

PHASE I HISTORICAL RESOURCES ASSESSMENT REPORT FOR
2700-2712 W. 7TH STREET
LOS ANGELES, CALIFORNIA 90057

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ATTACHMENTS

A	Resume of Key Personnel
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SECTION 1 EXECUTIVE SUMMARY

This document presents the results of a Phase 1 Historical Resources Assessment Report (HRAR) for two parcels located at 2700–2712 W. 7th Street (Assessor’s Parcel Numbers [APNs] 5141-012-001;-003).¹ The properties are located on a commercial street within the Westlake Community Plan Area and the Westlake Recovery Community Redevelopment Area of the City of Los Angeles (City), Los Angeles County, California. One 4,953-square-foot commercial building encompasses the corner lot of W. 7th Street and Rampart Boulevard, and one 4,500-square-foot commercial building comprises the lot to the north. The buildings abut each other and encompass the majority of their lots.

In 2009, a Historic Resources Survey was completed for the Westlake Recovery Community Redevelopment Area and the subject property located at 2700 W. 7th Street was identified as eligible for listing in the National Register of Historic Places (National Register) with status code 3S or “appears eligible for NR as an individual property through survey evaluation.” The subject property to the north at 2712 W. 7th Street was identified with status code 6Z or “found ineligible for NR, CR or Local designation through survey evaluation.”² SurveyLA, the citywide historic resource survey of Los Angeles, completed the Historic Resources Survey Report of the Westlake Community Plan Area in 2014 yet this report did not re-survey the Westlake Recovery Community Redevelopment Area.³ Pursuant to Section 5024.1(g)(4) of the California Public Resources Code, “If the survey is five or more years old... the survey is updated to identify historical resources which have become eligible or ineligible due to changed circumstances or further documentation and those which have been demolished or altered in a manner that substantially diminishes the significance of the resource.” Since the Westlake Recovery Community Redevelopment Area Survey is 12 years old, the purpose of this Phase 1 HRAR is to determine if the subject properties meet the eligibility standards for listing in local, state, or national registers. The project would demolish the existing buildings to make way for new mixed-use development. Sapphos Environmental, Inc. architectural historian (Ms. Kasey Conley; Attachment A, *Resume of Key Personnel*) was retained to determine if the buildings located on the project sites may be historical resources as defined by the California Environmental Quality Act (CEQA). Ms. Conley meets the Secretary of the Interior’s *Professional Qualification Standards* in the fields of History and Architectural History. The buildings on these parcels were evaluated in this report using the eligibility criteria for listing in the National Register and California Register and for designation as a City HCM. Additionally, the area surrounding the subject properties was assessed for consideration as a potential historic district or Historic Preservation Overlay Zone (HPOZ).

After careful research and evaluation, Sapphos Environmental, Inc. concluded that the buildings do not appear to be individually eligible for listing in the National Register, the California Register, or for designation as a City HCM as they do not have a significant association with commercial streetcar development in the Westlake Community Plan Area and Westlake Recovery Community Redevelopment Area and are not distinctive examples of an architectural style or type. Additionally,

¹ The subject property to the north is identified as 2712 W. 7th Street in ZIMAS and 2708 W. 7th Street on the Los Angeles County Assessor Website.

² City of Los Angeles Community Redevelopment Agency, Hollywood and Central Region. June 2009. *Intensive Survey, Westlake Recovery Community Redevelopment Area*. Prepared by: LSA, Riverside, CA. Available at: https://planning.lacity.org/odocument/8cbace8b-a304-4e57-9fd3-800331d25939/Westlake_RRA_Report.pdf

³ City of Los Angeles Department of City Planning, Office of Historic Resources. April 2014. *Historic Resources Survey Report–Westlake Community Plan Area*. Prepared by: Historic Resources Group, Inc., Pasadena, CA. Available at: https://planning.lacity.org/odocument/db31e62f-7e53-4de9-b891-07a8515913bc/Westlake_Report_0.pdf

the subject properties would not contribute to a potential historic district or HPOZ as the area surrounding the subject properties does not have a cohesive design or development pattern. Therefore, the subject properties do not meet the criteria to be considered a historical resource pursuant to Section 15064.5(a) of the CEQA Guidelines.

2.1 BRIEF PROJECT DESCRIPTION

The project would demolish the existing buildings and replace them with new mixed-use development. The proposed project is a 6-story mixed-used building. The proposed project will have six stories of residential units above two levels of subterranean parking. The proposed project will include approximately 1,650 square feet of retail space on the corner of W. 7th Street and Rampart Boulevard. The proposed project will be designed with a Contemporary style to match the 21st-century infill surrounding the project site.

2.2 PROJECT LOCATION AND CURRENT SETTING

The subject properties are located on two parcels at 2700–2712 W. 7th Street (APN 5141-012-001; -003). The subject properties are located on a commercial and multi-family residential street at the corner of W. 7th Street and Rampart Boulevard within the Westlake Community Plan Area (CPA) and Westlake Recovery Community Redevelopment Area (CRA) of the City, Los Angeles County, California.^{4,5} This section of W. 7th Street is one block south of the intersection where it ceases in a diagonal direction from downtown Los Angeles and turns in an east-west direction perpendicular to Wilshire Boulevard to the north. This is an area with dense commercial and multi-family residential development ranging in age from the 1920s to current Contemporary infill.

⁴ City of Los Angeles Department of City Planning, Office of Historic Resources. April 2014. *Historic Resources Survey Report–Westlake Community Plan Area*. Prepared by: Historic Resources Group, Inc., Pasadena, CA. Available at: https://planning.lacity.org/odocument/db31e62f-7e53-4de9-b891-07a8515913bc/Westlake_Report_0.pdf

⁵ City of Los Angeles Community Redevelopment Agency, Hollywood and Central Region. June 2009. *Intensive Survey, Westlake Recovery Community Redevelopment Area*. Prepared by: LSA, Riverside, CA. Available at: https://planning.lacity.org/odocument/8cbace8b-a304-4e57-9fd3-800331d25939/Westlake_RRA_Report.pdf

SECTION 3 CURRENT SETTING

Residential development surrounding the subject properties is characterized by parcels developed with primarily commercial and multi-family residential buildings. These buildings range in date from the 1920s to the Contemporary infill with several surface level parking lots surrounding the subject properties. Most of the buildings surrounding the subject properties are vernacular in design with many being substantially altered with a lack of material, design, or workmanship integrity (Figures 1A–B, *View of Setting, W. 7th Street*; Figure 2, *Sketch Map, 2700–2712 W. 7th Street*; Figure 3, *Project Location Map, 2700–2712 W. 7th Street*).



Figure 1A. View of Setting, W. 7th Street (view southeast)
SOURCE: Sapphos Environmental, Inc., 2021



Figure 1B. View of Setting, W. 7th Street (view northwest)
SOURCE: Sapphos Environmental, Inc., 2021

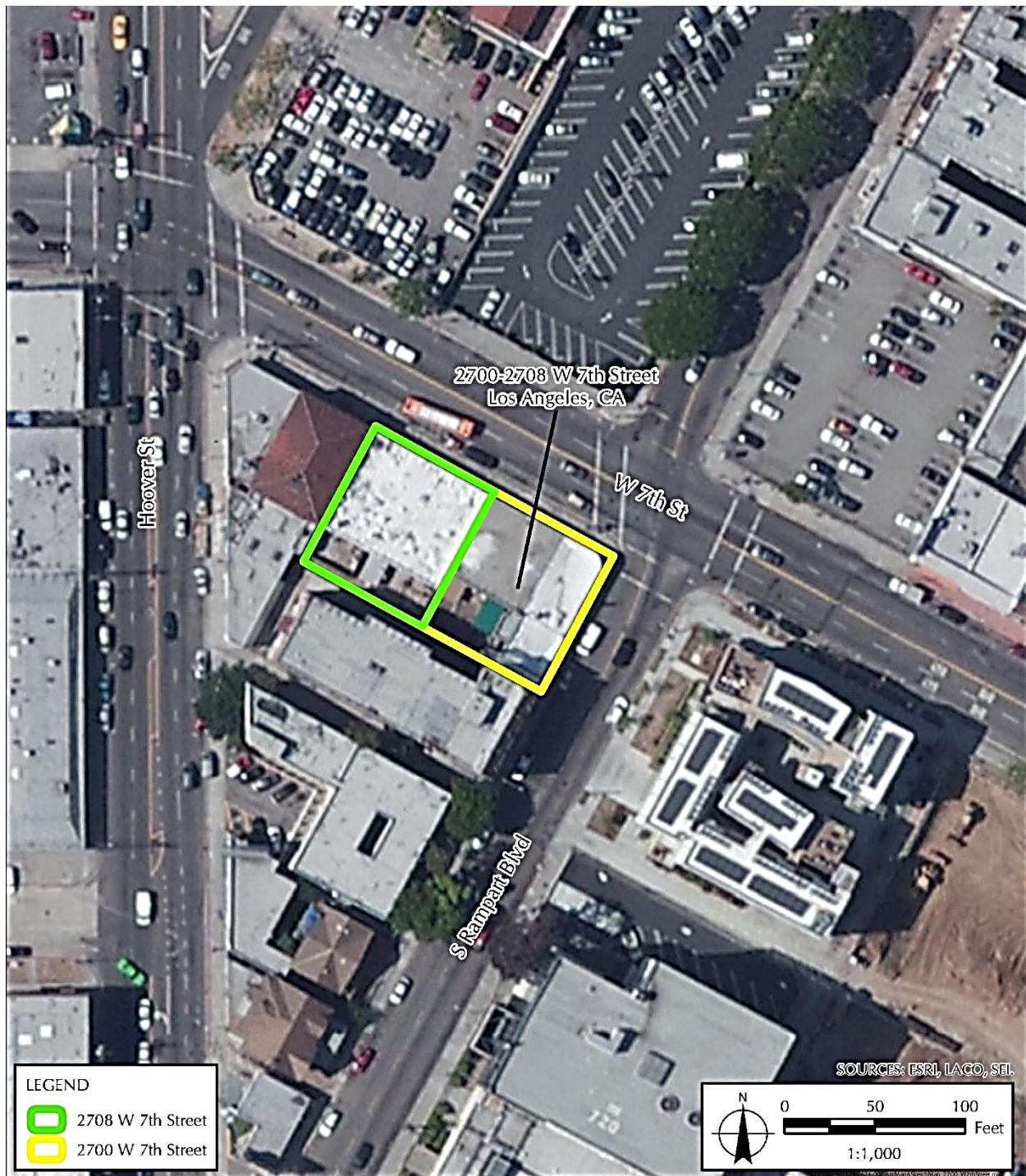


Figure 2. Sketch Map, 2700–2712 W. 7th Street
SOURCE: Sapphos Environmental, Inc., 2021

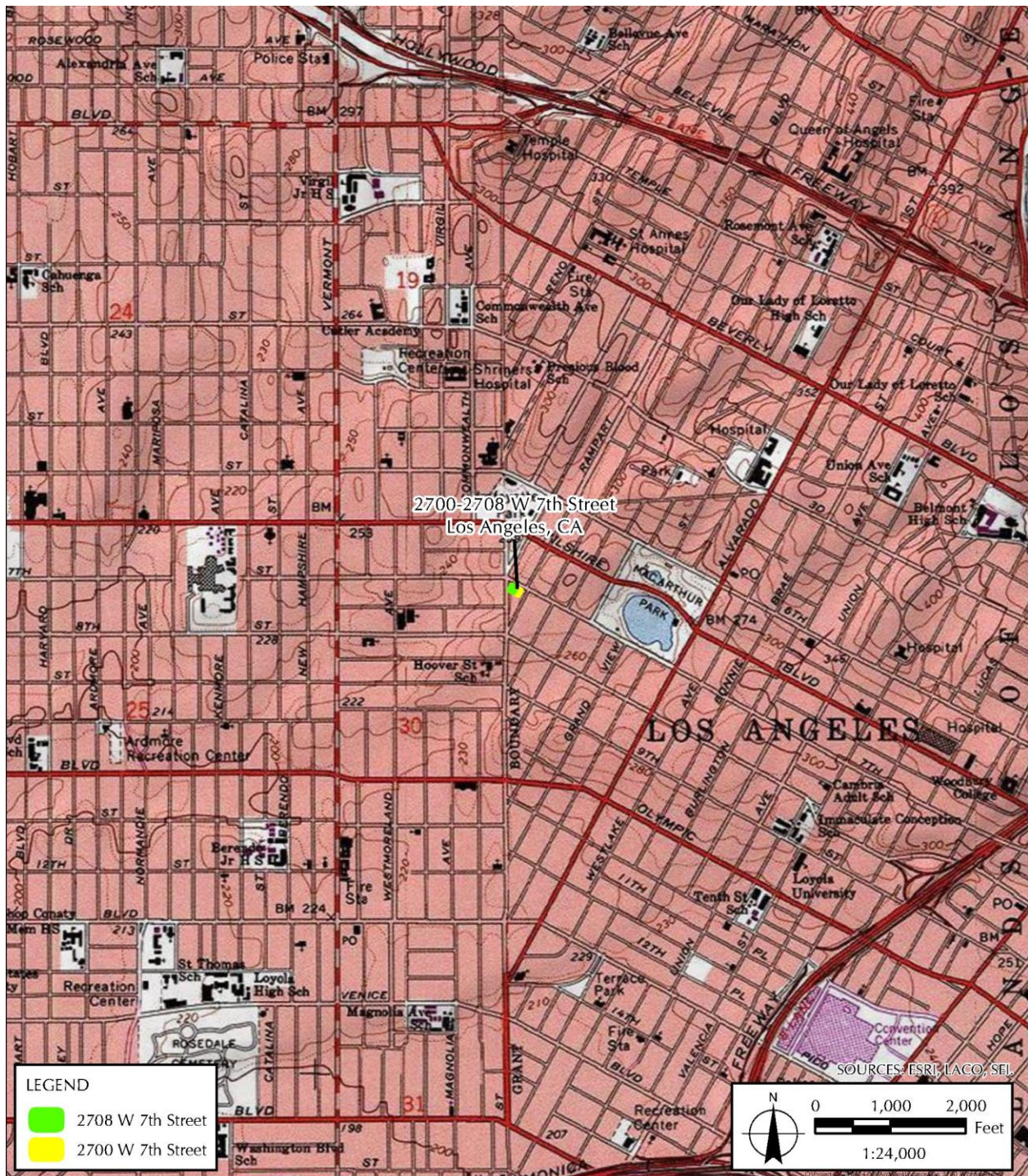


Figure 3. Project Location Map, 2700–2712 W. 7th Street
SOURCE: U.S. Geological Survey, 1991

SECTION 4

METHODOLOGY

The assessment methodology consisted of research and field assessment of the structures and buildings located on the subject properties.

4.1 RESEARCH CONDUCTED

1. Obtained and reviewed the building permits for the subject properties from the City Department of Building and Safety. Dates of construction and subsequent alterations were determined by the building permit record, as well as additional resources, such as the field inspection, Sanborn Fire Insurance Maps, and historic aerial photographs.
2. Researched the project sites and surrounding area at local libraries and archives to establish the general history and context, including a review of the State of California Office of Historic Preservation's Built Environment Resource Directory (BERD) for Los Angeles County, newspapers, City directories, books, and articles.
3. Consulted the Context/Theme/Property Type (CTP) eligibility standards formulated for the Los Angeles Historic Context Statement to identify the appropriate CTP under which to evaluate the buildings on the project sites.
4. Reviewed and analyzed ordinances, statutes, regulations, bulletins, and technical materials relating to federal, state, and local historic preservation assessment processes and programs to evaluate the significance and integrity of the buildings on the project sites.

4.2 FIELD METHODS

5. Conducted a field inspection of the project sites on July 23, 2021, to ascertain the general condition and physical integrity of the buildings thereon. Digital photographs were taken during the site inspection, which included only the exterior of the buildings. Field notes were made.
6. It was concluded during the field inspection that the buildings located at 2700–2712 W. 7th Street are not located within a potential historic district or HPOZ because the surrounding area does not reflect a cohesive pattern of design and development and therefore a potential district is not present. Additionally, the parcels were evaluated individually as potential historical resources under federal, state, and local eligibility criteria according to the National Park Service, California Office of Historic Preservation, and Los Angeles Office of Historic Resources standards.

SECTION 5 REGULATORY FRAMEWORK

The structures and buildings associated with the subject properties were evaluated to determine if they constitute historical resources as defined by CEQA, using the eligibility criteria for listing in applicable federal, State, and local statutes and regulations.

5.1 FEDERAL

The National Historic Preservation Act of 1966, as amended, defines the criteria to be considered eligible for listing in the National Register:

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association and

- A. *that are associated with events that have made a significant contribution to the broad patterns of our history; or*
- B. *that are associated with the lives of persons significant in our past; or*
- C. *that embody distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or*
- D. *that have yielded, or may be likely to yield, information important in prehistory or history (36 Code of Federal Regulations [CFR] Section part 63).*

According to *National Register Bulletin No. 15*, “to be eligible for listing in the National Register, a property must not only be shown to be significant under National Register criteria, but it also must have integrity.” Integrity is defined in *National Register Bulletin No. 15* as “the ability of a property to convey its significance.”⁶ Within the concept of integrity, the National Register recognizes the following seven aspects or qualities that in various combinations define integrity: location, design, setting, materials, workmanship, feeling, and association.

5.2 STATE OF CALIFORNIA

Section 5024.1(c), Title 14 CCR, Section 4852 of the California Public Resources Code defines the criteria to be considered eligible for listing in the California Register:

A resource may be listed as an historical resource in the California Register if it meets any of the following [National Register] criteria:

⁶ National Park Service, U.S. Department of the Interior. 2017. “How to Apply the National Register Criteria for Evaluation.” *National Register Bulletin*. Available at: <https://www.nps.gov/nr/publications/bulletins/nrb15/>

1. *Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;*
2. *Is associated with the lives of persons important in our past;*
3. *Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or*
4. *Has yielded, or may be likely to yield, information important in prehistory or history.*

Section 4852(C) of the California Code of Regulations⁷ defines integrity as follows:

Integrity is the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance. Historical resources eligible for listing in the California Register must meet one of the criteria of significance described in section 4852(b) of this chapter and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. Historical resources that have been rehabilitated or restored may be evaluated for listing.

Integrity is evaluated with regard to the retention of location, design, setting, materials, workmanship, feeling, and association. It must also be judged with reference to the particular criteria under which a resource is proposed for eligibility. Alterations over time to a resource or historic changes in its use may themselves have historical, cultural, or architectural significance.

5.3 CITY OF LOS ANGELES

Historic-Cultural Monument. Section 22.171.7 of the City Cultural Heritage Ordinance defines a City Historic-Cultural Monument (HCM):

For purposes of this article, a City HCM is any site (including significant trees or other plant life located on the site), building or structure of particular historic or cultural significance to the City of Los Angeles. A proposed Monument may be designated by the City Council upon the recommendation of the Commission if it meets at least one of the following criteria:

1. *Is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic, or social history of the nation, state, city, or community;*
2. *Is associated with the lives of historic personages important to national, state, city, or local history; or*

⁷ California Office of Historic Preservation. 1999. *California State Law and Historic Preservation*, 4853 (c), 66.

3. *Embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.*⁸

Unlike the National and California Registers, the City Cultural Heritage Ordinance makes no mention of concepts such as integrity or period of significance. Additionally, properties do not have to reach a minimum age, such as 45 to 50 years, to be designated as City HCMs.

Historic Preservation Overlay Zone. The City has established 36 HPOZs, or historic districts. City Ordinance No. 175891 amended Section 12.20.3 of the City's municipal code regarding HPOZs. The purpose of the ordinance was stated as:

It is hereby declared as a matter of public policy that the recognition, preservation, enhancement, and use of buildings, structures, Landscaping, natural features, and areas within the City of Los Angeles having Historic, architectural, cultural, or aesthetic significance are required in the interest of the health, economic prosperity, cultural enrichment, and general welfare of the people.

Contributing elements are defined as any building, structure, landscape, or natural feature identified in a historic resource survey as contributing to the historic significance of the HPOZ, including a building or structure which has been altered, where the nature and extent of the alterations are determined reversible by the historic resources survey.

⁸ City of Los Angeles. 2018. Ordinance No. 185472, Section 22.171.7. Available at: <https://preservation.lacity.org/sites/default/files/Cultural%20Heritage%20Ordinance%2C%20Revised%202018.pdf>

SECTION 6

RECORDS SEARCH SUMMARY

6.1 RECORDS SEARCH

In accordance with the South Central Coastal Information Center (SCCIC), located at California State University, Fullerton, current procedures and policies, the BERD for Los Angeles County, available from the California Office of Historic Preservation (updated March 3, 2020) was reviewed. The historic U.S. Geological Survey (USGS) 7.5-minute series topographic maps and aerial photographs were also reviewed for the project site and adjacent properties. In addition to official maps and records, and published registers and reports for the geographic area were reviewed:

- National Register of Historic Places – Listed (2021);
- California Register of Historical Resources – Listed (2021);
- California State Historical Landmarks (1996 and updates);
- California Points of Historical Interest (1992 and updates);
- HistoricPlacesLA (2021);
- Westlake Recovery Community Redevelopment Area Survey (2009); and
- SurveyLA (2014).

6.2 PREVIOUS EVALUATIONS/DESIGNATIONS SUMMARY

The subject properties are located in the Westlake CPA and CRA of the city. The subject properties were not identified in the 2014 Historic Resources Survey of the CPA as this report did not re-survey the Westlake CRA survey completed in 2009. In 2009, a Historic Resources Survey was completed for the Westlake CRA and the subject property located at 2700 W. 7th Street was identified as eligible for listing in the National Register with status code 3S or “appears eligible for NR as an individual property through survey evaluation.” The subject property to the north at 2712 W. 7th Street was identified with status code 6Z or “found ineligible for NR, CR or Local designation through survey evaluation.”⁹ The subject properties do not appear to have been otherwise surveyed.

⁹ City of Los Angeles Community Redevelopment Agency, Hollywood and Central Region. June 2009. *Intensive Survey, Westlake Recovery Community Redevelopment Area*. Prepared by: LSA, Riverside, CA. Available at: https://planning.lacity.org/odocument/8cbace8b-a304-4e57-9fd3-800331d25939/Westlake_RRA_Report.pdf

SECTION 7

HISTORY AND DESCRIPTION OF THE SURROUNDING AREA

The Westlake CPA began appearing on maps as its own neighborhood as early as 1857, with Hoover Street as its western boundary. The development of Westlake Park (renamed McArthur Park in 1942) in 1885 and then its redevelopment in 1890 created somewhat of a destination for those living in downtown Los Angeles to escape the “city” life. Residential westward expansion from the downtown core peaked in the late 19th century as prominent developers such as George C. Knox and Fred Eaton developed residential tracts for sale, yet many of the lots within these tracts remained vacant into the 20th century.¹⁰ Sanborn Fire Insurance Maps from 1900 of the area show minimal residential development south and east of Westlake Park with most infill occurring between 1900 and 1923.¹¹

The subject properties are part of the West End Terrace Tract which was recorded in 1887 by George C. Knox and saw the majority of its improvement in the beginning of the 20th century with single-family residential development. After 1923, S. Alvarado Street, southeast of the subject properties, began to be infilled with more commercial development with single-family housing along W. 7th and W. 6th Streets giving way to commercial development as well. The Los Angeles Railway yellow car lines were established along S. Alvarado and W. 7th Street by 1906, and the center of commercial development evolved around this intersection by the 1920s.^{12,13}

Commercial and residential development throughout the City took advantage of the vast Pacific Electric and Los Angeles Railway systems which reached its peak track mileage in 1925. Yet, by the 1920s, the use of automobiles within the City was also on the rise with street traffic volume increased at an astonishing rate between 1914 and 1924. The widening of various streets, including Wilshire Boulevard just north of the subject property, for use of automobiles became a focus for City and County of Los Angeles officials.¹⁴ The subject properties were located at the terminus of the Los Angeles Railway yellow car lines and the Los Angeles Inter-Urban Railway green car line and was not on a main thoroughfare for the streetcar lines. By the 1930s, the widening of Wilshire Boulevard as well as the addition of a street through MacArthur Park ceased motorists from having to go around the park along W. 7th or W. 6th Streets and motorist traffic in front of the subject properties slowed.¹⁵

As the 20th century progressed, multi-family development increased surrounding the subject property to account for the influx of new residents seeking employment in emerging industries such as film, aerospace, and others. In 1939, the area was cited as zoned for multi-family development

¹⁰ City of Los Angeles Community Redevelopment Agency, Hollywood and Central Region. June 2009. *Intensive Survey, Westlake Recovery Community Redevelopment Area*. Prepared by: LSA, Riverside, CA. Available at: https://planning.lacity.org/odocument/8cbace8b-a304-4e57-9fd3-800331d25939/Westlake_RRA_Report.pdf

¹¹ Sanborn Fire Insurance Company. 1900 and 1923. Sanborn Fire Insurance Maps.

¹² City of Los Angeles Community Redevelopment Agency, Hollywood and Central Region. June 2009. *Intensive Survey, Westlake Recovery Community Redevelopment Area*. Prepared by: LSA, Riverside, CA. Available at: https://planning.lacity.org/odocument/8cbace8b-a304-4e57-9fd3-800331d25939/Westlake_RRA_Report.pdf

¹³ Library of Congress. 23 April 2008. 1906 Map of the City of Los Angeles Showing Railway Systems. Available at: www.loc.gov/exhibits/LAmapped

¹⁴ Metro Dorothy Peyton Gray Transportation Library and Archive. “Past vision of Los Angeles’ Transportation Future: 1920s.” Accessed August 2021. Available at: <https://metroprimaryresources.info/past-visions-of-los-angeles-transportation-future-1920s/>

¹⁵ City of Los Angeles Community Redevelopment Agency, Hollywood and Central Region. June 2009. *Intensive Survey, Westlake Recovery Community Redevelopment Area*. Prepared by: LSA, Riverside, CA. Available at: https://planning.lacity.org/odocument/8cbace8b-a304-4e57-9fd3-800331d25939/Westlake_RRA_Report.pdf

with many of the older large single-family residences converted to boarding or lodging houses with a number of new apartment houses.¹⁶ The area surrounding the subject property today is characterized by commercial development and multi-family infill from various decades to the present.

¹⁶ University of Richmond. "Mapping Inequality: Redlining in New Deal America." Accessed August 2021, Available at: <https://dsl.richmond.edu/panorama/redlining/#loc=12/34.05/-118.302&city=los-angeles-ca&area=D36>

SECTION 8

DESCRIPTION OF EVALUATED RESOURCE

8.1 ARCHITECTURAL DESCRIPTION

2700 W. 7th Street

The subject property located at 2700 W. 7th Street (inclusive of 2700, 2702, 2706, and 2706 ½) is a one-story commercial brick building constructed in 1922. The building sits on the corner of W. 7th Street and Rampart Boulevard with an 'L'-shaped footprint and flat roof. The building is divided into four separate businesses along W. 7th Street. The three northern businesses have large single-pane, steel-framed, canted display windows with deeply recessed entrance doors. 2706 and 2706 ½ W. 7th Street's display windows mirror each other, and it appears the space was divided into two separate spaces at an unknown date changing the one entrance door to two doors. W. 7th Street slopes slightly downhill as you move north and the bulkheads below the display windows vary in height. The entrance to the southernmost business, 2700, faces the intersection of W. 7th Street and Rampart Boulevard, a common feature of commercial development along streetcar lines. A "Silver's Platter" sign and awning were added over the entrance door in 1982. The Rampart Boulevard façade of the 2700 business is comprised of infilled display windows and a steel pedestrian door. Along the Rampart Boulevard and W. 7th Street façades alterations include brick infill/patch work, display window alteration/infill, alteration of bulkheads, addition of metal roll-up security gates and bars, and signage changes/additions (Figures 4A–C, *Primary Façade, 2700 W. 7th Street*).



Figure 4A. Primary Façade, 2700 W. 7th Street (view southwest)

SOURCE: Sapphos Environmental, Inc., 2021



Figure 4B. Primary Façade, 2700 W. 7th Street (view southwest)
 SOURCE: Sapphos Environmental, Inc., 2021



Figure 4C. Primary Façade, 2700 W. 7th Street (view northwest)
 SOURCE: Sapphos Environmental, Inc., 2021

The rear of the building is simple in design and form. Each business has a rear entrance door that leads to a small open space. The doors are recessed with a variety of door types with security gates. The original windows have been replaced with vinyl, aluminum, or have been completely infilled. The door and window surrounds mirror each other with a triple brick arch above each opening. Various storage structures have been constructed along the back side of the building with flat roofs and stucco and vinyl siding (Figures 5A–D, *Rear Façade, 2700 W. 7th Street*).



Figure 5A. Rear Façade, 2700 W. 7th Street (view north)
SOURCE: *Sapphos Environmental, Inc., 2021*



Figure 5B. Rear Façade, 2700 W. 7th Street (view northeast)
 SOURCE: Sapphos Environmental, Inc., 2021



Figure 5C. Rear Façade, 2700 W. 7th Street (view northwest)
 SOURCE: Sapphos Environmental, Inc., 2021



Figure 5D. Rear Façade, 2700 W. 7th Street (view northeast)
SOURCE: Sapphos Environmental, Inc., 2021

2712 W. 7th Street

The subject property located at 2712 W. 7th Street is a one-story vernacular brick commercial building with a flat roof. The building is divided into multiple commercial spaces with various steel and wood display windows, steel and wood entrance doors, and metal roll-up doors along the primary façade. The spandrel panels have plaster Greek vase ornamentation between each. A large awning spans the majority of the building with additional alterations including the addition of a metal roll-up door, primary window and entrance door reconfiguration, and some brick patchwork/infill (Figures 6A–B, *Primary Façade, 2712 W. 7th Street*).



Figure 6A. Primary Façade, 2712 W. 7th Street (view southwest)
 SOURCE: Sapphos Environmental, Inc., 2021



Figure 6B. Primary Façade, 2712 W. 7th Street (view northwest)
 SOURCE: Sapphos Environmental, Inc., 2021

8.2 COMPARATIVE ANALYSIS

The following properties were identified within the Westlake CPA in 2014 as “rare examples of commercial development along a former streetcar line.” (Table 1, *2014 Identified Historic Resources*).¹⁷ According to SureyLA, the Pico Boulevard, Temple Street, and Beverly Boulevard streetcar lines were major corridors with frequent use to and from downtown Los Angeles. Furthermore, based on a 1906 map of the Los Angeles Railway System, the yellow, green, or red streetcar lines had continual passage in front of these properties making them easily visible and highly recognized. Additionally, the identified properties below are either designed with more architectural detail and style (Art Deco and Beaux Arts) or more intact vernacular styles than the subject properties, including more rhythmic flow of the primary façades, retained display windows and entrance doors, and original exterior cladding. The subject properties are not rare within the Westlake CPA, nor convey the best or most intact examples of the streetcar commercial development type.

TABLE 1
2014 IDENTIFIED HISTORIC RESOURCES

Address	Year Built	Architectural Style
1214 W. 8 th Street	1923	Commercial Vernacular
3107 W. Beverly Boulevard	1925	Beaux Arts
1513 W. Pico Boulevard (Rose Building)	1923	Commercial Vernacular
1464 W. Temple Street	1925	Art Deco
1642 W. Temple Street	1925	Art Deco
1658 W. Temple Street	1932	Commercial Vernacular
1223 W. Washington Boulevard	1928	Commercial Vernacular
2114 W. Pico Boulevard	1927	Commercial Vernacular

¹⁷ City of Los Angeles Department of City Planning, Office of Historic Resources. April 2014. *Historic Resources Survey Report–Westlake Community Plan Area*. Prepared by: Historic Resources Group, Inc., Pasadena, CA. Available at: https://planning.lacity.org/odocument/db31e62f-7e53-4de9-b891-07a8515913bc/Westlake_Report_0.pdf

9.1 CONSTRUCTION HISTORY

The subject properties are located in the West End Terrace Tract recorded in 1887 for prominent residential developer George C. Knox. The tract was a triangular-shaped tract with W. 7th Street as its northern boundary, extending south to W. 9th Street (now James M. Wood Boulevard), and included 146 lots of various sizes and shapes. The tract saw very little development in the 19th century, with very little advertisement. A 1901 *Los Angeles Times* article cited the tract as having sat unimproved for some time and was now being “rapidly developed.” The article spoke of the benefits for potential residents and that most of the lots were being infilled with single-family housing to take advantage of the “park, dual railway service, and a superb view of the Cahuenga Valley and ocean beyond.”¹⁸ Along W. 7th and W. 9th Streets, the Los Angeles Railway yellow car lines ran through the tract before ceasing at Hoover Street.

2700 W. 7th Street

In 1922, a permit was issued for the construction of a 7-room, Class D (brick), one-story, commercial building for use as stores with F.M. Cummings listed as the architect and W.L. Miller listed as the contractor. There is one mention of F.M. Cummings in historic issues of the *Los Angeles Times* as designing a 50-room apartment building at Ocean Avenue and Coronado Street in 1922, but little other information was found on him.¹⁹ There is no listing for Cummings in the AIA Historical Directory of American Architects. No information was found on W.L. Miller.

The 75- by 81-square-foot building was constructed to encompass the majority of the 75- by 85-square-foot lot. In 1926, an interior partition wall was added to the building for an additional business, but it is unclear where the partition occurred. In 1935, a bathroom was added to the building, presumably at the rear. In 1957, 2702 was being used as a market and the original folding entrance door was replaced with glass doors. In 1959, a permit was issued for a parapet correction, but it is unclear what the scope of work was.

Additional alterations to the building include brick infill/patch work, display window alteration/infill, alteration of bulkheads, addition of metal roll-up security gates and bars, and signage changes/additions.

2712 W 7th Street

In 1921, a permit was issued for the construction of a 5-room, Class D (brick), one-story commercial building for use as stores. No architect is listed on the permit and Norman F. Bacher is listed as the contractor. No information was found on Bacher in historic issues of newspaper publications, City directories, or display advertisements.

The building was constructed at 75- by 60-square-feet, encompassing most of the 75- by 85-square-foot lot. By 1936, the building was being used by Safeways Stores, Inc. and a cooling tower was added to the roof along with an awning along the primary façade of the building. A permit issued in

¹⁸ “West End Terrace, Tract Being Rapidly Developed.” 20 October 1901. *Los Angeles Times*, A1.

¹⁹ “Completes Plans.” 31 December 1922. *Los Angeles Times*, 86.

1947 states that the building was vacant at that time and being converted to a cafe. The permit was for the alteration of the vestibule, although the scope of work is unclear. In 1959, a permit for a parapet correction was issued, the same time as the adjacent building at 2700 W. 7th Street, although the scope of work is unclear. Interior alterations include the addition of a fire door in 1965, a complete remodel in 1973 for a bar and restaurant, and the addition of a new bathroom, walk-ins, and fish tanks in 2005.

Additional alterations to the building include brick infill/patch work, display window alteration/infill, alteration of bulkheads, addition of metal roll-up security gates and bars, and signage changes/additions.

A 1956 aerial photograph of the street appears to show a more uniform and rhythmic design to the primary façades of the buildings providing evidence that much of the façades have been altered/changed over time (Figure 7, 2700–2712 W. 7th Street, 1956).



Figure 7. 2700–2712 W. 7th Street, 1956 (view south)

SOURCE: *Los Angeles Public Library*, 2021

9.2 OWNERSHIP/OCCUPANT HISTORY

2700 W. 7th Street

Due to the closure of public buildings, research at the Assessor Archives was not completed. Previous ownership/occupant records were determined through building permits, historic newspaper articles, and historic City directories (Table 2, 2700 W. 7th Street Ownership/Occupant Data).

TABLE 2
2700 W. 7TH STREET OWNERSHIP/OCCUPANT DATA

Years	Names
1922	Dr. John M. Comegys
1926	Paul Petridis
1939	Raymond's Market
1941	Jack Cravons
1959	Mike Vissis
1965	Jacob A. Saffir
2003	Victor, Pandora Trust Et. Al.

Dr. John M. Comegys was a dentist who died in 1931.²⁰ Paul Petridis immigrated to the United States in 1921 and ran a restaurant at the subject property until at least 1930 according to census information.²¹ "Raymond's Market" appears 339 times in historic newspaper publications within California between 1889 and 2015, with no mention of the market at the subject property address.²² The building permit from 1941 lists Jack Cravons living in Chicago, Illinois and no other information was found on him.

Research in the *Los Angeles Times*, *Los Angeles Sentinel*, City directories, and census records did not yield information pertaining to the life and career of Mike Vissis, Jacob A. Saffir, or Victor, Pandora Trust Et. Al. The current owner is Ms. Nadya Roussin.

2712 W. 7th Street

Due to the closure of public buildings, research at the Assessor Archives was not completed. Previous ownership/occupant records were determined through building permits, historic newspaper articles, and historic City directories (Table 3, 2712 W. 7th Street Ownership/Occupant Data).

²⁰ "Retired Dentist Dies in Court Witness Box." 26 September 1931. *Los Angeles Times*, 5.

²¹ Ancestry.com. Year: 1930; Census Place: Los Angeles, Los Angeles, California; Page: 22B; Enumeration District: 0103; FHL microfilm: 2339871.

²² Search of "Raymond's Market" on historicnewspapers.com.

TABLE 3
2712 W. 7TH STREET OWNERSHIP/OCCUPANT DATA

Years	Names
1921	Mrs. K.H. Schaffer
1936	Safeways Stores, Inc.
1949	Dr. Harry Moffitt
1965	Robert Victor

Safeway Stores, Inc. was founded in 1915 and operates nationally as a banner of the Albertsons Company.²³

Research in the *Los Angeles Times*, *Los Angeles Sentinel*, City directories, and census records did not yield information pertaining to the life and career of Mrs. K.H. Schaffer, Dr. Harry Moffitt, or Robert Victor. The current owner is Ms. Nadya Roussin.

9.3 USE HISTORY

The properties were developed and used as various commercial spaces since their initial development and are still used as such.

²³ Safeway. "About Us." Accessed June 2020. Available at: <https://www.safeway.com/about-us.html>

SECTION 10

HISTORIC CONTEXT

The properties were evaluated using the Citywide Historic Context Statement developed for SurveyLA; specifically, the Commercial Development context, Neighborhood Commercial Development, 1880–1980 theme, and Streetcar Commercial Development, 1880–1934 subtheme.²⁴

10.1 COMMERCIAL DEVELOPMENT

10.1.1 Context: Commercial Development

Theme: Neighborhood Development, 1880–1980

Sub Theme: Streetcar Commercial Development, 1880–1934

Property Type: Commercial/Retail: One-Story Building; One-Story Commercial Strip/Storefront Block; Mixed-Use Building; Mixed-Use Commercial Strip/Commercial Block; Commercial District

Geographic Location: Citywide, within the current boundaries of Los Angeles, specifically in areas served by streetcars. Examples have been found in South Los Angeles, Westlake, Boyle Heights, West Adams, Hollywood, Echo Park, Highland Park, and Eagle Rock. Very rare examples remain in the neighborhoods of west Los Angeles such as Brentwood.

Area of Significance: Commerce, Community Planning and Development, Architecture

Criteria: A/C; 1/3; 1/3

Period of Significance: 1880–1934

Eligibility Standards:

- Was constructed/developed during the period of significance
- Located on or within two city blocks of a historic streetcar route
- Represents an important example of a one-story, mixed use, or intact grouping (historic district) of commercial properties oriented to streetcar or interurban service
- Demonstrates a lack of designed automobile accommodations
- Contains design and site layout features that reflect trends in neighborhood commercial design and a pedestrian orientation as was typical of streetcar-dependent commercial development

²⁴ City of Los Angeles Department of City Planning, Office of Historic Resources. June 2016. "Context: Commercial Development/Neighborhood Development. Theme: Neighborhood Commercial Development. Sub-Theme: Streetcar Commercial Development, 1880–1934." *Los Angeles Citywide Historic Context Statement*. Available at: https://planning.lacity.org/odocument/7653581a-e554-43eb-840f-2b0e2916eccc/NeighborhoodCommercialDevelopment_1880-1980.pdf

Character-Defining/Associative Features:

- Retains most of the essential character-defining features from the period of significance
- May accommodate one or multiple tenants
- Typically one to four stories in height
- Set to the sidewalk limit
- May be located on a prominent corner
- Lack of dedicated parking as part of the original design
- One or multiple storefronts which open directly to the sidewalk
- Storefronts with large display windows; may have awnings or arcades
- Associated with activities typical of neighborhood economic and social life
- May also be significant under themes within the Architecture and Engineering context
- For multi-story, Mixed-Use Buildings:
 - Was historically used for both commercial and office/residential uses
 - Ground floor with storefronts and display windows
 - Ground-floor exterior entrance to upper floor units
 - Fenestration on upper floor may be residential in character and remains intact
- For Streetcar Commercial Districts:
 - Conveys a strong visual sense of overall historic environment from the period of significance
 - Linear grouping or a node (buildings on four corners at a major intersections) of one-to four-story commercial buildings set to the sidewalk limit as near the street as possible with large storefront display windows on the ground floor
 - Commercial uses may include retail, office, banking
 - May include some institutional buildings
 - Historically served as the commercial core of a neighborhood

Integrity Considerations: Individual Resources

- Should retain integrity of *Location, Design, Materials, Feeling, and Association*
- Window and storefront openings remain intact
- Applied decoration is mostly intact; some decoration may be missing
- Relationship to sidewalk is maintained
- Setting may have changed (surrounding buildings and land uses)
- Original use may have changed
- Storefront signage may have changed

Integrity Considerations: Historic Districts

- Historic districts as a whole should retain integrity of *Location, Design, Feeling, Materials, Setting, and Association*
- Some original materials may have been altered or removed on contributing buildings
- Common and acceptable alterations to district contributors may be added parking, new signage, and some alterations to display window
- Setting may have changed (surrounding buildings and land uses)
- Original use(s) may have changed

11.1 NATIONAL REGISTER OF HISTORIC PLACES

2700 W. 7th Street

National Register Criterion A

Based on a review of the Commercial Development context, the Neighborhood Development theme, and the Streetcar Commercial Development sub-theme of the Citywide Historic Context Statement, previous ownership records, and the construction history of the property; the property was developed along an already established streetcar line in 1922. The subject property is located on the corner of W. 7th Street and Rampart Boulevard where the yellow and green car lines of the Los Angeles Railway terminated. Commercial development along streetcar lines boomed in the early 20th century as developers took advantage of the pedestrian-minded use of the streetcar lines by adding commercial spaces adjacent to the public right-of-way along these routes. Early streetcar commercial development took place in the first decades of the 20th century and the streetcar lines reached their peak regarding amount of track laid in approximately 1925.²⁵ As automobile use began to rise significantly in the 1920s, ridership of the yellow car lines declined and was already in decline by the 1910s.²⁶ According to the *National Register Bulletin 15 "How to Apply the National Register Criteria for Evaluation,"* a mere association with a historic event does not warrant listing under Criterion A and a property must have a *specific association* with the event to be considered eligible. The subject property does not have an individual significant association with the development of the streetcar line along W. 7th Street, the CPA, or Los Angeles as a whole for the following reasons:

- 1. The Los Angeles Railway Line had been established along W. 7th Street well over a decade before the development of the subject property and therefore, the development of the subject property is not individually associated with its initial construction and peak use.** By the time the subject property was constructed in this area, much of the commercial development along this route was infill along the already established streetcar line developed approximately 15 years earlier. The subject property is not a significant example of commercial development associated with the development of this streetcar line as over a decade has already passed since the yellow car line existed along W. 7th Street. According to development history of the Westlake CPA established for SurveyLA, commercial and residential development moved westward from the original downtown core of the City in the 1890s and 1900s due to the establishment of the Los Angeles Railway lines (yellow cars) and the Pacific Electric Railway (red car lines) streetcar lines. SurveyLA also states that by the 1920s, commercial development along W. 7th street increased to account for the residential development in the previous decades due to the streetcar line and this concentration was heavily centered at the intersection of Alvarado Street and W. 7th Street, approximately seven blocks southeast of the subject property. Prominent businesses such as banks like the Home Savings Bank at 682 S. Alvarado Street, automobile services like the California Electric Garage Co. at 676 S. Alvarado Street, the Westlake Market on the corner of S. Alvarado and

²⁵ Barrett, Matthew. "Los Angeles Transportation Transit History - South LA." Metro Transportation Research Library, Archive and Public Records. Accessed September 2021. Available at: https://media.metro.net/projects_studies/crenshaw/images/presentation_crenshawlax_2014-09.pdf

²⁶ Brooks, Leah and Byron Lutz. 2019. "Vestiges of Transit: Urban Persistence at a Microscale." *The Review of Economics and Statistics* 101 (3): 385–399. Available at: https://doi.org/10.1162/rest_a_00817

W. 7th Street, and the Westlake Theater at 622 S. Alvarado Street existed at or near the intersection of S. Alvarado Street and W. 7th Street and were advertised that way.^{27,28,29,30} The subject property does not convey an individual significance with the development or use of this streetcar line as it was not developed in conjunction with its establishment, was not located on a prominent commercial corner serviced by the lines, and no businesses within the subject property were advertised as being located off the streetcar line. Therefore, the subject property does not individually convey an association with the establishment of the W. 7th Street streetcar line (Figure 8, *1906 Map of Los Angeles Railway System*).

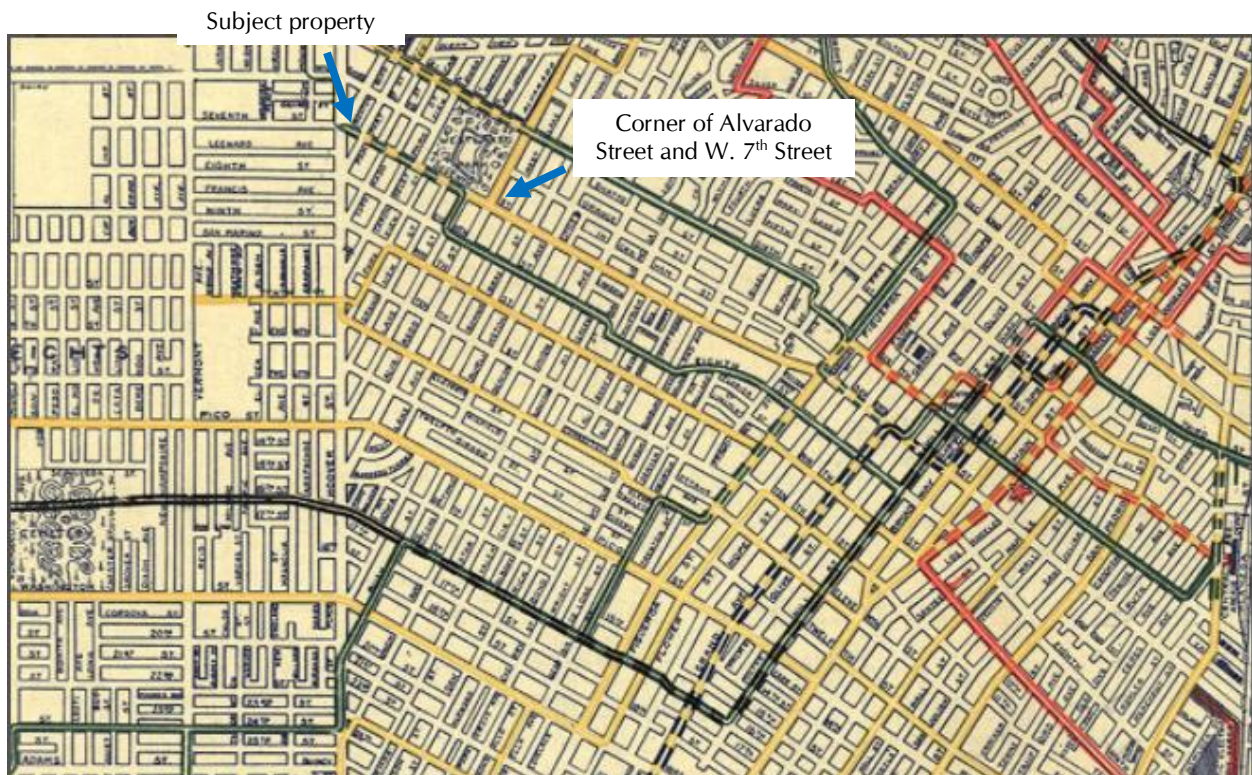


Figure 8. 1906 Map of Los Angeles Railway Systems
SOURCE: *Transit Maps.com*

2. **The subject property is located at the terminus of the yellow car line which did not have discretionary stops, making it not highly recognized or individually significant.** The subject property is located at the corner where the yellow car line terminated and then returned southeast to the downtown core of Los Angeles. The yellow car lines did not have discretionary stops and therefore would stop solely where a passenger flagged. The subject property was home to unknown types of stores when first constructed and became a restaurant in the late 1920s. By 1936, well after the decline of the streetcar line usage and the period of significance, the property was home to a market and eventually became a bar by the late 1950s/1960s. None of these businesses garnered robust fanfare due to lack of press coverage and were not significant to the history of the area. Little newspaper articles or

²⁷ *Los Angeles Evening Post-Record*, 22 November 1918, 6.

²⁸ *Los Angeles Times*, 20 February 1916, 97.

²⁹ *The Tidings*, 25 October 1907, 2.

³⁰ *The Redondo Reflex*, 14 May 1926, 6.

advertisements were identified for businesses at the subject property. Furthermore, the yellow car line did not have discretionary stops and only those passengers with intent to ride to the terminus of the line at Hoover Street and 7th W. Street would have made it to the subject property or viewed its location. With no significant businesses located in the subject property, and the lack of consistent passage of the yellow car line, it cannot be substantiated that the subject property was highly recognizable, was prominent in the usage of the streetcar line, or had a significant individual association with the streetcar line on W. 7th Street.

3. **The streetcar line was already in decline a decade before the development of the subject property.** The introduction of the streetcar era in Los Angeles allowed the population of the City to grow exponentially outward from the City core to areas like the Westlake CPA. Between the 1890s and 1910, the streetcar line was the major mode of transportation in the City with proximity to the streetcar line raising property value and was often added to advertisements for land, homes, and businesses. By the 1910s, the use of the streetcar line was already in decline as automobile usage rose.³¹ No advertisements were found to show that the subject property was advertised for its proximity to the streetcar line or advertised for its location along the yellow car line. By 1920, rides per capita of the streetcar line throughout the City were in heavy decline. At the time the subject property was developed, the Los Angeles Railway Line was offering more and more “motor coach” (bus) routes, new lines within the streetcar line network were strictly for bus usage, and the use of automobile was in much higher demand than the use of the streetcar line.³² As evidenced by Sanborn Fire Insurance Maps, most of the residential development south, east, and north of the subject property included detached garages or automobile parking making this streetcar line a non-primary line by the time the subject property was constructed and not individually significant in the history of the W. 7th Street streetcar line (Figure 9, 1906–1951 Sanborn Fire Insurance Map).

³¹ *The Redondo Reflex*, 14 May 1926, 6.

³² *The Redondo Reflex*, 14 May 1926, 6.

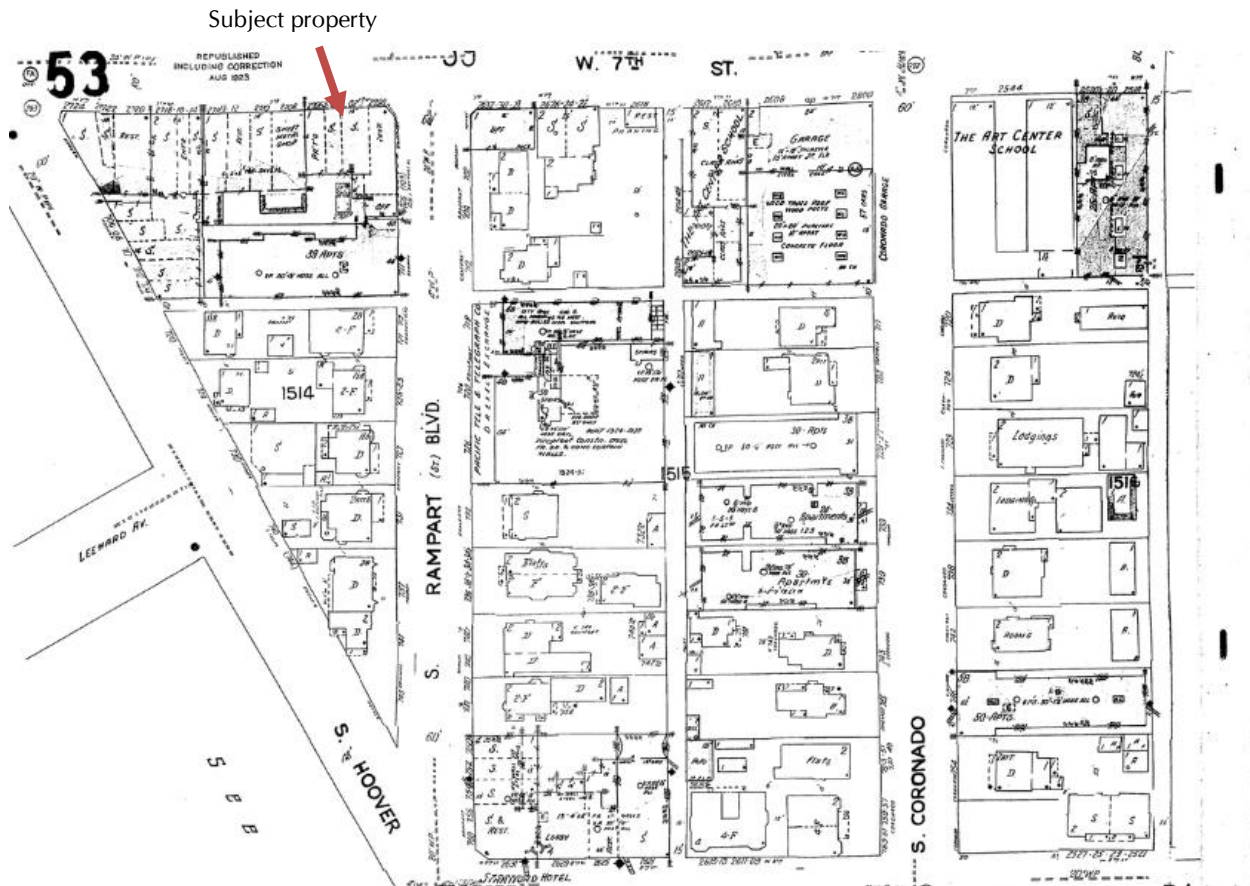


Figure 9. 1906–1951 Sanborn Fire Insurance Map (Volume 1, Sheet 53)
 SOURCE: Los Angeles Public Library, 2021

Although the SurveyLA period of significance for the streetcar line extends to 1934, various sources substantiate that the use of the streetcar line was already in heavy decline by the time the subject property was developed. Additionally, the yellow car line along W. 7th Street was established over a decade before the subject property, it was located at an unfrequented terminus of the line, and the subject property was not home to a well-known or highly viewed streetcar line business and thus, the subject property does not convey an individual significant association within historic streetcar line context. The subject property is also not directly on a primary streetcar line, was not developed as part of the initial establishment or significant rise and usage of the streetcar line, and does not represent an important example of a commercial property as none of the businesses within the property were highly advertised or achieved significance based on lack of press coverage. Therefore, the subject property is not individually significant in the early development of the Los Angeles streetcar lines and is ineligible for listing in the National Register pursuant to Criterion A.

National Register Criterion B

Persons who were associated with the property are not individually significant with the nation, state, or city. Therefore, the subject property is ineligible for listing in the National Register pursuant to Criterion B.

National Register Criterion C

The subject property was not designed by a master architect and was not built by a master contractor. No information was found to suggest F.M. Cummings was a prolific architect in the Los Angeles area, with only one mention of other works of his in the *Los Angeles Times*, and no mention of his career in a historical directory of the American Institute of Architects database or in the Pacific Coast Architecture Database. Additionally, no information was found on W.L. Millers to suggest they were a master builder of the time.

The subject property is a commercial vernacular building constructed in 1922. The building has very little architectural design or character-defining features. The building conveys common characteristics of commercial development from this period with multiple shop entrance doors, display windows along the primary façade, development adjacent to the public right-of-way and no automobile access. Yet, the primary façade of the building has been substantially altered with brick infill/patch work, door/window alterations, alteration of bulkheads, addition of metal roll-up security gates and bars, and signage changes/additions. The building is not a rare or important example of the streetcar commercial development type. Historic PlacesLA identifies 145 properties or districts associated with this context/theme with approximately 48 streetcar commercial development properties identified by SurveyLA in the Westlake or immediately adjacent CPAs. The subject property is not significantly associated with the early development of streetcar commercial development as it was constructed after the decline with the streetcar line usage and was not advertised as a streetcar line business.

Although the property retains character-defining features of the commercial vernacular type of architecture found along streetcar lines, it is common and does not reflect quality of craftsmanship. Additionally, based on permit records and a historic photograph dating from 1956, it appears the primary façade of the building along W. 7th Street has been altered. The property is not an excellent example of the streetcar commercial vernacular type of architecture in Los Angeles. Therefore, the subject property is ineligible for listing in the National Register pursuant to Criterion C.

National Register Criterion D

Criterion D was not considered in this report as it generally applies to archaeological resources. Additionally, there is no reason to believe the subject property has the potential to yield important information regarding prehistory or history because of prior ground disturbance associated with site preparation for construction of the buildings.

2712 W. 7th Street

National Register Criterion A

Based on a review of the Commercial Development context, the Neighborhood Development theme, and the Streetcar Commercial Development sub-theme of the Citywide Historic Context Statement, previous ownership records, and the construction history of the property; the property was developed along an already established streetcar line in 1921. The subject property is located on the corner of W. 7th Street and Rampart Boulevard where the yellow and green car lines of the Los Angeles Railway terminated. Commercial development along streetcar lines boomed in the early 20th century as developers took advantage of the pedestrian-minded use of the streetcar lines by adding commercial spaces adjacent to the public right-of-way along these routes. Early streetcar commercial development took place in the first decades of the 20th century and the streetcar lines

reached their peak regarding amount of track laid in approximately 1925.³³ As automobile use began to rise significantly in the 1920s ridership of the yellow car lines declined and was already in decline by the 1910s.³⁴ According to the *National Register Bulletin 15* “How to Apply the National Register Criteria for Evaluation,” a mere association with a historic event does not warrant listing under Criterion A and a property must have a *specific association* with the event to be considered eligible. The subject property does not have an individual significant association with the development of the streetcar line along W. 7th Street, the CPA, or Los Angeles for the following reasons:

1. **The Los Angeles Railway Line had been established along W. 7th Street well over a decade before the development of the subject property and therefore the development of the subject property is not individually associated with its initial construction and peak use.** By the time the subject property was constructed in this area, much of the commercial development along this route was infill along the already established streetcar line developed approximately 15 years earlier. The subject property is not a significant example of commercial development associated with the development of this streetcar line as over a decade has already passed since the yellow car line existed along W. 7th Street. According to development history of the Westlake CPA established for SurveyLA, commercial and residential development moved westward from the original downtown core of the City in the 1890s and 1900s due to the establishment of the Los Angeles Railway lines (yellow cars) and the Pacific Electric Railway (red car lines) streetcar lines. SurveyLA also states that by the 1920s, commercial development along W. 7th street increased to account for the residential development in the previous decades due to the streetcar line and this concentration was heavily centered at the intersection of Alvarado Street and W. 7th Street, approximately seven blocks southeast of the subject property. Prominent businesses such as banks like the Home Savings Bank at 682 S. Alvarado Street, automobile services like the California Electric Garage Co. at 676 S. Alvarado Street, the Westlake Market on the corner of S. Alvarado and W. 7th Street, and the Westlake Theater at 622 S. Alvarado Street existed at or near the intersection of S. Alvarado Street and W. 7th Street and were advertised that way.^{35, 36, 37, 38} The subject property does not convey an individual significance with the development or use of this streetcar line as it was not developed in conjunction with its establishment, was not located on a prominent commercial corner serviced by the lines, and no businesses within the subject property were advertised as being located off the streetcar line. Therefore, the subject property does not individually convey an association with the establishment of the W. 7th Street streetcar line (Figure 10, *1906 Map of Los Angeles Railway System*).

³³ Barrett, Matthew. “Los Angeles Transportation Transit History - South LA.” Metro Transportation Research Library, Archive and Public Records. Accessed September 2021. Available at: https://media.metro.net/projects_studies/crenshaw/images/presentation_crenshawlax_2014-09.pdf

³⁴ Brooks, Leah and Byron Lutz. 2019. “Vestiges of Transit: Urban Persistence at a Microscale.” *The Review of Economics and Statistics* 101 (3): 385–399. Available at: https://doi.org/10.1162/rest_a_00817

³⁵ *Los Angeles Evening Post-Record*, 22 November 1918, 6.

³⁶ *Los Angeles Times*, 20 February 1916, 97.

³⁷ *The Tidings*, 25 October 1907, 2.

³⁸ *The Redondo Reflex*, 14 May 1926, 6.

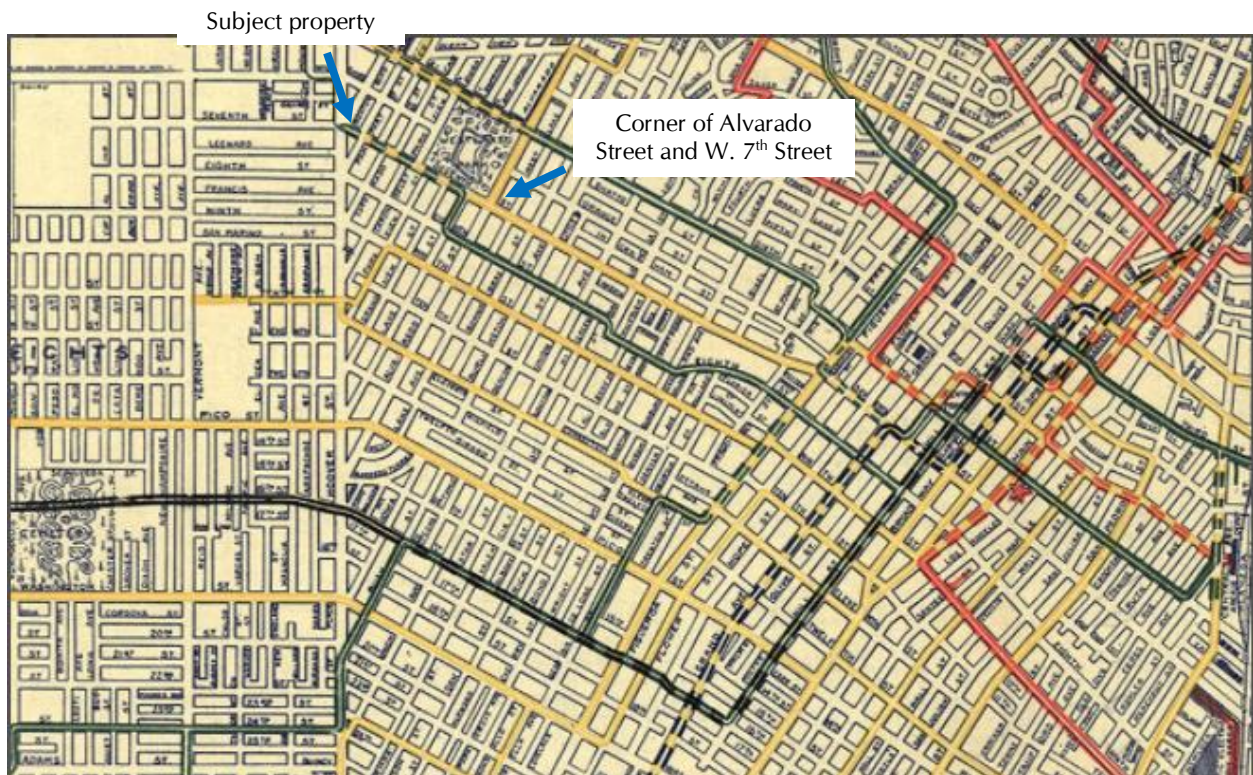


Figure 10. 1906 Map of Los Angeles Railway Systems
 SOURCE: *Transit Maps.com*

2. **The subject property is located at the terminus of the yellow car line which did not have discretionary stops, making it not highly recognized or individually significant.** The subject property is located at the corner where the yellow car line terminated and then returned southeast to the downtown core of Los Angeles. The yellow car lines did not have discretionary stops and therefore would stop solely where a passenger flagged. The subject property was home to unknown types of stores when first constructed. By 1936, well after the decline of the streetcar line usage and the period of significance, the property was home to a Safeway Stores Market and eventually became a bar and restaurant by the late 1940s/1950s before converting to a catering and food service business which operates today. None of these businesses garnered robust fanfare due to lack of press coverage and were not significant to the history of the area. Little newspaper articles or advertisements were identified for businesses at the subject property. Furthermore, the yellow car line did not have discretionary stops and only those passengers with intent to ride to the terminus of the line at Hoover Street and 7th W. Street would have made it to the subject property or viewed its location. With no significant businesses located in the subject property, and the lack of consistent passage of the yellow car line, it cannot be substantiated that the subject property was highly recognizable, was prominent in the usage of the streetcar line, or had a significant individual association with the streetcar line on W. 7th Street.
3. **The streetcar line was already in decline a decade before the development of the subject property.** The introduction of the streetcar era in Los Angeles allowed the population of the City to grow exponentially outward from the City core to areas like the Westlake CPA. Between the 1890s and 1910 the streetcar line was the major mode of transportation in the City with proximity to the streetcar line raising property value and was often added to advertisements for land, homes, and businesses. By the 1910s, the use of the streetcar line

was already in decline as automobile usage rose.³⁹ No advertisements were found show that the subject property was advertised for its proximity to the streetcar line or advertised for its location along the yellow car line. By 1920, rides per capita of the streetcar line throughout the City were on the heavy decline. At the time the subject property was developed, the Los Angeles Railway Line was offering more and more “motor coach” (bus) routes, new lines within the streetcar line network were strictly for bus usage, and the use of automobile was in much higher demand than the use of the streetcar line.⁴⁰ As evidenced by Sanborn Fire Insurance Maps, most of the residential development south, east, and north of the subject property included detached garages or automobile parking making this streetcar line a non-primary line by the time the subject property was constructed and not individually significant in the history of the W. 7th Street streetcar line (Figure 11, 1906–1951 Sanborn Fire Insurance Map).

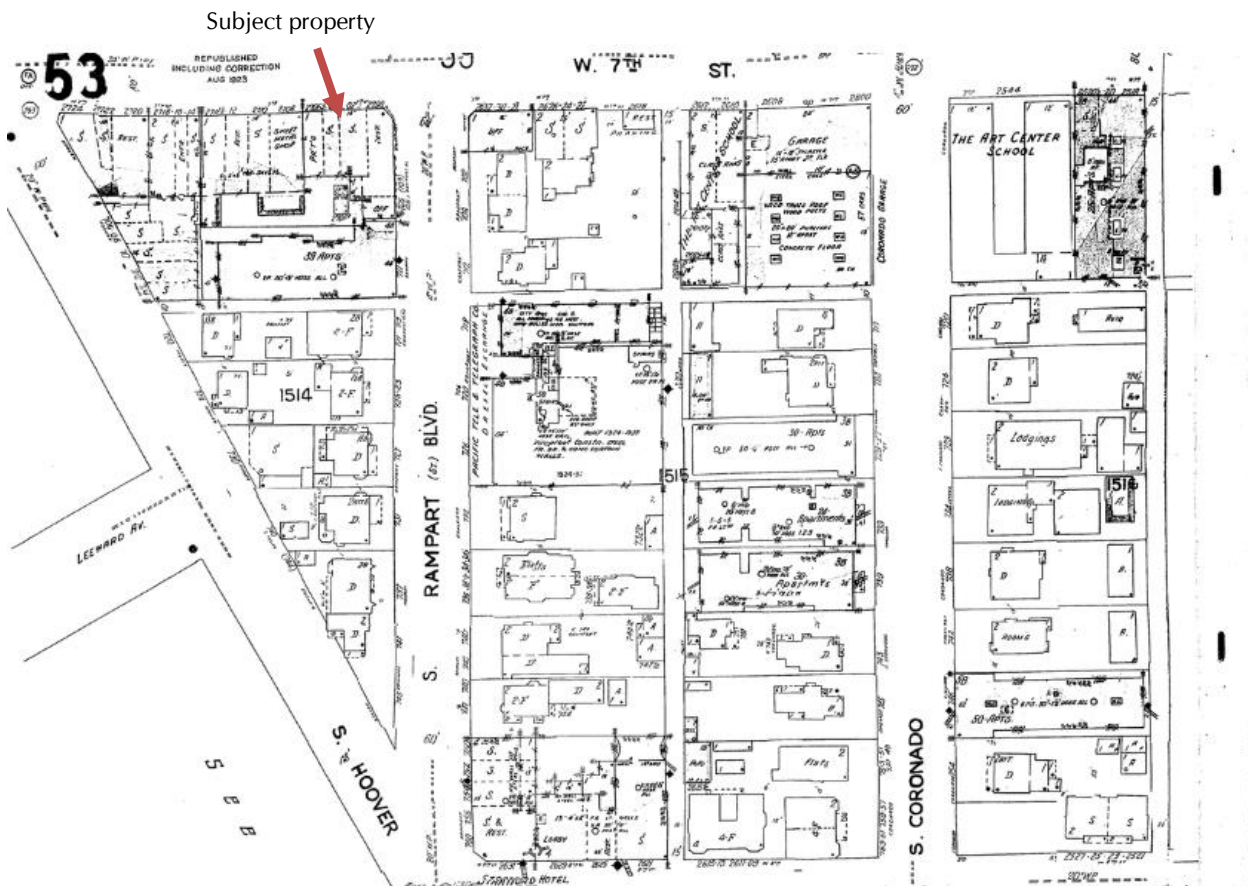


Figure 11. 1906–1951 Sanborn Fire Insurance Map (Volume 1, Sheet 53)

SOURCE: Los Angeles Public Library, 2021

Although the SurveyLA period of significance for the streetcar line extends to 1934, various sources substantiate that the use of the streetcar line was already in heavy decline by the time the subject property was developed. Additionally, the yellow car line along W. 7th Street was established over a decade before the subject property, it was located at an unfrequented terminus of the line, and the subject property was not home to a well-known or highly viewed streetcar line business, and thus

³⁹ *The Redondo Reflex*, 14 May 1926, 6.

⁴⁰ *The Redondo Reflex*, 14 May 1926, 6.

the subject property does not convey an individual significant association within historic streetcar line context. The subject property is also not directly on a primary streetcar line, was not developed as part of the initial establishment or significant rise and usage of the streetcar line, and does not represent an important example of a commercial property as none of the businesses within the property were highly advertised or achieved significance based on lack of press coverage. Therefore, the subject property is not individually significant in the early development of the Los Angeles streetcar lines and is ineligible for listing in the National Register pursuant to Criterion A.

National Register Criterion B

Persons who were associated with the property are not individually significant with the nation, state, or city. Therefore, the subject property is ineligible for listing in the National Register pursuant to Criterion B.

National Register Criterion C

The subject property was not designed by a master architect and was not built by a master contractor. The original building permit does not list an architect associated with the construction of the property and no information was found on Norman F. Bacher to suggest they were a master builder of their time.

The subject property is a commercial vernacular building constructed in 1921. The building has very little architectural design or character-defining features with the only ornamentation being the Greek plaster vase detail between each spandrel panel. The building conveys common characteristics of commercial development from this period with multiple shop entrance doors, display windows along the primary façade, development adjacent to the public right-of-way and no automobile access. Yet, the primary façade of the building has been substantially altered with brick infill/patch work, door/window alterations, alteration of bulkheads, addition of metal roll-up security gates and bars, and signage changes/additions. The building is not a rare or important example of the streetcar commercial development type. Historic PlacesLA identifies 145 properties or districts associated with this context/theme with approximately 48 streetcar commercial development properties identified by SurveyLA in the Westlake or immediately adjacent CPAs. The subject property is not significantly associated with the early development of streetcar commercial development as it was constructed after the decline with the streetcar line usage and was not advertised as a streetcar line business.

Although the property retains character-defining features of the commercial vernacular type of architecture found along streetcar lines, it is common and does not reflect quality of craftsmanship. Additionally, based on permit records and a historic photograph dating from 1956, it appears the primary façade of the building along W. 7th Street has been altered. The property is not an excellent example of the streetcar commercial vernacular type of architecture in Los Angeles. Therefore, the subject property is ineligible for listing in the National Register pursuant to Criterion C.

National Register Criterion D

Criterion D was not considered in this report as it generally applies to archaeological resources. Additionally, there is no reason to believe the subject property has the potential to yield important information regarding prehistory or history because of prior ground disturbance associated with site preparation for construction of the buildings.

11.2 CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The California Register eligibility criteria mirror those of the National Register. The subject properties do not have an association with a significant event or person. The buildings are not an excellent example of a type, period, or method of construction and the buildings are not known to be the work of a master. For these reasons, the subject properties are not eligible for listing in the California Register.

11.3 CITY OF LOS ANGELES HISTORIC-CULTURAL MONUMENTS

As described above, the subject properties are not identified with important events of national, state, or local history. They do not exemplify significant contributions to the board cultural, economic, or social history of the nation, state, city, or community. No significant events are known to have occurred at these sites and they are not known to be associated with a significant trend in the development of the area or the City. They are not associated with the lives of historic personages important to national, state, city, or local history. No historically significant persons are known to be associated with the subject properties. The buildings do not embody the distinctive characteristics of a style, type, period, or method of construction. Furthermore, the buildings do not represent a notable work of a master designer, builder, or architect whose individual genius influenced his or her age. For these reasons, the subject properties are not eligible for designation as a City HCM.

11.4 CITY OF LOS ANGELES HISTORIC PRESERVATION OVERLAY ZONES

The area surrounding the subject properties was reviewed to determine if it constitutes a historic district or HPOZ. The area has seen substantial commercial and multi-family infill from a wide variety of decades beginning in the 1920s and dating to the present. There is no clear development pattern or cohesive architectural style and therefore, the area does not meet the criteria to be considered a historic district or HPOZ.

11.5 CONCLUSION

Based on research and analysis, the subject properties located at 2700–2712 W. 7th Street do not appear to be individually eligible for listing in the National Register, California Register, or for designation as a City HCM. Moreover, the properties are not contributors to a potential HPOZ because this area does not have a cohesive pattern of design or development. Therefore, the subject properties are not historical resources pursuant to Section 15064.5(a) of the CEQA Guidelines. Additionally, the proposed project would not result in a substantial adverse change to historical resources pursuant to Section 15064.5(b) of the CEQA Guidelines.

SECTION 12 SOURCES

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ATTACHMENT A
RESUME OF KEY PERSONNEL

Kasey M. Conley, MHC

Architectural Historian

Master of Heritage

Conservation, USC, Los Angeles, CA

- Identification and evaluation of built environment
- Cultural history
- History of California
- Archival documentation
- Historic preservation

Years of Experience: 4+

Relevant Experience:

- CEQA documentation for Exposition Park and Descanso Master Plans
- Descanso Garden Historic District National Register Nomination
- High-Speed Rail Construction Packages 2,3, and 4
- Manhattan Beach Context Statement

Ms. Kasey Conley has three years of experience in the field of cultural resources management and the built environment, including archival research, district and resource surveys, preparation of National Register of Historic Places nominations, and regulatory compliance. She meets and exceeds the Secretary of the Interior's *Professional Qualification Standards* in the fields of History and Architectural History.

Ms. Conley has been the principal investigator and assistant project manager on several-large scale historic evaluations including reconnaissance survey work. Ms. Conley was the assistant project manager for the Altadena African American Historic Resources Survey conducted for the Los Angeles County Department of Regional Planning. The survey completed a historic context statement of the history of the African American Community in Altadena from 1887-1970 and surveyed over 300 properties associated with that history. Ms. Conley also supported the surveying and historic evaluation documentation of Los Angeles County parks, golf courses, and arboreta for the Los Angeles Department of Parks and Recreation. The historic evaluations considered eligibility for listing on the National Register of Historic Places, the California Register of Historical Resources, the County Register of Landmarks and Historic Districts, and standards provided in CEQA. The results were used by the County to address future projects in the facilities, alter plans as needed, and to inform a Cultural Resources Treatment Plan (CRTP) and Worker Environmental Awareness Program (WEAP) training. The project received a Historic Preservation Award from the Los Angeles Conservancy in 2020. Ms. Conley has also provided cultural resources support for the High-Speed Rail (HSR) Construction Packages (CPs) 2,3, and 4. Ms. Conley conducted field surveys, identified and documented resources on Department of Parks and Recreation 523 series forms, and coordinated with the HSR authority in support of these efforts. Ms. Conley also worked as the technical author for the City of Glendale SR-134 Ramp Improvement Project. Ms. Conley evaluated the impacts of the proposed road improvements on the surrounding environment to ensure no impacts would occur to identified national, state, or local historic bridges, tunnels, or highways, or adjacent historic resources as a result of the project.

Additional experience includes preparing Historic American Building Survey/Historic American Engineering Record (HABS / HAER) for properties within Los Angeles and San Bernardino County, preparing National Register nomination forms for historic districts such as Leimert Park in South Los Angeles and the Descanso Gardens Historic District in Pasadena and individual resources throughout Los Angeles and San Bernardino County, and the completion of several historic resource assessment reports within the cities of Los Angeles, Glendale, San Marino, and Rancho Cucamonga.