

# CITY LANDMARK ASSESSMENT REPORT



APRIL 2018

**WELLER-SCHREIBER APARTMENT BUILDING**  
157 South Crescent Drive, City of Beverly Hills, CA

**Prepared for:**  
City of Beverly Hills  
Community Development Department  
Planning Division, Cultural Heritage Commission  
455 Crescent Drive, Beverly Hills, CA 90210

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

THIS PAGE INTENTIONALLY BLANK

## **CITY LANDMARK ASSESSMENT REPORT**

### **Weller-Schreiber Apartment Building**

157-199 South Crescent Drive  
9361-9375 Charleville Boulevard  
Beverly Hills, CA 90212

APN: 4331-008-035

---

### **INTRODUCTION**

This landmark assessment report, completed by Ostashay & Associates Consulting (OAC) for the City of Beverly Hills, documents and evaluates the local significance and landmark eligibility of the apartment building located at 157 South Crescent 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 OAC. 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), the California Historic Resources Inventory (HRI) list maintained by the State Office of Historic Preservation (OHP), and the City of Beverly Hills historic resources inventory survey files. Such a review helped to determine if any evaluations or survey assessments of the property had been previously completed.

For this current landmark assessment a field survey 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 summary, the following tasks were performed for the study:

- Searched records of the National Register, California Register, OHP Historic Resources Inventory, and the City's inventory survey files.
- 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 157 South Crescent Drive appears to satisfy the City's criteria for individual designation as a City of Beverly Hills Landmark as required in Section 10-3-3212 of the city's Historic Preservation Ordinance (Beverly Hills Municipal Code Title 10 Chapter 3 Article 32). This property appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B. of the Historic Preservation Ordinance.

## **BACKGROUND INFORMATION**

The apartment building is located in the Beverly Vista subdivision, which is south of Wilshire Boulevard and is comprised of several different tracts. The subject property is located at the northwest corner of South Crescent Drive and Charleville Boulevard and occupies lot 1728 of Tract 6380. The parcel has roughly 121 feet of frontage along Charleville Boulevard and measure 50 feet along South Crescent Drive. Configured as a four unit apartment building it is primarily oriented to the south and faces Charleville Boulevard (9361-9365 Charleville Boulevard). A single unit, 157 South Crescent Drive, faces east onto South Crescent Drive. The property is situated within a well-developed multi-family residential neighborhood that consists of similarly scaled apartment buildings designed in a variety of period revival architectural styles.

The subject property was previously identified in the 2004 historic resources survey update within what was identified in the survey as Area 4. This area is comprised primarily of multi-family residences that were built prior to World War II. At the time of the 2004 survey update the property was recorded, evaluated and assigned a "5B" California Historical Resources status code. This rating code assigned to the property indicates it appears to be historically significant under local criteria both as an individual landmark and as a contributor to a potential historic district. Under the 2006 historic resources survey update conducted by the city no changes to that conclusion occurred. The property has not been included in the State HRI database and, therefore, is not line-item listed in the current HRI printout of previously surveyed properties in the City.

## **PROPERTY DESCRIPTION AND CONSTRUCTION HISTORY**

**Description.** Constructed in 1935, the property is a two-story, multi-family apartment building designed in the French Revival (Eclectic) style. The building is "L" shape in plan and is located at

the northwest corner of South Crescent Drive and Charleville Boulevard. It is partially obscured from the public view by a tall dense hedge at its east end. A similar hedge extends from the southwest corner of the building along Charleville Boulevard and shelters from view the south side of the detached garage.

The wood-frame, stucco sheathed structure is capped by flat roof with parapet and has a decorative slate covered partial mansard roof along the east and south elevations. Other roof elements include shallow flared eaves, dentil molding, small louvered arched shape dormer-like attic vents, plaster cornice beltcourse, and a cut-away gable wall dormer at its south elevation above the entry to the 9363 Charleville Boulevard unit.

The building was originally built as a four unit apartment with three units set along Charleville Boulevard (9361-9363-9365 Charleville Boulevard) and the fourth unit fronting South Crescent Drive (157 South Crescent Drive). Red brick walkways set between low-rise brick lined planter beds stem from the sidewalks and lead to the front doors of each unit. The entry to each unit is distinguished by shallow red brick paved stoops, decorative wrought iron railings, molded surrounds, and large decorative panel doors with small ornate speak easy openings and brass hardware. The central entry door along the south elevation, 9363 Charleville Boulevard, is elaborately framed by engaged fluted columns and an eye brow pediment with classically inspired molded details set within the pediment and above the door header.

Access to the fourth unit, along South Crescent Drive, is via a set of square shape plaster pillars crowned with ball caps and a pair of wood plank doors that are sandwiched between the tall, dense hedge. The main entry door to this unit is centered along the east elevation and also features a large slightly recessed wood panel door that is framed by engaged fluted columns and low-relief embellished header trim of plaster iconic scrolls and medallion panel. Period lantern sconces also flank the entry, as do large multi-pane, wood-frame tripartite windows. Because of the tall hedge this end of the building also features a small private yard that is landscaped with small aggregate stone ground cover, low-growing shrubs along the building, herbs, crawling vines, and boxed plantings.

Other distinguishing features of the building's primary elevations (south and east) include plaster beltcourse molding; quoin details at its corners and some windows; elongated multi-pane casement windows with wood casings and sills flanked by louvered wood shutters; round and octagonal shape focal windows with molding trim; large fixed-frame, multi-pane wood bay windows; diamond pattern leaded windows; plaster window molded surrounds; and a prominent exterior brick chimney.

Each unit also features secondary utility access along the north side of the building and a small concrete paved walkway that leads to the detached garage to the west. The one-story garage was also built in 1935 with space for four automobiles. Rectangular in plan it is of wood-frame construction, has stucco exterior walls, and is capped with a flat roof with tiled parapet. Decorative finials set atop the parapet highlight the four corners of the structure. The auto entries to the garage (west elevation) have been modified in size and shape to accommodate contemporary cars and the garage doors have been replaced. Pedestrian doors (replaced) to the garage are set at the east and south sides of the structure and auto access is via the alley.

A review of building permits indicate the property was constructed in 1935 and remained relatively unchanged until 1970, when it was converted from a four unit flat to a three unit apartment building. It appears that most of the work completed for the conversion was conducted within the interior spaces and did not necessarily adversely alter the exterior of the building. The garage structure; however, was and has been modified over the years. Relevant permits recorded with the City of Beverly Hills include the following:

YEAR	DESCRIPTION OF WORK
1935	Four-plex apartment unit
1935	Private garage with four spaces
1961	Remodel garage to carport use
1970	Convert four-plex to three-plex (remove 9361 Charleville Boulevard unit)
1970	Interior: demolition of interior spaces (9363-9365 Charleville Boulevard)
1992	Interior: remodel two kitchens and two baths (9363-9365 Charleville Boulevard)
1992	Add garage doors
2005	Re-roof main building, slate removed and replaced in-kind
2007	Interior: remodel master bath
2016	Re-roof main building in-kind
2016	Re-roof garage in-kind
2016	Foundation bolting of main building

The permitted work listed above was primarily conducted within the main apartment building, along secondary elevations of the building (north, rear elevation), or on the secondary garage structure. Work conducted during the conversion of the building from four units to three units in 1970 did not radically alter the exterior primary elevations of the property. It continues to “visually read” as a four unit apartment building today from the public right-of-way. The work conducted in 1992, which remodeled two kitchens and two bathrooms (9363-9365 Charleville Boulevard), did not alter the exterior primary elevations of the building. Jalousie type window frames, which had been installed in the bathroom windows along secondary elevations were replaced with multi-pane double hung wood frames. Any other work performed the along the two primary elevations of the exterior of the main building (re-roof and foundation bolting) were conducted in-kind using period-appropriate materials and features.

In assessing the work conducted on the property over the years, its original architectural design, as it appears from both South Crescent Drive and Charleville Boulevard, and all important, visible character-defining features remain intact. In addition, the property appears to retain much of its historical integrity in terms of design, location, materials, workmanship, setting, feeling, and association from its period of significance (1935).

## 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.<sup>1</sup>

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.<sup>2</sup> The syndicate hired notable California park planner, Wilbur F. Cook, Jr., to plan the new community. Cook had worked with landscape 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.<sup>3</sup>

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.<sup>4</sup> Beverly Hills’ domestic architecture in the post-World War II era saw the incorporation of Revival references in its new housing stock, and also the introduction of contemporary, luxury designs reflective of the Mid-century Modern idiom.

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

---

<sup>1</sup> *Beverly Hills Historic Resources Survey 1985-1986*, pg. 5.

<sup>2</sup> *Ibid*, pp. 8-9.

<sup>3</sup> *Ibid*, pg. 11.

<sup>4</sup> *Ibid*. pg. 17.

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.

**Beverly Vista Multi-Family Residential Neighborhood, Tract No. 6380.** Tract No. 6380 was initially established as the Beverly Vista subdivision in the early 1920s by real estate developers Walter G. McCarty, John Vaughan, and John Evans. Only a few years later it had been succeeded in full ownership by John Vaughan. The subdivision established was rather expansive and included the entire area situated between South Robertson Boulevard (originally called Preuss Road) and Beverly Drive on the east and west, respectively, and Wilshire Boulevard and Pico Boulevard to the north and south. The tract also crossed over into a portion of Los Angeles.

Tract No. 6380 was large and configured for residential development with commercial improvements along the major thoroughfares of Wilshire Boulevard, Beverly Drive, Olympic Boulevard, and Pico Boulevard. Lots within this tract typically measured approximately 50 feet by 121 feet; however, in some cases parcels were combined to accommodate larger size multi-family dwellings. Multi-family improvements were built primarily north of Charleville Boulevard though they were also interspersed within the neighborhood south of Charleville. The subject property was built in the northwest section of Tract No. 6380 at the northwest corner of Charleville Boulevard and South Crescent Drive.

This section of Tract No. 6380 contains modest scale apartment buildings built in a variety of period revival architectural styles primarily during the late 1920s and 1930s. Visually distinct the neighborhood contains two-story duplexes; fourplexes; and six-, eight-, and ten-unit apartment structures reflective of the French Eclectic, Spanish Colonial Revival, Monterrey Revival, Colonial Revival, and English or Tudor Revival styles. Vernacular modern style buildings are also represented in the vicinity. Preliminary research suggests that a mix of architects, builders, and owner/contractors were responsible for the design and construction of the buildings.

Building footprints of the improvements are generally rectangular in shape, although some are L-shape in plan. Many of the multi-family dwellings share common setbacks from the street and rear service alleys where (detached) garages or carports are accessed. Paved paths (usually of concrete) lead from public sidewalks to entrances located on primary or secondary elevations of most buildings. Front yard and parcel landscaping is generally full and mature with hedges, trees, and sometimes grassy lawns. A single species of tree (such as Maple, Elm, or a variety of Palm) distinguishes each of the tract's streets.

**Apartment Building, 157 S. Crescent Drive.** On September 17, 1935, A. Markowitz and Son, as owner and contractor of the property, obtained a building permit to construct a four-unit, two-story apartment building for an estimated cost of \$14,000. A separate permit to erect a four stall one-story garage was also obtained at that same time. According to the permit no architect was involved with the project. As described on the permit, the building would be of wood-frame construction with a concrete foundation, shingle and compositional roof, and stucco exterior walls. It did not include a chimney (fireplace or flue) for the apartment building. It appears that the brick chimney on the building today was constructed sometime after 1951, as the Sanborn map of that date notes "no ch" and does not illustrate the exterior chimney on the building site. It is speculated that the chimney was added around 1970, when the 157 South Crescent Drive unit was combined with the 9361 Charleville Boulevard unit. The building permit

for the detached garage to the west of the apartment building notes the utilitarian structure to be one-story with a concrete foundation, frame walls, stucco exterior walls, and a compositional roof (as it was flat with parapet).

On October 13, 1935, the *Los Angeles Times* reported on the construction of the apartment as a two-story apartment divided into four units and owned and built by A. Markowitz & Son. Located in Los Angeles, A Markowitz & Son, a real estate and contracting company, built and sold buildings as investment ventures. In Beverly Hills, they had also built a residential property at 237 South Gale Drive in 1933 (demolished) and a commercial building at 9101 Olympic Boulevard in 1929.

Upon its completion the property was sold to Stanley M. Weller, a real estate broker, and his wife Helen. Though the Wellers only resided there briefly before moving to 153 South Bedford Drive in 1938, they maintained ownership of the property for just under twenty years. In 1955, the Wellers sold the property to Herman F. Levy and his wife Sophie. The Levys were living on North Alpine Drive before moving into their newly purchased South Crescent Drive property. Herman Levy had worked as counsel for the Theater Owners of America prior to accepting a position in 1953 working at Universal-International in their advertising department. He later took a position with Allied Artists Pictures in 1959 where he continued his work in advertising. Unfortunately, Herman Levy passed away after a long illness at the age of 53 years in 1963. Ownership of the property continued under his wife Sophie though she passed only few years later in 1967. After that time, the property's ownership was tied up in probate court for several years. The property was eventually transferred to Fidelis Manlove, of Los Angeles in 1970. Fidelis Manlove was a widow and never lived on the premises. It was under Manlove's ownership that the conversion of the apartment from four units to three units was made in addition to some modifications to the garage structure. Six years later the property was sold to Harriet L. Pesante. Pesante was also a widow as well as a Christian Science practitioner. She owned, occupied that property and operated a Christian Science practitioner business from the building. In 1992, Harriet Pesante sold the property to Bradley T. Kimball. Under his ownership the kitchens and bathrooms of two of the units (9363-9365 Charleville Boulevard) were remodeled. The property was sold five years later to Richard Schreiber and his wife Jennifer. They are the current owners of the property and have maintained the property's historic character in an in-kind manner.

In reviewing city directory, census files, and voter's registration records, the data shows that apartment building was also occupied by a series of short-term and long-term renters. Some of the earliest tenants of the fourplex included Mrs. Edith Wolf, a widow; William Lucado, an auto executive, and his wife Virginia; long-term tenant Mrs. Mary McClellan, a widow; long-term tenant Varian Green, bank executive, and his wife Gwen; Claire Basset, a costume designer; Miss Jessie Hopkins, divorced, and roommate Gwen Pettit, a realtor; David Filerman, a musician, and his wife Lillian; long-term tenant Harry Stulman and his wife Selma; among others. Research into all known occupants and owners of the subject property found no evidence to indicate any of them as being significant individuals in the history of Beverly Hills or elsewhere.

**French Eclectic Style.** The period between World War I and World War II was one of intense building activity in the southern California region, including Beverly Hills. A wide range of revival styles were incorporated into the design of the buildings constructed during this period. The eclectic revival styles included the Colonial Revival, Dutch Colonial Revival, Spanish Colonial Revival, Mission Revival, French Revival and French Eclectic, Chateausque, English and Tudor Revival, Italian Renaissance Revival, Mediterranean Revival, Neoclassical Revival, Egyptian Revival, Monterey among others. Many of these styles were popular both as residential and commercial styles, with a few, particularly the Egyptian Revival, Spanish Colonial Revival, and French Eclectic styles, being used often for use in small and large scale apartment buildings.

The French Eclectic, or French Revival, style was popular throughout the United States beginning in the 1920s and continuing through the early 1940s. The style is intended to mimic the design of country manor houses and vernacular farmhouses of northwest France, especially from the Brittany and Normandy regions. The style may also be mixed with English Cottage and English Tudor Revival styles. It is likely that part of the popularity of this design is attributed to the many American servicemen stationed in France during World War I.

The style is generally recognizable by its prominent roof treatments, which is usually configured with tall, steeply pitched hips or gables often with flared eaves. Dormers, either hipped, gabled, or rounded, are often present and may be positioned to intersect the cornice. Multi-paned casement, double or single-hung windows are also common. Full-length casement windows with shutters (French doors) are sometimes used. Lead or stained glass windows may be employed to accent an interior or exterior feature. The French Revival designs may be either symmetrical or asymmetrical depending on the roof type and massing. Tall chimneys further accent the verticality of the roof treatment. Exterior walls of properties designed in this style are clad in stone, brick, or stucco and on occasion feature half-timbering treatments. Some of the more informal examples of the style have front entry doors set in simple arched openings. Front entries may also be surrounded by quoining and recessed with doors of vertical plank, stained or beveled glass panels set as pairs or singular.

## **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

**Application of City Landmark (Significance) Criteria.** In summary, based on current research and the above assessment the apartment building located at 157 South Crescent Drive appears to meet the necessary City of Beverly Hills Landmark criteria (BHMC 10-3-3212). The property was evaluated according to the statutory criteria, as follows:

### 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 1935, and is over 45 years of age. 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.*

The subject property is an excellent example of the French Revival (Eclectic) style, incorporating many of the architectural features associated with the idiom. As adapted to a multi-family apartment building, the styling reflects several French influences with its mansard roof, quoin details, window type and treatment, entry door elaborations, sheathing material, and scale, massing, and siting. It clearly embodies the distinctive character of a particular style, period of time, and architectural type. Therefore, 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 1935, which is when the apartment building was constructed. The publicly visible portions of the property, comprising the setbacks along South Crescent Drive and Charleville Boulevard; the south and east (primary) elevations; and much of the property overall are substantially intact. Those important features of design, materials, location, setting, workmanship, feeling, and association from this period are still evident on those elevations publically visible. Hence, 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.*

Because of its distinctive intact architectural style and key design features associated with the French Revival (Eclectic) style and its property type (fourplex multi-family apartment) the subject property has and continues to convey historic value to the community. Therefore, 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 157 South Crescent Drive property was an owner/builder improvement built by Markowitz and Sons as a speculation investment. There is no information to indicate Markowitz or his sons should be considered a master architect at this time. In addition, Markowitz and Sons 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 157 South Crescent Drive apartment building are those exterior features on the property that reflect and define its French Revival (Eclectic) architectural style and property type as a multi-family dwelling. Such features include, but are not limited to the following:

- Location, massing, scale and siting of the two-story apartment building
- Primary elevations defined as south and east facades
- Continued “visual” read of apartment building with four distinct units.
- Building configuration as “L” shape with setbacks from South Crescent Drive and Charleville Boulevard
- Mansard roof with slate shingles along south and east elevation roof lines
- Roof elements: shallow flared eaves, dentil molding, small louvered arched shape dormer-like attic vents on Mansard roof, cut-away gable wall dormer on south elevation
- Stucco exterior siding material with small aggregate and towel finish (texture, finish, overall appearance)
- Paneled front doors (four), some with speak easy openings (size, type, shape, placement, material, finish, texture, hardware); brick entry stoops with decorative wrought iron railings; decorative door surrounds and molding features (engaged fluted columns, eye brow pediment with decorative relief, ionic molded scrolls and medallion panel)
- Fenestration (size, material, type, shape, location, placement): multi-pane wood-frame casement windows; multi-pane fixed pane, diamond pattern lead frame wood windows; multi-pane bay windows; multi-pane tripartite windows; round and octagonal shape focal windows on second floor (east and south elevations), large multi-pane fixed window at west end of south elevation (first floor); wood louvered shutters and associated molding surrounds
- Plaster molded beltcourse details on building
- Quoin details at corners and some window openings

## **CONCLUSION**

As discussed herein, the apartment building located at 157 South Crescent Drive appears to satisfy the City of Beverly Hills’ 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 property appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B.

## BIBLIOGRAPHY

- Ancestry.com. United States Census records; death records; birth records, voter registration records, military draft registration records, city directory listings (on-line databases). Provo, Utah. Accessed November 17, 2017; December 4, 2017; December 14, 2017.
- Anderson, Robert S. *Beverly Hills: The First 100 Years*. New York: Rizzoli, 2014.
- Basten, Fred E. *Beverly Hills: Portrait of a Fabled City*. Los Angeles: Douglas-West Publishers, 1975.
- Benedict, Pierce E., ed. *History of Beverly Hills*. Beverly Hills: A.H. Cawston, 1934.
- Christian Science. "List of Practitioners and Teachers," *Christian Science Journal*, vol 99, Boston: The Christian Science Publishing Society, 1981, p. 51.
- Davis, Genevieve. *Beverly Hills: An Illustrated History*. Northridge, California: Windsor Publications, Inc., 1988.
- Gebhard, David and Robert Winter. *Architecture in Los Angeles*. Salt Lake City, Utah: Peregrine Smith Books, 1985.
- Gebhard, David and Robert Winter. *An Architectural Guidebook to Los Angeles*. Salt Lake City, Utah: Gibbs Smith Publishers, 2003.
- Johnson Heumann Research Associates. *Beverly Hills Historic Resources Survey 1985-1986 Final Report*. Prepared for the City of Beverly Hills, 1986.
- Jones & Stokes, ICF. "City of Beverly Hills Historic Resources Survey Report, Survey Area 5: Commercial Properties." Prepared for the City of Beverly Hills, June 2006, rev. April 2007.
- Los Angeles County Tax Assessor Information (<http://maps.assessor.lacounty.gov>).
- Los Angeles Public Library. On-line historical and image database archives and files.
- No Author. "Apartment-House to be Constructed," *Los Angeles Times*, October 13, 1935, p. D3.
- No Author. "Obituary, Herman Levy," *Broadcasting*, vol 65, New York: Broadcasting Magazine, 1963, p. 103.
- No Author. "Restless People, Revolving Doors," *The Billboard*, New York: The Billboard Magazine, December 12, 1953, p.7.
- PCR Services. "Historic Resources Survey, Part I: Historic Resources Survey Update and Part II: Area 4 Multi-Family Residence Survey." Prepared for the City of Beverly Hills, June 2004.
- Polk's City Directories, City of Beverly Hills.

ProQuest Historical Newspapers: *Los Angeles Times* (1881-1988).

Sanborn Fire Insurance Maps, Beverly Hills. 1922, 1950, 1951.

United States Department of the Interior. *National Register Bulletin 15. "How to Apply the National Register Criteria for Evaluation."* Washington, D.C.: National Park Service, Interagency Resources Division, 1997.

United States Department of the Interior. *National Register Bulletin 16, "Guidelines for Completing National Register Forms."* Washington, D.C.: National Park Service, Interagency Resources Division, 1986.

United States Department of the Interior. *National Register Bulletin 24, "Guidelines for Local Surveys: A Basis for Preservation Planning."* Washington, D.C.: National Park Service, Interagency Resources Division, 1985.

United States Department of the Interior. *National Register Bulletin 30. "How to Evaluate and Document Rural Historic Landscapes."* Washington, D.C.: National Park Service, Interagency Resources Division, 1989.

United States Department of the Interior. *Preservation Brief 17. "Architectural Character – Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character."* Washington, D.C.: National Park Service, Interagency Resources Division, 1982 rev.

Wanamaker, Marc. *Images of America: Early Beverly Hills*. Charleston, South Carolina: Arcadia Publishing, 2005.

Wanamaker, Marc. *Images of America: Beverly Hills 1930-2005*. Charleston, South Carolina: Arcadia Publishing, 2006.



## **APPENDIX**

---

Location Map

Parcel Map

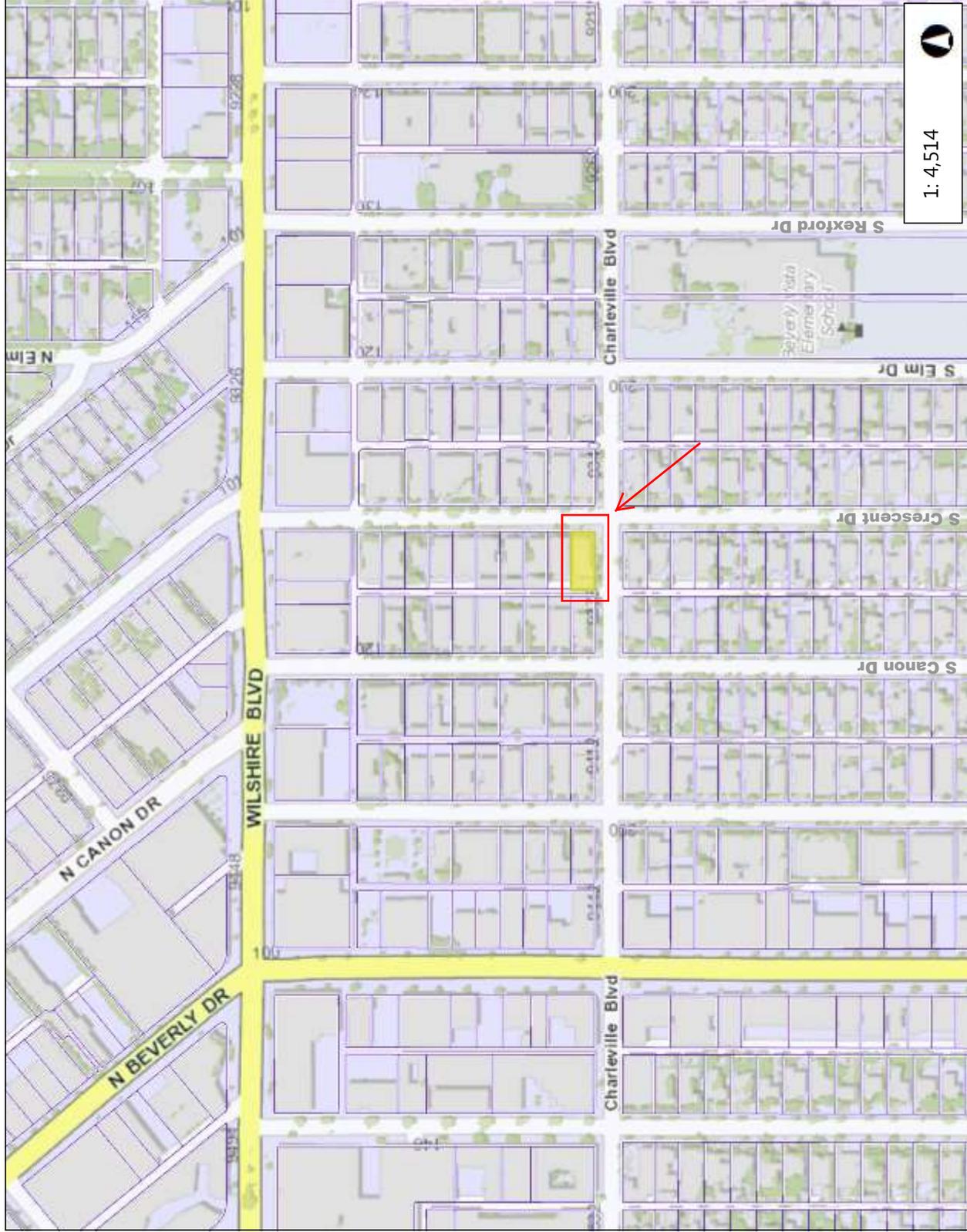
Sanborn Fire Insurance Map

Ephemeral Material

Photographs

THIS PAGE INTENTIONALLY BLANK

# Location Map



1: 4,514



## Legend

□ Parcels

## Notes

157 South Crescent Drive  
Beverly Hills, CA 90212

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

**THIS MAP IS NOT TO BE USED FOR NAVIGATION**

0.1 Miles

0.07

0

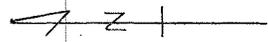
0.1

WGS\_1984\_Web\_Mercator\_Auxiliary\_Sphere  
© Latitude Geographics Group Ltd.

4331

8 2003

SHEET 1  
SCALE 1" = 80'



8/11/2209

72628 002  
7660  
7660  
80222529  
8910807002001-07  
9004096501001-07  
90052295001001-07  
199912060800001-07  
2001013007005001-07  
2001051502009001-07  
2002102408003001-07

CONDOMINIUM  
PARCEL MAP  
P.M. 311-10-11

CRESCENT DR.

WILSHIRE

BLVD.

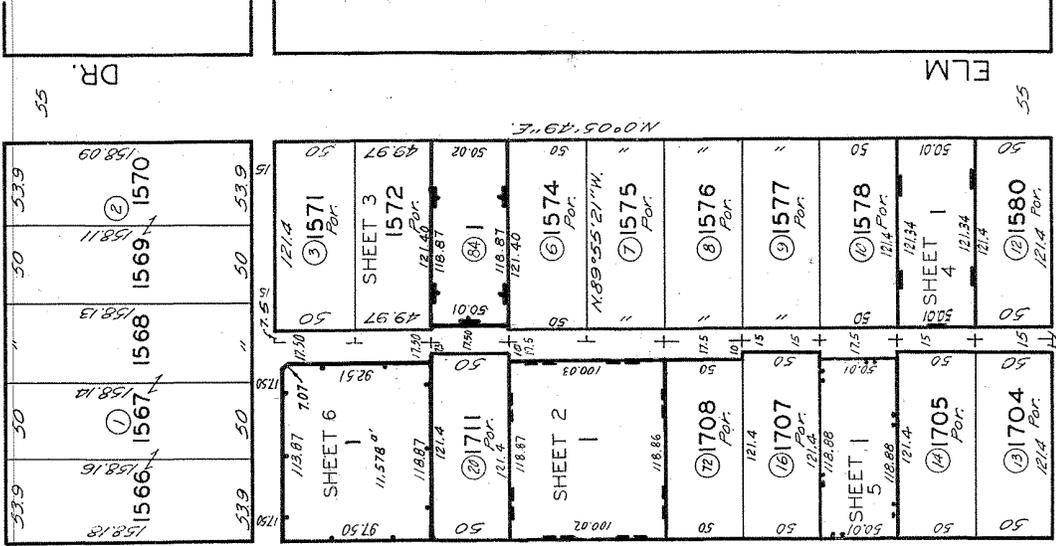
100

100

DR 55 CANON

DR 55 CRESCENT

DR 55 ELM



CHARLEVILLE

BLVD.

60

CONDOMINIUM  
TRACT NO. 52379  
M. B. 1252-13-14

CONDOMINIUM  
TRACT NO. 45054  
M. B. 1151-92-93

CONDOMINIUM  
TRACT NO. 36401  
M. B. 935-82-83

CONDOMINIUM  
TRACT NO. 26043  
M. B. 822-10-11

TRACT NO. 6380  
M. B. 69-11-20

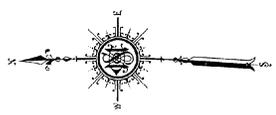
CODE  
2410

FOR PREV. ASSMNT. SEE 701-307 & 312

ASSESSOR'S MAP  
COUNTY OF LOS ANGELES, CALIF.

SANBORN FIRE INSURANCE MAP, Beverly Hills

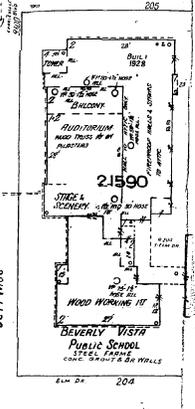
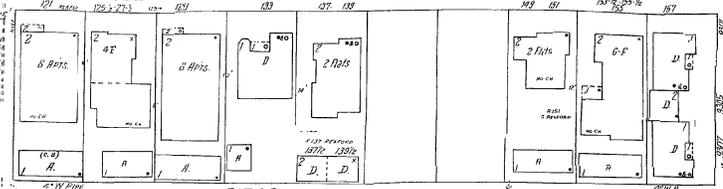
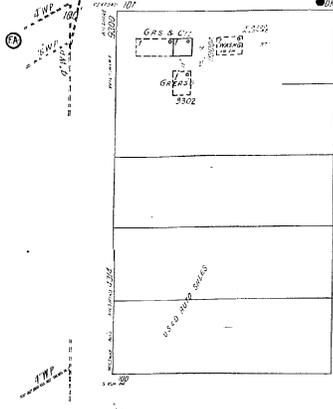
Los Angeles, Cal., Vol. 21  
**2125**



BEVERLY HILLS

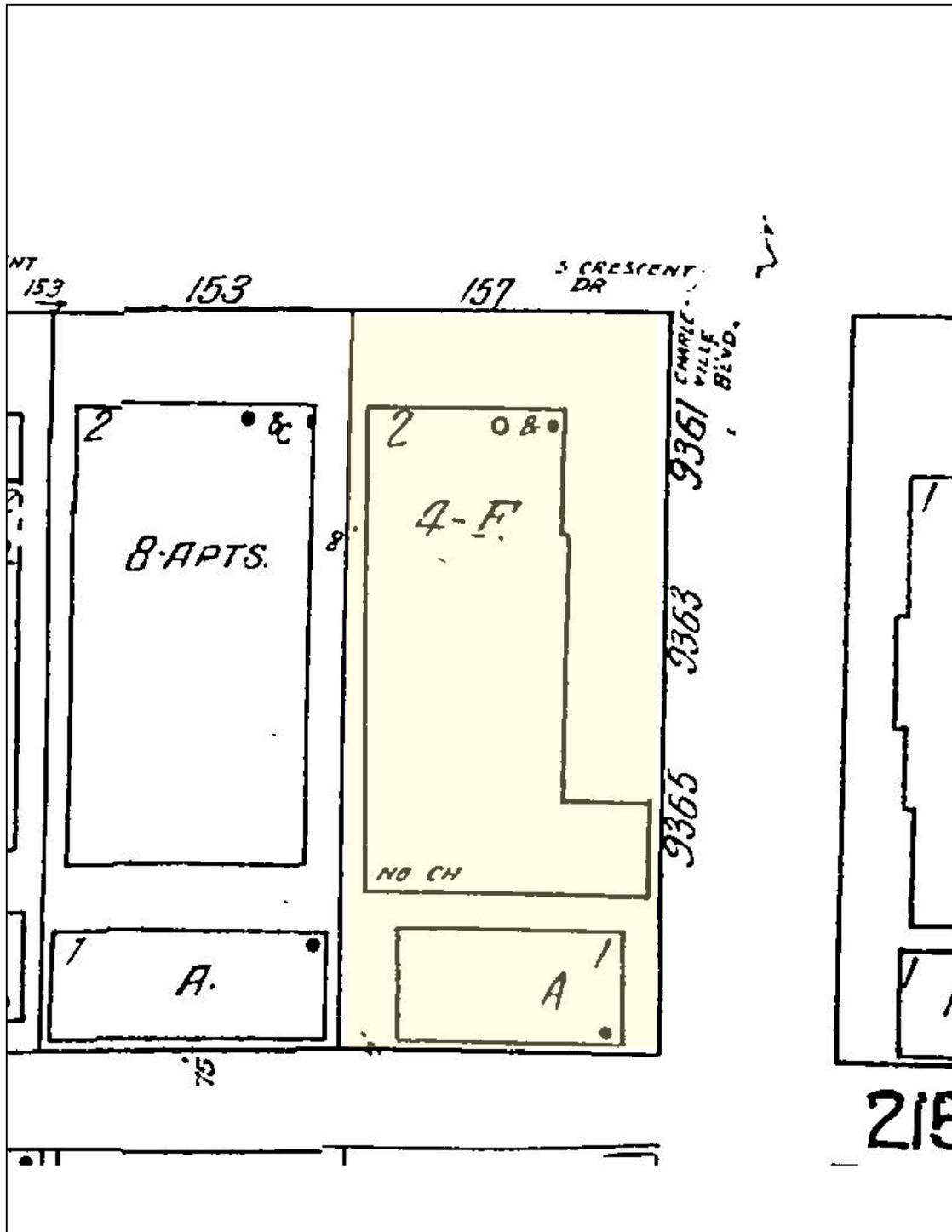
2121

S. REXFORD DRIVE



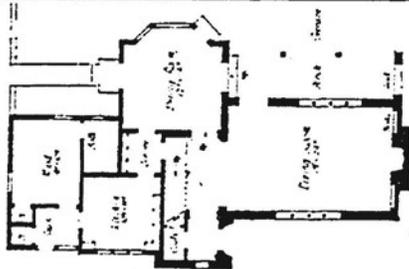
SANBORN FIRE INSURANCE MAP, Beverly Hills

Jan 1906, paste-up Jan 1951, vol 21 1926, Apr 1950



**French-Type Dwelling Design**  
*Los Angeles Times (1923-Current File); Oct 13, 1935;*  
 ProQuest Historical Newspapers: Los Angeles Times  
 pg. D3

*French-Type Dwelling Design*



**APARTMENT-HOUSE  
 TO BE CONSTRUCTED**

Construction is scheduled to start immediately on a \$15,000 apartment building at 157 South Crescent Drive, Beverly Hills, for A. Markowitz & Son, it is announced. The building will rise two stories in height, and is to contain twenty-four rooms divided into four apartments.

**RANCH PURCHASED**

Henry Bell has purchased the Hills Valley Ranch, four miles north of Orange Cove, and plans extensive improvements, it is announced. The property consists of eighty acres of olives and eighty acres of open land.

Here's a residential plan described as adding variety to the adaptations of Continental architecture. Details of the dwelling are given in the accompanying article.

**Home Building  
 Class Offered  
 at University**

Featuring a course adapted to those planning to build or remodel under the Federal Housing Act, the college of architecture and fine art of the University of Southern California is offering twelve classes in architecture during the fall quarter of University College, adult evening division.

Twenty-four classes in fine art also are included in the fall quarter schedule.

Prof. C. Raimond Johnson is to head the course on planning and financing the home. The course deals with costs and methods of financing, selection of site, material and design, landscaping and planning and construction ordinance. The class meets each Thursday evening from 7 to 9:20 p.m. in the Architecture Building, 659 West Thirty-fifth street.

Architectural design, air conditioning, architectural engineering, estimating building and construction costs and landscaping architecture are among the courses scheduled for late afternoon and evening.

**FOURTEEN-ROOM HOME  
 TO BE CONSTRUCTED**

Contract at \$26,719 for construction of a residence and swimming pool in Bel-Air, West Los Angeles for Robert J. Pringle, has been awarded to J. Ernest Randall, it is announced. H. Roy Kelley is the architect.

The residence is to contain fourteen rooms.

**BUILDING PERMIT  
 APPLICATIONS MADE**

Application has been made to the building department for permission to construct a \$10,400 apartment building at 449-53 North Sycamore avenue for A. R. Smart and Charles A. Gault, according to the South-west Builder and Contractor. The building will rise two stories in height, and is to contain twenty-four rooms divided into four apartments.

Application has been made for permission to construct a one-story

**CITY DIRECTORY LISTING: 157 South Crescent, 9361-9365 Charleville Boulevard**

*listings acquired from the Beverly Hills city directory research unless otherwise noted*

<b>YEAR</b>	<b>ENTRY LISTING</b>
1936	157: No listing 9361: No listing 9363: William G. Lucado (Virginia), auto executive 9365: Mrs. Edith N. Wolf, widow
1937	157: Julius P. Neist (Clara), owner of the Elite Theatre 9361: Stanley M. Weller (Helen), real estate broker 9363: William G. Lucado (Virginia), auto executive 9365: Mrs. Edith Wolf, widow
1938	157: Elbert J. Evans (Hope), broker 9361: Vacant 9363: William G. Lucado (Virginia), auto executive 9365: Lucille Stafford, no occupation listed
1939	157: Mrs. Fred L. McClellan (Mary), widow 9361: Mrs. Helen Laird Alkire, divorced, no occupation listed 9363: Vacant 9365: Lucille Stafford, no occupation listed
1940 (US Census)	157: Mrs. Mary McClellan, widow 9361: Mrs. Helen Laird Alkire, divorced 9363: Varian S. Green (Gwen L.), banking 9365: Gustaf A. Duttenhofer (Mae F.), retired
1940	157: Mrs. Fred L. McClellan (Mary), widow 9361: Mrs. Helen Laird Alkire, divorced 9363: Varian S. Green (Gwen L.), banking 9365: No listing
1944	157: Mrs. Mary L. McClellan, widow 9361: Douglas D. Heimberger (Julia), no occupation listed 9363: Varian S. Green (Gwen L.), banking 9365: Claire Basset, costume designer
1949	157: Mrs. Mary L. McClellan, widow 9361: Fillmore S. De Voin (Ina G.), salesman 9363: Felix J. Maguire (Alma M.), retired 9365: Claire Basset, costume designer
1955	157: Mrs. Mary L. McClellan, widow 9361: Miss Jessie Hopkins, divorced/Gwen H. Pettit, real estate 9363: Jules Rocklin, general manager 9365: Antonia Nash, no occupation listed
1958	157: David H. Filerman (Lillian), musician 9361: Herman F. Levy (Sophie), advertising Universal Pictures 9363: Harry Stulman (Selma), sales 9365: Marinna B. Schauer, secretary

**CITY DIRECTORY LISTING: 157 South Crescent, 9361-9365 Charleville Boulevard**

*listings acquired from the Beverly Hills city directory research unless otherwise noted*

<b>YEAR</b>	<b>ENTRY LISTING</b>
1960	157: David H. Filerman (Lillian S.), musician 9361: Herman F. Levy, advertising manager-Allied Artists 9363: Harry H. Stulman (Selma), sales 9365: Isabella F. Adam, no occupation listed
1964	157: Sophie R. Levy, widow 9361: Harry Bloom (Patrice), theatre manager 9363: Harry H. Stulman (Selma), sales 9365: David Filerman (Lillian S.), musician
1970	157: Lynne Bennet, no occupation listed 9361: Faith V. Kruger, department store executive 9363: Robert M. Mallin (Ida), public relations 9365: Anna Marie Cruz, no occupation listed
1973	157: No listing 9361: Not listed 9363: Sam M. Gamson (Shirley), no occupation listed 9365: Celia Jimenez, no occupation listed
1978	157: Harriet L. Pesante, widow, Christian Science Practitioner 9361: No listing 9363: No Listing 9365: No listing
1980	157: Harriet L. Pesante, widow, Christian Science Practitioner 9361: No listing 9363: No listing 9365: No listing

continued

Primary #  
HRI #  
Trinomial  
NRHP Status Code 5B

# PRIMARY RECORD

Other Listings  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 1

Resource Name or #: (Assigned by recorder) 157 South Crescent Dr.

P1. Other Identifier: Beverly Vista MFR District

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: 157 South Crescent 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)

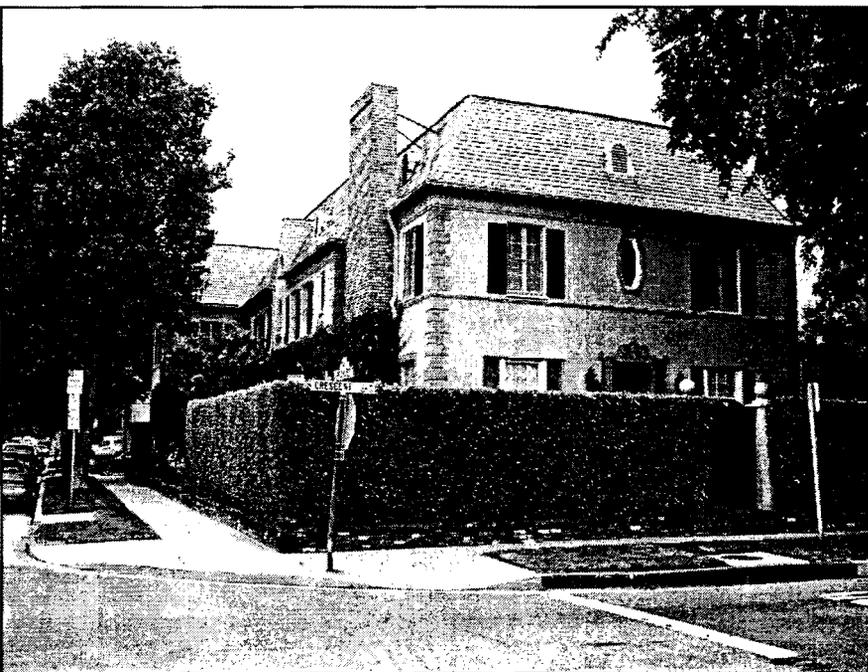
Parcel No. 4331-008-035

P3 Description: (Describe resources and its major elements. Include design, materials, condition, alterations, size, and boundaries)

*Capped by a steeply-pitched hipped roof covered with slate shingles, this two-story multi-family residence is designed in the French Eclectic style with exteriors sheathed in stucco. Roof elements include shallow flared eaves, dentil molding, small round-arched dormer vents, and a through-the-cornice front-gabled dormer. L-shaped in plan and located on the northwest corner of South Crescent Drive and Charleville Boulevard, the building is partially obscured by a tall hedge. Distinguishing features of the primary (east and south) include a belt course, quoins, double-hung sash windows (several with flanking wood shutters), a narrow octagonal window, and a prominent exterior brick chimney. Entrances are embellished by elaborate molded surrounds rendered in plaster.*

3b. 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.)



P5b Description of Photo:

(View, date, accession #)

June, 2004

P6. Date Constructed/Age and Sources:

Prehistoric  Historic  Both

1935

P7. Owner Address:

Private

P8. Recorded by:

(Name, affiliation, and address)

Jan Ostashay, Peter Moruzzi

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.")

*Sumann, Leslie and Christy McAvoy, Beverly Hills Historic Resources Survey, 1985-1986.*

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)

**PHOTOGRAPHS: 157 South Crescent Drive**



**PHOTO - 1: Contextual view, looking northwest**



**PHOTO - 2: South (front) elevation, looking north**



**PHOTO - 3: Oblique view of property at alley, looking northeast**



**PHOTO - 4: Rear (west) of property, looking southeast**



**PHOTO - 5: West end of building, looking north**



**PHOTO - 6: East (front) elevation detail view**

**PHOTOGRAPHS: 157 South Crescent Drive**



**PHOTO - 7: South elevation details, looking northwest**



**PHOTO - 8: Roof details**



**PHOTO - 9: Entry details along south elevation**



**PHOTO - 10: Front entry door of 157 S. Crescent Drive**



**PHOTO - 11: East (front) elevation of 157 S. Crescent Drive**



**PHOTO - 12: Private yard of 157 S. Crescent Drive, looking north**

**PHOTOGRAPHS: 157 South Crescent Drive**



**PHOTO - 13: Southeast corner of building**



**PHOTO - 14: East end of building, south elevation**



**PHOTO - 15: Front entry gates of 157 S. Crescent Drive**



**PHOTO - 16: East elevation from South Crescent Drive**



**PHOTO - 17: Rear (north) of building, looking east**



**PHOTO - 18: Rear of building, looking west**

**OSTASHAY & ASSOCIATES CONSULTING**

---

PO BOX 542

LONG BEACH, CA 90801

562.500.9451