

United States Department of the Interior  
National Park Service

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NATIONAL REGISTER OF HISTORIC PLACES  
NATIONAL PARK SERVICE

National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

historic name The Willmore

other names/site number The Stillwell

2. Location

street & number 315 West Third Street  not for publication (N/A)

city or town Long Beach  vicinity (N/A)

state California code CA county Los Angeles code 039 zip code 90802

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant  nationally  statewide  locally.  
( See continuation sheet for additional comments.)

Samuel Abeyta 4/16/99  
Signature of certifying official/Title Date  
Acting, State Historic Preservation Officer

State or Federal Agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register  
 See continuation sheet.
- determined eligible for the National Register  
 See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): \_\_\_\_\_

Edson H. Beall  
Signature of the Keeper

5/20/99  
Date of Action

The Willmore  
Name of Property

Los Angeles, California  
County and State

### 5. Classification

#### Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

#### Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

#### Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

#### Name of related multiple property listing

listed (Enter "N/A" if property is not part of a multiple property listing)

N/A

#### Number of contributing resources previously in the National Register

N/A

### 6. Function or Use

#### Historic Functions

(Enter categories from instructions)

Domestic:  
Multiple Dwelling

#### Current Functions

(Enter categories from instructions)

Domestic:  
Multiple Dwelling

### 7. Description

#### Architectural Classification

(Enter categories from instructions)

Late 19th & 20th Century Revivals:  
Italian Renaissance

#### Materials

(Enter categories from instructions)

foundation Concrete  
roof \_\_\_\_\_  
walls Cement plaster stucco  
other Glazed terra cotta ornamental details

#### Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

(Please see Continuation Sheets)

The Willmore  
Name of Property

Los Angeles, California  
County and State

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

### Criteria Considerations

(Mark "X" in all the boxes that apply.)

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

### Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

### Areas of Significance

(Enter categories from instructions)

Architecture

### Period of Significance

1927

### Significant Dates

1927, date of construction

### Significant Person

(Complete if Criterion B is marked above)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Fisher, Lake & Traver, architects  
Trewhitt-Shields Company, builders

## 9. Major Bibliographical References

### Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

#### Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey  
# \_\_\_\_\_
- recorded by Historic American Engineering Record  
# \_\_\_\_\_

#### Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:  
\_\_\_\_\_

The Willmore  
Name of Property

Los Angeles, California  
County and State

## 10. Geographical Data

**Acreage of Property** Less than one acre

### UTM References

(Place additional UTM references on a continuation sheet)

1 11 389400 3737185  
Zone Easting Northing

2         

3           
Zone Easting Northing

4         

### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

## 11. Form Prepared By

name/title Christy Johnson McAvoy, Principal

organization Historic Resources Group date September 3, 1998

street & number 1728 Whitley Avenue telephone (323) 469-2349

city or town Los Angeles state CA zip code 90028

## Additional Documentation

Submit the following items with the completed form:

### Continuation Sheets

### Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

### Photographs

Representative **black and white photographs** of the property.

### Additional items

(Check with the SHPO or FPO for any additional items)

## Property Owner

(Complete this item at the request of the SHPO or FPO.)

name (see Continuation Sheet)

street & number    telephone   

city or town    state    zip code   

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instruction gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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The Willmore  
Los Angeles, California

SECTION 7, NARRATIVE DESCRIPTION

Summary

The Willmore, completed in 1927, is one of the largest and most stately high rise apartment buildings constructed in Long Beach in the 1920s. The building is located on the northwest corner of West Third and Cedar Streets between the civic center of Long Beach and a residential neighborhood. Designed in the Italian Renaissance Revival style and constructed of reinforced concrete, the L-shaped building consists of a ten-story wing and an eleven-story wing. Aside from the replacement of windows, the building appears as it did upon completion in 1927.

Setting

The Willmore is located on a square-shaped parcel (compiled from six original lots) at the northwest corner of Third Street and Cedar Avenue on the northern edge of the civic center area of downtown Long Beach. The property is bounded by narrow alleys to the north and the east. The area north of the building generally consists of two- to four-story apartment buildings, and to the south are several commercial buildings, a large parking lot, and a large church across West Third Street. An underground parking garage, entered from the north alley, is located beneath the building.

Massing and Decoration

The Willmore is an L-shaped tower consisting of an eleven story north wing and a ten-story west wing. The building was originally designed as a U-shaped structure. The recessed entry was to be located at the rear of the open, central court, with two ten-story wings extending toward the sidewalk. However, only one wing was completed, leaving the building with an L-shaped plan. The remainder of the property which was not built upon has been converted to a parking area, enclosed by a wall with decorative urns which sit upon extended piers.

The area within the bend of the "L" serves as a spacious, tile-paved entry court bounded by the two wings and the wall of the parking area. This space is flanked by low planters. The arcade and lobby are one story high and are set within this space, as shown in the sketch map below. The arcade, which runs parallel to the street, is the focus of the space. Its detailing and proportions are true to the Italian High Renaissance examples on which it is based. Along the top of the colonnade are several urns which match those around the top of the enclosure wall around the parking area.

The first and second stories form a "base," as is common for early high-rise buildings which follow the Beaux-Arts model. The base consists of a colonnade and a series of retail storefronts. On the primary facade where the recessed rear of the "L" runs parallel to Third Street, an elegant Palladian colonnade forms a broad porch through which the building is entered. The street-adjacent portions of the building, facing Cedar Avenue and a small amount of Third Street frontage, are characterized by high, arched openings with plate glass storefront windows and low, grey marble bulkheads. Above these storefronts are multipane windows with obscure glass divided by turned wood muntins. The storefronts on Cedar Avenue also feature a series of vertical panes which pivot to open for ventilation.

The "shaft" of the building consists of an undifferentiated series of eight floors which contain the apartments. This part of the building is finished in smooth stucco, and the windows have no decorative enframements or sills. The rear of the U-shape has a "capitol" formed by the top (eleventh) floor, where the solarium is located. The ornamentation of the solarium's exterior is concentrated around a series of full-length, multipane casement windows with arched headers. Other mechanical systems located on the roof are housed within separate, small elements which add interest to the profile of the building. On the Third Street front of the wing, ornamentation is concentrated around a small group of windows with a balconet which decorates the tenth floor of the facade.

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The Willmore  
Los Angeles, California

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The space within the arcade contains three openings to the lobby which mirror those of the openings in the arcade itself. These are a central entrance door flanked by sidelights, and two large, arched, original windows situated to either side. At the east end of the space is a tabernacle which frames an Italian scene of a shepherd in glazed polychrome tile.

**Interior Public Spaces**

The main entrance leads to the lobby, a symmetrical space which is one story high and lighted by a vast skylight fit with amber glass and decorative metal tracery. The lobby is defined by four piers which punctuate the crossings of the decorated beams articulating the ceiling. High on the center of the east wall is a grouping of windows decorated with plaster ornamentation and a balconet. On the opposite wall is a high, cast stone fireplace. Other ornamentation in the lobby includes several small tabernacles enframed by pediments and twisted colonnettes, as well as twisted colonnettes on the enframement of the main entrance. The lobby is paved in twenty-inch squares of highly-polished grey and black terrazzo.

At the rear of the lobby is a barrel vaulted space which serves as an elevator lobby. At one end of this space is the office for the building, enclosed in wood and glass, within which many original features and finishes are intact. Mail boxes for tenants, not original to the building, are located on the east wall of the elevator lobby. Two elevators lead to the upper floors. A second public space for the use of residents and their guests is a solarium, which is located on the eleventh floor. The solarium is a symmetrically arranged space lit by a series of full-length casement windows with arched headers. Like the lobby, the solarium retains its original furnishings, including hanging light fixtures and wood tables and chairs. Adjacent to the main room, there are several smaller spaces which house a billiard room, a large kitchen (which still has its original, multi-chambered refrigerator built of wood), and a series of sleeping rooms which were intended as temporary accommodations for household servants of the building's residents.

The Willmore has another feature which was considered a rare amenity when the building was built. An underground parking garage, accessed by two narrow ramps off the alley at the rear of the building, provided parking for 100 cars. Additional facilities in the basement include a full commercial laundry room with a large amount of built-in wood cabinets and tongue and groove paneling. The wood cabinets and paneling still retain their original finish.

**Apartment Units**

Hallways leading to the units are double-loaded corridors lit by recently-installed ceiling fixtures of compatible design. Simple trim around the elevators and the unit doors is of mahogany.

The Willmore currently contains 112 apartments. There were originally 117, but over the years some units have been combined to form larger quarters. The building consists of two sizes of apartments: studio or "one room" apartments, with a combination living and sleeping room as well as a small eat-in kitchen and bathroom/changing area, and one bedroom or "two room" apartments, which have an additional separate sleeping room.

Details within the units include smooth plaster walls with a small, mahogany picture rail at the top of the wall. Above this rail, the ceilings have a sandy plaster texture. The bathrooms have white tile floors and walls. Many original sinks, toilets, and bathtubs are intact. Original kitchens have a tile counter top and back splash, as well as wall-mounted faucets, wood cabinets with flush-mounted doors, and a small eating area with a built-in display cabinet in the corner.

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Alterations and Integrity

The major alteration to the building has been the replacement of the windows of the apartments, which occurred in the 1970s. All others throughout the commercial and public spaces remain intact. The replacement windows are brown, vinyl-coated aluminum sliders fit within the original enframements. Earthquake retrofit was performed on the building in 1991. Tie rods were inserted, with the plates recessed into the facade.

The integrity of the Willmore is very high, according to all of the seven aspects of integrity defined by the National Park Service. The building has a high integrity of association, since it is still used for the same purpose for which it was built, i.e., elegant, owner-occupied urban housing for middle class individuals, couples, and small families. Built as an "own your own" apartment house, it is now organized as condominiums. The building is in its original location and setting, still surrounded by the same buildings with which it shared a block in the 1920s, notably a four-story apartment building to the west and the landmark First Congregational Church of Long Beach (1919) across Third Street to the south. While the building has undergone seismic retrofit as noted above, the process did not involve any reconstruction, leaving the materials and workmanship of the building intact. The design of the building is also intact, since the character-defining features which make it an excellent example of an Italian Renaissance Revival apartment building still remain and are in good condition. In addition, the original furnishings and finishes of the public areas, which are significant contributors to the historic feeling of the building, are intact as well.

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The Willmore  
Los Angeles, California

SECTION 8, NARRATIVE STATEMENT OF SIGNIFICANCE

Summary

The Willmore is eligible for the National Register of Historic Places as an outstanding example of a luxury high-rise apartment building in the Italian Renaissance Revival style. The building is eligible under Criterion C in the area of architecture at the local level of significance, because it represents a high point of apartment high-rise design in Long Beach in the 1920s. The Willmore is still one of the most prominent apartment buildings in Long Beach, distinguished both by its fine design and by its great size. The design is the work of Fisher, Lake and Traver, architects of the Hollywood Roosevelt Hotel, which is listed on the National Register. The integrity of the building is high, and it is good condition. The building was designated a City of Long Beach Historic Landmark in 1986.

Overview of Context

The Willmore was first conceived and announced to the public in 1923. Long Beach experienced a building boom after 1921, when oil was discovered on Signal Hill. In 1924, plans began for the transformation of the Port of Long Beach, which was to change the character and economy of the city dramatically. These developments ushered in many changes in the economy, demographics, and skyline of the city. Business and industry in the city increased, and tourism was no longer the only support of the economy, though it remained important. Sophisticated, high rise buildings, including office towers and apartment buildings, accommodated the increased numbers of full-time residents and visitors, and provided space and stature for the growing business community.

During the 1920s, the local newspaper, the *Long Beach Press-Telegram*, contained a special section devoted to development, which covered industry, real estate, and other issues related to the growth of the city. The progress of the Stillwell (later the Willmore) was charted in the *Press-Telegram* from the first announcement of plans, through updates on its completion, to sale of the building in later decades. The Willmore was clearly considered to be an important building project and an indicator of both the economic health and new cosmopolitan nature of Long Beach.

The developer of the building was the Stillwell Hotel Corporation of Los Angeles, which opened a branch called the Stillwell Long Beach Company in order to handle construction and sales of apartments at the building. Charles H. and Fred Stillwell built and operated apartment-hotels throughout Southern California. Their projects in Los Angeles included the Stillwell Hotel (1912) on Grand Avenue in downtown Los Angeles, and the Hollywood Tower (1929) in Hollywood. The company's reputation was already established by the time their Long Beach venture was planned, and there seems to have been general excitement in the city about what the presence of a Stillwell building would add to the environment of the growing and changing city.

The Willmore was originally named and marketed as "The Stillwell," named for its developers. Advertisements for the building which appeared in the Long Beach newspaper made it clear what level of society the building aspired to attract. A 1923 newspaper advertisement called it "an Apartment Structure of Supreme Distinction," containing the "best attainable apartment homes." "Every need (is) anticipated and generously fulfilled," with an ideal location and an unusual level of style and luxury. The building was also touted as offering the latest modern conveniences such as steam heat, a "circulating iceless refrigeration system" for food storage which would serve each apartment, and an underground parking garage.

The 1920s were clearly a competitive time for builders of luxury high rise apartment-hotels in Long Beach. Several were constructed in the city in the building boom which followed World War I. Among the most prominent were the Artaban (1921), Cooper Arms (1922), the Sovereign (1922), the Breakers (1926), Villa Riviera (1929), and the Lafayette (1929). The importance of such residential high rises in the cityscape of Long Beach is underscored by the fact that the largest, the Villa Riviera, was the tallest building in Long Beach until the 1980s.



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The Willmore  
Los Angeles, California

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These buildings helped to meet the large demand for beachside residences in a way that was appropriate to a city which had grown beyond its resort town origins and considered itself a center of cosmopolitan life. It was inexpensive to buy such an apartment, and the owner's responsibility for upkeep during their absence was not a consideration in a large, professionally managed building.

Most of these Long Beach apartment buildings were designed in formal, elegant, historic revival styles, with varying degrees of quality in their design and execution. There is no other Italian Renaissance Revival apartment building in Long Beach which can be compared to the Willmore. While there are other apartment buildings of comparable size and type as noted above, the Willmore stands out because it is skillfully designed, executed at a high level of quality, and in very good condition. While there are other examples of Beaux-Arts-derived and historic revival building styles in Long Beach, there are no comparable examples of Italian Renaissance Revival.

Among seaside cities in Southern California, such large-scale, historic revival style buildings were concentrated uniquely in Long Beach. Long Beach was first founded as a resort city, and by the turn of the century it was comparable to places such as Venice and Santa Monica. These three communities all had extensive recreational facilities such as several pleasure piers and wharfs; large, wood, multistory seaside hotels; numerous small vacation cottages; and two- to four-story apartments for tourists and residents. As noted above, however, the character of the city of Long Beach moved into a different phase after 1921, as it became more cosmopolitan, urban, and business- and industry-oriented, despite the similar origins that it shared with other seaside cities. Several large apartment-hotels were constructed in Santa Monica in the 1920s, and some have been listed in the National Register. These buildings, however, are not nearly as large, as formal, or as numerous as those present in Long Beach. Therefore, the Willmore is an important element of a context which is unique to Long Beach, that of luxury high rise apartment buildings in a seaside resort setting.

The original residential arrangement at the Willmore was similar to that of apartment-hotels throughout Southern California, and in many other areas of the country. Apartments in these buildings could be rented by the month or by the week and featured modern architectural innovations, in addition to being equipped to appeal to tenants' desire for luxury. Popular amenities in such buildings during the 1920s included underground parking, gracious lobby spaces, expensive detailing in both the interior and exterior of the building, varied apartment plans, and attentive management. Often, maid service was offered, as were full furnishings in rental units.

The Willmore contains large public areas for the use of residents and their guests. The vast lobby features a large skylight; terrazzo floors; plaster, tile, and cast stone ornamentation; and a large amount of original furnishings. Features such as the fire place on the west wall provide more intimate gathering places around the lobby which are separate from the circulation axis between the front door and the elevators. Such a large, elaborate lobby space served two purposes: since the apartments themselves are rather small, the lobby provided an entertaining space where the residents could receive and entertain guests in a grand atmosphere. It also sets an elegant tone which increases the prestige of the building. A solarium on the top floor also contains original furnishings and fixtures, and is lit by a series of full-length windows with arched headers. A formal ballroom, which was never executed, was planned for the ground floor of the unfinished west wing.

Service areas also increased the prestige of the building, offering further amenities to the residents. Adjacent to the solarium, a large kitchen provided catering facilities and sleeping rooms were available for the use of household employees of the building's residents. In the basement, staffed commercial laundry facilities were available to residents.

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The Willmore  
Long Beach, California

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Over time, the ownership of the Willmore underwent several changes. The Stillwell Corporation constructed the building for use as "own-your-own" apartments; they appear to have lost control of the building in 1928, a year after it opened, when a dispute arose over the title to the land the building sat on. It was most likely at this early date that the name was changed to the Willmore.

The name came from Willmore City, the original town site of Long Beach, which included what is now the downtown area. The bondholders then formed a corporation, Willmore, Inc., which owned the building until it went into State and Federal receivership. In 1934, the building passed to Commonwealth Building and Loan, in whose hands it remained for five years. The building was converted to use as an apartment-hotel for the use of permanent owner-residents and short-term and long-term guests who rented the unoccupied apartments.

Starting in 1939, a succession of private parties owned the Willmore. John and Florence Owens, Los Angeles investors (formerly of Detroit), had owned the building for five years, when they sold it to Herman and Blanche Miller and Irving and Ida Fleischman. A year later, in 1945, the couples traded the building to William J. Kirke in exchange for his ranch property in San Diego County. In 1950, for reasons which are not outlined in the newspaper coverage, the remaining apartments were sold to individual owners, returning the building to its original "own-your-own" plan. The building was converted to condominiums in 1990.

#### The Italian Renaissance Revival Style

The Willmore is an excellent example of the Italian Renaissance Revival style applied to the design of a tall building. This style is one of many based on the principals of the Ecole des Beaux-Arts, established in late 18th century France as the successor to the royal academies of painting, sculpture, and architecture. The Ecole des Beaux-Arts dominated all discussion of architecture during the 19th century, guiding the design and placement of major public buildings throughout Paris. The Beaux-Arts style became popular in the United States in the late 19th century, as American cities built large, public buildings meant to express the growing strength of government and public and private institutions.

The popularity of the Beaux-Arts approach to architecture in the United States in the early decades of the 20th century was also characteristic of the fact that architecture was becoming increasingly professional and specialized. American architectural schools modeled themselves after the traditional educational methods of their European counterparts, just as Americans used their wealth to construct European style buildings. In the west, while some styles such as Mission Revival and Craftsman were meant to draw out regional character and history, the preferred style for high-rises was almost always based on Beaux-Arts principals. This style, with great variation in the detailing, was commonly used nationwide as an organizational device for the design of tall buildings.

The Italian Renaissance Revival style gained popularity in the United States around 1890. In 1883, a large, imposing complex of stone town houses known as the Villard Houses was constructed in New York City by McKim, Mead, and White. With these landmark buildings, the style became associated with prestigious American domestic buildings.

By the time the Willmore was designed, beginning in 1923, the Italian Renaissance Revival style had become one of the standard choices for educated architects who intended to design imposing, stately buildings for their clients. When Americans in growing urban centers such as Long Beach of the 1920s chose an elaborate, European-derived style such as this, it was meant by the investors to elevate the tone of the city as well as to give their investment a certain profile. The style made reference to urban buildings in great European cities, as Long Beach was undergoing a tremendous amount of growth and change in character.

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The Willmore  
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**Character-Defining Features**

Like most Italian Renaissance Revival buildings, The Willmore is designed using Beaux-Arts organizational principles. As noted in the description, the main facades are divided into three zones: the base, the shaft, and the capitol, as a column is divided in Classical architecture. This device was based on Italian Renaissance examples, in particular the 14th through 16th century urban palaces of prominent families in Florence and Rome. The Willmore was originally designed to be a full U-shape in plan, though only one wing and the rear of the "U" were completed, as noted above. This type of symmetrical arrangement with the entrance in the center is also a characteristic of Italian Renaissance Revival (and Beaux-Arts) buildings.

The defining Italian Renaissance Revival characteristics of the Willmore include the heavy, articulated base with plain and smooth wall surfaces above, the Palladian style entrance arcade, arched ground floor windows, twisted colonnettes around major window and door openings, wrought iron light fixtures, and Renaissance-inspired ornamentation on the building's exterior. This ornamentation includes quoins, urns with floral swags, escutcheons, broken pediments, denticulated moldings and cornices, cast stone balustrades, balconets, and gabled roofs clad in red clay tile. The quality and integrity of these features and of the building overall make the Willmore an excellent example of the Italian Renaissance Revival style.

**Architects of the Willmore**

Two architectural firms appear to have been involved with the design of the Willmore. The firm of Fisher, Lake & Traver is usually credited with the design, and they are named on the building's cornerstone plaque. At an earlier point in the development process, however, the locally prominent Long Beach firm of Russell & Alpaugh had been retained. They are mentioned in a 1923 newspaper article regarding the official announcement of the project. However, the building was about four years away from completion at that point, and in 1925 Fisher, Lake & Traver are first mentioned as the architects in newspaper articles about the building. It was in July, 1925 that plans were submitted by Fisher, Lake & Traver for the approval of the building department.

It is unclear, however, how much credit should go to Russell and Alpaugh, who seem to have had an early hand in the design of the building. The earliest available illustrations of the building are from advertisements dating to July, 1923, months before the site was cleared, and two years before the first mention in the newspaper of Fisher, Lake & Traver as architects. At this time, the massing, plan and style of the building had been determined. The renderings from this period, however, feature much more elaborate exterior details than those which were eventually executed, including a pair of punctuating towers and more prominent ornamentation on the central, top floor window surrounds. By 1925, the slightly simplified version which reflects the design as built (including the modified L-shaped plan) was published in newspaper articles and advertisements.

Fisher, Lake & Traver had offices in Fresno and Los Angeles. Their most prominent known building in Southern California is the Roosevelt Hotel in Hollywood, a building comparable in scale, type and detail to the Willmore.

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**Verbal Boundary Description**

The boundaries of the property are those of the parcel on which it is located. This is a nearly square lot bounded by Third Street on the south, Cedar Avenue on the east, an alley on the north, and another alley on the west.

**Boundary Justification**

These are the historic and current legal boundaries of the property.

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The Willmore  
Los Angeles, California

PHOTOGRAPHS

Name: The Willmore  
Location: 315 W. Third Street  
Long Beach  
Los Angeles County, California  
Photographer: Jennifer Minasian, Historic Resources Group  
Date of Photographs: March, 1998  
Location of Negatives: Historic Resources Group  
1728 Whitley Avenue  
Los Angeles CA 90028

1. General view of site, northwest
2. General view northeast
3. North wing, view northeast
4. Base of the building, view northwest
5. Storefront at corner of Third and Cedar
6. Cedar Street storefronts
7. Cedar Street storefront, detail
8. Corner storefront, Third Street
9. Entrance Court, view northeast
10. Entrance arcade, view north
11. Tile mural on west wall of the entrance arcade
12. Main entrance, view south
13. Lobby, view north
14. Lobby, view north with skylight
15. Lobby, terrazzo floor, original light fixtures, and tabernacle
16. Lobby fireplace, view west
17. Decorative door surround and moldings in lobby
18. Elevator lobby, view east
19. Top floor solarium; original furnishings and fixtures, view west
20. Top floor solarium; detail
21. Top floor solarium, original hanging light fixtures
22. Kitchen adjacent to solarium, original refrigerator
23. Basement laundry area, original cabinetry

(see next Continuation Sheet)

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National Park Service**

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**PHOTOGRAPHS, Continued**

24. Typical stair well
25. Typical corridor
26. Detail of corridor: "champagne door" designed for room service deliveries to each room, still present in all corridors.
27. Unit 605, French doors between rooms
28. Unit 605, typical mahogany interior door
29. Unit 711, mostly original kitchen

**PROPERTY OWNER**

**The Willmore Condominium Association**

Willmore Board of Directors  
315 West Third Street  
Long Beach, CA 90802

**Officers of the Board:**

Sue Cannon, President  
Katherine B. Kramer, 1st Vice President  
Frances Connely, 2nd Vice President  
David Clarke, 3rd Vice President  
Marty O'Malley, Treasurer  
Tim Reinard, Secretary  
Penny Olender, Assistant Secretary

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National Park Service

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SKETCH MAP

- Boundary of property
- - - Footprint of building

