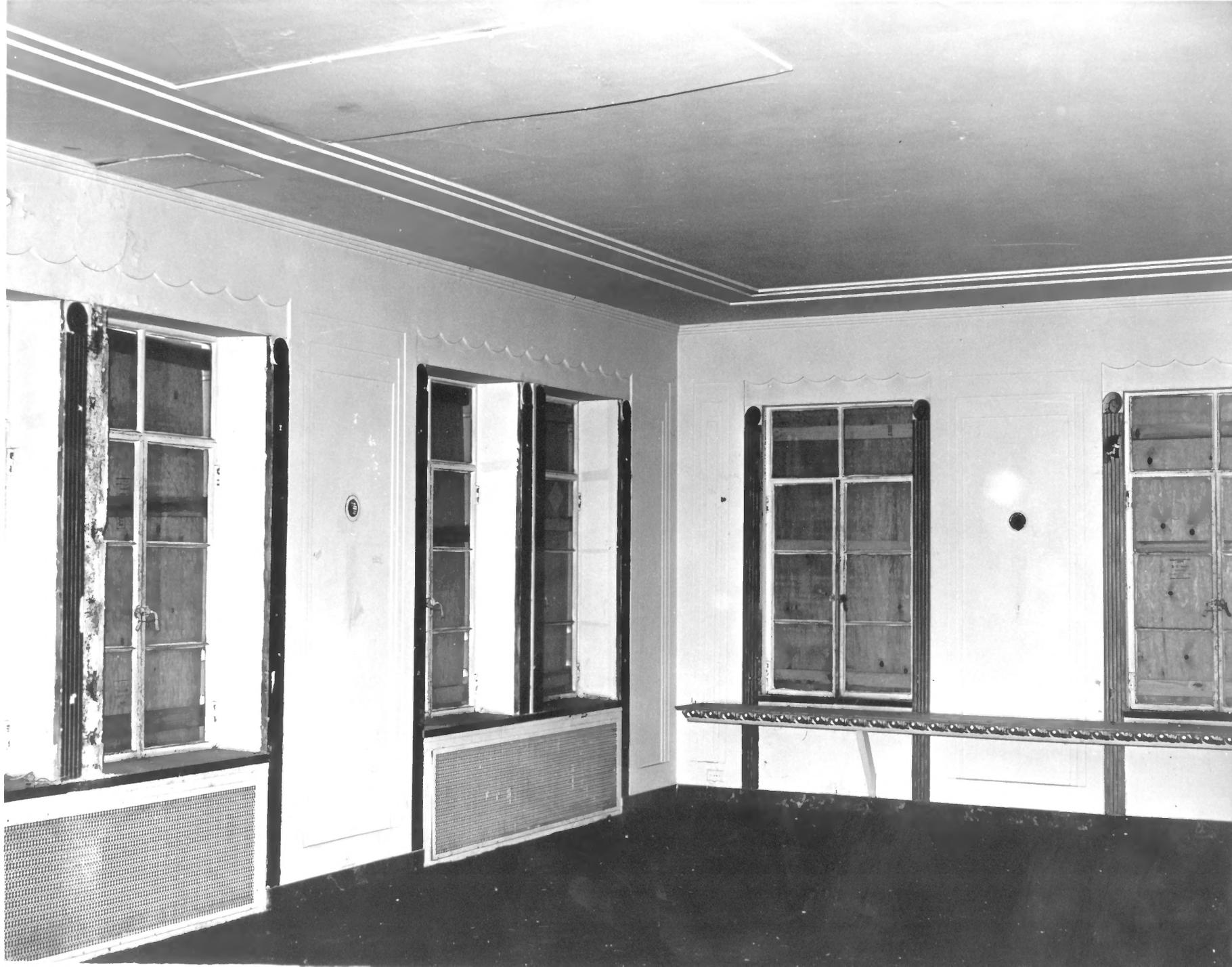
Laguna Hills, CA 92653

Lobby Area

Interior View; First Floor

Photographer facing South

Photograph 6 of 9



The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

Reception Room

Interior View; First Floor

Photographer facing South

Photograph 7 of 9



The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

**Detail of Reception Room
Interior View; First Floor
Photographer facing South**

Photograph 8 of 9

FIRE ESCAPE

**FIRE
ESCAPE**

The Montecito Apartments

6650 Franklin Avenue

Los Angeles, Los Angeles Co., Calif.

March 1984 Photograph by Tom Zimmerman

Negatives located at:

Hatheway & Associates

25283 Cabot Road, Suite 218

Laguna Hills, CA 92653

Detail of Hall Signage

Interior View; Typical Floor

Photographer facing South

Photograph 9 of 9