

Appendix D

Cultural Resources

Appendix D.1

Historical Resources Assessment



Sportsmen's Lodge Hotel

Historical Resources Assessment Report

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Appendix C. Preparer Qualifications

1. Executive Summary

Architectural Resources Group (ARG) has prepared this Historical Resources Assessment Report for the property at 12825 Ventura Boulevard, in the Studio City community of Los Angeles. The property is developed with a two- and five-story hotel building known as the Sportsmen's Lodge Hotel (referred to herein as "the Hotel"), which was constructed in 1962.

The Hotel was historically associated with the adjacent Sportsmen's Lodge (referred to herein as "the Lodge"), an events venue and banquet facility that was located on the parcel to the immediate west of the subject property. The Hotel shared a common name and program with the Lodge. However, the Lodge was demolished in 2019. Thus, the physical and associative links between these side-by-side properties have been diminished. In its present state, the Hotel reads as a standalone property, and no longer bears a particularly visual association with the adjacent property that formerly housed the Lodge.

In 2014, the Lodge was independently evaluated for historical significance by the firm PCR Services (now known as ESA). The 2014 evaluation only addressed the Lodge, and did not address the Hotel. It concluded that the Lodge was ineligible for federal, state, and/or local listing because of a loss of integrity. Demolition of the Lodge commenced in September 2019. A new commercial complex is being redeveloped in its place and is scheduled for completion in December 2020.

The scope of this assessment includes the Hotel property only and does not include any other components of the former Sportsmen's Lodge; since it was previously evaluated and subsequently demolished, the Lodge is not included as part of this study. This assessment evaluates the Hotel against federal (National Register of Historic Places), state (California Register of Historical Resources), and local (City of Los Angeles Cultural Heritage Ordinance) eligibility criteria.

ARG concludes that the Sportsmen's Lodge Hotel does not meet eligibility criteria for listing in the National Register, the California Register, or as a Los Angeles Historic-Cultural Monument (HCM). The history of the Hotel was inextricably linked to its association with the Sportsmen's Lodge, which has since been demolished and is currently being redeveloped with a new commercial complex that is scheduled for completion in December 2020. Absent the Lodge, the Hotel has been divorced from the broader context in which it was conceived and built. In its current state, the Hotel reads as a remnant feature that, in and of itself, does not meet eligibility criteria for the above-listed registration programs. Therefore, the Hotel is not a historical resource for purposes of the California Environmental Quality Act (CEQA).

The California Environmental Quality Act (CEQA) defines a "historical resource" as a resource listed in, or determined eligible for listing in, the California Register; or a resource included in a local register of historical resources; or a resource identified in a historical resource survey.¹ The subject property does not meet any of these conditions, and is therefore not a historical resource for purposes of CEQA.

There are three potential historical resources located adjacent to (within a direct view of) the subject property: Fletcher Silversmiths, 12744 Ventura Boulevard; Hughes Market, 12842 Ventura Boulevard;

¹ California Code of Regulations Section 15064.5(a)(1-3).

and Denny's/Twain's, 12907 Ventura Boulevard. ARG has assessed the potential of the Project to have an impact on these potential historical resources and found that their significance will not be impaired by the Project. Therefore, the Project will not result in a cumulative impact to any historical resources.

The following sections provide a contextual basis for analysis and a detailed discussion of how these determinations were made.

2. Assessment Methodology

2.1. Research Methods

In preparing this assessment, ARG performed the following tasks related to research, documentation, and analysis:

- Field visit to observe the building's exterior, site, and overall setting;
- Review of pertinent background materials, including historic resources data available on the HistoricPlacesLA web interface and the SurveyLA Historic Resources Survey Report and findings for the Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass Community Plan Area (2013);
- Review of relevant federal and state technical bulletins, local ordinances, and other reference materials related to the evaluation of historical resources;
- Review of applicable historical building permits for the subject property;
- Research in the California Historic Resources Inventory (HRI) database for previous surveys and evaluations of the subject property;
- Supplemental research related to the history, use, and occupancy of the building;
- Identification of applicable historic contexts and themes; and
- Evaluation of the property against eligibility criteria for the National Register, California Register, and local (Historic Cultural Monument/HCM and Historic Preservation Overlay Zone/HPOZ) listing.

Research materials were obtained from the following sources: the Los Angeles Public Library; the archives of the Los Angeles Times, the Valley News, and other local periodicals; building permit records made available by the Los Angeles Department of Building and Safety; historic Los Angeles city directories; technical assistance bulletins published by the National Park Service (NPS) and the California Office of Historic Preservation (OHP); online image collections of the Los Angeles Public Library, the University of Southern California (USC) Library, and the California State Library; various online repositories; and ARG's in-house collection of architectural books and reference materials. A complete list of sources consulted for the evaluation is included in *Section 9: Bibliography* of this report.

2.2. Preparer Qualifications

This report was prepared by Katie E. Horak, Principal, and Andrew Goodrich, AICP, Associate, both Architectural Historians and Preservation Planners. Research assistance was provided by ARG intern Erik Van Breene. Ms. Horak and Mr. Goodrich meet the *Secretary of the Interior's Professional Qualifications Standards*, 36 CFR Part 61, in the discipline of Architectural History.

3. Previous Evaluations and Designations

3.1. Sportsmen's Lodge and Sportsmen's Lodge Hotel

The subject property is not currently designated at the federal, state, or local levels.

In 2013, the entire Sportsmen's Lodge complex – including the Lodge and Hotel – was identified through SurveyLA as a potential historic district, eligible against federal, state, and local criteria. While the evaluation did not explicitly identify the Hotel as a contributing feature of the potential district, the Hotel building is included within the boundary identified by SurveyLA and is noted in the significance statement.

SurveyLA found the potential district to be potentially significant within the context of institutional development as a "rare and early private recreational facility in the San Fernando Valley," and also within the context of entertainment as an "important and popular gathering place for people working in the entertainment industry."² The resource was identified as potentially eligible for listing in the National Register, the California Register, and as a Los Angeles Historic-Cultural Monument (HCM). It was assigned the corresponding California Historical Resource Status Codes of 3S, 3CS, and 5S3.

In 2014, the Sportsmen's Lodge was evaluated by PCR Services (now ESA). It should be noted that this evaluation pertained to only the adjacent Lodge property, and did not include the subject property or the Hotel. The PCR/ESA evaluation concluded that the Lodge is not eligible for listing in the National Register, the California Register, or as a Los Angeles HCM due to a loss of integrity. It concluded that the property "lacks integrity to exemplify historical or architectural significance during its 1940 to 1970 period of significance for individual listing or as a contributor to a historic district," and recommended that the California Historical Resource Status Code of 6Z ("found ineligible for National Register, California Register or local designation through survey evaluation") be assigned to the Lodge property.³

Demolition of the Lodge property commenced in September 2019. The site of the former Lodge is currently being redeveloped into a new commercial complex, which is scheduled for completion in December 2020.⁴ The Hotel, which is the subject of this report, is still standing.

3.2. Adjacent Historical Resources

SurveyLA identified fourteen potential historical resources within a ½-mile radius of the subject property.⁵ Of these, the following three (listed below in **Table 1**) are located within the viewshed of the subject property and are addressed in greater detail in *Section 8: Impacts Analysis* of this report.

² SurveyLA, "Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass, Historic Districts, Planning Districts and Multi Property Resources – 02/26/13."

³ PCR Services Corporation, "Historical Resources Assessment Sportsmen's Lodge," Oct. 2014, ES-1.

⁴ Roger Vincent, "Historic Sportsmen's Lodge To Get a \$100 Million Makeover," *Los Angeles Times*, May 17, 2019.

⁵ Data obtained from HistoricPlacesLA, <http://historicplacesla.org/>.

Table 1. SurveyLA-Identified Resources within a ½-Mile Radius (within viewshed)

Property Address/Name	Status Code(s)*
12744 Ventura Blvd (Fletcher Silversmiths)	3S/3CS/5S3
12842 Ventura Blvd (Hughes Market/Ralphs Fresh Fare)	3CS/5S3
12907 Ventura Blvd (Denny's/Twain's)	3CS/5S3

**Status codes are as follows: 3S – individually eligible for listing in the National Register; 3CS – individually eligible for listing in the California Register; 5S3 – individually eligible for local designation.*

The other eleven potential historical resources are not within the viewshed of the subject property. These resources are summarized below, in **Table 2**.

Table 2. SurveyLA-Identified Resources within a ½-Mile Radius (out of viewshed)

Property Address/Name	Status Code(s)*
12915 Bloomfield St (residence)	3S/3CS/5S3
4276 Coldwater Canyon Ave (DWP Receiving Station No. 49)	QQQ
4418 Coldwater Canyon Ave (The Little Brown Church)	3S/3CS/5S3
3940 Fairway Ave (residence)	3S/3CS/5S3
4216 Mary Ellen Ave (The Fountainhill/Lido Capri)	3S/3CS/5S3
12905 Moorpark St (M&M Market)	3S/3CS/5S3
13012-13020 Moorpark St (residence)	3S/3CS/5S3
4233 Rhodes Ave (Johnson Folk Art House)	3CS/5S3
13018 Valleyheart Dr (Valli-Royale)	3S/3CS/5S3
4052 Whitsett Ave (Thirty-Sixth Church of Christ, Scientist)	3S/3CS/5S3
Ventura Boulevard Oak Trees (Ventura Bl, between Fulton and Van Noord)	3S/3CS/5S3

**Status codes are as follows: 3S – individually eligible for listing in the National Register; 3CS – individually eligible for listing in the California Register; 5S3 – individually eligible for local designation; QQQ – may be eligible, additional research needed.*

There is also one designated Los Angeles Historic-Cultural Monument (HCM) within this ½-mile radius: Saint Saviour's Chapel (HCM #32), which is located on the campus of the Harvard-Westlake School at 3700-3976 Coldwater Canyon Avenue. This resource is not within the viewshed of the subject property.

4. Property History

4.1. General Setting

The subject property, 12825 Ventura Boulevard, is located in the Studio City community of Los Angeles, which is located in the southern section of the San Fernando Valley. It occupies a large, flat parcel that is roughly trapezoidal in shape and sits on the north side of Ventura Boulevard. The property is located along a heavily trafficked vehicular corridor that is developed with a variety of commercial uses. It is bounded by the former Sportsmen's Lodge events center (west), a commercial strip mall (east), the Los Angeles River (north), and Ventura Boulevard (south). Unlike much of the San Fernando Valley, which is oriented on an orthogonal grid, the surrounding area adheres to an irregular network of streets and blocks that responds to the local topography and the meandering course of the channelized Los Angeles River. All adjacent development appears to date to the post-World War II era.



Location map. The subject property (Sportsmen's Lodge Hotel) is outlined in red (Google Maps).

4.2. Architectural Description

Located near the center of the property is the Sportsmen's Lodge Hotel, a large, sprawling commercial building that was constructed in 1962. The subject building is deeply set back from the street and

features an irregular, roughly U-shaped footprint. It sits on a poured concrete slab foundation and is of concrete masonry unit (CMU) construction. The Hotel is designed in a modest interpretation of the Mid-Century Modern style and exhibits many features that are commonly associated with the style.

The Hotel is divided into two main volumes. The front (south) volume is two stories in height and houses the hotel lobby, other common areas, and some guest rooms. This volume is shaped in the form of a “T.” The rear (north) volume is a blocky, rectangular mass that is five stories in height and houses additional guest rooms. These two volumes are interlocked, forming a singular building footprint that is oriented around a courtyard at the center of the property. A swimming pool is located in the courtyard.

Each volume is capped by a different type of roof. The front volume is capped by a gabled roof that is so low in pitch that it appears almost flat when viewed in perspective. It is sheathed in a composition membrane and features wide eaves. The rear volume is capped by a flat roof that also features wide eaves. The roof material on this volume is not visible, but it is likely sheathed in a composition membrane that is similar, if not identical to that on the front volume. Various pieces of mechanical equipment are installed atop the roof and are obscured from public view. Most exterior walls are devoid of any surface treatment and consist simply of painted concrete blocks. Some sections of the building’s front volume, especially those on the east elevation, are clad in wood channel siding.

The primary façade of the building faces south. It is dominated by a porte cochere that juts out, in dramatic fashion, from the face of the building. The porte cochere is supported by CMU piers that are connected at the base by a low CMU wall. It features exposed wood overhead support beams and a stuccoed soffit, and shelters a pull-through driveway that is finished with concrete pavers and functions as an unloading zone for hotel guests. A stag antler chandelier is suspended from the soffit and illuminates the porte cochere. The primary entrance to the hotel is set within the porte cochere. The entrance consists of non-original glazed sliding doors that are flush with the face of the building and lead into to the lobby. A small balcony projects out over the entrance. Historic photos indicate that the balcony was originally open but has since been enclosed with a louvered screen wall.

Features on the west wing of the primary façade are arranged symmetrically. Both the first and second stories feature glazed aluminum sliding doors, which are spaced at equal intervals along the facade. Upper story guest rooms open onto a shallow cantilevered balcony, which features a balustrade comprising thin metal slats and a wood cap. Though the balcony is a single unit, it is divided into sections of equal width by louvered wood partitions, providing each guest room with its own, private outdoor space. The guest rooms on the ground floor open onto concrete slab patios, which also feature louvered wood partitions and are partially enclosed by slatted wood screen walls. Each balcony/patio is illuminated by a small wall-mounted metal sconce, which is affixed to the wall next to the sliding door.

The west and north elevations employ a similar cadence and visual vocabulary. They are also characterized by painted CMU walls, cantilevered balconies with metal-and-wood balustrades, concrete slab patios (on the ground level), louvered wood partitions, glazed aluminum sliding doors, and wall-mounted metal sconces. These features evince a sense of symmetry, rhythm, and modularity. The west elevation also features non-original glazed sliding doors that lead from the lobby to the swimming pool.

The east elevation exhibits some variety with respect to its composition and materiality. The front (south) portion of this elevation is clad with wood channel siding, while the rear (north) portion has the same CMU exterior walls that are found elsewhere on the building. Several secondary entrances to the building are located on this elevation, as is a gated breezeway that leads to the inner courtyard. Fenestration is varied and consists of sliding aluminum windows, fixed wood windows with divided lights (near the front of the building), and fixed steel windows that are glazed with wired safety glass (near the rear of the building). Glazed sliding doors open onto a roof deck that caps a small projecting wing. A few of the aluminum sliding doors have been replaced with new vinyl sliding doors.

The west and east elevations of the five-story volume at the rear (north) of the building each features a prominent exterior stairwell that is framed by a concave CMU wall. The top of each wall is affixed to the face of the building by metal tie beams. Secondary entrances open onto a landing at each floor. The secondary entrances lead to interior corridors and consist of single, unarticulated metal doors that are flanked by fixed sidelights. These sidelights are glazed with wired safety glass. The north and south elevations of the five-story volume are each bisected by a tall, windowless mechanical shaft. Applied decoration depicting divers plunging into water is affixed to the south-facing shaft, toward the swimming pool. Additional entrances to the building are found at various points on these elevations.

4.3. Site and Landscape Features

The property is extensively landscaped. Various types of semi-tropical trees, shrubs, and other plantings are found in abundance around the perimeter of the building and the porte cochere, within the courtyard and parking areas, and spanning the front property line along Ventura Boulevard. The planting scheme creates a lush, densely vegetated atmosphere. Curbs and curvilinear buffer planters that are constructed of arroyo stone accentuate the landscaping. Other prominent site features include an in-ground swimming pool that is situated within the courtyard created by the building's irregular footprint; surface parking lots that span the south, east, and north perimeters of the property; and a freestanding pole sign that is located at the south end of the property and capped by a decorative lantern.

Extensive landscaping and wrought iron fencing occupy the space between the subject property and the former Lodge to the west, resulting in a physical buffer that distinguishes the two properties as two separate entities. Visual inspection of the landscaping, in addition to review of historic aerial photographs of the site and vicinity, indicate that they are mature specimens that have likely been in place for several decades. Construction fencing was installed between the two properties upon the demolition of the Lodge in 2019, further delineating the physical division between the Hotel and Lodge.

The landscaped buffer between the two properties suggests that while they shared a common name and compatible uses, the Hotel and Lodge functioned as two separate entities from the perspective of site design and operations for much of the recent past.

Existing Conditions Photos



Primary (south) façade and porte cochere, view northwest (ARG, 2020)



Primary façade and balcony, set within porte cochere, view northwest (ARG, 2020)



Porte cochere on primary (south) façade, view north. Note post-and-beam details (ARG, 2020)



East elevation, view northwest. The one-story volume is an addition (ARG, 2020)



Detail of east elevation, view southwest. The one-story volume is an addition (ARG, 2020)



Detail of east elevation, view northwest. The one-story volume is an addition. Note channel siding and wood frame windows (ARG, 2020)



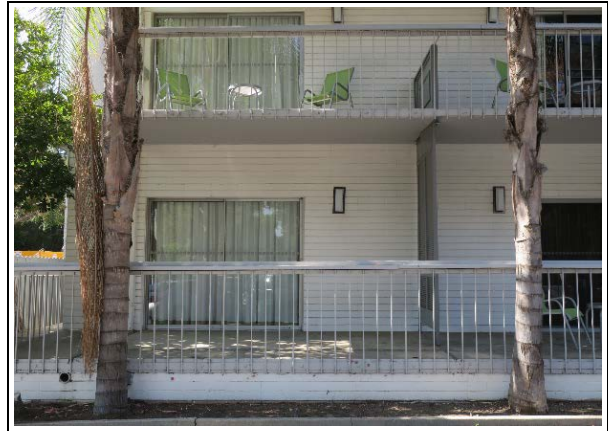
East elevation, view southwest (ARG, 2020)



East elevation, detail of breezeway and security gate, view west (ARG, 2020)



North (5-story) wing as seen from courtyard, view northwest (ARG, 2020)



Detail of north wing, view south (ARG, 2020)



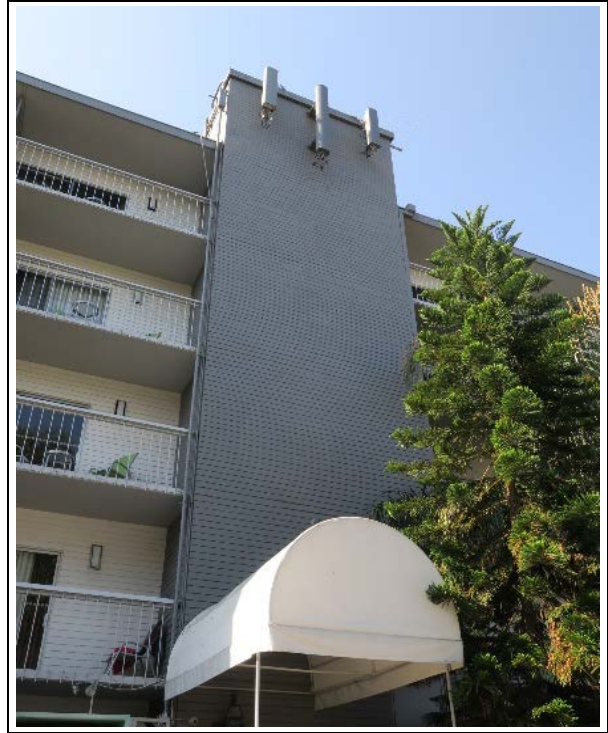
East elevation, detail of cantilevered balcony, staircase, and metal balustrade (ARG, 2020)



West elevation, detail of metal tie beams at top of exterior stairwell (ARG, 2020)



East elevation, detail of exterior stairwell and concave concrete block wall, view southwest (ARG, 2020)



North elevation, detail of windowless mechanical shaft, view southwest (ARG, 2020)



South elevation of 5-story volume (facing courtyard and pool), detail of mechanical shaft and applied decoration, view northeast (ARG, 2020)



West elevation, detail of exterior stairwell, concave concrete block wall, and overhead wood trellis, view northeast (ARG, 2020)



Courtyard and swimming pool, view west (ARG, 2020)



Courtyard and swimming pool, view southwest (ARG, 2020)



Detail of semi-tropical vegetation, view northwest (ARG, 2020)



Detail of semi-tropical vegetation and arroyo stone hardscape features, view northeast (ARG, 2020)



Detail of stone hardscape features at front (south) end of property, view northwest (ARG, 2020)



Detail of freestanding pole sign at front (south) end of property, view west (ARG, 2020)

4.4. Chronology of Development and Use

Following is a chronology of development and use for the Sportsmen's Lodge Hotel. Source materials include online building permits obtained from the City of Los Angeles Department of Building and Safety, Sanborn Fire Insurance Maps, historical newspaper articles from the *Los Angeles Times* and other local publications, historical photographs of the building and site, and other pertinent archival materials.

1961	Permit issued to construct a new hotel facility. The permit lists James D. Barrington as the architect and Robert Chuckrow Construction Co., Inc. as the contractor. The owner is identified as Sportsmen's Haven, Inc. The project is valued at \$1,500,000. ⁶
1962	Permit issued to build a commercial swimming pool (35'x75') within the hotel's courtyard. ⁷ Sign permit issued for a pylon sign along Ventura Blvd. ⁸ Sign permit issued for a 28' x 32" raceway sign at entrance of building. ⁹ Permit issued to construct 105 parking spaces along south, east, and north property lines. ¹⁰ Certificates of Occupancy issued for the hotel and swimming pool.
1967	Permit issued to enlarge barber and beauty shops within the hotel. This one-story addition is located on the east side of the lobby. ¹¹ Permit issued to enlarge hotel coffee shop and dining room. The addition extended into and enclosed a portion of the existing breezeway north of the hotel lobby. ¹²
1968	Permit issued to convert guest rooms within the hotel portion connecting two and five story buildings into conference rooms. ¹³
1976	\$100,000 lobby remodel in an English country theme by interior designer Valerie Eglit. ¹⁴
1982	Permit issued to construct a new partition wall in the hotel barber shop. ¹⁵
1984	Permit issued to construct a storage shed with masonry walls north of barber/beauty shop extension along the east elevation. ¹⁶

⁶ Los Angeles Department of Building and Safety, Permit No. 93495.

⁷ Los Angeles Department of Building and Safety, Permit No. 08375.

⁸ Los Angeles Department of Building and Safety, Permit No. 14201.

⁹ Los Angeles Department of Building and Safety, Permit No. 13944.

¹⁰ Los Angeles Department of Building and Safety, Permit No. 93044.

¹¹ Los Angeles Department of Building and Safety, Permit No. 13687.

¹² Los Angeles Department of Building and Safety, Permit No. 13688.

¹³ Los Angeles Department of Building and Safety, Permit No. 32318.

¹⁴ "Sportsmen's Lodge Lobby Now Has a Country-English Themed," *Valley News*, Sept. 12, 1976.

¹⁵ Los Angeles Department of Building and Safety, Permit No. 38490.

¹⁶ Los Angeles Department of Building and Safety, Permit No. 68400.

	Permit issued to install new exterior cedar siding over stucco walls along east elevation. ¹⁷
1985	Permit issued to construct new spa to the west of existing pool, near the five-story volume. ¹⁸
1986	Permit issued to construct a gazebo. The gazebo was installed on the site of a former swan pond to the west of the swimming pool. ¹⁹
	Permit issued to construct 10' x 20' storage room at the west end of the 5-story volume. ²⁰
1989	Permit issued to remove existing roof and install new gravel roof. ²¹
1994	Permit issued to repair earthquake damage following the Northridge Earthquake. ²²
2008	Permit issued for interior tenant improvements to lobby and restaurant. ²³
2014	Permit issued to replace the primary entrance doors and secondary entrance doors from the lobby area; and to install new windows along the interior west facing elevation. ²⁴
2017	Permit issued to replace existing structural columns supporting cantilevered balcony, and new foundation on northern half of the interior's west elevation. ²⁵

Several other, mostly minor alterations that are not reflected in the permit record for the property were also noted during ARG's site visit and, whenever possible, were corroborated through research.

- The subject property originally contained a swan pond in the courtyard (west of the swimming pool) and another pond to the front (south) of the building, both of which have been infilled.
- Several secondary entrance doors have been replaced at various points on the building.
- The balcony above the primary entrance (within the porte cochere) has been enclosed with a louvered screen wall. A stag antler chandelier and other minor decorative elements have been added to the porte cochere.
- Original building signage that was identified in historical permits has been removed.
- Applied decoration has been affixed to the mechanical shaft overlooking the pool.
- Several small additions and enclosures have been added to secondary elevations to obscure mechanical equipment, refuse bins, and other utilitarian aspects of the building.

¹⁷ Los Angeles Department of Building and Safety, Permit No. 74566.

¹⁸ Los Angeles Department of Building and Safety, Permit No. 88677.

¹⁹ Los Angeles Department of Building and Safety, Permit No. 11072.

²⁰ Los Angeles Department of Building and Safety, Permit No. 12324.

²¹ Los Angeles Department of Building and Safety, Permit No. 80330.

²² Los Angeles Department of Building and Safety, Permit No. 63242.

²³ Los Angeles Department of Building and Safety, Permit No. 07016-30000-23663.

²⁴ Los Angeles Department of Building and Safety, Permit No. 14016-10000-16508.

²⁵ Los Angeles Department of Building and Safety, Permit No. 16016-30000-21307.

5. Historical Background and Context

5.1. Origins and History of Studio City

Studio City is located within the historical boundaries of the *Rancho Ex Mission San Fernando*, which was sold to a group of investors including Isaac Lankershim and his son-in-law, Isaac Newton Van Nuys, in 1869.²⁶ The group referred to itself as the San Fernando Farm Homestead Association but was soon renamed the San Fernando Sheep Company, reflecting the fact that it used the land primarily for ranching. By 1880, dry farming – and specifically, the cultivation of wheat – replaced sheep as the primary economic engine for the area and the syndicate once again changed its name, this time to the San Fernando Farm and Milling Company. The *rancho* was subsequently divided into seven smaller swaths of land. In the 1880s, the land was transferred to the Lankershim Land and Water Company and further subdivided into two hundred farms of fifty-acres each. In 1910, the Van Nuys Farming and Milling Company sold its remaining 47,000 acres to the Los Angeles Suburban Homes Company, whose investors included Harry Chandler and General Harrison Gray Otis of the *Los Angeles Times*, H.J. Whitley, General Moses H. Sherman, and Otis F. Brandt of the Title Insurance and Trust Company.

Following the completion of the Los Angeles Aqueduct in 1913, the San Fernando Valley became ripe for agricultural development. Many of the independent communities within the San Fernando Valley were annexed by the City of Los Angeles, as annexation provided these areas with access to the City's abundant supply of water that was furnished by the newly-completed aqueduct. This included present-day Studio City. The San Fernando Addition, as the annexation was known, included 170-square-miles of sparsely developed land.²⁷ Annexation rendered the Valley a lucrative center of agricultural production, and also sowed the seeds for future development that transformed the area into a suburban mecca.

Since the early decades of the twentieth century, the San Fernando Valley has been home to a number of motion picture studios and has been utilized as a backdrop for the entertainment industry. However, it wasn't until film director and producer Mack Sennett moved his operations to the southeast end of the Valley that the industry's presence began to take hold. In 1927, 503 acres along Ventura Boulevard in North Hollywood were purchased by Central Motion-Picture District, Inc.²⁸ The land holding company was headed by motion picture executives and real estate developers alike. The men behind the transaction included Milton E. Hoffman, executive manager of the Paramount Famous-Lasky Corporation; and Gilbert H. Beesemyer and Harry H. Merrick of the Guaranty Building and Loan Association. When the land was purchased, it was estimated that the Central Motion Picture District would employ upwards of 3,000 individuals in studio-related jobs. In October 1927, it was reported that work was underway on what had become known as the Studio City Project. The first phase of the project included thirty miles of trench excavation for water pipes and twenty miles for sewer pipes.²⁹

²⁶ City of Los Angeles, "Van Nuys HPOZ Preservation Plan," adopted Dec. 9, 2010, 17.

²⁷ Ibid, 18

²⁸ "Site Obtained for Film City," *Los Angeles Times*, Jun. 20, 1927.

²⁹ "Dirt Flies at Studio City Project," *Los Angeles Times*, Oct. 30, 1927.

The area was quickly developed; by 1928, Studio City was recognized as a community by Postmaster General Harry A. New, who ordered a post office be opened at the location.

Also in 1928, Mack Sennett opened his studio with a plan for to erect 18 studio-related buildings. Sennett was one of the most influential motion picture directors and producers of the day. Dubbed the “King of Comedy,” he struck a deal with the Central Motion Picture District to construct his studio in return for 20 acres of land. The deal was conceived to lure other studios north from what were then Southern California’s two most eminent entertainment centers, Hollywood and Edendale.

The Central Motion Picture District’s ultimate goal for Studio City was to construct motion picture studios south of the Los Angeles River and a middle-class bedroom community to the north.³⁰ It wasn’t long before apartments and single-family houses alike sprung up in the vicinity of the studio plant. In February 1927, the *Los Angeles Times* reported that four apartment buildings were beginning construction or nearing completion, plans for a Pacific Electric streetcar extension were taking root, and a business block at the intersection of Ventura Boulevard and Radford Avenue was in the works.³¹ Today, Laurel Terrace represents one of Studio City’s earliest neighborhoods. Residential development in the neighborhood began in the 1920s and took off in the 1930s as studio activity picked up.

When it was completed, Mack Sennett Studios was regarded as the poster child of a modern motion picture plant in Los Angeles. The studio complex consisted of an office building, a projection room and film editing building, a film library, a two-story dressing room building that was attached to a large sound stage, a wardrobe building, a garage, and a stage with an in-ground swimming pool.³² With the advent of sound in 1929, Sennett was the first producer to use equipment manufactured by the Radio Corporation of America (RCA), which he used to produce singing shorts starring a young actor by the name of Bing Crosby.³³ However, Sennett’s run in Studio City was relatively short-lived, as the Great Depression put a damper on his success. In 1935, the lot was sold to Mascot Studios, which later became Republic Pictures. In 1963, it was sold again to CBS and is now known as CBS Studio Center.

5.2. Post-War Suburbanization in the San Fernando Valley

As the Great Depression led into World War II, private construction across the United States ground to a halt. When material rationing began to thaw and construction ramped up to meet the demands of a growing population and thriving economy, the nation witnessed an unprecedented wave of development that fueled the growth of the suburbs. Between 1940 and 1970, the American population ballooned by fifty percent, growing from approximately 132 million to 203 million. By 1970, roughly one third of the American population resided in a suburban community.³⁴ While population growth after the war was a national trend, the growth of California’s population was especially pronounced. From 1950

³⁰ Hadley Meares, “Studio City was LA’s Original Master Planned Mega Development,” *Curbed LA*, Aug. 9, 2017.

³¹ “Site Obtained for Film City,” *Los Angeles Times*, Jun. 20, 1927.

³² CBS Studio Center, “History,” accessed Oct. 2020.

³³ Ibid.

³⁴ California Department of Transportation, “Tract Housing in California, 1945-1973: A Context for National Register Evaluation,” 2011, 15.

to 1970, the State's population grew by 88 percent, and the number of school-aged children quadrupled.³⁵ In the San Fernando Valley, the rise of defense-related industries, coupled with the opening of the Hollywood Freeway (US-101) through the Cahuenga Pass, propelled population growth.³⁶

Homeownership rates soared to unprecedented levels in the postwar period as the housing stock expanded and the Federal Housing Administration (FHA) continued its mortgage guarantee program that was first introduced in the 1930s. The FHA program provided long-term, self-amortizing mortgages with a low down payment that made home ownership as affordable as – and sometimes more affordable than – renting for a large segment of the American population.³⁷ These federal loans were subject to racially discriminatory practices that included redlining, steering, and restrictive covenants. Such discriminatory practices excluded many minority groups from reaping the benefits that white Americans were able to enjoy. While the enforcement of racial covenants was banned by the U.S. Supreme Court in 1953, discrimination in the realm of real estate persisted, albeit in more subtle ways.³⁸

The suburban growth following World War II was heavily dependent on the automobile, which had become the dominant mode of transportation by this time. Los Angeles embraced the automobile perhaps more than any other city in the country and led the nation in car ownership. By the late 1950s, 95 percent of all trips in Los Angeles were by private automobile.³⁹ By 1960, there were at least 1.4 automobiles per San Fernando Valley household, and approximately 45 percent of households had two cars or more.⁴⁰ The San Fernando Valley's expansive landscape lent itself well to this new mode of suburban growth and was characterized by sprawl, large residential tracts, and wide open boulevards.

As modes of transportation changed, architecture – and particularly commercial architecture – evolved accordingly to accommodate the motoring public. Building façades dominated by large expanses of glass became common as business owners attempted to showcase their products and services to individuals traveling at high rates of speed. Signs grew in number, in size, and in stature, and quite often featured evocative and eye-catching elements to draw the attention of passers-by. On-site parking also became more prominent and plentiful. These architectural features were commonly employed in the suburbanizing environment of the San Fernando Valley, and especially along its major vehicular arteries.

5.3. Development of Ventura Boulevard

Ventura Boulevard is a prominent vehicular corridor in the San Fernando Valley, running along the southern rim of the San Fernando Valley between Woodland Hills (west) and Studio City (east). Early roadside development was largely limited to Ventura Boulevard, as it was one of the earliest

³⁵ Ibid.

³⁶ Richard L. Preston, "The Changing Landscape of the San Fernando Valley Between 1930 and 1964," *California Geographer* VI (1965): 59-72.

³⁷ Ibid.

³⁸ Tracy Jan, "Redlining Was Banned 50 Years Ago. It's still Hurting Minorities Today," *The Washington Post*, Mar. 28, 2018.

³⁹ Preston (1965), 18; Francis Bello, "The City and the Car," in William H. Whyte, Jr., ed., *The Exploding Metropolis* (New York: Doubleday & Company, 1958), 58.

⁴⁰ Preston (1965), 59-72.

thoroughfares through the predominantly agricultural San Fernando Valley. Prior to the construction of an expansive regional freeway network after World War II, many of the Valley's thoroughfares were designated as state and federal highways including San Fernando Road (U.S. 6, State Route 99), Sepulveda Boulevard (State Route 7), Devonshire Street (State Route 118), and Lankershim Boulevard (State Route 159).⁴¹ At this time, Ventura Boulevard was designated as U.S. Highway 101.

In its capacity as a federal highway, Ventura Boulevard was one of the most heavily trafficked east-west thoroughfares in the San Fernando Valley. By 1930, the Valley's population had swelled to over 50,000, with residents primarily concentrated in the communities flanking Ventura Boulevard and in Burbank, Van Nuys, and North Hollywood.⁴² Reflecting the rise of Southern California car culture, car-centric development patterns and businesses abounded along this busy corridor. Drive-ins, car dealerships, car washes, motor inns, and strip malls flanked the boulevard as the car proliferated.

Ventura Boulevard's role as an eminent commercial thoroughfare was solidified after World War II, during which time the San Fernando Valley rapidly suburbanized. The collection of motels, service stations, garages, and other auto-oriented commercial uses that had been constructed along the boulevard prior to World War II were accompanied by myriad new commercial enterprises including auto dealerships, motels and hotels, strip malls and shopping centers, and concentrations of commercial storefronts that effectively served as the "downtown" districts of individual communities such as Studio City, Sherman Oaks, Encino, Tarzana, and Woodland Hills. Both the Sportsmen's Lodge and the Sportsmen's Lodge Hotel (discussed below) were located along this swath of linear commercial growth.

5.4. Sportsmen's Lodge

Since its inception, the Sportsmen's Lodge played an important role in the social and cultural development of the San Fernando Valley. It was one of the Valley's most enduring institutions, and bridged a divide between an agriculturally dominant Valley in the years prior to World War II and the suburban landscape that emerged in the post-World War II period. The Lodge was both a celebrity hangout and a venue for local events including conferences, retirement parties, and bar/bat mitzvahs.

There are various accounts describing the origins of the Sportsmen's Lodge, but research suggests that the Lodge was conceived as a recreational fishing site as early as the 1880s. In the 1910s, the site became known as the Hollywood Trout Farms, and the natural fishing ponds were replaced with man-made lakes the following decade.⁴³ The site changed its name in 1938 to the Trout Lakes and Lodge, and offered guests the opportunity to catch their own dinner along Ventura Boulevard (then Highway 101).⁴⁴ In 1942, a permit was issued to convert the existing "fishing tackle room" into a cocktail lounge.⁴⁵ David

⁴¹ SurveyLA, Los Angeles Citywide Historic Context Statement, "Context: Commercial Development, 1859-1980, Theme: Commercial Development and the Automobile, 1910-1970," prepared by Daniel Prosser, Aug. 2016, 18.

⁴² Ibid, 18.

⁴³ Los Angeles Conservancy, "Sportsmen's Lodge," accessed Oct. 2020.

⁴⁴ SurveyLA, "Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass, Historic Districts, Planning Districts and Multi Property Resources – 02/26/13."

⁴⁵ Los Angeles Department of Building and Safety, Permit No. 50991.

Harlig, the owner of Downtown Los Angeles's Golden Gopher tavern, jumped at the offer to purchase the Sportsmen's Lodge in 1945, which had a seating capacity of 50 and contained a small bar.⁴⁶

Harlig wasted no time in building his business. In 1948, he had a larger lake dug on the site, surrounded it with semi-tropical foliage, and stocked it with trout. Between 1949 and 1966, seven more rooms were added to the restaurant, as well as a large kitchen to handle the growing number of patrons.⁴⁷ "We didn't build the facilities hoping that we'd fill them. The demand actually pulled us after it," Len Harlig, David's son, told the *Valley News* in 1977.⁴⁸ Under Harlig's stewardship, the Sportsmen's Lodge evolved into the Valley's premier venue for conferences, banquets, weddings, private parties, and other events.

The Sportsmen's Lodge has strong ties to the film industry because of its proximity to nearby film studios. In its early years, when the property was still the Trout Lakes and Lodge, it became a popular hangout for Hollywood celebrities working at the nearby Republic (formerly Mack Sennett) studios. Celebrity regulars included Clark Gable, Bette Davis, John Wayne, Humphry Bogart, Spencer Tracy, Katharine Hepburn, and others. The property's bucolic and picturesque grounds with its bridges, dense foliage, and lakes, were featured in several films produced in the mid-twentieth century.

A new hotel was added on the adjacent parcel in 1962 to accommodate the Lodge's growth.⁴⁹ The addition of the hotel bolstered the Lodge's reputation as a popular events venue and tourist attraction, and rendered the site the largest convention center in the San Fernando Valley at the time. With recreational facilities conveniently located next door, the Lodge could offer larger and more elaborate meetings and events and promoted an all-inclusive environment for its guests, particularly those who visited from out-of-town.

In the 1960s, at about the same time that the hotel was constructed next door, the trout that had long graced the Lodge's scenic lakes were removed and replaced with swans.⁵⁰ In 1975, Harlig sold the Sportsmen's Lodge to Harold Price, a graduate of the University of Pennsylvania's Wharton School of Finance. Price, who had little experience in the restaurant industry, retained Len Harlig as an advisor for his business. In 1977, under Price's ownership, the Sportsmen's Lodge expanded to accommodate some 2,200 patrons.

In many ways, the development and evolution of the Sportsmen's Lodge mirrored that of the San Fernando Valley. With humble origins as a roadside attraction in an agricultural community, the Lodge matured into a much larger and more diverse complex comprising recreational amenities, dining and events spaces, and, eventually, a hotel. As it matured, the Sportsmen's Lodge developed an identity as the Valley's premier venue for weddings and countless other private events, and also served as a popular, off-set haunt for Hollywood celebrities and others affiliated with the entertainment industry.

⁴⁶ "Home of Swans, and Trout Able to Seat 2200 Diners Per Evening," *Valley News*, Oct. 5, 1977.

⁴⁷ Ibid.

⁴⁸ Ibid.

⁴⁹ SurveyLA, "Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass, Historic Districts, Planning Districts and Multi Property Resources – 02/26/13."

⁵⁰ Ibid.

5.5. Sportsmen's Lodge Hotel

In the early 1960s, David Harlig invited more than 200 local business, industrial and civic leaders to convene at a luncheon at the Sportsmen's Lodge to announce his latest endeavor.⁵¹ Seeing enormous potential for expanding his business, Harlig leased the adjacent property to the east and proposed to construct a new hotel. The planned hotel would be five stories in height and would cost \$2,500,000. When the Sportsmen's Lodge Hotel was constructed, it was the largest hotel in the San Fernando Valley, with more than 100,000-square-feet of interior space. Harlig commissioned local architect James D. Barrington to design the hotel building, and retained Chuckrow Construction Co., Inc. to construct it. Barrington's design included 200 rooms for guests (singles, doubles, and suites) and amenities including barber and beauty shops, a coffee shop, a lounge, and a swimming pool with poolside dining and conference room. Barrington's plan was oriented around a central courtyard that connected to the Sportsmen's Lodge to the west. Between the two buildings were gardens, swan ponds, and mature redwood trees, resulting in a lush, resort-like atmosphere within the San Fernando Valley.⁵² Parking lots surrounded the building on all three other sides to meet the mandatory space requirements of the City.

The Hotel was of concrete masonry unit (CMU) construction, with pre-cast concrete slabs between floors. Its floorplate slabs were large, weighing an average of 8.5 tons and hoisted into place by cranes.⁵³ Though it was designed in the Mid-Century Modern style, the Hotel exhibited a prevailing Spanish motif within its interior spaces.⁵⁴ With a rustic event center to the west, redwood trees and swan lakes in the middle, and a Mid-Century Modern hotel with Spanish motifs to the east, the Sportsmen's Lodge complex projected a romanticized image of California and the California lifestyle. Harlig's goal was to cater to both business travelers and tourists alike; in an effort to entice business patrons he also offered convention and banquet facilities at the hotel that could accommodate up to 1,000 people at any time.

While the Hotel was a notable new addition to the urban landscape of the San Fernando Valley, its history was inextricably linked to that of the Lodge next door. The Hotel was originally part of the larger complex that included lodging, dining, recreational, and event facilities. Together, these parts created an all-inclusive environment that emerged as the Valley's foremost convention and events venue.

The Hotel has been featured in movies and television shows, has been used for local and national events, and has been patronized by an eclectic group of notable locals and visitors comprising celebrities, businessmen, politicians, and tourists. According to Len Harlig, former manager of the Hotel, Presidential candidate Robert F. Kennedy allegedly wanted to hold his campaign event at the Sportsmen's Lodge and Hotel in 1968, but decided on the Ambassador Hotel instead because of its larger event space.⁵⁵ As conferences rose in popularity, guest rooms on the second floor of the two-story volume were converted into 80' x 25' conference rooms.⁵⁶ In 1970, the *Los Angeles Times* stated

⁵¹ "Sportsmen's Lodge Builds 5-Story, \$2.5 Million Hotel, Valleys Largest," *Los Angeles Times*, Mar. 4, 1962.

⁵² "Sportsmen Lodge Hotel Nears Completion Date," *Los Angeles Times*, May 20, 1962.

⁵³ Ibid.

⁵⁴ Ibid.

⁵⁵ Mary McGrath, "Studio City Myth Exposed: RFK's Stay at the Sportsmen's Lodge – The Truth is Finally Out," *Patch*, Apr. 30, 2011.

⁵⁶ Los Angeles Building and Safety Department, Permit No. 32318.

that the restaurant and poolside were often used by just as many local residents as non-residents, and that executives from large companies and nearby studios were often seen at the poolside eating lunch.⁵⁷

Over time, as aesthetic tastes changed, the Hotel underwent a number of renovations and remodels to keep pace with the most recent design trends. In 1976, the hotel abandoned its Spanish-inspired motif and replaced it with a “Country-English” design. The remodel, which was the work of interior designer Valerie Eglit, was reported to have cost a total of \$100,000.⁵⁸ The new look, as conceived by Eglit, incorporated carved paneling, mirrors, and stained glass. The “Country-English” theme appears to have been present until the most current remodel in the early 2000s, which instead embraced the Hotel’s Mid-Century Modern architectural roots. The Hotel also historically featured lakes and ponds that were similar to those at the Lodge next door, but those have since been infilled.

The Lodge has undergone a series of renovation projects over time, which have rendered it increasingly sequestered from the Hotel that had historically served to complement the venue. A prominent fence, gate, and vegetation are located at the edge of the property and clearly delineate the dividing line between the two properties. The relative size and age of the vegetation suggests that this division has existed for several decades. Construction fencing, which was installed when demolition of the Lodge commenced in September 2019, further reinforces this division. As a result, any aesthetic links that once existed between the two properties have been compromised, and the Hotel now reads as a standalone property that is independent of the property to its immediate west.

5.6. Architecture and Design

Mid-Century Modern Architecture

Prior to World War II, Modernism was considered to be a fringe movement that was often associated with nontraditional schools of thought and the avant-garde. However, the onset of World War II had a profound impact on architects and American society’s approach to architecture. During the war, architects and engineers were tasked with devising new building methods that were efficient and utilized innovative building materials. Following the war, architects applied these new methods and materials in an effort to accommodate growing residential demand and the expanding U.S. economy. The Postwar Modern movement promoted a school of architecture that was rational and economical.

Mid-Century Modern describes a broad classification of Modernism that was popular between the late 1940s and early 1970s. Mid-Century Modern architecture is found in all aspects of design from residential to institutional to commercial. The style rose to prominence in Southern California due in no small part to publications like *Arts + Architecture* magazine’s Case Study House program. Internationally recognized, the program, which ran from 1945 to 1966, famously publicized thirty-six dwellings designed by prominent modernist architects. Of the 36 homes designed for the Case Study program, 25 were

⁵⁷ “Sportsmen’s Lodge Hotel Offers Complete Facilities,” *Valley News*, Aug. 7, 1970.

⁵⁸ “Sportsmen’s Lodge Lobby Now Has Country-English Theme,” *Valley News*, Sept. 12, 1976.

constructed. The prevailing goal of the program was to create and promote quality modern single-family dwellings suitable for mass production and attainable to the quickly-expanding American middle-class.

As the Mid-Century Modern style rose in popularity, its aesthetic was adapted to a host of different building types ranging from houses, gas stations, hotels, schools, office buildings, police stations, and industrial plants, among others. Often, designs in the style were not pure forms of Modernism as seen in the Case Study program, but instead incorporated features that were more familiar and palatable to the general public. Common characteristics of the Mid-Century Modern style include the following:

- Direct expression of structural systems, often wood or steel post-and-beam
- Flat roof, at times with wide overhanging eaves
- Floor-to-ceiling windows, often flush-mounted metal framed
- Horizontal massing
- Simple, geometric volumes
- Unornamented wall surfaces
- Expressionistic qualities are often features including sculptural forms; curved, sweeping wall surfaces; and dramatic roof forms

The Sportsmen's Lodge Hotel is a modest interpretation of the Mid-Century Modern style. Characteristics of the style that are expressed in the design of the building include horizontal massing, flat and low-pitched roofs with wide eaves, simple geometric volumes, expressed concrete block construction, exterior walls that are largely devoid of finishes and surface ornament, flush-mounted metal doors and windows, and a prominent porte cochere that is expressionistic in appearance.

Property Type: Hotels, Motels, and Commercial Lodging

Commercial lodging in Los Angeles has radically changed, both in design and significance, since the City's earliest hostelries were opened in the late nineteenth century.⁵⁹ From the 1870s to the mid-1890s, hotels were constructed in Los Angeles as the City experienced its first punctuated real estate boom. Hotels of this era were typically built of masonry and wood-frame, utilizing a multi-story business block layout. Following Los Angeles' real estate bubble, hotels took on new meaning within the economic and social life of the City. These hotels were significant in size and stature, conveying their importance. They offered an array of amenities including electric lighting and private baths.

In the early twentieth century, as the streetcar system grew and automobiles became more popular, it was no longer necessary for hotels to be located near major rail stations. Between 1895 and 1930, hotels began to offer different experiences for different socio-economic classes in the City. They ranged from elaborately-designed Downtown hotels that were patronized by the well-to-do, to single room occupancy (SRO) hotels provided lodging for the working class, and everything in between. During this period, a new category of suburban resort hotels ascended in popularity, offering bucolic settings to their guests while adjusting to the ascent of automobile travel. Due to stymied construction during the

⁵⁹ SurveyLA, Los Angeles Citywide Historic Context Statement, "Context: Commercial Development, 1859-1980, Theme: Hotels, 1870-1980," prepared by Daniel Prosser, July 2017, 3.

Great Depression and building moratoria that were imposed during World War II, Los Angeles experienced little hotel construction between the early 1930s and mid-1940s.

The decline of the Downtown hotel had become evident by the late 1930s, as development – and particularly commercial development – moved out of the central business district and into new suburban zones that were accessible by car. As the traditional hotel declined in popularity, the motor inn, or motel, arose in its place, reflecting the enormously influential role that the automobile had on consumer behavior and on shaping the urban fabric. Traditional hotels – high-rise, dominant structures – were rarely built in the decades following World War II.⁶⁰ In their place, lower-scale motels, with ample on-site parking, bold signage, and a prevailing emphasis on efficiency and economy, responded more directly to modern consumer preferences and became a dominant property type after the war.

Further into the postwar period, as motels gained traction and major lodging chains began to grow, motels also took on aspects of the traditional hotel, offering some of the same luxuries as their larger counterparts. What were once simple, utilitarian single-story motor inns evolved into more elaborate facilities that offered common spaces and an array of amenities for travelers. On-site restaurants, banquet halls, and swimming pools became increasingly common. In the process of adding floors, motels abandoned the old model of rooms opening directly onto parking lots, opting for interior double-loaded corridors.⁶¹ This new building layout diminished the link between cars and the rooms they corresponded to. As the motel evolved, it in many ways began to resemble a traditional hotel, and the sharp lines that historically delineated hotels and motels became increasingly blurred.

Hotels also began to eke their way back into the commercial landscape of cities as the postwar period progressed. However, in contrast to those that were constructed earlier in the twentieth century – which were promoted for their luxurious attributes – post-war hotels were marketed toward a mass audience, rather than to an elite clientele. Often, these post-war hotels were associated with major chains that were operated by large hoteliers. The rise of the chain hotel and the amenities that this type of lodging was able to offer facilitated something of a resurgence in the prominence of the hotel type.

Post-war hotels exhibit considerable variation with respect to type, size, orientation, architectural style, and setting, but in the most general of terms the property type is defined as follows:

An entity that, unlike the motel, maintains a separation between parking and building. It retains the relatively compact form of a single large structure that typified the pre-war hotel. It is multistory in height, giving it the relatively monumental presence, particularly in a suburban setting. Rooms are accessed off an interior hall entered by way of the lobby. There are also spaces such as meeting rooms, restaurants and bars, accessible from a lobby.⁶²

Per this definition, the Sportsmen's Lodge Hotel is fairly typical of a postwar hotel. Its scale and massing provide it with it a notable presence within the otherwise low scale, suburban setting of the Studio City community. Though it is clearly oriented to the automobile as evidenced by its prominent sign, ample on-site parking, and dominant porte cochere that facilitates the easy loading and unloading of guests

⁶⁰ Ibid, 22.

⁶¹ Ibid, 22.

⁶² Ibid, 74

from their vehicles, it also embodies the single-building typology of the hotel. It features an array of amenities that are located within the confines of a single building, rooms are accessed by a network of interior corridors (as opposed to the exterior corridors that are common in motels), and the lobby acts as the “center of gravity,” linking these various parts of the establishment together. It was built in 1962, just as the postwar hotel was emerging as a common element of the suburban landscape.

James D. Barrington, Architect

James Denmark Barrington was born in 1916 in Pasadena, California and was the son of James and Eva Barrington, who hailed from New York and Pennsylvania, respectively. Not much is known about Barrington’s early life and career. In the 1920s he worked as a carpenter, but by 1930 he had changed career paths to become a real estate broker.⁶³ In the early 1950s, he and his brother purchased a large swath of land on the West Rim of the Grand Canyon and transformed it into a tourist attraction known as Kachina Lodge. They embarked upon a series of improvements to try and render the property a more popular tourist attraction, an endeavor that was met with marginal success. They sold the site in 1966.

Barrington thereafter pivoted once more, this time pursuing a career in architecture. He was a practicing architect in California between 1957 and 1991, and was a member of the American Institute of Architects (AIA) between 1962 and 1965.⁶⁴ He does not appear to have been a particularly active or influential architect of his day, as evidenced by the lack of materials about his body of work. The little information that is available about Barrington and his body of work is limited to newspaper articles that only briefly mention his name.

In addition to the Sportsmen’s Lodge Hotel, Barrington is credited with designing an office building at 711 East Walnut Street in Pasadena, an office and restaurant at 13583 Whittier Boulevard in Whittier, and a handful of motels, supermarkets, office buildings, and multi-family properties in the suburbs of Los Angeles and San Francisco. Despite evidence of productivity, he does not appear to have yielded a particularly notable impact on the architectural profession.

⁶³ “1930 United States Federal Census,” accessed Oct. 2020 via Ancestry. com.

⁶⁴ American Institute of Architects, “AIA Historical Directory of American Architects: James D. Barrington,” accessed Oct. 2020.

6. Regulatory Framework

6.1. National Register of Historic Places

The National Register of Historic Places (National Register) is the nation's master inventory of known historic resources. Created under the National Historic Preservation Act of 1966, the National Register is administered by the National Park Service (NPS) and includes listings of buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. As described in National Register Bulletin 15: *How to Apply the National Register Criteria for Evaluation*, in order to be eligible for the National Register, a resource must both (1) be significant and (2) retain sufficient integrity to convey its significance.

Significance is assessed by evaluating a resource against established criteria for eligibility. A resource is considered significant if it satisfies any one of the following four National Register criteria:⁶⁵

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

Once significance has been established, it must then be demonstrated that a resource retains enough of its physical and associative qualities – or integrity – to convey the reason(s) for its significance. Integrity is best described as a resource's "authenticity" as expressed through its physical features and extant characteristics. Whether a resource retains sufficient integrity for listing is determined by evaluating the seven aspects of integrity defined by the NPS:

- Location (the place where the historic property was constructed or the place where the historic event occurred);
- Setting (the physical environment of a historic property);
- Design (the combination of elements that create the form, plan, space, structure, and style of a property);
- Materials (the physical elements that were combined or deposited during a particular period of time and in a particular manner or configuration to form a historic property);

⁶⁵ Some resources may meet multiple criteria, though only one needs to be satisfied for National Register eligibility.

- Workmanship (the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory);
- Feeling (a property's expression of the aesthetic or historic sense of a particular period of time); and
- Association (the direct link between an important historic event/person and a historic property).

Integrity is evaluated by weighing all seven of these aspects together and is ultimately a “yes or no” determination – that is, a resource either retains sufficient integrity or it does not.⁶⁶ Some aspects of integrity may be weighed more heavily than others depending on the type of resource being evaluated and the reason(s) for its significance. Since integrity depends on a resource's placement within a historic context, integrity can be assessed only after it has been established that the resource is significant, and under which criteria.

Generally, a resource must be at least 50 years of age to be eligible for listing in the National Register. Exceptions are made if it can be demonstrated that a resource less than 50 years old is (1) of exceptional importance or (2) is an integral component of a historic district that is eligible for the National Register.

6.2. California Register of Historical Resources

The California Register of Historical Resources (California Register) is the authoritative guide to the State's significant historical and archeological resources. In 1992, the California legislature established the California Register “to be used by state and local agencies, private groups, and citizens to identify the state's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.”⁶⁷ The California Register program encourages public recognition and protection of resources of architectural, historical, archaeological, and cultural significance; identifies historical resources for state and local planning purposes; determines eligibility for historic preservation grant funding; and affords certain protections under CEQA. All resources listed on or formally determined eligible for the National Register are automatically listed in the California Register. In addition, properties designated under municipal or county ordinances, or through local historic resources surveys, are eligible for listing in the California Register.

The structure of the California Register program is similar to that of the National Register, but places its emphasis on resources that have contributed specifically to the development of California. To be eligible for the California Register, a resource must first be deemed significant at the local, state, or national level under one of the following four criteria, which are modeled after the National Register criteria listed above:

⁶⁶ Derived from National Register Bulletin 15, Section VIII: “How to Evaluate the Integrity of a Property.”

⁶⁷ California Public Resource (CPR) Code, Section 5024.1 (a).

1. It is associated with events or patterns of events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States; or
2. It is associated with the lives of persons important to local, California, or national history; or
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values; or
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area state or the nation.⁶⁸

Like the National Register, the California Register also requires that resources retain sufficient integrity to be eligible for listing. A resource's integrity is assessed using the same seven aspects of integrity used for the National Register. However, since integrity thresholds associated with the California Register are generally less rigid than those associated with the National Register, it is possible that a resource may lack the integrity required for the National Register but still be eligible for listing in the California Register.

There is no prescribed age limit for listing in the California Register, although California Register guidelines state that "sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with the resource."⁶⁹

Resources may be nominated directly to the California Register. They are also automatically listed in the California Register if they are listed in or have been officially determined eligible for the National Register. State Historic Landmarks #770 and forward are also automatically listed in the California Register.⁷⁰

The California Historical Resource Status Codes are a series of ratings created by the California Office of Historic Preservation (OHP) to identify the historic status of resources listed in the State's historic properties database. These codes were revised in August 2003 to better reflect the many historic status options available to evaluators. The following are the seven major status code headings:

1. Properties listed in the National Register or the California Register.
2. Properties determined eligible for listing in the National Register or the California Register.

⁶⁸ California Public Resources Code SS5024.1, Title 14 CCR, Section 4852.

⁶⁹ California Office of Historic Preservation, *Technical Assistance Series #6: California Register and National Register: A Comparison* (Sacramento, CA: California Department of Parks and Recreation, 2001), 3. According to the *Instructions for Recording Historical Resources* (Office of Historic Preservation, March 1995), "Any physical evidence of human activities over 45 years old may be recorded for purposes of inclusion in the OHP's filing system. Documentation of resources less than 45 years old may also be filed if those resources have been formally evaluated, regardless of the outcome of the evaluation." This 45-year threshold is intended to guide the recordation of potential historical resources for local planning purposes, and is not directly related to an age threshold for eligibility against California Register criteria.

⁷⁰ California Department of Parks and Recreation, Office of Historic Preservation, *Technical Assistance Series #5: California Register of Historical Resources, The Listing Process* (Sacramento, CA: California Department of Parks and Recreation, n.d.), 1.

3. Properties that appear eligible for listing in the National Register or California Register through survey evaluation.
4. Properties that appear eligible for listing in the National Register or California Register through other evaluation.
5. Properties recognized as historically significant by local government.
6. Properties that are not eligible for listing or designation.
7. Properties that are not evaluated for listing in the National Register or California Register or that need reevaluation.

Under each status code heading, properties are then given a letter code, which indicates whether the resource is eligible individually (S), eligible as part of a district (D), or both (B).

6.3. City of Los Angeles Cultural Heritage Ordinance

The local designation programs for the City of Los Angeles include Historic-Cultural Monument (HCM) designation for individual resources and the adoption of Historic Preservation Overlay Zones (HPOZs) for concentrations of buildings, commonly known as historic districts.

The City of Los Angeles Cultural Heritage Ordinance (Chapter 9, Section 22.171 *et seq.* of the Los Angeles Administrative Code) defines an HCM as any site (including significant trees or other plant life located thereon), building, or structure of particular historic or cultural significance to the City of Los Angeles, meaning that it meets one or more of the following criteria:

1. It is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city, or community; or
2. It is associated with the lives of historic personages important to national, state, city, or local history; or
3. It embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.

Local historic preservation ordinances often include standards for determining whether a resource retains sufficient integrity to merit local historic designation, and this language can vary widely from municipality to municipality. Some local ordinances do not mention integrity at all. The Los Angeles Cultural Heritage Ordinance does not include language about integrity. When evaluating historic resources in municipalities where the historic preservation ordinance does not provide guidance for assessing integrity, in accordance with best professional practices it is customary to use the National

Register seven aspects of integrity to assess whether or not a resource retains sufficient integrity to convey its significance at the local level.

As with the National and California Registers, in assessing integrity at the local level, some aspects may be weighed more heavily than others depending on the type of resource being evaluated and the reason(s) for its significance. For example, if a property is significant as an excellent example of an architectural style, integrity of design, workmanship and materials may weigh more heavily than integrity of setting. In contrast, if a property is significant for its association with an important event or person, integrity of setting, feeling, and association may weigh more heavily than integrity of design.

6.4. City of Los Angeles Historic Preservation Overlay Zone Ordinance

Historic districts in Los Angeles are regulated by the Historic Preservation Overlay Zone (HPOZ) Ordinance. The City of Los Angeles established the HPOZ ordinance in 1979. The ordinance was revised in 1997, 2000, 2004, and 2017. According to §12.20.3.B.17 of the Los Angeles Municipal Code (LAMC), an HPOZ is “any area of the City of Los Angeles containing buildings, structures, landscaping, natural features or lots having historic, architectural, cultural or aesthetic significance.”⁷¹ The ordinance describes the procedures for the creation of new HPOZs, the powers and duties of HPOZ boards, and the review process for development projects within HPOZs. New HPOZ designations are typically initiated by the City Council through a motion of the Councilmember of the district, though the Director of Planning, the Cultural Heritage Commission, the City Planning Commission, or the owners and renters of properties within the district may also initiate an HPOZ designation. Once the designation is initiated, a historic resource survey of the district is completed by a qualified professional and reviewed for completeness and accuracy by City staff; public workshops and hearings are conducted; the survey is certified by the Cultural Heritage Commission; and the zoning changes associated with the HPOZ are ultimately adopted by the City Planning Commission and City Council.

6.5. CEQA and Historical Resources

CEQA Thresholds

Enacted in 1970, CEQA is the principal statute mandating environmental assessment of discretionary land use and development projects in California. The primary goal of CEQA is to (1) evaluate a project’s potential to have an adverse impact on the environment, and (2) minimize these impacts to the greatest extent feasible through the analysis of project alternatives and, if needed, implementation of mitigation measures.

Historical resources are considered to be a part of the environment and are thereby subject to review under CEQA. Section 21084.1 of the California Public Resources Code (PRC) states that for purposes of CEQA, “a project that may cause a substantial adverse change in the significance of a historical resource

⁷¹ City of Los Angeles, Ordinance No. 184903, amending Section 12.20.3 of the Los Angeles Municipal Code, Jun. 17, 2017.

is a project that may have a significant effect on the environment.”⁷² This involves a two-part inquiry. First, it must be determined whether the project involves a historical resource. If it does, then the second part involves determining whether the project may result in a “substantial adverse change in the significance” of the historical resource.

To address these issues, guidelines relating to historical resources were formally codified in October 1998 as Section 15064.5 of the CEQA Guidelines. The guidelines state that for purposes of CEQA compliance, a “historical resource” shall be defined as any one of the following:⁷³

1. A resource listed in, or determined to be eligible by the State Historical Resources Commission for listing in, the California Register of Historical Resources.
2. A resource included in a local register of historical resources, or identified as significant in a qualified historical resource survey, shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of evidence demonstrate that it is not historically or culturally significant.
3. Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered to be a historical resource, provided the lead agency’s determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be “historically significant” if the resource meets the criteria for listing in the California Register of Historical Resources.

Once it has been determined that a historical resource is present, it must then be determined whether the project may result in a “substantial adverse change” to that resource. Section 5020.1. of the PRC defines a substantial adverse change as the “demolition, destruction, relocation, or alteration such that the significance of an historical resource would be impaired.” Furthermore, according to Title 14 of the California Code of Regulations (CCR), the significance of a historical resource is materially impaired when a project:

- A. Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources; or
- B. Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to section 5020.1(k) of the Public Resources Code or its identification in an historical resources survey meeting the requirements of section 5024.1(g) of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of evidence that the resource is not historically or culturally significant; or

⁷² California Code of Regulations, Title 14, Chapter 3, Section 15064.5.

⁷³ Ibid.

- C. Demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA.

7. Evaluation of Eligibility

7.1. Evaluation of Significance

The history of the Sportsmen's Lodge Hotel is inextricably linked to its association with the adjacent Sportsmen's Lodge. However, when viewed independent of the adjacent Lodge, which has since been demolished, the Hotel does not appear to satisfy any of the aforementioned federal, state, or local eligibility criteria. ARG concludes that when it is assessed on account of its individual merit, the subject building does not appear to be eligible for listing in the National Register, the California Register, or as a Los Angeles Historic-Cultural Monument. Below is a discussion of how this determination was made.

National Register and California Register

National Register Criterion A: *associated with events that have made a significant contribution to the broad patterns of our history.*

California Register Criterion 1: *associated with events or patterns of 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.*

Constructed in 1962, the Sportsmen's Lodge Hotel is associated with a period of rapid and punctuated growth in the San Fernando Valley. The decision to construct the hotel was directly associated with the growth and expansion of the adjacent Lodge, which had matured into one of the San Fernando Valley's most popular and eminent events venues and recreational facilities. Specifically, it aimed to bolster the Lodge by accommodating hundreds of patrons and hosting a wide variety of events in a singular environment. But absent the Lodge, the Hotel, on its own, does not appear to be particularly significant with respect to the commercial development of the San Fernando Valley in the post-World War II period. Numerous hotels and other types of commercial properties were constructed along Ventura Boulevard and other major arteries in the area at this time to accommodate an influx of new people and new development. On its own, the Hotel does not directly signify important trends in the development of the San Fernando Valley or the Studio City community in a way that is not expressed in the many other commercial buildings that were constructed nearby, and elsewhere in the Valley, during this time.

For these reasons, the subject building is not associated with events that have made a significant contribution to broad patterns of history. Thus, ARG concludes that it is not eligible for listing under National Register Criterion A/California Register Criterion 1.

National Register Criterion B: *associated with the lives of persons significant in our past.*

California Register Criterion 2: *associated with the lives of persons important to local, California, or national history.*

The Sportsmen's Lodge Hotel was owned and operated by Glen Harlig from 1962 to 1975, at which point it was sold to Harold Price. While Harlig was a prominent businessman in the San Fernando Valley and the one-time owner of the Golden Gopher in Downtown Los Angeles, one of the City's oldest operating bars, there is insufficient evidence to suggest that he made significant contributions to the history of the San Fernando Valley or Los Angeles in a manner that is consistent with the spirit of this criterion.

During the Sportsmen's Lodge Hotel's 58 years in operation, numerous people have passed through its doors. The Hotel has hosted many guests, has employed numerous staff, and has hosted myriad events that have attracted a variety of people including businesspeople, actors and entertainers, political figures, and everyday citizens. This is not uncommon for a hotel, especially one of this relative size and stature. However, there is insufficient evidence to demonstrate that the building bears a direct association with the productive period of any individual who made significant contributions to history.

Thus, ARG concludes that the Hotel is not eligible for listing under National Register Criterion B/California Register Criterion 2.

National Register Criterion C: embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or that possesses high artistic values, or that represents a significant and distinguishable entity whose components may lack individual distinction.

California Register Criterion 3: embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.

The Sportsmen's Lodge Hotel is designed in the Mid-Century Modern style, and exhibits characteristics that are commonly associated with the style as applied to the context of commercial architecture. However, the building is a fairly typical example of the style. It lacks the level of articulation, and the distinctive or expressive characteristics, that would be needed to render the building a notable or distinctive example of the style. The building demonstrates how architects were able to take many of the characteristic features of high style Mid-Century Modern buildings and pare them down to a more vernacular context suited toward the general public, but it does not stand out as a particularly significant example of the style. Its concrete construction was most likely chosen because it was efficient and cost effective for a building of this size and type, more than for its aesthetic value, and does not represent distinctive or innovative construction methods. Concrete was a common construction material for large commercial buildings from this period because of its versatility and cost-effectiveness.

The subject building embodies the characteristics of a post-war hotel. While it is comparatively large in size for the area – and was the largest hotel in the San Fernando Valley when it was built in 1962 – it does not appear to possess qualities aside from its relative size that render it a particularly notable or distinctive example of the postwar hotel property type. There are a number of other hotels in the San Fernando Valley that were constructed at around the same time and similarly embody the characteristics of this type, albeit at a smaller scale. There is insufficient evidence indicating that the design of this particular hotel had any sort of broader impact on the design of commercial lodging. The building, then, does not stand out as a particularly significant example of its respective property type.

There is little information available about the life and career of James D. Barrington, the Hotel's architect of record. He appears to have designed a handful of buildings in Southern California and the San Francisco Bay area, but does not appear to have made a particular profound in the fields of architecture and design. The dearth of information about Barrington and his body of work indicates that he is not a "master" in the spirit of this criterion.

For these reasons, the subject building does not appear to be significant for reasons relating to its architecture and physical design. Thus, ARG concludes that it is not eligible for listing under National Register Criterion C/California Register Criterion 3.

National Register Criterion D. *Has yielded, or may be likely to yield, information important in prehistory or history.*

California Register Criterion 4. *Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, state, or the nation.*

As an archaeological assessment was not conducted as part of this study, the property's potential for containing subsurface archaeological resources is unknown. The property has not been evaluated for eligibility under National Register Criterion D/California Register Criterion 4.

Los Angeles Historic-Cultural Monument

Local (HCM) Criterion 1: *is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city, or community.*

As discussed in the evaluation against National Register A/California Register Criterion 1, the subject building, independent of the adjacent Sportsmen's Lodge, is not identified with important events of national, state, or local history, and does not exemplify significant contributions to the broad cultural, economic, or social history of the nation, state, city, or community. For these same reasons, ARG concludes that the building is not eligible for listing under Local Criterion 1.

Local (HCM) Criterion 2: *associated with the lives of historic personages important to national, state, city, or local history.*

As discussed in the evaluation against National Register Criterion B/California Register Criterion 2, the subject building is not meaningfully associated with the productive lives of historic personages important to national, state, city, or local history. For these same reasons, ARG concludes that the Hotel is not eligible for listing under Local Criterion 2.

Local (HCM) Criterion 3: *it embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.*

As discussed in the evaluation against National Register Criterion C/California Register Criterion 3, the subject building is not significant for reasons relating to its architecture and physical design, and given the dearth of information about architect James D. Barrington there is insufficient evidence to demonstrate that he was a master whose individual genius influenced his age. For these same reasons, ARG concludes that the Hotel is not eligible for listing under Local Criterion 3.

7.2. Evaluation of Integrity

For a property to be eligible for listing in the National and California Registers, or as a Los Angeles Historic-Cultural Monument, it must first meet one or more eligibility criteria and also retain sufficient integrity to convey its historic significance. However, as stated in *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, “only after significance is fully established can you proceed to the issue of integrity.”⁷⁴ In accordance with best professional practices, it is customary to apply this same methodology when evaluating resources at the state and local levels. Since the Hotel is not eligible against any of the federal, state, or local criteria, an assessment of integrity is not necessary.

⁷⁴ National Park Service, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, (Washington, D.C.: United States Department of the Interior, 1990, revised 1991, 1995, 1997), 45.

8. Impacts Analysis

8.1. Summary of Historical Resource Findings

The subject property contains a two- and five-story commercial hotel building, surface parking lots, and associated site and landscape features. As discussed in *Section 7: Evaluation of Eligibility*, the property does not meet eligibility criteria for listing in the National Register, the California Register, or as a Los Angeles Historic-Cultural Monument (HCM), and therefore does not meet the definition of a historical resources under CEQA. Thus, there are no historical resources on the property.

As noted in *Section 3: Previous Evaluations and Designations*, there are three potential historical resources in the immediate vicinity of the subject property that have been determined eligible for designation as part of the SurveyLA survey of the Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass Community Plan Area.⁷⁵ Although a finding of eligibility per SurveyLA in isolation does not meet the definition of a historical resource under CEQA, for the purposes of this analysis these resources are conservatively being treated as presumptive historical resources. They include:

1. 12744 Ventura Blvd (Fletcher Silversmiths)
2. 12842 Ventura Blvd (Hughes Market)
3. 12907 Ventura Blvd (Denny's/Twain's)



The Project Site is marked in yellow; adjacent historical resources are marked in red, and numbered in correspondence with the list above (Google Maps)

⁷⁵ For purposes of this analysis, adjacent resources are defined as those historical resources with direct adjacency to the subject property, either within its viewshed or with a view of it.

12744 Ventura Blvd (Fletcher Silversmiths)

This property contains a commercial building constructed in 1923. Research suggests that it was originally built as a residence and later converted to commercial use. The property was identified in SurveyLA as a rare example of early development along Ventura Boulevard in Studio City, and one of few extant examples of development along Ventura Boulevard in the 1920s. SurveyLA found the property to be individually eligible for listing in the National Register, California Register, and as a Los Angeles HCM. It was assigned the corresponding California Historical Resource Status Codes of 3S, 3CS, and 5S3.

12842 Ventura Blvd (Hughes Market/Ralphs Fresh Fare)

This property contains a commercial building constructed in 1972. It was designed by architect Lester Paley and has been continuously used as a grocery store since its construction, first as a Hughes Market and now as a Ralphs Fresh Fare. The property was identified in SurveyLA as an excellent example of Late Modern architecture in Studio City. SurveyLA found the property to be eligible for listing in the California Register and as a Los Angeles HCM. It was assigned the corresponding California Historical Resource Status Codes of 3CS and 5S3.

12907 Ventura Blvd (Denny's/Twain's)

This property contains a commercial restaurant building constructed in 1960. It was designed for the Denny's restaurant company based on a prototype that had been developed for the company by architects Armet and Davis. The property was identified in SurveyLA as an excellent example of Googie style coffee shop architecture in Sherman Oaks based on the Armet and Davis prototype. The evaluation includes a rotating roof sign in addition to the building. The survey evaluation notes that "many of the Googie-style Denny's have been substantially altered or replaced by new corporate designs."⁷⁶ The resource was assigned the corresponding California Historical Resource Status Codes of 3CS and 5S3.

8.2. Significance Threshold

Per the CEQA Guidelines, a project has the potential to impact a historical resource when the Project involves a "substantial adverse change" in the resource's significance. Substantial adverse change is defined as "physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource will be materially impaired."⁷⁷

The significance of a historical resource is materially impaired when a project:

- a) Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, the California Register of Historical Resources; or

⁷⁶ Resource Report for Denny's/Twain's, accessed via <http://historicplacesla.org/>.

⁷⁷ Title 14 CCR, Section 15064.5.

- b) Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to section 5020.1(k) of the Public Resources Code (PRC) of its identification in an historical resources survey meeting the requirements of section 5024.1(g) of the PRC, unless the public agency reviewing the effects of the project established by a preponderance of evidence that the resource is not historically or culturally significant; or
- c) Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for the purposes of CEQA.

A project that has been determined to conform with the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards) shall generally be considered to be a project that will not cause a significant impact on a historical resource (Title 14 CCR, Section 15064.5(b)(3).

8.3. Project Description

The Sportsmen's Lodge Mixed-Use Project (the Project) would replace the existing building and improvements on the subject property with new residential, restaurant, and retail uses totaling 650,966 square feet. The Project would consist of 520 residential units, including 78 Very Low Income affordable units (consisting of 540,900 square feet), 13,568 square feet of restaurant uses, 23,475 square feet of retail uses, and 64,121 square feet of residential amenity space. The proposed uses would be located within three low- to mid-rise buildings. Building 1 would be a mixed-use building located in the southern portion of the Project Site that would contain residential and ground floor commercial uses. Building 1 would consist of seven stories with a maximum height of 94 feet above a three-level subterranean parking garage. Building 2 would be a four-story residential building with a maximum height of 61 feet located along the northern portion of the Project Site. Building 3 would be a two-story commercial building with a maximum height of 36 feet, 6 inches located in the northwest portion of the Project Site.

The Project would provide 1,385 vehicular parking spaces and 264 bicycle parking spaces (224 long-term and 40 short term) that would be located within three subterranean levels and at ground level throughout the Project Site.

The Project would incorporate a variety of open space and recreational amenities throughout the Project Site totaling approximately 103,879 square feet, including approximately 93,929 square feet of exterior open space and approximately 9,950 square feet of interior common space. The Project Site would include a series of landscaped pedestrian passages and courtyards that would connect the areas within the Project Site and provide pedestrian access to the Los Angeles River Path. A large residential courtyard would be located toward the interior of the Project Site, adjacent to Building 1 that would feature seating for outdoor dining, lounge seating, and landscaping. In addition, a landscaped pedestrian entry plaza would be located along Ventura Boulevard that would provide access to an open

air retail plaza. A publicly accessible outdoor event plaza would be located between Building 2 and Building 3, which would connect to a landscaped and terraced open space area directly connecting to the Los Angeles River. The Project would also provide a new public connection to the Los Angeles River via Coldwater Canyon Avenue. Additional open space and landscaping would be provided on the roof (Level 7) of Building 1, which would include a pool and deck, and on the roof (Level 3) of Building 2, which would include an amenity deck overlooking the Los Angeles River.

The Project would remove all existing on-site landscaping, including the non-native/non-protected trees on the Project Site, and four of the street trees along Ventura Boulevard. Street trees would be replaced in accordance with the Los Angeles Bureau of Street Services, Urban Forestry Division.

Vehicular access to the Project Site would be provided with a two-way vehicular ramp along Coldwater Canyon Avenue located in the northwest corner of the Project Site and a two-way ramp along Ventura Boulevard located in the southeast corner of the Project Site. Both ramps would provide access to residential and commercial subterranean parking levels. Emergency vehicle access would be provided via a driveway from Ventura Boulevard along the eastern boundary of the Project Site. Primary pedestrian access to the residential and commercial uses would be provided via a pedestrian entry plaza on Ventura Boulevard. Pedestrian access to the Los Angeles River Path would be provided via a ramp along the northern boundary of the Project Site along Coldwater Canyon Avenue.

8.4. Analysis of Project Impacts

Historical Resources on the Project Site

The Project would not have a negative impact on historical resources. As discussed in *Section 7: Evaluation of Eligibility*, there are no historical resources located on the Project Site.

Adjacent Historical Resources

As discussed, there are three historical resources in the immediate vicinity of the Project Site. The Project would not have a negative impact on adjacent historical resources, as follows.

12744 Ventura Blvd (Fletcher Silversmiths)

Fletcher Silversmiths is located at 12744 Ventura Boulevard, to the slight southeast of the Project Site and on the opposite (south) side of Ventura Boulevard. The property contains a one-story residential-turned-commercial building that is set back from the street and is oriented northwest, at an angle that faces the Project Site. This resource is not directly adjacent to the Project Site, but has views of it.

The Project is confined to the boundaries of the Project Site and is physically separate from surrounding properties, including adjacent historical resources such as Fletcher Silversmiths.

The Project would be visible from Fletcher Silversmiths, but would not have any adverse impacts on the significance of the resource. The Project is confined to the boundaries of the subject property and is physically separate from surrounding properties, including adjacent historical resources.

The Project would result in demolition of the existing building and site features on the Project Site, and construction of three new buildings and site features in their place. From the perspective of Fletcher Silversmiths, the most visible component of the Project would be Building 1, which would contain a volume that is directly adjacent to Ventura Boulevard and would take the place of what is now a surface parking lot. The street-facing volume of Building 1 would rise to a maximum height of 64'6", and would introduce building massing where there is now surface parking and open space.

Currently, the primary public view of Fletcher Silversmiths is from Ventura Boulevard traveling eastbound, and this view would remain unchanged by the Project. There are no important views of or from the resource from any direction that would be blocked or compromised by the Project.

The historic setting of Fletcher Silversmiths (from its 1923 period of significance) has already been compromised with the construction of commercial buildings along Ventura Boulevard. Currently, this stretch of Ventura Boulevard contains an eclectic mix of commercial property types that exhibit a considerable amount of variation in age, size, scale, massing, and setback. The construction of the buildings and site features associated with the Project would not result in significant changes to the streetscape.

In addition, the current Sportsmen's Lodge Hotel is significantly taller and denser than most adjacent development. The buildings associated with the Project would also be taller and denser than most adjacent development, effectively continuing existing spatial relationships proximate to the Project Site.

For these reasons, the significance of Fletcher Silversmiths would not be impaired by the Project.

12842 Ventura Blvd (Hughes Market/Ralphs Fresh Fare)

Hughes Market/Ralphs Fresh Fare is located at 12842 Ventura Boulevard, to the slight southwest of the Project Site. The property contains a one-story commercial supermarket building at the southeast corner of Ventura Boulevard and Coldwater Canyon Avenue. The building is deeply set back from the street, and is approached by a surface parking lot with mature Canary Island pine trees. This resource is located across the street from the Project Site, on the opposite (south) side of Ventura Boulevard.

The Project is confined to the boundaries of the Project Site and is physically separate from surrounding properties, including adjacent historical resources such as Hughes Market/Ralphs Fresh Fare.

The Project would be visible from Hughes Market/Ralphs Fresh Fare, but would not have any adverse impacts on the significance of the resource. The Project is confined to the boundaries of the subject property and is physically separate from surrounding properties, including adjacent historical resources.

Primary public views of the resource are from Ventura Boulevard and Coldwater Canyon Avenue, and these views would remain unchanged by the Project. There is a significant buffer between the building

and public-rights-of-way, and this buffer would be maintained. There are no important views of or from the resource from any direction that would be blocked or compromised by the Project.

The historic setting of Hughes Market/Ralphs Fresh Fare (from its 1972 period of significance) would remain unchanged. At the time of its construction, the resource was located along a stretch of Ventura Boulevard that contained an eclectic mix of commercial properties with variation in age, size, scale, bulk, and setback. Upon completion of the Project, the eclectic character of the streetscape would remain unchanged. Though the Project would introduce new massing along the north side of Ventura Boulevard, it would not change the characteristically eclectic character of the streetscape that currently surrounds Hughes Market/Ralphs Fresh Fare. At project completion, this stretch of the boulevard would continue to exhibit variation in terms of the massing and configuration of its requisite buildings.

For these reasons, the significance of Hughes Market/Ralphs Fresh Fare would not be impaired by the Project.

12907 Ventura Blvd (Denny's/Twain's)

Denny's/Twain's is located at 12907 Ventura Boulevard, to the west of the Project Site. The property contains a one-story commercial restaurant building at the northwest corner of Ventura Boulevard and Coldwater Canyon Avenue. The building is flush with the street and has street frontage on the south and east elevations. It also has a rotating freestanding pole sign at the southeast corner of the site. It was originally built as a coffee shop for the Denny's restaurant chain, and later reopened as a diner known as Twain's. The building is currently occupied by a fast-casual restaurant chained called Sharky's.

The Project is confined to the boundaries of the Project Site and is physically separate from surrounding properties, including adjacent historical resources such as Denny's/Twain's.

Given the height of the Project – rising to a maximum height of 94' – it would be visible from Denny's/Twain's. However, it would not have any adverse impacts on the significance of the resource. The primary public views of the resource are from Ventura Boulevard and Coldwater Canyon Avenue, and these views would remain unchanged by the Project. There are no important views of or from the resource from any direction that would be blocked or compromised by the Project.

The historic setting of Denny's/Twain's (from its 1960 period of significance) would remain unchanged. At the time of its construction, the resource was located along a stretch of Ventura Boulevard that contained an eclectic mix of commercial properties with variation in age, size, scale, bulk, and setback. Upon completion of the Project, the eclectic character of the streetscape would remain unchanged. Though the Project would introduce new massing along the north side of Ventura Boulevard, it would not change the characteristically eclectic character of the streetscape that currently surrounds the Denny's/Twain's property.

For these reasons, the significance of Denny's/Twain's would not be impaired by the Project.

9. Conclusion

ARG concludes that the Sportsmen's Lodge Hotel does not meet any of the eligibility criteria for listing in the National Register, the California Register, or as a Los Angeles Historic-Cultural Monument (HCM). The origins and history of the hotel are inextricably linked to the Sportsmen's Lodge, which has since been demolished. Independent of the Lodge, the Hotel reads as a standalone property that, in and of itself, does not meet eligibility criteria for the above-listed registration programs. Therefore, the property is not a historical resource for purposes of the California Environmental Quality Act (CEQA).

Pursuant to Section 15064.5(a)(2) of the State CEQA Guidelines (CEQA Guidelines), the term "historical resource" includes a resource listed or determined eligible for listing in the California Register, listed in a local register of historical resources, or identified as significant in an historical resources survey meeting the requirements in Section 5024.1(g) of the PRC. The Sportsmen's Lodge Hotel does not meet any of these requirements. The building does not qualify as a historical resource under Section 15064.5(a)(2).

There are no historical resources on the Project Site. There are three potential historic resources adjacent to the Project Site: Fletcher Silversmiths, 12744 Ventura Boulevard; Hughes Market/Ralphs Fresh Fare, 12842 Ventura Boulevard; and Denny's/Twain's, 12907 Ventura Boulevard. The Project will not impair the significance of any of these potential historic resources.

The Project will not have an impact historical resources, either on or adjacent to the Project Site. Therefore, the Project would not result in a cumulative impact to any historical resources, and cumulative impacts to historical resources would be less than significant.

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APPENDIX A. HISTORIC PHOTOGRAPHS



Valley College journalism convention, 1964 (Los Angeles Public Library)



Architectural
Resources Group



American Hellenic Educational Progressive Association gathering, 1964 (Los Angeles Public Library)



Sportsmen's Lodge Hotel, primary entrance, ca. 1970s (Los Angeles Public Library)



Architectural
Resources Group



Sportsmen's Lodge Hotel, lobby interior, ca. 1970s (Los Angeles Public Library)



Sportsmen's Lodge Hotel, lobby interior, ca. 1980s (Calisphere)



Architectural
Resources Group



Sportsmen's Lodge Hotel, guest room interior, ca. 1980s (Calisphere)



Postcard view of hotel interior entitled "Fun and Sun," ca. 1990 (Los Angeles Public Library)



Architectural
Resources Group



Sportsmen's Lodge Hotel, guest room interior, ca. 2020 (Sportsmen's Lodge Hotel web site)



Sportsmen's Lodge Hotel, lobby interior, ca. 2020 (Sportsmen's Lodge Hotel web site)



Architectural
Resources Group



Sportsmen's Lodge Hotel, n.d. (Museum of the San Fernando Valley)



Marketing materials for the Sportsmen's Lodge Hotel, n.d. (courtesy of ownership)



Architectural
Resources Group



Marketing materials for the Sportsmen's Lodge Hotel, n.d. (courtesy of ownership)



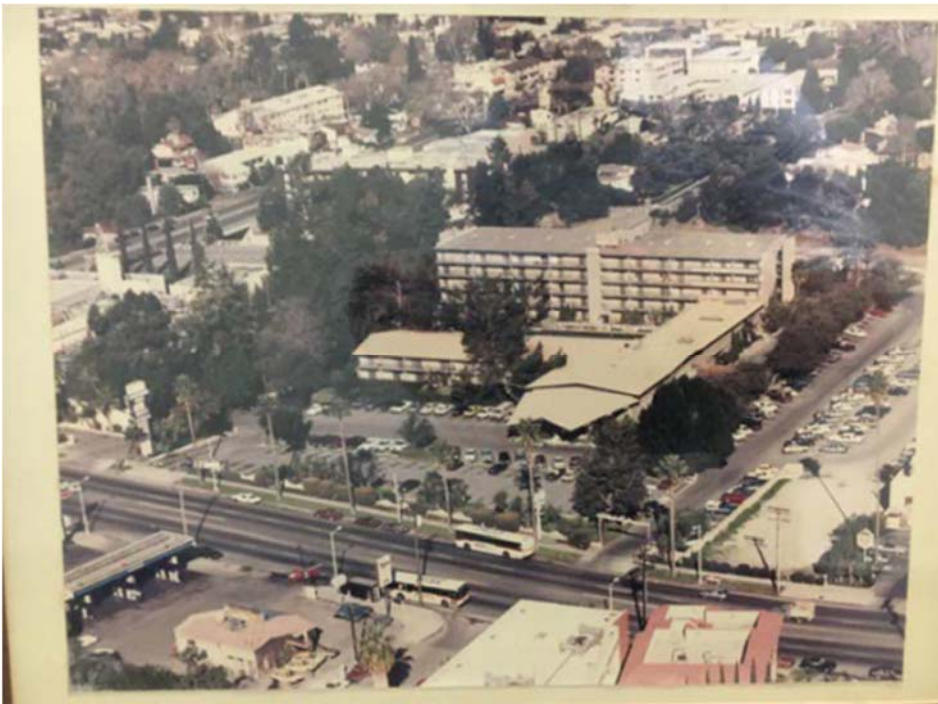
Marketing materials for the Sportsmen's Lodge Hotel, 1999 (courtesy of ownership)



Architectural
Resources Group



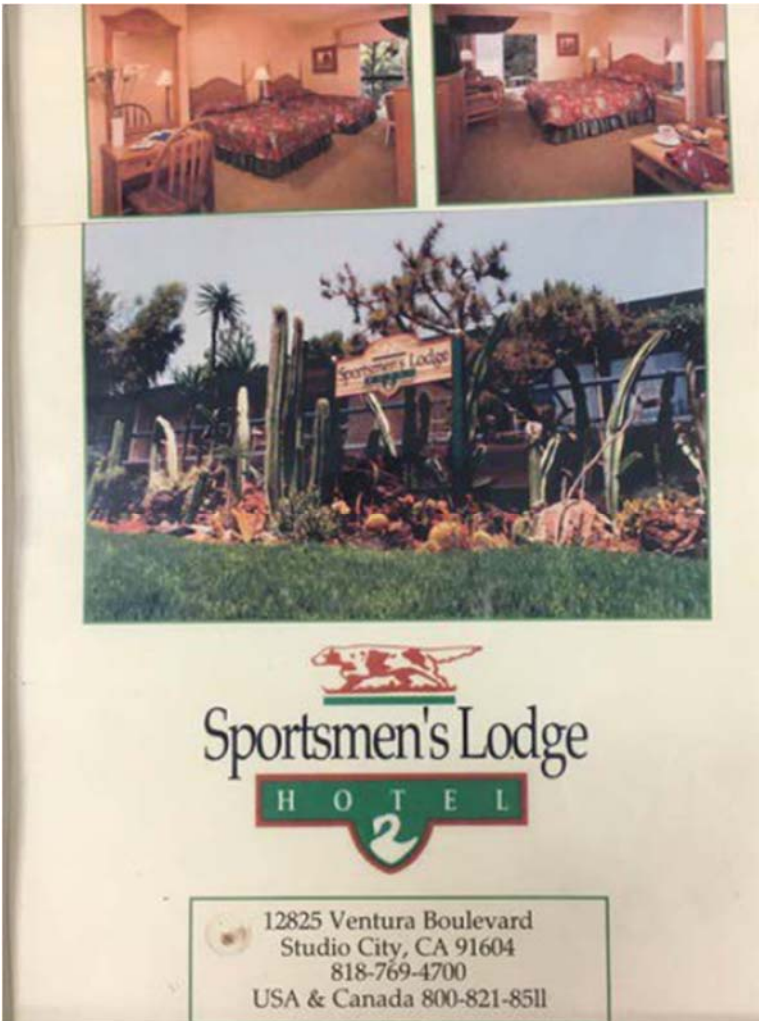
Marketing materials for the Sportsmen's Lodge Hotel, n.d. (courtesy of ownership)



Marketing materials for the Sportsmen's Lodge Hotel, n.d. (courtesy of ownership)



Architectural
Resources Group



Marketing materials for the Sportsmen's Lodge Hotel, n.d. (courtesy of ownership)

PRIMARY RECORD

Primary # _____
HRI _____
Trinomial # _____
NRHP Status Code 6Z
Other Listings _____
Review Code _____ Reviewer _____ Date _____

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*Resource Name or # (Assigned by recorder) Sportsmen's Lodge Hotel

P1. Other Identifier: 12825 Ventura Boulevard

*P2. Location: ☐ Not for Publication ☒ Unrestricted *a. County Los Angeles
and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)
*b. USGS 7.5' Quad _____ Date _____ T _____ ; R _____ ; 1/4 of _____ 1/4 of Sec _____ ; B.M. _____
c. Address 12825 Ventura Boulevard City Los Angeles Zip 91604
d. UTM: (Give more than one for large and/or linear resources) Zone _____ ; _____ mE/ _____ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) AIN: 2375-021-029

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

General Setting

The Sportsmen's Lodge Hotel is located at 12825 Ventura Boulevard in the Studio City community of Los Angeles, which is located in the southern section of the San Fernando Valley. It occupies a large, flat parcel that is roughly trapezoidal in shape and sits on the north side of Ventura Boulevard. The property is located along a heavily trafficked vehicular corridor that is developed with a variety of commercial uses. It is bounded by the former Sportsmen's Lodge events center (west), a commercial strip mall (east), the Los Angeles River (north), and Ventura Boulevard (south). Unlike much of the San Fernando Valley, which is oriented on an orthogonal grid, the surrounding area adheres to an irregular network of streets and blocks that responds to the local topography and the meandering course of the channelized Los Angeles River. All adjacent development appears to date to the post-World War II era.

Located near the center of the property is the Sportsmen's Lodge Hotel, a large, sprawling commercial building that was constructed in 1962. The subject building is deeply set back from the street and features an irregular, roughly U-shaped footprint. It sits on a poured concrete slab foundation and is of concrete masonry unit (CMU) construction. The Hotel is designed in a modest interpretation of the Mid-Century Modern style and exhibits many features that are commonly associated with the style.

(continued on page 3)

*P3b. Resource Attributes: (List attributes and codes) HP5. Hotel/Motel

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

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



P5b. Description of Photo: (view, date, accession #) View northwest (ARG, 2020)

*P6. Date Constructed/Age and Sources: ☒ Historic ☐ Prehistoric ☐ Both
1962 (Los Angeles County Office of the Assessor)

*P7. Owner and Address:
Not recorded

*P8. Recorded by: Name, affiliation, and address)
Andrew Goodrich, AICP
Architectural Resources Group
360 E. 2nd Street, Suite 225
Los Angeles, CA 90012

*P9. Date Recorded: 10/9/2020

*P10. Survey Type: (Describe)
☒ Intensive ☐ Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Sportmens's Lodge Hotel, Historical Resources Assessment Report (ARG, 2020)

*Attachments: ☐ NONE ☐ Location Map ☐ Sketch Map ☒ Continuation Sheet ☒ Building, Structure & Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photographic Record ☐ Other (List) _____

BUILDING, STRUCTURE AND OBJECT RECORD

Page 2 of 11

*NRHP Status Code 6Z

B1. Historic Name: Sportsmen's Lodge Hotel
B2. Common Name: Sportsmen's Lodge Hotel
B3. Original Use: Hotel B4. Present Use: Hotel
*B5. Architectural Style Mid-Century Modern
*B6. Construction History: (Construction date, alterations, and date of alterations)
(see Page 4)
*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: _____ Original Location: _____
*B8. Related Features: Courtyard; Swimming pool; Stone hardscape features; Pole sign

B9a. Architect: James D. Barrington b. Builder: Robert Chuckrow Const. Co., Inc.
*B10. Significance: Theme N/A Area N/A
Period of Significance: N/A Property Type: N/A Applicable Criteria: N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

Summary Statement of Significance

The history of the Sportsmen's Lodge Hotel is inextricably linked to its association with the adjacent Sportsmen's Lodge. However, when viewed independent of the adjacent Lodge, which has since been demolished, the Hotel does not appear to satisfy any of the aforementioned federal, state, or local eligibility criteria. ARG concludes that when it is assessed on account of its individual merit, the subject building does not appear to be eligible for listing in the National Register, the California Register, or as a Los Angeles Historic-Cultural Monument. Below is a discussion of how this determination was made.

National Register/California Register Criterion A/1

Constructed in 1962, the Sportsmen's Lodge Hotel is associated with a period of rapid and punctuated growth in the San Fernando Valley. The decision to construct the hotel was directly associated with the growth and expansion of the adjacent Lodge, which had matured into one of the San Fernando Valley's most popular and eminent events venues and recreational facilities. Specifically, it aimed to bolster the Lodge by accommodating hundreds of patrons and hosting a wide variety of events in a singular environment. But absent the Lodge, the Hotel, on its own, does not appear to be particularly significant with respect to the commercial development of the San Fernando Valley in the post-World War II period. Numerous hotels and other types of commercial properties were constructed along Ventura Boulevard and other major arteries in the area at this time to accommodate an influx of new people and new development. On its own, the Hotel does not directly signify important trends in the development of the San Fernando Valley or the Studio City community in a way that is not expressed in the many other commercial buildings that were constructed nearby, and elsewhere in the Valley, during this time.

For these reasons, the subject building is not associated with events that have made a significant contribution to broad patterns of history. Thus, ARG concludes that it is not eligible for listing under National Register Criterion A/California Register Criterion 1.

(continued on page 5)

B11. Additional Resource Attributes: (List attributes and codes) _____
*B12. References: (see Page 6)

B13. Remarks:

*B14. Evaluator: Andrew Goodrich, AICP
Architectural Resources Group
360 E. 2nd Street, Suite 225
Los Angeles, CA 90012

*Date of Evaluation: 10/9/2020

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



ARG, 2020

Base map source: ESRI World Topo Map



CONTINUATION SHEET

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*Resource Name or # (Assigned by recorder) Sportsmen's Lodge Hotel

Recorded By: Architectural Resources Group

Date: 10/9/2020

☒ Continuation

☐ Update

*P3a. Description (continued from page 1):

Architectural Description

The Hotel is divided into two main volumes. The front (south) volume is two stories in height and houses the hotel lobby, other common areas, and some guest rooms. This volume is shaped in the form of a "T." The rear (north) volume is a blocky, rectangular mass that is five stories in height and houses additional guest rooms. These two volumes are interlocked, forming a singular building footprint that is oriented around a courtyard at the center of the property. A swimming pool is located in the courtyard.

Each volume is capped by a different type of roof. The front volume is capped by a gabled roof that is so low in pitch that it appears almost flat when viewed in perspective. It is sheathed in a composition membrane and features wide eaves. The rear volume is capped by a flat roof that also features wide eaves. The roof material on this volume is not visible, but it is likely sheathed in a composition membrane that is similar, if not identical to that on the front volume. Various pieces of mechanical equipment are installed atop the roof and are obscured from public view. Most exterior walls are devoid of any surface treatment and consist simply of painted concrete blocks. Some sections of the building's front volume, especially those on the east elevation, are clad in wood channel siding.

The primary façade of the building faces south. It is dominated by a porte cochere that juts out, in dramatic fashion, from the face of the building. The porte cochere is supported by CMU piers that are connected at the base by a low CMU wall. It features exposed wood overhead support beams and a stuccoed soffit, and shelters a pull-through driveway that is finished with concrete pavers and functions as an unloading zone for hotel guests. A stag antler chandelier is suspended from the soffit and illuminates the porte cochere. The primary entrance to the hotel is set within the porte cochere. The entrance consists of non-original glazed sliding doors that are flush with the face of the building and lead into the lobby. A small balcony projects out over the entrance. Historic photos indicate that the balcony was originally open but has since been enclosed with a louvered screen wall.

Features on the west wing of the primary façade are arranged symmetrically. Both stories feature glazed aluminum sliding doors, which are spaced at equal intervals along the facade. Upper story guest rooms open onto a shallow cantilevered balcony, which features a balustrade comprising thin metal slats and a wood cap. Though the balcony is a single unit, it is divided into sections of equal width by louvered wood partitions, providing each guest room with its own, private outdoor space. The guest rooms on the ground floor open onto concrete slab patios, which also feature louvered wood partitions and are partially enclosed by slatted wood screen walls. Each balcony/patio is illuminated by a wall-mounted metal sconce, which is affixed to the wall next to the sliding door.

The west and north elevations employ a similar cadence and visual vocabulary. They are also characterized by painted CMU walls, cantilevered balconies with metal-and-wood balustrades, concrete slab patios (on the ground level), louvered wood partitions, glazed aluminum sliding doors, and wall-mounted metal sconces. These features evince a sense of symmetry, rhythm, and modularity. The west elevation also features non-original glazed sliding doors that lead from the lobby to the swimming pool.

The east elevation exhibits some variety with respect to its composition and materiality. The front (south) portion of this elevation is clad with wood channel siding, while the rear (north) portion has the same CMU exterior walls that are found elsewhere on the building. Several secondary entrances to the building are located on this elevation, as is a gated breezeway that leads to the inner courtyard. Fenestration is varied and consists of sliding aluminum windows, fixed wood windows with divided lights (near the front of the building), and fixed steel windows that are glazed with wired safety glass (near the rear of the building). Glazed sliding doors open onto a roof deck that caps a small projecting wing. A few of the aluminum sliding doors have been replaced with vinyl sliding doors.

The west and east elevations of the five-story volume at the rear (north) of the building each features a prominent exterior stairwell that is framed by a concave CMU wall. The top of each wall is affixed to the face of the building by metal tie beams. Secondary entrances open onto a landing at each floor. The secondary entrances lead to interior corridors and consist of single, unarticulated metal doors that are flanked by fixed sidelights. These sidelights are glazed with wired safety glass. The north and south elevations of the five-story volume are each bisected by a tall, windowless mechanical shaft. Applied decoration depicting divers plunging into water is affixed to the south-facing shaft, toward the swimming pool. Additional entrances to the building are found at various points on these elevations.

Site and Landscape Features

The property is extensively landscaped. Various types of semi-tropical trees, shrubs, and other plantings are found in abundance around the perimeter of the building and the porte cochere, within the courtyard and parking areas, and spanning the front property

(continued on page 4)

CONTINUATION SHEET

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***Resource Name or #** (Assigned by recorder) Sportsmen's Lodge Hotel
Recorded By: Architectural Resources Group **Date:** 10/9/2020 ☒ Continuation ☐ Update

***P3a. Description** (continued from page 3):

line along Ventura Boulevard. The planting scheme creates a lush, densely vegetated atmosphere. Curbs and curvilinear buffer planters that are constructed of arroyo stone accentuate the landscaping. Other prominent site features include an in-ground swimming pool that is situated within the courtyard created by the building's irregular footprint; surface parking lots that span the south, east, and north perimeters of the property; and a freestanding pole sign that is located at the south end of the property and capped by a decorative lantern.

Extensive landscaping and wrought iron fencing occupy the space between the subject property and the former Lodge to the west, creating a physical buffer that distinguishes the two properties as separate entities. Visual inspection of the landscaping, in addition to review of historic aerial photographs of the site and vicinity, indicate that they are mature specimens that have likely been in place for decades. Construction fencing was installed between the two properties upon the demolition of the Lodge in 2019, further delineating the physical division between the Hotel and Lodge.

The landscaped buffer between the two properties suggests that while they shared a common name and theme, the Hotel and Lodge functioned as two separate entities from the perspective of site design and operations for much of the recent past.

***B6. Construction History** (continued from page 2):

Following is a chronology of development and use for the Sportsmen's Lodge Hotel. Source materials include online building permits obtained from the City of Los Angeles Department of Building and Safety, Sanborn Fire Insurance Maps, historical newspaper articles from the *Los Angeles Times* and other local publications, historical photographs of the building and site, and other archival materials.

- 1961. Original construction permit
- 1962. Permit issued to build a commercial swimming pool (35'x75') within the hotel's courtyard
Sign permit issued for a pylon sign along Ventura Blvd.
Sign permit issued for a 28' x 32" raceway sign at entrance of building
Permit issued to construct 105 parking spaces along south, east, and north property lines
Certificates of Occupancy issued for the hotel and swimming pool
- 1967: Permit issued to enlarge barber and beauty shop. This one-story addition is located on the east side of the lobby
- Permit issued to enlarge hotel coffee shop and dining room. The addition extended into and enclosed a portion of the existing breezeway north of the hotel lobby
- 1968: Permit issued to convert guest rooms within the hotel portion connecting two and five story buildings into conference rooms
- 1976: \$100,000 lobby remodel in an English country theme by interior designer Valerie Eglit
- 1982. Permit issued to construct a new partition wall in the hotel barber shop
- 1984. Permit issued to construct a storage shed with masonry walls north of barber/beauty shop extension along the east elevation
- 1985. Permit issued to construct new spa to the west of existing pool, near the five-story volume
- 1986. Permit issued to construct a gazebo. The gazebo was installed on the site of a former swan pond to the west of the swimming pool
Permit issued to construct 10' x 20' storage room at the west end of the 5-story volume
- 1989. Permit issued to remove existing roof and install new gravel roof
- 1994. Permit issued to repair earthquake damage following the Northridge Earthquake
- 2008. Permit issued for interior tenant improvements to lobby and restaurant
- 2014. Permit issued to replace the primary entrance doors and secondary entrance doors from the lobby area; and to install new windows along the interior west facing elevation
- 2017. Permit issued to replace existing structural columns supporting cantilevered balcony, and new foundation on northern half of the interior's west elevation

Several other, mostly minor alterations that are not reflected in the permit record for the property were also noted during ARG's site visit and, whenever possible, were corroborated through research.

(continued on page 5)

CONTINUATION SHEET

Page 5 of 11

***Resource Name or #** (Assigned by recorder) Sportsmen's Lodge Hotel
Recorded By: Architectural Resources Group **Date:** 10/9/2020 ☒ Continuation ☐ Update

***B6. Construction History** (continued from page 4):

- The subject property originally contained a swan pond in the courtyard (west of the swimming pool) and another pond to the front (south) of the building, both of which have been infilled.
- Several secondary entrance doors have also been replaced throughout the building.
- The balcony above the primary entrance (within the porte cochere) has been enclosed with a slatted screen wall. A stag antler chandelier and other minor decorative elements have been added to the porte cochere.
- Original building signage that was identified in historical permits has been removed.
- Applied decoration has been affixed to the mechanical shaft overlooking the pool.
- Several small additions and enclosures have been added to secondary elevations to obscure mechanical equipment, refuse bins, and other utilitarian aspects of the Hotel.

***B10. Significance** (continued from page 2):

National Register/California Register Criterion B/2

The Sportsmen's Lodge Hotel was originally owned and operated by Glen Harlig from 1962 to 1975. While Harlig was a prominent businessman in the San Fernando Valley and the one-time owner of the Golden Gopher in Downtown Los Angeles, one of the City's oldest operating bars, there is insufficient evidence to suggest that he made significant contributions to the history of the San Fernando Valley or Los Angeles in a manner that is consistent with the spirit of this criterion.

During the Sportsmen's Lodge Hotel's 58 years in operation, numerous people have passed through its doors. The Hotel has hosted many guests, has employed numerous staff, and has hosted myriad events that have attracted a variety of people including businesspeople, actors and entertainers, political figures, and everyday citizens. This is not uncommon for a hotel, especially one of this relative size and stature. However, there is insufficient evidence to demonstrate that the building bears a direct association with the productive period of any individual who made significant contributions to history.

Thus, ARG concludes that the Hotel is not eligible for listing under National Register Criterion B/California Register Criterion 2.

National Register/California Register Criterion C/3

The Sportsmen's Lodge Hotel is designed in the Mid-Century Modern style, and exhibits characteristics that are commonly associated with the style as applied to the context of commercial architecture. However, the building is a fairly typical example of the style. It lacks the level of articulation, and the distinctive or expressive characteristics, that would be needed to render the building a notable or distinctive example of the style. The building demonstrates how architects were able to take many of the characteristic features of high style Mid-Century Modern buildings and pare them down to a more vernacular context suited toward the general public, but it does not stand out as a particularly significant example of the style. Its concrete construction was most likely chosen because it was efficient and cost effective for a building of this size and type, more than for its aesthetic value, and does not represent distinctive or innovative construction methods. Concrete was a common construction material for large commercial buildings from this period because of its versatility and cost-effectiveness.

The subject building embodies the characteristics of a post-war hotel. While it is comparatively large in size for the area – and was the largest hotel in the San Fernando Valley when it was built in 1962 – it does not appear to possess qualities aside from its relative size that render it a particularly notable or distinctive example of the postwar hotel property type. There are a number of other hotels in the San Fernando Valley that were constructed at around the same time and similarly embody the characteristics of this type, albeit at a smaller scale. There is insufficient evidence indicating that the design of this particular hotel had any sort of broader impact on the design of commercial lodging. The building does not stand out as a particularly significant example of its respective property type.

There is little information available about the life and career of James D. Barrington, the Hotel's architect of record. He appears to have designed a handful of buildings in Southern California and the San Francisco Bay area, but does not appear to have made a particular profound in the fields of architecture and design. The dearth of information about Barrington and his body of work indicates that he is not a "master" in the spirit of this criterion.

(continued on page 6)

CONTINUATION SHEET

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Recorded By: Architectural Resources Group ***Resource Name or #** (Assigned by recorder) Sportsmen's Lodge Hotel
Date: 10/9/2020 ☒ Continuation ☐ Update

***B10. Significance** (continued from page 5):

For these reasons, the subject building does not appear to be significant for reasons relating to its architecture and physical design. Thus, ARG concludes that it is not eligible for listing under National Register Criterion C/California Register Criterion 3.

National Register/California Register Criterion D/4

As an archaeological assessment was not conducted as part of this study, the property's potential for containing subsurface archaeological resources is unknown. The property has not been evaluated for eligibility under National Register Criterion D/California Register Criterion 4.

Los Angeles Historic-Cultural Monument (HCM)

Local (HCM) Criterion 1

As discussed in the evaluation against National Register A/California Register Criterion 1, the subject building, independent of the adjacent Sportsmen's Lodge, is not identified with important events of national, state, or local history, and does not exemplify significant contributions to the broad cultural, economic, or social history of the nation, state, city, or community. For these same reasons, ARG concludes that the building is not eligible for listing under Local Criterion 1.

Local (HCM) Criterion 2

As discussed in the evaluation against National Register Criterion B/California Register Criterion 2, the subject building is not meaningfully associated with the productive lives of historic personages important to national, state, city, or local history. For these same reasons, ARG concludes that the Hotel is not eligible for listing under Local Criterion 2.

Local (HCM) Criterion 3

As discussed in the evaluation against National Register Criterion C/California Register Criterion 3, the subject building is not significant for reasons relating to its architecture and physical design, and given the dearth of information about architect James D. Barrington there is insufficient evidence to demonstrate that he was a master whose individual genius influenced his age. For these same reasons, ARG concludes that the Hotel is not eligible for listing under Local Criterion 3.

Evaluation of Integrity

For a property to be eligible for listing in the National and California Registers, or as a Los Angeles Historic-Cultural Monument, it must first meet one or more eligibility criteria and also retain sufficient integrity to convey its historic significance. However, as stated in *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, "only after significance is fully established can you proceed to the issue of integrity." In accordance with best professional practices, it is customary to apply this same methodology when evaluating resources at the state and local levels. Since the Hotel is not eligible against any of the federal, state, or local criteria, an assessment of integrity is not necessary.

***B12. References** (continued from page 2):

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(continued on page 7)

CONTINUATION SHEET

Page 7 of 11

***Resource Name or #** (Assigned by recorder) Sportsmen's Lodge Hotel
Recorded By: Architectural Resources Group **Date:** 10/9/2020 ☒ Continuation ☐ Update

***B12. References** (continued from page 6):

SurveyLA, Los Angeles Citywide Historic Context Statement: "Context: Commercial Development, 1859-1980, Theme: Hotels, 1870-1980." Prepared by Daniel Prosser. July 2017.
SurveyLA, "Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass, Historic Districts, Planning Districts and Multi Property Resources – 02/26/13."
Tract Housing in California, 1945-1973: A Context for National Register Evaluation. Prepared by the California Department of Transportation. 2011.
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U.S. Department of the Interior, *National Register Bulletin 16A: How to Complete the National Register Registration Form.* Washington, D.C.: National Park Service, 1997.
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Newspapers and Periodicals

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Jan, Tracy. "Redlining Was Banned 50 Years Ago. It's still Hurting Minorities Today." *The Washington Post*. Mar. 28, 2018.
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Meares, Hadley. "Studio City was LA's Original Master Planned Mega Development." *Curbed LA*. Aug. 9, 2017.
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"Sportsmen's Lodge Builds 5-Story, \$2.5 Million Hotel, Valleys Largest." *Los Angeles Times*. Mar. 4, 1962.
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"Sportsmen's Lodge Hotel Offers Complete Facilities." *Valley News*. Aug. 7, 1970.
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Recorded By: Architectural Resources Group ***Resource Name or #** (Assigned by recorder) Sportsmen's Lodge Hotel
Date: 10/9/2020 ☒ Continuation ☐ Update



Image 2. Primary (south) façade and porte cochere, view northwest (ARG, 2020)



Image 3. Primary entrance and balcony, set within porte cochere, view northwest (ARG, 2020)



Image 4. Porte cochere on primary/south façade, view north. Note post-and-beam details (ARG, 2020)



Image 5. East façade, view northwest. The one-story volume is an addition (ARG, 2020)



Image 6. Detail of east façade, view southwest (ARG, 2020)



Image 7. Detail of east façade, view northwest (ARG, 2020)

Recorded By: Architectural Resources Group *Resource Name or # (Assigned by recorder) Sportsmen's Lodge Hotel
Date: 10/9/2020 ☒ Continuation ☐ Update



Image 8. East façade, view southwest (ARG, 2020)



Image 9. East façade, detail of breezeway and security gate, view west (ARG, 2020)



Image 10. North (5-story) wing as seen from courtyard, view northwest (ARG, 2020)



Image 11. Detail of north wing, view south (ARG, 2020)



Image 12. Detail of interior courtyard, view east (ARG, 2019)



Image 13. Detail of interior courtyard, view east (ARG, 2019)

Recorded By: Architectural Resources Group *Resource Name or # (Assigned by recorder) Sportsmen's Lodge Hotel
Date: 10/9/2020 ☒ Continuation ☐ Update

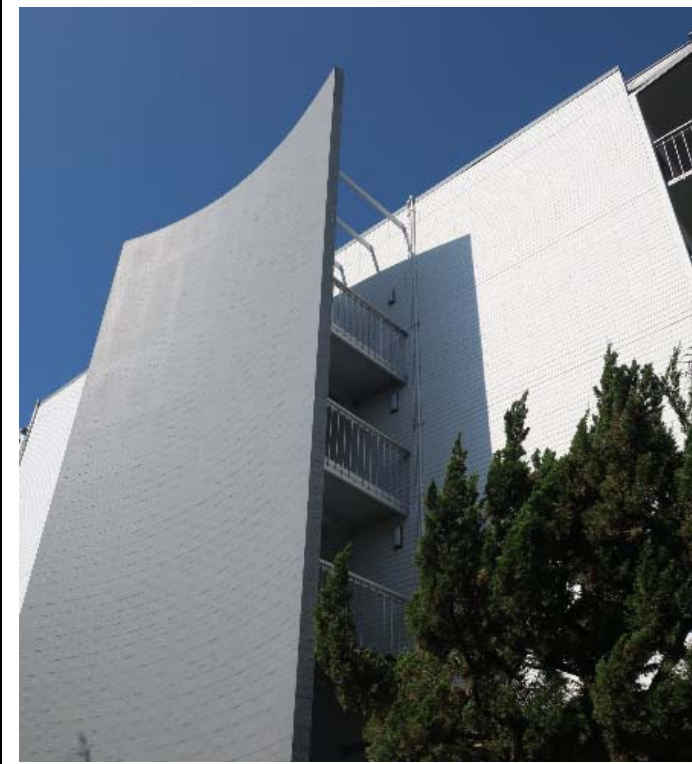


Image 14. East façade, detail of exterior stairwell and concave concrete block wall, view southwest (ARG, 2020)

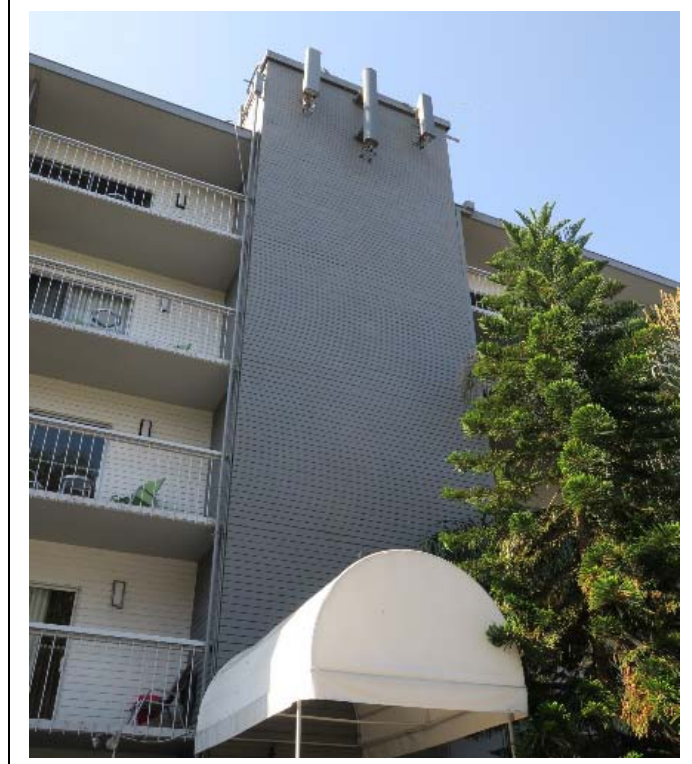


Image 15. North façade, detail of windowless mechanical shaft, view southwest (ARG, 2020)

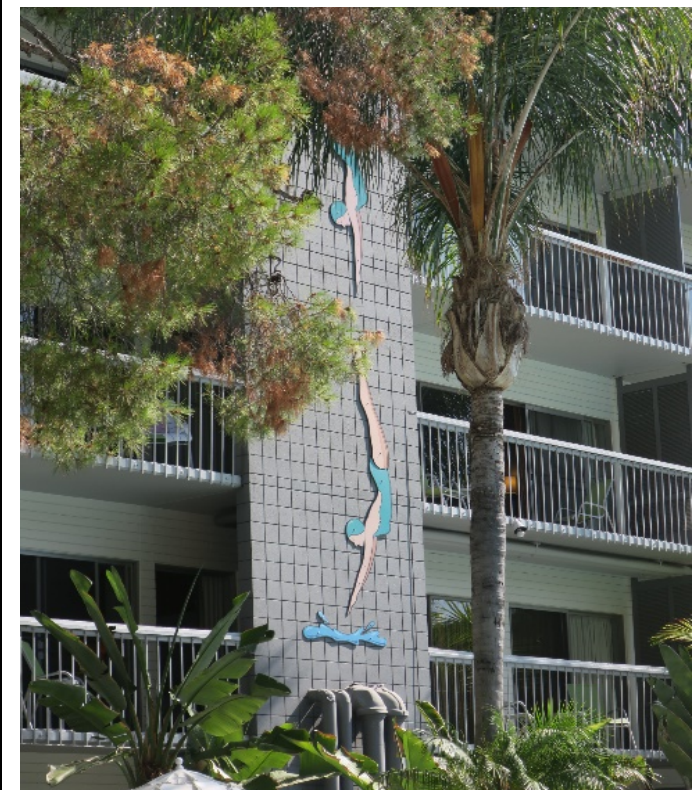


Image 16. South façade of 5-story volume, view northeast (ARG, 2020)



Image 17. West façade, detail of exterior stairwell, concave concrete block wall, and trellis, view northeast (ARG, 2020)

Recorded By: Architectural Resources Group *Resource Name or # (Assigned by recorder) Sportsmen's Lodge Hotel
Date: 10/9/2020 ☒ Continuation ☐ Update



Image 18. Courtyard and swimming pool, view west (ARG, 2020)



Image 19. Courtyard and swimming pool, view southwest (ARG, 2020)



Image 20. Detail of semi-tropical vegetation, view northwest (ARG, 2020)



Image 21. Detail of semi-tropical vegetation and arroyo stone hardscape features, view northeast (ARG, 2020)



Image 22. Detail of stone wall, view northwest (ARG, 2020)



Image 23. Detail of freestanding pole sign, view west (ARG, 2020)

Preparer Qualifications

KATIE E. HORAK

Principal | Architectural Historian & Preservation Planner

Katie is a Los Angeles-area native and Principal in ARG's Los Angeles office. She has more than fifteen years experience in the field of historic resource management in both the public and private sectors. Katie is a recognized leader in the industry, bringing creative and innovative solutions to complex issues related to historic site documentation, management, and adaptive re-use. Katie brings additional experience with California Environmental Quality Act (CEQA) compliance documentation, historic structure reports, determinations of eligibility, design review, and Mills Act Property Tax Abatement Program administration.

Relevant Project Experience

- UC San Diego (La Jolla Campus), Campus-Wide Historic Resources Survey and Preservation Plan, La Jolla, CA
- University of Southern California, Historic Resources Survey, Los Angeles, CA
- Claremont McKenna College, Historical Resources Technical Report under CEQA, Claremont, CA
- Pomona College Master Plan EIR, Historical Resources Technical Report under CEQA, Claremont, CA
- Lucas Museum of Narrative Art EIR, Historical Resources Technical Report, Los Angeles, CA
- SurveyLA, Los Angeles Citywide Historic Resources Survey: Citywide Historic Context Statement (The Ranch House and Los Angeles Modernism), Pilot Survey, Groups 1, 2, 4, 5, 6, 7, 8, 9, and 10 Surveys
- Los Angeles Union Station, Historic Structures Report and ongoing historic preservation consultation, Los Angeles, CA
- Historic Signs Survey and Ordinance Review, Burbank, CA
- City of Beverly Hills, Citywide Historic Resource Survey, Beverly Hills, CA
- City of Arcadia, Citywide Historic Resources Survey, Arcadia, CA
- City of Santa Monica, Historic Resources Inventory (HRI) Update, Santa Monica, CA

Selected Lectures

- "Minoru Yamasaki and the 'World's Most Beautiful Hotel'" Preserving the City of the Future: Civic and Corporate Los Angeles in the 20th Century, Los Angeles County Museum of Art (LACMA), June 2019
- "Preservation Possibilities for 1990s Architecture," Preserving the Recent Past Conference, Los Angeles, March 2019
- "Implementing Heritage Surveys and Digital Inventories," National Trust for Canada Conference, Fredericton, New Brunswick, Oct. 2018
- "Historic Surveys and Designation: From Identification to Nomination." California Preservation Foundation Workshop, January 2016.
- "Beyond Mid-Century Modern," California Preservation Conference, May 2015.
- "How to Measure Integrity in Historic Resources," Palm Springs Modernism Week, February 2015, and California Preservation Conference, May 2015.
- "Current Trends in Historic Resources Surveys for Preservation Planning," California APA Conference, Visalia, CA Oct. 2013.



Education

Master of Heritage Conservation,
University of Southern California,
Los Angeles

University of Oregon, Eugene
Historic Preservation Field School
in Canova, Italy

Bachelor of Arts, Art (Painting/
Drawing), Whitworth College,
Spokane, Washington

Meets *The Secretary of
the Interior's Professional
Qualifications Standards* in
Architectural History and History

Memberships

Board of Directors, Docomomo US

Founding President, Docomomo
US, Southern California Chapter

Los Angeles Conservancy

National Trust for Historic
Preservation

Society of Architectural Historians,
Southern California Chapter

Academic Involvement

Adjunct Assistant Professor,
University of Southern California.

Current courses taught:
*Introduction to Historic Site
Documentation*, and *Advanced
Documentation: Historic Resources
Surveys*

Preparer Qualifications

ANDREW GOODRICH

Associate | AICP | Architectural Historian & Preservation Planner

Andrew is an Architectural Historian and Preservation Planner in ARG's Los Angeles office, with a joint background in city planning and historic preservation and formal training in both fields. His academic and professional pursuits have led him to develop an interest in how public policy can be used to enliven the historic built environment. He also brings an understanding of urban landscapes and is versed in Geographic Information Systems (GIS) software. A Los Angeles-area native with a keen interest in the region and its history, Andrew has been practicing in the preservation planning field since 2008 and worked for various public and not-for-profit agencies prior to joining ARG. At ARG, he has managed and contributed to numerous historic resource surveys and historic context statements that have ranged in scale from entire cities, to college campuses, and down to individual neighborhoods. His experience also includes landmark nominations, historic property assessments, and rehabilitation incentives. Andrew is a member of the American Institute of Certified Planners (AICP), and sits on the Programs Committee for the American Planning Association (APA)'s Los Angeles chapter.

Relevant Project Experience

- CSU San Bernardino Historical Resources Evaluation Report, San Bernardino, CA
- UC San Diego (La Jolla Campus), Campus-Wide Historic Resources Survey and Preservation Plan, La Jolla, CA
- UC San Diego (Hillcrest Campus), Historic Resources Survey and CEQA Technical Report, San Diego, CA
- Pomona College, CEQA Technical Report, Claremont, CA
- SurveyLA, Los Angeles Citywide Historic Resources Survey: Group 6 Surveys (Arleta-Pacoima, Mission Hills-Panorama City-North Hills Community Plan Area); Group 7 Surveys (Boyle Heights, Wilshire Community Plan Areas); Group 8 Surveys (Chatsworth-Porter Ranch, Northridge Community Plan Areas); Group 10 Survey (Central City Community Plan Area)
- SurveyLA, Los Angeles Citywide Historic Resources Survey: Historic Context Statement (The Ranch House, Los Angeles Modernism)
- City of Santa Monica, Historic Resources Inventory (HRI) Update, Santa Monica, CA
- City of Dana Point, Citywide Historic Resources Inventory Update, Dana Point, CA
- City of Beverly Hills, Citywide Historic Resource Survey, Beverly Hills, CA
- Melville J. Courson Park Pool and Buildings, Historic Resource Evaluation and Documentation, Palmdale, CA
- Canter's Delicatessen, Historic-Cultural Monument (HCM) Application, Los Angeles, CA
- 119 and 127-29 N. Kenwood Street, CEQA Review and Reconnaissance Survey, Glendale, CA
- Oxford Square, Historic Preservation Overlay Zone (HPOZ) Survey, Los Angeles, CA
- Culver City Ice Arena, Historic Resource Evaluation, Culver City, CA
- 401 25th Street (Bundy House), Landmark Assessment, Santa Monica, CA
- La Rosita Drive Inn, Historic Resource Evaluation, Redlands, CA
- Greenleaf Masonic Center, Historic Resource Evaluation, Whittier, CA



Education

Master of Heritage Conservation,
University of Southern California

Master of Planning, Concentration
in Economic Development,
University of Southern California

Bachelor of Arts, Urban Studies
and Planning, University of
California, San Diego

Meets *The Secretary of
the Interior's Professional
Qualifications Standards* in
Architectural History and History

Memberships

American Institute of Certified
Planners (AICP)

American Planning Association

Los Angeles Conservancy

Honors

Tau Sigma Delta, Honors Society
for Architecture and Allied Arts

Pi Alpha Alpha, Honors Society for
Public Affairs and Administration

Greta and Dean Wilkinson Fellow,
School of Architecture, University
of Southern California

Dean's Merit Scholar, Sol Price
School of Public Policy, University
of Southern California

Appendix D.2

Office of Historic Resources

From: Shannon Ryan - City of Los Angeles <Shannon.Ryan@lacity.org>
Sent: Thursday, November 05, 2020 9:27 AM
To: Katie Horak <K.Horak@ARG-LA.com>
Cc: Andrew Goodrich <A.Goodrich@ARG-LA.com>; Lambert Giessinger <lambert.giessinger@lacity.org>
Subject: Re: HRA for review - Sportsmen's Lodge Hotel

Hi Katie,

Thank you for following up with us on this. We accept the report and agree with the findings that the Sportsmen's Lodge Hotel is not a historic resource.

Sincerely,
Shannon

Shannon Ryan
Preferred Pronouns: She, Her, Hers
Senior City Planner
Los Angeles City Planning
221 N. Figueroa St., Suite 1350
Los Angeles, CA 90012
Planning4LA.org
T: (213) 847-3651

On Thu, Nov 5, 2020 at 9:03 AM Katie Horak <K.Horak@arg-la.com> wrote:

Hi Shannon and Lambert,

Hope you are doing well and enduring what has turned out to be an interminable week!

We are following up regarding your review of the Sportsmen's Lodge Hotel HRA. Please let us know if it makes sense to hop on a call again or if there is anything we at ARG can do to help with the review.

My very best,

Katie

Katie E. Horak
Principal
ARCHITECTURAL RESOURCES GROUP | [Celebrating 40 Years](#)
626.583.1401 x103
www.arg-la.com | [Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Instagram](#)

IMPORTANT:

While ARG staff are currently working remotely, business continues as usual. We are accessible through email and our office phone numbers.

From: Shannon Ryan - City of Los Angeles <Shannon.Ryan@lacity.org>
Sent: Monday, October 26, 2020 12:46 PM
To: Andrew Goodrich <A.Goodrich@ARG-LA.com>
Cc: Lambert Giessinger <lambert.giessinger@lacity.org>; Katie Horak <K.Horak@ARG-LA.com>
Subject: Re: HRA for review - Sportsmen's Lodge Hotel

Received. Thank you Andrew. We will review and follow up with you next week.

Shannon Ryan
Preferred Pronouns: She, Her, Hers
Senior City Planner
Los Angeles City Planning
221 N. Figueroa St., Suite 1350
Los Angeles, CA 90012
Planning4LA.org
T: (213) 847-3651

On Fri, Oct 23, 2020 at 12:39 PM Andrew Goodrich <A.Goodrich@arg-la.com> wrote:

Hi Lambert and Shannon,

Thanks so much for your time earlier this week to discuss the HRA that we prepared for the Sportsmen's Lodge Hotel. Per our discussion, we compiled some historic photos of the property into an appendix. The report (with the historic photo appendix included) is attached.

Best,

Andrew

Andrew Goodrich, AICP
Associate | Architectural Historian and Preservation Planner
ARCHITECTURAL RESOURCES GROUP | Celebrating 40 Years
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