

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received JUN 20 1985
date entered JUL 18 1985

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic The Montecito Apartments

and/or common The Montecito Apartments

RECEIVED
JAN 2 1985

2. Location

street & number 6650 Franklin Avenue

N/A not for publication

city, town Los Angeles

N/A vicinity of

state California

code 06

county Los Angeles

code 037

OHP

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other: Vacant

4. Owner of Property

name The Montecito Apartments, The General Partnership

street & number 9454 Wilshire Boulevard, Suite M-7

city, town Beverly Hills

N/A vicinity of

state CA 90212

5. Location of Legal Description

courthouse, registry of deeds, etc. Los Angeles County Hall of Records

street & number 320 West Temple Street

city, town Los Angeles

state CA

6. Representation in Existing Surveys

title NONE (Tax Certification, Part 1, August 8, 1984)
has this property been determined eligible? yes no

date federal state county local

depository for survey records

city, town

state

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>N/A</u>
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The Montecito Apartments, 1861 Cherokee Avenue/ 6650 Franklin Avenue, is a ten story and two basement reinforced concrete structure. It is built in an essentially square building plan with two shallow light courts on the east and west facades, and is designed in a manner influenced by the Art Deco/ Zig Zag Moderne style with applied Deco and Mayan decorative detailing. It is built on a corner downslope lot from Franklin south along Cherokee. This lot provides a high degree of visibility for this virtually unaltered structure.

The main or entrance facade is located on Franklin Avenue. It has a double inset bronze doorway with a decorative cast iron, rusticated concrete and marble and black glass surround. A highly decorative cast iron canopy with lamps is located directly above the entrance and is anchored to the facade by bars with turnbuckles. The remainder of the Franklin street level frontage is relatively austere, consisting of rusticated concrete panels set between vertically incised piers and flat metal casement windows. Directly above the street level windows there are decorative cast Deco panels set as partial spandrels. Above these are heavy Mayan pendants cast in concrete and anchored to each pier at the second story level and extending to the third story level. The facade from the third story to the attic level is relatively unadorned with the exception of chevrons in the spandrel areas at each floor level. All windows are flat metal casements in each of the nine window bays which flank a centrally located inset fire stairwell. The attic area consists of cast decorative concrete utilizing a pattern similar to that of the first floor level.

The east elevation continues the decorative detailing of the north from the first story level to the attic area. The downslope lot exposes, however, the wall surface of the basement area which consists of rusticated cast concrete. This side has a centrally located shallow light well flanked by four window bays on each side. Again, the windows are of the flat metal casement type.

The south elevation carries the decorative Mayan detailing of the north and east only to the easternmost window bay. The window articulation and decorative detailing from the first story level to the attic area is, however, similar to that of the north elevation. The two basement levels are fully exposed on this facade and they consist of a flat wall surface articulated by irregularly placed window openings. A sloping driveway runs from Cherokee down to the lower basement level where a large garage doorway provides access to interior parking.

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Continuation sheet

Item number 7

Page 1

The west elevation is similar in mass to the east elevation, but there are only three window bays located in the principal wall segments as opposed to the four in the eastern elevation. The wall surfaces are flat and are devoid of decorative detailing from the first floor to the attic area where cast decorative panels are utilized in a manner similar to each of the other three elevations. The basement wall surface is exposed and is rusticated only in the area directly below the northernmost wall segment.

The roof area consists of a centrally located machinery penthouse of concrete construction. It is rectangular in shape with four window openings on the east and west elevations and two window bays on the north and south. Elaborate cast Deco panels are carried above the window openings on all elevations and the penthouse is capped by a hipped copper and concrete roof. Large neon "Montecito" signs are located in the roof parapets on the east and south elevations. A similar sign is located on the machinery penthouse directly below the roofline on the northern elevation.

The interior of the structure is relatively unaltered. The principal areas of interest are the lobby, reception room and corridors. Access to the lobby is provided from the Franklin Avenue entrance. It consists of a relatively small area adorned by cast concrete moldings, Deco columns with both flat and fluted surfaces and marble baseboards. The reception room is located to the east of the lobby. It is rectangular in configuration with a splendid Deco fireplace set into the west wall. The windows have decorative surrounds consisting of fluted side moldings with scalloped incised molding above. The corridors are decorated by simple cast plaster moldings at the ceiling level. Numerous light fixtures are located throughout the building. The apartments are also relatively unaltered with the exception of minor modifications to the bathroom and kitchen areas.

The building grounds consist simply of a pool and parking area. The pool, a 1950's addition, is the only major alteration to the building complex. Located in the southwest corner of the lot it is presently unmaintained and is in poor condition.

In summary, the Montecito is an excellent example of the Deco style as utilized in apartment house design in Southern California. Furthermore, its unaltered condition and high visibility serve to make this building a landmark in the Hollywood area.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1930-1931 Builder/Architect Baruch/ Miller

Statement of Significance (in one paragraph)

The Montecito Apartments is one of the finest examples of Art Deco styling with Mayan detailing in the Hollywood area. It is significant for its architectural quality and integrity, and remains virtually unaltered. The structure is prominently situated on a hillside two blocks north of Hollywood Boulevard, and is highly visible from this well traveled thoroughfare. The Montecito Apartments has long served the Hollywood community as a visually pleasing local landmark, and is compatible in period, style and scale with nearby commercial structures on Hollywood Boulevard. The edifice, with its overscaled signage, is an integral component of the Hollywood skyline.

The Montecito Apartments is the finest extant work designed by the notable Los Angeles architect Marcus P. Miller. The structure was one of only a few apartment buildings in the Los Angeles area which reached the height limit imposed for earthquake safety. The Montecito Apartments has been regarded as one of Hollywood's finest apartment buildings since construction was completed in 1931. It was the illustrated subject of an article in the Arrowhead Magazine in June 1934 which stated that "Towering above the trees at the foothills the Montecito Apartments furnish an example of the fineness of Hollywood's living accommodations."¹ It served the motion picture industry during its peak production years by providing accommodations for the vast influx of workers and artists associated with film making.

The Montecito Apartments was built as a commercial venture by The Cherokee Properties, Ltd. The Los Angeles architect Marcus P. Miller was commissioned to design the structure. Architect Miller is best known for his design of the Darkroom Camera Shop storefront; the unique entrance area is constructed in the shape of a giant camera. The H.M. Baruch Corporation was contracted to erect the edifice at an estimated cost of \$275,000. This was a substantial sum for an apartment building in Los Angeles during this period. Herbert M. Baruch was one of Los Angeles' most prominent builders in the late 1920's and early 1930's. A high level of craftsmanship can be seen in his other works determined to be eligible to the National Register, including: the Garfield Building, the William Fox Building, and the Sun Realty Building.

¹ "Glamorous Hollywood" The Arrowhead Magazine, (June 1934), p. 25.

9. Major Bibliographical References

See Continuation Sheet, Item 9.

10. Geographical Data

Acreeage of nominated property 0.77 acre

Quadrangle name Hollywood

Quadrangle scale 1:24000

UTM References

A

1	1	3	7	6	9	5	0	3	7	7	4	4	2	0
Zone				Easting				Northing						

B

Zone				Easting				Northing						

C

Zone				Easting				Northing						

D

Zone				Easting				Northing						

E

Zone				Easting				Northing						

F

Zone				Easting				Northing						

G

Zone				Easting				Northing						

H

Zone				Easting				Northing						

Verbal boundary description and justification

Lot 11 and the north half of Lot 12, Block 2 of the Hollywood Ocean View Tract, City of Los Angeles, County of Los Angeles. Property is a 150' x 225' parcel at the southwest corner of Franklin and Cherokee Avenues. Boundaries are drawn to encompass the building and its historic lot.

List all states and counties for properties overlapping state or county boundaries

state N/A code county N/A code

state code county code

11. Form Prepared By

name/title Roger G. Hatheway and Richard Starzak

organization Roger G. Hatheway & Assoc. date December 7, 1984

street & number 25283 Cabot Road #218 telephone (714) 472-8648

city or town Laguna Hills state California 92653

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature Kathryn Gualtieri, Kathryn Gualtieri

title State Historic Preservation Officer date May 24, 1985

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the National Register

date 7-18-85

Keeper of the National Register

Attest:

date

Chief of Registration

United States Department of the Interior
National Park Service

National Register of Historic Places
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date entered

Continuation sheet

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Construction was begun on November 26, 1930 and was completed the following year.² Exterior and interior wall construction is reinforced concrete throughout. "Exterior ornament (is) cast integrally with the walls through the use of waste moulds."³ Interior construction also incorporates tile partitions and plaster walls and ceilings. Cement flooring was incorporated throughout, and in addition, the bathroom floors were covered with decorative tile. Composition roofing was applied to the concrete roof, and the concrete penthouse roof was sheathed in copper. A semi-public swimming pool was constructed in 1956 to the southwest of the main structure. Construction of the pool cost \$3,900.

In summary, the Montecito Apartments is architecturally significant as one of the finest examples of the Deco style with Mayan influence detailing in the Hollywood area. Furthermore, it is significant for its architectural quality and integrity, as one of the finest extant works of the architect, Marcus P. Miller. The edifice of the Montecito is an integral component of the Hollywood skyline, and has long served the Hollywood community as a local landmark, contributing to the unique sense of time and place of the surrounding area.

² Los Angeles City Dept. of Building and Safety. Building permit #28346, issued November 26, 1930.

³ "Portland Cement Association (advertisement)," The Architect and Engineer, Vol. CXIV No. 3 (September 1933).

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Continuation sheet

Item number 9

Page 1

"Glamorous Hollywood" The Arrowhead Magazine, (June 1934), p. 25.

Los Angeles City Dept. of Building and Safety. Building permit
#28346, issued November 26, 1930.

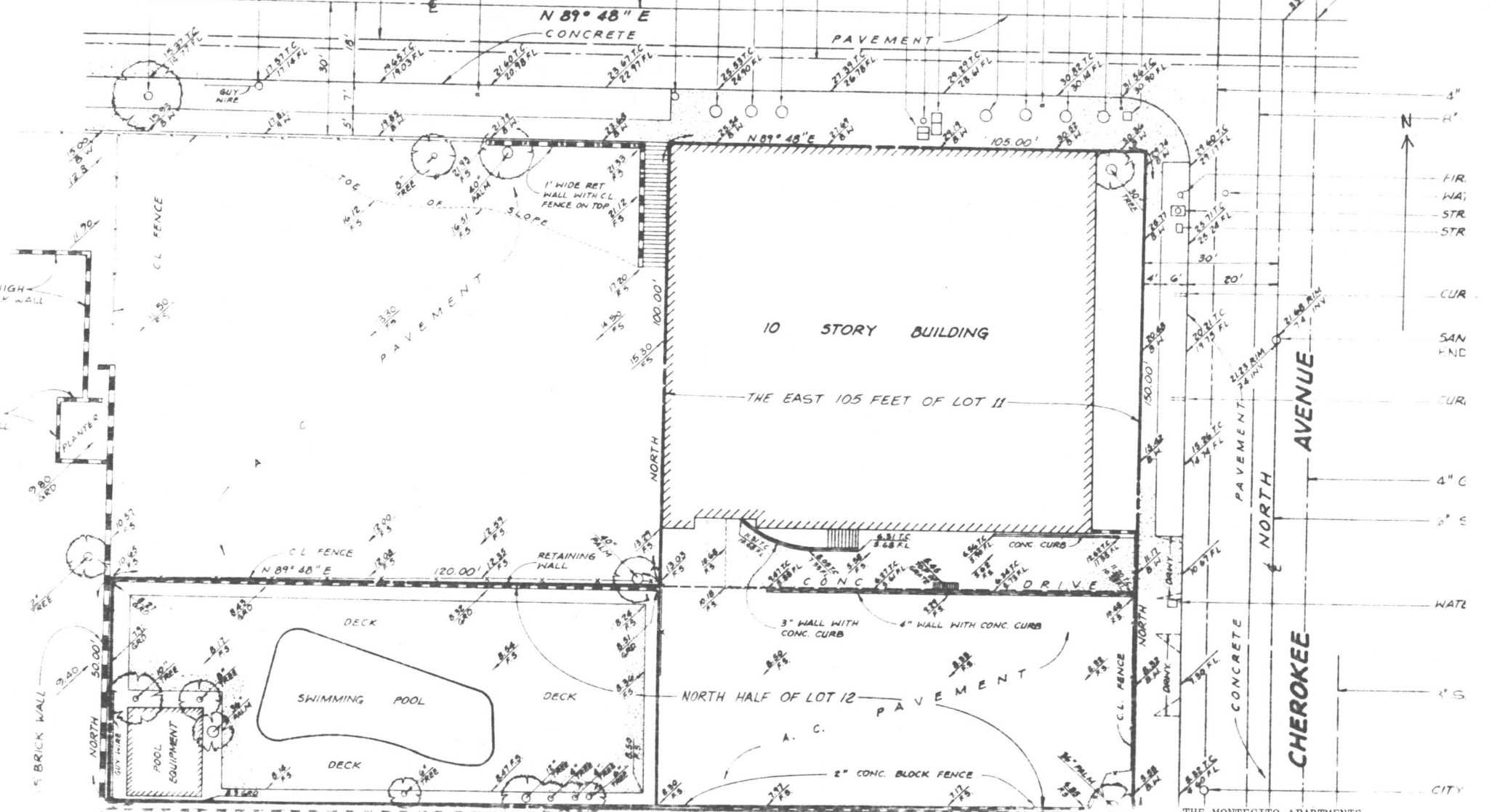
Los Angeles City Dept. of Building and Safety. Building permit
#459 issued January 8, 1931.

Los Angeles City Dept. of Building and Safety. Building permit
#42192 issued April 19, 1956.

"Portland Cement Association (advertisement)," The Architect and
Engineer, Vol. CXIV No. 3 (September 1933).

FD L B
CEFB 1

FRANKLIN AVENUE



THE MONTECITO APARTMENTS
 6650 Franklin Avenue
 Los Angeles, Los Angeles County, CA

REF # 85001592

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Montecito Apartments
Los Angeles County
CALIFORNIA

Working No. JUN 20 1985
Fed. Reg. Date: 2/4/86
Date Due: 7/18/85 - 2/4/85
Action: ACCEPT 7-18-85
 RETURN
 REJECT
Federal Agency: _____

Entered in the
National Register

- resubmission
- nomination by person or local government
- owner objection
- appeal

Substantive Review: sample request appeal NR decision

Reviewer's comments:

Recom./Criteria _____
Reviewer _____
Discipline _____
Date _____
_____ see continuation sheet

Nomination returned for: _____ technical corrections cited below
_____ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible? yes no

7. Description

Condition	Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed	date _____
	<input type="checkbox"/> unaltered	
	<input type="checkbox"/> altered	

Describe the present and original (if known) physical appearance

- summary paragraph
- completeness
- clarity
- alterations/integrity
- dates
- boundary selection

8. Significance

Period _____ Areas of Significance—Check and justify below

Specific dates _____ Builder/Architect _____
Statement of Significance (*in one paragraph*)

- summary paragraph
- completeness
- clarity
- applicable criteria
- justification of areas checked
- relating significance to the resource
- context
- relationship of integrity to significance
- justification of exception
- other

9. Major Bibliographical References

10. Geographical Data

Acreage of nominated property _____
Quadrangle name _____
UTM References _____

Verbal boundary description and justification _____

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

____ national ____ state ____ local

State Historic Preservation Officer signature _____

title _____ date _____

13. Other

- Maps
- Photographs
- Other

Questions concerning this nomination may be directed to _____

Signed _____ Date _____ Phone: _____











Montecito

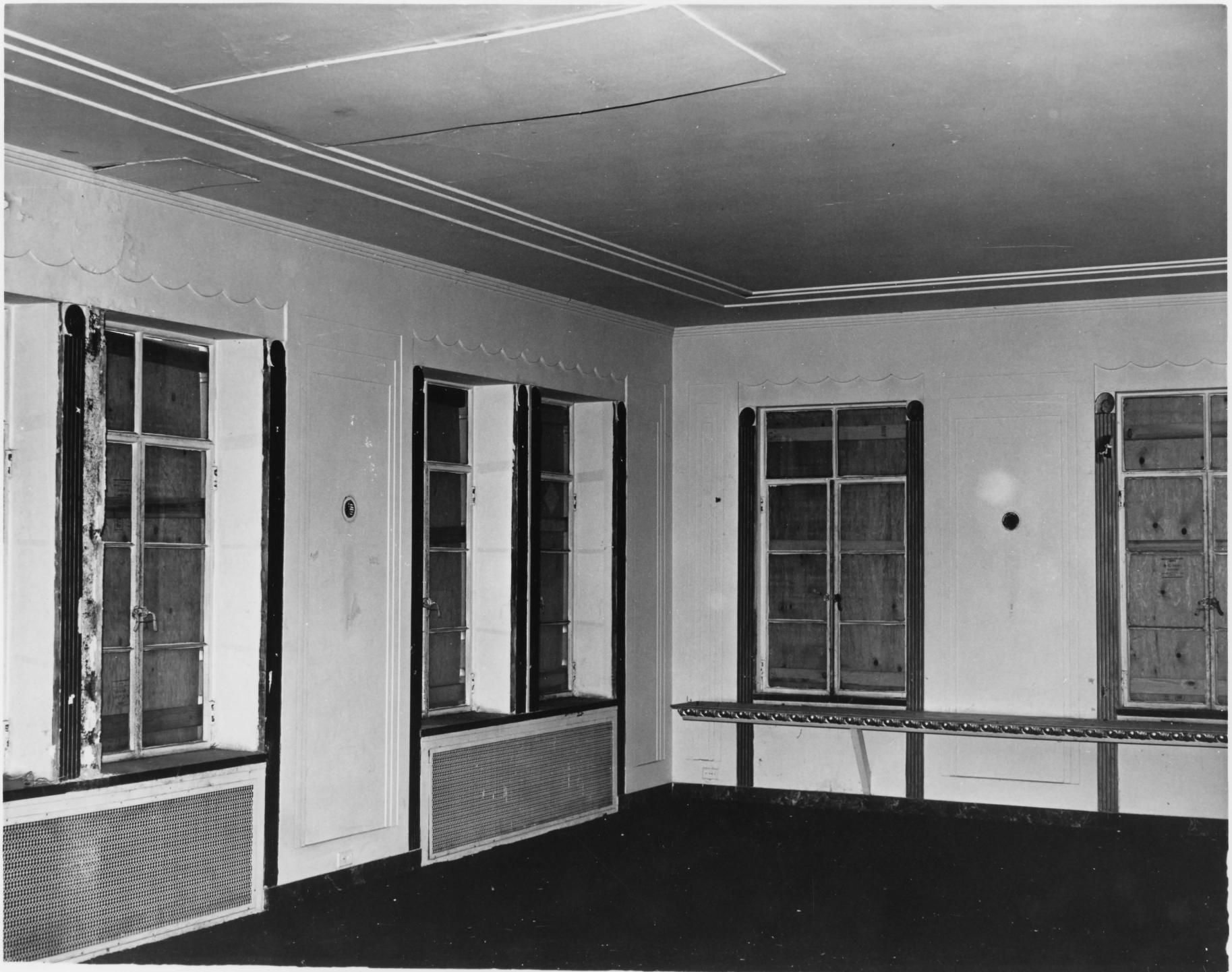
6650

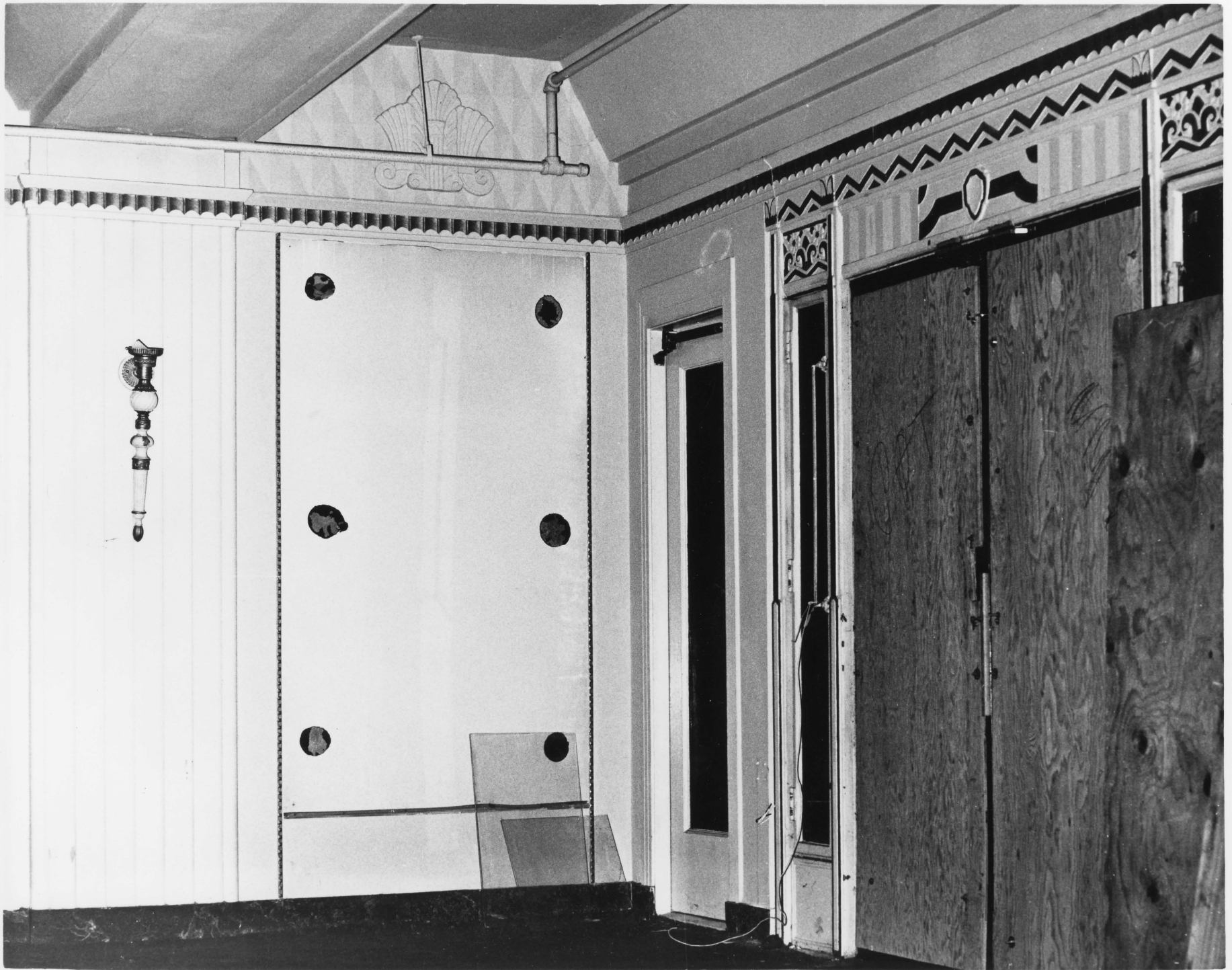
MONTECITO

NO
TRESPASSING

NO
TRESPASSING
VIOLATORS WILL
BE PROSECUTED





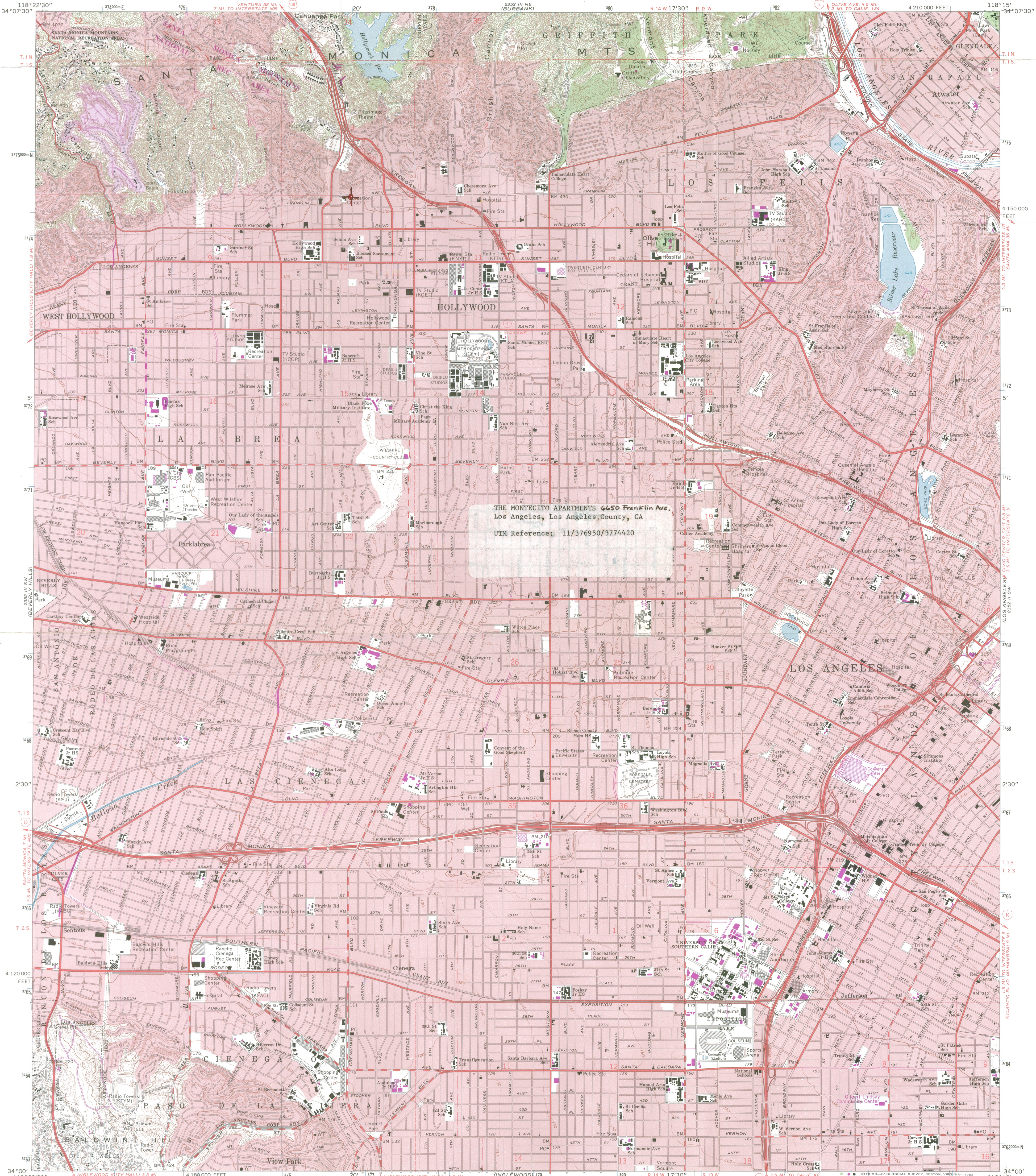




FIRE ESCAPE

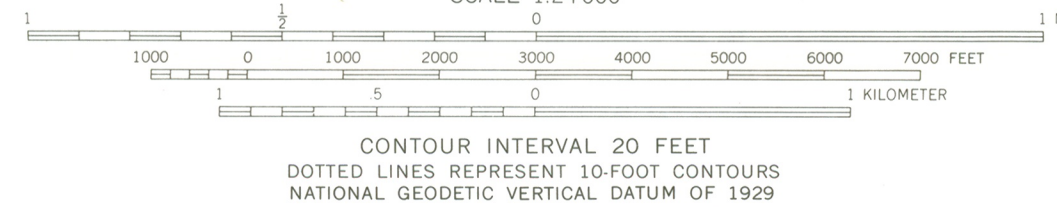
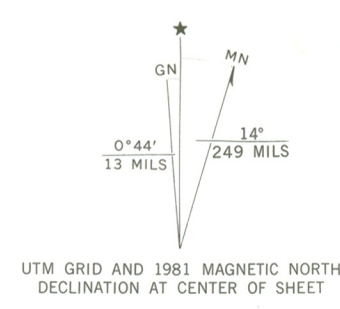
**FIRE
ESCAPE**

BY RO PRODUCTS CO. CLEVELAND OHIO 44115



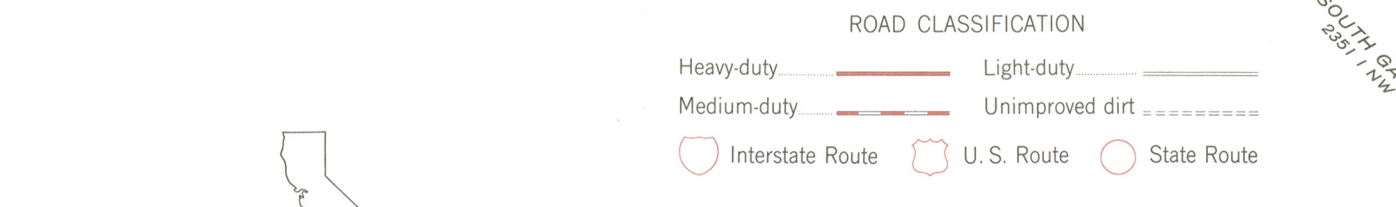
THE MONTECITO APARTMENTS 4650 Franklin Ave.,
Los Angeles, Los Angeles County, CA
UTM Reference: 11/376950/3774420

Mapped, edited, and published by the Geological Survey
Control by USGS, NOS/NOAA, and Los Angeles City and County
Topography by photogrammetric methods from aerial
photographs taken 1964. Field checked 1966
Supersedes map surveyed 1923-25, revised 1953
Polyconic projection. 10,000-foot grid ticks based on California
coordinate system, zone 7. 1000-meter Universal Transverse
Mercator grid ticks, zone 11, shown in blue. 1927 North
American Datum. To place on the predicted North American
Datum 1983 move the projection lines 2 meters north and
85 meters east as shown by dashed corner ticks
Red tint indicates areas in which only landmark buildings are shown
A portion of the south half of this map lies within a subsidence area
Vertical control based on latest available adjustment
There may be private inholdings within the boundaries
of the National or State reservations shown on this map



CONTOUR INTERVAL 20 FEET
DOTTED LINES REPRESENT 10-FOOT CONTOURS
NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



HOLLYWOOD, CALIF.
N3400—W11815/7.5
1966
PHOTOREVISED 1981
DMA 2352 III SE—SERIES V895

19 RECEIVED
AUG 10 1984
OHP

F78(WR-RR)

August 8, 1984

Stanley Treitel, General Partner
The Montecito Apartments, A General Partnership
9454 Wilshire Boulevard, Suite M7
Beverly Hills, California 90212

Re: [REDACTED], 1861 Cherokee Avenue/6650 Franklin Ave.,
Los Angeles (Los Angeles Co.), California 90028
Project No. 0389-84-CA

Dear Mr. Treitel:

The Division of National Register Programs has made a preliminary determination that the above property appears to meet the criteria for listing in the National Register of Historic Places. If the property is subject to depreciation under section 167 of the Internal Revenue Code of 1954 and if actually listed in the National Register, then it will qualify as a "certified historic structure" for purposes of the provisions contained in section 2124 of the Tax Reform Act of 1976, sections 701(f) and 315 of the Revenue Act of 1978, and sections 212 and 214 of the Economic Recovery Tax Act of 1981.

Obtaining "certified historic structure" status is the first step toward qualifying for tax incentives to encourage the rehabilitation of historic structures. The incentives apply only to structures that have either undergone or are about to undergo a rehabilitation that can be certified as meeting the Secretary of the Interior's Standards for Rehabilitation.

If you have not yet completed Part 2 of the Historic Preservation Certification Application, describing your rehabilitation plans, the enclosed copy should be completed and mailed to your State Historic Preservation Officer (SHPO) for preliminary review prior to review at the Federal level. Instructions for filling out the application are on the form itself. Enclosed are the Secretary's Standards for Rehabilitation. Specific questions concerning documentation required to certify rehabilitation work should be addressed to your SHPO:

Ms. Marion Mitchell-Wilson
Historic Preservation Officer
Department of Parks and Recreation
P.O. Box 2390
Sacramento, CA 95811
(916) 322-7384

Please be advised that this letter constitutes a preliminary notice of the property's significance. Certification of the property as a "certified historic structure," however, is contingent on nomination to and actual listing in the National Register. The nomination process involves review by the State Review Board, SHPO, and the National Park Service. It is possible that additional documentation may be requested during review of the nomination.

Sincerely,

Original Signed By:
Margaret Pepin-Donat

Margaret Pepin-Donat, Chief
Division of National Register Programs
Western Region

Enclosures

cc:
WASO-NH, w/o cy enc
SHPO-CA, w/o cy enc



COUNTY OF LOS ANGELES

HISTORICAL LANDMARKS/RECORDS COMMISSION

383 Hall of Administration • 500 W. Temple Street • Los Angeles, CA 90012 • 974-1431

MEMBERS

Barbara A. Henderson
Chairperson

Cynthia Nordstrom
Effie G. Johnson Rood
Billie Rountree
Mitsu Sonoda

May 3, 1985

MAY 6 1985

Ms. Marion Mitchell-Wilson, Acting Chief
Office of Historic Preservation
California Historical Resources Commission
Post Office Box 2390
Sacramento, California 95811

Dear Ms. Mitchell-Wilson:

At its meeting of April 30, 1985, the Los Angeles County Historical Landmarks/Records Commission considered the following sites for nomination to the National Register of Historic Places:

1. The Los Angeles County Branch Library System: Although there are some uneven architectural narratives in the description (this deficiency needs to be corrected), most of the buildings are unaltered and quite impressive. They typify the Southern California style of the early Twentieth Century and are recognized for their architectural significance. The Library System is worthy of recommendation for approval.

3. ✓ The Montecito Apartments: recommended not to approve the application at this time unless better documentation is submitted to substantiate its presentation that the Apartments has architectural and historical significance. The Commission recognized the Montecito Apartments represents a characteristic of certain Art Deco and Mayan influence, and is known to be the first high-rise building in its local area, however, it indicated that in the absence of significant characteristics, perhaps the residence could be considered for designation as a Point of Historical Interest as opposed to the National Register.

2. Engine Co. No. 27: the structure is extremely strong in historical significance as well as being noteworthy in its architectural value. For its many contributions to the local community the Engine Co. No. 27 merits a nomination to the National Register of Historic Places.

Ms. Marion Mitchell-Wilson
May 3, 1985
Page 2

3. Feynes Estate/Pasadena Historical Museum & Library: recommended for its highly qualified architectural contribution. Noting that it had acted in favor of this application previously, the Commission agreed to again recommend it for approval. The Commission credited the revised application for adding many essential elements that strengthened the overall presentation.
4. Cordelia A. Culbertson House: recommended for its fine architectural style, which reflects a unique example of the workmanship of Greene & Greene. The Commission agreed that the home is undoubtedly one of the finest built in its era. The buildings and grounds are beautifully detailed and the application is well prepared.

Sincerely,

Barbara A. Henderson

BARBARA A. HENDERSON
Chairperson

BAH:KN:km

Enclosures

OFFICE OF HISTORIC PRESERVATION
DEPARTMENT OF PARKS AND RECREATION
POST OFFICE BOX 2390
SACRAMENTO, CALIFORNIA 95811



May 24, 1985

Mr. Jerry Rogers, Keeper
National Register of Historic Places
National Park Service
U. S. Department of the Interior
P. O. Box 37127
Washington, D. C. 20240

Dear Mr. Rogers:

We are submitting the application for The Montecito Apartments, 6650 Franklin Avenue, Los Angeles, Los Angeles, California, for nomination to the National Register of Historic Places. This property has been determined eligible for Tax Certification.

Sincerely,

Kathryn Gualtieri

Kathryn Gualtieri
State Historic Preservation Officer

KGcm

Enclosures

Recd 6/20/85