

CITY LANDMARK ASSESSMENT & EVALUATION REPORT



JULY 2016

APARTMENT BUILDING

328 South Rexford Drive, City of Beverly Hills, CA

Prepared for:
City of Beverly Hills
Community Development Department
Planning Division
455 Rexford Drive, Beverly Hills, CA 90210

Prepared by:
Jan Ostashay, Principal
Ostashay & Associates Consulting
PO BOX 542, Long Beach, CA 90801

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328 South Rexford Drive

Beverly Hills, CA 90211

APN: 4331-015-026

INTRODUCTION

This landmark assessment and evaluation report, completed by Ostashay & Associates Consulting for the City of Beverly Hills, documents and evaluates the local significance and landmark eligibility of the 8 unit apartment building located at 328 South Rexford Drive, in the City of Beverly Hills.

Included in the report is a discussion of the survey methodology used, a summarized description of the subject property and its historical integrity, a brief contextual history of the property, a review of the local landmark criteria considered in the evaluation process, a formal evaluation of the property for local significance, photographs, and applicable supporting materials.

METHODOLOGY

The landmark assessment was conducted by Jan Ostashay, Principal, of Ostashay & Associates Consulting. In order to identify and evaluate the subject property as a potential local landmark, an intensive-level survey was conducted. The assessment included a review of the National Register of Historic Places (National Register) and its annual updates, the California Register of Historical Resources (California Register), and the California Historic Resources Inventory (HRI) list maintained by the State Office of Historic Preservation (OHP) in order to determine if any evaluations or survey assessments of the property had been previous performed.

For this current landmark assessment a site inspection was conducted and a review of building permits, tax assessor records, and historic aerial photographs was performed to document the property's existing condition and assist in evaluating the property for historical significance. The City of Beverly Hills landmark criteria were employed to evaluate the local significance of the structure and its eligibility for individual designation as a City of Beverly Hills Landmark. In addition, the following tasks were performed for the study:

- Searched records of the National Register, California Register, and OHP Historic Resources Inventory.
- Conducted a field inspection and photographed the subject property.
- Conducted site-specific research on the subject property utilizing Sanborn Fire Insurance Maps, city directories, newspaper articles, historical photographs, aerial photographs, and building permits.

- Reviewed and analyzed ordinances, statutes, regulations, bulletins, and technical materials relating to federal, state, and local historic preservation, designation assessment procedures, and related programs.
- Evaluated the potential historic resource based upon criteria established by the City of Beverly Hills and utilized the OHP survey methodology for conducting survey assessments.

FINDINGS

The apartment building located at 328 South Rexford Drive appears to satisfy the City's criteria for individual designation as a local Landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance (Beverly Hills Municipal Code Title 10 Chapter 3 Article 32). As conditioned, this property appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B. of the City's Historic Preservation Ordinance.

PROPERTY DESCRIPTION AND CONSTRUCTION HISTORY

Description. The 328 South Rexford Drive property is sited on a rectangular shape parcel along the east side of the street between Gregory Way and West Olympic Boulevard. According to the Los Angeles County Assessor's records the subject property occupies lot 1377 of Tract #6380. The parcel measures roughly 50 feet wide and approximately 121 feet long (length). The building has a 15 foot set back from the street to provide for a small landscaped front area, approach steps and access to the front doors of the rental units (they front north), and a paved driveway that leads to the below grade carport area. There is also access to the apartment and carport from the rear off an alley to the east. The improvement is situated south of Wilshire Boulevard at the southern end of Beverly Hills in an area that contains multi-family buildings dating from as early as 1936 up through 2016 (specifically the area along South Rexford and South Elm drives between West Olympic and Gregory Way). The majority of the improvements in this area; however, date from the mid-1950s.

The two-story, multi-family apartment building at 328 South Rexford Drive is reflective of the Vernacular Mid-century Modern style, an architectural style with tenets derived from the International Style. The dwelling is capped by a flat roof and is sheathed with aggregate stucco. The building has a monumental façade (west elevation) with unit entrances recessed along the first and second stories of the north elevation and large covered balconies along the first and second floors of the south elevation. A paved driveway and below grade carport are accessible from both the street and rear alley along the southern side of the parcel boundary.

Distinguishing features of the façade include wide stucco covered decorative horizontal panels that are separated by banks of short vertical wood strips recessed within the panels; six stucco covered vertical panels each defined by metal lined recesses; a long horizontal oriented vinyl tripartite window (non-original frame, original was an aluminum framed tripartite with fixed central frame, flanking jalousies, and metal sill); large elongated metal address numbers rendered in a period-appropriate typeface; and an aluminum brushed canned bullet lamp attached to the lower horizontal panel at the north end. Concrete steps and non-original ramp

with railing situated on the parcel's northwest corner lead to the first floor unit entrances and an exterior staircase that leads to a second story walkway and additional apartment units.

The north (entry unit side) elevation is defined by a series of solids to voids along the first and second floors. Fenestration on both levels consists primarily of large metal framed tripartite windows and sills with central fix frames and flanking jalousies or paired rectangular shape metal framed jalousie windows with metal sills. Some windows have boxed window air conditioner units installed within them (non-original). Entry access into each of the units (four on each floor) is recessed within the exterior wall plane of the north elevation. Entry doors are solid core that have new inappropriate door hardware and screen doors. Some of the doors still have their original hand cranked doorbells centered on the door. Lighting to the walkways along both floors is provided by original aluminum canned ceiling fixtures. Rectangular stucco panels, similar in design to those facing the street on the facade, are separated by stylized iron railings to enclose the upstairs walkway. A second staircase at the rear of the upper walkway provides an additional means of egress that leads to the alley. A deep flat extension of the main roof (originally covered with rock) shelters the upstairs walkway.

The south (side) elevation contains six semi-enclosed balconies that extend out over the below grade driveway and carport area. There are three large balconies on each separated by fenestration. The balconies are semi-enclosed by vertical wood panel wall railings set within stuccoed mid-height side walls. The upper story balconies are covered by cantilever extensions of the main flat roof while the lower level balconies are sheltered by the extended balconies above. Each balcony is accessed via large sliding doors (some have been replaced; originals are aluminum metal framed) set within the exterior wall plane of each unit. Fenestration along this elevation consists of original metal framed jalousie windows (paired or single) and non-original replacement vinyl frames.

The rear (east) elevation is more utilitarian in design and includes original metal framed tripartite windows (central fix with flanking jalousies) of varying sizes on both floor levels, a stuccoed back wall, and the utility service panels tucked within a wood doghouse.

Landscape features of the property include a raised planter bed enclosed by decorative (perforated) concrete block masonry units set upon a low concrete wall; offset concrete steps that lead to the units along the north elevation; a non-original wheelchair ramp and modified railings at the northwest corner of the site; and a solid textured concrete block wall along the southern property line adjacent to the driveway and carport. Within the raised planter bed are some period-appropriate though neglected landscape features such as large lava rocks (original to the design), bird of paradise plants, and what appears to be tree ferns (*Dicksonia antarctica*), among other plantings.

Relevant permits on file with the City of Beverly Hills include the following:

YEAR	DESCRIPTION OF WORK
1956	Demo existing single-family residence
1956	Construct 8 unit apartment with carport
1956	Revised structural work: add to new beam to strengthen existing, remove two posts
1957	Final inspection, certificate of occupancy (01-09-1957)
1989	Install electrical to cable television outlet
1998	Remove rock roofs to deck, reroof with felt and comp roofing
2005	Remove existing asphalt paved driveway, repave with concrete at driveway and carport
2008	Interior: remodel bathroom, unit 6
2016	Interior: remodel bathrooms and kitchens, all units

Some changes to the building (with or without permits) may have implications associated with historical integrity or lack thereof of the property. Such modifications made to the building include the alteration of the original front concrete steps and decorative metal railing system, installation of the ramp and railing at northwest corner of parcel, inappropriate replacement of original window frames, replacement of original sliding glass doors/frames at some balconies, and the change out of original door hardware on the entry doors of the units. Other more minor modifications have also occurred to the building since it was constructed 60 years ago. These changes have impacted the property's original architectural design, historical integrity, and notable character-defining features.

HISTORICAL CONTEXT

Beverly Hills. The early settlement and development of Beverly Hills began on what was called Rancho Rodeo de las Aguas. This land was originally claimed by Mexican settlers Maria Rita Valdez and her husband Vicente Valdez around 1822. Aptly named The Ranch of the Gathering of the Waters, the swamps or "cienegas" that characterize the natural landscape were created by rain run off flowing out of Coldwater and Benedict Canyons. Vegetable farming, sheep herding, bee keeping and the raising of walnut trees were the primary agricultural activities within the rancho lands during the latter half of the nineteenth century. Several attempts at subdividing and establishing communities on the ranch lands were attempted during the 1860s and 1880s, but ended in failure.¹

In 1906, the Amalgamated Oil Company reorganized as the Rodeo Land and Water Company. Burton Green played a leading role in formulating the plans for a garden city, located between Whittier Drive on the west, Doheny Drive on the east, Wilshire Boulevard on the south, and the foothills above Sunset Boulevard to the north.² The syndicate hired notable California park planner, Wilbur F. Cook, Jr., to plan the new community. Cook had worked with landscape

¹ *Beverly Hills Historic Resources Survey 1985-1986*, pg. 5.

² *Ibid*, pp. 8-9.

architect Frederick Law Olmsted prior to moving to Oakland in 1905 to establish his own firm. Comprised of “Beverly” in the commercial triangle between Santa Monica and Wilshire boulevards and “Beverly Hills” north of Santa Monica Boulevard, the new community was one of the earliest planned communities in southern California.

Prompted largely by concern over the water and school systems, residents voted to incorporate in 1914 and created the new City of Beverly Hills. The original boundaries of the City were much the same as they are today, except for the area south of Wilshire Boulevard, annexed in 1915, and Trousdale Estates, annexed in 1955. Most of the City was open land at the time of incorporation with development scattered around Canon Drive, Beverly Drive, Crescent Drive, and the downtown triangle.³

The architecture of Beverly Hills in the years following the City’s founding was dominated by the Craftsman, Mission Revival, and Period Revival styles like Tudor Revival, Georgian, and Beaux-Arts Classicism. With Beverly Hills establishing itself as a haven for movie stars in the 1920s, the architectural character of the city began to realize a varying degree of extravagance in the design of its housing stock. Throughout the late 1920s and 1930s sophisticated period revival styles dominated the domestic architecture of the City, including Colonial Revival, Spanish Colonial Revival, French Normandy, Tudor Revival, and the like. By the mid to late 1930s Beverly Hills became one of the areas in southern California most closely connected with the development of the Hollywood Regency style. Born of the meeting of Moderne sleekness with the elegance of early nineteenth century architectural forms, it used simple, primary forms and blank wall surfaces to project exclusivity and sophistication.⁴

Architects like Robert D. Farquhar, Gordon Kaufmann, Wallace Neff, Ralph C. Flewelling, Paul R. Williams, Gerard R. Colcord, Roy Sheldon Price, and Elmer Grey among others left their mark on Beverly Hills’ residential, commercial, and institutional built environment and their single-family residential designs embodied the styles most closely associated with Beverly Hills as a place of luxury and sophistication. The personal residences of real estate magnates, oilmen, and Hollywood producers mingled with those of movie, radio, and television stars drawing tourists as well as would-be residents to the rapidly growing, largely affluent community of Beverly Hills.

By the end of World War II, Beverly Hills was fully developed but was still growing in density, resulting in the subdivision of some large estates and the demolition of older building stock for new multi-family housing and commercial development. The city’s commercial district gained a number of professional occupants and Beverly Hills became less of a bedroom community to Los Angeles and more of a destination in and of itself.

Single-family residential development continued to feature Period Revival styles, although the 1950s saw the beginning of the Modern movement in the city. In 1955, the Trousdale Estates neighborhood was created from the subdivision of the former Doheny family ranch land. The most common styles of architecture associated with Trousdale homes included Mid-century Modern, Contemporary Ranch, and Hollywood Regency. Many of the homes in this area were

³ *Ibid*, pg. 11.

⁴ *Ibid*. pg. 17.

designed by notable master architects such as Cliff May; Buff, Straub and Hensman; Lundberg, Armet & Davis; Welton Beckett; Paul Laszlo; James Dolena; Paul R. Williams; and Harold Levitt.

Modernism was also the prevailing style of multi-family residential properties as well as commercial office buildings. The stucco box apartment house vernacular of the 1950s and 1960s, characterized by its flat surfaces, aluminum framed windows, flat stone covered roofs, integrated parking, and decorated by abstract trim, was as prominent in new construction in Beverly Hills as it was elsewhere in Southern California. By the 1960s, apartment buildings had grown larger, occupying parcels assembled from several lots and constructed over underground parking. Notable multi-family and commercial examples of Mid-century Modernism began to dot the areas south of Santa Monica Boulevard, along Wilshire Boulevard, and in the vicinity of Olympic Boulevard and neighboring streets.

By the 1980s, new construction in Beverly Hills was scattered throughout the city on undeveloped properties in the hills and on redeveloped parcels in the residential and commercial sections of the “flats.” Beverly Hills’ pattern of increasingly dense urbanization has continued into the present though its long lineage of quality residential and commercial architecture serves as a physical manifestation of the City’s architectural heritage.

Apartment Building, 328 S. Rexford Drive. The 300 blocks of South Rexford and South Elm drives between West Olympic Boulevard to the south and Gregory Way to the north where the subject property is located was initially developed with single-family homes built in the 1920s and 1930s. Small-scale Period Revival style apartments were also interspersed within the neighborhood.

In the 1950s, there was initiative to redevelop the two blocks with multi-family apartments. Many of the single-family houses along the 300 blocks of South Rexford and South Elm drives were either relocated outside of the city boundary (some as far as to San Bernardino) or demolished to make room for modern, efficient small-scale “contemporary” apartment buildings. Financing for the development and construction of post-war suburban multi-family rental property was greatly expanded at this time with the assistance of various federal financing programs and incentives available to small investment companies. Such development exploded in the 1950s and early 1960s throughout the southland, including Beverly Hills. As an example, the Morning-Sun Investment Company of Beverly Hills owned and operated by architect-builder Jules G. Salkin took full advantage of these financing programs to build the subject property at 328 South Rexford Drive.

Many of the new apartment buildings being erected at the time embraced Modernism and were equipped with improved mechanical systems, up-to-date appliances, central air conditioning, outdoor balconies, and newly available prefabricated components such as steel-frame windows and sliding glass doors. Landscaping was often integrated into the site as was parking. Most of the apartments built along the two blocks discussed were erected between 1953 and 1957 as two-story structures.

The subject property was constructed in the summer and fall of 1956. The original single-family house that occupied the site (built in 1926) was relocated to Gardena in May of 1956. The new two-story apartment at 328 South Rexford Drive was the second Mid-century Modern style

apartment structure designed by Jules G. Salkin. His first apartment endeavor was just around the corner at 360 South Elm Drive in 1955.

Designed as a Vernacular Modern style multi-family structure the Rexford property was configured with eight one-bedroom, one bath units and a below grade carport area under the living quarters above. The original permit lists a construction cost of \$60,000, while a *Los Angeles Times* article dated June 24, 1956 shows a rendering of the improvement and notes the value as roughly \$110,000. The building was certified for occupancy by the City on January 9, 1957.

In the following months upon completion the apartment units were rented and ultimately the complex was full of tenants. Over the years occupants included retirees, widows, and white collar and professional workers. Currently, the building is vacant and not occupied with lodgers.

The property has been previously identified and recorded under the City's on-going historic resources survey efforts. It was assessed as part of the 2004 historic resources survey update of residential properties in the community. At that time it was identified as a good representative example of the Vernacular Modern style and was assigned a California Historical Resource Status Code of 5S3 (eligible for local landmark designation).⁵

Jules G. Salkin, AIA. The initial owner of the subject property (and also the developer and designer) was Jules G. Salkin, an architect with an office along Robertson Boulevard in Beverly Hills. Born in 1916, in Philadelphia, Pennsylvania to Russian immigrant parents, Julian Geoffrey Salkin grew up to have a varied career on both the east and west coasts. During the 1930s, he was an accomplished musician playing the violin and viola and also had his own small orchestra. In the summer of 1938, he was invited to play as part of the Taliesin Quartet, a quartet of string players that Frank Lloyd Wright commissioned to play at Taliesin in Wisconsin. Acclaimed as a brilliant violist, Salkin was first chair of the Indianapolis Symphony who was hand-picked by iconic conductor Leopold Stokowski to be the first violist for the All-American Youth Orchestra. Salkin played at Taliesin again in the summer of 1939; at the time Wright was developing the Usonian house and furthering ideas for affordable, cooperative housing developments. While at Taliesin, Salkin asked Wright if he could study architecture under his tutelage. Salkin was intrigued by Wright's sage theories and philosophies of design. Salkin later travelled to France, England, Ireland, and Buenos Aires to perform concerts with his musical ensemble in the late 1930s and early 1940s.

As World War II erupted, he enlisted in the Army as a private, became a paratrooper, and separated from military duty as a captain in July 1945. Salkin then moved to Los Angeles to further his musical career as a Hollywood contract studio musician at Paramount Studios. However, following his interest in architecture he became a general contractor and supplemented his thorough but informal training under Wright with formal studies on architecture and building. He obtained his architect's license in October 1954 and joined the Southern California Chapter of the American Institute of Architects in 1955. Some of his first design work was in collaboration with architect Daniel L. Dworsky in 1952, where Salkin worked

⁵ *OHP California Historical Resource Status Code 5S3: Appears to be eligible for local listing or designation through survey elevation.*

initially as an associate (Dworsky had just opened his own practice). The noted magazine *Arts & Architecture* from 1952 included an article on a project by the two designers entitled “Income Units by Dan Dworsky, architect, and Jules Salkin, associate.”

Jules Salkin’s early small-scale, multi-family apartment building work includes the six-unit Modern style apartment at 360 South Elm in 1955 in Beverly Hills; the subject property located at 328 South Rexford Drive in 1956; another apartment building at 1746 North Gramercy Place in Los Angeles also in 1956; and yet another multi-family building at 705 South Barrington Avenue in west Los Angeles in 1957. Most of his earlier projects were designed in the Mid-century Modern style with projections of Wright’s philosophies incorporated. His early work seems to be identifiable by the incorporation of the large elongated metal address numbers rendered in a period-appropriate typeface that he attached onto the facades of his buildings.

Salkin later moved into more profitable ventures that included the development of large apartment buildings and condominium complexes in West Covina, Glendale, and Van Nuys, among other areas in the southland. He had various companies operating depending on the project type, scale, and cost, and objective. Morning-Sun Investment Company located at Salkin’s office on Robertson Boulevard in Beverly Hills was one of his first real estate development businesses. He later had firms throughout the real estate spectrum, including a real estate construction company, which built tract houses; a development company, which built apartment houses; a company that develops, builds, and sells condominiums; and a development and management company that manages and operates real estate. Small investment companies such as Dynatech Capital Corporation, Beverly Hills Capital Corporation, Capital for Progress Fund, Inc., and Capital Dynamics were all under his control.

By the early 1960s, he was regarded as a pioneer in condominium development, law, and real estate financing using loans from the U.S. Small Business Administration (SBA) and was a regular guest speaker at various construction industry sponsored events. His professional notoriety was; however, tainted by scandal. In the summer of 1968, he was indicted for defrauding the SBA of \$445,000 and later for tax evasion. He fled to Europe and lived in London, England for the next twelve years working construction and playing the viola with touring orchestras. Upon return to the United States using an Israeli passport in the name of Zalkin, Salkin was arrested by FBI agents in Los Angeles and served eighteen months in prison.

Personally, Jules Salkin was married twice. In June 1958, he married actress Jacqueline ‘Lyn’ Rose Thomas in Las Vegas. They were married approximately six months before she sought formal separation from Salkin. In the divorce the judge awarded her Salkin’s gray Cadillac and \$200 monthly alimony. He remarried in November 1961 to Anita Garret in Los Angeles. Jules Salkin passed away on April 15, 1998, not quite 82 years old.

Mid-century Modern Style. The Mid-century Modern as a stylistic designation came into usage in the late 20th century to describe the evolution of pre-World War II Modernism and the International Style into a more widespread and accessible application in post-war cities and suburbs. As practiced in Southern California, Mid-century Modernism took its cues from the region’s first generation Modernist architects, such as Richard Neutra, Rudolph Schindler, Gregory Ain, and Harwell Hamilton Harris. In the postwar period second-generation practitioners including Raphael Soriano, Pierre Koenig, and A. Quincy Jones, among others

established Southern California as a center for innovative Modern design. John Entenza's Case Study House program, promoted by *Arts and Architecture* magazine from 1945 to the late 1960s, brought international recognition for the region's Mid-century Modernism.

Mid-century Modernism is characterized by an honest expression of structure and materials and the absence of historicist ornament and detailing. Aesthetic effect is achieved through the asymmetrical but rhythmic composition of modular post and beam construction. This post and beam construction, expressed in either wood or steel framing, allows for open floor plans and large expanses of glazing to heighten indoor-outdoor integration. In-fill panels of wood or glass are common with glazing often extending to the roofline or gable end in ribbons of clerestory lights. Additional indoor-outdoor integration is provided through the use of sliding glass doors, opening onto decks and landscaped gardens.

Buildings are usually only a few stories high with an emphasis on simple, geometric forms. Capped with flat or low-pitched gabled roofs, the residences generally display wide eaves and cantilevered canopies, supported on spider-leg or post supports. Sheathing materials vary with wood, stucco, brick and stone, or steel-framing and glass. Fenestration is generally flush mounted with metal frames.

A variant of the Mid-century Modern style is the Vernacular Modern, which is also based upon International Style tenets. This style of architecture is most commonly associated with the Stucco Box Apartment building form and other forms of multi-family apartment buildings of the Post World War II-era period. The design is generally less formal in its expression of Modernist values with results that vary widely in terms of materials, form, and spatial arrangements. Though typically built for affordability and efficiency some higher-end improvements were designed with aesthetic concerns considered.

Character-defining features of the Modernist style include, but are not limited to the following:

- Simple geometric forms, rectilinear building footprints;
- Flat or low-pitched roofs some with wide overhanging eaves and cantilevered canopies;
- Expressed post and beam construction, in wood, steel, textured concrete block units;
- Unadorned wall surfaces with little or no decorative details;
- Exterior panels of wood, stucco, brick, textured concrete block units, or stone;
- Flush-mounted metal window and door frames, full-height and clerestory windows (abundant glazing);
- Aluminum sliding or casement type window frames;
- Exterior decks, patios, balconies, cantilevered staircases and walkways, monument approach steps and landings;
- Decorative building signage, address lettering, and lighting;
- Setback from the street with integrated landscaping;
- Carport, integrated or detached.

HISTORIC SIGNIFICANCE CONSIDERATION FRAMEWORK

Evaluation Criteria. In analyzing the historical significance of the subject property, criteria for designation under the City's local landmark program was considered. Additionally, consideration of historical integrity and the State Office of Historic Preservation (OHP) survey methodology was used to survey and assess the relative significance of the property.

City of Beverly Hills Landmark Criteria. The City's Historic Preservation Ordinance (Municipal Code Title 10 Chapter 3 Article 32; BHMC 10-3-32) authorizes the Cultural Heritage Commission (CHC) to recommend the nomination of properties as local landmarks to the City Council. The Council may designate local landmarks and historic districts by the procedures outlined in the ordinance. The Preservation Ordinance also establishes criteria and the process for evaluating and designating properties as potential local landmarks.

An eligible property may be nominated and designated as a landmark if it satisfies the requirements set forth below:

- A. A landmark must satisfy all of the following requirements:
 1. It is at least 45 years (45) years of age, or is a property of extraordinary significance;
 2. It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period;
 3. It retains substantial integrity from its period of significance; and
 4. It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article.
- B. In addition to the requirements set forth in Paragraph A above, a landmark must satisfy at least one of the following requirements:
 1. It is listed on the National Register of Historic Places;
 2. It is an exceptional work by a master architect;
 3. It is an exceptional work that was owned and occupied by a person of great importance, and was directly connected to a momentous event in the person's endeavors or the history of the nation. For purposes of this paragraph, personal events such as birth, death, marriage, social interaction, and the like shall not be deemed to be momentous;
 4. It is an exceptional property that was owned and occupied by a person of great local prominence;
 5. It is an iconic property; or
 6. The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.

Historical Integrity. “Integrity is the ability of a property to convey its significance.” In addition to meeting the criteria of significance, a property must have integrity. Integrity is the authenticity of a property’s physical identity clearly indicated by the retention of characteristics that existed during the property’s period of significance. Properties eligible for local landmark designation must meet at least two of the local landmark designation criteria and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their historical significance.

Both the National Register of Historic Places and the California Register of Historical Resources recognize the seven aspects of qualities that, in various combinations, define integrity. To retain historic integrity a property should possess several, and usually most, of these seven aspects. Thus, the retention of the specific aspects of integrity is paramount for a property to convey its significance. The seven qualities that define integrity are location, design, setting, materials, workmanship, feeling and association. The seven qualities or aspects of historical integrity are defined as follows:

- Location is the place where the historic property was constructed or the place where the historic event occurred.
- Design is the combination of elements that create the form, plan, space, structure, and style of a property.
- Setting is the physical environment of a historic property.
- Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling is a property’s expression of the aesthetic or historic sense of a particular period of time.
- Association is the direct link between an important historic event or person and a historic property.

EVALUATION OF HISTORICAL SIGNIFICANCE

Consideration of City Landmark (Significance) Criteria. In summary, a finding of significance for the apartment building located at 328 South Rexford Drive can be made once important character-defining features are restored in-kind to the property. Those improvement prerequisites include the following:

1. Prior to any re-design efforts of the subject property a city-approved historic preservation consultant who meets the Secretary of the Interior’s Professional Qualification Standards (36 CFR 61) for architectural history and/or historic architecture shall be hired by the applicant through the City. This individual (or firm) should have prior experience in completing historic preservation projects that conform to the

Secretary of the Interior's Standards for Rehabilitation (SOI Standards). The preservation consultant shall assist the applicant in the preparation of a preservation plan that outlines the necessary work scopes to rehabilitate the exterior of the property to its period of significance (1956) character. The preservation consultant shall also review all associated project plans prior to formal plan check submittal to the City and provide written comments on the proposed work scopes that are related to historic preservation and the rehabilitation of the property to the applicant and city staff. Such review shall ensure design compatibility with the SOI Standards and the original design intent of the property and its associated architectural style/character-defining features. Re-design efforts made in consultation with the preservation consultant should also be reviewed by the City for acceptability prior to formal plan check review and implementation. In addition, any exterior work not requiring a permit shall also be reviewed by the historic preservation consultant and approved by the City prior to implementation.

2. The identified character-defining features on the exterior of the building will be substantially retained, rehabilitated, and restored according to the SOI Standards in order to ensure that all remaining, compromised, or lost historic fabric is appropriately treated and returned to its original (rehabilitated) appearance, wherever possible.
3. The overall historic character and architectural style of a property will be retained and preserved. The removal of distinctive material or alteration of features, spaces, and spatial relationships that characterize a property as historic will be avoided. Those character-defining features listed within this report shall be maintained (where extant), and repaired, and restored (where missing or modified) based on physical and documentary evidence.
4. If applicable, work for ADA compliance shall follow the State Historical Building Code (SHBC) and the recommendations specified in the SOI Standards. As applicable, the SHBC shall be utilized throughout the duration of the project.
5. All modifications made to the subject property will be undertaken in conformance with the SOI Standards. Any damage caused to the building's historic fabric during design and/or construction activities associated with the project will be reported to the City and repaired by the applicant immediately in a manner consistent with the SOI Standards.
6. Periodic on-site construction monitoring by City staff and/or the City's historic preservation consultant shall be required. The monitor shall perform periodic on-site construction monitoring in those areas where historic features are being repaired, restored, rehabilitated or recreated for the building. This monitoring effort shall ensure that all work is executed in a manner that conforms to the approved final design/construction plans and the SOI Standards. Progress reports on the monitoring efforts shall be provided to the Cultural Heritage Commission in written form or verbally for review and approval, as deemed appropriate by City staff.

7. The applicant shall submit to the City Urban Designer for review and approval a completed SOIS compliant preservation/rehabilitation plan for the exterior of the property prior to final landmark designation approval by the City Council. A resolution for formal landmark designation shall be prepared by City staff at the time of this action as part of the landmark process.

Application of City Landmark (Significance) Criteria. If the applicant undertakes the above prerequisites, the property would satisfy the applicable City of Beverly Hills Landmark criteria below:

A. A landmark must satisfy all of the following requirements (BHMC 10-3-3212(A)):

1. *It is at least 45 years (45) years of age, or is a property of extraordinary significance.*

The subject property was built in 1956, and is, at this time, 60 years old. Therefore, the property satisfies this criterion.

2. *It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period.*

Within the city limits of Beverly Hills the apartment building is a good, but altered example of Vernacular Modern architecture as incorporated into post-World War II multi-family residential design. Its original design intent, as planned by architect Jules G. Salkin, embodied distinctive stylistic elements, materials, and workmanship that helped to visually and physically convey and define its modernistic tendencies. Though currently modified the essential form, massing, scale, and general design concepts are still evident. Those key features that are currently missing or have been altered, such as window frames, steps/stairs and railings, balconies, doors, and landscaping if restored or rehabilitated would help to further convey the property's distinctive Vernacular Modern character from its period of significance (1956). Therefore, as conditioned the property appears to satisfy this criterion.

3. *It retains substantial integrity from its period of significance.*

The period of significance for the subject property is 1956, which is when the apartment building was constructed. Assuming the property has been appropriately rehabilitated and with its important character-defining features restored and/or repaired in-kind the property would possess sufficient historical integrity to convey its original design intent, distinctive Vernacular Modern style, and overall historic character associated with the idiom. Therefore, as conditioned the property appears to satisfy this criterion.

4. *It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article.*

Despite the loss and alteration of some key features once rehabilitated the property will serve as a valued mid-century modern multi-family landmark within the city. Its preservation and rehabilitation will help to further the goals and objectives of historic preservation within the local community. Therefore, as conditioned the property appears to satisfy this criterion.

B. In addition to the requirements set forth in Paragraph A above, a landmark must satisfy at least one of the following requirements (BHMC 10-3-3212(B)):

1. *It is listed on the National Register of Historic Places.*

The subject property is not listed on the National Register of Historic Places. Therefore, the property does not satisfy this criterion.

2. *It is an exceptional work by a master architect.*

The 328 South Rexford Drive property was designed and built by Jules G. Salkin, an architect, builder, and investor. There is no information to indicate he should be considered a master architect at this time. In addition, Salkin is not included on the City's Master Architect List. Therefore, the property does not appear to satisfy this criterion.

3. *It is an exceptional work that was owned and occupied by a person of great importance, and was directly connected to a momentous event in the person's endeavors or the history of the nation. For purposes of this paragraph, personal events such as birth, death, marriage, social interaction, and the like shall not be deemed to be momentous.*

The archival research data reviewed on the property did not indicate that it was owned and occupied by a person of great importance. Therefore, the property does not satisfy this criterion.

4. *It is an exceptional property that was owned and occupied by a person of great local prominence.*

In reviewing archival research data on the history of the property there was no indication that it was owned and occupied by a person of great local prominence. Therefore, the property does not satisfy this criterion.

5. *It is an iconic property.*

There is no indication that the property should be considered iconic within the city. Therefore, the property does not satisfy this criterion.

6. *The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.*

The landmark designation procedure was expressly agreed to by the owner(s) of the property. Therefore, the property satisfies this criterion.

Character-defining Features. Every historic property is unique, with its own identity and its own distinguishing character. A property's form and detailing are important in defining its visual historic character and significance. It is a property's tangible features or elements that embody its significance for association with specific historical events, important personages, or distinctive architecture and it is those tangible elements; therefore, that should be retained and preserved.

Character refers to all those visual aspects and physical features that comprise the appearance of every historic property. According to *National Park Service Brief 17, Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character*, character-defining features include the overall shape of a property (building, structure, etc.), its material, craftsmanship, decorative details, interior spaces and features (as applicable), as well as the various aspects of its site and immediate environment (form, configuration and orientation).

The *Secretary of the Interior's Standards for the Treatment of Historic Properties* defines historic character by the form and detailing of materials, such as masonry, wood, stucco, plaster, terra cotta, metal, etc.; specific features, such as roofs, porches, windows and window elements, moldings, staircases, chimneys, driveways, garages, landscape and hardscape elements, etc.; as well as spatial relationships between buildings, structures, and features; room configurations; and archaic structural and mechanical systems. Identifying those features or elements that give a historic property visual character and which should be taken into account and preserved to the maximum extent possible is important in order for the property to maintain its historical significance.

The character-defining features associated with the 328 South Rexford Drive apartment building are those exterior features on the property that reflect and define its Mid-Century Modern architectural style and property type as a multi-family dwelling. Such features include, but are not limited to the following:

- Two-story height with horizontal massing and simple geometric forms;
- Rectangular shape building footprint with landscaped set back;
- Asymmetrical, monumental façade (west elevation) with wide stucco covered decorative horizontal panels separated by banks of short vertical wood strips recessed within the panels and six stucco covered vertical panels each demarcated by metal lined recesses;
- Symmetrical side (north/south) elevations of first and second stories;
- Stucco exterior siding material with small aggregate (texture, finish, overall

appearance);

- Flat roof with wide overhanging extensions, eaves, and cantilevers (including materials);
- Flush-mounted metal framed jalousie windows set as pairs or tripartite with central fix frame or singular frame (size, shape, placement, type);
- Exterior metal canned light fixtures at north elevation walkways, plus bullet lamps;
- Extended stucco and wood balconies along south elevation (size, shape, materials, location) with flush-mounted metal sliding glass doors;
- Exterior walkways along north elevation that includes decorative metal railings and stucco panel walls;
- Front yard landscape area, including planter wall of decorative (perforated) concrete block masonry units set upon a low concrete wall, tree ferns (*Dicksonia antarctica*), and lava rocks;
- Monumental front concrete steps, exterior open staircases, and associated decorative metal railing system (including materials, style, size/shape, location, configuration, and overall appearance);
- Large elongated metal address numbers rendered in a period-appropriate typeface attached onto the façade of the building (type, material, style, location, attachment method, general appearance);
- Paved driveway and below-grade carport area accessed from street and alley along southern property boundary.

CONCLUSION

As conditioned, the apartment building located at 328 South Rexford Drive appears to satisfy the City's criteria for designation as a local Landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance (BHMC Title 10 Chapter 3 Article 32). This site appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B.

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APPENDIX

Location Map

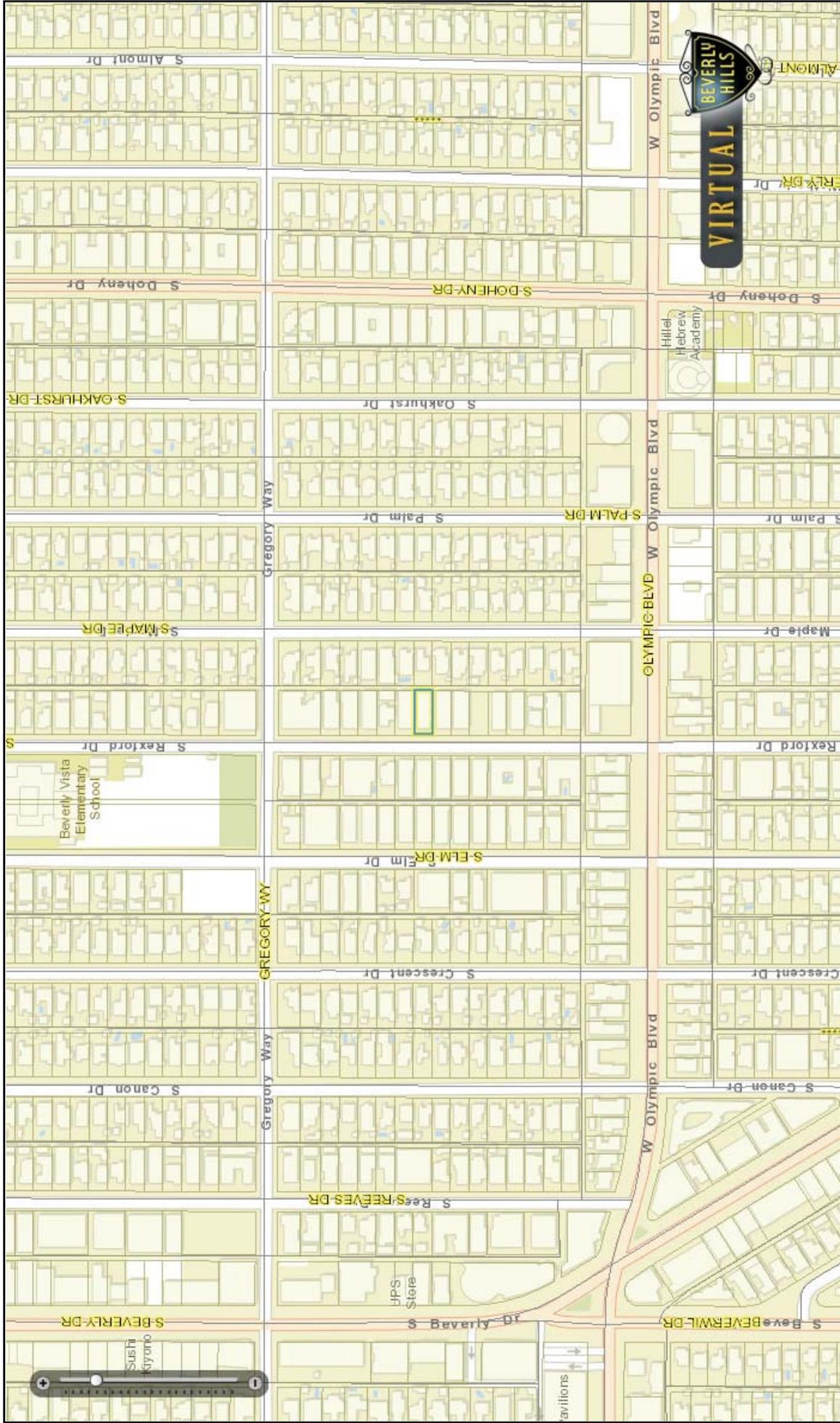
Parcel Map

Sanborn Fire Insurance Map

Ephemeral Material

Photographs

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328 S. Rexford Dr

Location Map

Author: OAC

Date: 24 June 2016



84

168 m

Projection: Web Mercator

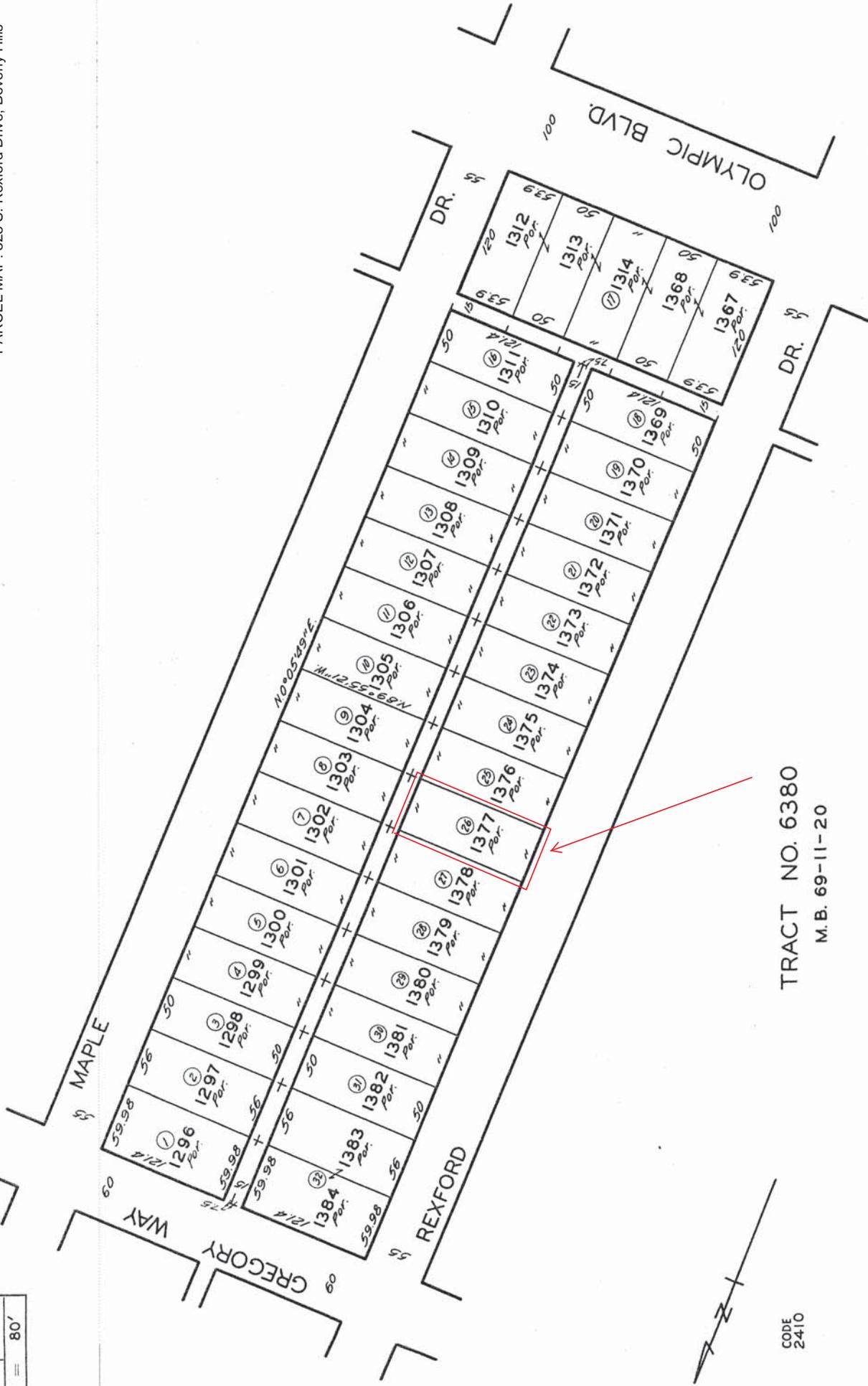
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4331 15

SCALE 1" = 80'

PARCEL MAP: 328 S. Rexford Drive, Beverly Hills



TRACT NO. 6380

M.B. 69-11-20

CODE 2410

FOR PREV. ASSMT. SEE: 701 - 303

ASSESSOR'S MAP
COUNTY OF LOS ANGELES, CALIF

SANBORN FIRE INSURANCE MAP, Beverly Hills

CAL. . . 040

Los Angeles, Cal. Vol. 21.
2123

2126

2122

BEVERLY HILLS

GREGORY

WAY



2128

S. ELM DRIVE

S. REXFORD DRIVE

S. MAPLE DRIVE

2124

W. OLYMPIC

BLVD.

2185

Scale of Feet.



Copyright 1950 by the Sanborn Map Co.

EPHEMERAL MATERIAL



FIGURE - 1: Property highlighted in the *Los Angeles Times*, June 24, 1956

STATE OF CALIFORNIA - THE HISTORICAL HERITAGE DEPARTMENT
 DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code 553

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 1
 Resource Name or #: (Assigned by recorder) 328 South Rexford Dr.

P1. Other Identifier: _____

P2. Location: Not for Publication Unrestricted a. County Los Angeles
 and (P2b and P2c or P2d. Attach a Location Map as necessary.)
 b. USGS 7.5' Quad _____ Date _____ T _____ R _____ 1/4 of _____ 1/4 of Sec _____ B.M.
 c. Address: 328 South Rexford Dr. City Beverly Hills Zip _____
 d. UTM: (Give more than one for large and/or linear resources) Zone _____ mE/ mN
 e. Other Locational Data (e.g. Parcel #, directions to resource, elevation, etc., as appropriate)

Parcel No. 4331-015-026

P3 Description: (Describe resources and its major elements. Include design, materials, condition, alterations, size, and boundaries)
This is an excellent example of a two-story apartment building rendered in the vernacular Modern style with a high level of physical integrity. The dwelling is capped by a flat roof and sheathed with stucco and vertical wood strips. Distinguishing features of the primary (west) elevation include decorative horizontal and vertical stucco-covered panels, a wide band of fixed and jalousie windows, and large metal address numbers rendered in a period typeface. A low perforated concrete block wall forms an enclosed landscaped area bordering the sidewalk. Concrete steps situated on the parcel's northwest corner lead to first floor entrances and a staircase leading to a second story walkway. Rectangular panels, similar in design to those facing the street, are separated by iron railings to enclose the upstairs walkway. A deep flat extension of the main roof shelters the walkway and second floor entrances.

P4. Resource Attributes: (List attributes and codes) HP 3. Multiple family property
 P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)

P5. Description of Photo: (View, date, accession #)
 June, 2004

P6. Date Constructed/Age and Sources:
 Prehistoric Historic Both
 1956

P7. Owner Address:
 Private

P8. Recorded by: (Name, affiliation, and address)
 Jan Oatashay, Peter Marucci
 PCR Services
 One Venture, Suite 150
 Irvine, CA 92618

P9. Date Recorded: 6/1/2004

P10. Survey Type: (Describe)
 Reconnaissance Level Survey

P11. Report Citation: (Cite survey report and other sources, or enter "none.")
 Humann, Leslie and Christy McAvey. Beverly Hills Historic Resources Survey, 1985-1985.

Attachments: NONE Continuation Sheet District Record Rock Art Record
 Location Map Building, Structure, and Object Record Linear Feature Record Artifact Record
 Sketch Map Archaeological Record Milling Station Record Photograph Record
 Other: (List)

FIGURE - 2: Historic resources survey update DPR inventory form, 2004

PHOTOGRAPHS: 328 South Rexford Drive



PHOTO - 1: Façade w/raised planter, looking southeast



PHOTO - 2: North (side) elevation, looking southeast



PHOTO - 3: North and east elevations, looking southwest



PHOTO - 4: South and west elevations, looking northwest



PHOTO - 5: South (carport side) elevation, looking east



PHOTO - 6: South elevation detail view

OSTASHAY & ASSOCIATES CONSULTING

PO BOX 542

LONG BEACH, CA 90801

562.500.9451