

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2013-1563-HCM
ENV-2013-1564-CE

HEARING DATE: August 1, 2013
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 4511-4525 N. Figueroa St
129-135 W. Avenue 45
Council Districts: 1
Community Plan Area: Northeast Los Angeles
Area Planning Commission: East Los Angeles
Neighborhood Council: Historic Highland Park
Legal Description: Lots 1-5 of Block 9, Highland
View Tract

PROJECT: Historic-Cultural Monument Application for the
SHOPPER'S MARKET BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

OWNER: William R. Jalof and Harold O. Silbert
c/o Albertsons Inc.
15510 Carmenita Rd.
Santa Fe Springs, CA 90670

APPLICANT: Charles J. Fisher
Highland Park Heritage Trust
140 South Avenue 57
Los Angeles, CA 90042

RECOMMENDATION That the Cultural Heritage Commission:

1. **Declare** the property a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.7
2. **Adopt** the report findings.

MICHAEL J. LOGRANDE
Director of Planning

[SIGNED ORIGINAL IN FILE]

Ken Bernstein, AICP, Manager
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Prepared by:
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Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

FINDINGS

The property embodies “the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction” as a notable example of the Mid-Century Modern style supermarket property type.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) FINDINGS

The Commission hereby recommends that Council find the proposed designation of the Shopper’s Market Building property as a Historic-Cultural Monument to be exempt from further analysis under the California Environmental Quality Act pursuant to Title 14 of the California Code of Regulations, Sections 15308 (Class 8) and 15331 (Class 31).

SUMMARY

Built in 1960 and located in the Highland Park community, this one-story rectangular-planned commercial building exhibits character-defining features of the Mid-Century Modern style. Built as a supermarket, the subject building is set back from N. Figueroa Street and fronts a 195 car parking lot. Symmetrically composed, the flat-roofed building features a central bay with a distinctive multi-hexagonal shaped overhang. Large plate glass windows bisected by a centrally located sign board are flanked by concrete block walls decorated with a geometric pattern. A low concrete block bulkhead stretches along the base of the central glass façade. Two off-center entrances are located on the main façade. A large lettered neon sign which spells the word “Superior” sits at the front edge of the roof. Secondary and back elevations are unadorned. The large parking lot occupies half of the subject property and includes planters with trees and palm trees. A concrete block wall containing panels of vertical metal bars on its upper half surrounds the parking lot. The auto entrance from N. Figueroa features a pole sign reading “Superior.” Secondary buildings include a small detached commercial walk up building located on the corner of the subject property.

The proposed Shoppers Market historic monument was designed by architect Ronald Cleveland and built by the firm of Conant & Lieberman. The supermarket opened in 1960 for the Shoppers chain. Shoppers was bought out by Lucky’s Markets in 1965, later becoming Albertsons in 1999. The building was acquired by Superior Markets in 2006.

Alterations to the subject building include the addition of a detached front-facing canopy, removal of original signboard and transparent glass, and replacement of “Lucky’s” roof top sign with “Superior” in 2006.

The subject building is listed as a non-contributor to the Highland Park-Garvanza Historic Preservation Overlay Zone (HPOZ), being built outside the period of significance.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style

or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

DISCUSSION

The building successfully “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction” as an example of a Mid-Century Modern style supermarket property type. As one of the first large-scale supermarkets in the residential Arroyo communities of Northeast Los Angeles, the building is a significant contributor to the post-WWII suburban landscape of Los Angeles. Its distinctive diamond-shaped overhang, decorative concrete walls, and glass curtain facade successfully exemplify the Mid-Century Modern architectural style.

The subject building was designed by architect Ronald Cleveland, who specialized in commercial buildings such as large-scale supermarkets and shopping centers under the prolific architectural firm, Leach, Cleveland & Associates. The firm also designed Vincente Foods in Brentwood, identified by SurveyLA as an example of the mid-century neighborhood market property type. The subject building shares many architectural features with Vincente Foods, such as large plate glass windows and decorative concrete walls. As a property type of the mid-20th century neighborhood market, Shoppers Market Building embodies the broad history of suburban development in Los Angeles.

BACKGROUND

At its meeting on May 24, 2013, the City Council initiated consideration of the site as a Historic-Cultural Monument. The staff of the Office of Historic Resources conducted a site visit on July 9, 2013. On July 18, 2013, a subcommittee Cultural Heritage Commission toured the site.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) REVIEW

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 “*consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.*”

State of California CEQA Guidelines Article 19, Section 15331, Class 31 “*consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings.*”

The designation of the Shoppers Market Building as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code (“LAAC”) will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior’s Standards of Rehabilitation are expressly incorporated into the LAAC

and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.