

DEPARTMENT OF
CITY PLANNING
OFFICE OF HISTORIC RESOURCES
200 N. SPRING STREET, ROOM 620
LOS ANGELES, CA 90012-4801

CULTURAL HERITAGE COMMISSION

MARY KLAUS-MARTIN
PRESIDENT
RICHARD BARRON
ALMA M. CARLISLE
CARLOS SINGER
STANLEY STAFFORD, JR.

COMMISSION OFFICE
(213) 978-1300

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

EXECUTIVE OFFICES

S. GAIL GOLDBERG, AICP
DIRECTOR
(213) 978-1271

GORDON B. HAMILTON
DEPUTY DIRECTOR
(213) 978-1272

ROBERT H. SUTTON
DEPUTY DIRECTOR
(213) 978-1274

FAX: (213) 978-1275

INFORMATION
(213) 978-1270
www.lacity.org/PLN

Date **JAN 26 2007**

Los Angeles City Council
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

ATTENTION: Barbara Greaves, Legislative Assistant
Planning and Land Use Management Committee

CASE NUMBER: **CHC-2006-9082-HCM**
LIFE MAGAZINE/LEIMERT PARK HOUSE
3892 OLMSTED AVENUE

At the Cultural Heritage Commission meeting of January 4, 2007, the Commission moved to include the above property in the list of Historic-Cultural Monuments, subject to adoption by the City Council.

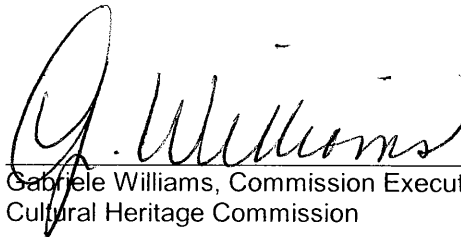
As required under the provisions of Section 22.126 of the Los Angeles Administrative Code, the Commission has solicited opinions and information from the office of the Council District in which the site is located and from any Department or Bureau of the city whose operations may be affected by the designation of such site as a Historic-Cultural Monument. Such designation in and of itself has no fiscal impact. Future applications for permits may cause minimal administrative costs.

The City Council, according to the guidelines set forth in Section 22.125.1 of the Los Angeles Administrative Code, shall act on the proposed inclusion to the list within 90 days of the Council or Commission action, whichever first occurs. By resolution, the Council may extend the period for good cause for an additional 15 days.

The Cultural Heritage Commission would appreciate your inclusion of the subject modification to the list of Historic-Cultural Monuments upon adoption by the City Council.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Carlisle
Seconded: Stafford
Ayes: Barron, Martin, Singer
Vote: 5-0


Gabriele Williams, Commission Executive Assistant II
Cultural Heritage Commission

GW: amt

Attachment: Staff Report with Findings

c: Councilmember Herb Wesson, Tenth Council District
Brian and Lisa Ross, Applicant/Owner
GIS

CD10



Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2006-9082-HCM

HEARING DATE: January 4, 2007
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 3892 Olmsted Avenue
Council District: 10
Community Plan Area: West Adams – Baldwin
Hills – Leimert Park
Area Planning Commission: South Los Angeles
Neighborhood Council: Empowerment Congress
West Area
Legal Description: Lot 126 of Tract TR 11542

PROJECT: Historic-Cultural Monument Application for the
LIFE MAGAZINE/LEIMERT PARK HOUSE

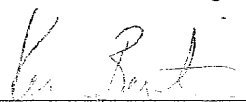
REQUEST: Declare the building a Historic-Cultural Monument

**APPLICANT &
OWNER:** Brian and Lisa Ross
3892 Olmsted Avenue
Los Angeles, CA 90008

RECOMMENDATION That the Cultural Heritage Commission:

1. **Declare** the property a Historic-Cultural Monument per Los Angeles Administrative Code Section 22.125.
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP
Director of Planning



Ken Bernstein, Manager
Office of Historic Resources

Prepared by:



Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: August 2, 2006 Historic-Cultural Monument Application

FINDINGS

- 1) The building "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction" as a very early example of ranch-style residential architecture.
- 2) The property reflects "the broad cultural, economic, or social history of the nation, State or community" and with its association to the development of affordable single-family homes in the early twentieth century.

CRITERIA

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

DISCUSSION

Built in 1938, this one-story house exhibits character-defining features in the Minimal Traditional style, a precursor to post-WWII California Ranch style architecture (identified as "California Colonial" at its construction). The primary façade facing the street is symmetrically composed with an attached garage. It includes a centered doorway and double-hung sash windows with shutters. The roof is a cross-hipped side gable with chimney. An attached one-door garage punctuates the left section of the façade.

The proposed Life Magazine/Leimert Park House historic monument exhibits character-defining features that include a symmetrical floor plan, stucco exterior, two bay windows, and chimney. The interior features French doors and built-in cabinetry.

The house is the work of architect H. Roy Kelley, AIA. Kelley was renowned as an architect working in the Spanish Colonial and Monterrey Revival styles of the 1920s and 1930s. In 1928 he designed the Goodrich House, the model home for the Palos Verdes Estates. That same year he won first prize in an architectural competition sponsored by *House Beautiful* for a home in Pasadena. In 1935, Kelley also designed the Model House for the first housing exhibition held in Los Angeles.

Kelley designed the proposed historic monument for *Life Magazine* in 1938 as part of a contest and program for architects to design homes for families of lower income brackets throughout the United States ("Eight Houses for Modern Living"). *Life Magazine* selected two architects to design a home for a single family, one representing a "traditional" style and the other representing a "modern" style. Kelley's design (representing "traditional") was pitted against a work by architect William Wilson Wurster for a Los Angeles family. Other architects included in the contest were Edward D. Stone, William Wilson, Royal Barry Wills, and Frank Lloyd Wright. Kelley's design for a "California Colonial" was then selected by readers as the winning entry for the Los Angeles family.

The home was showcased in the September 26, 1938 issue of *Life Magazine*. Praised by the magazine as an affordable and well-designed house, the proposed Life Magazine/Leimert Park House historic monument is an early example of single-family affordable housing.

Since its construction, alterations to the building include the replacement of windows, the replacing of two garage doors to one door, the partial enclosure of a patio, and the addition of security grilles over windows and doorways. The basic form of the home is intact despite alterations. The building is a modest home architecturally, but is notable as a prototype design for future residential developments.

The proposed Life Magazine/Leimert Park House historic monument successfully meets two of the specified Historic-Cultural Monument criteria: 1) "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction" and 2) reflects "the broad cultural, economic, or social history of the nation, State or community." As a residential building designed in an early ranch style as part of a nationwide contest for well-designed affordable housing, the property qualifies for designation as a Historic-Cultural Monument based on these criteria.

BACKGROUND

At its meeting of November 2, 2006, the Cultural Heritage Commission voted to take the application under consideration. On December 7, 2006 the Cultural Heritage Commission toured the subject property.