

Appendix E-1

Historic Report

**May Company Laurel Plaza
6180 Laurel Canyon Boulevard
Los Angeles, California**

Historical Resource Evaluation Report



Prepared by:



November 28, 2014



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EXECUTIVE SUMMARY

This report presents the results of a historical resource evaluation of the former May Company department store building located in the North Hollywood - Valley Village Community Plan Area of the City of Los Angeles. The property occupies two parcels of land: APN 233-401-1026 and APN 233-401-1027. The property has multiple addresses, but the primary address is 6180 Laurel Canyon Boulevard. Completed in 1955, the May Company building is not currently designated under any national, state, or local landmark programs. However, the building was identified as a potential historical resource by SurveyLA, the Los Angeles Historic Resources Survey. GPA Consulting (GPA) was retained to complete this intensive-level evaluation as part of the environmental review of a proposed project in compliance with the California Environmental Quality Act (CEQA). The project involves the adaptive reuse of the building, the removal of the ancillary buildings, and the construction of new mixed-use buildings with retail and multi-family residential uses.

The property was evaluated in this report using the National Register of Historic Places, California Register of Historical Resources, and Los Angeles Historic-Cultural Monument criteria. The primary contexts and themes considered in this evaluation were derived from the City of Los Angeles Historic Context Statement prepared for SurveyLA and included L.A. Modernism/Mid-Century Modernism and Commercial Development/Department Stores. After careful research and evaluation, GPA concluded that the property does not appear to be individually eligible for listing in the National Register of Historic Places, California Register of Historical Resources, or as a Los Angeles Historic-Cultural Monument for lack of significance and integrity. Therefore, the property is not a historical resource as defined by CEQA. As the project will have no impact on historical resources, no further study is required or recommended.

1. INTRODUCTION

1.1 Purpose and Qualifications

The purpose of this report is to determine and set forth whether or not a proposed development project will impact historical resources. The project site is located in the North Hollywood - Valley Village Community Plan Area and is occupied a department store building constructed in 1955 as well as several ancillary buildings. The boundaries of the project site are roughly Oxnard Street on the south, Erwin Street on the north, Laurel Canyon Boulevard and the Hollywood Freeway (SR 170) on the west, and Radford Avenue on the east (see Figure 1). The project involves the adaptive reuse of the department store building, the removal of the ancillary buildings, and the construction of new mixed-use buildings with retail and multi-family residential uses. GPA Consulting (GPA) was retained to identify historical resources on and in the vicinity of the project site in compliance with the California Environmental Quality Act (CEQA).

Teresa Grimes, Principal Architectural Historian at GPA, was responsible for the preparation of this report. Ms. Grimes fulfills the qualifications for historic preservation professionals outlined in Title 36 of the Code of Federal Regulations, Part 61. Her résumé is attached.

1.2 Methodology

In preparing this report, the following tasks were performed:

1. Researched the property to determine whether or not it is currently listed as a landmark under national, state, or local programs and whether or not it has been previously identified or evaluated as a historical resource. This involved a records search at the South Central Coastal Information Center at California State University, Fullerton. The records search revealed no previously recorded historical resources on the project site. In addition, there are no known historical resources in the immediate vicinity of the project site.
2. Researched the property to determine whether or not it was identified as significant through SurveyLA, the Los Angeles Historic Resources Survey. This research revealed that the property was identified as significant in two contexts/themes: L.A. Modernism/Mid-Century Modernism and Commercial Development/Department Stores.
3. Conducted a field inspection of the project site to ascertain the general condition and physical integrity of the department store building. Digital photographs were taken during this field inspection, which included the interior and exterior of the building.
4. It was concluded during the field inspection that there were not enough buildings in the surrounding area from the same period of time or with the same physical qualities and historical associations to form a potential historic district. Therefore, the property was evaluated as an individual potential historical resource under national, state, and local criteria according to National Park Service and State Office of Historic Preservation standards.
5. Obtained and reviewed the building permits for the property from the City of Los Angeles Department of Building and Safety. Dates of construction and subsequent alterations were determined by the building permit record, as well as additional sources, such as the field inspection, architectural drawings, and historic maps.

6. Researched the property and surrounding area at local libraries and archives to establish the general history and context, including a review of the relevant databases, newspapers, books, and articles.
7. Reviewed and analyzed ordinances, statutes, regulations, bulletins, and technical materials relating to federal, state, and local historic preservation designations, and assessment processes and programs to evaluate the significance and integrity of the buildings on project site.



Figure 1: Location map. Source: GPA.

2. REGULATORY ENVIRONMENT

Generally, a lead agency must consider a property a historical resource under CEQA if it is eligible for listing in the California Register of Historical Resources (California Register). The California Register is modeled after the National Register of Historic Places (National Register). Furthermore, a property is presumed to be historically significant if it is listed in a local register of historic resources or has been identified as historically significant in a historic resources survey (provided certain criteria and requirements are satisfied) unless a preponderance of evidence

demonstrates that the property is not historically or culturally significant.¹ The National Register, California Register, and local designation programs are discussed below.

2.1 National Register of Historic Places

The National Register is "an authoritative guide to be used by federal, state, and local governments, private groups and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment."²

Criteria

To be eligible for listing in the National Register, a property must be at least fifty years of age (unless the property is of "exceptional importance") and possess significance in American history and culture, architecture, or archaeology. A property of potential significance must meet one or more of the following four established criteria:³

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

Physical Integrity

According to *National Register Bulletin #15*, "to be eligible for listing in the National Register, a property must not only be shown to be significant under National Register criteria, but it also must have integrity." Integrity is defined in *National Register Bulletin #15* as "the ability of a property to convey its significance."⁴ Within the concept of integrity, the National Register recognizes the following seven aspects or qualities that in various combinations define integrity: feeling, association, workmanship, location, design, setting, and materials.

Context

To be eligible for listing in the National Register, a property must also be significant within a historic context. *National Register Bulletin #15* states that the significance of a historic property can be judged only when it is evaluated within its historic context. Historic contexts are "those patterns, themes, or trends in history by which a specific...property or site is understood and its meaning...is made clear."⁵ A property must represent an important aspect of the area's history or prehistory and possess the requisite integrity to qualify for the National Register.

¹ Public Resources Code Section 5024.1 and 14 CCR Section 4850.

² Title 36 Code of Federal Regulations Part 60.2.

³ Title 36 Code of Federal Regulations Part 60.4.

⁴ *National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation* (Washington D.C.: National Park Service, 2002), 44-45.

⁵ *National Register Bulletin #15*, 7.

2.2 California Register of Historical Resources

In 1992, Governor Wilson signed Assembly Bill 2881 into law establishing the California Register. The California Register is an authoritative guide used by state and local agencies, private groups, and citizens to identify historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse impacts.⁶

The California Register consists of properties that are listed automatically as well as those that must be nominated through an application and public hearing process. The California Register automatically includes the following:

- California properties listed in the National Register and those formally Determined Eligible for the National Register;
- State Historical Landmarks from No. 0770 onward; and
- Those California Points of Historical Interest that have been evaluated by the State Office of Historic Preservation (SOHP) and have been recommended to the State Historical Resources Commission for inclusion on the California Register.⁷

The criteria for eligibility of listing in the California Register are based upon National Register criteria, but are identified as 1-4 instead of A-D. To be eligible for listing in the California Register, a property generally must be at least 50 years of age and must possess significance at the local, state, or national level, under one or more of the following four criteria:

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

Historical resources eligible for listing in the California Register may include buildings, sites, structures, objects, and historic districts. Resources less than fifty years of age may be eligible if it can be demonstrated that sufficient time has passed to understand its historical importance. While the enabling legislation for the California Register is less rigorous with regard to the issue of integrity, there is the expectation that properties reflect their appearance during their period of significance.⁸

The California Register may also include properties identified during historical resource surveys. However, the survey must meet all of the following criteria:⁹

⁶ Public Resources Code Section 5024.1 (a).

⁷ Public Resources Code Section 5024.1 (d).

⁸ Public Resources Code Section 4852.

⁹ Public Resources Code Section 5024.1.

1. The survey has been or will be included in the State Historic Resources Inventory;
2. The survey and the survey documentation were prepared in accordance with office [SOHP] procedures and requirements;
3. The resource is evaluated and determined by the office [SOHP] to have a significance rating of Category 1 to 5 on a DPR Form 523; and
4. If the survey is five or more years old at the time of its nomination for inclusion in the California Register, the survey is updated to identify historical resources that have become eligible or ineligible due to changed circumstances or further documentation and those that have been demolished or altered in a manner that substantially diminishes the significance of the resource.

SOHP Survey Methodology

The evaluation instructions and classification system proscribed by the SOHP in its *Instructions for Recording Historical Resources* provide a three-digit evaluation code for use in classifying potential historical resources. In 2003, the codes were revised to address the California Register. The first digit indicates the general category of evaluation. The second digit is a letter code to indicate whether the resource is separately eligible (S), eligible as part of a district (D), or both (B). The third digit is a number, which is coded to describe some of the circumstances or conditions of the evaluation. The general evaluation categories are as follows:

1. Listed in the National Register or the California Register.
2. Determined eligible for listing in the National Register or the California Register.
3. Appears eligible for listing in the National Register or the California Register through survey evaluation.
4. Appears eligible for listing in the National Register or the California Register through other evaluation.
5. Recognized as historically significant by local government.
6. Not eligible for listing or designation as specified.
7. Not evaluated or needs re-evaluation.

2.3 City of Los Angeles Cultural Heritage Ordinance

The Los Angeles City Council adopted the Cultural Heritage Ordinance in 1962 and amended it in 2007 (Sections 22.171 et. seq. of the Administrative Code). The Ordinance created a Cultural Heritage Commission and criteria for designating Historic-Cultural Monuments. The Commission is comprised of five citizens, appointed by the Mayor, who have exhibited knowledge of Los Angeles history, culture and architecture. The four criteria for Monument designation are stated below:

- The proposed Monument reflects the broad cultural, economic, or social history of the nation, state or community; or

- The proposed Monument is identified with historic personages or with important events in the main currents of national, state or local history; or
- The proposed Monument embodies the characteristics of an architectural type specimen inherently valuable for a study of a period, style or method of construction;
- The proposed Monument is the notable work of a master builder, designer, or architect whose individual genius influenced his or her age.¹⁰

Unlike the National and California Registers, the Ordinance makes no mention of concepts such as physical integrity or period of significance. Moreover, properties do not have to reach a minimum age requirement, such as fifty years, to be designated as Monuments.

3. ENVIRONMENTAL SETTING

3.1 History and Description of the Surrounding Area

The project site is located in the North Hollywood - Valley Village Community Plan Area, northeast of the Hollywood Freeway (SR 170). The project site is composed of two parcels (APN 2334-011-026 and APN 2334-011-027) of flat land that equal approximately twenty-five acres. The boundaries are roughly Oxnard Street on the south, Erwin Street on the north, Laurel Canyon Boulevard and the Hollywood Freeway on the west, and Radford Avenue on the east. A department store building, presently occupied by Macy's, is located in the center of the project site. It was originally constructed for the May Company between 1954 and 1955. The primary entrance to the project site is from Oxford Avenue. An access road with a north-south orientation leads to surface parking lots at grade, which surround all four sides of the department store building. The access road also connects with a subterranean loading dock on the east side of the department store building. The Laurel Hall School is situated east of this access road, but is not a part of the project. North of the school are several one-story ancillary buildings related to the department store building. A three-story office building constructed in 1984 is situated at the intersection of Erwin Street and Laurel Canyon Boulevard, but is not a part of the project. Residential neighborhoods with single-family houses are located north, south, and east of the project site.

In the late 19th century, the area now known as North Hollywood was called Toluca. The town was renamed Lankershim in 1896, after Isaac Lankershim one of the leading investors in the San Fernando Valley. The Los Angeles Suburban Homes Company subdivided a large portion of the area in 1910 and began to develop it as a suburb of Los Angeles. It was renamed North Hollywood and annexed by the City of Los Angeles in 1923. Access to water from the Los Angeles Aqueduct was the primary consideration in the favorable vote for annexation. At the time, the area was dominated by a patchwork of small farms planted with fruit trees. By 1940, the fruit farms began to give way to residential development, and after World War II development accelerated.¹¹

3.2 History and Description of the Project Site

The project site was purchased by the May Department Stores Company in 1954. Based in St. Louis, the company owned and operated various department store chains in the United States,

¹⁰ Los Angeles Administrative Code Section 22.171.7.

¹¹ Architectural Resources Group, North Hollywood - Valley Village Historic Resources Survey Report, City of Los Angeles Office of Historic Resources, February 2013, 10-13.

including May Company California (commonly known as May Company). At the time, May Company California operated four department stores in the area: downtown Los Angeles, Wilshire Boulevard, Crenshaw, and Lakewood. The May Department Stores Company had planned on building its next branch in Hollywood, but scrapped that plan in favor of the San Fernando Valley. The first site considered was the Valley Plaza Shopping Center, which is located northwest of the project site. The plan for the shopping center included space for two major department stores. Sears, Roebuck & Company opened a branch in the shopping center in 1951. May Company would have been the second anchor, but decided that the space reserved for the department store as well as the parking were insufficient for their purposes. Thus they decided to purchase their own site across and further south on Laurel Canyon Boulevard. J.C. Penny constructed a store on the site at the Valley Plaza Shopping Center originally intended for the May Company.¹²

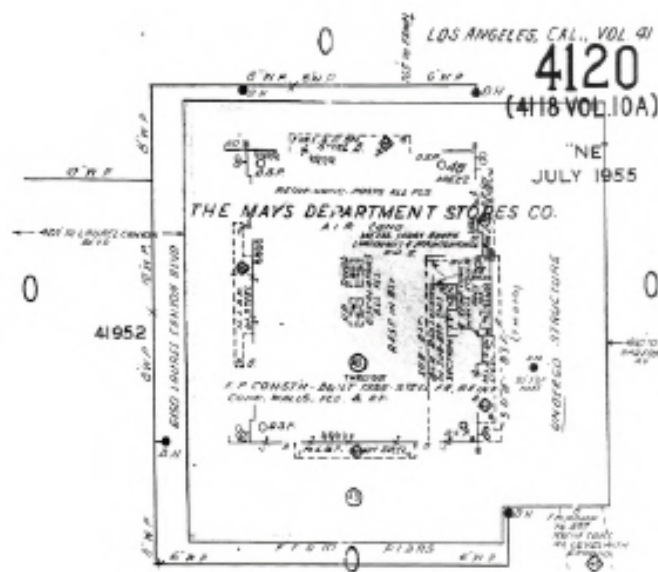


Figure 2: 1955 Sanborn Map. Source: Los Angeles Public Library

Albert C. Martin and Associates was commissioned to design the multi-story, steel and reinforced concrete department store building. The firm also designed the aforementioned May Company department store buildings in the area with the exception of the one Downtown. The Mid-Century Modern building is predominately four-stories in height; there is an added story in the approximate center that houses storage and mechanical equipment, and a full basement. Structural piers divide the windowless facades into vertical bays. On the north and south facades, the west bays are covered with vertically hung louvers, while the east bays are covered by porcelain enamel panels. In both cases, the bays correspond with interior stairwells in each corner of the building that exit to the sidewalk. The exits are comprised of double metal slab doors that blend into the base of the building.

There are entrances on all four sides of the building that are treated identically. Indeed, the only distinctive architectural features of the building are the long, flat floating canopies over the

¹² Richard Longstreth, *City Center to Regional Mall*, (Cambridge, MA: MIT Press, 1997), 264.

entrances that are supported by steel beams covered with concrete aggregate. The entrances originally consisted of five plate glass doors that were topped by glass transoms and display windows. However, the doors have been replaced and the display windows have been closed as a result of seismic strengthening after the Northridge Earthquake. The original plans indicate that the base of the building was sheathed in a granite veneer that is no longer in evidence except in bits and pieces.

The plainness of the facades was broken by massive block-lettered signage that originally read "May Company." An additional rooftop sign held a giant letter M. The signage changed; however, when the building became a Robinsons-May and that too has since been changed to "Macy's." However, the current signage is less graphic than the original. The building is surrounded by surface parking and is void of landscaping save for the planter boxes on the north and west sides.

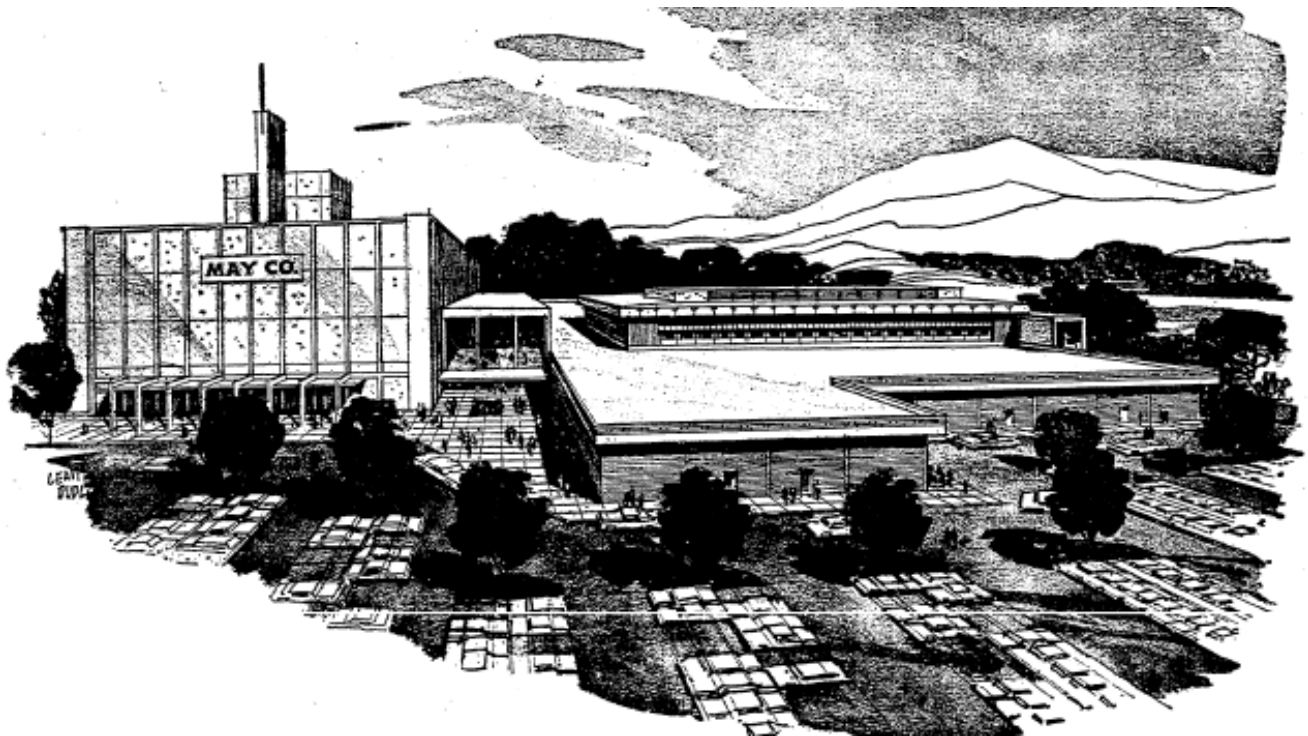
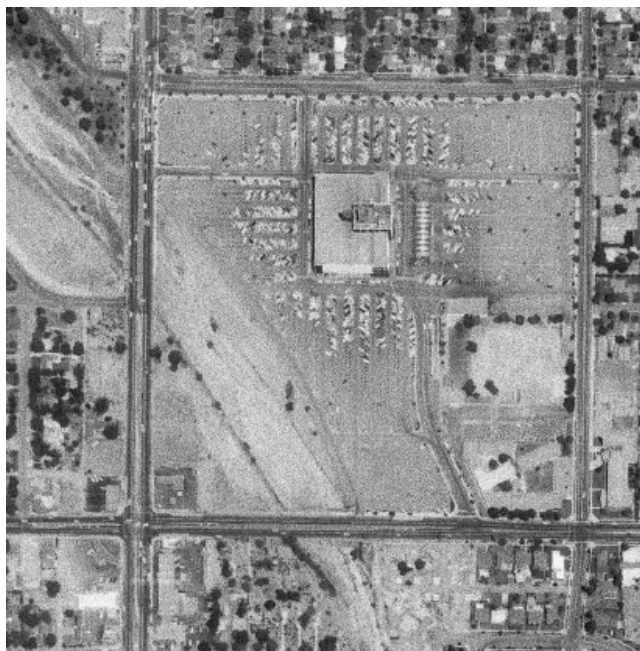


Figure 3: Illustration of shopping center addition. Source: *Los Angeles Times*, June 26, 1966.



1964



1977



1994



2009

Figure 4: Aerial photographs of the project site. In the 1964 photograph, the property is occupied by the original May Company department store building. In the 1977 photograph, a shopping center is added to the south facade of the department store building. In the 1994 photograph, a one-story addition is added to the east facade of the department store building. In the 2009 photograph, the shopping center is gone.
Source: EDR

The building remained largely unaltered until 1968 when it was expanded into a shopping center. The architecture firm of Burke, Kober & Nicolais designed the addition, which was attached to the south facade of the department store building. The addition included a skating rink, restaurants, and specialty stores. Between 1968 and 1982, the building permit record indicates numerous alterations to the interior of both the department store building and the shopping center. Most of the permits involved changes to signage and partition walls. While some of these alterations appear to have been minor, others were not. For example, a permit issued on May 14, 1974 for alterations to the basement and first floor had an estimated cost of \$110,000.¹³

In 1983 the department store building was extensively altered to accommodate the relocation of the headquarters of May Company California. Historically, the headquarters were located in the store at Broadway and Eighth Street. In 1982, plans were developed by Charles Kober Associates for a \$4,500,000 make over for the department store building at Laurel Plaza, the name for the shopping center. A one-story addition was made to the east facade of the building, the design of which mimics the original. The one-story addition connected with the rest of the ground floor, which was remodeled to create one continuous sales area. The second floor was also remodeled as sales area. The third and fourth floors were decommissioned as sales areas and were converted to office space.

The building permit record indicates another major remodel in 1993. A permit issued on May 19, 1993 for \$1,130,000 worth of work involved alterations to the basement and ground floor.¹⁴ Another permit was issued on November 22, 1993 for new walls, doors and ceiling. The estimated cost of this work was \$660,000.¹⁵

The property was extensively damaged during the Northridge Earthquake in 1994. The building permit record indicates numerous repairs to the building, but the 1968 shopping center portion of the building was demolished in 1995. This necessitated the reconstruction the south facade of the department store building at the ground level. The footprint of the 1968 portion of the building is still evident on the aerial photographs (please see Figure 4, 2009).

The department store now occupies the basement, first floor, and second floor of the building. The general configuration remains the same with a set of escalators in the center of the building surrounded by sales areas. Elevators are located on the east side of the building, but are not a prominent design feature. The staircases in each corner of the building are not detectable from sales area and are utilitarian in design. Along the edges of the sales areas are dressing rooms. All of the finishes including the floors, walls, display cases, ceilings, and lighting have been changed and the special rooms and features that once occupied these and other floors are gone. The third floor has been abandoned as office space and is now used for storage. The fourth floor is still used as office space, but the square footage has been reduced.

¹³ Los Angeles building permit, 1974LA90084.

¹⁴ Los Angeles building permit, 1993VN21310.

¹⁵ Los Angeles building permit, 1993VN12688.



Figure 5: South elevation, looking northeast



Figure 6: West elevation, looking southeast



Figure 7: Typical canopy over entrance



Figure 8: Typical entrance



Figure 9: East elevation, annex



Figure 10: Entrance to loading dock

4. EVALUATION OF ELIGIBILITY

4.1 National Register of Historic Places

Criterion A

To be eligible for listing in the National Register under Criterion A, a property must be associated with events that have made a significant contribution to the broad patterns of our history. The broad context considered in this evaluation was the commercial development of Los Angeles, specifically the history of department stores. Four department stores dominated the southern California retail scene: Robinson's, Broadway, Bullock's, and May Company. All emerged in downtown Los Angeles at the end of the 19th century.

The population of the Los Angeles was only 13,000 when Joseph Winchester Robinson arrived from Massachusetts in 1882 to begin a career in the citrus industry. He quickly decided to open a dry goods store instead, called the Boston Dry Goods Store. In 1896, he moved his store to a four-story building on South Broadway and changed the name to the J.W. Robinson Company, commonly referred to as Robinson's. In 1915, he had constructed a grand new building on Seventh Street between Grand and Hope, which paved the way for a new downtown shopping district. In 1934, the building's exterior was updated to the Art Deco look that remains intact today. The Robinson family operated the company until 1955 when it was purchased by the Associated Dry Goods Corporation.¹⁶

In 1896, Arthur Letts, an English immigrant, purchased a bankrupt store at Broadway and Fourth Street, which was named after the street it faced. Based upon the principles of fixed prices and liberal refunds, he turned the store from a failure into a success. In 1907, concerned that he may lose his lease at Broadway and Fourth, Letts purchased another department store building at Broadway and Seventh. He engaged John G. Bullock, the superintendent of the Broadway store to run the new store, which was called Bullock's. Both stores thrived, with an expanded Broadway opening around 1913 and Bullock's growing from one building to several, encompassing real estate along Seventh Street, surrounding the historic St. Vincent's Court and up Hill Street. Upon Letts' death in 1923, Bullock and business partner P.G. Winnett purchased the Broadway and Seventh location and Bullock's became independently owned.¹⁷

The first Los Angeles May Company (technically May Company California) was established in 1923, when the May Department Store Company took over A. Hamburger & Sons at Broadway and Eighth Street. A. Hamburger & Sons began in 1890 as a dry goods emporium at Spring and Franklin Streets.¹⁸ Hamburger was the first retailer in Los Angeles to make the leap from a modest-sized store to an enormous emporium. In 1906, he hired Alfred Rosenheim to design a department store building that extended all the way from Broadway to Hill Street on the south side of Eighth Street. At the time, the location was considerably south of the commercial center of downtown. But the other leading dry goods stores soon followed Hamburger's lead and also constructed large department store buildings downtown.

The other department and clothing stores in Los Angeles during the early part of the 20th century included B.H. Dyas, Milliron's, Silverwood's, Desmond's, Blackstone's, Famous, Coulter's, and Ville

¹⁶ Robert Hendrickson, *The Grand Emporiums: The Illustrated History of America's Great Department Stores* (New York, NY: Stein and Day Publishers, 1979), 412-13.

¹⁷ John William Ferry, *A History of the Department Store* (New York, NY: The Macmillan Company, 1960), 170-71.

¹⁸ No Author, "May Company Miracle: A Saga of Success," *Los Angeles Times*, September 30, 1973, O13.

de Paris. In comparison to the four major department stores, they remained modest in size and some were acquired by competitors.

Any discussion of department stores in southern California would be remiss in excluding the national retail giant, Sears, Roebuck & Company. Although Sears made its name as a mail-order company, they realized in the 1920s that cash-and-carry retail stores would better meet the needs of the growing number of urban consumers. As more people began to live and work in American cities, a shift emerged in the consumer market as retail stores eclipsed the success of the older mail-order businesses. To capitalize on these changes, Sears hired General Robert Wood in 1924. Wood was formerly employed by Montgomery Ward, the company's major competitor, but was frustrated in his attempts to convince Ward's to open retail stores. Wood came to Sears and immediately launched a campaign to pursue new retail markets.

Wood built upon the success of Sears' established mail-order business by building a network of retail stores around the existing mail-order centers and distribution infrastructure. After the first retail store was opened within a mail order facility, future mail-order centers constructed in the late 1920s, including the one in Los Angeles, incorporated retail stores in their original design as a result.

With the success of these first stores, an ambitious program to open freestanding retail stores was launched in the late 1920s. The program started small with eight stores opened by the end of 1925 and one additional store by the end of 1926. In 1927, the number of stores grew to twenty-seven. In 1928, the year the Hollywood store opened, the number mushroomed to 192 stores and continued to climb to 324 by the end of 1929. By 1932, the company's retail sales surpassed those of mail-order sales.¹⁹

Sears opened their Hollywood store in 1928. Unlike May Company, Bullock's, Robinson's, or Broadway, Sears was a national chain store with no presence downtown. Their first store was established in their mail order center in Boyle Heights in 1927, and after that they went directly to neighborhoods, as in the other cities where they established new retail stores. In the next ten years, Sears would open three more stores in Los Angeles: on Vermont Avenue in 1932, on Pico Boulevard in 1936, as well as in Santa Monica 1953. The Sears store at Valley Plaza, which opened in 1951, was the first store in the area associated with a shopping center.

After World War II, competition between the four major department stores shifted from downtown to the suburbs. Bullock's was the first local department store in Los Angeles to establish a branch. Bullock thought that Wilshire Boulevard had the potential to become the city's premier commercial thoroughfare, on the order of Fifth Avenue in New York. In 1924, he purchased property near Vermont Avenue. The plans for a branch store were put on hold until Haggerty's, a downtown clothing store announced that they would be building a major store on Wilshire Boulevard. Although that building never materialized, Bullock's decided to proceed with their project. Bullock's Wilshire is a remarkable building for a number of reasons, but especially its response to the automobile. A full two-thirds of the site was reserved for parking and the rear entrance to the building was just as elegant as the front.²⁰

Although Bullock's was the first to branch out, May Company was far more ambitious in its expansion plans. In 1939, May Company opened a store in the Miracle Mile section of Wilshire

¹⁹ Teresa Grimes, National Register of Historic Places Nomination, Sears, Roebuck & Company Mail Order Building, Boyle Heights, 2006.

²⁰ Richard Longstreth, *The American Department Store Transformed, 1920-1960* (New Haven, CN: Yale University Press, 2010), 122-124.

Boulevard. At 270,000-square-foot, the store dwarfed Bullock's Wilshire. While May Company's downtown store remained open, the Wilshire Boulevard store replaced it as the "flagship."

May Company continued to expand after World War II. The next branch store was planned for the northwest corner of Crenshaw Boulevard and Santa Barbara Avenue (now known as Martin Luther King Jr. Boulevard) -- unlike the Wilshire Boulevard store, this location was not in an established business district, but on the suburban fringe of rapidly growing southwest Los Angeles. The 200,000-square-foot May Company Crenshaw store opened in 1947. Interestingly, it opened directly across the street from a new branch of Broadway, which was rapidly becoming May Company's main competitor. The fact that both stores prospered in such close proximity in a fringe location hinted at the future success of shopping malls with several competing anchor stores.²¹

Broadway developed a shopping center along with its Crenshaw branch store. This shopping center was a precursor to the modern mall -- its tenant mix was "integrated," meaning that the stores were handpicked by Broadway to complement its store and provide a full breadth of shopping choices. The first true shopping mall to open in the Los Angeles region was Lakewood Center, located in the iconic master-planned suburb of Lakewood that was being constructed on farm fields near Long Beach. When the first phase of the mall opened in 1952, it included a 350,000-square-foot branch of May Company.²²

Robinson's was slower to expand during these years. Unlike May Company, Bullock's, and Broadway, Robinson's didn't open any branch stores prior to World War II. After the war, Robinson's opened a branch on Wilshire Boulevard in Beverly Hills but did not embark on an ambitious expansion program like its competitors.

Robinson's and May Company were both units of national department store companies based elsewhere but they retained their local identities. May Company was owned by the May Department Stores Company, which was founded in 1877 and officially incorporated in 1905. May Company California was one of several regional department store chains owned by the May Department Stores Company. May Centers Incorporated was a subsidiary of the May Department Stores Company that was founded to develop shopping malls, such as Lakewood Center. Los Angeles was an important and growing market; after 1960, Robinson's and May Company chains anchored many of the new shopping malls popping up throughout southern California and extended their market area from Santa Barbara to San Diego.

During the 1980s, all four of the major department stores in downtown Los Angeles closed. In 1986, the May Department Stores Company, parent company of May Company California, acquired Associated Dry Goods, parent company of Robinson's. May chose to maintain the chains' separate identities, perhaps because Robinson's image and stores were generally more upscale than May's. However, the two chains were merged in 1993, forming Robinsons-May. In 2005, the May Department Stores Company was purchased by Federated Department Stores and all of the regional department stores in May's portfolio were renamed Macy's.

The May Company building at Laurel Plaza is not significant in the context of department stores in Los Angeles. The eligibility standards for department stores in the SurveyLA Historic Context Statement are as follows:

- Was historically designed and used as a department store

²¹ Longstreth, *The American Department Store Transformed*, 131-132.

²² Longstreth, *City Center to Regional Mall*, 336-340.

- Has an important association with an early or major department store in Los Angeles

The subject building was originally designed and used as a department store by May Company California, one of the four major department store chains in Los Angeles. However, the building does not meet the eligibility standards, because the building's association with May Company is not important. According to *National Register Bulletin #15*, "Mere association with historic events or trends is not enough, in and of itself, to qualify under Criterion A: the property's specific association must be considered important as well."²³

The department store building at Laurel Plaza was one of several branches of May Company. Bullock's, not May Company, was the first local department store in Los Angeles to establish a branch outside of downtown, Bullock's Wilshire. Bullock's Wilshire was also the first local department store building to accommodate shoppers arriving by automobile. The first branch of May Company was constructed in the Miracle Mile in 1939. It rivaled the size of the company's building downtown. After World War II, May Company announced plans for the construction of a second branch in Baldwin Hills on Crenshaw Boulevard.

May Company constructed more branches during the 1950s and 1960s; however, instead of building freestanding department store buildings the company began to develop shopping centers that contained a department store building as an anchor. This was the new trend in the department store business and one that May Company fully embraced. In 1950, May Company joined forces with developer Joseph Eichenbaum in the construction of Lakewood Center, the first regional shopping center in California. The project was designed by Albert C. Martin, who was also the architect for the May Company buildings in the Miracle Mile²⁴ and Baldwin Hills. Based upon the success of the store in Lakewood Center, the company founded May Centers Incorporated as a subsidiary dedicated to the development of shopping centers. In 1954, the same team that developed Lakewood Center, developed plans for the Eastland Shopping Center in West Covina. The shopping center, now known as West Covina Fashion Place, opened in 1957. Like the Lakewood Center, there were no loading docks for any of the stores at ground level. A tunnel connected the basements of the stores to keep delivery trucks out of sight.

The May Company building at Laurel Plaza is merely a continuation of a larger trend in the construction of branch department stores outside of downtown that began in the 1920s. That trend escalated after World War II; however, by the mid-1950s the construction of freestanding department store buildings, like the subject building, was on the decline. When it opened in 1955, the building was an anomaly in the company's postwar business plan as it was constructed as a freestanding building. Perhaps the company did not believe there was enough room in the market for another shopping center in North Hollywood, given the fact that the Valley Plaza Shopping Center was located nearby and already open. At any rate, the May Company building featured numerous amenities for shoppers including a tearoom, a snack bar, a beauty salon, and an auditorium. By 1966, however, the company began to develop plans for expanding the department store building into a shopping center called Laurel Plaza. During this period, the concept of the air-conditioned indoor mall began to transcend the shopping center. The inclusion of community meeting rooms, restaurants, sport and recreational facilities such as bowling alleys and skating rinks, and special features such as gardens and aquariums made them community centers.²⁵ Laurel Plaza opened in 1968 and the ice skating rink called the Ice Capades Chalet became a fixture in the community, hosting hockey clubs and figure skating lessons. As a result of damage it sustained in the 1994 Northridge Earthquake, the shopping center portion of the building was demolished. And the special amenities that were once

²³ *National Register Bulletin #15*, 12.

²⁴ David May's brother-in-law, Samuel Marx, also contributed to the design.

²⁵ Tom Cameron, "May Co. Develops Own Real Estate Division," *Los Angeles Times*, June 26, 1966, L1.

features in the building have been removed. The auditorium in the basement remains, but is closed and no longer in use.

In conclusion, while the May Company building is associated with the commercial development of Los Angeles and May Company California, its association is not significant. The building was one of several branch department stores developed by the company after World War II. It was preceded by branch stores in the Miracle Mile (1939) and Baldwin Hills (1947). As a freestanding department store building, it is not representative of postwar trends in the industry that favored shopping centers and indoor malls. Beginning with Bullock's Wilshire in 1928, department stores began to accommodate the automobile; so large surface parking lots such as the one at Laurel Plaza were already common features of department stores by 1955. The May Company building at Laurel Plaza was also not the first department store in the San Fernando Valley. The Sears store at the Valley Plaza Shopping Center opened in 1951. The Sears store was also the first store in the area associated with a shopping center. Broadway opened a department store in Panorama City the same year as the May Company store in North Hollywood, 1955. As such, the May Company building at Laurel Plaza does not appear to be significant under National Register Criterion A.

Criterion B

To be eligible for listing in the National Register under Criterion B, a property must be associated with the lives of persons significant in our past. The May Company building does not appear to be strongly associated with any persons of historic significance. It was built by May Company when David May was the president. May was the grandson of the company's founder. He oversaw the company's expansion into regional shopping centers during the 1950s. It could be argued that May is a person of historic significance. The subject building; however, does not have any particular association with May that could not be said about any other building that was constructed during his tenure. Therefore, the property is ineligible under Criterion B.

Criterion C

To be eligible for listing under Criterion C, a property must embody the distinctive characteristics of a type, period, or method of construction, represent the work of a master, possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction. The context(s) considered under this evaluation was L.A. Modernism, specifically Mid-Century Modernism; department store architecture; and the career of Albert C. Martin and Associates.

Mid-Century Modernism

Modernism is a broad term given to a number of building styles with similar characteristics, primarily the simplification of form and the elimination of ornament. However, the term can be applied to everything from the machine aesthetic of an International Style office building to the animated and colorful confection of a Googie style coffee shop. Modernism gained acceptance and then popularity during the postwar years because the use of standardized building materials and methods allowed it to be constructed quickly and economically. The origins of modern architecture are open to debate; however, most historians trace the roots to three interrelated phenomenon that developed in Europe after World War I: the availability of new building materials such as iron, steel, concrete, and glass that led to the development of new building techniques; a desire to apply these new techniques and materials to create functional buildings for the masses; and, a reaction against the stylistic excesses of earlier eras.

The United States became a stronghold of modern architecture after the emigration of three German architects: Walter Gropius, Mies van der Rohe, and Marcel Breuer. Two Austrian emigrants, Richard Neutra and Rudolph Schindler, helped introduce modern architecture to Southern California during the 1920s. Both worked briefly for Frank Lloyd Wright before establishing their own reputations as masters of modern architecture. It should be noted; however, that Irving Gill is also recognized as an architect who independently pioneered a modern style from regional sources. The work of these early modernists; however, was confined mostly to residential and small-scale commercial buildings.

In 1932, the Museum of Modern Art hosted its first architecture exhibit, titled simply "Modern Architecture." The exhibit included buildings from around the world that shared a stark simplicity and vigorous functionalism. The term International Style was coined by Henry Russell Hitchcock and Philip Johnson in their catalog for the exhibit. The fifteen architects featured in the exhibit included several from Germany's Bauhaus, an interdisciplinary design school. Up until the 1950s, the International Style had been applied mostly to small residential and commercial buildings. Two of the Southern California's most famous early modernists, Rudolph Schindler and Richard Neutra both received and executed commissions for several small office buildings, shops, and restaurants, but the vast majority have been razed or substantially altered. Schindler's Sardi's Diner (1932-34) employed polished metal surfaces and structural members that continued the machine-like aesthetic of his early residential work. Neutra's Laemmle Building (1933) was located almost next door to Sardi's on Hollywood Boulevard. Constructed for Carl Laemmle, the president of Universal Pictures, the reinforced concrete structure featured built-in billboards advertising Universal's current releases. George Howe and Swiss-born, William Lescaze designed the first major American example of the style - the Philadelphia Savings Fund Society Building (1932). The acceptance of the style in America grew considerably after World War II. A few years later Lescaze, joined by E.T. Heitschmidt, designed what most scholars consider the first truly International Style commercial building in Southern California, Columbia Square (1938), for CBS Radio. The reinforced concrete structure is elevated on freestanding columns leaving the ground floor open. From this public plaza visitors could watch technicians route programs over the network from the glass-enclosed main control room.

Within the International Style, two trends emerged after World War II. In the first post-war trend, the emphasis was on the expression of the building's function. These buildings have more in common with the early work of Walter Gropius than Mies van der Rohe. Gropius created innovative designs that borrowed materials and methods of construction from modern technology. His advocacy of industrialized building carried with it a belief in teamwork and an acceptance of standardization and prefabrication. Gropius introduced a screen wall system that utilized a structural steel frame to support the floors and which allowed the external glass walls to continue without interruption.

The second post-war trend in the International Style is represented by Mies van der Rohe and his followers. Within the Miesian tradition there are three subtypes: the totally glass curtain wall skyscraper like his design for the Seagram Building (1954) in New York, the glass and steel pavilion like his design for the Barcelona Pavilion (1929), and the modular office building like his design for Crown Hall (1955) at the Illinois Institute of Technology (IIT). While "form follows function" was the mantra of Gropius, "less is more" was the aphorism of Mies. He focused his efforts on the idea of enclosing open and adaptable "universal" spaces with clearly arranged structural frameworks, featuring pre-manufactured steel shapes infilled with large sheets of glass. Crown Hall at IIT became a prototype for his other projects that explored modular spaces. A grid of 24-foot squares was the basis of his plan for IIT (1939-40). Mies considered Crown Hall (1956) with its main floor an undivided space measuring 120 by 220 feet, his finest creation.

Perhaps in response to criticisms that modern architecture was too sterile, architects began experimenting with shapes, materials, and color. Mid-Century Modern is a term used to describe the evolution of the International Style after World War II. Mid-Century Modern architecture is more organic and less doctrinaire than the International Style. It is characterized by more solid wall surfaces. It was during this period that stacked brick became a popular material in commercial and educational buildings. Many of the small-scale commercial buildings in Los Angeles use stacked brick or stone as a primary exterior material, rather than concrete and glass. In residential buildings, the post-and-beam became the preferred method of construction for Mid-Century Modern architects.

The May Company building is not significant in the context of L.A. Modernism. The eligibility standards for Mid-Century Modernism in the SurveyLA Historic Context Statement are as follows:

- Was constructed during the period of significance (1945-1970)
- Exhibits quality of design through distinctive features
- Retains the essential character defining features of Mid-Century Modernism from the period of significance
 - Direct expression of the structural system, often wood or steel post and beam
 - Flat roof, at time with overhanging eaves
 - Floor-to-ceiling windows, often flush-mounted metal framed
 - Simple, geometric volumes
 - Unornamented wall surfaces
 - Horizontal massing
 - If Expressionistic, sculptural forms intersecting with geometric volumes
 - If Expressionistic, curved, sweeping wall surfaces
 - If Expressionistic, dramatic roof forms, such as butterfly, A-frame, hyperbolic parabolic, folded plate or barrel vault

The May Company building is a department store building exhibiting the basic elements of the Mid-Century Modern style. These include: a simple rectangular volume, flat roof, and lack of exterior ornamentation. However, the building does not meet the eligibility standards, because it is not a significant or distinctive example of the style. Rather, the building is for all intents and purposes a windowless box. This was essentially the form adopted for the design of most department stores during the period. They became internalized shopping experiences with controlled light and air, and thus the focus of the design was on the interior. However, in this case the interior spaces, features, and finishes of the building have been altered. The notable exception to the windowless box form was Robinson's department store building in Palm Springs. Constructed in 1952, it featured floor-to-ceiling plate glass windows and a flat roof with overhanging eaves supported by thin columns. Other Mid-Century Modern department store buildings in the area, including Broadway Baldwin Hills (1947), May Company Crenshaw (1947), Milliron's Westchester (1949), Broadway Westchester (1950), Bullock's Westwood (1951), and Broadway Panorama City (1955), were windowless or nearly windowless like the May Company building at Laurel Plaza. However, the use of high quality materials and the articulation of facades enhanced the exterior design of these other examples, which surpass the design of the subject building. The only distinctive features on the May Company building are the long, flat floating canopies over the entrances. Furthermore, these entrances and canopies have been reconstructed on the south and east elevations.

Department Store Architecture

Department store buildings can also be eligible under National Register Criterion C as significant examples of a type and period. Department stores emerged in the United States during the mid

to late 19th century. They revolutionized the way Americans shopped and transformed the retail industry. The department store contributed directly and indirectly to several business innovations including credit policies, inventory control policies, managerial techniques, and sales and marketing techniques - to name a few.

Most of the major department stores in the U.S. began as dry goods stores. As the disposable income of Americans grew during the late 19th century, storeowners began to expand their businesses by offering more and different goods. Departments could include clothing, shoes, jewelry, furniture, appliances, sporting goods, toys, etc. Customers would typically purchase their goods from a clerk within the department they were shopping as opposed to a centralized payment station. By the end of the 19th century, department stores had grown in size to multi-story buildings that were as large as a city block.

The sheer size of the modern department store building required the use of new materials, glass technology, new heating, cooling and lighting devices, and in-store people movement such as elevators and escalators, which led to new store design, among other engineering and architectural innovations. The store layouts made shopping easier for consumers irrespective of their social or economic background. The department store also offered new customer services never before seen such as restaurants, restrooms, reading rooms, wrapping services, new types of merchandise displays, and so forth.

Department store companies embraced modern architecture as a way of reinforcing their image as fashion gurus and as bastions for exclusivity. This trend began in the 1920s as various department stores staged displays featuring modern artists, especially those engaged in the design of furniture, jewelry, and clothing.²⁶ Companies also hired well-known modern architects to either remodel their flagship stores or design new ones.

The primary changes in department store architecture occurred after World War II as companies began to construct stores in suburban shopping centers. Stores in downtown areas featured large display windows on the ground level to attract the attention of pedestrians. This marketing tactic was not necessary for suburban department stores, which were destinations for shoppers arriving by automobile. Thus, display windows were either eliminated entirely or only located near entrances. Air conditioning was installed in department store buildings as early as the 1920s. However, after the war it became commonplace and windows became unnecessary. Architectural historian Richard Longstreth has asserted in his book *The American Department Store Transformed, 1920-1960* "no other development had had as great an impact on the fundamentals of store design since skeletal construction" as air conditioning.²⁷ One of the first windowless department store buildings in the U.S. was designed by French-born industrial designer Raymond Lowey for Foley Brothers in Houston, Texas. Constructed between 1945 and 1947, the hulking stone mass was justified on the grounds of the savings yielded in heating and air conditioning costs.²⁸ Foley's was also among the first stores to use escalators as the primary means for vertical circulation.

The May Company building is not significant in the context of department store architecture, because it is simply a continuation of design practices that were already established. There are no specific eligibility standards for this theme in the SurveyLA Historic Context Statement. According to National Register Bulletin #15, "a structure is eligible as a specimen of its type and period of construction if it is an important example (within its context) of building practices of a

²⁶ Longstreth, *The American Department Store Transformed*, 37.

²⁷ Longstreth, *The American Department Store Transformed*, 47.

²⁸ Longstreth, *The American Department Store Transformed*, 51.

particular time in history."²⁹ Such is not the case with the May Company building because it does not illustrate any achievements in department store design. Department stores in Los Angeles such as Broadway Baldwin Hills (1947), May Company Baldwin Hills (1947), Milliron's Westchester (1949), Broadway Westchester (1950), Bullock's Westwood (1951), and Broadway Panorama City (1955) are other, older examples of postwar department stores that better illustrate the characteristics of the type.

Albert C. Martin and Associates

As noted above, the May Company building was designed by Albert C. Martin and Associates (currently known as AC Martin Partners), which was founded by Albert C. Martin Sr. in 1908. In the firm's early days Martin did much of his work for the Catholic Church in California and Arizona. During the 1920s, he designed dozens of churches, convents, parish halls, and parochial schools as far north as Fresno and as far east as Arizona. The high point in his career was Los Angeles City Hall (1928), which Martin designed along with two other prominent architects, John C. Austin and John Parkinson. The firm also had a close relationship with May Company California spanning decades and designed a number of buildings for the company including the iconic May Company on Wilshire Boulevard in 1939 as well as important postwar ones in Baldwin Hills (1947) and Lakewood (1954).

During the postwar period when the subject building was constructed, the firm was led by Martin Sr.'s sons, Albert C. Martin Jr. and J. Edward Martin. After graduating from the USC School of Architecture, Martin Jr. joined his father's firm in 1936. He and his brother, a structural engineer, assumed management of the firm after World War II. Under their leadership the firm functioned as a corporate entity with many talented designers creating projects in a variety of styles, rather than in the characteristic style or philosophy of one master architect. The firm was very prolific and designed numerous buildings in the Los Angeles region, such as the Los Angeles Department of Water and Power Building (1965) in Downtown, the TRW Science research park in Redondo Beach (1968), the Union Bank Building (1968) in Downtown, and Saint Basil's Church (1969) in the Mid-Wilshire district.

As venerable architectural historian Thomas Hines points out in his book *Architecture of the Sun: Los Angeles Modernism 1900-1970*, Martin Jr. "deliberately stepped back and coordinated the ideas of others, which led to a more eclectic, uneven, and 'anonymous' output," especially when compared to contemporaries William Pereira and Welton Beckett, who also headed corporate firms, but still developed signature bodies of work.³⁰ He also points out that the designer of the Los Angeles Department of Water and Power Building, the project for which Martin Jr. is often praised, was actually relatively unknown Karl Klocke.³¹ This is just one of many examples of the fact that when Albert C. Martin and Associates appears on a set of plans or a building permit, it is often unknown who actually designed the building. This is the case with the May Company building.

It is not possible to determine the name of the subject building's actual designer within the Martin firm, and given the building's relatively basic design and perceived lack of prestige, it is unlikely that Martin Jr. designed it himself. Therefore, the building must be considered the work of Albert C. Martin and Associates, in general. While the firm was very prolific and turned out a number of high-quality designs, the entire entity as a collection of anonymous designers would not be considered a master architect. As *National Register Bulletin #15* states, "A master is a

²⁹ *National Register Bulletin #15*, 18.

³⁰ Thomas S. Hines, *Architecture of the Sun: Los Angeles Modernism 1900-1970* (Rizzoli: New York, NY, 2010) 654.

³¹ *Ibid.*

figure of generally recognized greatness in a field, a known craftsman of consummate skill, or an anonymous craftsman whose work is distinguishable from others by its characteristic style and quality."³² This definition, in particular the statement about distinguishable work with a characteristic style and quality, directly contradicts Hines' keen observation of the firm's work, which he describes as having an "eclectic, uneven, and 'anonymous' output."³³ As a result, because no specific designer is listed on the building's plans and permits, and because Albert C. Martin and Associates as a collection of anonymous designers is not considered a master architect, the May Company building does not appear to be significant as the work of a master architect.

Thus, the May Company building does not embody the distinctive characteristics of a particular type, period, or method of construction, and it is not significant under this aspect of Criterion C.

Criterion D

Criterion D was not considered in this report, as it generally applies to archeological resources. At any rate, there is no reason to believe that the property has yielded, or will yield information important to the prehistory or history of the local area, California, or nation.

Integrity

To be eligible for listing in the National Register, properties must retain their physical integrity from the period in which they gained significance. In the case of architecturally significant properties, the period of significance is normally the date of construction. For historically significant properties, the period of significance is usually measured by the length of the associations. As the May Company building is not significant under any of the National Register criteria, it has no period of significance. However, it may be noted that the property does not retain integrity as a whole. For the majority of its history (1968-1995), the building was the anchor to the Laurel Plaza shopping center. With the loss of the shopping center portion of the building, the remainder of the building cannot reflect this period of time. Following is a point-by-point analysis:

- *Location – The place where the historic property was constructed or the place where the historic event occurred.*

The building has not been moved. Therefore, its integrity of location has been retained.

- *Setting – The physical environment of the historic property.*

While the broad setting of the building remains substantially unaltered, the immediate setting has changed several times. The surrounding neighborhoods, the Hollywood Freeway, and the Laurel Hall School were constructed before or shortly after the May Company building. Thus, the broad setting has generally remained unaltered since the late 1950s. The immediate setting of the building; however, has changed from an isolated department store building surrounded by surface parking lots (1955 to 1967), to a department store building anchoring a shopping center surrounded by surface parking lots (1968 to 1996), back to an isolated department store building surrounded by surface parking lots (1997 to present). During the 1980s, the parking lots were reduced in size by an addition to the building and the construction of a new, separate building. In 1983, a one-story addition was added to the east facade of the May Company building and in 1984 a three-story office building was constructed in the northwestern corner of the parking lot. Therefore, the current setting does not reflect any particular period in the property's history.

³² *National Register Bulletin #15*, 20.

³³ Hines, 654.

- *Materials – The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.*

The primary exterior materials of the building have mostly remained unaltered. They include the cement plaster that covers most of the structure as well as the porcelian enamel panels that cover the end bays and top story. The granite that was once found on the base of the building has been removed for the most part. The most dramatic loss of historic materials has occurred on the interior, which has been remodelled on more than one occasion. Therefore the integrity of materials has been seriously compromised.

- *Design – The combination of elements that create the form, plan, space, structure, and style of a property.*

A number of alterations to the building since 1968 have muddled the design. These include the construction of the shopping center portion of the building in 1968, the construction of the one-story addition on the east side of the building in 1983, the remodeling of the interior at various dates but especially in 1984 and 1993, the repair of earthquake damage in 1994, the demolition of the shopping center portion of the building in 1995, and the removal of the May Company signage. Therefore, the current design does not reflect any particular period in the property's history. With other property types, alterations to the interior may not negatively effect the integrity of design. The interiors of postwar department stores; however, were integral to the design. As department stores became internalized shopping experiences the focus of the design was on the interior. Thus, the building no longer retains integrity of design as a result of the loss of the original interior.

- *Workmanship – The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.*

The techniques used in the construction of the building are on display on the exterior, but not the interior. Therefore, the integrity of workmanship has been compromised.

- *Feeling – A property's expression of the aesthetic or historic sense of a particular period of time.*

This aspect of integrity is the most difficult to assess because it depends on individual perceptions. The building does not retain its integrity of feeling, because it is no longer evident that it is a department store building from the 1950s or a shopping center from the 1960s.

- *Association – The direct link between an important event or person and a historic property.*

As there is no evidence the building is linked to an important historic event or person, the integrity of association is not relevant.

Summary of Eligibility

The May Company building is ineligible for listing in the National Register. It does not appear to be significant under any of the four established criteria for its association with events, persons, or design features and it lacks integrity due to alterations.

4.2 California Register of Historical Resources

Because the California Register criteria mirror those of the National Register, the subject property is ineligible for listing in the California Register for the same reasons outlined under the National Register evaluation.

4.3 City of Los Angeles Historic-Cultural Monuments

Likewise, because the City of Los Angeles criteria were modeled on the National and California Register criteria, the subject property is ineligible for listing as a Historic-Cultural Monument for the same reasons outlined under the National Register evaluation.

5. CONCLUSION

The subject property is not currently designated under any national, state, or local landmark programs. The property was evaluated in this report as part of the CEQA compliance process. The property does not appear to be eligible for listing in the National Register, California Register, or for designation as a Los Angeles Historic-Cultural Monument due to a lack of historical or architectural significance and a lack of physical integrity. Additionally, it does not appear to contribute to a potential historic district. The recommended evaluation code for the property is 6Z, ineligible for designation at the national, state, and local levels through survey evaluation. Therefore, the property is not a historical resource subject to CEQA. As the project will have no impact on historical resources, no further study is recommended or required.

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Appendix A



TERESA GRIMES is a Principal Architectural Historian at GPA. She has over 25 years of experience in the field of historic preservation in the private, public, and non-profit sectors. Teresa is widely recognized as an expert in the identification and evaluation of historic resources having successfully prepared dozens of landmark and historic district applications for a wide variety of property types. Her many projects have included historic context statements for Riverside, Calabasas, Glendale, and Carmel-by-the-Sea, and historic resource surveys in Riverside, Whittier, Calabasas, Pasadena, and Los Angeles. Teresa

has also completed numerous environmental compliance documents involving major landmarks; examples include the Cinerama Dome, Dodger Stadium, Los Angeles Sports Arena, Beverly Hills Post Office, and Baldwin Hills Shopping Center.

Educational Background:

- M.A., Architecture, University of California, Los Angeles, 1992
- B.A., Political Science, University of California, Los Angeles, 1986

Professional Experience:

- GPA Consulting, Principal Architectural Historian, 2009-present
- Christopher A. Joseph & Associates, Senior Architectural Historian, 2006-2009
- Teresa Grimes/Historic Preservation, Principal, 1999-2005, 1993-1994, 1991-1992
- Historic Resources Group, Project Manager/Architectural Historian, 1994-1998
- Getty Conservation Institute, Research Associate, 1992-1993
- Los Angeles Conservancy, Preservation Officer, 1988-1991

Qualifications:

- Meets the Secretary of the Interior's Professional Qualifications Standards for architectural history pursuant to the Code of Federal Regulations, 36 CFR Part 61, Appendix A.

Professional Activities:

- West Hollywood Cultural Heritage Advisory Board, 1990-1994
- Highland Park Heritage Trust, Board Member, 1996-1998
- Pasadena Heritage Board Member, 2008-2012

Selected Projects:

- Coca Cola Building, Los Angeles, CEQA Historical Resource Report, 2014
- City Market of Los Angeles, CEQA Historical Resource Report, 2014
- Hollywood and Cherokee, Los Angeles, CEQA Historical Resource Report, 2014
- John Anson Ford Theatres, Los Angeles County, CEQA Historical Resource Report, 2014
- LABioMed, Torrance, CEQA Historical Resource Report, 2013-14
- United Artist Theater, Los Angeles, CEQA Historical Resource Report, 2013
- Claremont Graduate University Master Plan, CEQA Historical Resource Report, 2013
- 8899 Beverly Boulevard, West Hollywood, CEQA Historical Resource Report, 2013
- Hillcrest Motors Building, Hollywood, CEQA Historical Resource Report, 2013
- New Pershing Apartments, Los Angeles, CEQA Historical Resource Report, 2012
- Max Factor Building, Hollywood, CEQA Historical Resource Report, 2012
- House of Hope, Duarte, CEQA Historical Resource Report, 2010
- Sunset Bronson Studios, Hollywood, CEQA Historical Resource Report, 2010
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- Claremont McKenna College Master Plan, CEQA Historical Resource Report, 2008
- Dodger Stadium, Los Angeles, CEQA Historical Resource Report, 2008
- Los Angeles Wholesale Produce Market, CEQA Historical Resource Report, 2007

Appendix B



Figure 11: May Company Downtown, constructed in 1906, Broadway and Eighth Street. Source: Los Angeles Public Library Photograph Collection.



Figure 12: Bullock's Wilshire (upper right), constructed in 1928. Source: Los Angeles Public Library Photograph Collection.



Figure 13: May Company Wilshire, constructed in 1939, Wilshire Boulevard and Fairfax Avenue. Source: USC Digital Library.



Figure 14: Foley Brother's Houston, constructed in 1945-47 and expanded by four floors in 1957. Source: <http://departmentstoremuseum.blogspot.com/2010/05/foley-brothers-dry-goods-co-houston.html>



Figure 15: May Company Crenshaw (upper right), constructed in 1947, Crenshaw and Martin Luther King Boulevards. Source: Los Angeles Public Library Photograph Collection.



Figure 16: Lakewood Center, constructed in 1950-51. Source: http://www.kcet.org/updaily/socal_focus/assets/images/Lakewood%20Center.jpg



Figure 17: May Company Lakewood Center, constructed in 1950-51. Source: http://www.kcet.org/updaily/socal_focus/assets/Lakewood%20Center%20%20Ca1951%20%20May%20Company.jpg



Figure 18: Bullock's Westwood, constructed in 1951. Source: Los Angeles Public Library Photograph Collection.



Figure 19: Robinson's Palm Springs, constructed in 1952. Source: <http://www.pspreservationfoundation.org/images/robinson.jpg>



Figure 20: Eastland Shopping Center, constructed in 1954-57. Source: Los Angeles Public Library Photograph Collection.