

SurveyLA

Los Angeles Historic Resources Survey

Historic Resources Survey Report Wilshire Community Plan Area



Prepared for:

City of Los Angeles
Department of City Planning
Office of Historic Resources



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Project Overview

This Historic Resources Survey Report (Survey Report) has been completed on behalf of the City of Los Angeles Department of City Planning's Office of Historic Resources (OHR) for the SurveyLA historic resources survey of the Wilshire Community Plan Area (CPA). This project was undertaken from December 2013 to January 2015 by Architectural Resources Group (ARG).

This Survey Report provides a summary of the work completed, including a description of the Survey Area; an overview of the field methodology; a summary of relevant contexts, themes and property types; and complete lists of all recorded resources. This Survey Report is intended to be used in conjunction with the **SurveyLA Field Results Master Report** (Master Report), which provides a detailed discussion of SurveyLA methodology and explains the terms used in this report and associated appendices. The Master Report, Survey Report, and Appendices are available on the Survey Findings page at SurveyLA.org.

SurveyLA Methodology Summary

Below is a brief summary of SurveyLA methodology. Refer to the Master Report discussed above for more information.

Field Survey Methods

- Properties surveyed for SurveyLA are evaluated for eligibility for listing in the National Register of Historic Places, California Register of Historical Resources and for local designation as Los Angeles Historic-Cultural Monuments (HCM) or Historic Preservation Overlay Zones (HPOZ), commonly known as historic districts.
- Field surveyors cover the entire area within the boundaries of a CPA. However, only resources that have been identified as significant within the contexts developed for SurveyLA are recorded.
- Consultants making resource evaluations meet the *Secretary of the Interior's Professional Qualifications Standards* in Architectural History, History, or a related field.
- Surveys focus on identifying significant resources dating from about 1850 to 1980.
- All surveys are completed from the public right-of-way (from vehicles or on foot as needed).
- Digital photographs are taken of all evaluated resources.
- Field surveys do not include:
 - Individual resources and historic districts (including HPOZs) that are already designated (listed in the National, California or local registers).

- Community Redevelopment Agency of Los Angeles (CRA/LA) surveys conducted within the last five years.
- Potential HPOZ areas which have been surveyed within the last five years and are in the process of being designated.

SurveyLA Resource Types

SurveyLA identifies individual resources, non-parcel resources, historic districts, and district contributors and non-contributors. Each of these is described below. Appendices A, B, and C of this Survey Report are organized by resource type.

- **Individual Resources** are generally resources located within a single assessor parcel, such as a residence or duplex. However, a parcel may include more than one individual resource, if each appears to be significant.
- **Non-Parcel Resources** are not associated with Assessor Parcel Numbers (APNs) and generally do not have addresses. Examples may include street trees, street lights, landscaped medians, bridges, and signs.
- **Historic Districts** are areas that are related geographically and by theme. Historic districts may include single or multiple parcels depending on the resource. Examples of resources that may be recorded as historic districts include residential neighborhoods, garden apartments, commercial areas, large estates, school and hospital campuses, and industrial complexes.
- **District Contributors and Non-Contributors** are buildings, structures, objects, sites and other features located within historic districts (such as residences, schools, and parks). Generally, non-contributing resources are those that are extensively altered, are built outside the period of significance, or do not relate to historic contexts and themes defined for the district.
- **Planning Districts** are areas that are related geographically and by theme, but do not meet eligibility standards for designation. This is generally because the majority of the contributing features have been altered, resulting in a cumulative impact on the overall integrity of the area and making it ineligible as a historic district. The planning district determination, therefore, is used as a tool to inform new Community Plans being developed by the Department of City Planning. These areas have consistent planning concepts, such as height, massing, setbacks, and street trees, which may be considered in the local planning process.

Project Team

The Wilshire CPA survey team included the following personnel from ARG: Charles E. Chase, Principal; Katie Horak, Senior Associate, Architectural Historian and Preservation Planner; Mary Ringhoff, Associate, Architectural Historian and Preservation Planner; Andrew Goodrich, Architectural Historian and Preservation Planner; and Evanne St. Charles, Architectural Historian and Preservation Planner. Additional assistance was provided by interns Sandra Shannon and Christina Park. Katie Horak served as project manager.

Concurrent with ARG's survey of the Wilshire CPA, the additional Los Angeles CPAs of Boyle Heights, Westwood, and Venice were also surveyed by a team including ARG and the firm Historic Resources Group (HRG). HRG conducted the survey of the Westwood and Venice CPAs, while ARG conducted the survey of the Wilshire and Boyle Heights CPAs.

The project team also included Kevin Roderick, journalist, editor, and co-author of *Wilshire Boulevard: The Grand Concourse of Los Angeles*. Kevin provided valuable expertise and input regarding the Wilshire Survey Area and its significant resources throughout all phases of the project.

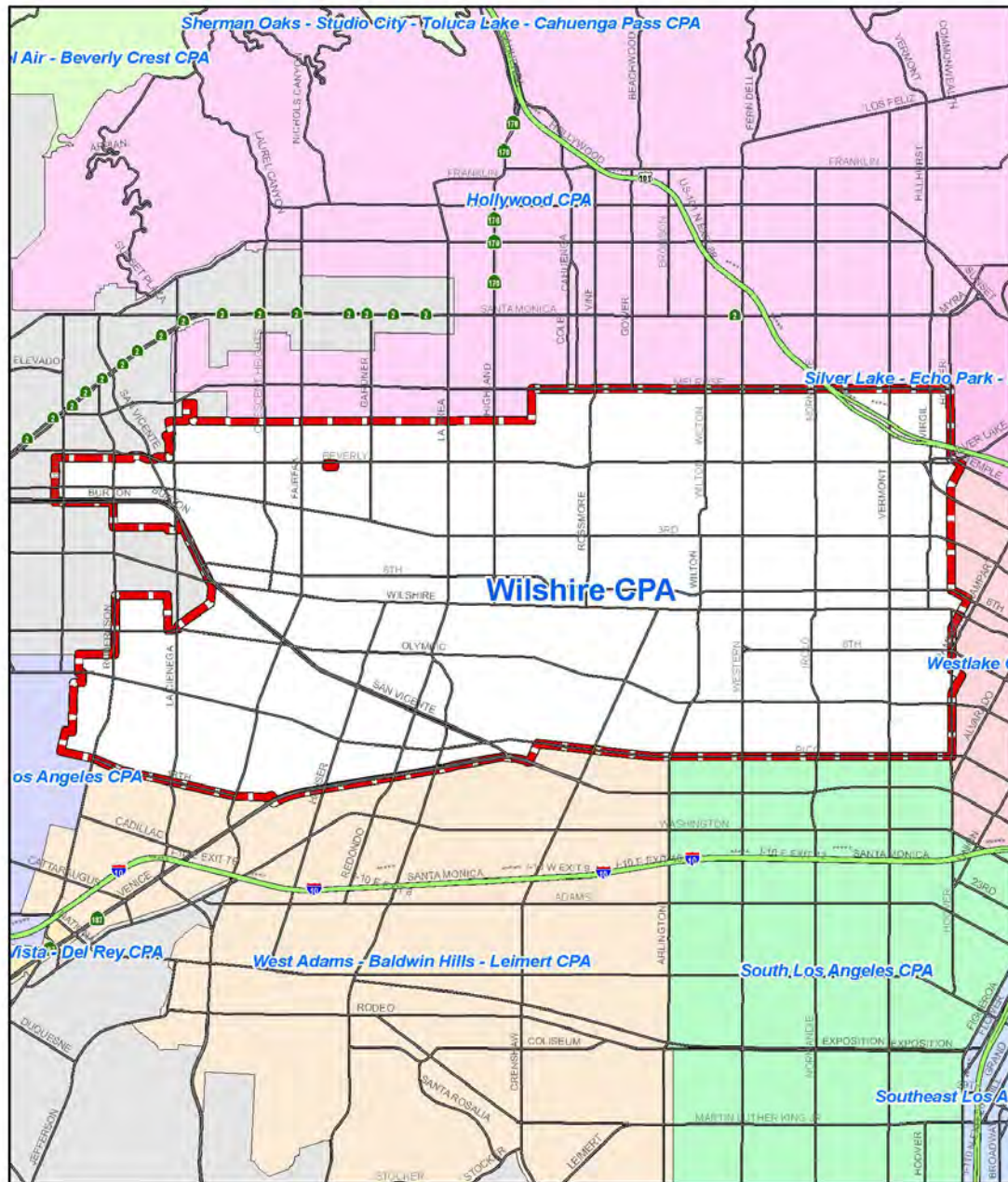
Survey Area

Description of the Survey Area

The boundaries of the identified Survey Area correspond with those of the Wilshire CPA, which is located in the central part of Los Angeles, west of Downtown. It is a long and roughly rectangular CPA that stretches from the eastern neighborhoods of Westlake and Wilshire Center/Koreatown all the way west to the city's boundary with West Hollywood and Beverly Hills. It is bordered to the north by the Hollywood CPA, to the south by the South Los Angeles and West Adams-Baldwin Hills-Leimert CPAs, to the east by the Westlake and Silver Lake-Echo Park-Elysian Valley CPAs, and to the west by the West Los Angeles CPA and the cities of West Hollywood and Beverly Hills. The Wilshire CPA is bounded generally by Rosewood Avenue and Melrose Avenue to the north; 18th Street, Venice Boulevard and Pico Boulevard to the south; Hoover Street to the east; and the city's irregular western boundary to the west.

The Wilshire CPA is located in the central part of the City of Los Angeles, on gently sloping alluvial plains. Though generally flat throughout, there are intermittent natural plateaus and slight changes in elevation as the plains slope northerly toward the Santa Monica Mountains. The CPA has one natural brook, the Arroyo de Los Jardines, which runs north-south in a modified channel between Highland Avenue and Tremaine Avenue. Generally, however, the Wilshire CPA is a fully-developed expanse shaped more by human-made features than natural features. Among those elements that shape and define the CPA are a hierarchical street grid of distinct commercial corridors traversing residential neighborhoods, institutional campuses such

Survey Area Map



Wilshire Survey Area



as the Los Angeles County Museum of Art (LACMA), the superblock garden apartment complex of Park La Brea, and designed landscapes such as Hancock Park, Wilshire Country Club, and Pan Pacific Park. The Hollywood Freeway (U.S. 101) is the only freeway within the Wilshire CPA, cutting through the northeast corner of the Survey Area. The Metro Red Line and Purple Line serve the Wilshire CPA; with the exception of some of their stations, they are completely below ground within the Survey Area.

The major east-west arteries within the Survey Area are (from north to south): Melrose Avenue, Beverly Boulevard, 3rd Street, 6th Street, Wilshire Boulevard, 8th Street, Olympic Boulevard, Pico Boulevard, and Venice Boulevard. The major north-south arteries are (from east to west): Hoover Street, Virgil Avenue, Vermont Avenue, Normandie Avenue/Irlo Street, Western Avenue, Wilton Place, Crenshaw Boulevard, Rossmore Avenue, Highland Avenue, La Brea Avenue, Fairfax Avenue, La Cienega Boulevard, and Robertson Boulevard. San Vicente Boulevard runs at a northwest/southeast diagonal through the southwest portion of the CPA. Commercial development is largely concentrated along these major streets, with some along smaller streets where they intersect these arteries. Most of the CPA's streets are in a regular grid oriented to the cardinal directions. In the area south of Wilshire Boulevard and west of Wilton Place, the grid shifts toward a more northeast/southwest alignment but remains uniform. Curvilinear streets are rare, even within tracts predominantly containing single-family residences.

The Wilshire CPA comprises multiple neighborhoods with their own distinct identities, including the areas commonly known as (roughly from east to west) Wilshire Center, Koreatown, Windsor Square, Hancock Park, Larchmont, Mid-Wilshire, Mid-City, Miracle Mile, Beverly Grove, Fairfax, Carthay, and Pico-Robertson. Each contains a diverse mixture of architectural styles and property types. A brief description of each neighborhood is included below.¹

- Very generally speaking, **Wilshire Center**² encompasses much of the eastern portion of the Wilshire CPA, from Virgil Avenue and Hoover Street on the east to Wilton Place and Crenshaw Boulevard on the west. Its northern edge borders Hollywood at Melrose Avenue, while its southern edge meets Koreatown (which extends south outside of the Wilshire CPA) and part of Harvard Heights, located largely outside of the CPA. Containing some of the oldest neighborhoods in the Wilshire CPA, Wilshire Center is very densely populated and has a high concentration of commercial and institutional resources, including iconic Wilshire Boulevard buildings like Bullocks Wilshire (HCM

¹ Neighborhood definitions and boundaries are somewhat subjective, varying according to source; this report uses the most widely accepted definitions with an eye toward capturing the general development patterns of the Wilshire CPA, not parsing the exact divisions between neighborhoods as perceived today.

² This area was not originally known as Wilshire Center; at the time of its development, the neighborhood was known simply as part of the Wilshire District. As development spread westward through the CPA, other neighborhood names emerged to distinguish one part of the Wilshire District from another. The Wilshire Center name is a recent one. Much of Wilshire Center sometimes is identified as being part of Koreatown (another modern-era moniker).

#56), the Pellissier Building (HCM #118), and Wilshire Boulevard Temple (HCM #116). It also includes some of the Wilshire CPA's earliest streetcar suburbs containing single and multi-family neighborhoods dating to the first few decades of the twentieth century. The Country Club Park and Wilshire Park HPOZs are located within Wilshire Center. Much of the Wilshire Center area was surveyed by the Community Redevelopment Agency of Los Angeles (CRA/LA) in 2009; the CRA survey area was excluded from the current Survey Area in accordance with SurveyLA methodology.

- **Koreatown**³ is located south of Wilshire Center, with rough boundaries at 8th Street, Hoover Street, Western Avenue, and extending south outside of the Wilshire CPA. Up until the 1970s, its development history was the same as that of Wilshire Center, heavily influenced by Wilshire Boulevard; like Wilshire Center, Koreatown is very densely populated and contains some of the oldest neighborhoods in the Wilshire CPA, including early streetcar suburbs dating to first few decades of the twentieth century. The neighborhood gained its modern name in the 1970s and 1980s, when it saw an influx of Korean commercial enterprise and became the center of a vibrant Korean American community. Much of the Koreatown area was surveyed by the CRA/LA in 2009; the CRA survey area was excluded from the current Survey Area in accordance with SurveyLA methodology.
- The neighborhoods of **Hancock Park**, **Windsor Square**, and **Larchmont** are west of Wilshire Center, collectively bounded roughly by Wilton Place, Wilshire Boulevard, La Brea Avenue, and Melrose Avenue. Primarily residential in nature, these areas were subdivided and developed from the 1910s to the 1930s and include some of Los Angeles' most impressive residential architecture from this era. This part of the Wilshire CPA has two large HPOZs – Windsor Square and Hancock Park –and includes other notable resources including the elegant, low-scale institutional buildings on Wilshire's Park Mile, the streetcar commercial strip on Larchmont Boulevard, and the grand apartment buildings of Rossmore Avenue.
- West of Koreatown and south of Hancock Park, Windsor Square, and Larchmont is the **Mid-Wilshire** neighborhood, bounded roughly by Crenshaw Boulevard, Pico Boulevard, Fairfax Avenue, and Wilshire Boulevard within the CPA. Its southern edge borders the Mid-City neighborhood. Punctuated by dense commercial development along Olympic Boulevard, San Vicente Boulevard, Pico Boulevard, and Wilshire Boulevard (including part of Miracle Mile), this neighborhood is dominated by subdivisions of single- and multi-family residences from the 1920s to the 1940s. It includes the Windsor Village HPOZ.

³ This area was not known as Koreatown until the 1970s and 1980s; like Wilshire Center, at the time of its development, the neighborhood was known simply as part of the Wilshire District. It should be noted that many of the smaller neighborhoods within this area do not identify themselves as "Koreatown," but for the purposes of this Survey Report only the broadest neighborhood classifications are used.

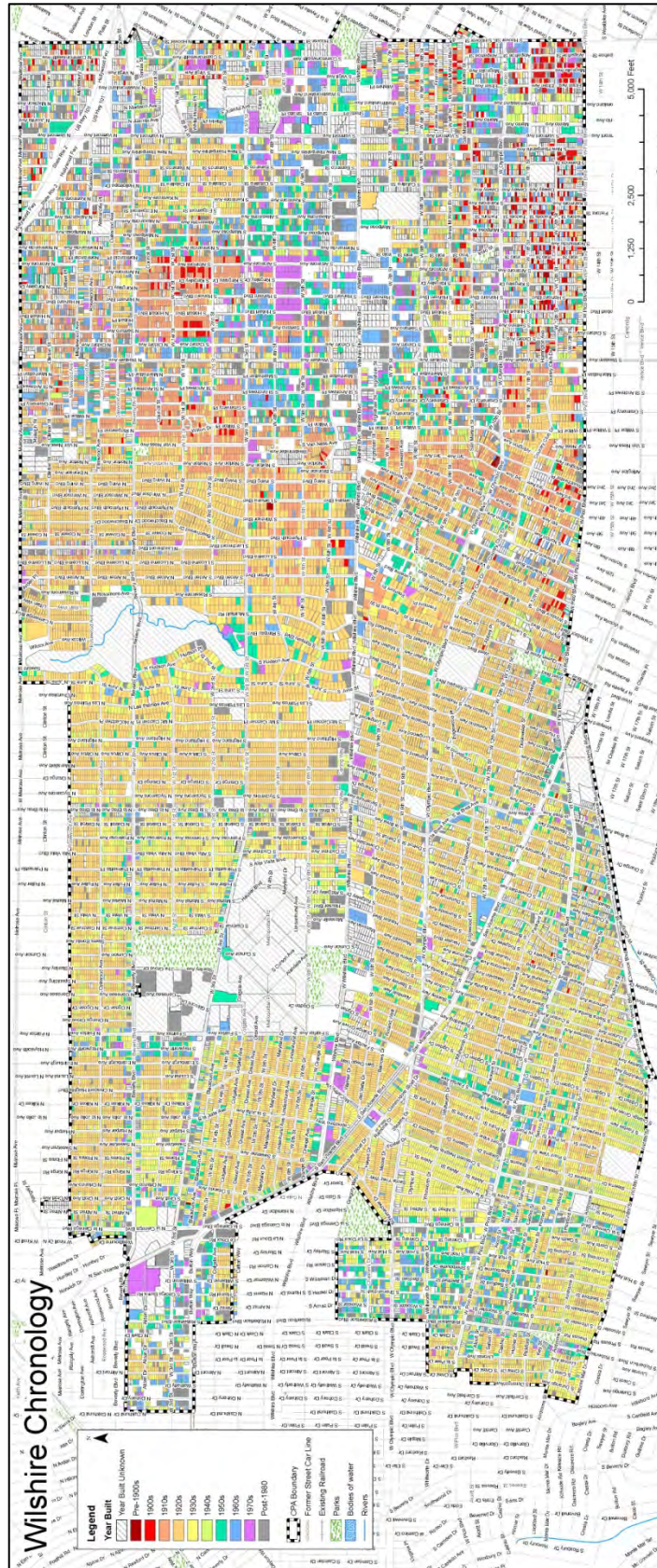
- The **Mid-City** neighborhood stretches north/south from Pico Boulevard to Interstate 10, and east/west from Crenshaw Boulevard to Robertson Boulevard; only the northernmost portion lies within the Wilshire CPA, bordering the Mid-Wilshire and Pico-Robertson neighborhoods. Like those neighborhoods, this part of Mid-City is dominated by subdivisions of single- and multi-family residences from the 1920s to the 1940s, with major commercial development along Pico.
- The northwest portion of the Wilshire CPA contains the **Beverly-Fairfax** neighborhood, containing the original developments of Fairfax and Beverly Grove; it is bounded roughly by La Brea Avenue, Wilshire Boulevard, the eastern boundary of the City of Beverly Hills, the southern boundary of the City of West Hollywood, and Melrose Avenue. Most of this area was developed from Rancho La Brea land underlain by the massive Salt Lake Oil Field; it saw thousands of oil derricks before giving way to subdivisions of single- and multi-family residences in the 1920s through the 1940s. The Beverly-Fairfax neighborhood contains well-known resources like the Farmers Market (HCM #543), CBS Television City, and Park La Brea. It also includes the Miracle Mile North HPOZ.
- The southwest portion of the Wilshire CPA contains the **Carthay** neighborhoods, commonly known as Carthay Circle, South Carthay, and Carthay Square, in the area bounded roughly by Wilshire Boulevard, Fairfax Avenue, Pico Boulevard, and La Cienega Boulevard. These are largely neighborhoods of single-family and small-scale multi-family residences, with the planned community of Carthay Circle (Carthay Center) as their most distinctive component. This area contains the South Carthay and Carthay Circle HPOZs, as well as the proposed Carthay Square HPOZ.
- The **Pico-Robertson** neighborhood is in the far southwest corner of the Wilshire CPA and extends west outside the CPA's borders into Beverly Hills and the West Los Angeles CPA. Within the Wilshire CPA, it is bounded roughly by the Carthay neighborhoods, Fairfax Avenue, 18th Street, and Beverly Hills. Like the Mid-Wilshire area, Pico-Robertson is predominantly characterized by single- and multi-family neighborhoods dating from the 1920s through the 1940s. It is transected by the busy commercial thoroughfares of Fairfax, La Cienega, Robertson, and Pico, and has a thriving Jewish community dating to the post-World War II period.

The Survey Area comprises 38,442 parcels, of which 24,446 were surveyed by the SurveyLA team. As stated above, in accordance with SurveyLA methodology, properties not surveyed include buildings constructed after 1980; areas surveyed by the CRA within the last five years; potential HPOZ areas which have been surveyed within the last five years and are in the process of being designated; and individual resources and historic districts (including HPOZs) designated under local, state and/or federal programs.

Following this methodology, parcels excluded from the SurveyLA survey of the Wilshire CPA include:

5,231 parcels in the Wilshire Center and Koreatown Recovery Redevelopment Area, surveyed by PCR Services Corporation for the CRA/LA in 2009; 6,310 Historic Preservation Overlay Zone (HPOZ) parcels in the Windsor Square, Hancock Park, Miracle Mile North, Country Club Park, Wilshire Park, Windsor Village, Carthay Circle and South Carthay HPOZs; parcels in the potential Carthay Square HPOZ; National Register Historic District parcels in the Wilton, South Serrano Avenue, and Boulevard Heights historic districts; and California Register Historic District parcels in the North Wilton Place, Wilshire Center Apartment, Normandie Mariposa Apartment, and Miracle Mile historic districts. The survey also excluded parcels individually listed in the National Register, California Register, and Los Angeles' list of Historic-Cultural Monuments.

Information on the aforementioned HPOZs and the CRA survey area is available at <http://www.preservation.lacity.org/>.



Development History

Early Development

Like much of Los Angeles, the Wilshire CPA was originally inhabited by members of the Tongva tribe, who resided in villages connected by foot trails. The trails also led to known sources of food and materials, which within the Survey Area included the La Brea tar pits, a much-used site providing tar for waterproofing everything from canoes to water carriers. The early Spanish settlers in El Pueblo de Los Angeles used the trails as well, and referred to a major trail leading west from the village known as Yang-Na (where the Los Angeles Civic Center is now) to the tar pits as El Camino Viejo, or “old road.” It was also commonly known as the La Brea Road. During the Spanish period, this old road served as the dividing line between Rancho La Brea on the north and Rancho Las Cienegas on the south. It later became Wilshire Boulevard, the backbone of the Survey Area and one of the most iconic and influential commercial corridors in the nation.

For most of the 19th century, the Wilshire CPA was sparsely populated. Ranchers grazed cattle and sheep in open pastures, and farmers grew crops like barley and wheat. While the city of Los Angeles expanded rapidly from the east and beachfront communities like Santa Monica grew in the west, the space in between remained rural. It was not until the land speculation boom of the 1880s that the first seeds of Wilshire development were planted. The first visionary was Henry Gaylord Wilshire, a charismatic entrepreneur from Ohio who with his brother William purchased 35 acres west of Westlake Park in 1887.⁴ Westlake Park, a landscaped resort spot with a glistening lake, was one of the burgeoning city’s most ambitious civic projects. Located very near Los Angeles’ western boundary at Hoover Street, the creation of the park declared Los Angeles’ intent to keep expanding toward the ocean. Inspired by the popularity of the park (which became MacArthur Park in 1942), Wilshire subdivided his land in 1895. To the west of the Wilshire brothers’ land lay Sunset Park (which became Lafayette Park in 1920); much less developed than Westlake Park, this park nonetheless held promise.

The Wilshire brothers envisioned a luxurious subdivision anchored by a wide, graveled boulevard that would connect the two parks, and arranged a deal to build an intersecting boulevard if the City would donate the land for it. These streets became Wilshire Boulevard and Benton Way (now Lafayette Park Place). The intersection became the heart of a subdivision designed for Los Angeles’ wealthy, with concrete curbs and sidewalks, generous lots, palm trees, and views of Westlake Park and downtown. The Wilshire brothers convinced the City Council to pass an ordinance banning heavy hauling, railroads, or streetcars from Wilshire Boulevard, ensuring the development would be free of noise and offensive smells. In 1897, the western boundary of Los Angeles moved west from Hoover Street to Vermont Avenue, and Wilshire Boulevard was extended to meet it; the road angled away from its original direction in

⁴ Kevin Roderick and J. Eric Lynxwiler, *Wilshire Boulevard: Grand Concourse of Los Angeles* (Santa Monica: Angel City Press, 2005), 17.

line with the downtown street grid to instead orient toward the cardinal directions.⁵ Between the wide streets, wealthy inhabitants, and streetcar restrictions, the stage was set for Wilshire Boulevard to become what historian Kevin Roderick calls “the showcase drive of the Automobile Age.”⁶ The subsequent growth of the larger Wilshire CPA extended far beyond the great boulevard, but its beginnings were all rooted in the same place.

Beckoned by open space and the grand new boulevard, wealthy Angelenos flocked to the prestigious new district starting at the turn of the century. They were led by irascible *Los Angeles Times* publisher Harrison Gray Otis, who moved into his new mansion at the western edge of Westlake Park in 1898. Residential and commercial development continued moving west through what is now the Wilshire CPA at a rapid pace for the next 30 years, both along and well beyond Wilshire Boulevard itself.

Wilshire Boulevard in the 20th Century

Wilshire’s development was steady through the 1910s and 1920s, with large apartment buildings, resort hotels like the Ambassador Hotel (no longer extant), and commercial structures rising through the district. The Ambassador’s 1921 establishment pre-dated anything else around it, with the large property announcing that Wilshire Boulevard was a place to watch.

The late 1920s commercial rezoning of 25 blocks of Wilshire, from Westlake Park to Western Avenue, spurred a new era of rapid development in the eastern part of the Wilshire district through the 1920s and 1930s.⁷ Farther west on Wilshire, a developer had foreseen a grand commercial destiny for the district earlier than anyone else. In the early 1920s, A.W. Ross began buying up land along Wilshire Boulevard in an area most thought of as laughably distant from Los Angeles, between La Brea Avenue and Fairfax Avenue. He envisioned a destination shopping district that would lure customers from Beverly Hills as well as Hollywood and downtown Los Angeles, and encouraged the construction of architecturally distinctive commercial buildings. Ross’s development would become known as Miracle Mile.

As the eastern commercial district moved west to connect with Miracle Mile, the Survey Area’s commercial identity became one of affluence, newness, and convenience, in contrast to the older and more established downtown. The most potent symbol of the Wilshire district’s new glamour was the 1929 Bullock’s Wilshire department store, one of the first businesses in Los Angeles designed to cater to customers arriving by car. Notable local architects John and Donald Parkinson designed the iconic Art Deco building to advertise its presence with a massive copper-topped tower visible for miles around. For the first time, Angelenos had an alternative to shopping downtown, where automobile and streetcar traffic clogged the narrow old streets.

⁵ Roderick and Lynxwiler, *Wilshire Boulevard*, 38-39.

⁶ Roderick and Lynxwiler, *Wilshire Boulevard*, 21.

⁷ Roderick and Lynxwiler, *Wilshire Boulevard*, 85.

Large parking lots appeared for use by local residents and visitors alike, and service stations, billboards, drive-up markets, and drive-up coffee shops popped up on nearly every major intersection. Recreational facilities were very common, ranging from the Bimini Baths resort (in what is now Wilshire Center) to golf driving ranges; these reflected Wilshire's reputation as Los Angeles' playground. Appropriately for a car-centric boulevard, Wilshire housed a number of extravagant automobile dealerships with eye-catching signs. Neon spread quickly across the Survey Area, as evidenced by large apartment buildings declaring their names on roof-mounted signs in bright green or red. Local dining and dancing institutions like the Brown Derby and the Coconut Grove at the Ambassador Hotel lured people from across the city to the west side of town.

By the mid-1920s, Wilshire Boulevard was one of the most heavily-traveled streets in Los Angeles, serving as the most direct east-west route through the city. Traffic was bad and only got worse as the city came to depend more and more on the automobile over the streetcar. City officials were well aware of the problems facing an increasingly car-dependent public, and it was partly thanks to the Wilshire traffic situation that Los Angeles adopted traffic control measures still in use today, like crosswalks, lane lines, and timed lights. A commission also hired a board led by landscape architect Frederick Law Olmsted Jr. and urban planner Harland Bartholomew to investigate options for future road expansion. Completed in 1924, the Major Traffic Street Plan for Los Angeles advised that selected streets be widened to accommodate more traffic, including Wilshire and 10th Street (now Olympic) within the Survey Area.⁸ Not all of Olmsted and Bartholomew's recommendations were followed, but voters did approve the widening and paving of Wilshire for a length of five miles, from Westlake Park to Fairfax Avenue.⁹ The final gap in the thoroughfare was eliminated in 1934, when Wilshire was pushed through Westlake Park.¹⁰

The success of Wilshire as the Survey Area's largest commercial corridor depended largely on the automobile, and its architecture reflected this new emphasis. Some buildings, like Bullock's Wilshire, advertised their presence with tall vertical elements. Others relied on long, horizontal volumes, sometimes occupying a full block, with projecting signs, large display windows, and other attention-getting elements easily visible from the windshield of an automobile. The new architecture employed cutting-edge styles like Art Deco, Zigzag Moderne, and Streamline Moderne, as well as popular Period Revival styles. Drive-in restaurants and cafés also catered to the automobile owner, and many of the boulevard's new buildings featured rear or side parking lots.

⁸ Frederick Law Olmsted, Harland Bartholomew, and Charles Henry Cheney, *A Major Traffic Street Plan for Los Angeles* (Los Angeles: the Committee on Los Angeles Plan of Major Highways of the Traffic Commission of the City and County of Los Angeles, May 1924).

⁹ Roderick and Lynxwiler, *Wilshire Boulevard*, 85.

¹⁰ Roderick and Lynxwiler, *Wilshire Boulevard*, 87.

Beyond Wilshire itself, other major east-west streets in the Survey Area like Pico Boulevard, 10th Street (now Olympic), and West Third Street were traversed by streetcar lines and enabled rapid residential and commercial development in the first few decades of the twentieth century. Development along these medium-sized commercial corridors was smaller and more pedestrian-oriented in scale, comprising small retailers, restaurants, and offices rather than the massive department stores and hotels of Wilshire Boulevard. The area's commercial strips had sidewalks, low-scale streetlights, and projecting signage to attract passersby, with many of their corners marked by prominent two-story, mixed-use buildings. Even smaller commercial corridors like the one along Larchmont Boulevard thrived, becoming crucial anchors for the surrounding residential areas.

Institutional development occurred early on along Wilshire Boulevard. High-profile institutional buildings like the 1927 Ebell of Los Angeles women's club, at the corner of Wilshire and South Lucerne Boulevard, developed alongside commercial buildings on the boulevard in the 1920s and 1930s. Religious organizations built new, massive houses of congregation and worship like the Wilshire Boulevard Temple, Immanuel Presbyterian, and St. James' Episcopal to serve their local congregations. Smaller community organizations, financial institutions and congregations established themselves along other commercial corridors.

A.W. Ross's development gamble along the western part of Wilshire Boulevard paid off in spades from the late 1920s and through the 1930s, as "Ross's Folly" soon became known as Miracle Mile. The area housed large retailers like Desmond's, Silverwoods, and the May Company, and even supermarkets like Ralph's boasted flashy architecture on a grand scale. Ross remained a major force in the development of Wilshire Boulevard until the 1960s, seeing the boulevard lure the city's population ever westward.

After steady growth through the 1930s on Miracle Mile and beyond, the Survey Area saw little commercial development during World War II. In the postwar years, however, Wilshire Boulevard's luxurious department stores, clubs and restaurants were joined by large office buildings housing high-profile corporations. New York developer Norman Tishman was the first to erect large office buildings along Wilshire, and many others followed. Wilshire Boulevard quickly gained a new reputation as a business center. The 1957 lifting of the city's 150-foot height limit restriction led to towering skyscrapers, bringing a fundamental change to the Survey Area's landscape. The postwar period saw a shift in the area's architectural identity, with many commercial and institutional buildings exhibiting sleek Modern styles rather than the more extravagant styles of previous decades. Prudential Tower (now Museum Square), designed by Welton Becket's firm in 1948 for Prudential Insurance, was the first Wilshire example of the International Style.

Wilshire Boulevard also witnessed a major influx of new institutional buildings during the postwar period, most visibly in a new museum district in Miracle Mile. The La Brea Tar Pits had been open to the public there since the 1920s, but it was not until the 1965 completion of

William L. Pereira's Los Angeles County Museum of Art complex that Miracle Mile gained its second identity as an institutional center.

Wilshire's reputation as a world-class business center continued through the 1970s, with the area seeing dozens of new high-rise corporate buildings. It began to wane in the 1980s, as corporations departed the area for the cheaper and less congested San Fernando Valley and Westside of Los Angeles. The district's prospects looked bleak until an infusion of capital from Korean investors arrived, resulting in a revival. Although parts of the Survey Area experienced periods of economic downturn in the 1980s and 1990s, the Wilshire CPA as a whole remains a strong and diverse commercial center in Los Angeles.

Wilshire Center and Koreatown

By the 1910s, the Wilshire District was one of the city's most desirable suburbs, with much of what is now known as Wilshire Center and Koreatown platted out and under construction. A March 1914 *Los Angeles Times* article summarized the immense changes the area had seen:

Among the many phases of the tremendous development and growth of Los Angeles and surrounding territory in the past decade none has been more remarkable than the transition from low-priced barley fields to residence property valued at \$10,000 per acre in eight or ten years in the district west of Westlake Park...

All of the tracts have uniformly high-class improvements and restrictions. All the lots are large and two and three-story houses predominate over bungalows...¹¹

Large single-family residences lined the main thoroughfare, with both single-family and multi-family buildings appearing on and near other major streets like Hoover Street and Vermont Avenue. The neighborhood also began to see large, luxurious apartment buildings, multi-story edifices rivaling the grand dwellings of New York. Resort hotels appeared, boasting glamorous rooms and vast, landscaped grounds. The Hershey Arms Hotel (no longer extant) in Westlake was the first of these major commercial developments on Wilshire Boulevard, marking the beginning of the end of single-family house construction on the boulevard itself. Large hotels and apartment buildings appeared farther and farther west along Wilshire into what is now Wilshire Center, marking the boulevard with multi-story buildings visible for miles around.

This part of Wilshire saw its most intense development from the late 1910s through the 1920s, especially in the area between Hoover Street and Western Avenue.¹² Development did not cease west of Western, as evidenced by street after street of intact 1910s-1920s residences in the Wilshire Park and Country Club Park HPOZs. It was encouraged by the growing streetcar

¹¹ *Los Angeles Times*, "From Barley Fields to Palatial Homes," 29 March 1914.

¹² Margarita J. Wuellner, Jon L. Wilson, Marlise Fratinardo, and Amanda Kainer, *Intensive Historic Resources Survey of the Wilshire Center and Koreatown Recovery Redevelopment Area, Los Angeles, California* (Los Angeles: PCR Services Corporation for the Community Redevelopment Agency, City of Los Angeles, June 2009), 21-22

system; the Los Angeles Railway ran lines into and through the Survey Area along West Sixth Street, West Eighth Street, Ninth Street, West Third Street, Tenth Street (later Olympic Boulevard), Pico Boulevard, Larchmont Boulevard, Vermont Avenue and Western Avenue. The streetcar expansion facilitated the movement of more and more people into the area and helped establish some of the first commuter suburbs in Los Angeles.

Single- and multi-family Craftsman neighborhoods, numerous bungalow courts, tall brick apartment houses, and abundant duplexes and fourplexes emerged. Many residents of the Wilshire district had the option of using either streetcars or automobiles for their daily travel. This pattern would continue west of the Wilshire Center and Koreatown neighborhoods through the 1920s and 1930s, producing block upon block of automobile suburbs in neighborhoods like Mid-Wilshire and Beverly-Fairfax. The open agricultural land dotted with oil derricks that once characterized the entire area between Los Angeles and Santa Monica would soon become densely developed residential and commercial districts.

As the area of earliest development in the Wilshire CPA, Wilshire Center and Koreatown were originally dominated by wealthy Caucasian residents moving west from the older, more crowded part of town. Restrictive housing covenants in the deeds of newly-constructed houses ensured the neighborhoods stayed homogenous until after 1948 when such practices were deemed unconstitutional (although less formalized discrimination ensured minorities would encounter opposition to moving into some neighborhoods for years after that). Like the rest of west-central Los Angeles, the neighborhood became more economically and ethnically diverse from the 1950s onward, with a notable 1970s-1980s migration of Korean Americans that would make the southeastern part of the Wilshire CPA the center of the city's Korean community.

Los Angeles has had a small Korean population as early as the 1910s, when waves of immigrants began fleeing the Japanese occupation; by the 1930s, the city had a substantial Korean American community, mostly living in a small enclave to the south of what is now considered Koreatown.¹³ A second wave of immigration from the 1950s to the 1970s greatly enlarged the Korean American presence in Los Angeles, and began to attract the attention of corporate investors as well as individuals. Between about 1970 and 1985, a fundamental shift occurred in the cultural makeup of a portion of the Survey Area as both Korean Americans and Latino Americans purchased and reused existing commercial buildings in the area around Olympic Boulevard and 8th Street. Much of the retail offerings both in Koreatown and in the rest of the Survey Area are now housed in another new building type: one to three-story strip malls, most of which replaced service stations that went out of business during the 1970s gas crisis. Koreatown is now one of the most densely populated neighborhoods in Los Angeles.¹⁴ Its multiethnic makeup has shifted slightly away from Korean American dominance since the

¹³ Wuellner et al., *Intensive Historic Resources Survey of the Wilshire Center and Koreatown Recovery Redevelopment Area, Los Angeles, California*, 28.

¹⁴ *Los Angeles Times*, Mapping LA: Population Density (<http://maps.latimes.com/neighborhoods/population/density/neighborhood/list/>), 2014.

1980s, with Latino Americans constituting the majority of its residents, but the neighborhood still has a highly visible Korean American presence.

Windsor Square/Hancock Park/Larchmont

The neighborhoods now known as Windsor Square, Hancock Park, and Larchmont were the next part of the Wilshire CPA to develop. Windsor Square was the first, developed in 1911 as an exclusive, wealthy subdivision of large houses on large lots between Wilshire Boulevard and Third Street. Larchmont Boulevard was established in 1920 to be the “main street” for Windsor Square as it expanded in size, coming to include nearby new developments like New Windsor Square, Windsor Heights, and Marlborough Square. As soon as it opened, the new Larchmont business district was connected by an extension of the Sixth Street line to the larger Los Angeles Railway network. The Larchmont streetcar line was the Los Angeles Railway’s only north/south-running line in the Wilshire CPA, and provided additional transportation options to the residents of the area.

Hancock Park was the next area to develop, just west of the Windsor Square developments. It was originally part of the large Rancho La Brea, acquired by Henry Hancock in the 1850s and passed on to his heir G. Allan Hancock. Much of the rancho sat atop a rich and vast oil field, the Salt Lake Oil Field, and the Rancho La Brea Oil Company drilled wells all over it. Some areas were more productive than others, so in the late 1910s, Hancock began selling off and subdividing his less profitable land for residential subdivisions. The Wilshire Country Club was established on leased rancho land in 1919, and Hancock planned the large, exclusive neighborhood of Hancock Park around it. Through the 1920s, the subdivision filled with large single-family houses and multi-family apartment buildings like the grand edifices that still stand on Rossmore Avenue.

Between the development of Windsor Square and Hancock Park, the Wilshire CPA had no shortage of large, impressive residences. However, restrictive housing covenants and unspoken agreements between many of the area’s realtors ensured that non-white, and in some cases, Jewish, residents would be unable to purchase them. Many Wilshire institutions, including the Wilshire Country Club, the Ebell, and the Los Angeles Tennis Club, also excluded Jews and non-whites.¹⁵ After the U.S. Supreme Court found housing restrictions unconstitutional in 1948, the Windsor Square/Hancock Park area became more accessible to all Angelenos and slowly diversified. Today this neighborhood contains a sizable Orthodox Jewish population, especially on the west side of Hancock Park where it borders Beverly-Fairfax; many members of this community moved into the Survey Area starting in the 1980s. The large Hancock Park and Windsor Square HPOZs are located in this part of the Wilshire CPA.

¹⁵ Edmon J. Rodman, Let My People Go...to Hancock Park (*Jewish Journal* 9 April 2014), http://www.jewishjournal.com/los_angeles/article/let_my_people_go_..._to_hancock_park.

Mid-Wilshire and Mid-City

While Koreatown, Hancock Park, and Windsor Square witnessed most of their residential development in the 1910s and early 1920s, residential development further west did not really take off until the mid-1920s and 1930s. The construction boom was a response to the massive population influx Los Angeles experienced at that time, with the resultant spread of the city in all directions. This boom was facilitated by the rising prominence of the automobile, which opened up farther-flung areas to suburban development and expanded perceptions of just how large a city could be. The Mid-Wilshire neighborhood, stretching west to Fairfax between Wilshire and Pico, had its share of earlier subdivisions like Oxford Square (1907) and Fremont Place (1911), but the bulk of its residential construction happened in the 1920s. Likewise, the Mid-City neighborhood south of Pico was largely developed during the 1920s-1930s construction boom and saw rapid growth as the population moved west. In terms of its residential development history, the northern part of the Mid-City neighborhood is closely linked to Mid-Wilshire.

Unlike the exclusively wealthy neighborhoods of Windsor Square and Hancock Park, Mid-Wilshire and Mid-City neighborhoods developed in the 1920s to contain a mix of housing types. Subdivisions like Mid-Wilshire's Wilshire Crest (a part of which is now known as Brookside) boasted two-story, single family houses on large view lots adjacent to wealthy neighborhoods like Fremont Place, but also included some multi-family housing and smaller, more modest lots. A 1920 *Los Angeles Times* advertisement for Wilshire Crest noted "While mostly for fine two story residences, three blocks are provided for high grade bungalows."¹⁶ The upscale subdivisions were also developed in tandem with more affordable tracts; Wilshire Crest was accompanied by the more modest Rimpau Hill, Mansfield Knoll, and Wilshire Highlands. West of Rimpau Boulevard, the streets south of Wilshire Boulevard quickly filled with street after street of one-story houses and two-story apartment buildings in fashionable Period Revival styles.

Multi-family and single-family neighborhoods alike were heavily advertised by local developers in the *Los Angeles Times*. Street trees, street lights, sidewalks, paved roads and other amenities were marketed throughout the area. Although often built in proximity to streetcar lines, these neighborhoods largely catered to the automobile; detached rear garages and driveways with curb cuts were characteristic of these automobile suburbs. Multi-family residential neighborhoods (often including Moderne and Minimal Traditional styles along with the dominant Period Revival) boasted an array of duplexes, triplexes, fourplexes, apartment houses and courtyard apartments.

Today, much of the Mid-Wilshire neighborhood's residential area is informally referred to as Miracle Mile, in tandem with Wilshire Boulevard's Miracle Mile commercial and institutional corridor on its northern edge.

¹⁶ *Los Angeles Times*, Wilshire Crest Display Ad, 10 October 1920.

Beverly-Fairfax

As in the Hancock Park neighborhood, much of the land that is now part of the Fairfax and Beverly Grove neighborhoods (most commonly referred to as Beverly-Fairfax) was originally part of the massive Rancho La Brea. Most of the Salt Lake Oil Field underlies these neighborhoods in the northwestern portion of the Wilshire CPA, and for many years this area was covered with oil derricks. The La Brea Tar Pits are and were the most visible surface manifestation of the vast below-ground resource. The Hancock family embarked on the first oil exploration in this area, and in 1900 rancher A.F. Gilmore began doing the same on the piece of the rancho he had acquired.

Gilmore owned a relatively small percentage of the rancho land, but he developed it thoroughly; like G. Allan Hancock in Hancock Park, by the 1910s Gilmore saw the value of subdividing and selling off the less productive portions of his land. It soon became clear to Gilmore and his son E.B. Gilmore that housing and commercial development brought in more money than oil production. Between the Hancocks and the A.F. Gilmore Company, by the early 1930s most of the land in the Fairfax neighborhood, north of Wilshire Boulevard, had been subdivided and developed.

In 1934, the Farmers Public Market, operated by Fred Beck and Roger Dahlhjelm at West Third Street and Fairfax Avenue (on land owned by E.B. Gilmore) opened, inviting local farmers to sell their produce out of the backs of their trucks. Soon, the Farmers Public Market became a permanent venue; restaurants, ice cream stands, flower shops, and other retail stores began selling at the market. The Farmers Market still exists in its original location (although it has grown), with an array of food stands and retail shops as ethnically and culturally diverse as the Survey Area in which it sits. It is the last remnant of Gilmore commercial and recreational developments that once included a drive-in movie theater, a racetrack, and a stadium.

Like the single-family and multi-family developments in the Mid-Wilshire and Hancock Park neighborhoods, the new neighborhoods of the Beverly-Fairfax area were developed and heavily marketed as discrete subdivisions. They included a high number of multi-family residences, including numerous two-story duplexes and fourplexes, in a variety of Period Revival styles. Most were constructed from the mid-1920s to the early 1930s, though later examples exist; a prominent, unusually intact, and somewhat late example of an apartment house district is Beverly Square, constructed in the 1930s and 1940s as an “ultra-modern” residential development. The Beverly-Fairfax developments were even more automobile-focused than the automobile suburbs further east in the Wilshire CPA, since they were past the outer limit of the Los Angeles Railway’s streetcar system.

Where much of west-central Los Angeles did not have a large Jewish American population until after World War II, the Beverly-Fairfax neighborhood had a significant Jewish American presence from its earliest development in the 1920s. For example, research on the residents of the Orange Grove Avenue-Gardner Street area, historically a Jewish enclave, found a diverse

Jewish community representative of the overall Beverly-Fairfax area at that time. This neighborhood, part of a subdivision developed by G. Allan Hancock, included recent immigrants from outside the U.S., people who had moved from the East Coast, and Angelenos who had moved to the area from other parts of the city (primarily Boyle Heights). It may be that this neighborhood and other known early Jewish residential enclaves in the Beverly-Fairfax area did not see exclusion of Jewish homeowners and renters based on restrictive housing covenants or realtor influence as seen in some other parts of Los Angeles. Permit and census research indicates that a substantial number of properties in these enclaves were built and owned by Jewish individuals, both living on site and renting to tenants. During the postwar period, the Jewish population of Beverly-Fairfax increased substantially, and continued to move westward into neighborhoods like Pico-Robertson. The Beverly-Fairfax neighborhood is still a popular residential area for Jewish families, including members of the Orthodox community who were part of a major movement to the Wilshire CPA starting in the 1980s.

Residential subdivisions in the Fairfax neighborhood were serviced by commercial districts including those along 3rd Street, Beverly Boulevard and Fairfax Avenue. A particularly prominent Jewish business district emerged along North Fairfax Avenue (sometimes referred to as “Kosher Canyon”). Businesses catering to the area’s Jewish population began appearing on Fairfax starting in the 1930s, accelerating greatly after World War II. In the postwar years, community centers, neighborhood synagogues, kosher delis, restaurants, and Jewish bakeries were numerous on the street. Several long-time businesses, including Canter’s Delicatessen, Schwartz Bakery, and Diamond Bakery, are still in operation. Beverly Boulevard also saw a significant increase in the establishment of Jewish commercial and institutional properties during the postwar period, many of which continue to serve the community today.

Carthay

The Carthay neighborhoods represent a distinctive pattern of development that differed somewhat from that of the surrounding areas of Pico-Robertson, Mid-Wilshire, and Beverly-Fairfax. As most of the Carthay area lies within two HPOZs, Carthay Circle and South Carthay, and one proposed HPOZ, Carthay Square, it was largely not surveyed as part of SurveyLA. Developer J. Harvey McCarthy planned Carthay Center (later Carthay Circle) as a desirable subdivision of one-story, Period Revival, single-family residences and smaller amounts of multi-family housing starting in 1922. McCarthy envisioned the development as a complete community with commercial and institutional elements, which came to include the famous Carthay Circle Theater. Although that plan was not fully carried out, the subdivision’s layout did create a distinctive sense of place: it broke with the surrounding street grid to feature an irregular street pattern around San Vicente Boulevard, and had an emphasis on pedestrian access. Carthay Circle’s deed restrictions excluded non-whites, forbade flat roofs, and required design review of all new construction by a homeowners association.¹⁷

¹⁷ City of Los Angeles, *Carthay Circle HPOZ Preservation Plan* (adopted December 9, 2010), 17-18.

The South Carthay and Carthay Square (originally called Fairfax Park) subdivisions followed Carthay Circle, and lacked many of the first development's distinctive planning features. Carthay Square developed like many other Wilshire neighborhoods did in the 1920s and 1930s, with single-family and multi-family residences in a variety of Period Revival styles within the regular, rectilinear street grid. It featured more multi-family residences than did the other Carthays, with a notable number of duplexes and triplexes lining its streets. South Carthay was the last to develop; while parts of it were developed starting in 1922-1923, much of its land was owned by Ralph's Markets and used to grow vegetables.¹⁸ The agricultural land was finally developed starting in 1933, with developer Spyros George Ponty constructing many of the subdivision's single-family houses in distinctive Spanish Colonial Revival styles. The South Carthay infill completed the development of this part of the Wilshire CPA, and included a number of multi-family residences (mostly duplexes) as well as single-family houses.

Pico-Robertson

A section of the Pico-Robertson neighborhood is located in the southwest portion of the Wilshire CPA; the neighborhood extends west beyond the CPA's western boundary. Pico-Robertson is centered on Pico Boulevard, a commercial corridor flanked by both single-family and multi-family residential development. The residential neighborhoods of this area followed the same pattern as those in the adjoining neighborhoods of Mid-Wilshire and Beverly-Fairfax: they were subdivided in the 1920s from larger tracts of land, and largely developed through the 1920s and 1930s. The neighborhood was originally grazing and agricultural land, and later saw substantial oil exploration activity associated with the Salt Lake Oil Field and its smaller southern neighbor, the Los Angeles Oil Field. Both single-family and multi-family residences were common in Pico-Robertson, primarily designed in a mix of Period Revival styles.

The portion of Pico Boulevard through this area was first developed in the early 1920s, in tandem with the housing construction to the north and south, though it was not paved and improved until 1927. The street was marketed as the most direct route to the resort city of Santa Monica, leading to more rapid residential and commercial development than might otherwise have been seen at the far western edge of Los Angeles. The portions of Robertson Boulevard, La Cienega Boulevard, and San Vicente Boulevard that run through Pico-Robertson developed at the same time, and are now dense commercial corridors that serve as crucial connectors to Beverly Hills and west Los Angeles, as well as business districts for the surrounding residential areas.

Today the Pico-Robertson neighborhood is best known as an important locus of the local Jewish community, but it did not fully attain that status until after World War II. Unlike the residential and commercial districts of Beverly-Fairfax, Pico-Robertson did not have a substantial Jewish population during its initial development in the 1920s and 1930s. But during the 1950s, Pico-Robertson began to experience the same influx of new Jewish American residents that the Beverly-Fairfax neighborhood had. Fairfax Avenue and Beverly Boulevard remained the heart of

¹⁸ City of Los Angeles *South Carthay HPOZ Preservation Plan* (adopted December 9, 2010), 17.

Jewish institutional and commercial life for a number of years. Starting in the 1980s, Pico-Robertson began to see a new migration of members of the Orthodox community, and institutions and businesses followed; Pico Boulevard at Robertson Boulevard became the best-known hub of Jewish life in Los Angeles, and remains so today.

Designated Resources

The following map depicts designated resources within the Wilshire CPA at the time of the survey. These include properties listed in the National Register of Historic Places (NR) and/or the California Register of Historical Resources (CR), as well as locally designated Los Angeles Historic-Cultural Monuments (HCM) and locally-designated Historic Preservation Overlay Zones (HPOZ).

For up-to-date, detailed information about designated resources visit the online database at historicplacesla.org or zimas.lacity.org.

Wilshire Community Plan Area

Designated Resources



Legend

- City Historic-Cultural Monument (HCM)
- Listed in the National Register; Listed in the California Register (Status Code 1)
- Formally determined eligible for listing in the National Register; Listed in the California Register (Status Code 2)
- City Historic Preservation Overlay Zone (HPOZ)



Community Plan Area Survey Methodology

The survey of the Wilshire CPA was conducted using the methodology established by the OHR for SurveyLA which includes the citywide Historic Context Statement and customized mobile Field Guide Survey System (FiGSS).¹⁹ Concurrent with the survey of the Wilshire CPA, three additional community plan areas – Boyle Heights, Westwood, and Venice – were also surveyed.

The field work was conducted in two phases: *reconnaissance* and *documentation*. The reconnaissance phase was conducted by the project managers and key staff of all four CPA surveys, all of whom meet the Secretary of the Interior's *Professional Qualifications Standards*. The reconnaissance team for the Wilshire CPA included Katie Horak, Mary Ringhoff, and Evanne St. Charles of ARG, and Kari Fowler and Christine Lazzaretto of HRG. This phase involved a detailed and methodical review of each neighborhood, street, and individual property within the Survey Area. It was during this phase that decisions were made about which properties and districts should be documented, and how those properties should be evaluated. During this initial reconnaissance phase, surveyors reviewed pre-loaded data submitted by community members to MyHistoricLA, identified concentrations of resources that might later be recorded as eligible historic districts and planning districts, and developed lists of pre-field research tasks that would help inform the field survey. By making these decisions up front and as a team, this methodology ensures a more thoughtful approach to resource identification and evaluation, creates greater consensus among the field survey teams, and produces more consistent survey results across CPAs. This approach also substantially streamlines the next phase of field survey, enabling the field teams to document large numbers of properties quickly and efficiently.

During the reconnaissance phase, ARG created Geographic Information Systems (GIS) maps of each neighborhood; these maps were printed for use in the field. A blank map showing only street names, address numbers, and parcel lines was used by surveyors in the field for notes and comments about resources identified during the reconnaissance phase. Another map featured parcels shaded by decade of building construction, which helped to illustrate chronological development patterns and concentrations of resources.

Once the reconnaissance phase was completed, the documentation phase began. During this phase, field work was conducted by teams of two. Properties that were identified during the previous phase, along with those that had significant associative qualities identified in pre-loaded data in FiGSS, were recorded and evaluated for potential historic, cultural, or architectural significance. Documentation included a digital photograph, recordation of historic features and subsequent alterations, and the reason for a property's potential historic significance. It was also during this phase that contexts and themes were applied and evaluation status codes were assigned.

¹⁹ For more information about the SurveyLA methodology, see the *SurveyLA Field Results Master Report*.

Surveyed properties included residential, commercial, institutional, and industrial buildings and important landscape and infrastructure features such as bridges and designed landscapes. All field work was conducted from the public right-of-way. Following the completion of field work, all survey data was reviewed in detail by a qualified survey professional to ensure accuracy and consistency throughout the data set.

Survey teams conducted research on individual properties and neighborhoods throughout the field survey process. When specific information was needed in order to complete an evaluation, additional research was conducted. Sources included building permits, historical newspapers and periodicals, Sanborn maps, tract maps, and city directories. This research utilized the collections of the Los Angeles Public Library; Online Archive of California; University of Southern California (USC); University of California, Los Angeles (UCLA); Los Angeles Department of Building and Safety; Los Angeles Assessor's Office; and the Library of Congress archives. This research helped with the identification of historic tract names and boundaries, names of tract subdividers, dates of subdivision, and original building uses and footprints.

Summary of Findings

The following discussion of Property Types, Contexts, and Themes relates to the resources identified and recorded as eligible for designation.

Summary of Property Types

The Wilshire CPA is predominantly composed of residential neighborhoods dominated by single- and multi-family housing and linked by long, narrow commercial corridors along major thoroughfares. Although a variety of other property types exist, including numerous institutional properties and campuses, the juxtaposition of the area's original 1910s and '20s layout and subsequent increases in population density was most conducive to the development of multi-family housing in proximity to major commercial corridors. The Wilshire CPA is one of the most economically and ethnically diverse areas in the City of Los Angeles, as well as one of the most densely populated. As a result, it has a wide range of property types representing many periods of development.

Residential Properties

The majority of the Survey Area constitutes residential development, ranging from single-family houses to large apartment houses. The east portion of the Survey Area contains a substantial amount of early residential development dating from the 1890s through early 1900s. These early, primarily single-family properties represent the earliest development in Wilshire and were evaluated on the basis of rarity. Significant examples of multi-family property types, including apartment towers, brick apartment houses, fourplexes, dingbats, bungalow courts,

and one garden apartment, were found throughout the Survey Area. A number of multi-family and single-family residential historic districts, often with significant concentrations of Period Revival or Arts and Crafts-style residences, were identified. The dominant period of development for Arts and Crafts residential districts was identified as 1905-1925; Period Revival residential districts were developed primarily between 1920 and 1955.

A number of residential historic districts were identified as streetcar suburbs (all but one are located in the eastern half of the CPA); a greater number of residential historic districts were identified as automobile suburbs (all located in the western half of the CPA). Three residential historic districts were recorded under the Residential Development and Suburbanization context for their association with noted local real estate developer David Barry & Company. Four residential historic districts were identified as early Jewish enclaves; these districts, primarily developed in the 1920s and 1930s, are located in or adjacent to the Beverly-Fairfax neighborhood, an area that continues to have strong ties to the Jewish community.

Commercial Properties

The Survey Area is crisscrossed by commercial corridors along major north/south and east/west thoroughfares; the majority of commercial properties identified are within these corridors. The survey identified several early neighborhood commercial properties, and commercial properties located along former streetcar lines. Early neighborhood commercial resources dated from the late 1920s and early 1930s. Significant buildings located along former streetcar lines were primarily identified as mixed-use commercial/residential properties and a few one-story commercial strips. One commercial historic district was identified along Beverly Boulevard.

A number of resources were found to be significant as commercial properties related to the automobile; these properties included 1920s auto body repair shops and showrooms, a 1940s gas station and a few mid-20th century car washes. Several intact motels were identified along major arterial corridors throughout the Survey Area, most of which retain intact signage and convenient automobile access from the street

Seven commercial planning districts (five neighborhood commercial districts and two streetcar commercial districts) were identified in the Survey Area. They were primarily developed in the 1920s through the 1940s (the streetcar commercial planning districts were developed from the 1900s to the early 1920s) and maintained low-scale pedestrian-oriented commercial storefronts. These districts have incurred alterations throughout the years and do not appear to be eligible as historic districts due to compromised integrity; however, they may warrant special consideration in the planning process.

Institutional Properties

Institutional properties comprise a substantial number of the eligible resources identified in the Survey Area, behind residential and commercial properties. They range in size and purpose, but most are linked to the expansion of the population of Los Angeles westward starting in the 1920s. Several religious properties, predominantly associated with the Jewish community, as well as the first known LGBT synagogue in the world (Congregation Beth Chayim Chadashim) were found in the Survey Area.

The survey identified four intact public school properties constructed prior to the 1933 Long Beach Earthquake, and two public schools – one single building and one campus – constructed after the 1933 Long Beach Earthquake and prior to World War II.

Four DWP distributing stations constructed in the 1920s and 1930s as well as a 1920s telephone exchange building were found to be significant.

Jewel's Catch One, formerly the Diana Ballroom, a unique example of a nightclub and early AIDS clinic that catered to Los Angeles' African American and LGBT communities, was identified.

The Los Angeles County Museum of Art, the Craft and Folk Art Museum, and the La Brea Tar Pits, important cultural institutions along the Miracle Mile section of Wilshire Boulevard, were also recorded in the Survey Area.

Industrial Properties

Although industrial zoning is relatively rare in the Survey Area, two industrial properties associated with the entertainment industry (one television studio and one early motion picture studio), as well as two industrial properties associated with the oil industry (urban drilling sites along major arterial corridors) were identified.

Other Properties

A number of non-parcel resources were identified in the Survey Area. They include eleven air raid sirens; intact historic streetlights along five major arterial corridors; a statue; a collection of residential street trees; one landscaped median; and one pedestrian underpass associated with a 1920s school campus.

Summary of Contexts and Themes

Many of the Contexts and Themes developed for the SurveyLA Citywide Historic Context Statement are represented in the Wilshire CPA. The following is a representative sampling of some of the more common Context/Theme combinations used in the survey, as well as some

examples that are specific to this part of the city. Each Context/Theme is illustrated with specific examples from the Survey Area.

For a complete list of all individual resources identified as meeting eligibility standards and criteria for the National Register, California Register, and/or HCM/HPOZ, please refer to Appendix A.

Appendix B contains a complete list of all non-parcel resources identified as meeting eligibility standards and criteria for the National Register, California Register, and/or HCM/HPOZ.

For a complete list of historic districts identified as meeting eligibility standards and criteria for the National Register, California Register, and/or HCM/HPOZ, please refer to Appendix C.

Residential Development and Suburbanization, 1850-1980

Theme: Early Residential Development, 1880-1930

Sub-Theme: Early Single-Family Residential Development, 1880-1930

Residential properties that date to the earliest periods of development in the Survey Area were evaluated using this Context/Theme. In general, residential development in the Wilshire CPA started in the neighborhoods nearest Downtown and moved westward during the boom of the 1920s. Therefore, most early residential development in the Survey Area was found in the eastern neighborhoods of what is now known as Koreatown. In general, residences dating to the 1880s through the first decade of the 20th century were evaluated using this Context/Theme. Most examples from this period no longer retain integrity; therefore, intact residences were identified as significant. Some examples were also evaluated under the Architecture context as significant examples of their style, such as the Mission Revival example at lower right.



Address: 1210 S. Berendo St.

Date: 1890



Address: 1242 S. Fedora St.

Date: 1895



Address: 1106 S. Kenmore Ave.

Date: 1903



Address: 1243 S. Hoover St.

Date: 1903

Residential Development and Suburbanization, 1850-1980

Theme: Streetcar Suburbanization, 1888-1933

The earliest period of residential growth in the Survey Area was directly linked to the expanding network of streetcar lines in Los Angeles, which enabled suburban growth outside of the city's central core. This Context/Theme was used to evaluate seven residential historic districts located in proximity to the streetcar routes that ran along Pico Boulevard, Vermont Avenue, Western Avenue, Beverly Boulevard and West 3rd Street. Most are in the eastern neighborhoods of Wilshire Center and Koreatown. Their buildings are unified in terms of their architectural styles (mostly Craftsman and Shingle style), and therefore the districts were also evaluated under the Architecture context as excellent examples of Arts and Crafts residential neighborhoods.



District: Elden Avenue-Magnolia Avenue Residential Historic District

Description: Typical streetscape

Period of Significance: 1890-1919



District: Elden Avenue-Magnolia Avenue Residential Historic District

Description: 1223 S. Elden Ave.

Date: 1910



District: Gramercy Place-St. Andrews Place Residential Historic District

Description: Typical streetscape

Period of Significance: 1909-1932



District: Gramercy Place-St. Andrews Place Residential Historic District

Description: 215 S. St. Andrews Pl.

Date: 1912

Residential Development and Suburbanization, 1850-1980

Theme: Automobile Suburbanization, 1908-1937

By the 1920s, most Angelenos navigated the city by automobile, crowding streets as cars and streetcars competed for space. With expanding transportation options and a massive population boom came the city's westward expansion, and by the end of the 1930s the once vacant land between downtown and Santa Monica was filled with single- and multi-family neighborhoods. This Context/Theme was used to evaluate ten historic districts that are significant for their association with automobile suburbanization in the Survey Area. All are located in the western portion of the Survey Area; they range in size, with some containing hundreds of contributors. All convey their association with this pattern of automobile-related development, with features including rear detached garages and driveways with curb cuts, as well as original tract features like sidewalks and mature street trees. These districts often feature buildings constructed in similar architectural styles, and many are also eligible under the Architecture context as excellent examples of Period Revival neighborhoods.



District: Garth Avenue Residential Historic District

Description: Typical streetscape

Period of Significance: 1931-1937



District: Garth Avenue Residential Historic District

Description: 1728 S. Garth Ave.

Date: 1935



District: Genesee Avenue Residential Historic District

Description: Typical streetscape

Period of Significance: 1925-1931



District: Genesee Avenue Residential Historic District

Description: 1318 S. Genesee Ave.

Date: 1926



District: Fuller Avenue Residential Historic District
Description: Typical streetscape
Period of Significance: 1928-1948



District: Fuller Avenue Residential Historic District
Description: 330 N. Fuller Ave.
Date: 1928



District: Ogden Drive Residential Historic District
Description: Typical streetscape
Period of Significance: 1932-1934



District: Ogden Drive Residential Historic District
Description: 1729 S. Ogden Dr.
Date: 1933

Residential Development and Suburbanization, 1850-1980

Theme: Developers and the Development Process, 1888-1975

This Context/Theme was used to evaluate three residential historic districts (both single- and multi-family) known to have been developed by prominent 20th century developer-builder David Barry & Company. David Barry & Company developed numerous residential neighborhoods in the Survey Area, including Fremont Place, Wilshire Crest (now known as Brookside; pictured in the bottom row), Rimpau Hill, Mansfield Knoll and Wilshire Highlands. Initial development of the historic districts began in the 1910s and 1920s and continued through the early 1950s. Two of the three districts were also evaluated under the Architecture context for their significant concentrations of Period Revival architecture.



District: Longwood Avenue-Tremaine Avenue Residential Historic District

Description: Typical Streetscape

Period of Significance: 1922-1948



District: Longwood Avenue-Tremaine Avenue Residential Historic District

Description: 1102-1104 S. Longwood Ave.

Date: 1929



District: Wilshire Crest-Mullen Park Residential Historic District

Description: Typical Streetscape

Period of Significance: 1911-1950



District: Wilshire Crest-Mullen Park Residential Historic District

Description: 4965 W. 9th St.

Date: 1926

Residential Development and Suburbanization, 1850-1980

Theme: Ethnic Enclaves, 1880-1980

Many members of Los Angeles' Jewish community moved to the Wilshire CPA after World War II. However, the Survey Area contains a few earlier examples of Jewish enclaves that appeared in the Beverly-Fairfax neighborhood when it was initially developed in the 1920s and 1930s. Four residential historic districts were evaluated under this Context/Theme as early Jewish enclaves in the Wilshire CPA. The districts embodied a diverse Jewish population, including recent immigrants from outside the U.S., individuals who had moved here from the East Coast, and longer-term Angelenos who moved to the western half of the Wilshire CPA from other parts of the city (mainly Boyle Heights). The Beverly-Fairfax neighborhood remains home to a substantial Jewish population to this day.



District: 4th Street-Colgate Avenue Residential Historic District

Description: Typical streetscape

Period of Significance: 1922-present



District: 4th Street-Colgate Avenue Residential Historic District

Description: 8376 W. 4th St.

Date: 1926



District: Ridgeley Drive-Detroit Street Multi-Family Residential Historic District

Description: Typical streetscape

Period of Significance: 1920-present



District: Ridgeley Drive-Detroit Street Multi-Family Residential Historic District

Description: 645 S. Dunsmuir Ave.

Date: 1929

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: The Bungalow Court, 1910-1939

Bungalow courts are a multi-family housing type found throughout Los Angeles, particularly in areas that were originally developed in the first two decades of the 20th century. Although it was once a relatively common property type in these areas, intact examples are increasingly rare. This Context/Theme was used to evaluate 20 bungalow courts in the Survey Area, most of which are located in the eastern neighborhoods of what are now known as Koreatown and Wilshire Center. Identified examples date from the 1910s through the 1920s and were most commonly constructed in styles such as Craftsman and Spanish Colonial Revival.



District: 323-325 N. Alexandria Ave. Bungalow Court

Date: 1927



District: 1236-144 S. Ardmore Ave. Bungalow Court

Date: 1913



District: 973-977 S. Gramercy Dr. Bungalow Court

Date: 1922



District: 1203-1205 S. Mariposa Ave. Bungalow Court

Date: 1926

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: Courtyard Apartments, 1910-1980

This Context/Theme was used to evaluate excellent examples of courtyard apartments in the Wilshire CPA. Courtyard apartments are a common multi-family residential property in the Survey Area, dating from the 1920s through the 1960s. Early examples, such as those in the top row, were often constructed in Period Revival styles and maintain a U- or L-shaped plan, allowing for landscaped open space to be shared among tenants. Later examples (such as those on the bottom row) from the 1950s and 1960s often feature a “donut” plan, with a central courtyard obscured from the street.



Address: 640 N. Beachwood Dr.

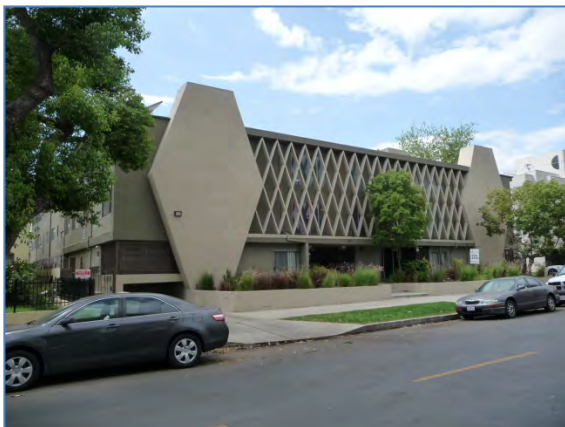
Date: 1930



Address: 1361 S. Burnside Ave.

Name: Il Borghese

Date: 1929



Address: 511 N. Kenmore Ave.

Date: 1965



Address: 450 N. Sycamore Ave.

Date: 1945 (estimate)

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: Apartment Houses, 1910-1980

Property Subtype: Apartment Tower

This Context/Theme was used to evaluate apartment towers (six or more stories in height) in the Wilshire CPA. Apartment towers are typically found on prominent corners along major automobile corridors and often feature neon rooftop signs to attract passersby. This was a common multi-family residential property type in the Survey Area, particularly in the eastern neighborhoods of the CPA, but most examples no longer retain integrity; therefore, excellent and intact examples were identified as significant.



Address: 3471 W. 5th St.

Name: DuBarry Apartments

Architect: S. Charles Lee

Date: 1929



Address: 4649 W. Beverly Blvd.

Name: The Dover

Architect: Hillier & Sheet

Date: 1929

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: Apartment Houses, 1910-1980

Property Subtype: Apartment House

This Context/Theme was used to evaluate intact examples of brick apartment houses in the Wilshire CPA. Brick apartment houses were commonly found amongst smaller multi-family property types in residential neighborhoods; earlier versions were modest and exhibited few architectural features. This was a common multi-family residential property type throughout the Survey Area, playing the important role of providing temporary and long-term housing at a relatively low cost to residents of the rapidly growing city. Though many examples exist in the area, most no longer retain integrity; therefore, excellent and intact examples were identified as significant.



Address: 400 S. Kenmore Ave.

Date: 1925



Address: 407 S. Gramercy Pl.

Date: 1928



Address: 2700 W. San Marino St.

Date: 1928

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: Apartment Houses, 1910-1980

Property Subtype: Apartment House (Fourplex)

Fourplexes, at times referred to as “four-flats,” were a popular multi-family property type in Los Angeles in the first few decades of the 20th century because their single-family appearance helped them to assimilate seamlessly into low-density residential neighborhoods. This Context/Theme was used to evaluate excellent and intact examples of fourplexes in the Wilshire CPA. Earlier examples of the property type were found in the eastern portion of the Survey Area, corresponding with early patterns of multi-family development in the neighborhoods near Downtown.



Address: 2729 W. Francis Ave.

Date: 1916



Address: 577 N. Kenmore Ave.

Date: 1924



Address: 100 S. Mariposa Ave.

Date: 1917



Address: 2641 W. San Marino St.

Date: 1920

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: The Stucco Box/Dingbat, 1954-1968

This Context/Theme was used to evaluate significant examples of Dingbat apartment buildings. The Dingbat apartment is often associated with the post-World War II development of Los Angeles. However, most examples no longer retain the characteristic design elements that originally distinguished one stucco box from another. Once so common throughout certain parts of the city, today expressive examples of the Dingbat apartment building have become quite rare. Thirteen were recorded in the Wilshire CPA.



Address: 8516 W. Alcott St.

Date: 1957



Address: 229 S. Alexandria Ave.

Name: The Phelps

Date: 1960



Address: 1436 S. Hauser Blvd.

Name: The Hauser

Date: 1955 (estimate)



Address: 1339 S. Ogden Dr.

Name: Ogden Arms

Date: 1955 (estimate)

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: Garden Apartments, 1938-1960

Garden apartments were constructed throughout Los Angeles before and after World War II to address substandard housing during the Great Depression and the major housing shortage that coincided with the postwar housing boom. Since the Wilshire CPA was mostly developed by the 1940s, large areas of land that could accommodate garden apartments were sparse. Park La Brea, constructed between 1943 and 1951, is the largest garden apartment complex in the city and the only one to have been built in the Wilshire CPA. Its buildings were designed by Leonard Schultze & Associates with Earl T. Heitschmidt, while its landscape was designed by Tommy Tomson and, in a later phase, Thomas Church. Built over a period of almost ten years, the property is unique for its inclusion of high-rise as well as low-rise multi-family residences.



Location: Bounded by 3rd St., Hauser Blvd., Drexel Ave., Alta Vista Blvd., 6th St., Fairfax Ave., and Colgate Ave.

Name: Park La Brea Garden Apartment

Architects: Leonard Schultze & Associates, Earl T. Heitschmidt

Date: 1943-1951



Location: Bounded by 3rd St., Hauser Blvd., Drexel Ave., Alta Vista Blvd., 6th St., Fairfax Ave., and Colgate Ave.

Name: Park La Brea Garden Apartment

Architects: Leonard Schultze & Associates, Earl T. Heitschmidt

Date: 1943-1951

Residential Development and Suburbanization, 1850-1980

Sub-Context: Multi-Family Residential Development, 1910-1980

Theme: Multi-Family Residential, 1910-1980

Sub-Theme: Multi-Family Residential Districts, 1910-1980

Multi-family residential properties comprise much of the residential development that occurred in the Survey Area, particularly in the Wilshire Center, Koreatown, and Beverly-Fairfax neighborhoods. Sixteen districts were found eligible under this Context/Theme. The eligible districts represent various types of multi-family development, ranging predominantly from the 1920s to the 1950s. Districts retain original tract and automobile-related features, including uniform setbacks, sidewalks, and garages (primarily detached); some have original street trees. Fourteen of the districts were also evaluated under the Architecture context as having significant concentrations of Period Revival-style residences.



District: Alandele Avenue Multi-Family Residential Historic District

Description: Typical streetscape

Period of Significance: 1938-1952



District: Alandele Avenue Multi-Family Residential Historic District

Description: 839 S. Alandele Ave.

Date: 1950



District: Beverly Square Multi-Family Residential Historic District

Description: Typical streetscape

Period of Significance: 1929-1948



District: Beverly Square Multi-Family Residential Historic District

Description: 121-123 N. Sweetzer Ave.

Date: 1948



District: Menlo Avenue-Westmoreland Avenue Multi-Family Residential Historic District
Description: Typical streetscape
Period of Significance: 1936-1949



District: Menlo Avenue-Westmoreland Avenue Multi-Family Residential Historic District
Description: 1170-1174 S. Westmoreland Ave.
Date: 1941



District: North Detroit Street Multi-Family Residential Historic District
Description: Typical streetscape
Period of Significance: 1928-1953



District: North Detroit Street Multi-Family Residential Historic District
Description: 317 N. Detroit St.
Date: 1938

Commercial Development, 1850-1980

Theme: Commercial Identity, 1850-1980

This Context/Theme was used to evaluate several individual properties and one commercial historic district (along Beverly Boulevard) associated with longstanding local businesses. Some of the properties had ties to distinct ethnic/cultural groups, particularly the Jewish community in the western part of the Survey Area (such as Canter's Delicatessen, bottom left). Property types evaluated under this Context/Theme included restaurants, theaters, bakeries, retail stores and a night club.



District: Beverly Boulevard Commercial Historic District
Period of Significance: 1923-1958



Address: 7163 W. Beverly Blvd.
Name: New Beverly Cinema
Date: 1978 (building constructed in 1929)



Address: 419 N. Fairfax Ave.
Name: Canter's Delicatessen
Date: 1953



Address: 2771 W. Pico Blvd.
Name: Papa Cristo's
Date: 1958

Commercial Development, 1850-1980

Theme: Streetcar Commercial Development, 1870-1934

The Survey Area was well-served by numerous streetcar lines in the first decades of the 20th century, particularly in the eastern half of the CPA. Streetcar lines ran along most major streets, and in many cases these streets were lined with one- and two-story commercial strips. With changing trends in commercial development, most commercial buildings from this era have been altered or demolished. This Context/Theme was used to evaluate examples of early 20th century commercial development located along former streetcar lines, including those on Pico Boulevard (top right), as well as two streetcar commercial planning districts – one at Melrose Avenue and Heliotrope Drive (top left), and one at Larchmont Boulevard between Beverly Boulevard and West First Street (bottom left).



District: Melrose Avenue-Heliotrope Drive Streetcar Commercial Planning District

Period of Development: 1908-1925



Address: 4027 W. Pico Blvd.

Date: 1932



District: Larchmont Boulevard Streetcar Commercial Planning District

Address: 252 N. Larchmont Blvd.

Date: 1924

Commercial Development, 1850-1980

Theme: Motels, 1880-1980

Motels were common in the 1940s to the 1960s along major arterial corridors in the Wilshire CPA. Built to attract motorists, the buildings often featured prominent signage and convenient automobile access from the street. This Context/Theme was used to evaluate motels located along the Survey Area's major automobile corridors, such as Wilshire Boulevard, Beverly Boulevard, 3rd Street, and La Cienega Boulevard. Most examples from this period no longer retain integrity; therefore, excellent and intact examples were identified as significant.



Address: 3009 W. 3rd St.

Name: Park Plaza Lodge Hotel

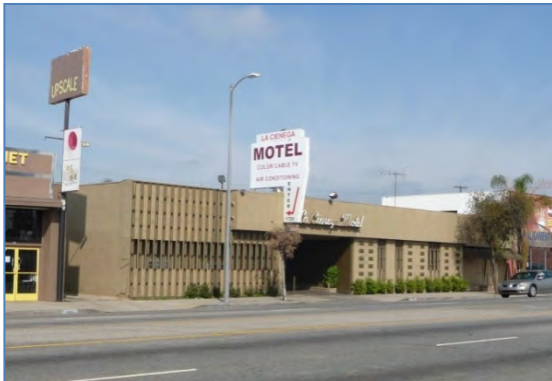
Date: 1959



Address: 8014 W. Beverly Blvd.

Name: Beverly Laurel Motor Hotel

Date: 1963



Address: 1725 S. La Cienega Blvd.

Name: La Cienega Motel

Date: 1946



Address: 4300 W. Wilshire Blvd.

Name: Wilshire Twilighter Motor Hotel (now the Dunes Inn)

Date: 1958

Commercial Development, 1850-1980

Theme: Commercial Development and the Automobile, 1910-1980

Sub-Theme: The Car and Car Services, 1910-1980

Development in the Wilshire CPA (particularly in the western half) was largely centered around the automobile; thus, automobile-related services are numerous in the Survey Area. This Context/Theme was used to evaluate a number of resources related to automobile services, located along major automobile corridors. Resources range from 1920s auto body repair shops and show rooms, to 1940s gas stations and 1960s car washes. Intact commercial buildings related to car and car services are rare in the Survey Area; the following are a few examples that were recorded because they retain integrity and represent the Wilshire CPA's automobile-oriented development.



Address: 248 S. Berendo St.

Date: 1928



Address: 4450 W. Beverly Blvd.

Name: Whittier's Texaco Station

Date: 1941

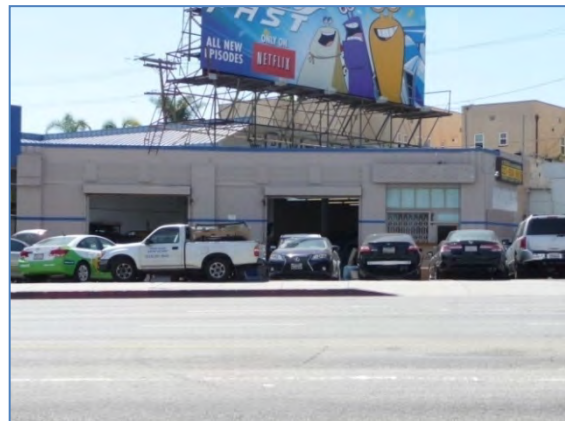


Address: 611 S. La Brea Ave.

Name: H.R. Gillingham Co. De Soto Dealership

Architect: Morgan, Walls & Clements

Date: 1929



Address: 1007 S. La Brea Ave.

Date: 1924

Commercial Development, 1850-1980

Theme: Neighborhood Commercial Development, 1875-1960

Sub-Theme: Early Neighborhood Commercial Development, 1880-1930

Most commercial development in the Survey Area coincided with residential growth in the 1920s and 1930s and was intended to serve its adjacent neighborhoods. This Context/Theme was used to evaluate properties along major commercial corridors. These commercial properties were often low-scale and pedestrian-oriented; they were located flush with the sidewalk and often maintained large display windows and multiple storefronts. Intact commercial buildings associated with early neighborhood commercial development are increasingly rare in the Survey Area; thus, the few examples that retain integrity were found significant.



Address: 166 N. La Brea Ave.

Architect: Morgan, Walls & Clements

Date: 1930



Address: 1101-1119 S. La Brea Ave.

Architect: Norstrom & Anderson

Date: 1928

Commercial Development, 1850-1980

Theme: Commercial Development and the Automobile, 1910-1980

Sub-Theme: Regional Commercial Centers and Corridors, 1875-1980

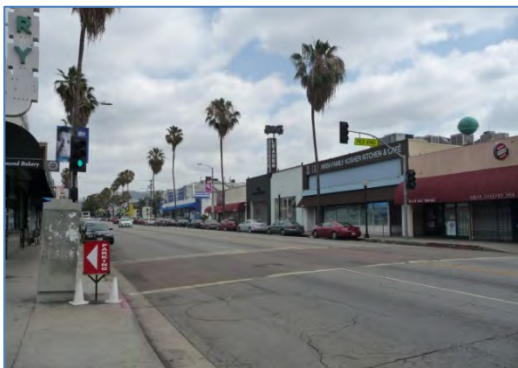
One commercial historic district and six commercial planning districts were identified along major arterial corridors (including 3rd Street, Beverly Boulevard, Fairfax Avenue and Pico Boulevard) throughout the Wilshire CPA. All were developed predominantly between the 1920s and 1940s, with most in relation to automobile travel; however, they are also located on or near historic streetcar and motorcoach lines and are pedestrian-oriented (they are low scale, maintain storefronts with large display windows, and have limited on-site parking). The Beverly Boulevard Commercial Historic District is located roughly between North Detroit Street and North Stanley Avenue, in the Beverly-Fairfax neighborhood. The commercial planning districts have endured alterations and infill over the years and do not appear to be eligible as historic districts due to compromised integrity; however, they may merit special consideration in the planning process.



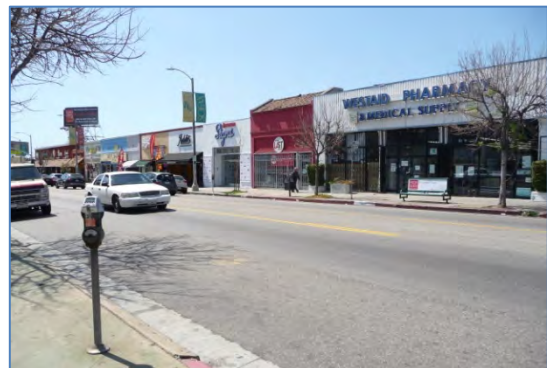
District: 3rd Street Commercial Planning District
Period of Development: circa 1930-1955



District: Beverly Boulevard Commercial Historic District
Period of Significance: 1923-1958



District: Beverly-Fairfax Commercial Planning District
Period of Development: circa 1930-1955



District: South Fairfax Avenue Commercial Planning District
Period of Development: circa 1930-1955

Public and Private Institutional Development, 1850-1980

Sub-Context: Religion and Spirituality, 1850-1980

Theme: Religion & Spirituality and Ethnic/Cultural Associations, 1850-1980

Several religious property types associated predominantly with the Jewish community were evaluated under this Context/Theme. Although many religious Jewish organizations did not move to the Wilshire CPA until after World War II, a few moved from other parts of the city and established religious organizations in the Beverly-Fairfax neighborhood in the 1930s and 1940s. One example is include Temple Etz Jacob (top left), which was founded on Beverly Boulevard in 1932. Congregation Beth Israel (top right), the oldest Orthodox congregation in Los Angeles, moved from Bunker Hill to Beverly Boulevard in the late 1950s or early 1960s. Congregation Beth Chayim Chadashim, the first known LGBT synagogue in the world, was founded in 1972 and occupied 6000 W Pico Boulevard (bottom left) from 1977 to 2011; the congregation is still active at a different location on Pico.



Address: 7653 W. Beverly Blvd.

Name: Temple Etz Jacob

Date: 1932



Address: 8056 W. Beverly Blvd.

Name: Congregation Beth Israel

Date: ca. 1960 (building date 1941)



Address: 6000 W. Pico Blvd.

Name: Beth Chayim Chadashim (former location)

Date: 1977

Public and Private Institutional Development, 1850-1980

Sub-Context: Education, 1876-1980

Theme: Public Schools and the LAUSD, 1876-1980

Sub-Theme: Pre-1933 Long Beach Earthquake, 1920-1933

This Context/Theme was used to evaluate four rare and intact school buildings constructed for the Los Angeles Unified School District (LAUSD) prior to the 1933 Long Beach Earthquake. The resources date to the 1920s and early 1930s and are located on larger campuses that were further developed after World War II. All are located in predominantly single-family residential neighborhoods that were developed during the same period. Burnside Avenue Elementary School and Crescent Heights Boulevard Elementary School (top row) are located in the western half of the CPA, and Alexandria Avenue School and Dayton Heights School (bottom row) are located in the eastern half of the Survey Area.



Address: 1515 S. Burnside Ave.

Name: Burnside Avenue Elementary School (now Saturn Street Elementary School)

Date: 1923



Address: 1661 S. Crescent Heights Blvd.

Name: Crescent Heights Boulevard Elementary School, Auditorium

Date: 1928



Address: 4211 W. Oakwood Ave.

Name: Alexandria Avenue School

Date: 1924



Address: 645 N. Westmoreland Ave.

Name: Dayton Heights School

Date: 1932

Public and Private Institutional Development, 1850-1980

Sub-Context: Education, 1876-1980

Theme: Public Schools and the LAUSD, 1876-1980

Sub-Theme: Post-1933 Long Beach Earthquake, 1933-1945

This Context/Theme was used to evaluate the Berendo Junior High School campus (top row), Cahuenga Elementary School (bottom left) and the Hoover Street School auditorium (bottom right), constructed for the Los Angeles Unified School District (LAUSD) after the 1933 Long Beach Earthquake. Each represents the school district's rebuilding efforts after the earthquake using more durable and seismically sound materials such as reinforced concrete. All are located on larger campuses that were further developed in the post-World War II era, and all were constructed in the eastern half of the Survey Area.



Address: 1157 S. Berendo St.

Name: Berendo Junior High School

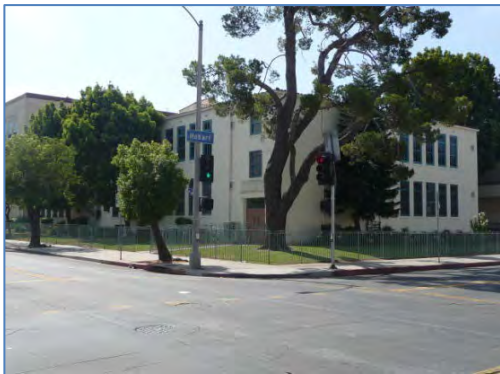
Date: 1937



Address: 1157 S. Berendo St.

Name: Berendo Junior High School

Date: 1937



Address: 220 S. Hobart Blvd.

Name: Cahuenga Elementary School

Date: 1936



Address: 868 S. Hoover St.

Name: Hoover Street School, Auditorium

Date: 1936

Public and Private Institutional Development, 1850-1980

Sub-Context: Government Infrastructure and Services, 1850-1980

Theme: Municipal Water and Power, 1916-1980

Sub-Theme: Distributing and Receiving Stations, 1916-1980

Four resources were evaluated under this Context/Theme as excellent examples of distributing and receiving stations constructed by the Department of Water and Power. The need for government infrastructure was associated with the residential growth of the Survey Area, which boomed in the 1920s and continued into the 1930s. These properties were also evaluated under the Architecture context as significant examples of an architectural style. These buildings represent the grand scale and style of the Department of Water and Power's buildings during the initial explosive growth of power infrastructure in the city.



Address: 2904 W. 11th St.

Name: DWP Distributing Station No. 17

Date: 1930



Address: 604 N. Commonwealth Ave.

Name: DWP Distributing Station No. 15

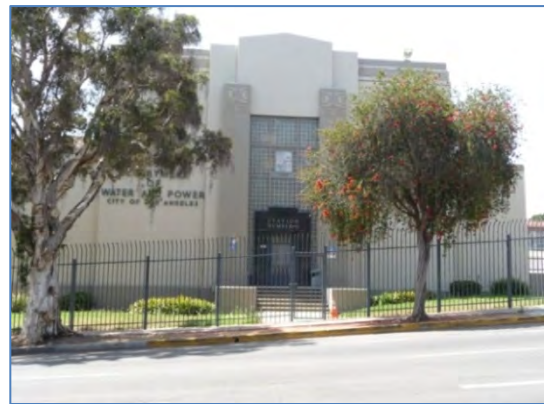
Date: 1926



Address: 5769 W. Pico Blvd.

Name: DWP Distributing Station No. 43

Date: 1927



Address: 4858 W. San Vicente Blvd.

Name: DWP Distributing Station No. 8

Date: 1939

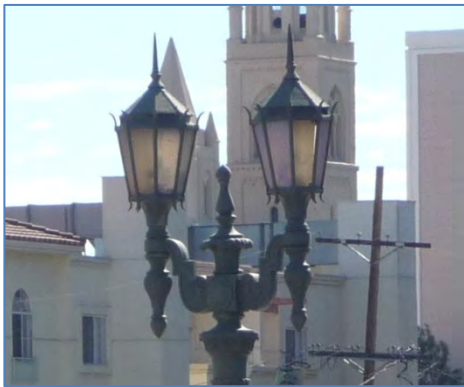
Public and Private Institutional Development, 1850-1980

Sub-Context: Government Infrastructure and Services, 1850-1980

Theme: Public Works

Sub-Theme: Street Lights and the Bureau of Street Lighting, 1900-1980

This Context/Theme was used to evaluate significant concentrations of streetlights for their association with the City's municipal street lighting programs of the 1920s-1930s and 1950s. Concentrations were found along major automobile corridors, including Wilshire Boulevard, Olympic Boulevard, La Cienega Boulevard and Pico Boulevard.



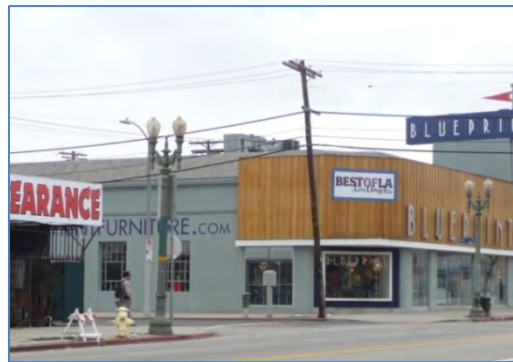
Location: 7th St., between Catalina St. and Hoover St.
Name: 7th Street Streetlights
Date: circa 1925



Location: La Cienega Blvd., between Airdrome St. and Olympic Blvd.
Name: La Cienega Boulevard Streetlights
Date: circa 1925



Location: W. Wilshire Blvd., from Fairfax Ave. east through the Survey Area
Name: Wilshire Boulevard Streetlights
Date: 1955



Location: W. Pico Blvd., between Hoover St. and Western Ave., and between Corning St. and Shenandoah St.
Name: Pico Boulevard Streetlights
Date: circa 1925

Public and Private Institutional Development, 1850-1980

Sub-Context: Communications, 1870-1980

Theme: Telephone Historic and Development, 1881-1945

Sub-Theme: Telephone Exchange Buildings and Pay Stations, 1881-1950

This Context/Theme was used to evaluate the Southern California Telephone Company Exchange building (now owned by AT&T), a rare remaining example of a telephone exchange building in the Wilshire CPA. The Southern California Telephone Company constructed the building in 1924 and merged with the Pacific Telephone & Telegraph Company (later known as Pac Bell) in 1947. In 2005, Pac Bell was bought by AT&T, the current owner and occupant of the building.



Address: 666 S. La Brea Ave.

Name: Southern California Telephone Company Exchange
(now owned by AT&T)

Date: 1924

Public and Private Institutional Development, 1850-1980

Sub-Context: Military Institutions and Activities, 1850-1989

Theme: Air Raid Sirens and Civil Defense, 1939-1960

Air raid sirens were evaluated under this Context/Theme for their association with World War II and Cold War military infrastructure in Los Angeles. Eleven eligible air raid sirens were found in the Wilshire CPA; ten are excellent examples of the Federal Model SD-10 “Wire Spool” type (right), and one is an excellent example of the “Rotating” type (left).



Location: W. Pico Blvd. near Victoria Ave.

Name: Air Raid Siren No. 139

Date: circa 1940



Location: Corner of W. Wilshire Blvd. and S. Arden Ave.

Name: Air Raid Siren No. 1

Date: circa 1940

Public and Private Institutional Development, 1850-1980

Sub-Context: Civil Rights Movement – Ethnic and Gender Equality, 1942-1980

Theme: Gay Civil Rights Movement, 1942-1965

This Context/Theme was used to evaluate the property at 4061 W Pico Boulevard, formerly known as the Diana Ballroom and known today as Jewel's Catch One. Jewel's Catch One is a unique example of a nightclub and early AIDS clinic that catered to the African American and LGBT community in Los Angeles. The property was established in 1972 and has been in continuous use since. The building was also evaluated under the Commercial Development context as a rare intact example of an early (1925) commercial property along a former streetcar line, as well as under the Other context as the former Diana Ballroom, a popular pre-World War II dance hall that served as an important cultural institution.



Address: 4061 W. Pico Blvd.

Name: Jewel's Catch One (formerly the Diana Ballroom)

Date Established: 1972

Architecture and Engineering, 1850-1980

Theme: Arts and Crafts Movement, 1895-1930

Sub-Theme: California Craftsman, 1905-1930

This Context/Theme was used to evaluate single-family residences designed in the Craftsman style. Stylistic variations include the “Airplane Bungalow” and “Swiss Craftsman.” All residences exhibit a high quality of design and typical characteristics of the style, including wide overhanging eaves, low-pitched roofs, exposed rafter tails and partial- or full-width porches. Because the Craftsman style was most popular in the 1900s and 1910s, most identified residences are located in the Survey Area’s eastern neighborhoods, where the CPA’s earliest development occurred.



Address: 426 S. Alexandria Ave.

Date: 1911



Address: 1102 S. Arapahoe St.

Date: 1908



Address: 6727 W. Drexel Ave.

Date: 1909



Address: 149 N. Gramercy Pl.

Date: 1911

Architecture and Engineering, 1850-1980

Theme: Mediterranean and Indigenous Revival, 1887-1952

Sub-Theme: Spanish Colonial Revival, 1915-1942

This Context/Theme was used to evaluate significant examples of Spanish Colonial Revival architecture in the area. Although the style is prevalent in single- and multi-family neighborhoods that were recorded as historic districts, only six properties, including two commercial buildings (those pictured on the right) and four churches (two of which are pictured on the left), were identified as individually eligible under this context. Individually significant resources exhibit a high quality of design and retain typical characteristics of the style, including clay tile roofing, smooth stucco cladding and multiple volumes.



Address: 5308 W. Pico Blvd.

Name: Holy Spirit Church

Date: 1925



Address: 8673 W. Pico Blvd.

Date: 1933



Address: 3119 W. 6th St.

Name: First Evangelical Lutheran Church (now Olympic Presbyterian Church)

Date: 1936



Address: 5959 W. 3rd St.

Date: 1936

Architecture and Engineering, 1850-1980

Theme: American Colonial Revival, 1895-1960

This Context/Theme was used to evaluate significant examples of American Colonial Revival-style buildings in the Wilshire CPA. Identified examples include several low-rise commercial office and retail buildings dating from the late 1930s to the 1950s (predominantly on major commercial corridors in the western half of the CPA), and a small number of single-family residences from the 1910s and 1920s (mostly in the eastern neighborhoods of the Survey Area). Two residences (one of which is pictured at the bottom right) were recorded as excellent examples of the Dutch Colonial Revival style under this Context/Theme.



Address: 8212 W. 3rd St.

Date: 1937



Address: 616 N. Mariposa Ave.

Date: 1922



Address: 6535 W. Wilshire Blvd.

Date: 1951



Address: 950 S. Wilton Pl.

Date: 1917

Architecture and Engineering, 1850-1980

Theme: Period Revival, 1919-1950

Sub-Theme: Chateausque, 1919-1940

This Context/Theme was used to evaluate significant examples of Chateausque Revival architecture in the Survey Area. Identified examples include multi-family residences throughout the Wilshire CPA. Although few individual properties were recorded under this Context/Theme, a number of multi-family residences in the Chateausque and Late Chateausque styles were identified as contributors to historic districts that were significant under the Architecture context. Identified resources exhibit a high quality of design and retain typical characteristics of the style, including steeply-pitched roofs, turrets and often multi-light casement windows.



Address: 4353 W. 5th St.

Name: Chateau Laurier

Architect: Leland A. Bryant

Date: 1929



Address: 741 S. Burnside Ave.

Date: 1931

Architecture and Engineering, 1850-1980

Theme: Housing the Masses, 1880-1975

Sub-Theme: Arts and Crafts Neighborhoods, 1890-1929

This Context/Theme was used to evaluate eight Arts and Crafts residential historic districts, predominantly constructed between 1905 and 1935 in the eastern half of the CPA (where the earliest residential development occurred). Although residences in this style were found in other parts of the Survey Area, these districts represent the highest concentration of intact Craftsman residences in the Wilshire CPA. Contributors within the districts retain a high quality of design and exhibit typical characteristics of the style, including low-pitched gabled roofs, overhanging eaves, exposed rafter tails and double-hung or casement windows.



District: Serrano Avenue-Ardmore Avenue Residential Historic District

Description: Typical streetscape

Period of Significance: 1906-1925



District: Serrano Avenue-Ardmore Avenue Residential Historic District

Description: 128 S. Serrano Ave.

Date: 1909



District: St. Andrews Place Residential Historic District

Description: Typical streetscape

Period of Significance: 1910-1927



District: St. Andrews Place Residential Historic District

Description: 127 N. St. Andrews Pl.

Date: 1910

Architecture and Engineering, 1850-1980

Theme: Housing the Masses, 1880-1975

Sub-Theme: Period Revival Neighborhoods, 1919-1942

This Context/Theme was used to evaluate 16 Period Revival single-family residential neighborhoods in the Wilshire CPA. Because Period Revival architecture was very popular during the 1920s and 1930s (when much of the Survey Area's residential development occurred), the area has a high concentration of intact historic districts with properties in Period Revival styles including Tudor Revival, Spanish Colonial Revival and American Colonial Revival.



District: Orange Grove Avenue-Spaulding Avenue Residential Historic District

Description: Typical streetscape

Period of Significance: 1924-1948



District: Orange Grove Avenue-Spaulding Avenue Residential Historic District

Description: 804 S. Spaulding Ave.

Date: 1926



District: Ridgewood Place Residential Historic District

Description: Typical streetscape

Period of Significance: 1911-1921



District: Ridgewood Place Residential Historic District

Description: 122 N. Ridgewood Pl.

Date: 1919



District: Sycamore Avenue-Citrus Avenue South Residential Historic District

Description: Typical streetscape

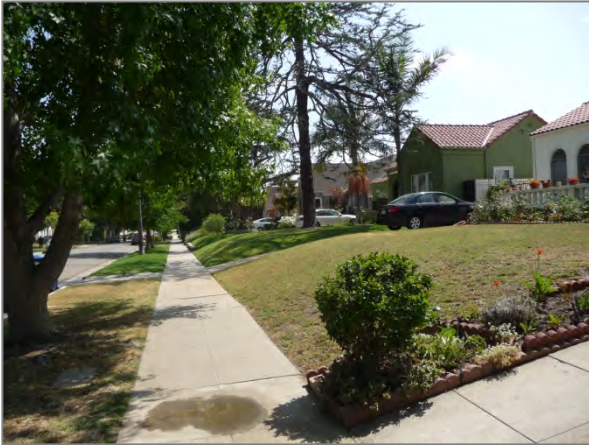
Period of Significance: 1923-1950



District: Sycamore Avenue-Citrus Avenue South Residential Historic District

Description: 854 S. Citrus Ave.

Date: 1925



District: Curson Avenue-Hauser Boulevard Residential Historic District

Description: Typical streetscape

Period of Significance: 1924-1959



District: Curson Avenue-Hauser Boulevard Residential Historic District

Description: 931 S. Sierra Bonita Ave.

Date: 1927

Architecture and Engineering, 1850-1980

Theme: Housing the Masses, 1880-1975

Sub-Theme: Period Revival Multi-Family Residential Neighborhoods, 1919-1942

The Wilshire CPA has a significant concentration of Period Revival multi-family neighborhoods, in addition to single-family. This Context/Theme was used to evaluate 13 Period Revival multi-family residential neighborhoods containing properties in styles including Spanish Colonial Revival, Mediterranean Revival, and French Revival. Some of the later multi-family Period Revival style neighborhoods also retain examples of residences in the Minimal Traditional and Streamline Moderne styles, which became popular in the 1930s and 1940s.



District: 6th Street-Orange Street Multi-Family Residential Historic District
Description: Typical streetscape
Period of Significance: 1915-1954



District: 6th Street-Orange Street Multi-Family Residential Historic District
Description: 6153-6155 W. 6th St.
Date: 1929



District: Orange Grove Avenue-Ogden Drive-Genesee Avenue Multi-Family Residential Historic District
Description: Typical streetscape
Period of Significance: 1927-1950



District: Orange Grove Avenue-Ogden Drive-Genesee Avenue Multi-Family Residential Historic District
Description: 5818 W. Packard St.
Date: 1948



District: Sycamore Avenue-Citrus Avenue North Multi-Family Residential Historic District
Description: Typical streetscape
Period of Significance: 1924-1950



District: Sycamore Avenue-Citrus Avenue North Multi-Family Residential Historic District
Description: 174-176 S. Orange Dr.
Date: 1929



District: Edgemont Street-New Hampshire Avenue Multi-Family Residential Historic District
Description: Typical streetscape
Period of Significance: 1921-1950



District: Edgemont Street-New Hampshire Avenue Multi-Family Residential Historic District
Description: 107 N. Catalina St.
Date: 1937

Architecture and Engineering, 1850-1980

Sub-Context: LA Modernism, 1919-1980

Theme: Prewar Modernism

Sub-Theme: International Style, 1920-1960

This Context/Theme was used to evaluate significant examples of International-style residences buildings in the Wilshire CPA. Identified examples include the Mackey Apartments designed by Rudolf M. Schindler (lower right), the Beckman House designed by Gregory Ain (lower left). Examples exhibit a high quality of design and retain typical characteristics of the style, including flat roofs, often fixed windows arranged in bands and an overall lack of ornamentation. Most International-style properties were found in the western half of the CPA.



Address: 357 N. Citrus Ave.

Name: Beckman House

Architect: Gregory Ain

Date: 1939



Address: 1137 S. Cochran Ave.

Name: Mackey Apartments

Architect: Rudolf M. Schindler

Date: 1939

Architecture and Engineering, 1850-1980

Sub-Context: LA Modernism, 1919-1980

Theme: Related Responses to Modernism

Sub-Theme: Art Deco, 1926-1939

This Context/Theme was used to evaluate significant examples of Art Deco architecture in the Wilshire CPA. Identified properties include several multi-family residences and low-scale commercial buildings. Examples exhibit a high quality of design and possess architectural characteristics associated with the Art Deco style, including vertical orientation, smooth stucco cladding and geometric-shaped ornamentation arranged vertically on the façade.



Address: 458 N. Curson Ave.

Date: 1931



Address: 724 S. Genesee Ave.

Date: 1931



Address: 153 S. La Brea Ave.

Date: 1929



Address: 222 S. Mariposa Ave.

Date: 1930

Architecture and Engineering, 1850-1980

Sub-Context: LA Modernism, 1919-1980

Theme: Related Responses to Modernism

Sub-Theme: Streamline Moderne, 1934-1945

This Context/Theme was used to evaluate significant examples of Streamline Moderne-style residences and commercial buildings in the Survey Area. Identified properties include multi-family apartments designed by notable local architect Milton J. Black, and a handful of low-scale commercial buildings. Most Streamline Moderne-style properties were found in the western half of the CPA, since much of the eastern half of the Survey Area had already been developed by the mid to late 1930s.



Address: 8366 W. 1st St.

Architect: Milton J. Black

Date: 1936



Address: 310-316 S. Crescent Heights Blvd.

Architect: Milton J. Black

Date: 1936



Address: 100 N Harper Ave

Date: 1938



Address: 560 S. San Vicente Blvd.

Date: 1936

Architecture and Engineering, 1850-1980

Sub-Context: LA Modernism, 1919-1980

Theme: Postwar Modernism, 1946-1976

Sub-Theme: Corporate International, 1946-1976

This Context/Theme was used to evaluate significant examples of Corporate International architecture. Identified examples include low- and high-rise office buildings, all of which are located along Wilshire Boulevard. A few of these properties were also recorded under the Commercial Development context for originally being the headquarters of large, notable corporations.



Address: 4201 W. Wilshire Blvd.

Name: Tidewater Oil Company Building (now the Harbor Building)

Architect: Claud Beelman

Date: 1958



Address: 4311 W. Wilshire Blvd.

Name: 4311 Wilshire Building

Architect: Abraham Shapiro Associates

Date: 1968



Address: 5455 W. Wilshire Blvd.

Name: Lee Tower

Architect: W. Douglas and D. Everett Lee

Date: 1961



Address: 5760 W. Wilshire Blvd.

Name: California Federal Plaza Building

Architect: Charles Luckman Associates

Date: 1965

Architecture and Engineering, 1850-1980

Sub-Context: LA Modernism, 1919-1980

Theme: Postwar Modernism, 1946-1976

Sub-Theme: Mid-Century Modern, 1945-1970

This Context/Theme was used to evaluate significant examples of Mid-Century Modern architecture. Identified examples include two properties (one residential and one commercial) designed by noted architect Richard Neutra (top and bottom left), a handful of low- to mid-rise commercial office buildings along Wilshire Boulevard, an A-frame liquor store (top right), and the Congregation Rodef Sholom-Etz Chayim synagogue (now the Western Church of Los Angeles; bottom right). Most Mid-Century Modern-style properties were found in the western half of the CPA, since much of the eastern half of the Survey Area had already been developed by the mid to late 1930s.



Address: 8105 W. 3rd St.

Architect: Richard Neutra

Date: 1959



Address: 8572 W. 3rd St.

Name: Lee's Liquors

Date: 1957



Address: 6400 W. Drexel Ave.

Name: Samuel Miller House

Architect: Richard Neutra

Date: 1951



Address: 1214 S. Fairfax Ave.

Name: Congregation Rodef Sholom-Etz Chayim (now the Western Church of Los Angeles)

Date: 1950

The Entertainment Industry, 1908-1980

Theme: Industrial Properties Associated with the Entertainment Industry, 1908-1980

Sub-Theme: Origins of the Motion Picture Industry, 1908-1919

This Context/Theme was used to evaluate the Clune Studios (Raleigh Studios) property, an excellent example of an early motion picture studio that has been in continuous operation since 1915. Originally occupied by Famous Players Fiction Studios, the lot was acquired by theater owner/motion picture producer William H. Clune in 1915; a building occupied by offices and a dressing room (the oldest remaining building on the lot; visible from the public right-of-way) was constructed at this time. During its ownership under the Clune family, Howard Hughes, Herbert Yates, Bob Hope and Frank Sinatra maintained offices on the property. Now known as Raleigh Studios, this property is an extremely rare extant example of an early motion picture studio established before the advent of the Major Studio Era.



Location: Bounded by Melrose Ave., Clinton St., N. Van Ness Ave. and N. Bronson Ave.

Name: Clune Studios (now Raleigh Studios)

Date: 1915

The Entertainment Industry, 1908-1980

Theme: Industrial Properties Associated with the Entertainment Industry, 1908-1980

Sub-Theme: Television Broadcasting Industry, 1931-1980

This Context/Theme was used to evaluate CBS Television City, a major television production and broadcasting studio and a rare example of the property type in the Wilshire CPA. The studio was built for the Columbia Broadcasting System (CBS) in 1952 and has been in continuous use since; it has been the taping location of several notable programs, including *The Young and the Restless* and *The Price is Right*. The property is also significant under the Architecture and Engineering CTP as an excellent example of an International-style television studio, designed by noted architecture firm Pereira and Luckman.



Address: 7800 W. Beverly Blvd.

Name: CBS Television City

Architect: Pereira and Luckman

Date: 1952

Cultural Landscapes, 1850-1980

Sub-Context: Designed Landscapes, 1875-1980

Theme: Monumental Civic Improvements, 1916-1939

By the first decades of the 20th century, streetcar lines ran along many of the CPA's major commercial corridors. However, by the 1940s, most had become motorcoach (bus) routes or gone out of service altogether as residents became increasingly reliant on the automobile; by the mid-1950s, many of the Survey Area's streetcar lines had been removed and replaced with landscaped medians.

This Context/Theme was used to evaluate the San Vicente Boulevard Median, a grass and tree-lined median that runs along San Vicente Boulevard, through the Wilshire Survey Area and beyond. The median was constructed between 1955 and 1961 after the removal of the Los Angeles Railway streetcar tracks that ran along the boulevard. Hundreds of thousands of dollars were approved by the Board of Public Works for the civic improvement.



Location: San Vicente Blvd. through the Survey Area
Name: San Vicente Boulevard Median
Date: 1955-1961



Location: San Vicente Blvd. through the Survey Area
Name: San Vicente Boulevard Median
Date: 1955-1961

Industrial Development, 1850-1980

Theme: Oil and Other Petroleum Products, 1892-1965

Prior to the turn of the 20th century, oil production, led by the Hancock family and A.F. Gilmore, dominated the landscape of the Survey Area, as hundreds of derricks pumped oil from subterranean oil fields. However, many of the oil derricks gave way to residential and commercial development during the city's population boom in the 1920s. Oil production facilities are now extremely rare in the Wilshire CPA.

This Context/Theme was used to evaluate the Standard Oil Pico Drill Site (now known as the Packard Well Site), a rare and late example of an oil production facility in the Survey Area. The property was opened in 1967 by the Standard Oil Company and continues to produce gas and oil for the city to this day.



Address: 5729 W. Pico Blvd.

Name: Standard Oil Pico Drill Site (now the Packard Well Site)

Date: 1967

Other Context, 1850-1980

Theme: Events or Series of Events, 1850-1980

This Context/Theme was used to evaluate real estate developer Fritz Burns' Post-War House/House of Tomorrow, a rare extant example of a model home designed to showcase modern suburban living along Wilshire Boulevard. After the property ceased to draw visitors, Burns used it as his real estate office. The building is also significant under the Architecture context as a prototypical Contemporary Ranch-style residence designed by noted architects Wurdeman and Becket, with a landscape by Garrett Eckbo.



Address: 4950 W. Wilshire Blvd.

Name: Post-War House/House of Tomorrow

Architect: Wurdeman and Becket

Date: 1946

Other Context, 1850-1980

Theme: Historic/Prehistoric Archaeology, 1850-1980

This Context/Theme was used to evaluate the La Brea Tar Pits, an extremely rare example of an intact archaeological and paleontological district in a densely developed area. The district is also significant for its strong association with the development of cultural institutions, particularly the Los Angeles County Museum of Art, on Wilshire Boulevard. Two of its buildings, the Page Museum (1977) and the Observation Pit (1952), are also significant under the Architecture context for their Late Modern and Mid-Century Modern designs, respectively.



Location: Bounded by W. Wilshire Blvd., Curson Ave., W. 6th St. and the LACMA complex

Name: La Brea Tar Pits



Location: Bounded by W. Wilshire Blvd., Curson Ave., W. 6th St. and the LACMA complex

Name: La Brea Tar Pits



Location: Bounded by W. Wilshire Blvd., Curson Ave., W. 6th St. and the LACMA complex

Name: Page Museum, La Brea Tar Pits

Architects: Willis Fagan and Frank Thornton

Date: 1977



Location: Bounded by W. Wilshire Blvd., Curson Ave., W. 6th St. and the LACMA complex

Name: Observation Pit, La Brea Tar Pits

Architect: Harry Sims Bent

Date: 1952

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