

HOLLYWOOD CENTER MOTEL
6714-6724 W. Sunset Boulevard
CHC-2025-6242-HCM
ENV-2025-6243-CE

Agenda packet includes:

1. [Final Determination Staff Recommendation Report](#)
2. [Commission/ Staff Site Inspection Photos—January 8, 2026](#)
3. [Under Consideration Staff Recommendation Report](#)
4. [Historic-Cultural Monument Application](#)

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Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2025-6242-HCM
ENV-2025-6243-CE

HEARING DATE: February 5, 2026
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA 90012
and teleconference (see
agenda for login
information)

Location: 6714-6724 W. Sunset Boulevard
Council District: 13 – Soto-Martinez
Community Plan Area: Hollywood
Area Planning Commission: Central
Neighborhood Council: Central Hollywood
Land Use Designation: Regional Center Commercial
Zoning: C2-2D-SN-CPIO
Legal Description: Boyle Place Tract, Arb 3 of Lot 23;
Arb 1 of Lot 24; Arb 1 of Lot 25;
Arb 1 of Lot 26; Arb 3 of Lot 27

EXPIRATION DATE: February 17, 2026

PROJECT: Historic-Cultural Monument Application for the
HOLLYWOOD CENTER MOTEL

REQUEST: Declare the property an Historic-Cultural Monument

OWNERS: Andranik Sogoyan
6720 Sunset LLC
3012 Riverside Drive
Los Angeles, CA 90039

Investors Equitable Fund, Inc.
P. O. Box 931839
Los Angeles, CA 90093

APPLICANT: Hollywood Heritage
2100 N. Highland Avenue
Los Angeles, CA 90068

PREPARERS: Brian Curran and Michael Iwinski
Hollywood Heritage
2100 N. Highland Avenue
Los Angeles, CA 90068

RECOMMENDATION That the Cultural Heritage Commission:

1. **Not declare the subject property** an Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.7.
2. **Adopt** the report findings.

FINDINGS

- The Hollywood Center Motel does not meet any of the three criteria of the Cultural Heritage Ordinance and therefore is ineligible for designation as an Historic-Cultural Monument.

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 if it meets at least one of the following criteria:

1. Is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community;
2. Is associated with the lives of historic personages important to national, state, city, or local history; or
3. Embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.

SUMMARY

The Hollywood Center Motel is a commercial property consisting of seven buildings located on the southern side of Sunset Boulevard between Las Palmas Avenue and McCadden Place in Hollywood. Initially a larger lot spanning most of the block between Leland Way (formerly Lemoyne Avenue) and Sunset Boulevard that featured three single-family dwellings, two garages and some accessory buildings, by 1950, more than half of the lot had been sold off and at least two of the single-family dwellings and the accessory buildings had been demolished. Between 1921 and 1922, a bungalow court made up of six bungalows and a garage were added to the subject property, which at the time only consisted of a single-family dwelling. The then-multi-family property, which included a bungalow court, the single-family residence remodeled to be four apartments, and two garages, was converted to a motel around 1954 and referred to as the Hollywood Center Motel as early as 1956.

Hollywood Center Motel ceased operations in 2018 and the subject property is now vacant. The current owners have applied for a demolition permit, which is pending with no proposed replacement project. On January 4, 2026, there was a fire at the subject property that affected the three-story single-family residence and one of the one-story bungalows, both of which were consequently demolished by the Los Angeles Fire Department.

Single-Family Residence

Constructed in 1905 for William A. and Sarah Avery, the single-family residence was demolished on January 4, 2026 and is no longer extant. It was three stories in height and designed in the Shingle architectural style. The residence had asymmetrical massing and a complex roof with cross-gables and flared eaves. The first floor of the primary facade was converted to an office, and was accessed by a single wooden door next to three picture windows. Clad in stucco, the office facade was underneath an aluminum awning that formed an entry porch supported by four metal posts. The second story was clad entirely in wooden shingles, save for a central portion above the entry porch where horizontally-oriented wood siding backed a balcony. The balcony was accessed by a door and window assembly, which was partially obscured by an integrated flared eave that abutted a simple wooden balustrade. Fenestration

throughout the second story consisted of irregular groupings of vertical casement windows with minor differences in sill height and a consistent header height. The western end of the balcony terminated into a box bay window flanked by some of these casement windows. The second story extended westward, beyond the rectangular footprint of the house, to form a small porte cochere on the first floor. The portion of the roof above the western extension had a side gable punctuated by a hipped roof dormer consisting of two small casement windows beneath flared eaves. The roof above the balcony was an oversized gable-on-hip roof centered around two casement windows behind a pair of miniature classical columns. The columns were beneath the upper section of the gable end, which angled out over them. All portions of the gable end were clad entirely in wooden shingles. The rest of the roof, which was tar paper, was hipped towards the east and rear of the residence.

Bungalow Court and Garage

Designed in the Colonial Revival architectural style, the bungalow court was constructed by builder F.W. Hicks for Edmond and Blanche Schultz in 1922. The bungalow court consisted of five one-story bungalows, along with one two-story bungalow. Three of the single-story bungalows were located in a row along the eastern side of the subject property. One of the single-story bungalows was demolished on January 4, 2026, and only two remain on the eastern side of the subject property. The footprints of the remaining bungalows are rectangular beneath low-pitched hipped roofs. They feature entry porches bookended by gable-end pop outs framing pairs of single-hung windows; many of the porch supports have been replaced by exposed wood or concrete masonry posts. The other two single-story bungalows are located to the immediate west of the single-family residence. The two-story bungalow, located at the southwest corner of the parcel, has a large side-gabled roof, with a portion of the footprint extending towards the interior of the site. All of the six bungalows are of wood-frame construction with wood clapboard siding and have tar paper roof shingles.

Located at the southwest corner of the parcel is a single-story, multi-car garage that was built in 1921 by contractor W.R. Lowry. This garage is not visible from the street, and appears to have been enclosed per aerial photos.

Ancillary Features

Additional features include a kidney-shaped pool on the southern side of the subject property, surrounded by a concrete patio extending from the entry of the two-story bungalow. A breeze block wall, constructed at the edge of the site along Sunset Boulevard, is split by a vehicular entryway and wrought iron rolling gate. The breezeblock wall is subdivided by concrete posts with a metal backing beam supporting three dimensional letter signs. These signs read "Hollywood Center" on the eastern wall and "Motel" on the western wall. A large pole sign abutting at the end of the eastern wall is topped with a metal arrow pointing downwards toward neon letters reading "Hollywood Center Motel," above a backlit letterbox. A smaller pole sign at the end of the western wall consists of only neon letters reading "Entrance."

The land comprising what is now Hollywood was originally inhabited by the Gabrielino, Tongva, or Kizh people. European settlement began in the 1820s, when the land including the subject site was granted to the family of Antonio Jose Rocha as Rancho La Brea, much of which was subsequently deeded to Henry Hancock in 1860 and later subdivided. In 1886, a land promoter from Kansas named Harvey Wilcox with his wife Daeida, purchased a portion of the former Rancho land and filed a subdivision map the following year creating Hollywood. Hollywood incorporated as a city in 1903 and early development centered around Prospect Avenue (now Hollywood Boulevard). In 1910, Hollywood consolidated with the city of Los Angeles.

Over the years, the subject property has experienced a number of alterations that include the conversion of the 1905 single-family dwelling into four apartment units in 1922; the enclosure of the

front porch and glazing of the existing porch openings on the 1905 dwelling for its use as the manager's office in 1953; the conversion of the bungalows at 6714-6716 and 6712-1/2 Sunset Boulevard from a duplex to a single-family dwelling with five guest rooms, the addition of four new bathrooms, and installation of partition walls in 1953; the addition of a canopy and attached "welcome" sign to the 1905 dwelling in 1956; the installation of signs on the walls surrounding the property and a swimming pool in 1958; the replacement of the wood shake roof on the 1905 dwelling with composition shingles in 2001; and the demolition of a one-car garage at the rear of the 1905 dwelling at an unknown date.

In addition, there have been three recent fires at the Hollywood Center Motel, on September 15, 2025, October 19, 2025, and January 4, 2026. A portion of the balcony of the 1905 structure was damaged in the first fire, and a large portion of one of the bungalows closest to Sunset Boulevard was destroyed in the second. The entirety of the 1905 structure, along with one of the one-story bungalows, were demolished as a result of the third fire. During the Commission site visit, it was also observed that some of the letters on the exterior signage along Sunset Boulevard had been removed; many of the original windows and doors on the bungalows were replaced or removed; the original wood roofs of the bungalows were covered or replaced with rolled asphalt; drop ceilings and faux-wood wall paneling were added to the interiors of the bungalows; and porches were incompatibly replaced, all at unknown dates.

The 1905 single-family residence, previously located in the center of the property, was identified in the citywide survey of historic resources, SurveyLA, as individually eligible for listing under local and state designation programs as a rare example of residential development that pre-dates Hollywood's consolidation with the City of Los Angeles, as well as a rare example of a Shingle-style residence in Hollywood.

DISCUSSION

The Hollywood Center Motel does not meet any of the three criteria for designation under the Cultural Heritage Ordinance.

The applicant argues that the subject property is eligible under two criteria of the Ordinance: first, that it "reflects the broad cultural, economic, or social history of the nation, state, or community" as a rare example of residential development that pre-dates Hollywood's consolidation with the city of Los Angeles and as an example of Hollywood's urbanization throughout the decades with the city's burgeoning population, the rise of automobile-based tourism, and movie industry success; and second, that the subject property, "embodies the distinctive characteristics of a style, type, period, or method of construction" as a rare example of a Shingle-style residence in Hollywood and as an example of post-war car culture, signage, and design.

While there are several bungalows, a breeze-block wall, and exterior signage along Sunset Boulevard that are still extant, staff find that the subject property is not eligible for designation as a Los Angeles Historic-Cultural Monument. Prior to the three recent fires and resulting demolition on January 4, 2026, the subject property may have met the Cultural Heritage Ordinance criteria as a rare example of pre-consolidation development in Hollywood and as a Shingle-style residence in Hollywood. Of all the buildings, only the three-story, single-family house previously located in the center of the subject site was an example of the Shingle Style and it was also the only building that dated from Hollywood's pre-consolidation period. In addition, one of the surrounding bungalows was destroyed, and ultimately demolished, due to fire damage, and the remaining bungalows have been extensively damaged and altered. Upon conducting a site inspection of the Hollywood Center Motel, it was evident that the subject

property has experienced severe damage and alterations and no longer retains sufficient integrity of materials, design, feeling, association, and workmanship to convey any historical significance.

BACKGROUND

On November 10, 2025, the Director of Planning determined that the application for the proposed designation of the subject property as an Historic-Cultural Monument was complete. On January 8, 2026, a subcommittee of the Commission consisting of Commissioner Milofsky visited the property, accompanied by staff from the Office of Historic Resources.