

United States Department of the Interior
National Park Service

SG 3239

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: La Casa del Rey

Other names/site number: _____

Name of related multiple property listing: _____

N/A

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



2. Location

Street & number: 1516 N. Hobart Boulevard

City or town: Los Angeles State: California County: Los Angeles

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide X local

Applicable National Register Criteria:

X A ___ B ___ C ___ D

[Signature] 11/2/18

Jenan Saunders/Deputy State Historic Preservation Officer **Date**
California State Office of Historic Preservation
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

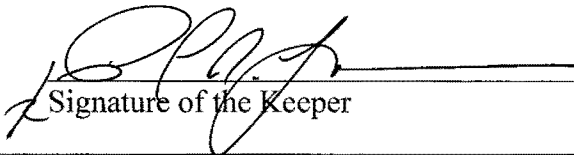
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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)


Signature of the Keeper

12/13/2013
Date of Action

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

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Number of Resources within Property

(Do not include previously listed resources in the count)

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

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC/multiple dwelling

Current Functions

(Enter categories from instructions.)

DOMESTIC/multiple dwelling

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH & 20TH CENTURY REVIVALS

Mediterranean Revival

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Stucco, Brick

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

La Casa Del Rey is a four-story, T-shaped Mediterranean Revival style building on a flat, rectangular parcel. It is clad in painted stucco with terra cotta detailing on the wide part of the T and red brick on the narrow part. The building faces N. Hobart Boulevard to the west, 5265-5287 Sunset Boulevard to the south, 1517 N. Harvard Boulevard to the east, and 1522-1524 N. Hobart Boulevard to the north. Between the west elevation and the sidewalk is a shallow landscaped area with a narrow, concrete path leading to the building. This setback of 25'0" is specifically referenced on the 1927 building permit. There are narrow paved alleys to the north and south of the building; the east elevation is completely overgrown and not visible behind the overgrowth. The building retains historic integrity.

Narrative Description

The building stands on the block between Hollywood and Sunset Boulevards, two miles east of the Hollywood Freeway. The National Register-listed Hollywood Boulevard Historic District is located just over one mile to the west. The surrounding area is primarily residential with single- and multi-family properties ranging from one to five stories. Hollywood and Sunset Boulevards are both heavily commercial thoroughfares with hotels, restaurants, and shopping.

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The west, primary, elevation, faces N. Hobart Boulevard and is clad in painted stucco, scored on the first floor, and has quoins on the corners (**Photos 1, 2, 3, 7**). The elevation is five bays wide. On the first floor, the outermost bays contain replacement casement windows set behind painted iron bars. The center bay contains a recessed single-leaf wood door with 1-light wood sidelights and a 3-light wood transom (**Photo 5**). The second and fourth bays from the north contain two multi-light arched wood windows (**Photo 6**). The elevated entrance is located up three, deep concrete steps with a painted metal railing. Surrounding the entrance is an elaborate terra cotta surround with scrolls and shields.

On the second floor, the two outermost bays contain two multi-light replacement casement windows. The center bay contains an open fire balcony with corner brackets flanking the opening. The fire balcony contains a painted metal fire escape and is accessed by a single-leaf, multi-light wood door (**Photo 13**). On the third and fourth floors, the two outermost bays contain two 6/6 replacement windows. The center bay contains an open fire balcony to match that on the second floor. Along the roofline is a bas-relief stucco frieze containing repeating medieval plaques depicting shields, scrolls, and helmets.

The north and south elevations are identical. The western portions are clad in painted stucco, scored on the first floor (**Photos 1, 7, 8**). It has no openings. The remainder of the elevation is slightly recessed from the stucco portion and is clad in red brick with a concrete base. The brick portions are sixteen bays wide on each floor. The openings all contain 1/1 replacement windows with brick sills and arched brick heads.

The east elevation is completely overgrown and not visible from the exterior.

The building has a flat roof with a shallow parapet. There is a 1-story shed roof metal penthouse at the west end and mechanical equipment throughout (**Photo 21**).

Interior

The interior of the building is largely the same on all floors. The units are arranged around the perimeter of the floor plate and are accessed by a centered, double-loaded corridor. On the first floor, there is a lobby space at the west end, adjacent to the primary entrance.

In the first floor lobby, finishes are a combination of original and replacement and include vinyl tile floors, painted plaster walls and ceilings, and painted plaster moldings (**Photos 9, 10**). In the units, finishes include varnished wood and vinyl tile floors, painted plaster walls and ceilings, and painted wood trim (**Photos 14-18**). Some of the perimeter walls are of exposed brick. The kitchens have late twentieth century finishes and the bathrooms have largely original finishes (**Photos 15, 19**). The hallways have varnished wood floors, painted plaster walls and ceilings, painted wood trim and flush doors, and exposed piping (**Photos 12, 13, 19**).

The building has two stairways and one elevator. The eastern stairway is a straight-run stairway with varnished wood treads and risers and a painted wood railing. The western stairway—

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adjacent to the elevator, near the lobby (**Photo 11**)—is a U-return stairway, also with varnished wood treads and risers and a painted wood railing (**Photo 20**). The elevator is located between the western stairway and the lobby. All circulation provides access between all floors.

Integrity

La Casa Del Rey retains a high degree of integrity. Both the overall form and the defining exterior characteristics remain, including its painted stucco and red brick, terra cotta detailing, regular window openings, unique open balconies, and recessed entrance. The only significant exterior alterations are the occasional replacement window. They do not prevent the building from continuing to be read as a residential hotel, from which it derives its significance, nor do they detract from its overall significance. There have been no significant additions or demolitions and no new openings have been added. On the interior, all of the original apartment layout and circulation patterns remain. The existing interior finishes are also largely original, with the exception of kitchen and bathroom finishes.

There has been no change to the location of the building since the time of construction and that location was the primary catalyst for the building's construction. The setting is also intact with no changes to the immediate surroundings, either inside of or adjacent to the property boundary. The design elements that characterize the building as a residential building remain, including the individual units, lobby, centered hallways, and convenient circulation; the property retains integrity of design. There have been no substantial changes to elements of materials and workmanship and the building continues to read as an archetypal early twentieth century residential building. The building continues to operate in the residential function for which it was constructed and retains integrity of feeling and association.

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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 grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

1927-1945

Significant Dates

1927

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

McConville and Perryman

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

La Casa Del Ray is eligible for the National Register of Historic Places at the local level of significance under Criterion A in the area of Community Planning and Development, as a representative local example of the architectural response to the rapid residential and commercial growth of Hollywood and the motion picture industry in the early twentieth century. The archetypal residential building is characteristic of midrise, multi-family buildings from the 1920s, which replaced older, single-family dwellings. In contrast to more elite hotels and apartments, La Casa Del Rey is an apartment hotel that catered to a middle-class clientele, a perhaps less glamorous and decidedly vital niche in the growing entertainment industry. This classification is made clear by the use of a builder-architect rather than two separate firms, the limited amenities, and the professions of the eventual occupants. Without this type of building offering homes to those with more limited financial means, the motion picture industry could not have seen the success that it did. The period of significance begins in 1927, the year of construction, and ends in 1945, when the increased preference for suburban living led to a decline in urban apartment tenancies.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Brief History of Hollywood

The larger area encompassing both Hollywood and East Hollywood was settled in the late nineteenth century as an agricultural community with ranches and farms and few residents occupying the bulk of the landscape.¹ In 1887, Hobart Johnson Whitley bought a significant portion of the area, ultimately known as the Hollywood tract, and laid out the streets. By 1900, there was a hotel, post office, and various commercial offerings, which served a population of 500. Commercial development was concentrated around Prospect Avenue, later Hollywood Boulevard, with large, single-family dwellings built to the north and south.

Hollywood was officially incorporated in 1903, with a population of seven hundred, and was annexed to the city of Los Angeles in 1910, in order to gain access to Los Angeles' water supply.² By that time, the population had exploded to 5,000, ushering in the first substantial wave of commercial and residential development. This development was substantially buffered by the arrival of the first motion picture studio in Hollywood in 1911. Originally concentrated in New York and New Jersey, the industry had moved west in order to exercise its independence over the Motion Pictures Patents Company (MPPC), which owned most moviemaking patents and therefore an exorbitant amount of control over which movies were made and how.

¹ The first building in the area was erected in 1853. Los Angeles Department of City Planning. "Hollywood Community Plan," <http://cityplanning.lacity.org/cpu/hollywood/text/HwdCommunityPlan.pdf>, accessed May 2, 2018, 33.

² National Register of Historic Places, "Bungalow Court at 1721 N. Kingsley Drive," Los Angeles, Los Angeles County, California, National Register #10000763, 8:1.

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Continuing its earlier trajectory, Hollywood Boulevard was very much the main street of the area, with a prominent trolley car line in a system that had been established in 1904. As the first commercial center outside of downtown Los Angeles, Hollywood Boulevard became the “commercial, theatrical and financial core of the movie business...”³

Over the next ten years, the population of Hollywood increased to 36,000, by which time the area had firmly shifted away from agriculture, toward commerce and the “well-publicized lures of climate, motion pictures and oil.”⁴ This development primarily took the form of two- and three-story commercial buildings, restaurants, theaters, and department stores.

This population growth was only possible if the new residents could be accommodated and there simply wasn’t enough square mileage in Hollywood for those residents to all be accommodated in single-family homes. Consequently, the 1920s, in particular, became a “heavy period of growth and suburbanization in Hollywood” with the “entertainment industry [as] the economic engine of the Hollywood area and a key stimulant of growth and housing demand in the first decades of the 20th century.”⁵

The *Los Angeles Times* had two separate articles in 1927 describing the increase of construction in Hollywood. In June of that year, permits totaling \$1,500,000 were issued in the first two weeks, \$721,600 of which were for apartment buildings.⁶ The second two weeks of June had another \$600,000 of permits issued.⁷ This apartment boom was clearly justified as Hollywood had a population of nearly 50,000 in 1930, a nearly 10,000% increase in thirty years.⁸

La Casa del Rey is located in the area that became known as East Hollywood, on the east side of the Hollywood Freeway. Its story is both part of the larger Hollywood narrative and somewhat distinct, as it is located about two miles to the east. While Hollywood proper was primarily developed in the 1910s through 1930s, the development of East Hollywood did not begin in a substantial fashion until the 1920s.

Because East Hollywood was developed slightly later, it based its configuration after the use patterns that had already been established. Hollywood and Sunset Boulevard remained as the major commercial thoroughfares with residential buildings filling the smaller streets in between. La Casa del Rey is located on the block in between these two boulevards.

³ “Bungalow Court at 1721 N. Kingsley Drive,” 8:1; National Register of Historic Places, “Halifax Apartments,” Los Angeles, Los Angeles County, California, National Register #98001242, 8:1.

⁴ “Halifax Apartments,” 8:1.

⁵ Margarita J. Wuellner, Jon L. Wilson and Amanda Kainer, “Coronel Apartment Project Draft EIR,” July 2012 https://planning.lacity.org/eir/CoronelApt/Errata/assets/Appendix%20A_NOP%20and%20NOP%20Responses.pdf, accessed May 2, 2018.

⁶ “Building in Hollywood on Upgrade,” *Los Angeles Sunday Times* (19 June 1927), np.

⁷ “Permits Show Marked Gains,” *Los Angeles Sunday Times* (3 July 1927), 3.

⁸ National Register of Historic Places, “El Cabrillo,” Los Angeles, Los Angeles County, California, National Register #05000211, 8:1.

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The buildings in these residential areas, which provided homes for both American-born and immigrant communities, took a range of forms, including apartment houses, bungalow courts, and residential hotels, often replacing older, single-family dwellings. Apartment buildings and apartment hotels, in particular, “filled a need for denser, less expensive housing for the large number of new arrivals to the city and for those who preferred apartment living.”

This boom was cited frequently in period newspaper articles and can be seen in the extant architectural fabric, including National Register-listed or eligible properties 1721 N. Kingsley Drive (1921), Halifax Apartments (1923), The Canterbury Apartment Hotel (1927), El Cabrillo (1928), Montecito Apartments (1930), and Strathmore Apartments (1937)..⁹

Following the Great Depression, the profits of many of Hollywood’s motion picture studios plummeted, leading to a wider economic downturn that brought mass unemployment, the decline of commercial activity on Hollywood Boulevard, and a precipitous drop in the construction of new multi-family housing in the area. Taking advantage of this downturn, La Casa del Rey saw the opportunity to market itself toward middle-income tenants by providing a much-needed housing option.

After World War II, the construction of the Hollywood Freeway, the decline of the motion picture industry, and an increased interest in a more suburban lifestyle perpetuated the decline of residential Hollywood, replacing it with more tourism-focused offerings.

Development of La Casa Del Rey

The 1919 Sanborn Fire Insurance map identifies the future location of La Casa Del Rey as a lemon grove. The remainder of the block is filled with freestanding, single-family homes. In 1920, the grove was purchased, renamed the Lick tract (Tract number 3469), and divided into thirty-seven lots. A 1921 Baist Real Estate Atlas shows that Lot 34 contained a small, semi-detached building at the rear of the lot. The building remained until early 1927, when it was demolished to make way for La Casa Del Rey. The building permit, issued on June 8, 1927, called for the construction of a four-story, Class C, brick building with eighty-two rooms to accommodate forty families.¹⁰ The owner is listed as H.D. Garrison, who lived at nearby 1710 N. Harvard Boulevard and the architects are listed as McConville and Perryman. The work was valued at \$100,000. The certificate of occupancy was issued on November 23, 1927.

Period advertisements refer to the building as “ultra-modern” and “very attractive and homelike” and offer fully furnished, singles, doubles, and bachelor units with twin beds, as well as “hotel rooms.” Advertisements also proffer “brand new furniture” as a specific enticement, which is another indication of its role as an apartment hotel rather than just a standard apartment. It was common in Hollywood at that time and was considered “an additional convenience for recent migrants.”¹¹ Other amenities include dinettes, refrigerators, telephones, radios, elevators, hot

⁹ “Building in Hollywood on Upgrade.”

¹⁰ The California building code defines a Class C building as having exterior walls of masonry and wood frame or poured concrete framing.

¹¹ “El Cabrillo,” 8:1.

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plates, tile baths with showers, private bathrooms, and daily maid service. All of these extras were included in the rental rate.

Most advertisements spent equal space on emphasizing the location of the building—either Hollywood or specifically between Hollywood and Sunset Boulevards. It might not be the most exclusive of buildings, but the location was excellent.

In keeping with apartment hotels offerings at that time, the units were offered at a monthly rate, presumably to accommodate the potentially transient Hollywood population. Shortly after it opened, rooms were offered for a range between \$65 and \$125.¹² After the Depression, rates ranged from \$35 to \$67.50 per month.¹³ By the 1950s, rates had increased to \$50 for a bachelor unit, \$64 for a single unit, and \$84 for a double unit. By 1976, a bachelor unit was offered for \$105 per month.

In reviewing period newspaper articles and census records, La Casa Del Rey was home to primarily semi-transient tenants and there are no overlapping names between the 1930 and 1940 censuses. In general, the majority of tenants were either single people or married couples, and the occasional couple with a child. They were all Caucasian and almost all from the United States, although from a geographically wide range of states, with an occasional family from Canada. Not surprisingly, approximately half of the residents in both censuses were involved in the motion picture industry, including as actors and actresses, playwrights, cameramen, animators, and writers. The positions of other tenants—teachers, salesmen, secretaries, bookkeepers, stenographers, nurses and desk clerks—portray a solidly middle-class clientele.

In *Living Downtown: The History of Residential Hotels in the United States*, Paul Groth discusses the types of residents found in typical mid-level apartment hotels, a description that coincides with those who lived at La Casa Del Rey at a number of points. Groth states that the entire reason that such a building type emerged was that it “supplied housing needed for a mobile professional population that was expanding the American urban economy.”¹⁴ The range of professions listed above clearly fall into this category of expanding white-collar positions. It was also an “alternative choice of residence for people whose lives did not mesh with a six- to ten-room single-family suburban house.”¹⁵

The Growth of the Residential Hotel in the Early Twentieth Century

Hotels, as defined by early twentieth century standards, arose in the United States for a variety of reasons, the most common being rapidly increasing wealth of the American elite, a general restlessness of the American population, the rise of the city center and the phenomenal growth of the railroads.¹⁶

¹² Advertisement, *The Los Angeles Times* (30 April 1928), np.

¹³ Advertisement, *The Los Angeles Times* (30 July 1932), np

¹⁴ Paul Groth, *Living Downtown: The History of Residential Hotels in the United States* (Berkeley, CA: University of California Press, 1999), 56.

¹⁵ Groth, 56.

¹⁶ Brian McGinty, *The Palace Inns: A Connoisseur's Guide to Historic American Hotels* (Harrisburg, PA: Stackpole

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The first hotel in the United States was the City Hotel, which opened in 1794 on Broadway in New York City.¹⁷ Advancements in hotels quickly followed including the first hotel with a la carte dining in the 1820s, the first modern hotel in the 1830s, and the first hotel with all private baths in 1888.¹⁸

In general, there are four broad types of hotels: palace hotels, mid-priced hotels, rooming houses, and cheap lodging houses.¹⁹ Of these, the first two are considered hotels in the twentieth century sense. Almost from the beginning, they catered to both temporary and more permanent residents, a trend that continued until the 1960s.²⁰

The first apartment hotel was built in California in 1905,

due to the exigencies of a rapidly growing population, becoming widely available to an economically diverse population in Hollywood itself by the early 1920s. In 1926, the *Los Angeles Times* observed that by the end of the following year, Hollywood would have upward of ten apartment buildings “giving hotel service.”²¹

At the time, a hotel was defined as “any house or building, or portion thereof, containing six or more guest rooms which are let or hired out to be occupied or are occupied by six or more guests.”²² An apartment hotel was classified as a multi-family residential building that provided tourists or new arrivals in a city with living quarters, a “temporary domicile,” as one writer explains, accompanied by all or some of the services typically rendered by a hotel.²³ A number of additional characteristics of a mid-priced residential hotel put La Casa Del Rey into a larger context.

In the 1910s and 1920s, as the concept of an apartment hotel was increasing in popularity, there was significant academic evaluation of the property type. It was felt that its success was derived from “its many advantages in comfort, convenience and economy. It combines the service secured in the better class of family hotels with the convenience of the modern small apartment. The class of service and the appointment of apartments is governed by the price paid for such accommodations, which makes this kind of living quarters within the reach of many people.”²⁴ Additionally, to be successful, the apartment hotel “must give comfort and congenial surroundings to people who have been separated from the home life and habits which form the

Books, 1978): 14.

¹⁷ McGinty, 13.

¹⁸ McGinty, 16, 20.

¹⁹ These are clearly classified in Groth, 26.

²⁰ Groth, 1.

²¹ “Hotels Rising in Hollywood,” *Los Angeles Times*, December 5, 1926

²² Groth, 5.

²³ Robert Craik McLean, “The Apartment Hotel in Plan and Purpose,” in *The Western Architect* 3, Volume 29 (March 1920), 25-27.

²⁴ Robert Carroll Cash, *Modern Type of Apartment Hotels Thruout United States* (Chicago: National Bank Building, 1917), 1.

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foundation of our present civilization.”²⁵ It provided customizable conveniences while offering the privacy that many residents craved in a large metropolis.

One of the most significant delineators between a hotel or residential hotel and a standard apartment building is the presence of a full kitchen.²⁶ In the early twentieth century, an apartment was defined as “families living independently of one another and doing their own cooking.”²⁷ As the period advertisements mention only dinettes with hot plates and refrigerators, La Casa Del Rey falls squarely under the category of residential hotel. The presence of a bathroom in every unit, as opposed to down the hall, also clearly places the building in the category of a mid-priced establishment, rather than a rooming or lodging house, which would not have offered such a luxurious amenity.²⁸

Architecturally, La Casa Del Rey was consistent with its immediate surroundings and the larger typology of residential hotels. The use of a Revivalist style endowed the building with a glamorous and exotic air, which spoke to the larger ethos of Hollywood and categorized the building as a residential destination.

Mediterranean Revival Style

The Mediterranean Revival style was originally inspired by the Italian Renaissance and Venetian Gothic villas along the Mediterranean Sea. As post-World War I America gained increasing exposure to and appreciation of Europe and its particular luxuries, there was a comparable increasing desire to bring those luxuries closer to home. The style was particularly popular in the vacation areas of California and Florida in the 1910s through the 1930s as real estate developers counted on its ability to reference that seaside idyll.

In Los Angeles, the style first became popular in the 1910s, in large part because of “its climactic similarity and frequent association to the Mediterranean region.”²⁹ La Casa Del Rey is an intact, restrained, middle-class example of this type. Character defining aspects include a symmetrical façade, rectangular plan, stucco walls, arched openings, and heraldic detailing. The building’s name—La Casa Del Rey, translated as the House of the King—also evokes a certain foreign and European mystique, albeit a slightly ambitious one given the building and its residents.

McConville and Perryman

The firm of McConville and Perryman appears to have been only in operation in the late 1920s in Los Angeles. Formed by J.C. McConville and Charles A. Perryman, they were builders and architects who embraced the Revivalist styles of the era. Prior to establishing the firm, McConville had partnered in the firm of McConville, Douglas and Creighton, primarily known for their residential architecture in Los Angeles in the 1910s and 1920s. Perryman appears to have operated solely as a builder, including residential properties.

²⁵ McLean, 25.

²⁶ Groth, 7.

²⁷ Groth, 7.

²⁸ Groth, 70.

²⁹ Wuellner, Wilson and Kainer, 30.

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In addition to La Casa del Rey, the firm only has two other known projects, both in Los Angeles. In 1926, McConville and Perryman designed and built a two-story theater at Vermont Avenue and W. 82nd Street (demolished), approximately ten miles south of La Casa del Rey. In 1927, they erected a four-story apartment building at 530 S. Kenmore Avenue, approximately three miles south of La Casa del Rey (**Figure 10**). The two buildings bear an extraordinary resemblance to each other with the only exterior differences between the two being a slightly different color scheme and the infill of several of the window openings on the S. Kenmore Avenue property.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Gish, Todd Douglas. "Building Los Angeles: Urban Housing in the Suburban Metropolis, 1900-1936." Dissertation, University of Southern California, 2007.

Groth, Paul. *Living Downtown: The History of Residential Hotels in the United States*. Berkeley, CA: University of California Press, 1999.

Longstreth, Richard W. *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950*. Cambridge, MA: MIT Press, 1997.

Los Angeles Department of City Planning. "Hollywood Community Plan." <http://cityplanning.lacity.org/cpu/hollywood/text/HwdCommunityPlan.pdf>. Accessed May 2, 2018.

Los Angeles Times. Refer to footnotes for specific citations. All clippings retrieved from www.newspapers.com.

National Register of Historic Places. "Bungalow Court at 1721 N. Kingsley Drive." Los Angeles, Los Angeles County, California, National Register #10000763.

_____. "El Cabrillo." Los Angeles, Los Angeles County, California, National Register #05000211.

_____. "Halifax Apartments." Los Angeles, Los Angeles County, California, National Register #98001242.

Wuellner, Margarita J., Jon L. Wilson and Amanda Kainer. "Coronel Apartment Project Draft EIR." July 2012. <http://planning.lacity.org/eir/CoronelApt/DEIR/assets/Appendix%20B,%20Historic%20Resource%20Assessment%20Reports.pdf>. Accessed May 2, 2018.

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 # _____
- recorded by Historic American Landscape Survey # _____

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Primary location of additional data:

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: SurveyLA (City of Los Angeles, Office of Historic Resources)

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property less than one acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 34.098732

Longitude: -118.305144

Verbal Boundary Description (Describe the boundaries of the property.)

Tract 3469, Lot 34, Parcel 5, City of Los Angeles, California.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the property historically associated with the resource.

11. Form Prepared By

name/title: Logan Ferguson, Senior Associate

organization: Powers and Company, Inc.

street & number: 1315 Walnut Street, Suite 1717

city or town: Philadelphia state: PA zip code: 19107

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date: July 2018; Revised August 2018

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Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: La Casa Del Rey
City or Vicinity: Los Angeles
County: Los Angeles
State: California
Photographer: Robert Powers
Date Photographed: April 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 21 South and west elevations, view northeast
- 2 of 21 West elevation, view east from street
- 3 of 21 West elevation, view east from landscaped area inside tree line
- 4 of 21 Site, view west
- 5 of 21 West elevation, entrance, view east
- 6 of 21 West elevation, window detail, view east
- 7 of 21 West and north elevations, view southeast

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- 8 of 21 North elevation, view southwest
- 9 of 21 First floor, lobby, view southeast
- 10 of 21 First floor, lobby, view southwest
- 11 of 21 First floor, stairway, view south
- 12 of 21 First floor, hallway, view east
- 13 of 21 Second floor, fire door, view west
- 14 of 21 Fourth floor, closet, view south
- 15 of 21 Fourth floor, bathroom, view north
- 16 of 21 Fourth floor, living room, view north
- 17 of 21 Fourth floor, living room, view southeast
- 18 of 21 Fourth floor, kitchen, view south
- 19 of 21 Fourth floor, hallway, view west
- 20 of 21 Fourth floor, stairway, view east
- 21 of 21 Roof, view northwest

Index of Figures

- Figure 1. USGS Map
- Figure 2. Sketch Map with National Register Boundary
- Figure 3. Floor Plan/Photo Key—Exterior
- Figure 4. Floor Plan/Photo Key—First Floor
- Figure 5. Floor Plan/Photo Key—Second Floor
- Figure 6. Floor Plan—Third Floor

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Figure 7. Floor Plan/Photo Key—Fourth Floor

Figure 8. Baist Real Estate Atlas, 1921

Figure 9. Sanborn Fire Insurance Map, 1950

Figure 10. Advertisement. *The Los Angeles Times* (12 February 1928), 12

Figure 11. 530 S. Kenmore Avenue, Los Angeles, CA

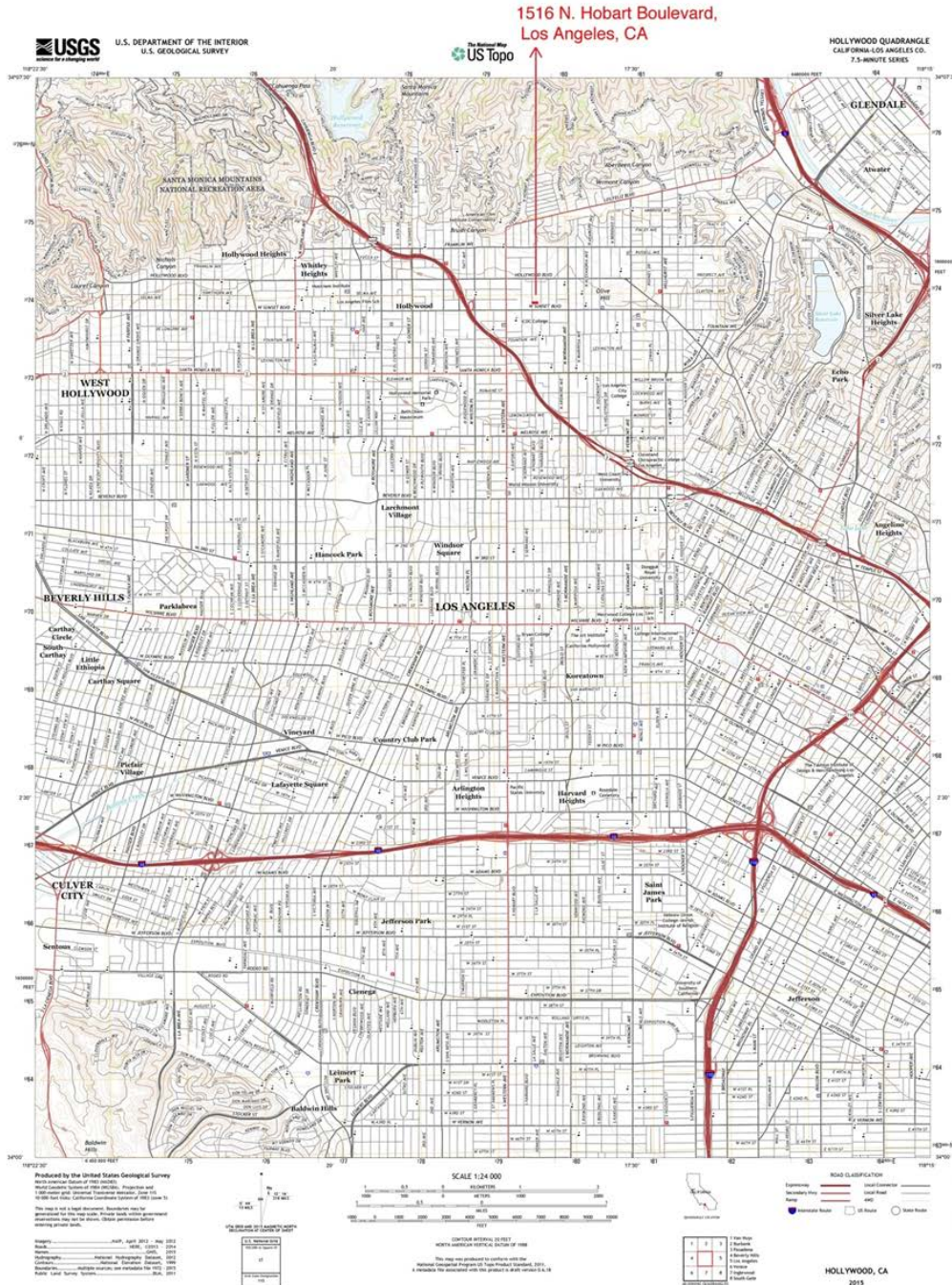
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Name of Property

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Figure 1. USGS Map



La Casa del Rey
Name of Property

Los Angeles, California
County and State

Figure 8. Baist Real Estate Atlas, 1921; La Casa del Rey to be built on Lot 34, Tract 3469

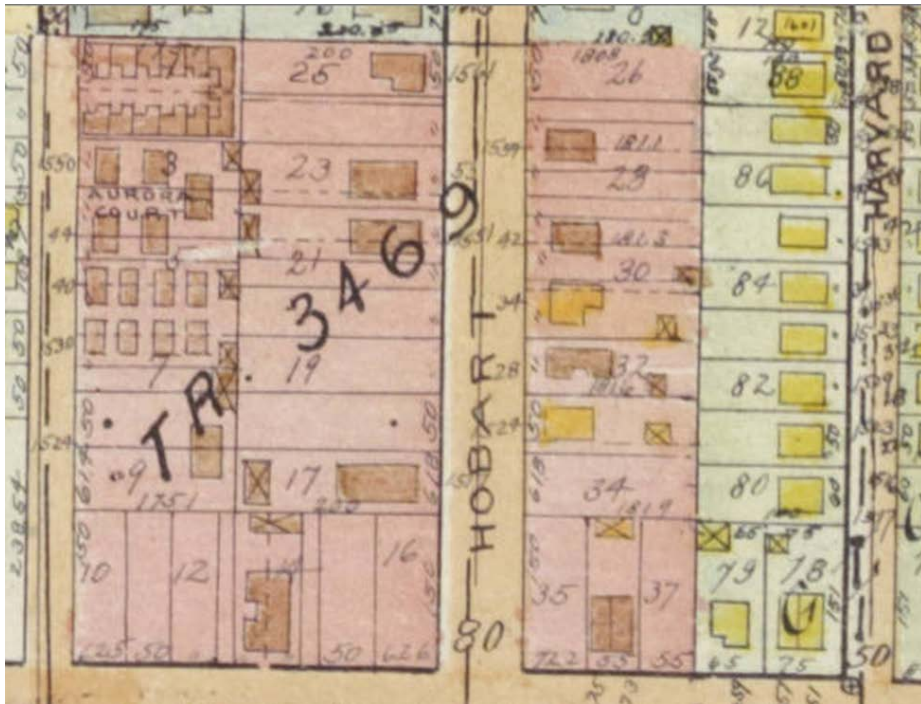
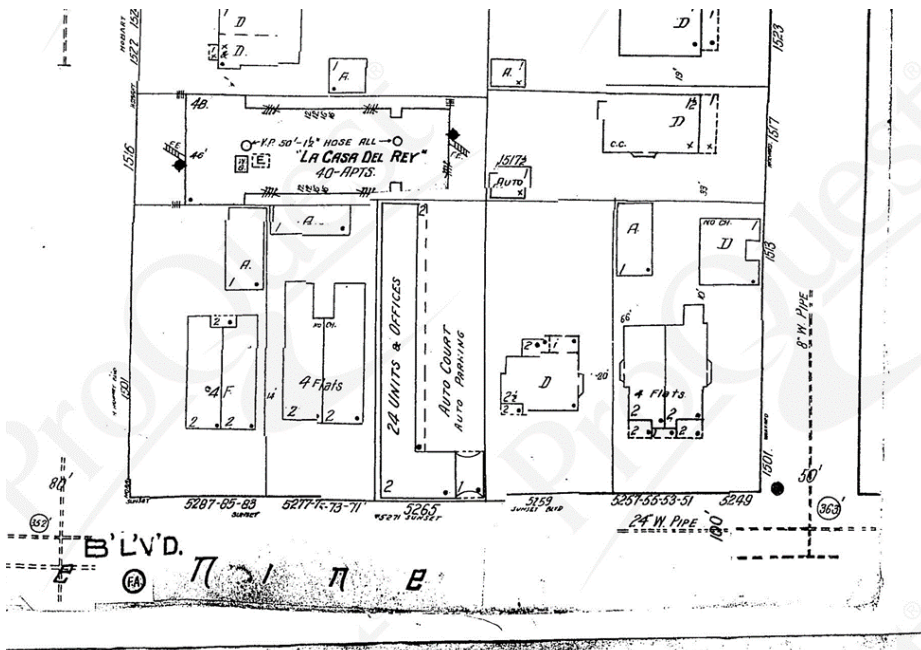


Figure 9. Sanborn Fire Insurance Map, 1950



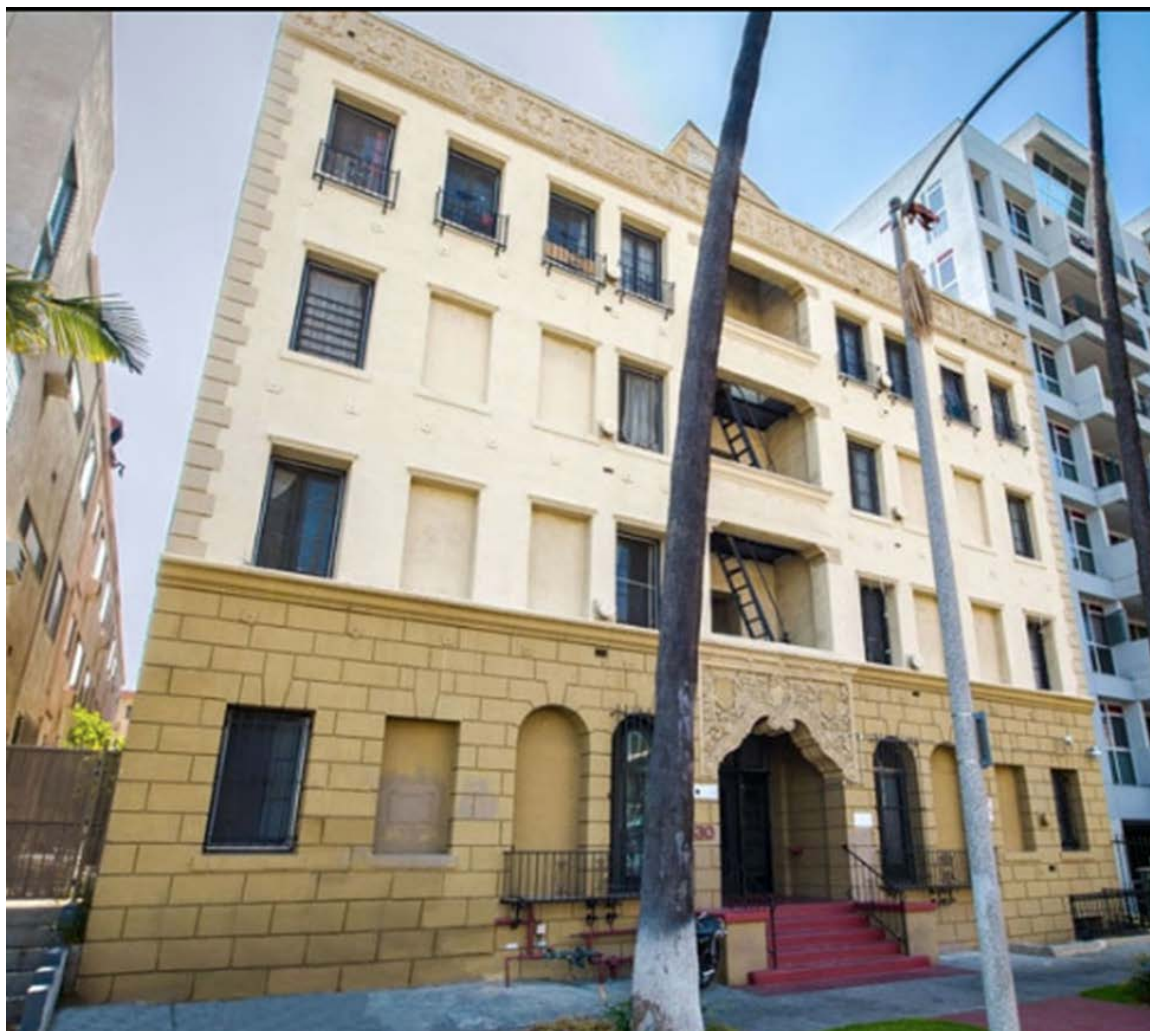
La Casa del Rey
Name of Property

Los Angeles, California
County and State

Figure 10. From the *Los Angeles Times*, February 12, 1928



**Figure 11. 530 S. Kenmore Ave, LA, also constructed in 1927 by McConville and Perryman
Courtesy Bing Maps, 2018**







♿
PARKING
ONLY

♿
PARKING
ONLY

Windows on the second floor of the building.

Windows on the third floor of the building.

Windows on the fourth floor of the building.







1516
DORSET
CITY OF LOS ANGELES



WATER METER
NO. 1072
1884-1885











FLOOR 1
Roof Access
1
STAIR 1



103

EXIT

FIRE ESCAPE



















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 11/5/2018 Date of Pending List: 11/16/2018 Date of 16th Day: 12/3/2018 Date of 45th Day: 12/20/2018 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- | | | |
|---|--|---|
| <input type="checkbox"/> Appeal | <input type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input checked="" type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input checked="" type="checkbox"/> CLG | |

Accept Return Reject 12/13/2018 Date

Abstract/Summary Comments: La Casa Del Rey is locally significant under National Register Criterion A in the area of Community Planning and Development. The four-story, T-shaped, Mediterranean Revival styled building was completed in 1927. Clad in painted stucco with terra cotta detailing, the building was part of the wave of substantial redevelopment that accompanied the growth and expansion of Hollywood during the early decades of the twentieth century in reaction to the expansion of the local film industry. From a community of small, single-family residences, the areas north and south of Hollywood Boulevard were largely rebuilt starting around World War I with higher density apartment buildings, courtyard apartments, apartment hotels, and high-rises designed in various period styles and modes, including the restrained Mediterranean Revival-style seen at La Casa Del Rey. The Casa Del Rey building represents one of the more modest examples of this prominent redevelopment trend intended for middle and working class residents. With its bold decorative facade, front garden space and more utilitarian side elevations and small units, the largely unaltered building reflects a solid representative example of an important local resource type associated with the historic development and planning of the Hollywood area during the 1920s.

Recommendation/ Criteria:

Reviewer Paul Lusignan Discipline Historian

Telephone (202)354-2229 Date 12/13/2018

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

**La Casa del Rey
Los Angeles, Los Angeles County
Staff Report**

La Casa Del Rey is a four-story, T-shaped Mediterranean Revival style building on a flat, rectangular parcel. It is clad in painted stucco with terra cotta detailing on the wide part of the T and red brick on the narrow part. The building faces N. Hobart Boulevard to the west, 5265-5287 Sunset Boulevard to the south, 1517 N. Harvard Boulevard to the east, and 1522-1524 N. Hobart Boulevard to the north. Between the west elevation and the sidewalk is a shallow landscaped area with a narrow, concrete path leading to the building. This setback of 25'0" is specifically referenced on the 1927 building permit. There are narrow paved alleys to the north and south of the building; the east elevation is completely overgrown and not visible behind the overgrowth. The building retains historic integrity.

La Casa Del Ray is eligible for the National Register of Historic Places at the local level of significance under Criterion A in the area of Community Planning and Development, as a representative local example of the architectural response to the rapid residential and commercial growth of Hollywood and the motion picture industry in the early twentieth century. The archetypal residential building is characteristic of midrise, multi-family buildings from the 1920s, which replaced older, single-family dwellings.

In contrast to more elite hotels and apartments, La Casa Del Rey is an apartment hotel that catered to a middle-class clientele, a perhaps less glamorous and decidedly vital niche in the growing entertainment industry. This classification is made clear by the use of a builder-architect, rather than two separate firms, the limited amenities, and the professions of the eventual occupants. Without this type of building offering homes to those with more limited financial means, the motion picture industry could not have seen the success that it did. The period of significance begins in 1927, the year of construction, and ends in 1945, when the increased preference for suburban living led to a decline in urban apartment tenancies.

The property is nominated on behalf of the owner. The Cultural Heritage Commission, in its role as representative of the City of Los Angeles, a Certified Local Government, received a copy of the nomination. No letters have been received to date. Staff supports the nomination as written and recommends the State Historical Resources Commission determine La Casa del Rey is eligible under National Register Criterion A at the local level of significance with a 1927 to 1945 period of significance. Staff recommends the State Historic Preservation Officer approve the nomination for forwarding to the National Park Service for listing on the National Register.

Amy H. Crain
State Historian II
October 31, 2018



**DEPARTMENT OF PARKS AND RECREATION
OFFICE OF HISTORIC PRESERVATION**

Julianne Polanco, State Historic Preservation Officer

1725 23rd Street, Suite 100, Sacramento, CA 95816-7100

Telephone: (916) 445-7000 FAX: (916) 445-7053

calshpo.ohp@parks.ca.gov www.ohp.parks.ca.gov

Lisa Ann L. Mangat, Director



November 2, 2018

Joy Beasley, Keeper
National Register of Historic Places
National Park Service
Mail Stop 7228, 1849 C Street, NW
Washington D.C. 20240

Subject: **La Casa del Rey
Los Angeles County, California
National Register of Historic Places Nomination**

Dear Ms. Beasley:

The enclosed disk contains the true and correct copy of the nomination for LA CASA DEL REY to the National Register of Historic Places. On October 26, 2018 in Los Angeles, California, the California State Historical Resources Commission unanimously found the property eligible for the National Register at the local level of significance under Criterion A with a 1927 to 1945 period of significance.

Eligible in the area of Community Planning and Development, the property is a representative local example of the architectural response to the rapid residential and commercial growth of Hollywood and the motion picture industry in the early twentieth century. In contrast to more elite hotels and apartments, La Casa Del Rey is an apartment hotel that catered to a middle-class clientele, a perhaps less glamorous and decidedly vital niche in the growing entertainment industry.

The property is nominated on behalf of the owner. The Cultural Heritage Commission, in its role as representative of the City of Los Angeles, a Certified Local Government, received a copy of the nomination. No letters have been received to date. If you have any questions regarding this nomination, please contact Amy Crain of my staff at (916) 445-7009.

Sincerely,

Jenan Saunders
Deputy State Historic Preservation Officer

Enclosure