



# City of West Hollywood Historic Resources Survey of R1A and R1C Properties

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# 1. Introduction

## 1.1. Project Overview

In March 2024, Architectural Resources Group (ARG) was retained by the City of West Hollywood (the City) to prepare a historic context statement and conduct a historic resources survey of properties located in the City's R1A and R1C single-family residential zoning districts, which are defined as follows:<sup>1</sup>

- R1A-zoned properties are allowed one dwelling unit per lot, with a maximum building height of 25 feet, not to exceed two stories.
- R1C-zoned properties are allowed one dwelling unit per lot, with a maximum building height of 15 feet, not to exceed one story.

R1A and R1C are the lowest-density residential zoning districts in West Hollywood. There are 56 properties within these two zoning districts. These properties, which are developed with single-family houses and their ancillary structures, are somewhat anomalous in West Hollywood, which is one of Southern California's most densely populated cities with a significant amount of multi-family housing.

The scope of this project involves a historic context statement and historic resources survey specific to properties located in the R1A and R1C zoning districts. While there are other single-family residential properties in West Hollywood, they are located in other residential zoning districts, including those that allow two dwelling units per lot (R1B) and those that are zoned for multi-family residential use (R2, R3, and R4). Single-family residential properties located in other residential zoning districts are not included in the scope of this survey.

The purpose of this project is to create a framework for evaluating the historical significance of properties located in the City's R1A and R1C zoning districts, and determine whether any of these properties satisfy eligibility criteria for federal (National Register of Historic Places), state (California Register of Historical Resources), and/or local (City of West Hollywood Cultural Resource) designation, either individually or as historic districts.

This report includes a discussion of project scope and methodology, a summary of designation criteria and other applicable regulations, a historic context statement specific to the R1A and R1C zoning districts, and a discussion of survey findings.

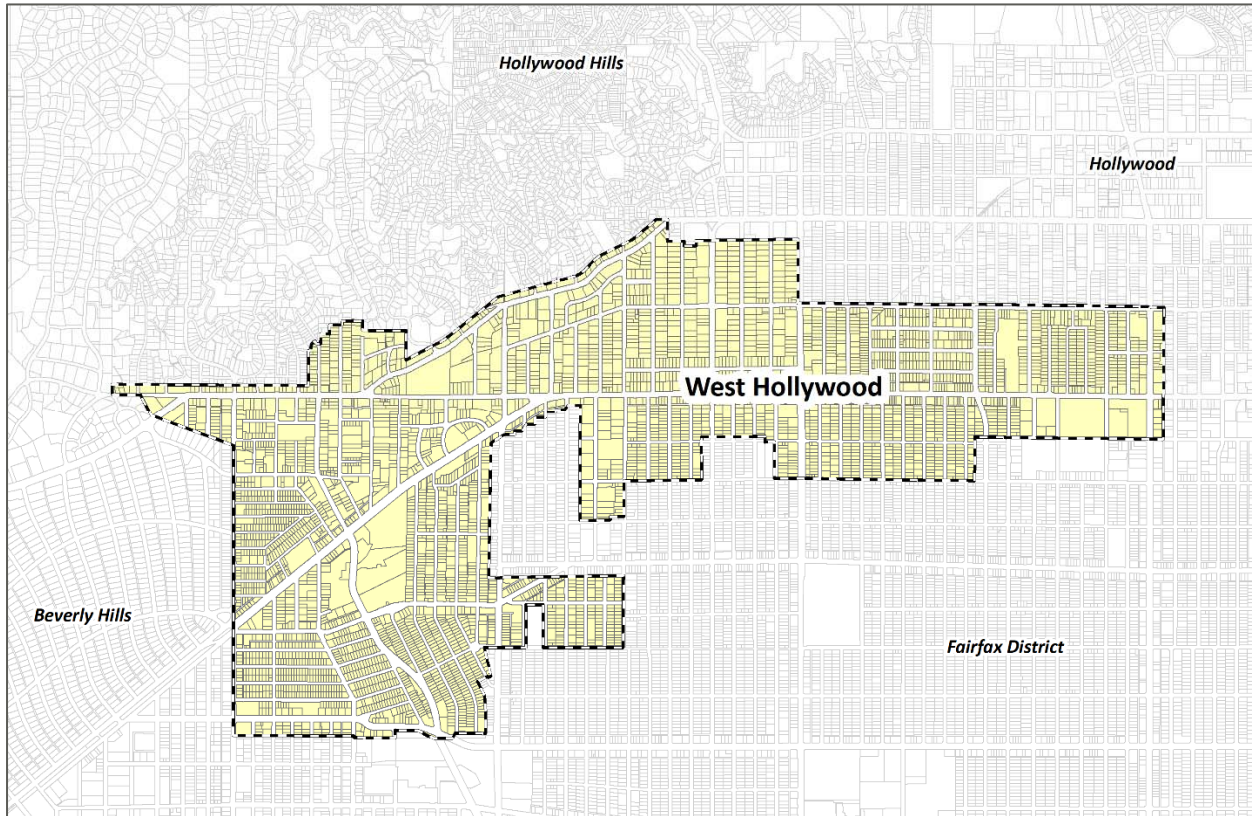
## 1.2. Description of the Project Area

Located approximately nine miles west of Downtown Los Angeles, West Hollywood is a highly urbanized and densely developed community at the base of the Hollywood Hills, with a compact footprint comprising 1.9 square miles of land area. The city is bounded by the City of Los Angeles on the north,

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<sup>1</sup> West Hollywood Zoning Map, online, accessed Jun. 2024; West Hollywood Municipal Code, Title 19 (Zoning Ordinance).

south, and east, and the City of Beverly Hills on the west. West Hollywood is irregular in shape, and is principally organized around heavily-trafficked corridors – Sunset, Santa Monica, and Beverly boulevards and Fountain and Melrose avenues – that transect the city lengthwise, from east to west.



Map of West Hollywood, showing its relationship with adjacent communities (ARG, 2024)

The topography of West Hollywood is varied. Generally speaking, areas in the southern portion of the city are flat, while those in the northern portion are defined by moderate grade changes as the city approaches the Hollywood Hills. This is reflected in the street network; most streets are loosely organized around an extension of the grid that is etched across much of central Los Angeles, while Sunset Boulevard and streets nearer the northern city limit conform to the contour of the adjacent hills.

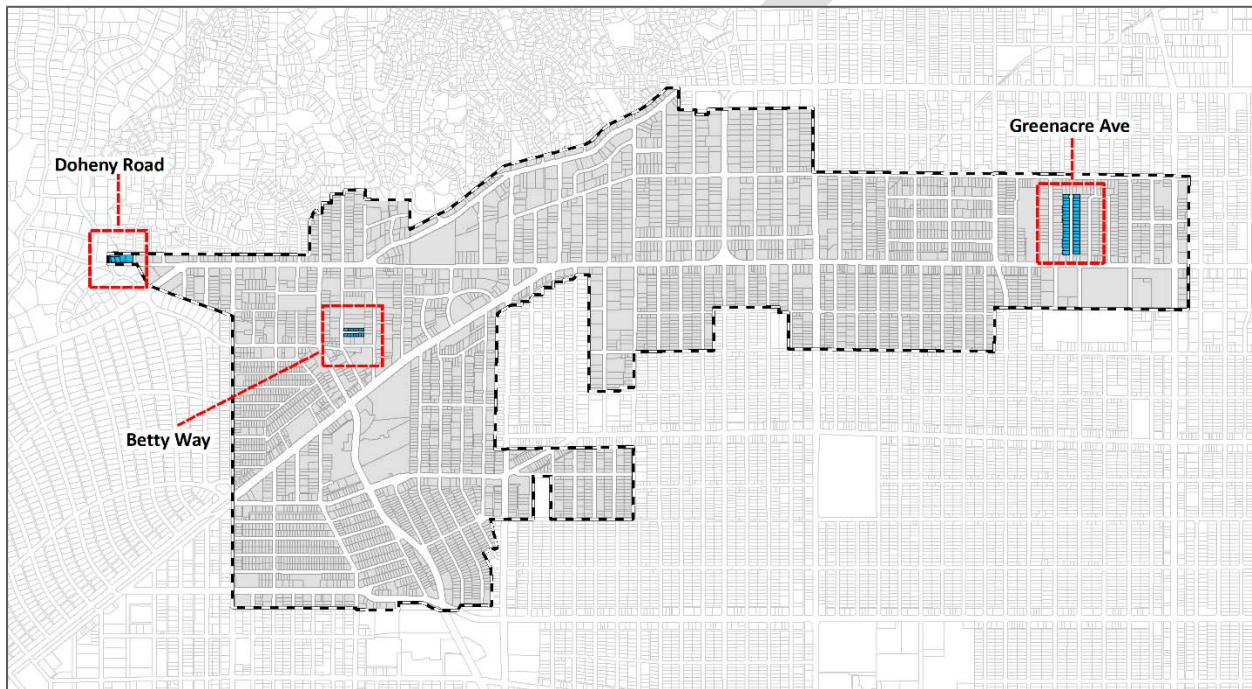
West Hollywood consists primarily of residential and commercial uses. Generally speaking, commercial properties are concentrated along major thoroughfares, while the blocks in between consist of neighborhoods that are densely developed with an eclectic mix of residential property types. Approximately 80 percent of the city's housing stock consists of multi-family housing.<sup>2</sup> Public open spaces and institutional uses including churches and schools are integrated into the city's built environment.

The scope of this project is citywide, but is limited to only those properties that are located in West Hollywood's two lowest density (R1A and R1C) zoning districts. There are 56 properties in these zoning

<sup>2</sup> City of West Hollywood, *West Hollywood General Plan 2035*, Sept. 6, 2011, Chapter 3, 3-5.

districts, which accounts for fewer than one percent of the city’s 9,461 legal parcels.<sup>3</sup> These properties are all located on or directly adjacent to one of the following three streets:

- Betty Way, a cul-de-sac in the Norma Triangle neighborhood (14 total parcels, including 13 with addresses on Betty Way and one with an address on Larrabee Street)
- Greenacre Avenue, a cul-de-sac on the Eastside of West Hollywood (36 parcels)
- Doheny Road (north side of street only), between Sierra Alta Way and the Beverly Hills city limit, to the north of the Sunset Strip (six total parcels, including four with addresses on Doheny Road, one with an address on La Collina Drive, and one with an address on Sierra Alta Way)



Map of West Hollywood, depicting locations of R1A and R1C zoning districts (ARG, 2024)

### 1.3. Previous Surveys and Designations

Four historic resources surveys of West Hollywood have been completed since the City’s incorporation in 1984, including the following:

- In 1987, a citywide survey was completed by Johnson Heumann Research Associates. This survey evaluated 1,750 properties in the City built before 1942.
- In 2008, a survey of multi-family housing was completed by ARG. This survey evaluated 2,160 properties in the City’s multi-family (R2, R3, and R4) zoning districts built before 1961.

<sup>3</sup> Parcel counts obtained from data maintained by the Los Angeles County Office of the Assessor.

- In 2016, a survey of commercial and non-residential properties was completed by GPA Consulting. This survey evaluated 763 properties in the City’s commercial and public zoning districts built before 1975.
- In 2024, an update to the survey of multi-family housing was completed by GPA Consulting. This survey evaluated more than 2,000 multi-family residential properties in the R2, R3, and R4 zoning districts built through 1984.

No properties in the R1A and R1C zoning districts were identified in these previous surveys. These properties were included in the scope of the 1987 citywide survey, but none were identified as eligible for designation at that time. The 2008, 2016, and 2024 surveys were limited to multi-family residential and commercial properties, and did not evaluate properties in areas zoned for single-family use.

To date, no properties in the City’s R1A and R1C zoning districts have been designated in federal, state, and/or local historic resource registers.

## 1.4. Project Team

The ARG project team included Katie E. Horak, Principal; Andrew Goodrich, AICP, Senior Associate and Project Manager; and Sydney Landers, architectural historians and historic preservation planners who meet the Secretary of the Interior’s Professional Qualification Standards (36 CFR Part 61) in the discipline of Architectural History. Project support was provided by ARG intern Evan McAvenia.

All project work was completed in coordination with staff from the City of West Hollywood’s Current and Historic Preservation Planning division including Doug Vu, ASLA, Senior Planner; and Kasey Conley, Associate Planner.

## 2. Methodology

### 2.1. Overview

For this project, ARG developed a methodology that is rooted in professional guidance provided by the National Park Service (NPS) and the California Office of Historic Preservation (OHP):

- National Register Bulletin (NRB) 15: *How to Apply the National Register Criteria for Evaluation*
- NRB 16A: *How to Complete the National Register Registration Form*
- NRB 16B: *How to Complete the National Register Multiple Property Documentation Form*
- NRB 24: *Guidelines for Local Surveys: A Basis for Preservation Planning*
- California OHP: *Writing Historic Contexts*
- California OHP: *Instructions for Recording Historical Resources*

### 2.2. Field and Research Methods

Field and research methods included background research, community outreach, historic context development, a reconnaissance survey, and an intensive survey, each of which is discussed herein.

#### Background Research

The ARG project team began by collecting and reviewing existing materials related to historic preservation in West Hollywood. This included previous historic resource surveys (1987, 2008, 2016, and 2024), the General Plan 2035 Historic Preservation Element, the Cultural Heritage Preservation Ordinance (Chapter 19.58 of the West Hollywood Municipal Code), and other relevant planning reports and studies.

Extensive background research was conducted to inform the historic context statement and reconnaissance survey, with a focus on single-family residential development patterns and the developmental histories of the R1A and R1C zoning districts. Sources consulted included the following:

- Books and other published materials about the history of West Hollywood
- Building permit records, including those issued by the County of Los Angeles prior to the incorporation of West Hollywood in 1984
- Historic maps, including Sanborn fire insurance maps, tract maps, and zoning maps
- Historic photographs and aerial images
- Historic city directories
- Newspaper archives, including those of the *Los Angeles Times* and other local publications
- Web sites and Internet archives

A complete list of source materials consulted for this project is included in Section 6: Bibliography.

## Community Outreach

Community outreach was conducted over the course of the project to encourage public participation, solicit input and feedback, and ensure that the survey process was inclusive. In April 2024, a public meeting was conducted to provide an introduction to the project and to summarize its goals, methods, deliverables, and schedule. In December 2024, a second public meeting was conducted to present and discuss the draft historic context statement and draft survey findings. Each public meeting was facilitated and noticed by City staff, and the survey findings were published on Engage WEHO for review by the public prior to the November meeting.

## Reconnaissance Survey and Follow-Up Research

The NPS defines a reconnaissance survey (also called a windshield survey) as “a ‘once-over-lightly’ inspection of an area, most useful for characterizing its resources in general and for deciding how to organize and orient more detailed survey efforts.”<sup>4</sup> Reconnaissance surveys allow for a street-by-street look at all properties within an identified survey area, all at once, for effective comparative analysis. A reconnaissance survey helps to steer research efforts and provides the basis for the subsequent intensive survey.

The ARG project team completed a reconnaissance survey of all 56 properties in the R1A and R1C zoning districts. Prior to conducting the reconnaissance survey, a spreadsheet was populated with basic information about each property, including its year of construction and pertinent information obtained from background research. Geographic Information Systems (GIS) software was used to generate a “base map” for use in the field, which depicted only streets and parcel boundaries. Using the spreadsheet and base map, the ARG project team completed the reconnaissance survey. Notes were taken about the general age of buildings, property types, architectural styles, and levels of integrity, and properties and groupings of properties that appeared to merit further study were flagged for follow-up research.

Following the reconnaissance survey, the ARG project team conducted focused follow-up research based on field observations. Various source materials were consulted including historic building permits, photographs, maps, and newspapers. The ARG project team then produced a list of resources that appear to satisfy eligibility criteria for historic designation.

## Intensive Survey and Survey Report

The NPS defines an intensive survey as “a close and careful look at the area being surveyed. It is designed to identify precisely and completely all historic resources in the area. It generally involves background

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<sup>4</sup> Anne Derry, et al., *National Register Bulletin 24 : Guidelines for Local Surveys: A Basis for Preservation Planning*, 1977, rev. 1985, 12.

research, and a thorough inspection and documentation of all historic properties in the field. It should produce all the information needed to evaluate historic properties and prepare an inventory.”<sup>5</sup>

The ARG project team conducted an intensive survey of the R1A and R1C zoning districts. Properties were documented with digital photographs, and using a customized mobile using a customized mobile field documentation app (Fulcrum) data was collected about each surveyed property including its architectural style, physical description, and visible alterations. All field data was collected from the public-right-of-way; surveyors did not access private property or building interiors. The field data was used to populate Department of Parks and Recreation (DPR) 523 series inventory forms, which also included an evaluation of each property’s eligibility against applicable federal, state, and local designation criteria.

Survey findings were organized into a Historic Resources Survey Report, which includes the historic context statement and a discussion of survey findings.

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<sup>5</sup> Ibid.

## 3. Regulatory Environment

### 3.1. National Register of Historic Places

The National Register of Historic Places (National Register) is the nation’s master inventory of known historic resources. Established under the National Historic Preservation Act of 1966, the National Register is administered by the National Park Service (NPS) and includes buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. Eligibility for listing in the National Register is addressed in National Register Bulletin (NRB) 15: *How to Apply the National Register Criteria for Evaluation*. NRB 15 states that in order to be eligible for the National Register, a resource must both: (1) be historically significant, and (2) retain sufficient integrity to adequately convey its significance.

Significance is assessed by evaluating a resource against established eligibility criteria. A resource is considered significant if it satisfies any one of the following four National Register criteria:<sup>6</sup>

- Criterion A (events): associated with events that have made a significant contribution to the broad patterns of our history;
- Criterion B (persons): associated with the lives of significant persons in our past;
- Criterion C (architecture): embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or that possesses high artistic values, or that represents a significant and distinguishable entity whose components may lack individual distinction;
- Criterion D (information potential): has yielded or may be likely to yield, information important in prehistory or history.

Once significance has been established, it must then be demonstrated that a resource retains enough of its physical and associative qualities – or *integrity* – to convey the reason(s) for its significance. Integrity is described as a resource’s “authenticity” as expressed through its physical features and extant characteristics. Generally, if a resource is recognizable as such in its present state, it is said to retain integrity, and if it has been extensively altered then it does not. Whether a resource retains sufficient integrity for listing is determined by evaluating the seven aspects of integrity defined by NPS:

- Location (the place where the historic property was constructed or the place where the historic event occurred);
- Setting (the physical environment of a historic property);
- Design (the combination of elements that create the form, plan, space, structure, and style of a property);
- Materials (the physical elements that were combined or deposited during a particular period of time and in a particular manner or configuration to form a historic property);

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<sup>6</sup> Some resources may meet multiple criteria, though only one needs to be satisfied for National Register eligibility.

- Workmanship (the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory);
- Feeling (a property’s expression of the aesthetic or historic sense of a particular period of time);
- Association (the direct link between an important historic event/person and a historic property).

Integrity is evaluated holistically by weighing all seven of these aspects together, and is ultimately a “yes or no” determination – that is, a resource either retains sufficient integrity, or it does not.<sup>7</sup> Some aspects of integrity may be weighed more than others depending on the type of resource being evaluated and the reason(s) for the resource’s significance. Since integrity depends on a resource’s placement within its historic context, integrity can be assessed only after significance has been established.

### 3.2. California Register of Historical Resources

The California Register of Historical Resources (California Register) is an authoritative guide used to identify, inventory, and protect historical resources in California. Established by an act of the State Legislature in 1998, the California Register program encourages public recognition and protection of significant architectural, historical, archeological, and cultural resources; identifies these resources for state and local planning purposes; determines eligibility for state historic preservation grant funding; and affords certain protections under the California Environmental Quality Act (CEQA).

The structure of the California Register program is similar to that of the National Register, though the former more heavily emphasizes resources that have contributed specifically to the development of California. To be eligible for the California Register, a resource must first be deemed significant under one of the following four criteria, which are modeled after the National Register criteria listed above:

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

Mirroring the National Register, the California Register also requires that resources retain sufficient integrity to be eligible for listing. A resource’s integrity is assessed using the same seven aspects of integrity used for the National Register. However, since integrity thresholds associated with the California Register are generally less rigid than those associated with the National Register, it is possible that a

<sup>7</sup> Derived from NRB 15, Section VIII: “How to Evaluate the Integrity of a Property.”

resource may lack the integrity required for listing in the National Register but still be eligible for listing in the California Register.

Certain properties are automatically listed in the California Register, as follows:<sup>8</sup>

- All California properties that are listed in the National Register;
- All California properties that have formally been determined eligible for listing in the National Register (by the State Office of Historic Preservation);
- All California Historical Landmarks numbered 770 and above; and
- California Points of Historical Interest which have been reviewed by the State Office of Historic Preservation and recommended for listing by the State Historical Resources Commission.

Resources may be nominated directly to the California Register. State Historic Landmarks #770 and forward are also automatically listed in the California Register. There is no prescribed age limit for listing in the California Register, although guidelines state that sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with a resource.

### 3.3. West Hollywood Cultural Resources

West Hollywood administers its own program for designating properties locally. The City's local designation program is governed by Chapter 19.58 of the West Hollywood Municipal Code, which is known as the Cultural Heritage Preservation Ordinance. The Cultural Heritage Preservation Ordinance identifies the criteria for which a property or collection of properties may be added to the West Hollywood Register of Cultural Resources.

To be eligible for designation as a West Hollywood Cultural Resource, a resource must meet at least one of the following criteria:

- Criterion A (exemplifies special elements of the City): [the resource] exemplifies or reflects special elements of the city's aesthetic, architectural, cultural, economic, engineering, political, natural, or social history and possesses an integrity of design, location, materials, setting, workmanship, feeling, and association in the following manner:
  1. It embodies distinctive characteristics of a period, method, style, or type of construction, or is a valuable example of the use of indigenous materials or craftsmanship;
  2. It contributes to the significance of a historic area by being:
    - a. A geographically definable area possessing a concentration of historic or scenic properties; or

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<sup>8</sup> California Public Resources Code, Division 5, Chapter 1, Article 2, § 5024.1.

- b. A thematically related grouping of properties which contribute to each other and are unified aesthetically by plan or physical development; or
  3. It reflects significant geographical patterns, including those associated with different eras of growth and settlement, particular transportation modes, or distinctive examples of community or park planning; or
  4. It embodies elements of architectural design, craftsmanship, detail, or materials that represent a significant structural or architectural achievement or innovation; or
  5. It has a unique location or singular physical characteristic or a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city;
- Criterion B (example of distinguishing characteristics): it is one of the few remaining examples in the city, region, state or nation, possessing distinguishing characteristics of an architectural or historical type or specimen;
  - Criterion C (identified with persons or events): it is identified with persons or events significant in local, state, or national history;
  - Criterion D (notable work): it is representative of the work of a notable architect, builder, or designer.

### 3.4. Period of Significance

Historical resources are assigned one or more periods of significance. Period of significance refers to the period of time during which historical events or activities occurred. Most properties have a clearly definable period of significance. For properties with architectural significance, the period of significance is typically the date of construction. For properties with historical or cultural significance, or those associated with a significant individual or cultural group, the period of significance is generally defined as the time the property was associated with the significant event, individual, or cultural group.

### 3.5. California Historical Resource Status Codes

Adopted in 1975 and substantially amended in 2003, the California Historical Resource Status Codes (“status codes”) are a systematic means of classifying historical resources that are evaluated either in a historic resources survey or as part of a regulatory process.<sup>9</sup> Each status code includes two basic pieces of information: (1) a classification code that signifies at which designation level (federal, state, or local) the resource is determined eligible, if at all; and (2) a qualifier that indicates under which program or regulatory process the evaluation was initiated. Resources and their associated status code(s) are subsequently input into the State of California’s BERD database for reference.<sup>10</sup>

<sup>9</sup> For more information about status codes and their application, refer to the State Office of Historic Preservation’s *Technical Assistance Bulletin #8*: <http://ohp.parks.ca.gov/pages/1069/files/tab8.pdf>.

<sup>10</sup> The Built Environment Resource Directory (BERD) is a list of non-archaeological resources in the Office of Historic Preservation (OHP) inventory. For more information, refer to [https://ohp.parks.ca.gov/?page\\_id=30338](https://ohp.parks.ca.gov/?page_id=30338).

There are numerous derivatives of the status codes, some of which are rarely used or are not applicable to the scope of this project. Listed below are the status codes that are applicable to this project.

<b>CODE</b>	<b>OHP DEFINITION</b>
<b>3S</b>	Appears eligible for the National Register as an individual property through survey evaluation.
<b>3B</b>	Appears eligible for the National Register both individually and as a contributor to a National Register- eligible district through survey evaluation.
<b>3CS</b>	Appears eligible for the California Register (CR) as an individual property through survey evaluation.
<b>3CB</b>	Appears eligible for CR both individually and as a contributor to a CR eligible district through a survey evaluation.
<b>5S3</b>	Appears to be individually eligible for local listing/designation through survey evaluation.
<b>5D3</b>	Appears to be a contributor to a multi-component resource that appears eligible for local listing or designation.
<b>5B</b>	Locally significant both individually (listed, eligible, or appears eligible) and as a contributor to a district that is locally listed, designated, determined eligible or appears eligible through survey evaluation.
<b>6Z</b>	Found ineligible for National Register (NR), California Register (CR) or Local designation through survey evaluation.
<b>7R</b>	Identified in Reconnaissance Level Survey: Not evaluated.

## 4. Historic Context

### 4.1. Introduction

The following historic context has been developed to inform the evaluation of properties in the R1A and R1C zoning districts. While the focus of this historic context is on R1A and R1C single-family residential development, it is structured more broadly around patterns of history that have shaped the built environment of West Hollywood. This section begins with a historical overview of the West Hollywood area before 1926, followed by three historic contexts and their associated themes. Each context/theme is accompanied by evaluation guidelines that list eligibility standards and integrity thresholds.

- Context: West Hollywood Before and During World War II, 1926-1945
  - Theme: Single-Family (R1A and R1C) Residential Development, 1926-1945
- Context: Postwar and Modern West Hollywood, 1946-1984
  - Theme: Single-Family (R1A and R1C) Residential Development, 1946-1984
- Context: Single-Family (R1A and R1C) Residential Architectural Styles in West Hollywood
  - Theme: Spanish Colonial Revival
  - Theme: Minimal Traditional
  - Theme: Neo-Traditional

### 4.2. Historic Contexts and Themes

#### Historical Overview: West Hollywood Before 1926

##### Early History

The original inhabitants of the Cahuenga Valley were Indigenous Californians known as both the Gabrielino and Tongva. The name Gabrielino is not rooted in Indigenous culture; rather, it was the name bestowed upon Indigenous Californians by Spanish colonizers upon their arrival in the eighteenth century, and refers to the Mission San Gabriel Arcángel in present-day San Gabriel. This name is a vestige of Spain's colonial aspirations. Tongva is sometimes used as an alternative to Gabrielino, though this name is also fraught with debate. The name Tongva was introduced in the early twentieth century by a White anthropologist interviewing an Indigenous woman, and was based on the anthropologist's understanding of the woman's testimony. Tongva was incorrectly interpreted as the name of the woman's tribe, when in fact it was a reference to her home village.<sup>11</sup> Indigenous Southern Californians identified with their ancestral villages and did not have a single identity, as the names Gabrielino and Tongva falsely suggest.

The Gabrielino/Tongva occupied what was known as Tovaangar, and is now greater Los Angeles. Tovaangar spanned a broad area that stretched between the Palos Verdes peninsula and San Bernardino,

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<sup>11</sup> Los Angeles Almanac, "What Are the Original People of Los Angeles County Called?" online, accessed Sept. 2024.

and between Saddleback Mountain (in Orange County) and the San Fernando Valley. Though data is scant, scholars estimate that prior to 1770, Tovaangar was home to about 5,000 people.<sup>12</sup>

Ethnographic accounts describe the Gabrielino/Tongva as a peaceable people who lived in semi-ephemeral villages, each with a population of between 50 and 200. Each village was an autonomous entity and was loosely connected to those around it by earthen trails.<sup>13</sup> Larger villages “functioned as political, legal, and administrative centers,” and “served as ritual centers [...or] focal points for traditional activities.”<sup>14</sup> The largest village was Yaanga, which was located along the Los Angeles River near present-day Downtown Los Angeles. Koruuvanga (also spelled Kuruvungna, Kuruvanga, and Kuruvugna), in present-day West Los Angeles, was the village located closest to what would become West Hollywood.<sup>15</sup>

The lives of the Gabrielino/Tongva were upended following the arrival of Spanish colonizers in the mid-eighteenth century. In 1769, Captain Gaspar de Portolá and Father Junípero Serra led an expedition between Baja and Alta California, passing through the greater Los Angeles region that summer. As they journeyed north, the Spanish colonizers founded a network of 21 missions (religious centers) with the intent of converting the Indigenous population to Catholicism and, by extension, it was believed, into loyal subjects of Spain. The Spanish colonizers also founded presidios (military fortifications) and pueblos (civilian settlements) at strategic locations in Alta California.<sup>16</sup> Spain’s goal was to create a self-sufficient colony that would solidify Spanish influence in the region and would be protected from foreign incursion.

The success of Spain’s colonial aspirations depended on Indigenous labor. As such, Spanish colonizers conscripted Indigenous Californians to work at the missions and in their hinterlands – sometimes by coercion, and often by force.<sup>17</sup> The conscripts who were sent to live and work at the missions (known as neophytes) were required to abandon their traditions, cultures, languages, and religious beliefs. Many succumbed to smallpox, measles, and other communicable diseases introduced by the Spanish, and overcrowding and mistreatment were common.<sup>18</sup>

Mexico won independence from Spain in 1821. In the 1830s Mexico secularized the Spanish missions, a process that transferred ownership from the Catholic church to the Mexican government, and was aimed at suppressing any lingering Spanish influence over the affairs of California.<sup>19</sup> The lands comprising the former missions were parsed into large grants, or ranchos, which were awarded to those held in high esteem by the new Mexican government. This practice was carried over from the earlier Spanish Colonial

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<sup>12</sup> William McCawley, *The First Angelinos: The Gabrielino Indians of Los Angeles County* (Banning, CA: Malki Museum Press, 1996), 2.

<sup>13</sup> Sean Greene and Thomas Curwen, “Mapping the Tongva Villages of L.A.’s Past,” *Los Angeles Times*, May 9, 2019, online, accessed Sept. 2024.

<sup>14</sup> McCawley, *The First Angelinos*, 27.

<sup>15</sup> Greene and Curwen, “Mapping the Tongva Villages of L.A.’s Past.”

<sup>16</sup> Mary Floyd Williams, “Mission, Presidio and Pueblo: Notes on California Local Institutions under Spain and Mexico,” *California Historical Society Quarterly*, Vol. 1.1 (Jul. 1922), 23-25.

<sup>17</sup> Daniel Prosser, “SurveyLA Citywide Historic Context Statement, Context: Spanish Colonial and Mexican Era Settlement, 1781-1849,” prepared for the City of Los Angeles Office of Historic Resources, Feb. 2016, 5.

<sup>18</sup> Benjamin Madley, “California’s First Mass Incarceration System: Franciscan Missions, California Indians, and Penal Servitude, 1969-1836,” *Pacific Historical Review* 88 (2019), 14-47.

<sup>19</sup> W.B. Campbell and J.R. Moriarty, “The Struggle Over Secularization of the Missions on the Alta California Frontier,” *The Journal of San Diego History*, Vol. 15.4 (Fall 1969), n.p.

period. Under this system, Indigenous Californians were typically excluded from landownership and instead worked as hired help, resulting in what effectively amounted to a semi-feudal societal structure.<sup>20</sup>

During the Mexican era of California history (1821-1846), present-day West Hollywood straddled the boundary between two ranchos: Rancho La Brea and Rancho Rodeo de las Aguas. The 4,439-acre Rancho La Brea encompassed what is now the Eastside of West Hollywood, Hollywood, and Hancock Park; the 4,539-acre Rancho Rodeo de las Aguas included what is now the west portion of West Hollywood as well as Beverly Hills, and the Pico-Robertson and Beverlywood neighborhoods of Los Angeles. The line of demarcation between the two ranchos approximated the route of present-day San Vicente Boulevard.

In 1850, after the Mexican-American War, U.S. President Millard Fillmore signed into law a bill that admitted California into the United States. California's once-expansive ranchos were divided and sold off in subsequent years, often incrementally and sometimes many times over, due in large part to discrepancies between Mexican and American title law and the litany of court challenges that ensued.<sup>21</sup>

By 1860, Rancho La Brea and Rancho Rodeo de las Aguas had been acquired by Henry Hancock, an attorney and land surveyor.<sup>22</sup> In the 1870s, Hancock sold 160 acres of Rancho La Brea, inclusive of the area between Sunset and Santa Monica boulevards, Gardner Street, and La Brea Avenue, on what is now the Eastside of West Hollywood. The buyer was homesteader Eugene Plummer. On the land, Plummer erected a small dwelling (later dubbed the "Oldest House in Hollywood") and used the surrounding acreage for agriculture. (Plummer's house was moved to Calabasas in 1984).<sup>23</sup> The site of the former Plummer House and its hinterlands is occupied by present-day Plummer Park. By the 1890s, brothers Leander and Thomas Quint, nephews of Henry Hancock, inherited a portion of their family's land near the present-day corner of Santa Monica and Crescent Heights boulevards, which they used for farming.

Southern California was given a connection to the rest of the United States with the arrival of transcontinental rail service in the late nineteenth century. In the 1870s, the Southern Pacific Railroad built a new rail line between San Francisco and Los Angeles, with the first locomotives arriving at their southern terminus in Downtown Los Angeles in 1876. The Atchison, Topeka and Santa Fe constructed a second rail line to Los Angeles, which opened in 1885. The competing operators each attempted to dominate the industry by undercutting one another, engaging in a fierce and protracted fare war that ultimately dropped the price of a \$125 ticket from Kansas City to Los Angeles to one dollar.<sup>24</sup>

The affordability of rail travel drew hordes of newcomers to Southern California. In a decade the population of Los Angeles County more than tripled, from 33,318 in 1880 to 101,454 in 1890, largely due to the influence of the railroad.<sup>25</sup> Eager to capitalize on this phenomenon, investors bought and

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<sup>20</sup> Prosser, "Spanish Colonial and Mexican Era Settlement, 1781-1849" 18.

<sup>21</sup> John Caragozian, "The Demise of California's Ranchos," *Los Angeles Daily Journal*, Aug. 30, 2022.

<sup>22</sup> GPA Consulting, "Commercial Historic Resources Survey," prepared for the City of West Hollywood Community Development Department, Sept. 2016, 17.

<sup>23</sup> Richard Simon, "Plummer House May Be Preserved," *Los Angeles Times*, Aug. 14, 1983.

<sup>24</sup> John Sedgwick, "How the Santa Fe Railroad Changed America Forever," *Smithsonian Magazine*, Jul. 2021.

<sup>25</sup> Los Angeles Almanac, "General Population by City, Los Angeles County, 1850-1900 U.S. Census," online, accessed Sept. 2024.

subdivided swaths of land and offered lots for sale, often on speculation. This trend toward speculative development greatly expanded the footprint of Los Angeles and led to the formation of dozens of new peripheral towns including Hollywood, which was conceived in 1887 by land promoter Harvey Wilcox.<sup>26</sup>

### Community Origins: The Founding of Sherman

Southern California's streetcar system began to take shape in the late nineteenth century. Two entrepreneurs, Moses H. Sherman and Eli P. Clark, weighed heavily in the development of this system. Sherman, a Vermont native, came to Los Angeles circa 1890 via Arizona, where he had established himself as a land developer. He was joined by his brother-in-law, Clark, an Iowa native who also came to California via Arizona.<sup>27</sup> In Los Angeles, Sherman and Clark bought several failed and fragmented horse and cable-drawn lines, upgraded them to electromotive power, and consolidated them into a single system called the Los Angeles Railway, which grew to eventually include more than 250 miles of track.<sup>28</sup>

Sherman and Clark built Southern California's first interurban streetcar line, a nine-mile-long route between Downtown Los Angeles and Pasadena, in 1895.<sup>29</sup> Later that year, construction began on an extension of the interurban line to Santa Monica, traveling westward through the Cahuenga Valley along present-day Santa Monica Boulevard. The Santa Monica-bound interurban line opened in April 1896.<sup>30</sup>

To support his burgeoning transit empire, Sherman purchased a site at the midpoint of the newly-extended interurban line – at present-day Santa Monica and San Vicente boulevards – and laid out a railyard and power plant in 1896. The facility was named the Sherman Yards and comprised various maintenance and service-related uses. It specifically consisted of a powerhouse, with a “1,000 horse-power engine and a fine, powerful generator...[to produce] the ‘juice’ for running the cars”; as well as a car barn, blacksmith shop, repair garages, and other uses that sustained the streetcars' operations.<sup>31</sup>

West Hollywood began as a humble town adjacent to the Sherman Yards. In April 1896, E.H. White purchased twelve acres of grain fields to the north of the railyards and recorded a subdivision map for a new town site, which he called Sherman. The original Sherman town site originally consisted of just four streets, all of which were named for key employees of the Los Angeles Railway: Sherman Avenue and Clark Street (for Moses Sherman and Eli Clark, respectively), and Larrabee and Elwood streets (for chief engineer W.D. Larrabee and train master John B. Elwood, respectively).

The town grew quickly. “Half a dozen cottages are going up in the little town of Sherman, midway between Los Angeles and Santa Monica, on the electric line,” reported the *Los Angeles Times* in May 1896. “There are also several small stores.”<sup>32</sup> By 1898, Sherman's population had grown to about 100 – mostly those who either worked at the Sherman Yards or in nearby agricultural fields. They lived in

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<sup>26</sup> Daniel Prosser, “SurveyLA Citywide Historic Context Statement, Context: Pre-Consolidation Communities of Los Angeles, 1862-1932,” prepared for the City of Los Angeles Office of Historic Resources, Jul. 2016, 57.

<sup>27</sup> GPA Consulting, “Commercial Historic Resources Survey,” 18-19.

<sup>28</sup> Ibid, 19.

<sup>29</sup> “The Street Car Facilities,” *Los Angeles Herald*, Nov. 11, 1895; Electric Railway Historical Association of Southern California, “Pasadena & Los Angeles Electric Railway,” online, accessed Sept. 2024.

<sup>30</sup> “To the Sea,” *Los Angeles Times*, Apr. 2, 1896.

<sup>31</sup> GPA Consulting, “Commercial Historic Resources Survey,” 19.

<sup>32</sup> “House and Lot,” *Los Angeles Times*, Jun. 26, 1896.

humble wood-frame houses which dotted the sloping streets north of the Sherman Yards. Along the north side of Sherman Avenue (now Santa Monica Boulevard), between Palm Avenue and Clark Street (now San Vicente Boulevard), was a small commercial strip that included a hotel, bank, market, drug store, barber shop, pool hall, and post office.<sup>33</sup>

Sherman's population grew to 500 by 1905, to 900 by 1910, and then to 1,100 by 1913.<sup>34</sup> The town's boosters touted its "small-town atmosphere, climate, and scenic beauty," as well as its adjacency to the streetcar line, which traveled to Downtown Los Angeles and the seaside enclaves of Santa Monica and Venice.<sup>35</sup> By and large, Sherman was a community of humble homes; however, as the town grew in the early twentieth century, areas nearer the foothills were developed with some larger houses and estates.<sup>36</sup>

In 1911, most of Southern California's existing streetcars were consolidated under the banner of the Pacific Electric Railway, (PERy), making the PERy the single largest operator of interurban electric streetcar service in the world.<sup>37</sup> The Los Angeles Pacific Railway's interurban line through Sherman was among the routes that were folded into the Pacific Electric Railway system as a result of this merger.

Early Sherman was surrounded by farmsteads and other small-scale agricultural uses. The town was located near the geographic center of what was known as the "frostless belt," whose fertile soil and ample water was used to grow cash crops including barley, citrus, melons, and squash. Notably, the Sherman area was the location of "one of the pioneering avacado [sic] (alligator pear) orchards of Southern California and one of the largest poinsettia fields in the world."<sup>38</sup> It was also a prodigious supplier of lima beans; in 1918, the *Los Angeles Times* noted that "more lima beans were shipped from Sherman...than any other Los Angeles County city, with the exception of Sawtelle."<sup>39</sup> This ring of farmland acted as a buffer that separated Sherman from the adjacent communities of Hollywood and Beverly Hills.

### The Advent of the Film Industry

Sherman retained a semi-rural character into the early decades of the twentieth century, and was separated from the adjacent communities of Beverly Hills (west) and Hollywood (east) by vast expanses of grain fields and other agricultural uses. The town continued to be largely concentrated around the Sherman Yards, which by this time were owned by the Pacific Electric Railway, and aside from some larger houses that were built adjacent to the foothills at the north end of town, it continued to exude a humble character, with modest cottages and bungalows accounting for the majority of its early development.

However, this changed with the advent of the motion picture industry. Beginning in the 1910s, filmmakers set up production facilities in Southern California due to its favorable year-round weather and reliable sunlight, as well as the diversity of locations at which to film. Early studios were located in

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<sup>33</sup> "Sherman," *Los Angeles Times*, Jan. 1, 1898; Sanborn Fire Insurance Maps, 1910, accessed Sept. 2024 via the Los Angeles Public Library.

<sup>34</sup> "The County of Los Angeles Outside the Chief City – Sherman," *Los Angeles Times*, Jan. 1, 1905; Sanborn Fire Insurance Maps, 1910, accessed Sept. 2024 via the Los Angeles Public Library; "Cahuenga Valley," *Los Angeles Times*, Jan. 1, 1913.

<sup>35</sup> GPA Consulting, "Commercial Historic Resources Survey," 21.

<sup>36</sup> Teresa Grimes and Leslie Heumann, "Sherman: It Was Just a Real Good Place to Live," unpublished manuscript, n.d.

<sup>37</sup> Kevin Starr, *Inventing the Dream: California Through the Progressive Era* (New York: Oxford University Press, 1985), 70.

<sup>38</sup> "Sherman: On the Way to the Sea," pamphlet published by the Sherman Chamber of Commerce, n.d.

<sup>39</sup> "Cahuenga Valley," *Los Angeles Times*, Jan. 1, 1918.

Edendale (now Echo Park) and Culver City, and the first studio in Hollywood was opened in 1911 at Sunset Boulevard and Gower Street by the Nestor Film Company.<sup>40</sup> By the late 1910s the film industry had coalesced around Hollywood, which thereafter became its focal point and center of gravity. By 1917, six years after its first movie studio opened, Hollywood's predominant industry was filmmaking.<sup>41</sup>

Sherman was sometimes used as a filming location. What is believed to be the first film shot in the community was *Casey at the Bat* (1916), a silent drama that was filmed at Sherman Field, a baseball diamond at Santa Monica and Robertson boulevards, where West Hollywood Park is today.<sup>42</sup>

Movie studios also opened new production plants near Sherman. In 1919, silent film star and producer Charlie Chaplin opened a studio on La Brea Avenue near Sunset Boulevard, just outside of Sherman.<sup>43</sup> Later that year, tobacco executive-turned-film producer Jesse D. Hampton built an 18-acre studio at Santa Monica Boulevard and Formosa Avenue, also just outside of Sherman.<sup>44</sup> Hampton's studio, which spanned a city block, was acquired by film scions Mary Pickford and Douglas Fairbanks in 1922 and re-named the Pickford-Fairbanks Studio. (It would again be re-branded as the United Artists Studio in 1927, and then as the Samuel Goldwyn Studio in 1948).<sup>45</sup>

The rise of the motion picture industry resulted in a wave of population growth in Hollywood and surrounding areas. "With studios hiring hundreds of employees at every position and pay grade, a need arose for residential development at every price point."<sup>46</sup> Market forces responded accordingly. Beginning in the late 1910s, and continuing apace throughout the economic boom years of the 1920s, the swaths of peripheral farmland in the Cahuenga Valley were subdivided and developed into new residential tracts, some of which were located in the unincorporated County territory west of Hollywood.

Sherman witnessed similar patterns of growth and expansion at this time. In the 1920s, many of the agricultural fields on the outskirts of Sherman were subdivided into new residential tracts, resulting in the expansion of Sherman beyond its historical nucleus adjacent to the Sherman Yards. As a result of this subdivision activity, the boundaries of Sherman eked their way to the east while those of Hollywood moved further west into the unincorporated County territory, resulting in a blurring of the lines that had historically delineated these two communities as they increasingly grew together.

### Sherman Becomes West Hollywood

By the early 1920s, the unincorporated area between Hollywood and Beverly Hills was known alternatively as Sherman and West Hollywood. Generally, the former was used to describe the western

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<sup>40</sup> Marc Wanamaker and Robert W. Nudelman, *Images of America: Early Hollywood* (Charleston, SC: Arcadia Publishing, 2007), 31.

<sup>41</sup> Gregory Paul Williams, *The Story of Hollywood: An Illustrated History* (London: BL Press, 2011), 87.

<sup>42</sup> GPA Consulting, "Commercial Historic Resources Survey," 24.

<sup>43</sup> "Charlie Chaplin Will Build Own Film Plant," *Los Angeles Times*, Oct. 16, 1917; GPA Consulting, "Commercial Historic Resources Survey," 24.

<sup>44</sup> "New Film Studio for J.D. Hampton," *Los Angeles Times*, Sept. 7, 1919.

<sup>45</sup> GPA Consulting, "Commercial Historic Resources Survey," 25.

<sup>46</sup> Architectural Resources Group, et. al., "Historic Resources Survey Report: Hollywood Redevelopment Plan Area," prepared for the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), Jan. 2020, 18.

portion of this area while the latter was used to describe the eastern portion, though some source materials indicate that increasingly, both names were used to refer to the area in its entirety.

Yet in spite of its rapid growth, Sherman/West Hollywood remained an unincorporated community that remained within the jurisdiction of the County of Los Angeles. It lacked a municipal government, and services provided by the County were seen by many as inferior to those of neighboring Los Angeles and Beverly Hills, which were able to exercise more direct control over local interests by virtue of their status as incorporated cities.

Sherman's stakeholders banded together to fill this dearth. In 1920, a group of residents and merchants banded together to form the Sherman Chamber of Commerce with the goal of extracting better services from the County, serving as a *de facto* local government in the absence of a City Council. Sanitation, flood control, street lighting and paving, and education were among the issues addressed by the Chamber of Commerce.<sup>47</sup> The Chamber of Commerce was able to exert political influence; this was demonstrated in 1922, when the Chamber successfully lobbied for the widening of Santa Monica Boulevard, an ambitious endeavor that required "the moving and rebuilding of practically every business block on the street."<sup>48</sup>

The Chamber of Commerce also acted in the capacity of civic booster, producing promotional materials to encourage development in the town. One promotional pamphlet entitled *Sherman: On the Way to the Sea*, printed by the Chamber of Commerce in the early 1920s, reads as follows:

Thirty minutes from Broadway [in the business district of downtown Los Angeles] and twenty minutes to the beaches, on the southern slopes of the beautiful Santa Monica foothills, between and adjoining Hollywood and Beverly Hills, is the thriving Foothill City of Sherman, located directly in the path of Los Angeles' westward growth and commanding a view of the city, valley and ocean that is unsurpassed...The rapidly increasing demand for Sherman property is proof that the advantages of the locality are being recognized by homeseekers.<sup>49</sup>

As Sherman/West Hollywood grew, its citizens grappled with the question of whether to incorporate. The topic was broached as early as 1922, when some stakeholders proposed incorporation as a means of staving off encroachment from the City of Los Angeles, which was pursuing an ambitious wave of annexation at the time. "The consensus of opinion was that the City of Los Angeles is steadily growing toward the sea, and that Sherman is directly in the path of great future developments," reported the *Los Angeles Times* in 1922.<sup>50</sup> Those who favored incorporation argued that the community would be better served "as a small city than as a borough" of the larger City of Los Angeles, with a greater degree of local control and autonomy.<sup>51</sup>

However, this effort did not materialize. In 1924, the residents of Sherman voted on whether to approve annexation by Los Angeles in what was described as "one of the most closely contested annexation

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<sup>47</sup> Ibid, 11.

<sup>48</sup> "Founder of City Proud of Progress," *Los Angeles Times*, Dec. 3, 1922.

<sup>49</sup> "Sherman: On The Way to the Sea," promotional pamphlet by the Sherman Chamber of Commerce, n.d.

<sup>50</sup> "Incorporation of Sherman as City Planned," *Los Angeles Times*, Mar. 7, 1922.

<sup>51</sup> Ibid.

elections ever conducted in this county.”<sup>52</sup> Proponents of annexation argued in favor of having access to Los Angeles’ well-developed water, sewer, and fire protection systems, while opponents expressed concerns about increased taxes. The vote ultimately failed by slim margins – 760 people voted in favor of annexation, and 814 voted against.<sup>53</sup>

In 1925, Sherman was re-named West Hollywood in an attempt to capitalize on the fame of its eastern neighbor. The *Los Angeles Times* described the name change with a tinge of sarcasm: “Like a healthy, outdoor child, Sherman has suddenly burst all her old dresses and thinks while she is getting a wardrobe, suitable for a fully grown girl, she might as well discard plain ‘Mary’ and become up-to-date ‘Marie.’”<sup>54</sup>

Single-family houses accounted for the majority of development in Sherman/West Hollywood prior to 1926. However, none of the residential properties within the R1A or R1C zoning districts date to this period of the community’s history.

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<sup>52</sup> “Annexation is Defeated in Sherman,” *Los Angeles Times*, Jan. 30, 1924.

<sup>53</sup> *Ibid.*

<sup>54</sup> Helen Starr, “Rich Neighbors Make Sherman Folk Ambitious,” *Los Angeles Times*, Aug. 23, 1925.

## Context: West Hollywood Before and During World War II, 1926-1945

### Historical Overview

#### Continued Growth in the 1920s

The steady growth that transformed West Hollywood in the first half of the 1920s continued apace in the second half of the decade. By this time, almost all of the land in the community had been subdivided, so new development consisted primarily of infill within existing subdivisions, and the rounding out of partially-developed residential blocks. The few large tracts of remaining developable land were promptly acquired and subdivided by enterprising investors.

Single-family houses accounted for a majority of development in West Hollywood in the 1920s. This was largely a reflection of societal attitudes toward housing at the time, which favored homeownership and the ideal of the single-family house and was reinforced by the advent of zoning regulations in the 1910s and '20s. In 1920, the City of Los Angeles formed a City Planning Commission to oversee physical development, and in 1921 it developed a zoning ordinance that divided Los Angeles into five use-based zones.<sup>55</sup> Los Angeles County followed suit in 1922, when the County Board of Supervisors formed the County Regional Planning Commission to coordinate land use planning on a broader Countywide basis.<sup>56</sup>

Between 1925 and 1926, the County Regional Planning Commission drafted a zoning ordinance for unincorporated County land, which included West Hollywood. Typical of zoning ordinances of this period, the County's ordinance exhibited a clear preference toward single-family residential construction, and prescribed regulations related to use and height. One of the ordinance's stated goals was "to protect...[the] residential district from further encroachment on the part of apartment houses," and to promote the construction of detached single-family houses.<sup>57</sup>

In 1928, the County Regional Planning Commission drafted the first zoning ordinance specific to West Hollywood. It, too, expressed a preference for single-family residential construction and imposed restrictions on multi-family residential construction. Specifically, the ordinance capped the height of new multi-family buildings at 35 feet, or roughly three stories, which intended to prevent the construction of large apartment buildings like those in Hollywood or on the Wilshire Boulevard corridor in Los Angeles.<sup>58</sup>

However, the County was a lax enforcer of its own regulations, which were often waived to permit the construction of multi-family housing in areas that were zoned for single-family use. Applications to rezone single-family properties for more intensive residential development were regularly approved. For instance, in 1932 the County approved the up-zoning of Hacienda Place from single-family to multi-family

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<sup>55</sup> Los Angeles City Planning, "Zoning Code History," online, accessed Sept. 2024.

<sup>56</sup> "Andrew Whittemore, "The Regulated City: The Politics of Land Use Regulation in Los Angeles, 1909-2009" (PhD diss., University of California Los Angeles, 2010), 20-21; "Second Meeting Next Saturday," *Los Angeles Times*, Mar. 26, 1922.

<sup>57</sup> Los Angeles County Regional Planning Commission, First Annual Report, 1926, qtd. in "ARG, R2, R3, R4 Multi-Family Survey Report," 35.

<sup>58</sup> GPA Consulting, "City of West Hollywood Historic Context Statement and Historic Resources Survey Update of Residential Properties in the R2, R3, and R4 Multi-Family Zoning Districts," Dec. 2023, 25.

residential use, after rejecting an earlier attempt to do so.<sup>59</sup> Similar requests to up-zone individual parcels or entire blocks were regularly entertained by County planning officials.

County planners also regularly permitted the construction of low-scale multi-family housing types – including duplexes, triplexes, fourplexes, and bungalow courts – which by virtue of their relatively low scale and compact massing, could be integrated into existing single-family neighborhoods with minimal obtrusion. Some owners of single-family residential properties took a more inventive approach to accommodating density by constructing upper-story ancillary units atop existing detached garage structures – a trend that was dubbed “accumulative architecture” by urban geographer Barbara Rubin.<sup>60</sup> As a result, many of West Hollywood’s residential blocks consisted of a pastiche of property types – predominantly single-family houses, periodically punctuated by compatible multi-family housing options.

Beginning in the late 1920s, a number of large and architecturally resplendent apartment buildings were built in West Hollywood, particularly on and adjacent to the Fountain Avenue and Crescent Heights Boulevard corridors. “Many of [these] fanciful and ornate apartment buildings were populated by the film industry: writers, producers, stars, set designers, and art directors, as well as technicians and cameramen.”<sup>61</sup> Well-appointed apartment houses catered to the industry’s quintessentially transient lifestyle; they also rose above the stigma often attached to multi-family development with the exceptional quality of their architecture. Noted area architects including Leland Bryant, Max Maltzman, and Arthur and Nina Zwebell designed these apartment buildings in various popular architectural styles.

#### Residential Development in the Depression Era

By the early 1930s, the calamity of the Great Depression had devastated homeowners and all but hollowed out the private construction industry. Housing construction in the United States decreased by 90 percent between 1925 and 1933, and millions of Americans lost their homes to foreclosure. However, the Southern California region fared better than many other areas in the nation during this time, due in large part to a robust economy which was sustained by a trifecta of industries: oil, aviation, and entertainment. This was reflected in West Hollywood, where the pace of new construction slowed in the early 1930s but did not cease entirely.

Depression-era residential development was influenced by federal intervention in the housing industry, a centerpiece of President Franklin D. Roosevelt’s New Deal. Intent on reviving the economy and preventing foreclosure, the federal government in the 1930s created two new agencies focused on housing: the Home Owners Loan Corporation (HOLC) and the Federal Housing Administration (FHA). Both sought to provide emergency relief for homeowners, and to make homeownership more attainable to Americans who were deemed by the government to be low financial risks. Established in 1933, the HOLC refinanced home mortgages to avert foreclosure, and created standards for assessing the creditworthiness of neighborhoods. The FHA, established in 1934, provided low-cost, federally insured mortgages for new home construction. FHA-insured loans increased access to homeownership for millions of Americans, many of whom were able to afford down payments and monthly mortgages for the

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<sup>59</sup> Ibid.

<sup>60</sup> Architectural Resources Group, “R2, R3, R4 Multi-Family Survey Report, Nov. 2008, 40.

<sup>61</sup> Johnson Heumann Research Associates, “City of West Hollywood Historic Resources Survey,” 1986-1987, 12.

first time. Federal intervention in the housing industry also attempted to assuage the concerns of anxious lenders, who had been reluctant to underwrite private home loans.

Between 1936 and 1940, the FHA published a series of technical bulletins which enumerated a set of design and construction standards for residential builders seeking FHA financing. Notably, in 1940 it released a bulletin entitled *Principles of Planning Small Houses*, which spelled out the FHA's standards for new single-family residential construction. Per the agency, new houses were to be designed in architectural styles rooted in established tradition, and around floorplans that were compact and efficient. These design and construction standards influenced the character of new single-family residential developments in the Depression era; this was especially true in the context of large new residential tracts that were being developed on the suburban periphery, where sizable tracts of undeveloped land could readily be subdivided and developed in strict adherence with agency guidance.

The FHA's influence was less pronounced in urbanized settings like West Hollywood, where development patterns had already taken firm root and there remained little available land on which to build, especially on the large scale often required to obtain FHA financing. Rather, residential development in West Hollywood during the 1930s and early '40s consisted of continued infill, where new single-family houses and compatibly-scaled multi-family dwellings were built on vacant parcels in existing neighborhoods.

#### Emergence of the Sunset Strip

During the 1930s, the Sunset Strip, a 1.7-mile-long unincorporated stretch of Sunset Boulevard at the north end of West Hollywood, became a venerable hub of entertainment and nightlife, particularly among motion picture stars and their ilk. Commercial development along this stretch of Sunset Boulevard dates to the 1920s, when landowner Francis Montgomery erected four Georgian Revival style commercial buildings at the approximate mid-point of the boulevard. This commercial node included fashionable shops and restaurants that appealed to celebrities who commuted between their homes in Beverly Hills and the studio backlots in Hollywood.<sup>62</sup> It was expanded in the 1930s and is now known as Sunset Plaza.<sup>63</sup>

Sunset Boulevard "became the after-dark playground for the Hollywood elite" in the years preceding World War II.<sup>64</sup> After Prohibition was repealed in 1933, many fashionable nightclubs, lounges, restaurants, and similar venues opened along the boulevard, which became well-known for their upscale atmospheres and star-studded clientele. In 1934, Billy Wilkerson, owner and publisher of the *Hollywood Reporter*, acquired a former restaurant and re-opened it as Café Trocadero, a French-themed restaurant and club. The Troc, as it was known, developed a reputation as the epitome of Hollywood glamour. It was a place to see and to be seen, attracting A-list celebrities and the gaggle of reporters and gossip columnists who followed them. Other popular venues along the Sunset Strip in the 1930s and '40s included Ciro's, Mocambo, Little Troc, Café La Maze, Jane Jones's Little Club, Club Bali, and Café Gala.<sup>65</sup>

By the 1940s, the automobile had unequivocally supplanted the streetcar as the dominant mode of transportation in Southern California, leading to the decline of the region's once-indomitable public

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<sup>62</sup> GPA Consulting, "Commercial Historic Resources Survey," 2016, 27.

<sup>63</sup> Ibid.

<sup>64</sup> Ibid, 37-38.

<sup>65</sup> Ibid, 40.

transit system. In 1941, the Pacific Electric Railway decommissioned the streetcar line that traveled down Santa Monica Boulevard, though the tracks would remain intact (and abandoned) for several decades.<sup>66</sup>

West Hollywood was almost entirely built out by the eve of World War II. The dearth of remaining developable land set the stage for the infill and redevelopment that would come to define the community and its development patterns in the second half of the twentieth century.

## **Theme: Single-Family (R1A and R1C) Residential Development, 1926-1945**

By 1926, the built environment of West Hollywood was well-established: nearly all of its agricultural hinterlands had been subdivided to keep pace with the acute demand for new housing after World War I. Residential development from this point onward consisted largely of infill within existing tracts and the rounding out of nascent streetscapes. Faced with limited options to accommodate additional growth, developers adopted alternate strategies to meet the demand for new development, including petitioning County planning officials to permit the construction of multi-family housing on single-family-zoned lots.

Others found ways to make more efficient use of existing sites that were either undeveloped or underdeveloped. A common tactic to this end included consolidating and subdividing existing parcels to accommodate additional development. In 1929, two adjacent parcels in the Norma Triangle neighborhood were consolidated and repartitioned into a subdivision of 14 smaller residential lots. The new subdivision was centered around a new street, Betty Way. In 1939, a parcel on the Eastside of West Hollywood that had long been occupied by a single commercial tenant was re-subdivided into a new subdivision of three dozen residential lots. That subdivision was oriented around a newly-platted cul-de-sac, Greenacre Avenue.

Thus, almost all of West Hollywood's R1A and R1C-zoned single-family properties – including the 14 properties on or directly adjacent to Betty Way, and the 36 properties on Greenacre Avenue – date to the pre-World War II period of residential development. A discussion of each street is included below.

### Betty Way

Betty Way is a small residential development of 14 single-family houses, which were constructed between 1929 and 1930. Prior to 1929, what would become Betty Way comprised two adjacent parcels, both of which fronted onto Larrabee Street. One contained a small single-family dwelling and rear ancillary structure; the other was vacant.<sup>67</sup> In the mid-1920s, the block on which these lots were located – between Harrett, Cynthia, and Larrabee streets and Palm Avenue – was studied as the site of a future public park, which ultimately did not come to fruition amid community opposition and cost concerns.<sup>68</sup>

In 1929, the two aforementioned lots on Larrabee Street were consolidated, and the site was re-subdivided into 14 smaller residential lots by Al Horowitz. Horowitz was an early resident of

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<sup>66</sup> Nathan Masters, "How the Town of Sherman Became the City of West Hollywood," KCET, Dec. 1, 2011.

<sup>67</sup> Sanborn Fire Insurance Map, 1926.

<sup>68</sup> "Cost Held Too High For Use to Territory," *Los Angeles Evening Citizen News*, Nov. 9 1926.

Sherman/West Hollywood, where he worked as a merchant and operated a general store. He was also active in local civic affairs, serving as an officer of the Sherman Chamber of Commerce.<sup>69</sup>

Horowitz was also a small-scale real estate developer, as noted by the *Hollywood Daily Citizen*: “Mr. Horowitz is a pioneer merchant of Sherman and has not only devoted himself to building up a department store in this community, but has bought and sold much real estate here. He has had faith in Sherman and bought acreage at different times which has soon become residence and business property.”<sup>70</sup> In 1923, Horowitz had subdivided a tract of former agricultural land on the west side of Hammond Street into a small residential subdivision comprising 31 lots. The subdivision was centered around a newly-platted street called Phyllis Avenue, the name of his elder daughter.<sup>71</sup>

On the re-subdivided Larrabee Street site, Horowitz constructed 14 new single-family houses between 1929 and 1930. These houses were nearly identical in scale and appearance; they were each one story tall with compact footprints, were designed in the Spanish Colonial Revival style, and accompanied by a small detached garage at the rear of the lot, which was accessed from the street by a curb cut and driveway. Each had a uniform front setback. The subdivision was oriented around a newly-platted cul-de-sac called Betty Way, the name of Horowitz’s younger daughter.<sup>72</sup>

Typical of West Hollywood’s residential neighborhoods of the era, the houses on Betty Way were inhabited by those of modest economic means who worked in common professions. City directories and Census data indicate that some residents were employed as sound technicians, camera operators, and other back-of-house jobs associated with the Hollywood entertainment industry.<sup>73</sup> Some of the houses appear to have been owned by Horowitz and offered for rent.

### Greenacre Avenue

Greenacre Avenue, a cul-de-sac comprising 36 single-family residential lots on the Eastside of West Hollywood, was developed between 1940 and 1941. Its low scale and suburban character deviate from the urbanized environment of West Hollywood but are typical of Depression era subdivisions, which were influenced by the federal government’s design and construction standards and underwriting policies.

Prior to 1940, Greenacre Avenue was the site of a plant nursery that had been in continuous operation since at least the 1910s. Known as the Asahi Nursery, the business was located on the north side of Santa Monica Boulevard, east of Fuller Avenue. Its proprietors appear to have been of Japanese descent.<sup>74</sup> Several greenhouse buildings and ancillary structures faced Santa Monica Boulevard, while the rest of the site consisted of the nursery grounds. The business marketed itself as comprising “nurserymen and landscape architects” and sold trees, bushes, shrubs, and plant material.<sup>75</sup> It was a prodigious supplier of Queen palm trees (also known as *Cocos plumosa*), a slender species of palm native to South America.<sup>76</sup>

<sup>69</sup> “Officers Chosen Tuesday Evening,” *Los Angeles Evening Citizen News*, Jan. 25, 1923.

<sup>70</sup> “Subdivision Sells in Record-Making Time,” *Hollywood Daily Citizen*, Feb. 8, 1923.

<sup>71</sup>

<sup>72</sup> U.S. Census Data (various dates), accessed Sept. 2024 via Ancestry.com.

<sup>73</sup> U.S. Census Data, 1930 and 1940, online, accessed Sept. 2024 via Ancestry.com.

<sup>74</sup> Gleaned from historic city directories (various dates), accessed Sept. 2024 via the Los Angeles Public Library.

<sup>75</sup> Classified Ad, *Los Angeles Evening Express*, Dec. 25, 1926.

<sup>76</sup> Display Ads, *Los Angeles Times*, Jun. 19, 1921, Sept. 11, 1921, and Aug. 21, 1927.

Early in its history, the nursery was located in a peripheral, undeveloped area between the communities of Sherman and Hollywood that was suited to agriculture. However, by the 1930s the property was hemmed in on all sides by development as the area around it grew substantially.<sup>77</sup> An acute demand for housing and the forces of urban development ultimately pushed the nursery out. The property was sold in 1939, and the business moved to a new site in the Sawtelle district of Los Angeles.<sup>78</sup>

In December 1939, the former nursery property was subdivided into a new residential tract by the Pan Realty Corporation. The subdivision comprised 36 residential lots oriented around a new street called Greenacre Avenue, which was accessed by Santa Monica Boulevard and terminated in a cul-de-sac at the north end of the tract. These parcels were uniform in size – 50 feet wide by 100 feet deep – to accommodate single-family residential construction. The tract also included limited commercial frontage along Santa Monica Boulevard, which developed separately from the rest of the subdivision.<sup>79</sup>

The lots on Greenacre Avenue were developed with single-family houses, all of which were built between 1940 and 1941. Glenn A. Doughty, a Los Angeles-based general contractor, constructed the houses for the Pan Realty Corporation. The houses were small in size, and exhibited the compact floor plans and modestly appointed façades that were favored by the FHA. Streetscape features along Greenacre Avenue included concrete curbs and sidewalks, and narrow parkway strips that were planted with Queen palm trees. Advertisements for the tract touted its access to FHA financing and the benefit of paying “County taxes,” which were understood to be less than those levied in the City of Los Angeles.<sup>80</sup> These advertisements also referred to the development as “Hollywood’s Only Subdivision,” acknowledging the somewhat anomalous quality of the suburban street in an otherwise urban setting.<sup>81</sup>

Construction of the subdivision was complete in 1941. In January 1942, the *Los Angeles Evening Citizen News* reported that “already 35 of the homes have been occupied. The 36<sup>th</sup> home is ready for occupancy.”<sup>82</sup> It further reported that “most of the homes were purchased by persons who previously lived in the neighborhood and watched the building of the homes.”<sup>83</sup>

#### Deed Restrictions and Racial Covenants

The FHA mortgage insurance program was instrumental in spurring the development of residential construction, augmenting the nation’s supply of housing and making homeownership possible for millions of American households. However, the practices of the FHA were steeped in exclusionary attitudes. Until 1948, the FHA supported the use of restrictive covenants and was reluctant to guarantee construction loans in areas without them. The FHA Underwriting Manual stated that “if a neighborhood is to retain stability, it is necessary that properties shall continue to be occupied by the same social and racial classes.” The Manual asserted that restrictive covenants “provide[d] the surest protection against

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<sup>77</sup> Gleaned from historic aerial images, accessed Sept. 2024 via the UC Santa Barbara Library.

<sup>78</sup> Classified Ad, *Los Angeles Evening Citizen News*, Aug. 14, 1939; Display Ad, *Los Angeles Times*, Mar. 3, 1940.

<sup>79</sup> Subdivision map for Tract No. 11327, recorded Oct. 1939, accessed Sept. 2024 via the Los Angeles County Department of Public Works.

<sup>80</sup> Classified Ad, *Los Angeles Evening Citizen News*, Jun. 8, 1940.

<sup>81</sup> Classified Ad, *Los Angeles Times*, Jun. 16, 1940.

<sup>82</sup>

<sup>83</sup> Ibid.

undesirable encroachment and inharmonious use.” These practices discriminated against communities of color by making it much more difficult for non- to reap the benefits of an FHA-backed mortgage.

Greenacre Avenue, which received FHA financing, was demonstrative of this exclusionary trend. In accordance with FHA guidance, its developer tacked restrictive covenants onto the deeds of houses built in the subdivision. Specifically, the deeds included language stating that:

No lot in said tract shall at any time be lived upon by any person whose blood is not entirely that of the Caucasian Race, as for the purpose of this paragraph no Japanes [sic], Chinese, Mexican, Hindu or any persons of the Ethiopian, Indian or Mongolian Races shall be deemed to be a Caucasian, but if persons not of the Caucasian Race be kept thereon by any Caucasian occupant strictly in the capacity of servants or employers of such occupant, such circumstances shall not amount to a violation of this condition.<sup>84</sup>

By contrast, Betty Way was developed prior to the establishment of the FHA. Property deeds for the houses on Betty Way do not include restrictive language, and a 1946 classified ad in the *California Eagle*, a prominent Black-owned newspaper, describes the 8000 block of Betty Way as being “unrestricted.”<sup>85</sup>

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<sup>84</sup> Property deed for 1212 Greenacre Avenue, accessed Jun. 2024 via the Los Angeles County Registrar/Recorder-County Clerk.

<sup>85</sup> Classified Ad, *Los Angeles Times*, Aug. 15, 1946.

## Evaluation Guidelines: West Hollywood Before and During World War II, 1926-1945

### Summary

Like much of Southern California, West Hollywood witnessed a considerable amount of new residential development between the mid-1920s and World War II, the onset of the Great Depression notwithstanding. Since most of the land area within West Hollywood had already been subdivided, new residential development largely took the form of infill on existing residential blocks with an eclectic mix of single-family and multi-family residential buildings. However, on occasion developers and builders subdivided small tracts of land into new single-family residential tracts that were planned and built as unified entities; this includes almost all of the parcels located in the City's R1A and R1C zoning districts.

Resources evaluated under this context are significant for conveying patterns of single-family residential development and settlement in West Hollywood before World War II. Resources are likely to be expressed in the form of historic districts. An individual property may be eligible if it is identified with persons or events significant in national, state, or local history.

### Evaluation Guidelines

<b>Associated Property Types</b>	<ul style="list-style-type: none"> <li>• Single-family residence</li> <li>• Historic district</li> </ul>
<b>Property Type Summary</b>	R1A and R1C-zoned residential properties associated with this context consist of single-family residences that were developed as part of a small subdivision. These houses are generally small in size, modest in appearance, and ascribe to standardized floor plans. Most are accompanied by a detached garage located at the rear of the property.
<b>Geographic Location</b>	R1A and R1C-zoned residential properties associated with this context are located in one of two areas: on or directly adjacent to Betty Way (a cul-de-sac in the Norma Triangle neighborhood), and on Greenacre Avenue (a cul-de-sac on the Eastside of West Hollywood).
<b>Applicable Criteria</b>	<ul style="list-style-type: none"> <li>• NRHP: A, B</li> <li>• CRHR: 1, 2</li> <li>• Local: A.2, A.3, C</li> </ul>
<b>Period of Significance</b>	1926-1945
<b>Eligibility Standards</b>	To be eligible under this context, an <b>individual property</b> should: <ul style="list-style-type: none"> <li>• Have an association with an event significant to national, state, or local history (Criterion A/1/C); or</li> <li>• Have an association significant to national, state, or local history (Criterion B/2/C); and</li> <li>• Date to the period of significance (1926-1945); and</li> <li>• Retain the essential aspects of historic integrity.</li> </ul>

Eligibility Standards (cont.)	<p>To be eligible under this context, a <b>historic district</b> should:</p> <p>Be a geographically or thematically definable area of related properties, whose requisite components may lack individual distinction (Criterion A/1/A.2, A.3); and</p> <ul style="list-style-type: none"> <li>• Clearly convey significant patterns of residential development and settlement; and</li> <li>• Date to the period of significance (1926-1945); and</li> <li>• Retain the essential aspects of historic integrity.</li> </ul>
Integrity Considerations	<ul style="list-style-type: none"> <li>• An individual property should retain, at minimum, integrity of Location, Design, Feeling, and Association.</li> <li>• A historic district should retain, at minimum, integrity of Location, Design, Feeling, and Association.</li> <li>• A historic district should retain a sufficient number of contributing resources (approximately 60 percent or more) to adequately convey its historical significance.</li> <li>• Minor or reversible alterations, or in-kind replacement of original features and finishes may be acceptable; significant alterations that change the massing, form, roofline, or fenestration, and/or are not easily reversible, are not acceptable.</li> <li>• Integrity of setting may be compromised due to infill and redevelopment that occurred after World War II.</li> </ul>
Associated Architectural Styles <sup>86</sup>	<ul style="list-style-type: none"> <li>• Spanish Colonial Revival</li> <li>• Minimal Traditional</li> </ul>

<sup>86</sup> Evaluation guidelines related to architecture and physical design are provided in the subsection entitled “Context: Residential (R1A and R1C) Architectural Styles in West Hollywood.”

## Context: Postwar and Modern West Hollywood 1946-1984

### Historical Background

#### Postwar West Hollywood, 1946-1965

In the decades after World War II, the Southern California region entered into a period marked by remarkable population growth and rapid development. The swift development of the post-World War II period brought about profound changes to the West Hollywood community.

The interior design industry was a notable new addition to West Hollywood in the postwar years. Furniture showrooms, which had traditionally been clustered in Downtown Los Angeles, began moving out of Downtown and into less expensive peripheral spaces in the 1940s and '50s.<sup>87</sup> Several opened along La Cienega, Beverly, and Robertson boulevards in the western section of West Hollywood, where commercial and industrial buildings were more affordable and had adaptable floorplans that were suited to the needs of design-oriented businesses. Nearby, art galleries and restaurants began opening, bolstering West Hollywood's ties with arts and culture and earning reputé among the creative class.

West Hollywood's LGBTQ+ community prospered in the postwar period. At this time, those who openly identified as gay or lesbian, or were believed to be engaging in homosexual behavior, were often subject to harassment, intimidation, and violence, often at the hands of police. The Los Angeles Police Department (LAPD), which patrolled incorporated Los Angeles, was especially notorious for its crackdowns on homosexuality and gender nonconformance. The LAPD raided bars and clubs known to be frequented by LGBTQ+ patrons, and would make arrests for so-called crimes like "sexual perversion" and "lewd and lascivious conduct."<sup>88</sup> West Hollywood was policed by the Los Angeles County Sheriff's Department, which by comparison, was not as vigilant about enforcing laws that targeted the LGBTQ+ community. Increasingly, West Hollywood became known for its relatively safe and tolerant atmosphere.

The Sunset Strip continued to be a hub of after-hours entertainment, though the storied corridor had begun to decline by the 1950s. A series of violent encounters between warring mob bosses in the 1940s reflected poorly on the area's reputation, fueled concerns about public safety, and resulted in police crackdowns; also, by the 1950s celebrities and tourists were increasingly traveling to the desert community of Las Vegas to partake in gambling, drinking, and other vices long associated with the Sunset Strip.<sup>89</sup> Most of the Sunset Strip's iconic restaurants and clubs had closed by the late 1950s.

The size and scale of development in West Hollywood intensified in the postwar era – a result of its compact footprint and dearth of vacant land. The only way to accommodate growth in the small, landlocked community was to replace existing low-scale buildings with new buildings that were taller, larger, and denser than their forebears – a trend that was aided by the County's somewhat cavalier approach to zoning and land use regulations, and its tendency to approve requests to upzone properties.

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<sup>87</sup> GPA Consulting, "Commercial Historic Resources Survey," 2016, 55.

<sup>88</sup> Lillian Faderman and Stuart Timmons, *Gay L.A.: A History of Sexual Outlaws, Power Politics, and Lipstick Lesbians* (Berkeley: University of California Press, 2006), 376.

<sup>89</sup> GPA Consulting, "Commercial Historic Resources Survey," 2016, 60-61.

This trend toward densification manifested in efforts to redevelop the Sunset Strip with large, new modern commercial buildings. Though its “reputation may have been tarnished, the name Sunset Boulevard still had prestige and developers seized the opportunity to acquire and demolish the one and two-story buildings” at relatively little cost, and erect much taller hotel and office buildings in their place.<sup>90</sup> In 1962, the *Los Angeles Times* reported that “there have been 18 building permits in the last six months for 16 apartment buildings and two office buildings, ranging from 5 to 16 stories in height, with an average of 12 levels.”<sup>91</sup> Examples of this new wave of development included the nine-story City National Bank Building at Sunset Boulevard and Doheny Road (1961); Gene Autry’s Hotel Continental, a 13-story, 300-room hotel designed by architect Martin Stern, Jr. (1963); and the Playboy Club and Offices, comprising a ten-story office tower and a 12-story hotel designed by architect Richard Dorman (1964).<sup>92</sup>

West Hollywood’s residential streetscapes were also dramatically transformed in the postwar period. Beginning in the 1950s, developers, unable to subdivide large tracts of vacant land as they did in suburban communities like the San Fernando Valley, instead acquired lots with existing single-family houses and low-density multi-family buildings and petitioned County officials to upzone them for denser multi-family development. One of the most common requests at this time was for a conversion from single-family zoning to R3 (medium density) multi-family zoning – a request that was frequently granted, and resulted in extensive infill within many of West Hollywood’s established neighborhoods.

Several common types of multi-family housing began to appear on the residential streets of West Hollywood beginning in the 1950s. Typical multi-family property types included apartment houses, which were designed to maximize lot coverage; courtyard apartments, which were oriented around courtyards and afforded residents access to common open space; and stucco boxes, or “dingbats,” which were boxy, non-descript buildings with tuck-under parking to maximize lot coverage, typically with cosmetic flourishes in lieu of more expensive, three-dimensional architectural features to add visual interest.<sup>93</sup>

By the 1960s, existing low-scale residential blocks took on a more eclectic character due to redevelopment, infill, and the construction of larger and more modern multi-family residential buildings. With this came an increase in the number of rental units. In the postwar period, “West Hollywood was transformed from a community largely composed of single-family residences, at least in terms of geographical coverage, into [one] dominated by apartment houses of every style shape and size.”<sup>94</sup>

#### Modern West Hollywood, 1966-1984

West Hollywood continued to grow in subsequent years. Between 1960 and 1970, its population increased from 28,870 to roughly 41,000, due in large part to the densification of its existing streetscapes with multi-family developments that were much larger and denser than the lower-scale buildings that

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<sup>90</sup> Ibid, 61.

<sup>91</sup> Tom Cameron, “Sunset Strip Being Transformed by High-Rise Office Structure Trend,” *Los Angeles Times*, Apr. 29, 1962.

<sup>92</sup> “Buildings Spur Area’s Economy,” *Los Angeles Times*, Jul. 16, 1961; “May Opening Planned for Sunset Strip Hotel,” *Los Angeles Times*, Apr. 21, 1963; “Final Plans Ready for Playboy Club,” *Los Angeles Times*, Jun. 2, 1963.

<sup>93</sup> Architectural Resources Group, “R2, R3, R4 Multi-Family Survey Report, Nov. 2008, 40-47.

<sup>94</sup> Ibid, 33.

they replaced.<sup>95</sup> The County continued to approve requests to upzone properties for multi-family construction, resulting in a built environment that was even more diverse and eclectic than before.

Increased density presented challenges including “worsening traffic congestion, a lack of sufficient parking, and what many perceived as unchecked multi-family construction.”<sup>96</sup> Local resources were increasingly strained, and the construction of taller buildings led to frequent battles between area residents, landowners and developers, and County administrators and zoning officials.

The County’s lax attitude toward upzoning incentivized the demolition of lower-density single-family houses and the construction of larger and more lucrative income-producing uses. This was especially evident in the transformation of Kings Road, which in 1963 had been rezoned from single-family to multi-family residential use by the Los Angeles County Board of Supervisors. Once developed with large, distinguished single-family houses, the properties along Kings Road were incrementally demolished and replaced with new multi-family developments, much to the ire of some residents. One particularly contentious land use decision involved the demolition of the Walter Dodge House at 950 N. Kings Road, a single-family house that was designed by architect Irving Gill in 1916, and was considered to be one of the finest examples of Gill’s work and a pivotal example of Modern architecture.<sup>97</sup> After a bitter and protracted battle to preserve the building, it was demolished in 1970 and replaced with apartments.<sup>98</sup>

As the built environment of West Hollywood evolved, so too did its population. By the 1970s, West Hollywood was “the most visible concentration of gay culture and power in the region” of Southern California.<sup>99</sup> A concentration of gay bars and venues began to coalesce at the west end of Santa Monica Boulevard, lending impetus to the entertainment district which came to be known as Boystown (and is now called the Rainbow District or the Historic LGBT Rainbow District, terminology that is more inclusive and accounts for the diversity that exists within the LGBTQ+ community).

The modern era of West Hollywood was also characterized by an influx of Jewish immigrants from the Soviet Union, further adding to the community’s ethnic and cultural diversity. Russian Jewish immigrants began arriving in Los Angeles in the 1960s, initially as refugees seeking to escape persecution under the communist government regime, with additional waves of migration taking place in the 1970s and ‘80s.<sup>100</sup> Many settled in the Fairfax district of Los Angeles and in the eastern portion of West Hollywood, near Plummer Park, which was located near social service organizations that catered to Soviet Jews and also had an existing Jewish population.

As West Hollywood continued to grow and evolve, its status as an unincorporated community increasingly became an issue of concern. Concerns related to zoning and land use, multi-family residential

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<sup>95</sup> GPA Consulting, “City of West Hollywood Historic Context Statement and Historic Resources Survey Update of Residential Properties in the R2, R3, and R4 Multi-Family Zoning Districts,” Dec. 2023, 36.

<sup>96</sup> Ibid, 33.

<sup>97</sup> Jeffrey Head, “Dodge House in West Hollywood: All That’s Left is the Architect’s Genius and a Cautionary Tale,” *Los Angeles Times*, Jul. 16, 2011.

<sup>98</sup> Ray Hebert, “Wreckers Demolish Old Dodge House in Surprise Move,” *Los Angeles Times*, Feb. 10, 1970.

<sup>99</sup> GPA Consulting, “City of West Hollywood Historic Context Statement and Historic Resources Survey Update of Residential Properties in the R2, R3, and R4 Multi-Family Zoning Districts,” Dec. 2023, 33.

<sup>100</sup> Ibid, 35.

construction, and what was seen by many as unchecked, underregulated development on the part of County officials continued to be a source of friction. Following a zone change in 1973 which increased the required number of parking spaces per apartment unit from one-and-a-half to two, developers constructed yet larger and denser multi-family buildings to better support their return on investment.<sup>101</sup> This, in turn, intensified existing concerns related to traffic congestion and the availability of parking, particularly on the community's labyrinth of narrow residential streets. In 1981, the County prepared a community plan for West Hollywood which imposed a height limit of 45 feet for new multi-family residential construction, and reduced the allowable density in certain areas while raising it in others.<sup>102</sup>

By the 1980s, a group of area residents again broached the topic of incorporation. In addition to the aforementioned issues, the incorporation movement was also fueled by a rising concern for renter's rights. "Local leaders worried that the area, situated between several wealthy enclaves, would become the site of massive redevelopment, losing low-rent apartments," as by the late 1970s an estimated 85 to 90 percent of West Hollywood residents were renters.<sup>103</sup> In addition, a rent control law that was enforced by the County and applied to West Hollywood was set to expire in 1985, amplifying collective anxiety about the possibility of steep rent hikes and the displacement of vulnerable tenants. A grassroots organization known as the Coalition for Economic Survival (CES) was instrumental in galvanizing community support for incorporation as was Ronald Stone, a prominent local gay rights' activist who was a proponent of cityhood and is known as "the father of West Hollywood's cityhood."<sup>104</sup>

The question was put before voters in 1984, after a petition was signed by nearly one-fifth of West Hollywood residents.<sup>105</sup> Proponents of cityhood included a diverse coalition of stakeholders including the LGBTQ+ community, elderly residents, and Russian immigrants, all of whom shared similar concerns regarding the future of the community.<sup>106</sup> That November, West Hollywood voted in favor of incorporation, making it the 84<sup>th</sup> incorporated city in Los Angeles County. Upon incorporating, West Hollywood was the first city in the nation to have a majority openly gay City Council, which in short order passed a stringent rent stabilization ordinance and a series of laws aimed at protecting gay rights.<sup>107</sup>

## **Theme: Single-Family (R1A and R1C) Residential Development, 1946-1984**

Single-family residential construction was relatively uncommon in West Hollywood in the decades after World War II. An acute demand for new housing and increased density, coupled with the County's policies and practices related to zoning and land use, heavily favored the construction of taller and denser

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<sup>101</sup> "County Oks Parking Plan for Apartments," *Los Angeles Times*, Aug. 12, 1973.

<sup>102</sup> Mark Gladstone, "County Acts on W. Hollywood Crowding," *Los Angeles Times*, May 12, 1983.

<sup>103</sup> GPA Consulting, "Commercial Historic Resources Survey," 2016, 61.

<sup>104</sup> "Ronald L. Stone: W. Hollywood Activist," *Los Angeles Times*, Aug. 29, 1988.

<sup>105</sup> "Nearly Fifth of West Hollywood Residents Sign: Petitions Request Vote on Incorporation," *Los Angeles Times*, Apr. 7, 1984.

<sup>106</sup> Stephen Braun, "Issue Forges Alliance Between Homosexuals, Older Jewish Residents," *Los Angeles Times*, Oct. 14, 1984.

<sup>107</sup> GPA Consulting, "City of West Hollywood Historic Context Statement and Historic Resources Survey Update of Residential Properties in the R2, R3, and R4 Multi-Family Zoning Districts," Dec. 2023, 39.

multi-family buildings in lieu of detached single-family houses. Often, new multi-family residential buildings were constructed on parcels that had previously been occupied by single-family residences.

#### Doheny Road, La Collina Drive, and Sierra Alta Way

New single-family residential construction in the City's R1A and R1C zoning districts was confined to a small pocket at the far northwest corner of West Hollywood, adjacent to the Beverly Hills and Los Angeles city limits to the west and north, respectively. This area, located on the north side of Doheny Road between Sierra Alta Way and the Beverly Hills city limit, was historically part of La Collina, a large estate anchored by a grand Mediterranean Revival style house that was constructed in 1923.<sup>108</sup> Most of the La Collina property, including the house and most of its grounds, is located in the Los Angeles city limits, but the southernmost portion of the estate – which extended to Doheny Road – was located in unincorporated Los Angeles County and would later become a part of West Hollywood. La Collina Drive, a private street that extends north of Doheny Road, was originally the main entrance to the estate.<sup>109</sup>

Over time, peripheral areas on the edges of the La Collina estate were carved out into single-family lots to accommodate additional residential development. In 1970, three new single-family houses were constructed on the north side of Doheny Road (9329, 9331, and 9337 Doheny Road); in 1976, a fourth single-family house was built on an adjacent lot at 1107 La Collina Drive. All were custom-designed by a single architect, Edward "Ted" Grenzbach, who was known for designing sumptuous houses, and remodeling existing houses, for celebrities and other high-profile clients between the 1960s and his death in 1994.<sup>110</sup> Grenzbach designed all four houses in the Neo-Traditional style that was popular at the time.

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<sup>108</sup> HistoricPlacesLA, Los Angeles Historic Resource Inventory, "1200 N La Collina Dr," online, accessed Sept. 2024.

<sup>109</sup> Gleaned from Sanborn Fire Insurance Maps, 1926.

<sup>110</sup> Historical building permits, various dates, obtained from the City of West Hollywood; "Edward 'Tedd' Grenzbach, Designed Celebrities' Homes," *Los Angeles Times*, Jun. 11, 1994.

## Evaluation Guidelines: Postwar and Modern West Hollywood, 1946-1984

### Summary

The residential landscape of West Hollywood changed dramatically in the decades after World War II. To accommodate increased density and additional housing in the landlocked, built-out community, redevelopment and infill became increasingly common. Many existing single-family houses and low-scale multi-family properties were demolished and replaced with apartment buildings and other multi-family property types that were generally taller and denser than the buildings that preceded them. The number of rental units – and the number of renters – in the community increased between the mid-1940s and 1984, when West Hollywood incorporated as a city. Very few new single-family houses were built in West Hollywood at this time; single-family construction in the City’s R1A and R1C zoning districts was limited to a small number of custom single-family houses at the far northwest corner of West Hollywood.

Resources evaluated under this context are significant for conveying patterns of single-family residential development and settlement in West Hollywood in the postwar (1946-1965) and modern (1966-1984) periods. Simply being a residential resource from this period is not enough to justify significance; to be eligible, a resource must have been important in the residential or cultural development of the city. Extant resources are likely to be expressed in the form of individual properties, and not as historic districts. An individual property may be eligible if it is identified with persons or events significant in national, state, or local history.

### Evaluation Guidelines

<b>Associated Property Types</b>	<ul style="list-style-type: none"> <li>• Single-family residence</li> </ul>
<b>Property Type Summary</b>	R1A and R1C-zoned residential properties associated with this context consist of single-family houses that were custom-designed and constructed on an individual basis. Most have attached garages, and are surrounded by perimeter walls, gates, or hedges that obscure the properties from public view.
<b>Geographic Location</b>	R1A and R1C-zoned residential properties associated with this context are located at the northwest corner of West Hollywood, adjacent to the Beverly Hills (west) and Los Angeles (north) city limits. These properties are located on Doheny Road, La Collina Drive, and Sierra Alta Way.
<b>Applicable Criteria</b>	<ul style="list-style-type: none"> <li>• NRHP: A, B</li> <li>• CRHR: 1, 2</li> <li>• Local: A.2, A.3, C</li> </ul>
<b>Period of Significance</b>	1946-1984
<b>Eligibility Standards</b>	To be eligible under this context, an <b>individual property</b> should: <ul style="list-style-type: none"> <li>• Have an association with an event significant to national, state, or local history (Criterion A/1/C); or</li> <li>• Have an association significant to national, state, or local history (Criterion B/2/C); and</li> </ul>

	<ul style="list-style-type: none"> <li>• Date to the period of significance (1946-1984); and</li> <li>• Retain the essential aspects of historic integrity.</li> </ul>
<b>Integrity Considerations</b>	<ul style="list-style-type: none"> <li>• An individual property should retain, at minimum, integrity of Location, Design, Feeling, and Association.</li> <li>• Minor or reversible alterations, or in-kind replacement of original features and finishes may be acceptable; significant alterations that change the massing, form, roofline, or fenestration, and/or are not reversible, are not acceptable.</li> <li>• Integrity of setting may be compromised due to continued infill and redevelopment.</li> </ul>
<b>Associated Architectural Styles<sup>111</sup></b>	<ul style="list-style-type: none"> <li>• Neo-Traditional (Spanish variant)</li> </ul>

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<sup>111</sup> Evaluation guidelines related to architecture and physical design are provided in the subsection entitled “Context: Residential (R1A and R1C) Architectural Styles in West Hollywood.”

## Context: Single-Family Residential (R1A and R1C) Architectural Styles in West Hollywood

Given the small number of properties (56 in total) in the R1A and R1C zoning districts, there are relatively few architectural styles expressed within the population of surveyed resources. Three residential architectural styles – Spanish Colonial Revival, Minimal Traditional, and Neo-Traditional – are expressed in R1A and R1C-zoned residential properties. Each of these three styles is discussed below.

### Theme: Spanish Colonial Revival

The Spanish Colonial Revival style is associated with the broader Period Revival movement that was popular between World Wars I and II. During this time, a range of styles that were rooted in European and American Colonial architectural traditions were adapted and appropriated, often loosely and eclectically. The movement was fueled by various factors including the return of World War I veterans who were stationed in the European countryside, the influence of the motion picture industry, and a desire among Southern Californians to evince a sense of legitimacy by referencing established idioms.<sup>112</sup>

The Spanish Colonial Revival style gained widespread popularity following the Panama-California Exposition, which was held in San Diego between 1915 and 1916. The exposition's buildings were designed by architect Bertram Grosvenor Goodhue, who wished to go beyond the popular Mission architectural interpretations of California's colonial past and highlight the richness of Spanish precedents found throughout Latin America.<sup>113</sup> The exposition prompted other designers to look directly to Spain for architectural inspiration. The Spanish Colonial Revival style was an attempt to create a "native" California architectural style that drew upon and romanticized the state's colonial past.

The popularity of the Spanish Colonial Revival style coincided with Southern California's population boom of the 1920s. It was an adaptable and versatile style, which allowed architects to design buildings as simple or as lavish as money would allow. The Spanish Colonial Revival style was also applied to a variety of building types including residential, commercial, institutional, and industrial properties. Spanish Colonial Revival architecture often borrowed from related styles including Gothic Revival, Moorish Revival, Churrigueresque, or Art Deco. The style remained popular until about World War II.<sup>114</sup>

The Spanish Colonial Revival style is expressed in the R1C-zoned properties on and adjacent to Betty Way.

Character-defining features of Spanish Colonial Revival architecture include:<sup>115</sup>

- Asymmetrical massing
- Flat or low-pitched roof forms
- Red clay tile roofing and coping

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<sup>112</sup> GPA Consulting, "SurveyLA Citywide Historic Context Statement, Context: Architecture and Engineering, Theme: Period Revival, 1919-1950," prepared for the City of Los Angeles Office of Historic Resources, Jan. 2016, 3.

<sup>113</sup> Virginia Savage McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2014), 522.

<sup>114</sup> McAlester, *A Field Guide to American Houses*, 522.

<sup>115</sup> Ibid.

- Stucco wall cladding, typically with a smooth or hand-troweled finish
- Arched window and door openings
- Wood plank or carved doors, often with decorative hardware
- Casement or double-hung wood windows
- Polychromatic tile, terra cotta, wrought iron, cast stone, and/or wood decorative details

## Theme: Minimal Traditional

Minimal Traditional architecture emerged in the mid-1930s as a response to the need for inexpensive, efficient houses that satisfied the requirements of the Federal Housing Administration (FHA) and other federal programs of the New Deal era.<sup>116</sup> It remained popular through the early 1950s. The typical Minimal Traditional style house exhibited the basic form and massing of the conventional American dwelling, but stripped it of excess ornament and superfluous details. When ornament was applied, it was done so very judiciously, and referenced traditional motifs to appeal to the conservative ethos of the average homebuyer and the mortgage companies underwriting them. Modern construction methods and inexpensive, mass-produced materials were typically used to keep costs low.

Minimal Traditional style is often written off as an interlude between the fanciful architecture of the Period Revival movement and the post-World War II Modern movement, but it was, in fact, a deliberate style that responded to the economic and societal conditions of the 1930s. When the Great Depression decimated the private construction industry, architects turned their attention to the design of efficient and economical small houses that qualified for FHA financing. At the time, the FHA “limited the maximum sales price of homes they would insure so that the average home size and cost remained within the reach of a broad market.”<sup>117</sup> In response, architects devoted a considerable amount of effort to designing houses that were as efficient as possible, since every added square foot of living space and all unnecessary details drove up costs and thus made it harder to qualify for the much-coveted FHA loan.<sup>118</sup>

Owing to its efficiency and economy, the Minimal Traditional style proved to be well-suited to mass production and was applied to the scores of new, large-scale subdivisions that were developed throughout Southern California in the late 1930s and early 1940s. The Minimal Traditional style remained popular into the early postwar period. Developers and builders were able to take the pre-approved FHA designs associated with the style and quickly construct large developments of new single-family residences, in response to the heightened demand for middle-income housing that arose at this time.

The Minimal Traditional style is expressed in the R1A-zoned properties on Greenacre Avenue.

Character-defining features of the Minimal Traditional style include:

- One-story height
- Compact, rectangular footprint
- Low-pitched, hipped or gabled roof with shallow eaves

<sup>116</sup> McAlester, *A Field Guide to American Houses*, 588-589.

<sup>117</sup> McAlester, *A Field Guide to American Houses*, 589.

<sup>118</sup> Ibid.

- Stucco exterior walls, often with wood lap, brick, or stone veneer accents
- Stoop or small porch with slender post supports
- Multi-light wood or steel windows (typically casement or double-hung)

## Theme: Neo-Traditional

Neo-Traditional architecture emerged in the late 1960s as a reaction against Modernism, which dominated American architecture in the post-World War II period. Americans grew tired of Modernism and expressed a renewed interest in reviving more traditional architectural forms, motifs, and details. This lent impetus to a family of styles that were often applied to domestic architecture starting in the 1970s and are collectively known as Neo-Traditional. Architects took a variety of historical styles including Queen Anne, Craftsman, and Period Revival, and adapted them to the modern era by utilizing modern construction methods, materials, and proportions.<sup>119</sup>

Neo-Traditional architecture's rise coincided with the approach of the United States' bicentennial celebration in 1976, which made Americans more cognizant of their collective past. Various Neo-Traditional styles remained popular in the 1980s and '90s.

Buildings designed in the various Neo-Traditional styles differed from those designed in the historical styles that they referenced. Though they made clear reference to earlier architectural traditions, architects and designers of Neo-Traditional buildings interpreted past precedents in loose and eclectic fashion. Instead of reading as precise replicas of earlier styles, Neo-Traditional buildings tended to "merely suggest the past through the use of decorative details to add a nostalgic aura to an otherwise modern-day structure."<sup>120</sup> What resulted were buildings that included identifiable references to their respective styles but were decidedly contemporary with regard to their massing and proportions.

Many derivatives of Neo-Traditional architecture emerged. The Neo-Spanish variant was applied to R1A and R1C-zoned single-family residential properties in West Hollywood, and represented a modern interpretation of the Spanish Colonial Revival style that was popular in the decades before World War II.

The Neo-Traditional style is expressed in the R1A-zoned properties on and adjacent to Doheny Road.

Character-defining features of the Neo-Traditional style (Neo-Spanish variant) include:

- Modern massing and proportions
- Tile roofs, with light composition materials instead of heavy clay
- Mansard roofs and exposed rafter tails are common
- Stucco wall cladding, often with a heavy texture
- Rounded arched windows and doors
- Abstracted references to earlier Spanish Colonial Revival style buildings

<sup>119</sup> McAlester, *A Field Guide to American Houses*, 717-727.

<sup>120</sup> City of Kirkwood, Missouri, "Purpose of Conformance to Styles," online, accessed Sept. 2024.

## Evaluation Guidelines: Single-Family (R1A and R1C) Residential Architectural Styles in West Hollywood

### Summary

Resources evaluated under this context are significant as excellent examples of their architectural styles, types, period, or method of construction; and/or for representing the work of a significant architect, builder; and/or for possessing high artistic or aesthetic values; and/or for representing the last, best remaining example of a type or style that was once common in a neighborhood or the City but is now increasingly rare.

### Evaluation Guidelines

<b>Associated Property Types</b>	<ul style="list-style-type: none"> <li>• Single-family residence</li> <li>• Historic district</li> </ul>
<b>Property Type Summary</b>	This context applies to all properties located in the R1A and R1C zoning districts. This includes individual single-family properties and related groups of associated single-family properties (historic districts).
<b>Geographic Location</b>	R1A and R1C-zoned residential properties associated with this context are concentrated in one of three areas of West Hollywood: on or directly adjacent to Betty Way, on Greenacre Avenue, or on the north side of Doheny Road in the far northwest corner of the city.
<b>Applicable Criteria</b>	<ul style="list-style-type: none"> <li>• NRHP: C</li> <li>• CRHR: 3</li> <li>• Local: A.1, A.2 A.4, B, D</li> </ul>
<b>Period of Significance</b>	1926-1984
<b>Eligibility Standards</b>	<p>To be eligible under this context, an <b>individual property</b> should:</p> <ul style="list-style-type: none"> <li>• Be an excellent and/or influential example of an architectural style, type, or method of construction; or</li> <li>• Possess high artistic/aesthetic values; or</li> <li>• Represent the work of a notable architect, builder, or designer; or</li> <li>• Represent a type or style of architecture that was once common in West Hollywood but is now increasingly rare; and</li> <li>• Date to the period of significance (1926-1984); and</li> <li>• Retain the essential aspects of historic integrity.</li> </ul> <p>To be eligible under this context, a <b>historic district</b> should:</p> <ul style="list-style-type: none"> <li>• Be a geographically or thematically definable area of related properties, whose components may lack individual distinction but collectively convey significant themes in architecture or physical design (Criterion A/1/A.2, A.3); and</li> </ul>

**Eligibility Standards (cont.)**

- Date to the period of significance (1926-1984); and
- Retain the essential aspects of historic integrity.

**Integrity Considerations**

- An individual property should retain, at minimum, integrity of Design, Materials, Workmanship and Feeling.
- A historic district should retain, at minimum, integrity of Design, Materials, Workmanship and Feeling.
- A historic district should retain a sufficient number of contributing resources (approximately 60 percent or more) to adequately convey its historical significance.
- Minor or reversible alterations, or in-kind replacement of original features and finishes may be acceptable; significant alterations that change the massing, form, roofline, or fenestration, and/or are not reversible, are not acceptable.

**Associated Architectural Styles**

- Spanish Colonial Revival
- Minimal Traditional
- Neo-Traditional (Neo-Spanish Variant)

DRAFT

## 5. Survey Findings

### 5.1. Designated Resources

There are no resources within the City of West Hollywood’s R1A and R1C zoning districts that are currently listed in a historic resource register.

### 5.2. Eligible Resources

#### Historic Districts

##### Betty Way Potential Historic District

###### Description

The potential Betty Way Historic District is located in the Norma Triangle neighborhood of West Hollywood. The potential district is small in size and rectangular in shape. It is oriented around Betty Way, a small cul-de-sac that is accessed from the west via Larrabee Street. Betty Way is a small street of substandard width that is flanked on both sides by scored concrete sidewalks and narrow parkway strips.

There are 14 properties located within the district boundaries: 13 have Betty Way addresses, and one has a Larrabee Street address. Each property contains a single-family house, almost all of which were constructed between 1929 and 1930.<sup>121</sup> All of the houses are designed in the Spanish Colonial Revival style apart from one, which has been remodeled in a contemporary idiom. Common architectural features include compact building footprints, asymmetrical massing, flat and shed roofs with clay tile coping, stucco exterior walls, entrance stoops, and multi-light windows. Each house has a small detached garage at the rear of the property, which is accessed from Betty Way via a curb cut and driveway.

###### Significance

The potential Betty Way Historic District appears eligible for local (City of West Hollywood) designation under Criteria A.1, A.2, and A.3, with a period of significance of 1929-1930, as discussed below.

The potential district meets Criterion A.1 for possessing distinctive characteristics of the Spanish Colonial Revival style as expressed in the context of a neighborhood of single-family houses. Collectively, its contributing buildings are a cohesive grouping of Spanish Colonial Revival style residential architecture, with distinguishing characteristics associated with the style including asymmetrical massing, flat and shed roofs with clay tile coping, stucco exterior walls, entrance stoops, and multi-light windows. The district is a good example of how the Spanish Colonial Revival style was applied at scale to multiple buildings.

The potential district meets Criterion A.2 as a geographically definable area with a concentration of historic properties. The district boundaries are coterminous with original tract boundaries, resulting in a geographically definable area that is differentiated from surrounding development, which is much more

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<sup>121</sup> One house within the potential district was constructed in 2012 and replaced an earlier house on the property.

varied with respect to age, use, scale, and style. Contributing properties in the district share similar architectural and site planning characteristics, and are united in terms of plan and physical development.

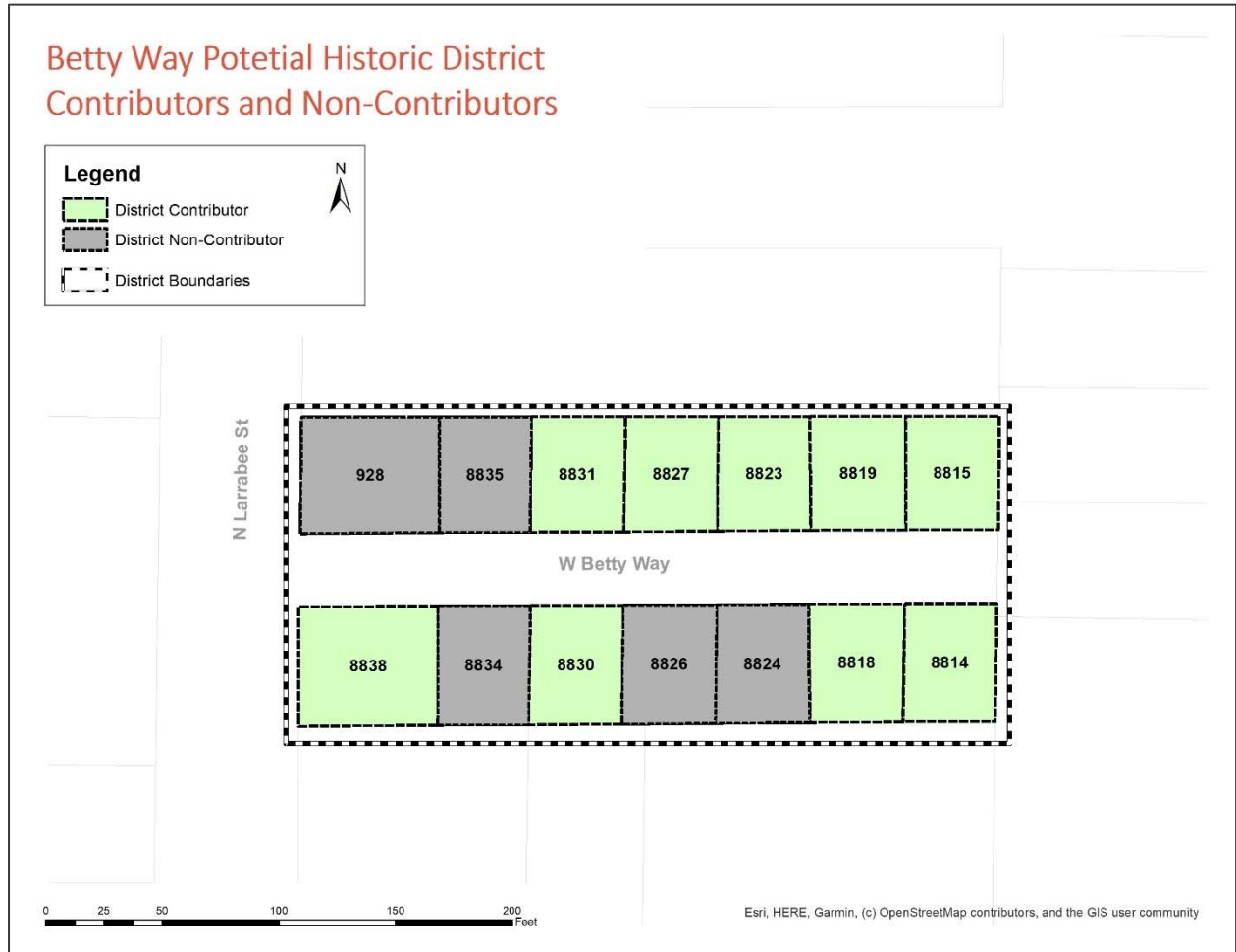
The potential district meets Criterion A.3 for reflecting significant geographical patterns of residential development. Specifically, it is demonstrative of how real estate developers subdivided land to accommodate additional residential development and make more efficient use of limited land within the small, landlocked community of West Hollywood during the pre-World War II (1926-1945) period; this resulted in the development of small, cohesive residential subdivisions. The potential district is a strong visual expression of this pattern of this residential development pattern.

The period of significance for the potential district is 1929-1930, corresponding to the period during which it was subdivided and developed.

The potential district retains sufficient integrity to convey its historical significance. Nine of the 14 properties (64%) within the district boundaries convey its historical significance and were found to be district contributors. The remaining five properties were found to be district non-contributors, either because they were altered or were constructed outside of the district’s 1929-1930 period of significance.

Contributors and Non-Contributors

ADDRESS	YEAR BUILT	STATUS	CODE	NOTES
8814 Betty Way	1929	Contributor	5D3	
8815 Betty Way	1929	Contributor	5D3	
8818 Betty Way	1929	Contributor	5D3	
8819 Betty Way	1929	Contributor	5D3	
8823 Betty Way	1929	Contributor	5D3	
8824 Betty Way	1929	Non-Contributor	6Z	Extensive alterations
8826 Betty Way	1930	Non-Contributor	6Z	Extensive alterations
8827 Betty Way	1930	Contributor	5D3	
8830 Betty Way	1930	Contributor	5D3	
8831 Betty Way	1930	Contributor	5D3	
8834 Betty Way	1930	Non-Contributor	6Z	Extensive alterations
8835 Betty Way	2012	Non-Contributor	6Z	Post-dates period of significance
8838 Betty Way	1929	Contributor	5D3	
928 Larrabee St	1929	Non-Contributor	6Z	Extensive alterations



Betty Way Potential Historic District, showing district boundaries and contributors/non-contributors (ARG, 2024)

### 5.3. Ineligible Resources

#### Individually Eligible Resources

None of the properties within the R1A and R1C zoning districts were found to be individually eligible for designation. The 14 properties on and adjacent to Betty Way, and the 36 properties on Greenacre Avenue, are best expressed as collections of related resources (districts) due to their shared developmental histories and architectural qualities; research did not produce evidence that these properties are individually significant in their own right. Similarly, research did not produce evidence that any of the six properties on Doheny Road, La Collina Drive, and Sierra Alta Way are historically significant.

#### Historic Districts (Greenacre Avenue)

The properties on Greenacre Avenue were evaluated in the survey but were found to be ineligible for designation as a historic district. Built between 1940 and 1941, these properties have a shared

developmental history and historic context, and like the properties on Betty Way, represent a concerted effort on the part of developers to introduce additional residential development into the already-subdivided, landlocked community of West Hollywood during the pre-World War II period (1926-1945).

The National Register and California Register programs include language indicating that historical resources should retain sufficient integrity to express their historical significance. Local (West Hollywood) criteria include similar language about integrity in Criterion A, and consistent with best professional practices, these same integrity thresholds were applied when evaluating properties against other local criteria. There are no prescribed thresholds for a minimum number of contributing properties that are needed to constitute an eligible district; rather, a district is holistically defined as “a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.”<sup>122</sup> Best professional practices state that a district should, at minimum, include a contributor count of 60 percent to express its association with historic contexts.

When these integrity thresholds are applied to the properties on Greenacre Avenue, the street, in its entirety, does not appear to retain sufficient integrity to be eligible as a district. The properties are similar to one another with respect to massing, scale, and setbacks to one another by virtue of their development as a singular unit, and are all designed in the Minimal Traditional style; however, individual buildings have been altered to the extent that the street, as a whole, does not retain sufficient integrity to adequately convey its association with residential development patterns or associated architectural trends from the pre-World War II (1926-1945) period. Fewer than 60 percent of properties retain integrity due to alterations; common alterations include the modification of porches, the replacement of wall cladding, doors, and windows; the resizing of window openings; the removal of shutters and other decorative features; and the construction of perimeter walls and other hardscape features that compromise the original elements of the subdivision and interrupt the visual continuity of its streetscape.

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<sup>122</sup> National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation, 1990, rev. 1995, 5.

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