

**APPENDIX C**

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**Historical Resource Evaluation Report**

**7617 Santa Monica Boulevard  
West Hollywood, California  
Historic Resource Evaluation**

**September 24, 2018**

**Submitted by:**

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**EXECUTIVE SUMMARY**

Kaplan Chen Kaplan conducted an historic resource assessment for the property containing a car wash facility at 7617 Santa Monica Boulevard in the City of West Hollywood.

The car wash was constructed in 1970 as the Apollo car wash in the Googie architectural style. The Googie style was a popular commercial architectural style in the 1950s and 1960s. The period of significance for the Googie style of architecture is 1935 to 1969. The subject car wash was constructed after the very end of the style's period of significance.

The building lacks important elements of the Googie architectural style such as expressive rooflines, prominent signage and futuristic decorative elements such as boomerangs, dingbats and starbursts. A signature feature of Googie style car washes are pylons that project upward in a dramatic manner. The pylons of the subject car wash are not dynamic and they appear to have been altered. The car wash building is not a good example of the Googie style of architecture.

The linear processing of the car wash and the accompanying technology were well established by the middle of the 20<sup>th</sup> Century and ubiquitous by 1970. There is no historic significance related to the technology of the car washing system of the subject car wash.

The car wash property is located along the former U.S. Route 66. Route 66 was established in the 1920s and in 1936 the highway alignment followed Santa Monica Boulevard through West Hollywood. In the 1950s and 1960s the Interstate Highway system rerouted interstate travel and U.S. designated highways such as Route 66 became less important. U.S. Route 66 was decommissioned in 1985. The subject car wash, constructed in 1970, is not associated with the historic era of U.S. Route 66.

There is no architect associated with the design of the car wash. There is no evidence that the professional engineers, Perlin-Boggio, are of historic importance. There is no evidence that any of the owners of the car wash are of historic significance and ownership itself would not necessarily impart historic significance. There are no historic events associated with the car wash property.

The car wash property at 7617 Santa Monica Boulevard does not meet eligibility criteria to be designated as an individual historic resource on the National Register of Historic Places, on the California Register of Historical Resources or as local landmark in the City of West Hollywood.

## ***SUMMARY OF RESEARCH AND FIELD METHODOLOGY***

A comprehensive methodology for researching the development history of the buildings at 7617 Santa Monica Boulevard and evaluation of the research to determine potential historic eligibility included the following activities:

- Field review of subject property in August and September 2018
- Photography of subject property
- Field review of adjacent area
- Photography of adjacent area
- Review of West Hollywood Historic Resources Surveys and related materials and documents
- Building Permit Research
- Assessor data research
- Tract Map research
- Research online databases and sources
- Research Los Angeles Public Library online resources
- Review of City Directories
- Review of aerial and topographic maps
- Review of Sanborn Insurance Maps
- Research online photographic databases
- Research historic newspaper databases
- Review of SurveyLA for their Historic Contexts
- Analysis of all data and materials
- Evaluation of property in accordance with federal, state and local eligibility criteria

All of the field data and research data were analyzed and evaluated by an architectural historian who meets the Secretary of the Interior's Professional Qualification Standards for Historic Preservation and by an architect who meets the Professional Qualification Standards for Historic Architect.

## ***ELIGIBILITY CRITERIA***

### **National Register of Historic Places**

The National Historic Preservation Act (NHPA) of 1966 established the National Register of Historic Places (National Register) as an authoritative guide "used by Federal, State, and local governments, private groups and citizens to identify the Nation's cultural resources and indicate what properties should be afforded protection from destruction or impairment." (36 Code of Federal Regulations, Section 60.) Buildings, districts, sites and structures may be eligible for listing in the National Register if they possess significance at the national, state or local level in American history, culture, architecture or archeology, and in general, are over 50 years old. Significance is measured against the following established criteria (National Register Bulletin 16):

- A. Are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. Are associated with the lives of persons significant in our past; or
- C. Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. Yield, or may be likely to yield, information important in prehistory or history.

In addition, a resource must retain enough integrity to “convey its significance” (*National Register Bulletin 15*). An analysis of integrity is based on: location, design, feeling, association, setting, workmanship and materials. Buildings may be eligible for inclusion on the National Register as an individual resource and/or as a contributor to a district. A resource which no longer reflects historic significance as a result of damage or alterations is not eligible for the National Register.

To be eligible for the National Register under Criterion C, architecture, the resource should be a highly distinctive, distinguished example of a style, building type, or method of construction, or be an important example of the work of a nationally influential master architect, designer or builder.

The National Register excludes properties that achieved significance within the past fifty years unless they have achieved exceptional importance. Fifty years is a general estimate of the time needed to develop historical perspective and to evaluate significance. This consideration guards against the listing of properties of passing contemporary interest and ensures that the National Register is a list of truly historic places.

If a property is less than fifty years old it must meet National Register Criterion G. The phrase “exceptional importance” may be applied to the extraordinary importance of an event or to an entire category of resources so fragile that survivors of any age are unusual. The phrase “exceptional importance” does not require that the property be of national significance. It is a measure of a property's importance within the appropriate historic context, whether the scale of that context is local, State, or national.

A property that has achieved significance within the past fifty years can be evaluated only when sufficient historical perspective exists to determine that the property is exceptionally important. The necessary perspective can be provided by scholarly research and evaluation, and must consider both the historic context and the specific property's role in that context. In justifying exceptional importance, it is necessary to identify other properties within the geographical area that reflect the same significance or historic associations and to determine which properties best represent the historic context in question. Several properties in the area could become eligible with the passage of time, but few will qualify now as exceptionally important.

The National Register of Historic Places is administered by the National Park Service. Owner consent is required for privately owned resources to be individually listed in the

National Register. However, a resource that meets National Register criteria but lacks owner consent may be given a formal “determination of eligibility.” Listing in the National Register recognizes a historic resource’s significance to the nation, state, or community. The National Register program provides technical assistance to aid local and state governments in applying criteria and analyzing integrity, as well as guidelines for rehabilitation of historic properties, such as the “Secretary of the Interior’s Standards for Rehabilitation.” Eligible resources are given consideration in the planning process for federal or federally assisted projects and may apply for federal tax incentives. When discretionary federal funds are available (i.e., disaster response), National Register eligible resources qualify for federal assistance for repair. Section 106 of the NHPA requires that federal agencies must take into account the effects of their undertakings (including funding) on historic properties (36 CFR 800.1(a)).

### **The California Register of Historical Resources**

The State of California administers historic preservation programs through the Office of Historic Preservation in the Department of Parks and Recreation in the Resources Agency. State programs include the California Landmarks program that recognizes sites and structures of state-wide significance, and the Points of Historical Interest, which recognize sites and structures of local or county-wide significance.

The California Register, adopted in 1992 (official regulations effective January 1, 1998), is the “authoritative guide to be used by state and local agencies, private groups, and citizens to identify the state’s historical resources and indicate which properties are to be protected, to the extent prudent and feasible, from substantial adverse change.” (*California Code of Regulations, Title 14, State Historical Resources Commission, Regulations for the Nomination of Historical Resources to the California Register of Historical Resources.*) State and local agencies may also determine which resources are to be considered in order to comply with California Environmental Quality Act (CEQA) requirements.

The California Register criteria are based on National Register criteria. As noted in *California Office of Historic Preservation Technical Assistance Series #6, California Register and National Register: A Comparison* (based on California Code of Regulations (“CCR”), Title 14, Section 4852), “because the California Register was consciously designed on the model of the National Register, the two programs are extremely similar.” It further states “when trying to determine if a resource is eligible for the California Register, you may find it easier to first determine a resource’s eligibility for the National Register. Then, if you find it ineligible for the National Register—and keeping in mind the differences between the two programs—move on to determine if it may in fact be eligible for the California Register as a result of these differences.”

California properties (individual buildings and contributors to districts) that meet these criteria may be listed in the California Register. If the owner of a historical resource objects to the nomination, the property is not listed in the California Register, but the State Commission may formally designate the resource as eligible for listing. Listing in the California Register does not protect the resource from demolition or alteration, but it does require environmental review for proposed projects. Some resources are listed automatically (such as resources already on the National Register); others are

nominated through an application and public hearing process administered by the California Office of Historic Preservation.

The California Register automatically includes California properties listed or formally determined eligible for the National Register of Historic Places. Other historic resources require action by the State Historical Resources Commission to be listed in the California Register. Some resources, including State Landmarks with numbers preceding No. 770 and California Points of Historical Interest, require review and action by the Commission prior to listing, but are not subject to formal nomination and application procedures.

All other resources require formal nomination and must go through an application process to be listed or formally determined eligible for inclusion to the California Register; nominations may be made by individuals, organizations, or government agencies. Resources that require nomination include 1) an historical resource or historic district; 2) an historical resource contributing to the significance of a nominated historic district; 3) a group of historical resources identified in historic resource surveys, if the survey meets criteria and standards of documentation listed in CCR Title 14, Section 4852(e); 4) an historical resource, a group of historical resources, or historic districts designated or listed as city or county landmarks or historical resources or districts pursuant to any city or county ordinance, if the criteria for designation or listing under the ordinance have been reviewed by the Office of Historic Preservation as meeting the California Register and approved by the Commission; or 5) an historical resource or a group of local historical resources designated under any municipal or county ordinance which has not been previously approved by the Office of Historic Preservation.

To be eligible for inclusion on the California Register, one of the following criteria must be met (as listed in CCR Title 14 Section 4852(b)(1)-(4)):

1. It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States; or
2. It is associated with the lives of persons important to local, California, or National history; or
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values; or
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation.

As noted in *California Office of Historic Preservation Technical Assistance Series #6, California Register and National Register: A Comparison* (based on CCR, Title 14, Section 4852) "integrity is the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance. Historical resources eligible for listing in the California Register must meet one of the criteria of significance described above and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. Historical resources that have been rehabilitated or restored may be evaluated for listing. Integrity is evaluated with regard to the retention of location, design,

setting, materials, workmanship, feeling, and association. It must also be judged with reference to the particular criteria under which a resource is proposed for eligibility. Alterations over time to a resource or historic changes in its use may themselves have historical, cultural, or architectural significance.”

To be eligible for designation to the California Register under Criterion 3 for architecture, the resource must be a distinctive, distinguished example of a style, building type, or method of construction in California, or be an important example of the work of a prominent or notable architect, designer or builder.

According to *California Office of Historic Preservation Technical Assistance Series #6, California Register and National Register: A Comparison* (based on CCR, Title 14): “It is possible that historical resources may not retain sufficient integrity to meet the criteria for listing in the National Register, but they may still be eligible for listing in the California Register. A resource that has lost its historic character or appearance may still have sufficient integrity for the California Register if it maintains the potential to yield significant scientific or historical information or specific data.”

*California Office of Historic Preservation Technical Assistance Series #6, California Register and National Register: A Comparison* (based on CCR, Title 14) also identifies special considerations. A moved building, structure, or object that “is otherwise eligible may be listed in the California Register if it was moved to prevent its demolition at its former location and if the new location is compatible with the original character and use of the historical resource. An historical resource should retain its historic features and compatibility in orientation, setting, and general environment.” A resource less than 50 years old “may be considered for listing in the California Register if it can be demonstrated that sufficient time has passed to understand historical importance.”

### ***City of West Hollywood Historic Resource Preservation***

According to the City of West Hollywood Zoning Ordinance, “The Council has determined that the character, history and spirit of the city, state, and nation are reflected in the historic structures, improvements, natural features, objects, sites and areas of significance located within the city...” and “The Council has further determined that these threatened structures, representing the City’s unique cultural, historical, and social foundations, should be preserved as a living part of community life and development in order to build a greater understanding of the city’s past and to give future generations the opportunity to appreciate, enjoy, and understand the city’s rich heritage.(19.58.010)

An historic resource may be designated a landmark, and an area may be designated an historic district if it meets one or more of the following criteria:

- A. It exemplifies or reflects special elements of the city’s aesthetic, architectural, cultural, economic, engineering, political, natural or social history and possesses an integrity of design, location, materials, setting, workmanship, feeling and association in the following manner:
  - 1. It embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship;



2. It contributes to the significance of an historic area by being:
  - a. A geographically definable area possessing a concentration of historic or scenic properties, or
  - b. A thematically related grouping of properties which contribute to each other and are unified aesthetically by plan or physical development; or
3. It reflects significant geographic patterns, including those associated with different eras of growth and settlement, particular transportation modes, or distinctive examples of community or park planning; or
4. It embodies elements of architectural design, craftsmanship, detail, or materials that represent a significant structural or architectural achievement or innovation; or
5. It has a unique location or singular physical characteristic or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city;
- B.** It is one of the few remaining examples in the city, region, state or nation, possessing distinguishing characteristics of an architectural or historical type or specimen; or
- C.** It is identified with persons or events significant in local, state or national history; or
- D.** It is representative of the notable work of a builder, designer, or architect.

## **WEST HOLLYWOOD HISTORY AND HISTORIC CONTEXTS**

### *The Town of Sherman*

The City of West Hollywood is located on lands first inhabited by the First Nation of the Tongva. While under possession of Spain and Mexico, Southern California lands were divided into ranchos. In the 1800s the eastern area of West Hollywood was part of the Rancho La Brea and a smaller area of the City was part of the Rancho Rodeo de las Aguas to the west. In the late 19<sup>th</sup> century these lands were subdivided by developers such as Henry Hancock and Thomas and Leander Quint. The 1890s saw the provision of a reliable water supply from the West Los Angeles Water Company and the creation of the Los Angeles Railway. Prior to this railway, "the land around West Hollywood was used for farming." West Hollywood "remained unincorporated, dotted with farmhouses."<sup>1</sup>

The Town of Sherman was originally settled on 12 acres of land north of the tracks along Santa Monica Boulevard. The former barley fields were purchased from Thomas and Leander Quint by E. H. White in 1896 and subdivided for the townsite." With the

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<sup>1</sup>, *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*. p. 4.

establishment of the Los Angeles Railway “the town grew in response to the need for worker housing for those men who worked in the Sherman railyards, providing housing for many of the railway craftsmen who worked in the yards, metal shops and barns. Modest wood-frame, turn-of-the-century cottages and small Craftsman bungalows were typical of this early period of development.”<sup>2</sup>

“Settled by railway workers who built and repaired cars and equipment, the modest village prospered. Its first residents were the engineers, railway workers, carpenters, conductors, and maintenance crews on the line. W.D. Larrabee, the Chief Engineer of LARR was involved in the subdivision, which extended from the eastern border of Rancho Rodeo de las Aguas on the west to Palm Avenue on the east. The first streets laid out were Larrabee, Clark (San Vicente), Cynthia, and Sherman (now Santa Monica Boulevard)...the first house was built on Larrabee.”<sup>3</sup>“Soon houses for the yard’s workers were constructed and a town began to take shape. Residential lots sold for as low as \$150; many were purchased by railroad workers and those who worked in the surrounding agricultural fields.”<sup>4</sup>

“The little town grew rapidly. By 1905, 21 of 30 lots on Clark Street were improved with dwellings. Other streets had similar development. By 1912, Sherman had been nicknamed” Queen of the Foothills.”<sup>5</sup> The streets of Sherman “were filled with turn of the century cottages, some with elegant detailing, and sturdy Craftsman bungalows, striking in their simplicity.”<sup>6</sup>

“Additional worker housing was provided on the Yard itself. Unlike the lots within the town proper, these impermanent structures provided shelter for the unskilled or poor work force (this housing is indicated as tenements known as ‘Mexican Village’ in 1910 and later as bunk houses...)” No physical evidence of these structures survive.<sup>7</sup>

By 1910, a small commercial district flourished along Santa Monica Boulevard to serve the community that had grown to a population of 900. Establishments included: the First National Bank of Sherman, a post office, hotel, pool halls, and markets. Most of these wood-frame buildings were removed in the 1920s as part of a Santa Monica Boulevard widening project headed by the Sherman Chamber of Commerce.<sup>8</sup>

### *The Los Angeles Railway/Pacific Electric Railway*

By the 1890s the central portion of the City of West Hollywood was owned by Thomas and Leander Quint. A steam-powered trolley which made daily trips to the ocean stopped at their ranch for water.”<sup>9</sup> It was a precursor of what was to be an expansive regional rail network.

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<sup>2</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 30.

<sup>3</sup> *City of West Hollywood Historic Resources Survey 1986-87 Final Report* p. 8.

<sup>4</sup> *City of West Hollywood Commercial Historic Survey Report*, p.19.

<sup>5</sup> *City of West Hollywood Historic Resources Survey 1986-87 Final Report*, p. 8.

<sup>6</sup> *City of West Hollywood Historic Resources Survey 1986-87 Final Report*, p. 9.

<sup>7</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 30.

<sup>8</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p.18-19.

<sup>9</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p.19.

<sup>9</sup> *City of West Hollywood Historic Resources Survey 1986-87 Final Report*, p. 4.

The Los Angeles Railway/Pacific Electric Railway was “a suburban, mass transit system developed in the early 1890s which made possible the development of suburbs” of Los Angeles” including Sherman/West Hollywood.” Moses Sherman and Eli Clark were “transportation entrepreneurs whose vast network of lines extended throughout the west. Moses Sherman...launched his development career in the 1880s” and expanded “his activities to California in the 1890s. Sherman and various syndicates to which he belonged were instrumental in the growth of transportation and real estate. Business associates included Henry Huntington, Harrison Gray Otis, Harry Chandler, and H. J. Whitley.”<sup>10</sup>

“Electric streetcar service created a framework for regional development...the Los Angeles Railway, which operated on a narrow gauge line, began electric streetcar service to Sherman in 1895. The railway maintained its railyards on 5.5 acres in Sherman, San Vicente Boulevard between Melrose Avenue<sup>1</sup> and Santa Monica Boulevard.”<sup>11</sup>

“Faced with a need for a main rail yard for the Los Angeles Railway, Sherman selected a location ten miles west of Los Angeles, near the junction of the Laurel Canyon Line, the Hollywood-Venice Line, the South Hollywood-Sherman Line.” In 1894 Sherman and Clark acquired a portion of the Quint’s land where they “intended to build a powerhouse and maintenance shops for the suburban railroad they wished to build. By July 4, 1895, the first ‘electric car’ was running on this line...the Sherman yards were surrounded by rail lines in 1897 when a line was constructed from downtown Los Angeles to Beverly Boulevard, known as the Sherman Junction line. The land to the south of the main yard was somewhat swampy, but the railroad used fill dirt from the construction of other parts of the line to add an additional thirteen usable acres by 1906.”<sup>12</sup>

“The Los Angeles Railway was acquired in 1898 by Henry E. Huntington’s Pacific Electric Railway. Both the Los Angeles Railway and the Pacific Electric had an enormous impact on the form and extent of regional development, essentially creating the skeleton of the transportation pattern that is reflected in today’s major boulevards and early freeway system. The South Hollywood-Sherman line, which ran along what is now Santa Monica Boulevard, was the main transportation corridor through Sherman. Sherman served as a stop on the Pacific Electric’s “Balloon Route,” a day-trip that formed a circle from Los Angeles to the beach communities and back. A second line called the Sherman Junction line, running along Beverly Boulevard from downtown Los Angeles, ended at the rail yards.”<sup>13</sup>

“The maintenance and repair facilities were clustered close to the main line on Santa Monica Boulevard until 1928, when some were razed during construction of the south roadway. While it appears that no records of construction exist prior to 1907, the improvements to the site were substantial. The “new” carbarn, for example, completed in 1907, was approximately 130 x 220 feet, and constructed of brick...capable of holding fifty cars, the car house was demolished in 1955. Most of the other buildings were one-story and built of frame or brick construction. There were nearly six-and-one-half mile of

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<sup>10</sup> *City of West Hollywood Historic Resources Survey 1986-87 Final Report*, p 6.

<sup>11</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 18.

<sup>12</sup> *City of West Hollywood Historic Resources Survey 1986-87 Final Report*, pp. 6-7.

<sup>13</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 18.

track within the yard itself.”<sup>14</sup>The railyards included two car houses, an iron foundry, a blacksmith shop, powerhouse, carpenter shop, and a car barn. None of these buildings remain today.

Regarding the Sherman Railyard, “many of the earliest buildings and structures associated with the railyard had already been demolished” by the 1920s. “The ownership and management of the Pacific Electric Railway and Los Angeles Railway were restructured in the mid-1920s and the repair shops were moved to Los Angeles. The site became a bus depot and continued to serve as a transit center.”<sup>15</sup>

### *The Entertainment Industry*

In the decade of the teens, “a second major employer had joined the railroad in the community. The Hollywood film industry had been founded in 1911 and the industry’s growth mushroomed. By 1919, there were several dozen studio plants in Edendale, Hollywood, and in nearby Culver City.”<sup>16</sup>

“The growth of the motion picture industry would have a profound impact on Sherman, eventually drawing it together as a community with its neighboring community to the east, West Hollywood. Both the United Artists Studios, founded in 1919, and the Silent Dramas Syndicate established themselves in Sherman. This emerging identity as a center of entertainment— both for production and nightlife—would bridge the communities of Hollywood and Beverly Hills on either side of West Hollywood. Sherman and West Hollywood provided a substantial amount of ‘worker housing’ for this industry as well. Small, affordable homes and apartments provided that housing to the craftspeople of the movie industry. Movie crews arrived in West Hollywood for the first time in 1916, not quite ten years after the industry’s birth in Los Angeles. Four years later, Union Film Company set up shop as Sherman’s first permanent film company. In 1919, Jesse D. Hampton created a full-fledge studio with a stage and backlot at Formosa and Santa Monica Boulevard, in an area that had been dedicated to industrial and light industrial use. The studio would eventually be known as Mary Pickford Studios, United Artists, Warner Hollywood, and now simply ‘The Lot.’”<sup>17</sup>

“In addition to providing housing and entertainment for entertainment industry types, West Hollywood served as a significant production center both with the continuous use of the studio on Santa Monica Boulevard as well as providing a backdrop for location filming. Supporting industrial facilities, such as the Mitchell Camera Company, also flourished in West Hollywood. In addition to the activity within West Hollywood, the proximity to other studios including Chaplin Studios and Union Studios made the area a major draw for the actors and workers associated with them. As a magnet for the burgeoning film industry, West Hollywood would soon be an integral element of the local entertainment industry culture.”<sup>18</sup>

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<sup>14</sup> *City of West Hollywood Historic Resources Survey 1986-87 Final Report*, p. 7.

<sup>15</sup> *City of West Hollywood Commercial Historic Survey*, p.25.

<sup>16</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 10.

<sup>17</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, pp. 19-20

<sup>18</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, pp. 19-20.

### *The Rise of the Automobile*

In the early 1920s, the popularity of the automobile was proclaimed by a local car dealer as “10 percent pleasure, 90 percent utility and 100 percent necessity.”...Growth in car ownership ranked among the most striking of many such trends in Los Angeles. Countrywide, automobile registrations soared from about 16,000 in 1910 to 110,000 in 1918; by 1923 they had increased by another 300 percent to 430,000; and several years later more cars were registered in the county than in any one of thirty-nine states. One car existed for every 8.2 Angelenos in 1915...by 1920 the ratio stood at one for every 3.6 Angelenos...an average that was maintained with minor variation throughout the decade.”<sup>19</sup>

“Automobile trips to and from downtown Los Angeles became so numerous in the decade after World War I in part because of the exponential increase of motorists who used their cars to commute.”<sup>20</sup> By the mid 1920s “the number of persons commuting by automobile was almost as great as that using public transportation.”<sup>21</sup>

The size of the regional rail network “led to its obsolescence as the primary carrier. Streetcar line construction incurred so great a debt by 1914 that scant capital could be raised either for expanding lines or for holding new ones. Limited funds, combined with what seemed to be unending operational problems, fueled public dislike for the Los Angeles Municipal Railway in particular. During the 1920s many Angelenos came to see mass transit as a nuisance more than a transportation lifeline. The *Times* and other influential organs repeatedly cast streetcars as relics whose demise would not be mourned.”<sup>22</sup>

“The automobile eventually put the streetcars out of business in Los Angeles. Streetcar service through West Hollywood ended in the 1940s, with the entire regional streetcar system shutting down in 1961. Freight service through West Hollywood finally ceased in 1965.”

### *West Hollywood’s Development Trends*

“West Hollywood’s earliest residential development was geographically bifurcated. The town of Sherman developed at the west end of the current city; a second area of development focused at the eastern end of the current city, adjacent to Hollywood and Colegrove Addition on the east. Although served by streetcar transit by the turn of the century, expansive residential development across the agricultural fields that had filled the area between those two clusters did not begin until the twenties.”<sup>23</sup> “Within the two decades of the twenties and thirties, the sparsely developed expanse between Sherman and East Hollywood would be subdivided and nearly completely developed with a combination of single-family dwellings and all manner of multi-family housing.”

In the 1920s, “West Hollywood” was generally considered the area bounded by Beverly, La Brea, Sunset, and Doheny which included Sherman. Although the nearby town of Hollywood was annexed to the City of Los Angeles in 1910, the town of Sherman voted

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<sup>19</sup> Longstreth, p. 13.

<sup>20</sup> Longstreth, p. 19.

<sup>21</sup> Longstreth, p. 16.

<sup>22</sup> Longstreth, pp. 11-12.

<sup>23</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 30.

against annexation by a narrow majority in 1924. The following year, the town of Sherman voted to change its name to “West Hollywood,” both maintaining its individual identity and merging its future with that of its neighbors to the east.<sup>24</sup>

By the 1920s “the region assumed its present physical and political identity. The City of Los Angeles had annexed 45 adjacent communities: Sherman, however, had resisted annexation in 1923. With the expansive growth of industry, particularly oil and manufacturing, created [sic] an even greater lure for new residents to the region. The Pacific Electric streetcar system (the largest streetcar network in the nation) and the explosive growth in private automobile use, Los Angeles and its adjacent communities, including West Hollywood turned their agricultural fields into miles of single-family housing subdivisions and duplexes.”<sup>25</sup>

The town of “Sherman found itself caught up in the trends which were pushing the Los Angeles metropolis closer and closer...the thriving movie, oil, and transportation industries in Sherman attracted more and more newcomers, and the population began to rise, often doubling in a single year. By 1921, more than 1,000 lots were sold.”<sup>26</sup> “By the early 1920s, most of the available land in Sherman had been subdivided and the community was being hemmed in by the neighboring communities of Beverly Hills and Hollywood...[and] between 1922 and 1923 alone, the population grew by more than 4,000 people.”<sup>27</sup> “By the mid-1920s, with the advancing development of Hollywood from the east, the community became known as ‘West Hollywood.’ Indeed, the local chamber of commerce voted to assume this name in 1925. ‘Clearly, the mid-1920s witnessed the shift of Sherman from a small town to that of a growing, economically diversifying community.’ Not only Sherman and West Hollywood but also much of the central area of Los Angeles assumed its modern form in this decade.”<sup>28</sup>

“Like most of Southern California, West Hollywood experienced a building and population boom during the 1920s that spilled into the early 1930s Depression era. During the period of 1920-1930, roughly two million new residents immigrated to California, with 1.2 million settling in Los Angeles County. As a result, the population of the County more than doubled in this decade.”<sup>29</sup> “Architects employed all the popular Period Revival styles of the era, but most often the Spanish Colonial Revival style, to create a fresh and fanciful image of the city.”<sup>30</sup>

While the population of Los Angeles County grew substantially slower in the decade of the 1930s due to the Great Depression, the region experienced limited ongoing construction throughout the decade. “Residential architecture in this period was characterized by ‘the give and take between Modernism and traditionalism.’”<sup>31</sup>

In the 1940s the County’s population continued to grow reaching 4 million. Although the region’s single-family housing development pattern continued, as the West Hollywood area was “‘already built out’ and new development was limited in scope with the

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<sup>24</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 19.

<sup>25</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 31.

<sup>26</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 10.

<sup>27</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 26.

<sup>28</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 30.

<sup>29</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 30.

<sup>30</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 31.

<sup>31</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 31.

predominant architectural style being Minimal Traditional, with a few late examples of Period Revival styles and Modernist designs were also executed.” Most of the construction during this period was ‘multi-family property types including duplexes, triplexes, flats, and courts.’<sup>32</sup>

In the 1950s, development in West Hollywood “where the new freeway systems provided no additional or special value, the post-war growth focused on infill development of new, larger and distinctly modern multi-family properties” and West Hollywood “maintained the value of its central location, capitalizing on its proximity to local studios and light industry.” And during this period West Hollywood “began to be transformed from a community of single-family homes into one dominated by apartment dwellers. Real estate speculators began to encroach upon traditionally single-family neighborhoods with infill development of ‘stucco box’-type apartment houses” and “apartment houses of every style, shape and size.”<sup>33</sup>

### *The Design Industry in West Hollywood*

“Interior design and decorating established an early local presence in West Hollywood by the 1950s. Most of these businesses were “located along those portions of Robertson Boulevard and Beverly Boulevard that traverse the southernmost portion of the city. Beginning in the early 1940s, furnishing showrooms that had historically only located downtown started to seek less expensive storefront space in this area. Clark & Burchfield opened a space in 1945 and, in 1949, Herman Miller opened a showroom, designed by Charles Eames, on Beverly Boulevard. Over the course of the next two decades, aided by the efforts of local realtor Bert J. Friedman and his partner Ronald S. Kates, the area along Beverly and Robertson grew into a vibrant local design center that eventually extended along Melrose Avenue as well. The interior design community was supported by local craft and manufacturing shops in the neighboring vicinity including: upholstery, wallpaper, fabric, dyeing, and furniture manufacturing. Two major showrooms that preceded the Pacific Design Center as the design community entrenched itself in West Hollywood. The first—the Design Center—was constructed on Beverly Boulevard at Swall Drive in 1965 and the second—Robertson Plaza...in 1966.”<sup>34</sup>

“The initial phase of construction of the Pacific Design Center (PDC), designed by acclaimed architect Cesar Pelli, on the former site of the Sherman rail yard was completed in 1975, the second phase in 1988 [a third phase was opened in 2012]. The opening of the PDC, a wholesale design market open only to the trades, reaffirmed West Hollywood’s position as an industry leader in design. The establishment of a community of designers in West Hollywood also impacted the design of nearby single-family residential districts, particularly the Norma Triangle, where they made their homes. Following the end of World War II, this growing legion of interior decorators and designers moved to the western end of West Hollywood. Inspired by the work of architect John Woolf, these decorators remodeled their small, Beverly Hills-adjacent homes in the “Hollywood Regency” style with its characteristic use of mansard roof forms, blank walls, and tall doors.”<sup>35</sup>

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<sup>32</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 32.

<sup>33</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 33.

<sup>34</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, pp. 24-25.

<sup>35</sup> *City of West Hollywood R2, R3, R4 Multi-Family Survey Report*, p. 25

*Googie Architecture*

The Commercial Development and the Automobile Context published by SurveyLA includes a history of the Googie architectural style:

“The style has been called Googie, based on its use with the coffee shops of that name, it draws primarily from the late work of Frank Lloyd Wright and his son Lloyd Wright, it shows as well the influence of 1950s era structures ranging from Eero Saarinen’s TWA Terminal at New York’s Kennedy Airport to the Miami Beach hotels of Morris Laidus. Auto-oriented Googie architecture took characteristics from all these sources.”<sup>36</sup>

The 1950s harkened an era of nuclear power and space exploration and ideas about this future would be reflected in the design style of Googie architecture with shapes and elements including atomic explosions, boomerangs and space ships and rockets. The style got its name from a coffee shop located at the intersection of Sunset Boulevard and Crescent Heights where today the City of West Hollywood meets the City of Los Angeles. The coffee shop, designed by architect John Lautner who had worked with Frank Lloyd Wright, was named “Googie” after the nickname of the owner’s wife. In 1952 an article in *House and Home* magazine featured a story about the coffee shop’s style and labeled it “Googie.” Some pinpoint the earliest Googie-style building as the 1949 Bob’s Big Boy restaurant in Burbank designed by Wayne McAllister. Googie architects included Douglas Honnold, Louis Armet, Eldon Davis, and Helen Liu Fong. M The *City of West Hollywood Commercial Historic Resources Survey* identified one Googie style coffee house building in West Hollywood located at 8585 Sunset Boulevard.

Googie is a modern style “built on exaggeration; on dramatic angles; on plastic and steel and neon and wide-eyed technical optimism.”<sup>37</sup> Googie architectural historian Alan Hess notes that Googie is “unashamed commercialism” and “Googie made its advertising function central to its art.”<sup>38</sup> The most obvious elements of Googie design were its “dramatic expression of structural elements. This included elongation and distortion of roofs, extension of beams and columns as protruding spear-like objects, and meandering of walls beyond the boundaries of the building. It also included the mixing of materials and colors. Wood, stone, brick, metal, and stucco were all placed adjacent to each other; interiors featured the newly evolved plastics, laminates, and vinyls in the brightest of hues. All this was composed in rigorously asymmetric fashion.”<sup>39</sup>

The Googie style began to fall out of favor in the mid-1960s when “good taste tamed the roadside. Architectural forms became quieter and featured natural materials, actual or apparent. Neon gave way to backlit plastic...added to this by the early 1960s was a growing environmentalist movement...[and] the in the mind of many, the cluttering of the roadside landscape with uncontrolled and unsightly construction was an environmental crime.”<sup>40</sup> Hess notes that “around 1970, commercial architects gave up building the future and began to build the past again. After almost two decades of dominance...the

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<sup>36</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p. 21.

<sup>37</sup> Matt Novak, “Googie: Architecture of the Space Age,” *Smithsonian Magazine*, <https://www.smithsonianmag.com/history/googie-architecture-of-the-space-age-122837470/>

<sup>38</sup> Hess, Alan. *Googie Redux: Ultramodern Roadside Architecture*, p. 25.

<sup>39</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p. 21.

<sup>40</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p.22.



architecture of coffee shops began to change” and gave way to “a shift in popular culture to a new direction toward traditional materials and styles that used brick, mansard roofs, wood and shingles. Instead of grabbing attention, the new residentially scaled commercial buildings strove to blend in.”<sup>41</sup>

### *Car Wash Technology and Design*

In addition to the Googie coffee shop, “there was a second building type that perhaps surpassed the drive-in in its use of Googie. This was the car wash.

The SurveyLA Commercial Development and the Automobile Context observes that as early as the 1930s there was some development of the linear form of car washing. By the mid-1950s “the linear concept had emerge fully mechanized. The auto was pulled or pushed mechanically in an assembly-line manner, with mammoth mechanical washers and dryers stationed at key points along the line. Attendants were present intermittently to smooth the process.” The structure of the post-World War II car wash building was “no more than a linear open pavilion, with the ballet of machinery, workers and moving cars as its content. This limited program lent itself well to the use of Googie-based structural expressionism.”<sup>42</sup>

By the mid-1950s there emerged the standard form of a linear open pavilion topped by a flat plane of a roof. Protruding from this roof was a structural fantasy that could take many forms. It might be a series of spear-like pylons like so many lined-up tail fins. It might be a series of A-frames that gave the car wash a resemblance to a modernist church of the era or it might be a series of lopsided inverted U’s that provided an asymmetric image typical of Googie designs.”<sup>43</sup>

In the 1960s car washes were located throughout the southern California region. Car washes “peppered the streets of the modern metropolis with an array of sculpted pylons” according to historian Hess. “They were the essence of the modern building; expressing both structure and advertising functions for the roadside.”<sup>44</sup> The SurveyLA Commercial Development and the Automobile Context observed that “the 1964 telephone book for the Central Los Angeles area listed more than 120 Automobile Washing and Polishing’ facilities at that time.”<sup>45</sup> Historian Hess further observed that “water was as important to a desert city like Los Angeles as its cars and Los Angeles car washes celebrated it in an extravagant manner...plumes of fountain-like steel pylons sprayed into the sky: to the eye of the motorist, they merged and separated visually as one drove by, dramatically sculpting space.”<sup>46</sup>

The most common postwar car wash form was that using a single rack of pylons. There were “a number of variations on this form,” many with simplified, unadorned pylons.

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<sup>41</sup> Hess, Alan. *Googie Redux: Ultramodern Roadside Architecture*, p. 178.

<sup>42</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p.53.

<sup>43</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p. 21.

<sup>44</sup> Hess, Alan. *Googie Redux: Ultramodern Roadside Architecture*, p. 55.

<sup>45</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p.54.

<sup>46</sup> Hess, Alan. *Googie Redux: Ultramodern Roadside Architecture*, p. 55.

“Some included extensions to the top of the pylons that gave them the appearance of a bird’s head. Still others added shallow arches to the spaces between the pylons at the level of the separated sign squares. A few went to far as to take the basic pylon and turn it into a shallow boomerang with the points directed toward the street.”<sup>47</sup> Other forms included pairs of pylons extending back like matched spears to create a corridor. Another was that of inverted V’s that supported the roof and gave the appearance of a series of A-frames. And another form is an asymmetrical design created by sloping the tops of U shaped posts to one side, like a shed roof, and splaying the legs at different angles. The suspended roof then slopes to match the tops of the U’s.<sup>48</sup>

The SurveyLA Context concludes by noting that “by the mid-1960s even the car wash succumbed to conservatism and good taste. The linear layout remained but the pylons disappeared. In their place appeared stubby columns clothed in brick, stone or stucco and topped by carriage lamps or other historically derived ornament.”<sup>49</sup>

**PROPERTY LOCATION AND SETTING**

The car wash property is located at 7617 Santa Monica Boulevard in the far eastern section of the City of West Hollywood. The parcel (APN 5530-011-037) is located mid-block on the north side of Santa Monica Boulevard between Spaulding Avenue on the west and Curson Avenue on the east. The parcel is Tract No. 450 which was subdivided and recorded in 1910. Tract No. 450 is four blocks by two blocks (with an additional two parcels). The north border of the Tract is Fountain Avenue which is the location of the northern border of West Hollywood with Los Angeles. The Tract is four blocks deep from north to south, with the south border of the Tract being Santa Monica Boulevard. The parcels run north-south and were sized to hold modest single-family residences and were generally 50 feet wide by 130 to 140 feet deep. The exception were the parcels along Santa Monica Boulevard were not as deep (125 feet) and those parcels east of Pacific Avenue (today known as Curson Avenue) were narrower.

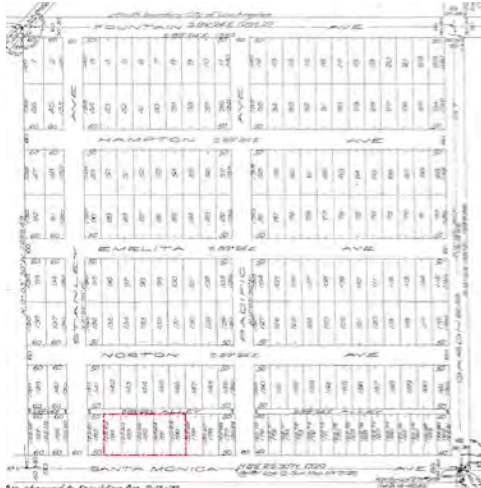


East side of City of West Hollywood (Zoning Map)

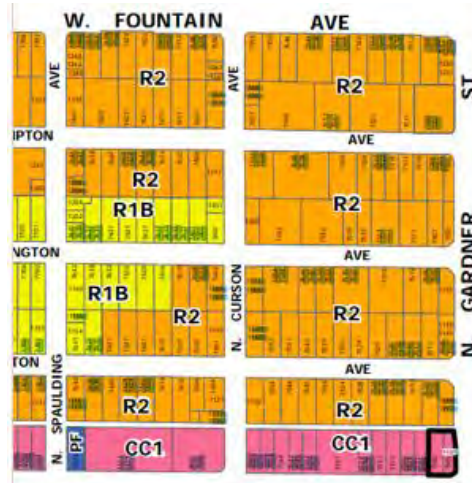
<sup>47</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p.54.

<sup>48</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p.55-56.

<sup>49</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p.56.



Tract No. 450<sup>50</sup>



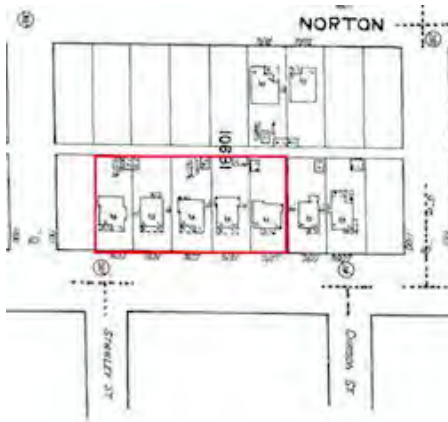
Area of Tract 450 (Zoning Map)

Today Santa Monica Boulevard is a major arterial street lined with commercial buildings.

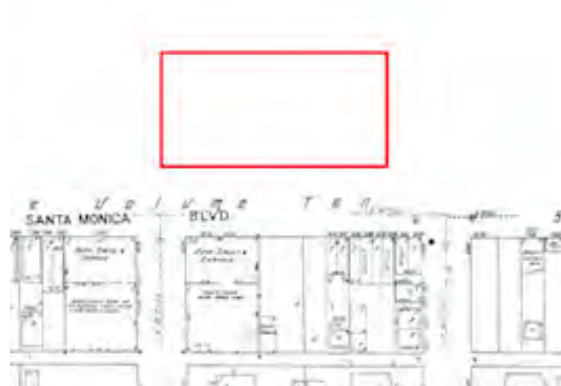
**DEVELOPMENT HISTORY OF THE 7600 BLOCK OF SANTA MONICA BOULEVARD**

The area of Tract No. 450 as subdivided anticipating residential development. The 1919 Sanborn Map shows that the north side of the 7600 block of Santa Monica Boulevard had been developed was mostly with single-family dwellings.

Santa Monica Boulevard became designated as a part of U.S. Route 66, a highway that connected Chicago, Illinois on the east with Los Angeles on the west, traversing an alignment through the southwestern states. Santa Monica Boulevard became a portion of Route 66 in 1936. The 1926 Sanborn Map shows how the south side of the 7600 block of Santa Monica Boulevard had been developed with commercial buildings including auto related uses (auto sales) located in buildings on both sides of Stanley Avenue.



1919 Sanborn Map excerpt<sup>51</sup>



1926 Sanborn Map excerpt

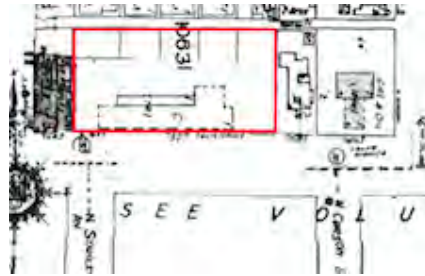
<sup>50</sup> Larger image of Tract Map in Attachments

<sup>51</sup> Larger images of Sanborn Maps in Attachments

The City of West Hollywood Commercial Historic Resources Survey Historic Context notes that “automobile-related commercial buildings, including gas stations and car repair facilities, were constructed in increasing numbers along the thoroughfare. The street retained its more working-class character in comparison to the glamour that was taking root on Sunset Boulevard. Small scale eateries...catered to the automobile mechanics, carpenters and other working-class men from the surrounding area. ...by the eve of World War II, the city was largely built out. The development that would take place in the postwar period largely consisted of infill or the reuse or replacement of buildings constructed during earlier decades.”<sup>52</sup>



1950 Sanborn Map excerpt



1970 Sanborn Map excerpt

The 1950 Sanborn Map shows that the north side of the 7600 block of Santa Monica Boulevard remained predominantly residential; the corner parcel to the west had been developed with a county fire station and the two parcels at the east end of the block were transitioning to commercial. The 1970 Sanborn Map shows the new car wash building.

***DESCRIPTION AND HISTORY OF 7617 SANTA MONICA BOULEVARD***

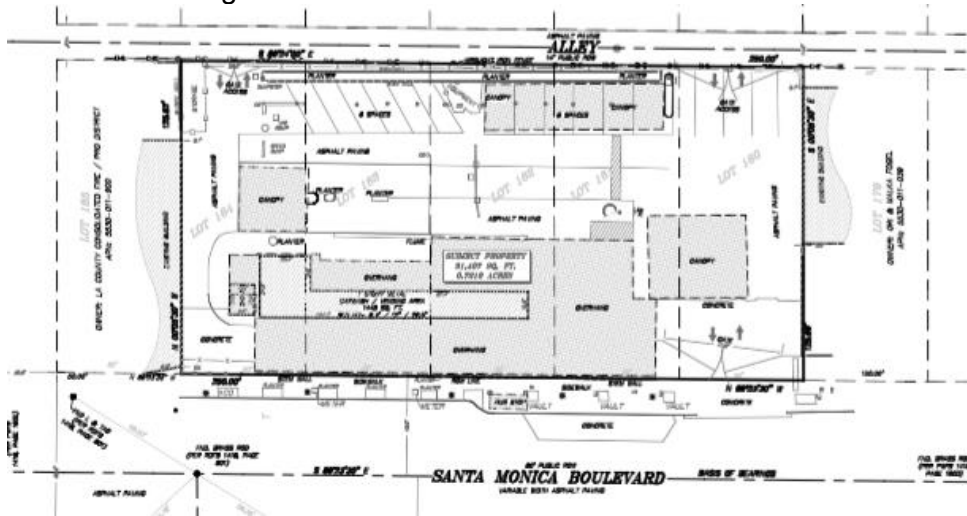
Known as the Madison Car Wash today, the facility was known as the Apollo Car Wash when it was constructed in 1970. The owner was Meyer Naxon of Beverly Hills. There was no architect listed on the building permit; the engineers were Perlin-Boggio Engineers. Subsequent owners included A. Karotek and S. Wilczynski and Sun Young Park.

In 1969 five parcels were consolidated to contain the car washing facility. Today the site is paved and contains one principal building, the car wash along with several stations defined by tented areas. The main building of the car wash contains the linear carwash on the long south side of the building. A retail store area is “L” shaped and entered from the north side of the building. This space includes an area in the center of the building.

The car washing building is rectangular, with its long side on the south. The building is located on the west two-thirds of the parcel at the south property line of parcel. There is a planter that runs the length of the south elevation. The planter is devoid of landscape elements except for a few rocks toward the west end. The base of the pylons are located

<sup>52</sup> City of West Hollywood Commercial Historic Resource Survey, p. 34.

in the planter. The planter has diamond shapes spaced regularly along its base; they are painted in a contrasting color.



Site plan of existing conditions



Satellite image of existing conditions

The main building is of steel frame construction. The south side of the building is mostly open to the outside. The car wash conveyor system and washing/drying stations are located along the south side of the building. A metal fence lines the south elevation and these washing operations are visible from the sidewalk/street for most of the length of the south elevation. Toward the east end there are metal partitions that close off that portion of the building.

The building has a flat roof with an overhang; a fascia is located below the horizontal cornice band. The fascia has a series of rectangles that project out slightly and are painted a contrasting color from the fascia. There are eight pylons that punctuate the roof and project up about ten feet above the roof. These pylons are located along the south side of the building. The pylons are tapered and slightly angled. They have projecting horizontal extensions at the top that point south. These extensions have smaller rectangles and are painted in contrasting colors. It appears that some decorative elements or signage might have been part of the pylons originally and have since been removed.



South and east elevations



South elevation



Pylon detail



North, rear, elevation



Waiting area at northeast corner of building



Looking west at paved area behind building

A waiting area is attached to the northeast corner of the building. The outdoor space is defined by an area with a low concrete block wall with brick piers and flat roof. The east elevation of the building's retail area has plate glass walls that face east. Another entrance to the retail area is located at the west end of the north elevation.

A number of tented areas are located on the property. These are shaded areas positioned at strategic locations to provide shade to car wash workers. There is a free standing pole sign at the southeast corner of the property next to the wide driveway entrance at the lot line. The sign is not the original sign for the car wash.

### ***EVALUATION OF ELIGIBILITY***

The SurveyLA Historic Context for the Car Wash Property Type and the Googie architectural style will be used to evaluate the historic significance of the property at 7617 Santa Monica Boulevard. The *City of West Hollywood Commercial Historic Resources Survey* lists Eligibility Standards and Integrity Considerations for properties dating to the period of development between 1966 and 1984. An eligible resource or historic district must have been important in the commercial, institutional, and architectural development of the city during this period.

### **Context 1, Individual Resource**

Context: Commercial Development  
Theme: Commercial Development and the Automobile  
Property Type: Car Wash, 1950-1970. With a focus on the type in which the car moves through linearly and the architecture reflects this linear movement

#### Eligibility Standards:

- Was designed and historically used to provide washing services for automobiles
- Demonstrates convenient automobile access from the street
- Is an excellent example of the property type
- Contains design and site layout features that reflect the influence of, and accommodation to, the automobile
- Was constructed during the period of significance

#### Character-Defining/Associative Features:

- Retains most of the essential character-defining features of the type
- Significant within the Googie theme of the Architecture and Engineering context
- Of the layouts typical of adapting to the needs of the automobile, specifically the linear layout that allowed movement through different stages of the washing process
- May be associated with articular companies and/or architects/designers

#### Integrity Considerations:

- Should retain integrity of Location, Design, Material, Feeling and Association
- Should retain as much design integrity as possible, including overall massing, significant features, and identifying details such as trim and signage
- Some original materials may have been altered, removed, or replaced
- Should retain as much of original relationship to the street and to adjacent buildings as possible, so as to establish importance of accommodating the structure to the spatial needs of the automobile

- Should retain original use, or, if not, adaptation to new use should allow for maintenance of as much of the original architecture and site layout as possible

### **Context 2, Individual Resource**

Context: Architecture and Engineering, 1850-1980  
Sub Context: L.A. Modernism, 1919-1980  
Theme: Post-War Modernism, 1946-1976  
Sub-Theme: Googie, 1935-1976  
Property Type: Commercial

#### Eligibility Standards:

- Exhibits quality of design through distinctive features
- Is a good example of the Googie architecture style
- Was constructed during the period of significance

#### Character-Defining/Associative Features:

- Building forms may display sharp angles and sweeping curves
- Common building types include coffee shops, car washes, service stations, motels, drive-ins, and bowling alleys
- Dramatic rooflines, including butterfly, folded plate (zig-zag), dome and cantilever
- Extensive use of glass, such as floor-to-ceiling plate glass windows
- For the National Register, property must possess exceptional importance if less than 50 year of age
- May include natural features such as rocks, palm trees and other plantings
- Retains most of the essential character-defining features from the period of significance
- Variety of materials, including stucco, brick, stone, wood

#### Integrity Considerations:

- Extant examples of Googie are relatively rare, therefore a greater degree of alterations or fewer character-defining features may be acceptable
- Original landscaping may have been altered or removed
- Original use may have changed
- Should retain integrity of Feeling, Materials, Design, Workmanship.
- Signage may have been altered

### **Context 3, Individual Resource**

Context: Modern West Hollywood 1966-1984  
Property Type: Commercial

#### Eligibility Standards:

- Is associated with a business, organization, or industry that made important contributions to commercial or institutional growth and development of West Hollywood
- Is the primary location of an important business and/or was the primary place



of work of an individual important within the theme of commercial development in West Hollywood during the period of significance

- Is emblematic of or constructed directly in response to cultural developments that occurred in West Hollywood during the period of significance
- Be fully realized example of the style or property type, displaying the significant character-defining features of a style or property type in multiple aspects of design
- Dates from the period of significance
- Retains the essential aspects of integrity

#### Character-Defining/Associative Features:

- Should retain integrity of Location, Design, Feeling, Materials and Association from the period of significance
- Integrity is based on the period during which the significant business, industry, or Events took place at the property or the period of initial construction reflecting the original design and architectural character of the resource
- Setting may be compromised by nearby construction that post-dates the period of significance
- The majority of the resource's materials and design features from the period of significance must remain intact and visible, including wall cladding, windows, fenestration pattern roof features, and details related to its architectural style

### **PREVIOUS SURVEYS**

In 2016 the City of West Hollywood published the *City of West Hollywood Commercial Historic Resources Survey*, that project included a reconnaissance level survey of every property in the City of West Hollywood with commercial and public zoning constructed up to and including the year 1975. Properties were identified for further research through the reconnaissance survey, and additional properties were added during the course of the project. The second phase of the project was development of the historic context statement to determine themes of significance in the history of West Hollywood. The final phase of the project involved conducting property specific research and recordation of all properties evaluated as eligible historic resources.

The subject property, the car wash at 7617 Santa Monica Boulevard was given a California Historical Resource Evaluation Code of "6L," "determined ineligible for local listing or designation through local government review process; may warrant special consideration in planning." The survey did not identify any eligible historic district that included the car wash or the 7600 block of Santa Monica Boulevard.

### **EVALUATION OF ELIGIBILITY: CITY OF WEST HOLLYWOOD CRITERIA**

The property at 7617 Santa Monica Boulevard is evaluated using the City of West Hollywood criteria for designation of historic resources.

**Criterion A** requires that a historic resource “exemplifies or reflects special elements of the city’s aesthetic, architectural, cultural, economic, engineering, political, natural or social history and possesses an integrity of design, location, materials, setting, workmanship, feeling and association” in at least one of five ways.

**Category 1 under Criterion A** requires that the building must embody “distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship.”

The carwash at 7617 Santa Monica Boulevard was constructed in 1970. The SurveyLA Citywide Historic Context Statement for the Car Wash property type notes that “Googie style car washes proliferated in the city, By the late 1960s, Googie went out of fashion, and along with it, the structural expressionism of the car wash. Also by 1970, car culture began to decline as driving became a means of getting from one place to another as opposed to a leisure activity.”<sup>53</sup>

The SurveyLA Citywide Historic Context Statement for the Car Wash property type notes that Googie architectural style car wash properties have a period of significance of 1935-1969. It also states that car wash properties constructed after 1970 could be significant under the architectural criterion for architectural styles with a later period of significance, such as Brutalism.

The car wash at 7617 Santa Monica Boulevard was built employing some elements of the Googie architectural style after the period of significance of the style. The building is not a good or excellent example of the Googie architectural style; it is a very late and modest version of the style constructed after the period of significance of the style. The car wash building does not possess distinctive features representative of the Googie style. While there are pylons, they are static--there are no Googie details such as dingbats, starbursts, boomerangs, or futuristic or space age elements or rockets. The construction materials used on the building are mass-produced materials common the late 20<sup>th</sup> Century such as steel, stucco, plate glass and concrete.

To be individually eligible for designation based on architectural achievement, a building must do more than communicate basic aspects of a style. The property at 7617 Santa Monica Boulevard lacks important features characteristic of Googie architecture. While it has pylons, they are not dynamic and appear to have been altered. The carwash at 7617 Santa Monica Boulevard is not a good example of the Googie architectural style and does not meet the threshold to be considered eligible under Category 1 of Criterion A.

**Category 2 under Criterion A** relates to historic districts and requires that a building “contributes to the significance of an historic area” by being either “a geographically definable area possessing a concentration of historic or scenic properties” or is a thematically related grouping of properties which contribute to each other and are unified aesthetically by plan or physical development.”

The stretch of Santa Monica Boulevard within Tract 450, subdivided in 1910, was originally developed with single-family dwellings on modest parcels. The north side of

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<sup>53</sup> SurveyLA, *SurveyLA Citywide Historic Context Statement, Context: Commercial Development/Commercial Development and the Automobile*. p. 57.

the boulevard was in another tract and was developed with commercial buildings. In 1970 the residences of five parcels were demolished and consolidated to construct the car wash. There is not a significant concentration of commercial buildings on the 7600 block of Santa Monica Boulevard from any historic era to form an historic district. The 7600 block of Santa Monica Boulevard was not identified as being any part of any eligible historic district identified in the *2016 City of West Hollywood Commercial Historic Resources Survey*. There is no eligible historic district that would include 7617 Santa Monica Boulevard and thus the property does not meet the threshold to be eligible under Category 2 of Criterion A.

**Category 3 under Criterion A** requires that a historic resource reflect “significant geographic patterns, including those associated with different eras of growth and settlement, particular transportation modes, or distinctive examples of community or park planning.”

Tract 450 was subdivided in 1910, sixty years before the car wash at 7617 Santa Monica Boulevard was constructed; thus there is no association with the very early growth of Sherman or the area. There is no association with the early 20<sup>th</sup> Century commercial development along Santa Monica Boulevard which occurred decades before construction of the car wash. There is no periods of historic growth or development pattern associated with the car wash property at 7617 Santa Monica Boulevard.

There is no historic association with Route 66, the major U.S. Highway that included Santa Monica Boulevard. The alignment of Route was first established in 1926 and the stretch of Santa Monica Boulevard in West Hollywood became part of its route in 1936. The route along Santa Monica Boulevard had been in place for 35 years when the car wash was built. In the 1950s and 1960s construction of the Interstate Highway system shifted inter-state travel from the former U.S 66 onto limited access Interstate Highways such as Interstate 10. Route 66 was decommissioned 15 years after the date of the car wash’s construction. There is no historic association of the subject car wash with the history of U.S. Route 66.

The car wash property at 7617 Santa Monica Boulevard does not have any historic significance related to any historic period of growth or to any historic transportation mode or to any aspects of urban planning. The car wash property at 7617 Santa Monica Boulevard is not eligible under Category 3 of Criterion A.

**Category 4 under Criterion A** requires that a historic resource embody “elements of architectural design, craftsmanship, detail or materials that represent a significant structural or architectural achievement or innovation.”

As noted under Category 1 of Criterion A, the car wash at 7617 Santa Monica Boulevard is a modest example of the Googie architectural style that was constructed after the period of significance of the style (1935-1969). The building is not an excellent example of the Googie architectural style. The car wash building does not possess distinctive features representative of the Googie style.

The linear industrial cleaning assembly line system of the car wash was typical of that which had been in place since the early 1950s and thus was not an innovative

achievement. The building materials and construction techniques employed were typical of the period and do not represent any significant structural or architectural achievement.

The car wash property at 7617 Santa Monica Boulevard is not eligible for historic designation under Category 4 of Criterion A.

**Category 5 under Criterion A** requires that a historic resource “has a unique location or singular physical characteristic or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city.” The carwash is sited along one of the City’s several commercial corridors, Santa Monica Boulevard which is a narrow arterial street. As a non-residential property type, car washes were constructed along commercial corridors, so the property’s siting is not unique. The pylons of the building (which appear to have been altered), although an unusual feature, are not visible from any distance due to the relative narrowness of the roadbed, and much of the building and pylons are obscured by the foliage of street trees. The car wash property at 7617 Santa Monica Boulevard is not eligible for designation under Category 5 of Criterion A.

**Criterion B** requires that a historic resource be “one of the few remaining examples in the city, region, state or nation, possessing distinguishing characteristics of an architectural or historical type or specimen.” The Googie style car wash at 7617 Santa Monica Boulevard is not an excellent example of the style and it was constructed after the period of significance of the Googie architectural style. The car wash property type had been well established by the time the subject car wash was built. Extant examples of Googie style car wash facilities, constructed during the period of significance, in the region include: 1004 Sherman Way (1960), 11565 Firestone Boulevard (1963), 6606 Lankershim Boulevard (1963), 2420 Rosecrans Avenue (1963), 17438 Ventura Boulevard (1963) and 1601 San Fernando Road (1965). The car wash property at 7617 Santa Monica Boulevard does not meet requirements to be eligible under Criterion B.

**Criterion C** requires a historic resource to be “identified with persons or events significant in local, state or national history.” The car wash was first owned by Apollo Car Wash, Inc. No evidence was found that individuals identified with that business or later owners of the car wash would be considered to have any historic significance. There is no evidence that any historic event occurred at this car wash facility. Thus the property at 7617 Santa Monica Boulevard does not meet the requirements to be eligible using Criterion C.

**Criterion D** requires that a historic resource be “representative of the notable work of a builder, designer, or architect.” There was no architect listed on the building permit so it appears there was no architect involved in its design; thus no master architect is associated with the building. There is no evidence that the engineering firm, Perlin-Boggio, is considered to be master designers. There is no evidence that the construction of the building is the work of a master craftsman. The car wash property does not meet the requirements to be eligible under Criterion D.

***National Register of Historic Places and California Register of Historical Places***

Both the National Register and California Register have a Criterion D/1 that covers the situation where a resource has yielded or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation. The car wash facility was constructed in the late 20<sup>th</sup> Century when documentation of building styles, methods of construction and data on materials was commonly available and remains accessible through archived research materials. The physical structures of the car wash would not yield unknown information about materials, construction methods, or washing technology. Thus the car wash property does not meet the California Register and National Register criteria under D/1.

To qualify for designation to both the National Register and California Register, a property must be at least fifty years. Both the National Register through Criterion G and the California Register have an exception for resources of exceptional significance. A property that has achieved significance within the past fifty years can be evaluated only when sufficient historical perspective exists to determine that the property is exceptionally important. The necessary perspective can be provided by scholarly research and evaluation, and must consider both the historic context and the specific property's role in that context. There is no evidence that the property at 7617 Santa Monica Boulevard meets the criteria to be considered of exceptional significance.

The National Register of Historic Places and the California Register of Historical Places use criteria similar to those of the City of West Hollywood to evaluate the historic significance of buildings. The property at 7617 Santa Monica Boulevard does not meet any of the City of West Hollywood criteria. Thus for the same reasons as presented under the City of West Hollywood criteria, the subject car wash property does not meet either the National Register of California Register criteria to be determined eligible as individual historic resources or as contributing buildings to a historic district. There is no evidence that the property meets the criteria to be considered of exceptional significance.

***Conclusion***

Based on the facts presented above, the property at 7617 Santa Monica Boulevard building is not eligible for the National Register of Historic Places, the California Register of Historical Resources, as City of West Hollywood designated historic resource, or as a contributor to any historic district as it:

- Is not associated with any historic events or patterns of history;
- Is not associated with any historic persons;
- Is not associated with any technological advances;
- Is not a notable example of the Googie style of architecture;
- Is not associated with a master architect;
- does not possess high quality workmanship or materials;
- does not contribute to any historic district.

Therefore, the property at 7617 Santa Monica Boulevard is not a historical resource as defined by CEQA.

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**Attachment A: Photographs with Descriptions**  
**Madison Car Wash at 7617 Santa Monica Boulevard**



1. Pole sign for Car Wash



2. West end of car wash along Santa Monica Boulevard





3. Middle section and east end of car wash along Santa Monica Boulevard



4. East end of car wash along Santa Monica Boulevard



5. South elevation along Santa Monica Boulevard and portion of east elevation



6. Upper area of south elevation along Santa Monica Boulevard



7. West end of south elevation along Santa Monica Boulevard



8. West elevation



9. South elevation at street level along Santa Monica Boulevard



10. Looking into car wash along Santa Monica Boulevard



11. Looking into car wash along Santa Monica Boulevard



12. Looking into car wash along Santa Monica Boulevard



13. Looking into car wash along Santa Monica Boulevard



14. Looking into car wash along Santa Monica Boulevard



15. South elevation and east elevation of car wash building



16. East elevation of car wash building



17. East elevation of waiting area attached to the north of the car wash building



18. Car wash building interior





19. East end of north elevation of car wash building



20. Middle section of north elevation of car wash building



21. West end of north elevation of car wash building



22. Northwest section of parcel behind car wash building



23. North section of parcel behind car wash building



24. Northeast section of parcel behind car wash building



25. Detail of fascia of the car wash along Santa Monica Boulevard



26. Detail of wall corner of car wash at Santa Monica Boulevard



27. Detail of wall corner of car wash at northeast corner



28. Mini-mall located to the east of the car wash

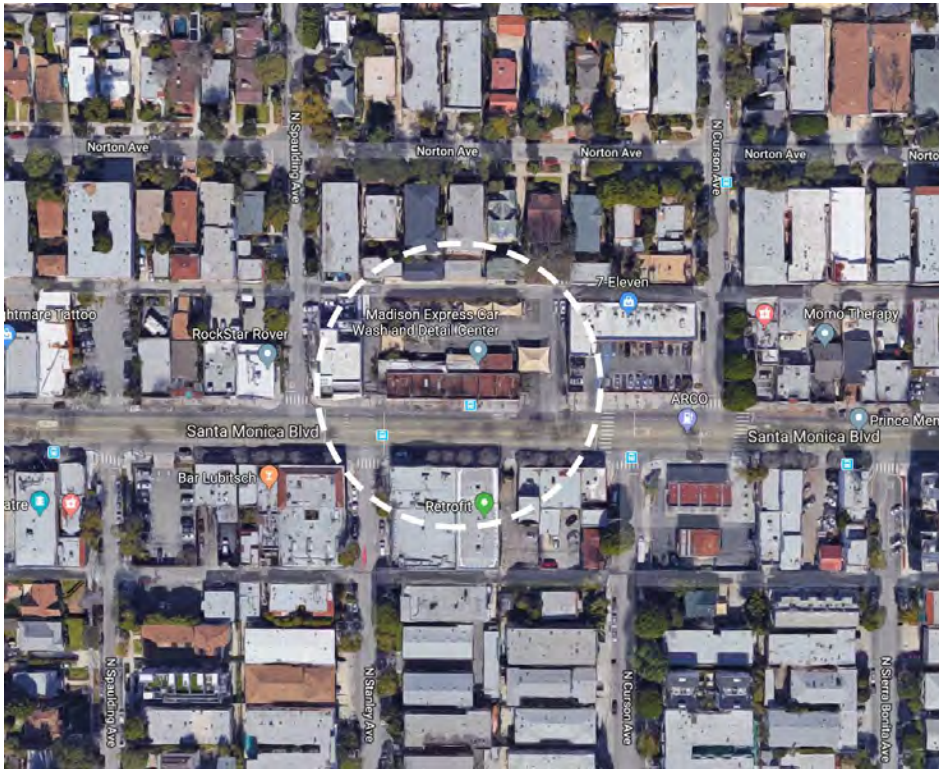


29. East end of block on the south side of Santa Monica Boulevard across from car wash

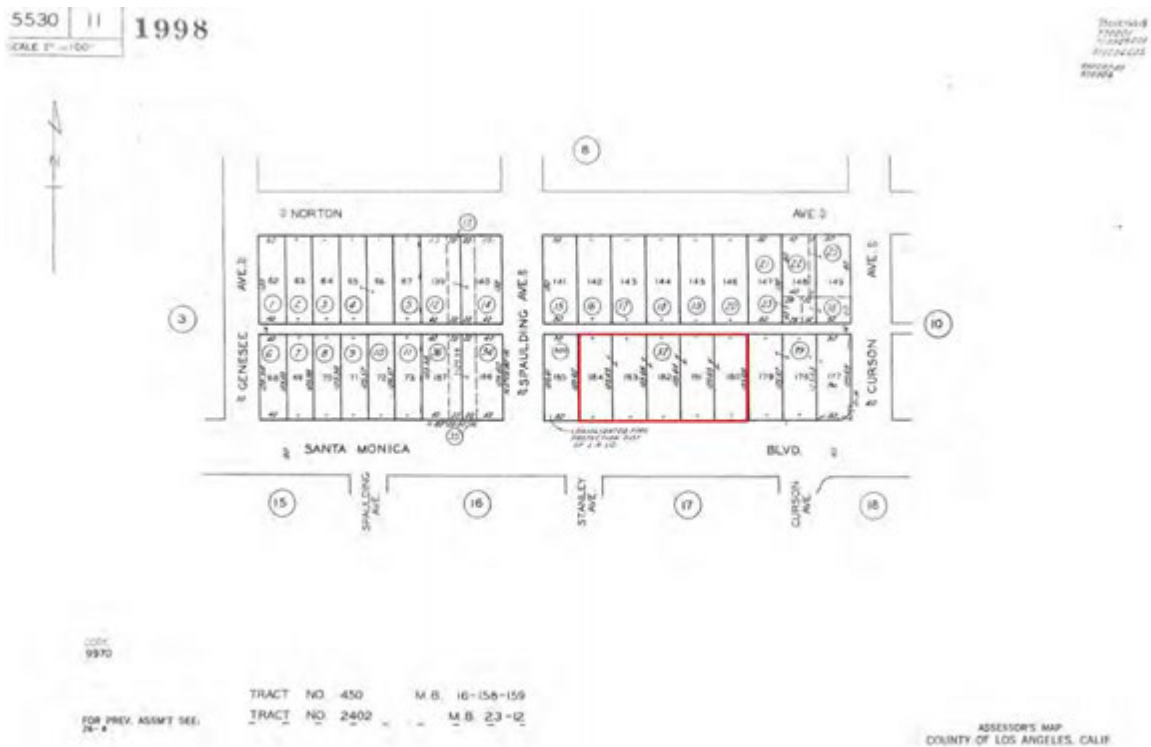


30. West end of block on the south side of Santa Monica Boulevard across from car wash

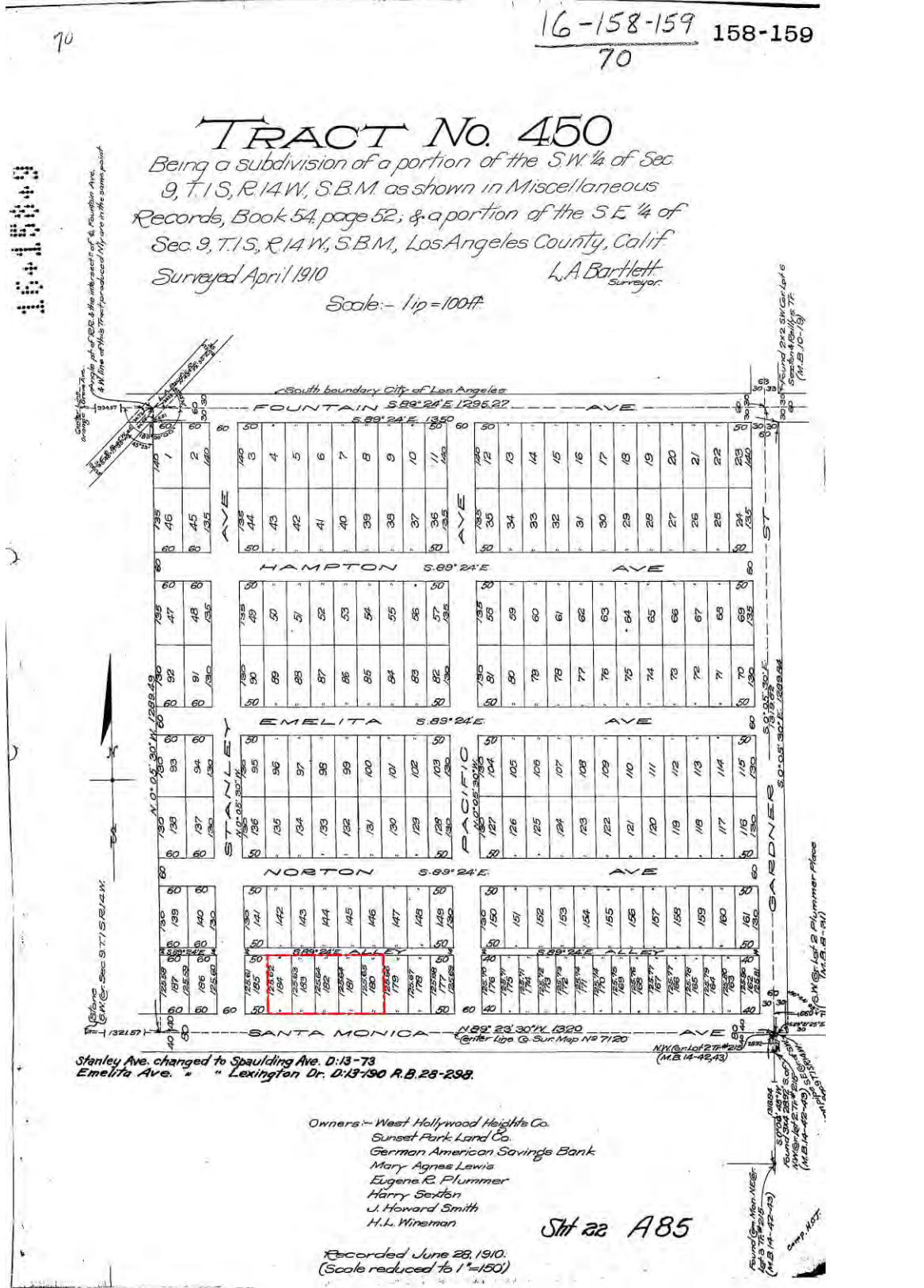
**Attachment B: Maps and Aerial Photographs**



Aerial photograph (ca. 2017)



Los Angeles County Assessor's Map



Original Tract Map



**Attachment C: Historic Aerials and Sanborn Insurance Maps**

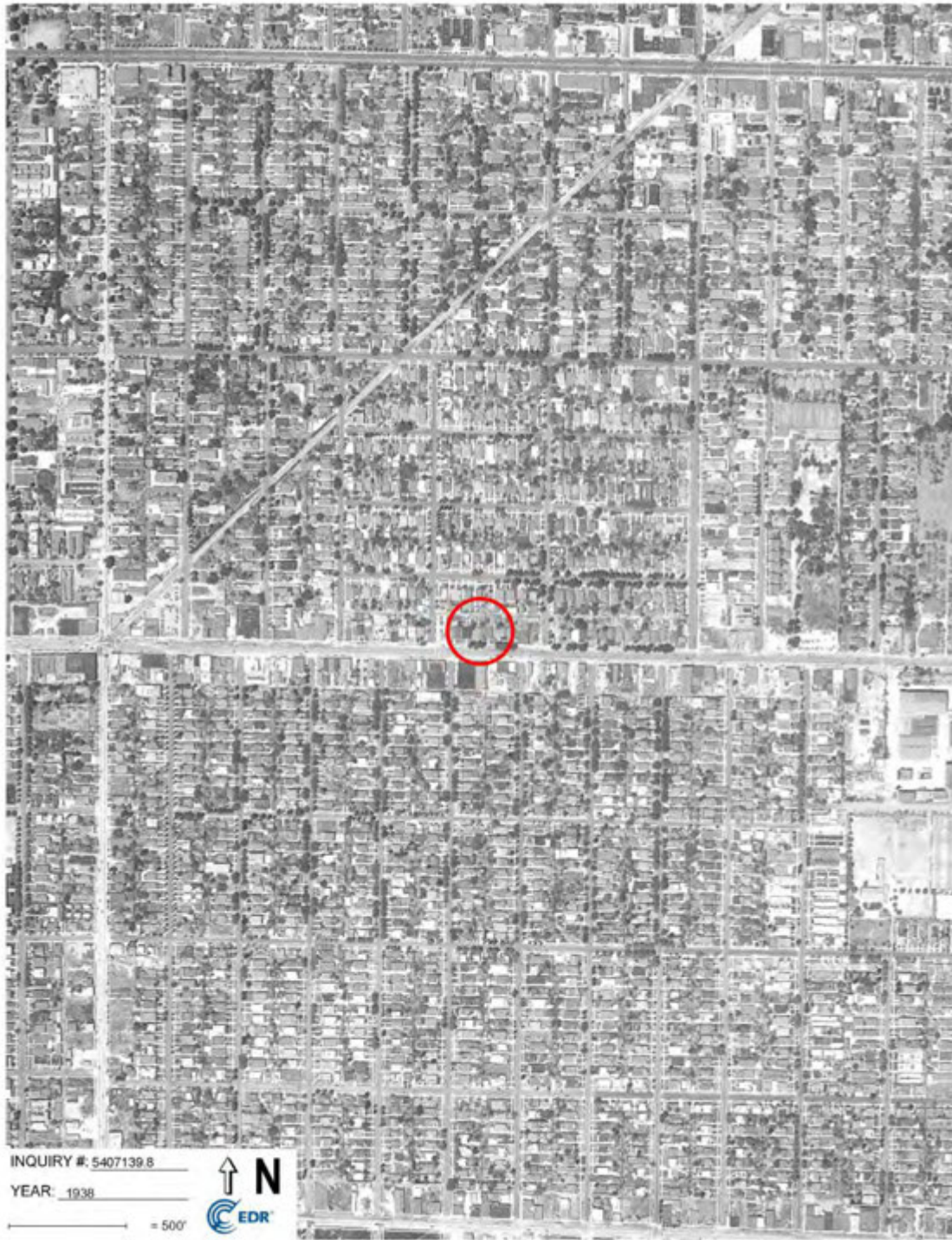
**Historic Aerials**



Aerial Photo 1923



Aerial Photo 1928



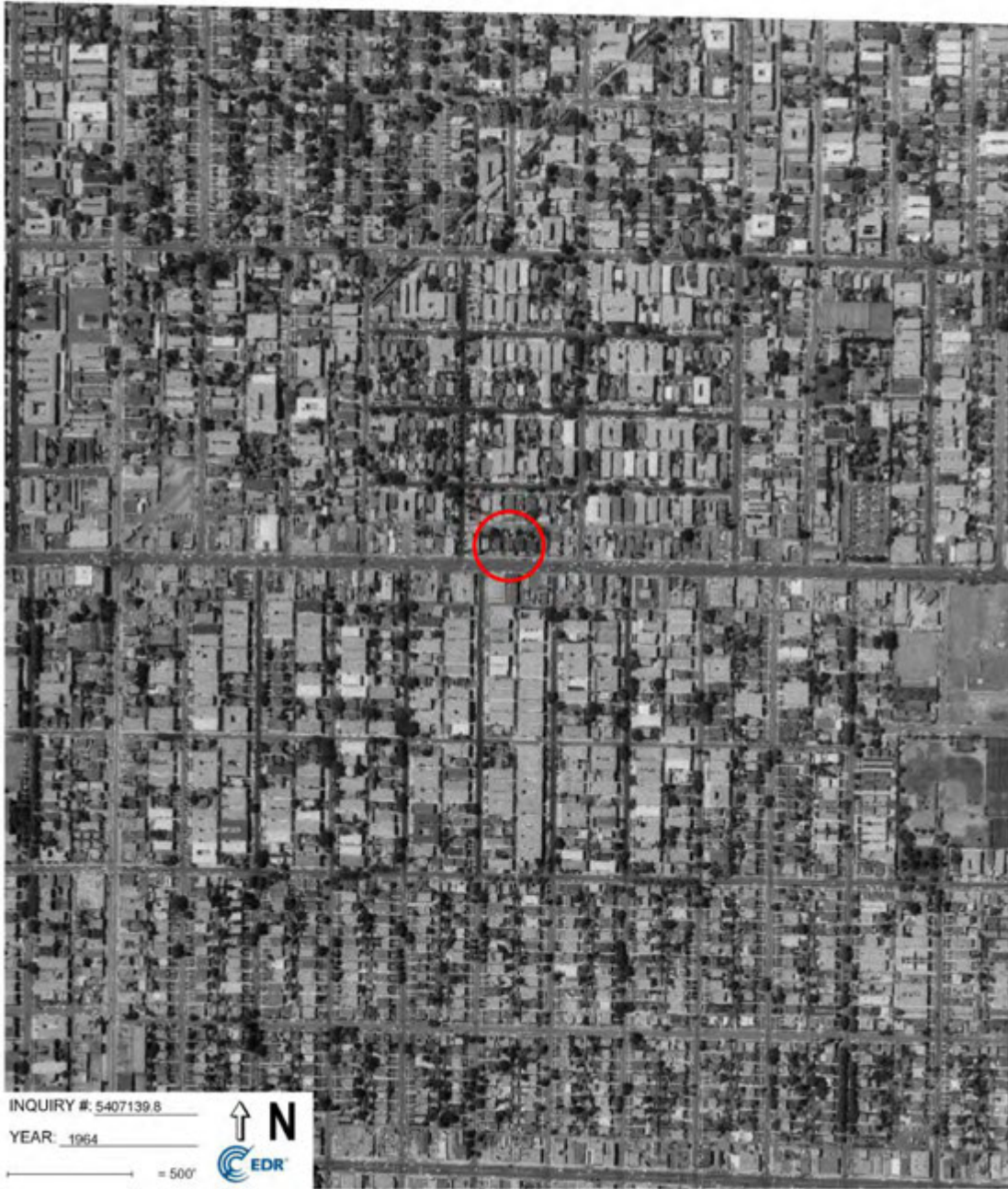
Aerial Photo 1938



Aerial Photo 1948



Aerial Photo 1952



Aerial Photo 1964

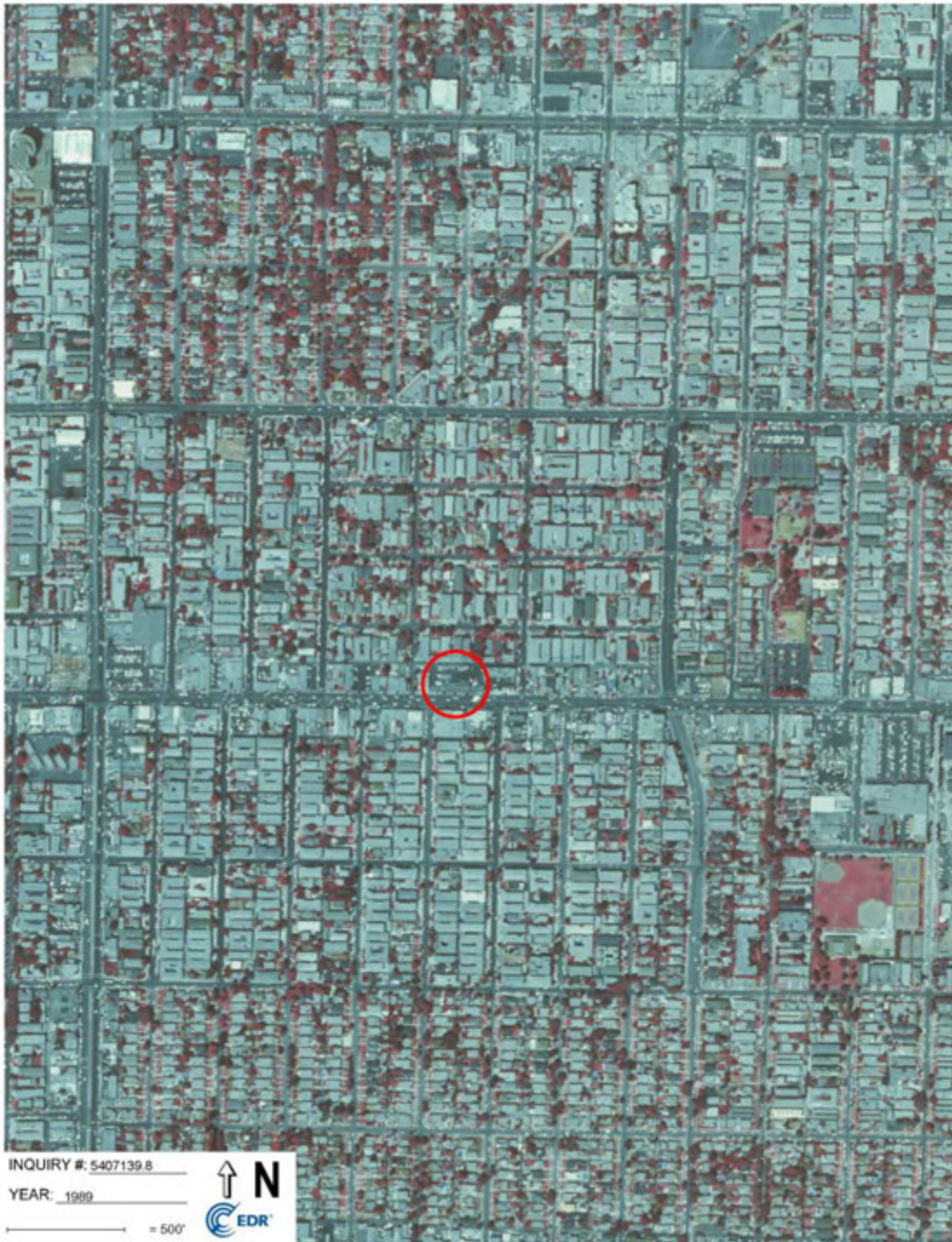


Aerial Photo 1970



Aerial Photo 1977

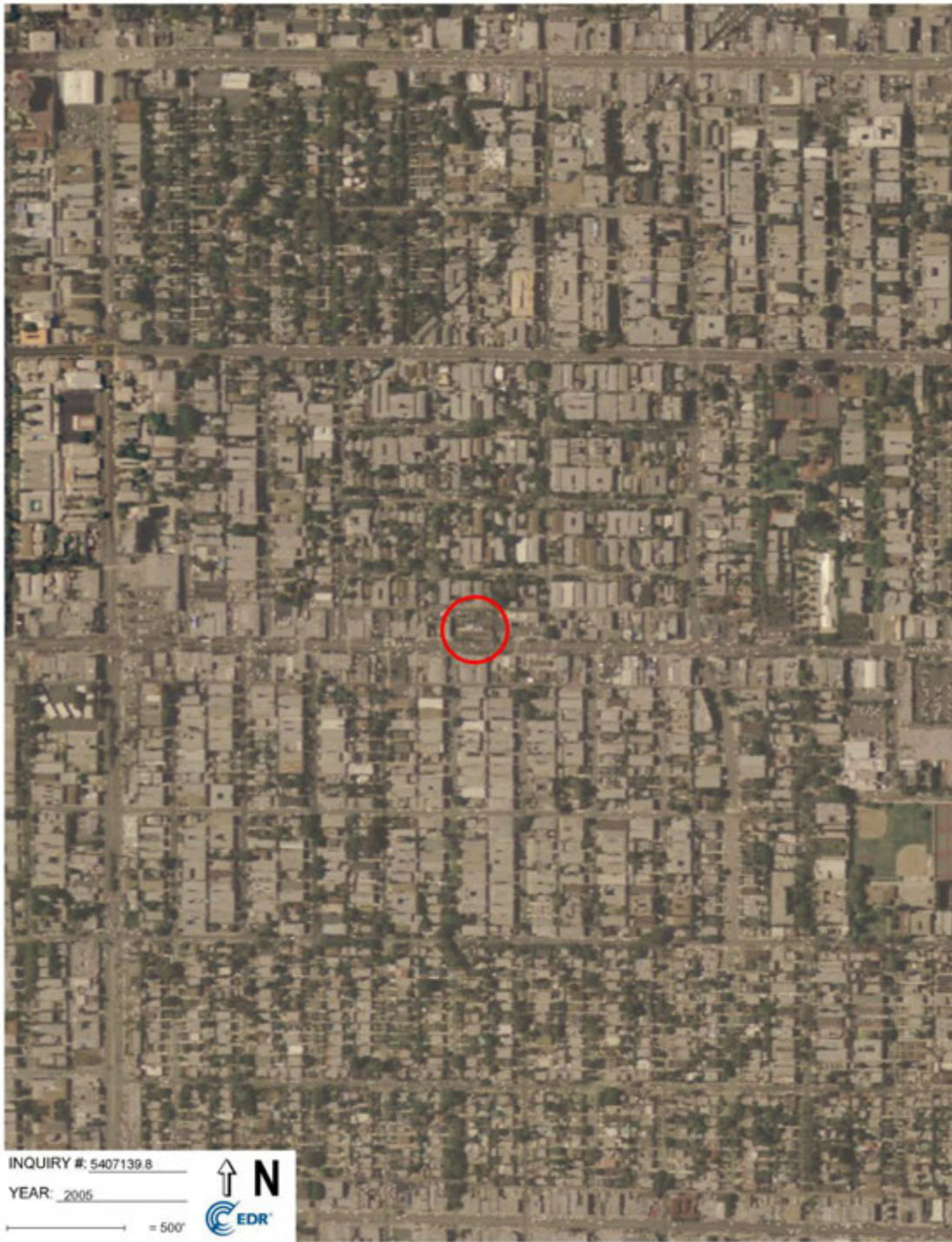




Aerial Photo 1989



Aerial Photo 1994



Aerial Photo 2005



Aerial Photo 2012

Sanborn Insurance Maps



Sanborn Insurance Map 1919





Sanborn Insurance Map 1960



Site Name: 7617 Santa Monica Blvd  
 Address: 7617 Santa Monica Blvd  
 City, ST, ZIP: West Hollywood, CA 90048  
 Client: Kaplan Chen Kaplan  
 EDR Project: 5407139-3  
 Draw Date: 08/29/2018  
 Certification #: 303F-402049493  
 Copyright: 2018



This Certified Sanborn Map combines the following sheets.  
 Outlined areas indicate map sheets within the collection.



Volume 10, Sheet 1086

Sanborn Insurance Map 1962



Sanborn Insurance Map 1962



Site Name: 7617 Santa Monica Blvd.  
 Address: 7617 Santa Monica Blvd.  
 City: West Hollywood, CA 90069  
 Client: Union Church/Station  
 EDR Inquiry: 4/8/2018  
 Order Date: 10/23/2018  
 Certification #: 6C3F-4636-A4F9  
 Copyright: 1986



This Certified Sanborn Map combines the following sheets.  
 Outlined areas indicate map sheets within the collection.



Volume 10, Sheet 1086



Sanborn Insurance Map 1966



Sanborn Insurance Map 1969



Sanborn Insurance Map 1970

**DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 6L \_\_\_\_\_

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

Page 1 of 3

\*Resource Name or # (Assigned by recorder): 7617 Santa Monica Blvd

P1. Other Identifier: Madison Car Wash \_\_\_\_\_

\*P2. Location:  Not for Publication  Unrestricted

\*a. County Los Angeles and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad: Date: T: R: of S: \_\_\_B.M.

c. Address: 7617 Santa Monica Blvd City: West Hollywood Zip: 90046

d. UTM: (Give more than one for large and/or linear resources) Zone: 11S, 374907.3549 mE / 3773072.4304 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate): Parcel # 5530-011-037

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This is a 1-story car wash in the 20th Century Commercial style with Googie influences built in 1970. Exterior walls are stucco. The building has a flat roof clad in corrugated metal, with a fascia featuring repeating rectangles. A series of pylons rise above the roofline. The east and west ends of the building provide ingress and egress for the car wash tunnel. The south elevation facing Santa Monica Boulevard is open, but secured by a metal fence. Additions were constructed on the north side of the building at an unknown date.

\*P3b. Resource Attributes (List attributes and codes): HP6: 1-3 story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  Element of District  Other (Isolates, etc.)

P5a. Photograph or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of photo: (View, data, accession #)

View facing northeast, December 2015

\*P6. Date Constructed/Age and Source:

Historic  Prehistoric  Both

1970 . Los Angeles County Office of the Assessor

\*P7. Owner and Address:

\*P8. Recorded by: (Name, affiliation, and address)

GPA Consulting, 617 S. Olive Street, Suite 910, Los Angeles, CA 90014

\*P9. Date Recorded:

Date surveyed: 2016.

Record prepared: 08/29/2016

\*P10. Survey Type: (Describe)

Intensive

\*P11. Report Citation: (Cite survey report and other sources or enter "none.")

West Hollywood Historic Resources Survey

\*Attachments:  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  Archeological Record  
 District Record  Linear Feature Record  Milling Station Record  Rock Art Record  Artifact Record  Photograph Record  
 Other (List): \_\_\_\_\_

**DEPARTMENT OF PARKS AND RECREATION**

**BUILDING, STRUCTURE, AND OBJECT RECORD**

\*Resource Name or # (Assigned by recorder): 7617 Santa Monica Blvd

NRHP Status Code 6L \_\_\_\_\_

Page 2 of 3

B1. Historic Name: Madison Car Wash

B2. Common Name: Madison Car Wash

B3. Original Use: Commerce/Trade: Business

B4. Present Use: Commerce/Trade: Business

\*B5. Architectural Style: 20th Century Commercial , Googie

\*B6 Construction History: (Construction date, alterations, and date of alterations)

Date: 1970 . Source: Los Angeles County Office of the Assessor

\*B7. Moved?  Yes  No  Unknown      Date:      Original Location:

\*B8. Related Features: There is a pole sign at the east end of the property with double-faced cabinets at the top and in the middle.

B9a. Architect: Unknown

b. Builder: Unknown

**B10. Significance:**    Theme: Modern West Hollywood    Area:

**Period of Significance:** 1966 - 1984

**Property Type:** Car wash

**Applicable Criteria:**

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

This property was constructed in 1970 as a car wash. It appears ineligible for listing in the National Register and California Register or for designation as a West Hollywood Cultural Resource through survey evaluation, but may warrant special consideration in local planning (6L). It does not appear to meet the criteria for significance under national, state, or local landmark programs. As it is less than 50 years of age, it does not meet the minimum age requirement for listing in the National Register or California Register. No information was found indicating that the property is historically, culturally, or architecturally significant in West Hollywood.

The stretch of Santa Monica Boulevard through West Hollywood became part of Route 66 in 1936. By this time; however, there were already automobile-related businesses along the street including gas stations, repair shops, and dealerships. The subject property is a typical example of the car wash building type, which emerged in the 1920s due to the frequent need to clean mud and dust from automobiles. The technology of the mechanized car wash evolved after World War II to meet the growing demand and resulted in a linear pavilion through which cars were carried on conveyor belts. The most common form involved a horizontal roof hovering over the pavilion supported by a series of steel pylons. The subject property possesses these basic components, which were already established in the 1950s. The property also possesses some of the characteristics of the Googie style of architecture, but is missing the futuristic decorative elements associated with the style...

B11. Additional Resource Attributes (List attributes and codes):

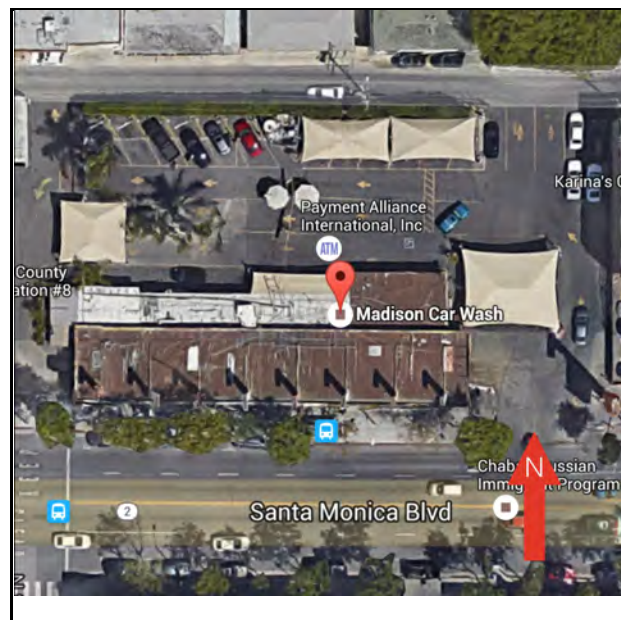
\*B12. References: Building permits, various dates.

B13. Remarks:

**B14. Evaluator:** GPA Consulting, 617 S. Olive Street, Suite 910, Los Angeles, CA 90014

\*Date of Evaluation: Date surveyed: 2016. Record prepared: 08/29/2016

(This space reserved for official comments.)



**CONTINUATION SHEET**

Property Name: 7617 Santa Monica Blvd

**Page 3 of 3**

**B10. Significance (continued):**

...such as rockets and stars as well as the bold signage often found on car washes. 1970 is late in the contexts of Route 66, the car wash building type, and the Googie style.

Based upon visual observation, the property retains all aspects of integrity from the period of significance. There are no apparent alterations visible from the public right-of-way. However, it is likely that the building once featured letters between each pylon that spelled "car wash." Other alterations include additions at the rear.