

RESOLUTION NO. HPC 22-160

A RESOLUTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING THAT THE CITY COUNCIL DESIGNATE THE PROPERTY LOCATED AT 8750 HOLLOWAY DRIVE, WEST HOLLYWOOD, CALIFORNIA AS A LOCAL CULTURAL RESOURCE.

The Historic Preservation Commission of the City of West Hollywood hereby resolves as follows:

SECTION 1. On September 7, 2021, Kevin Kohan of SWCA Environmental Consultants submitted an application on behalf of property owner 8750 Holloway Drive, LLC to nominate property located at 8750 Holloway Drive as a designated cultural resource of the City of West Hollywood.

SECTION 2. A Public hearing was called and noticed in accordance with the West Hollywood Municipal Code (WHMC) requirements as follows: publication in the Beverly Press and the West Hollywood Independent newspaper on May 12, 2022; by mailing a notice to the property owner and tenants of the property; and posting bulletins at City Hall on May 13, 2022. The Historic Preservation Commission held a public hearing on this matter at a meeting on May 23, 2022 that was conducted in accordance with AB 361 authorizing teleconference meetings to promote social distancing during the COVID-19 pandemic.

SECTION 3. This request is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15308 and 15331 (Historic Resource Restoration/Rehabilitation) of the CEQA Guidelines which exempts projects that preserve 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. Designation of this property will ensure that any future alterations are reviewed for conformance with the Secretary of the Interior's Standards.

SECTION 4. On May 23, 2022, the Historic Preservation Commission held a duly noticed public hearing on the designation. The Commission reviewed the staff report and written evidence and took testimony from interested parties. Based upon the written and oral evidence submitted, the Historic Preservation Commission finds that the following designation criteria apply to the subject property pursuant to Section 19.58.050 of the West Hollywood Municipal Code:

- 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.*

This architectural style is a hybrid between the aesthetic principles belying Modernism and those associated with Classicism, which at the time would be considered two styles that are counterintuitive as Modernism was rooted in the staunch rejection of past architectural traditions. The style was somewhat longer lived than other more orthodox interpretations of the Modern architectural movement because it broke from the mold of conventional Modernism and reflected how historically derived architectural elements could successfully be woven into the Modern paradigm.

The property is the only known intact example of the New Formalist architectural style of postwar Modernism in West Hollywood from the period of significance. Although a modest example of the style, the property demonstrates the style's use of a hybrid of both Modern symmetrical forms, Classical proportions, and a rich material palette. It exhibits character defining features of New Formalism such as rectangular footprint, exterior of smooth concrete stone veneer and stucco, strict formality, repeating rounded openings, which by being recessed evoke a perforated screen over an expanse of glass, and a flat roof with the indicative overhang expressed via the projecting façade bay over the entry.

The building retains six of the seven aspects of historic integrity as defined by the National Park Services and continues to convey its historic significance as follows:

- Location: The subject property has not been moved and therefore retains excellent integrity of location.
- Design: The overall arrangement of the property and appearance of the building retain strong integrity of design to its period of significance which include symmetrical forms, classical proportions, and rich material palette. It exhibits several of the character defining features of New Formalism such as strict formality, repeating rounded openings, and a flat roof with the indicative overhand expressed via the projecting façade by over the entry.
- Setting: The subject property retains excellent integrity of setting because its immediate setting, including the lot on which it is located, retains the site plan and does not appear substantially changed since the period of significance, and its broader setting, including the commercial properties, residential properties, streets, and general neighborhood character and scale of the surroundings, do not appear substantially changed since the building was remodeled in 1966. Many of the existing buildings in the neighborhood appear to be of original construction with minimal alterations including the Lingenbrink Commercial District buildings located at 8756 and 8760 Holloway Drive, which are designated local cultural resources (under status code 5D1).

- **Materials:** The material palette of alterations is largely compatible with the historic material palette and because the north façade is almost completely unaltered and retains a significant amount of the building's 1966 materials, the property retains excellent integrity of material for the findings of significance under West Hollywood Criterion B of WHMC Section 19.58.050.
- **Workmanship:** The property retains strong integrity of workmanship. Similar to the discussion of the property's integrity of design, the alterations do not reduce the integrity of workmanship under the West Hollywood Criterion B findings of significance. The period of significance for these findings is 1966, the year the property was remodeled. The north façade is almost completely unaltered, the property retains the workmanship details of Arnold Aveis's 1966 redesign and continues to convey its historic significance.
- **Feeling:** The property retains very strong integrity of feeling. Integrity of feeling is assessed by determining if the property retains enough physical features, contained in the design, materials, and workmanship of the property, to convey the property's historic character. As detailed in the preceding discussions of design, materials and workmanship, the property retains excellent integrity under West Hollywood Criterion B of WHMC Section 19.58.050. For these reasons, the property can easily convey its historic character and retains very strong integrity of feeling.

SECTION 5. Based upon the foregoing criteria, the Historic Preservation Commission finds that the exterior of the building includes the following character defining features:

- Two-story height (one story with basement)
- Rectangular footprint
- Exterior of smooth concrete stone veneer, and stucco
- Strict formality
- Repeated rounded window arches or openings within fixed oval windows
- Recessed windows evoke a perforated screen over an expanse of glass
- Overhang above primary entrance
- Flat roof

SECTION 6. The Historic Preservation Commission recommends that the City Council designate the property located at 8750 Holloway Drive as a designated local cultural resource. The designation of property shall be final upon the City Council's approval of this recommendation.

PASSED, APPROVED AND ADOPTED BY A MOTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF WEST HOLLYWOOD ON THIS 23rd DAY OF MAY, 2022.

MICHAEL KING, CHAIRPERSON

ATTEST:

JENNIFER ALKIRE, AICP, PLANNING MANAGER
CURRENT & HISTORIC PRESERVATION PLANNING
ACTING HISTORIC PRESERVATION COMMISSION LIAISON

Decisions of the Historic Preservation Commission are subject to appeal in accordance with the procedures set forth in West Hollywood Municipal Code Chapter 19.76. Any action to challenge the final decision of the City of West Hollywood made as a result of the public hearing on this application must be filed within the time limits set forth in Code of Civil Procedure Section §1094.6.