

# CITY LANDMARK ASSESSMENT REPORT

1601-1619 OCEAN FRONT WALK, SANTA MONICA, CA

Beach Front Commercial Shops Grouping



**Prepared for:**

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# CITY LANDMARK ASSESSMENT REPORT

## **Beach Front Commercial Shops Grouping**

1601 Ocean Front Walk (APN: 4290-023-001)

1605 Ocean Front Walk (APN: 4290-023-002)

1611 Ocean Front Walk (APN: 4290-023-003)

1615 Ocean Front Walk (APN: 4290-023-004)

1619 Ocean Front Walk (APN: 4290-023-005)

Santa Monica, CA 90401

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## **INTRODUCTION**

This landmark assessment and evaluation report, completed by Ostashay & Associates Consulting (OAC) for the City of Santa Monica, documents and evaluates the local individual significance and landmark eligibility of the commercial properties located at 1601-1619 Ocean Front Walk in the City of Santa Monica, California. This assessment report includes a discussion of the survey methodology used, a summarized description of the properties under review, a brief description and history of the properties, evaluation of significance under the City of Santa Monica landmark designation criteria, photographs, and applicable supporting materials.

## **METHODOLOGY**

The historic assessment was conducted by Jan Ostashay, principal with Ostashay & Associates Consulting. In order to identify and evaluate the collection of buildings along Ocean Front Walk as potential individual landmark properties an intensive-level survey was conducted. The assessment included a review of the National Register of Historic Places (National Register) and its annual updates, the California Register of Historical Resources (California Register), and the California Historic Resources Inventory list maintained by the State Office of Historic Preservation (OHP) in order to determine if any previous evaluations or survey assessments of the properties had been performed.

For this current assessment a site inspection and a review of building permits and tax assessor records were also done to document the properties' existing conditions and assist in evaluating them for historical significance. The City of Santa Monica landmark designation criteria were employed to evaluate the local significance of the properties and their eligibility for individual landmark designation. In addition, the following tasks were performed for the study:

- Searched records of the National Register, California Register, Library of Congress archives, U.S. Census records, OHP Historic Resources Inventory, and the City's historic resources inventory.
- Conducted a field inspection of the subject properties from the public right-of-way.

- Conducted site-specific research on the subject properties utilizing Sanborn fire insurance maps, city directories, voter's registration cards, newspaper articles, historical photographs, and building permits.
- Reviewed and analyzed ordinances, statutes, regulations, bulletins, and technical materials relating to federal, state, and local historic preservation, designation assessment procedures, and related programs.
- Evaluated the potential historic resources based upon criteria established by the City of Santa Monica and utilized the OHP survey methodology for conducting such surveys.

## BACKGROUND INFORMATION

Located along the east side of Ocean Front Walk near the Santa Monica Municipal Pier and the Loeff Hippodrome is this collection of modest commercial structures with an address range of 1601-1619 Ocean Front Walk. They are each sited on rectangular shape parcels within the Moss Tract. There are five properties under review: 1601 Ocean Front Walk built in 1921 (lot 20); 1605 Ocean Front Walk built in 1924 (a tied lot 21-22); 1611 Ocean Front Walk constructed in 1917 (lot 23); 1615 Ocean Front Walk built in 1924 (lot 24); and 1619 Ocean Front Walk (lot 25), which per the Los Angeles County Assessor records is indicated as vacant land (however, there a small shed structure is currently on the lot). The addresses cited and used as reference in the report are those utilized by the Los Angeles County Assessor.

Interestingly enough, this collection of small commercial buildings has not been previously identified or recorded under any of the City's past survey efforts. The properties have also not been previously evaluated for potential individual or district historical significance.

## PROPERTY DESCRIPTIONS AND CONSTRUCTION HISTORY

**Description.** This collection of properties physically represent some of the oldest commercial improvements located along this section of Ocean Front Walk and the Santa Monica Municipal Pier. They range in height from one-story to two-stories and are wood-frame or of masonry construction. They basically feature a rectangular shape building plan of varying size and flat roofs with parapets. In addition, they are all uniformly set back from the busy Ocean Front Walk thoroughfare by outdoor dining patios. Since they were built over 90 years ago they have all been modified and adapted to each tenant's needs. An assembly of signage also adorns the front facades of all the buildings. However, the changes to the buildings are such that despite their current external appearance underneath the "add-on" veneer much of the original building materials and features remain surprisingly intact.

### 1601 Ocean Front Walk

This vernacular style two-story masonry constructed building was built in 1921, with three shop units at the ground floor and two office/apartment units upstairs. It has an address range of 1601-1603½ Ocean Front Walk. Today, it is three bays wide along its west (front façade)

elevation and three bays wide along its north (side) elevation. The southern (side) wall of the building abuts the adjacent two-story building. The rear (east) elevation reflects more of a residential feeling in its configuration. The rectangular shape building is capped with a flat roof with masonry parapet.

The features of the front façade include plastered walls at the first floor, an open counter area at the northern bay (1601 Ocean Front Walk) and two large storefront openings that define shop unit 1603 Ocean Front Walk. All of the storefront openings are secured by roll-up metal doors when the businesses are closed. The second floor along this elevation is covered in board and batten wood siding with openings for fenestration. The wood siding has been installed over the original exterior brick wall, which is still evident and appears intact through the 'cut out' window openings in the board and batten siding. Two large tripartite windows framed by white glazed brick trim and wood casings punctuate the upper story of this elevation. The size, configuration, and casings of the window openings are original to the building's 1924 construction date. The central fixed frames of the tripartite windows are also intact. The flanking operable frames of these windows; however, have been changed to louvers. The board and batten siding of the second floor stops just below the base of the parapet wall leaving the original brick material exposed.

The brick exterior wall of the second story of the north (side) elevation is also covered with board and batten wood siding up to the base of the parapet. And as similar to the façade, the original fenestration configuration (tripartite and single sash), brick trim, and casings are intact though the frames have been replaced with louver type windows. The ground floor level of the building contains two open counter areas set on brick bulkheads while the third bay contains a recessed entry and what appears to be an enclosed utility panel. The storefront openings along this elevation are also secured by roll-up metal doors.

The rear (east elevation) is sheathed in vertical board wood siding on the first floor and stucco on the second floor. Both the wood siding and stucco are applied over the original brick walls. An exterior wood staircase provides access to a deck and two upstairs units that are defined by two entry doors and square shape windows framed by wood sills and what appears to be flat surrounds. In comparing early photos of the building from the 1920s, it appears that these window ownings, sills, and surrounds are original and have not been radically modified in size or shape. A plywood awning with scalloped edges extends out from the rear parapet wall to provide covered shelter to the deck space. A small paved backyard, which is fenced, is set behind the building to the east.

The building has been seismically retrofitted and that work is evident in the support ties along the parapet wall and the exposed I beams set within the counter areas along the north elevation.

### 1605 Ocean Front Walk

This two-story commercial building was built in 1924 with three shop units at ground level and guest apartments/hotel above on the second floor. It has an address range of 1605-1607-1609 Ocean Front Walk, with 1605 being the address for the apartments/hotel upstairs. The original permit for this building is on file with the City and notes the exterior walls of brick and stucco. The Period Revival style building was designed with a distinctive parapet along its front façade consisting of a series of corbiesteps, pronounced coping, and two monumental flat gabled walls pierced by elongated openings that are decorated with small engaged spiral cast columns. The first floor façade of the building has been modified over the years and consists of three storefront openings that are sheltered by a built-out pent roof covered with wood shingles. The storefront openings along this elevation are secured by roll-up metal doors. The exterior walls at ground level are covered with a variety of sheathing materials including ceramic tiles, vertical board, and stucco. Three metal vent shafts extend up from the built-out pent roof up to and over the parapet and in some cases through the parapet wall. The second floor of the façade contains four large tripartite type window openings each defined by a small planter box sill and wood-frame casings. Some of these original window openings have their shutters intact, as well. Despite retention of the original wood-casing tripartite windows, the inset frames have been changed to louvers.

The south side of the building abuts the adjacent one-story building at 1611 Ocean Front Walk along its first floor. The building's south elevation at the second floor is punctuated by fenestration of varying size and shape. Originally these window openings contained wood-frame sash windows; however, most of them have been replaced with louver type frames. The wall on this side elevation is sheathed with smooth stucco.

At some unknown date, a small two-story addition was added onto the rear (east) elevation of the structure. Of wood-frame construction it is sided with vertical wood siding and is capped with a front facing gable roof covered with compositional shingles. This addition extends out to connect with the public side walk along Appian Way. A single flush door with transom is centered on this addition while window openings are set on the south and north elevations. Because of this addition, much of the rear elevation of the original building is not evident. However, the parapet of this rear wall features a smaller version of the decorative parapet that adorns the front façade (minus the elongated openings).

### 1611 Ocean Front Walk

This classically inspired one-story commercial shop is the oldest building of the group. It was built in 1917, one year after the Loeff pier was completed. Of brick construction the building has an adorned triangular shape pediment parapet wall at its front façade and a stuccoed false front parapet at its rear (east) wall. Classical features of the front parapet, cornice line, and flanking engaged pilasters include egg and dart molded details, dentils, and elaborate entablature. Much of the façade consists of a large storefront opening with covered transom (1611 Ocean Front Walk) and a separate offset entry door system to the south (1613 Ocean

Front Walk). The large storefront opening along this elevation is also secured by a roll-up metal door.

Both the north and south walls of the building abut other improvements. The rear (east) wall of the structure is sheathed in stucco; however, a non-descript wood-frame one-story addition with shed roof and wide contemporary type lap siding is built off this elevation.

#### 1615 Ocean Front Walk

This modest one-story vernacular style commercial building was built in 1924. It is actually square in plan and features a flat roof with parapet, stucco sheathed exterior walls, and a large storefront opening. A stuccoed boxed-frame false front parapet wall adds the only stylistic detail to the structure along its façade. The building is devoid of fenestration on both the north and south elevations. As is similar with the other buildings a roll-up metal door secures the storefront opening when the business is closed. An open paved patio area with covered trellis occupies much of the back half of the parcel.

#### 1619 Ocean Front Walk

Located at the south end of this small grouping of commercial shops, on the north side of Moss Avenue, is 1619 Ocean Front Walk. The Los Angeles County Assessor records notes this parcel as vacant land. However, currently there is a small shed type structure with built-up wood fencing on the lot. A permit on file with the City indicates the shed structure was erected on the site in 1979. Originally, this parcel was developed with a one-story commercial building similar in size, shape and style to its neighbor to the immediate north. It was built in 1924 and had an address range of 1619-1621 Ocean Front Walk. City directory research indicates this building contained a restaurant/café for many years. In reviewing historical aerial photographs of the area and the Sanborn Fire Insurance Map from 1950 it appears this structure was removed sometime in the late 1950s. In addition, the address is not listed in the city directory past 1960.

### **HISTORICAL CONTEXT**

**Santa Monica.** In 1875, the original townsite of Santa Monica was surveyed, including all the land extending from Colorado Street on the south to Montana on the north, and from 26<sup>th</sup> Street on the east to the Pacific Ocean on the west. Between 1893 and the 1920s, the community operated as a tourist attraction, visited by mostly wealthy patrons. Those areas just outside of the incorporated city limits were semi-rural in setting and were populated with scattered residences. After the advent of the automobile in the 1920s, Santa Monica experienced a significant building boom with homes being constructed in the tracts north of Montana and east of Seventh Street for year-round residents.

**Santa Monica Municipal Pier.**<sup>1</sup> On September 9, 1909, after sixteen months of construction, the Santa Monica Municipal Pier opened to the public. This was California Admission Day, and the thousands of people who swarmed onto the 1,600-foot-long wooden pier were in a holiday mood as they enjoyed a festive day of band concerts, swimming races and the novelty of walking above the waters of the Pacific Ocean.

The Pier's continuing ability to attract large crowds impressed Charles Loeff, a pioneer amusement entrepreneur who had built Coney Island's first carousel in Brooklyn, New York and then opened a carousel factory nearby. Sensing vast potential for amusement attractions on the Southern California coast, he moved his operations to Long Beach in 1910, when he began to consider building a pleasure pier of his own.

In 1916, after lengthy negotiations with the City of Santa Monica, he started construction alongside the Municipal Pier (to the south). Loeff's Pier featured the landmark Hippodrome building, a California-Byzantine-Moorish-style fantasy that has housed a succession of vintage merry-go-rounds and Wurlitzer organs. In the beginning it also boasted the Blue Streak Racer wooden roller coaster and the Whip and Aeroscope thrill rides. More attractions followed and soon the Loeff Pier was enlarged to its current size of 270 feet by 1080 feet.

As arts and entertainment flourished in Santa Monica, so did the Pier. In 1924 the vast and ornate La Monica Ballroom opened to become the site of some of the earliest national radio and television broadcasts. It also played host to throngs of dancers who came nightly to enjoy the big band sound, including "Western Swing."

The Pier's popularity continued to be high throughout the 1930's, but severe storms, heavy use and changing tastes began to take their toll. The Blue Streak roller coaster was torn down in 1930 and the La Monica Ballroom closed down some 33 years later.

While the Municipal Pier continued to be owned and operated by the City of Santa Monica, the Loeff Pleasure Pier had a succession of owners. In 1953 it was taken over by the city, which leased it to a private operator. Twenty years later the city council ordered the demolition of both deteriorating piers.

Outraged by this move, residents fought back with a "Save Our Pier Forever" initiative, one of its objectives: establish the Pier as a Los Angeles County Historical Landmark. In 1981 the city appointed the Pier Task Force (later named the Pier Restoration Corporation or PRC) to provide management and oversee restoration, including stripping the famed Hippodrome building back to its original framework and reconstructing it piece by piece. Although two fierce storms halted work in 1983, washing away 100,000 square feet of the ocean end of the Pier, good news would soon follow as the Hippodrome and its carousel were designated a National Historic Landmark by the United States Government.

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<sup>1</sup> *Description of the Palisades Tract neighborhood adapted from the context narrative within the "Santa Monica Historical Resources Inventory, 1985-1986: Final Report," prepared by Johnson and Heumann, 1986.*



In 1988, the Santa Monica Pier Development Program was adopted by Santa Monica's City Council. As part of the Development Program, a new concrete substructure was built, adding strength and stability to a pier that could now withstand violent storms. A variety of retail, food and entertainment outlets, as well as a police substation and a world class amusement park were constructed on the pier to enhance the overall experience for a crowd that has grown to 3 million visitors a year.

Today, the Santa Monica Pier is once again on the upswing as a recreational and entertainment venue. Summer evenings attract thousands of people to concerts and amusement venues that feature popular performers and entertainment. Many companies and non-profit organizations choose the Pier as a unique location for special events, and it continues to be a location favored by still photographers and film crews who choose to use the Pier extensively as a backdrop for magazine layouts, motion pictures, television shows, commercials and videos.

The Santa Monica Pier is also the finish line of famed Route 66, the Mother Road. Though the pier and its associated improvements have been altered over the years, the Santa Monica Pier is the last of the great collection of amusement piers that once lined the ocean front of the City south of the Palisades to Venice.

**Beach Front Commercial Shops Grouping.<sup>2</sup>** The grouping of beach front commercial shops located at 1601, 1605, 1611, and 1615 Ocean Front Walk is a unique assembly of very early improvements that were built in support of the Looff Pier, Santa Monica Municipal Pier, and the beach-going environment of the boardwalk during the first quarter of the twentieth century. Sanborn maps and early city directories note the boardwalk as “The Promenade.” By the 1940s it had changed to “Ocean Front” only to return to the “Promenade Walkway” in later years. In April 2000, the City Council formally changed the name of the walkway to Ocean Front Walk. Over the years, changes in occupancy of the beach front commercial shops corresponded to the economic changes of the times and the physical and economic events sustained by the pier and beach-front community.

In the early years the extant four buildings on site operated primarily as eating establishments. The corner shop of 1601 Ocean Front Walk served sandwiches and soft drinks while the adjoining shop unit at 1603 operated as the “Harvey & Fitzgerald Restaurant” for much of the 1920s. The owners of the restaurant also lived above their cafe. Within the adjacent building to the south operated a hotel/apartment called the Overlook Hotel & Apartments on the second floor at 1605 Ocean Front Walk. The ground floor business spaces contained a restaurant and curios shop. The interesting classically inspired one-story structure 1611 Ocean Front Walk was used early-on as a fresh produce market, but was converted into a cafeteria by the mid-1920s. For a few years in the late 1920s Albers Waffle Shop was located within the little 1615 Ocean Front Walk building; however, it too was eventually changed to a café.

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<sup>2</sup> Much of the information provided in this section of the narrative was developed through review of early city directory listings, Sanborn Fire Insurance Maps, photographs, and other publications.

During the 1930s and 1940s, the city continued to grow. The amusement piers and associated commercial businesses along the beach-front promenade continued to entertain southern Californians as well as thousands of military service personnel. According to city directories from the 1930s, there were a number of vacancies in occupancy of the shop units. By 1933, the shop space at 1601 Ocean Front Walk was operating as a candy store and the adjoining units (1603 and 1603½ Ocean Front Walk) were vacant. The owner of the candy store, H.C. Dehn, lived upstairs. The Overlook Hotel & Apartments was still going strong despite the ravages of the Great Depression. Another candy shop was located in the shop units just under the hotel. And of course additional restaurants occupied both the southern buildings at 1611 and 1615 Ocean Front Walk. By 1936, the corner candy shop at 1601 Ocean Front Walk was operated by G.A. Evans who also lived upstairs at the time. The adjoining shop spaces still remained vacant. The Overlook Hotel & Apartments continued to operate as a lodging house though the shop units below at ground level were also both vacant of tenants. Even the adjacent building at 1611 Ocean Front Walk was listed as vacant in the city directory. Somehow, the small modest building at 1615 Ocean Front Walk continued operating as a restaurant at the time. In 1940, a new overpass was completed that connected Palisades Park bluffs at Colorado Avenue with the Santa Monica Municipal Pier. This new elevated overpass was built immediately north of the grouping of commercial improvements under review. At this time most of the shops within the four buildings remained much the same as they had in the early years operating as candy stores, restaurants, notions shop, and cafes. However, the shop space at 1611 Ocean Front Walk was operating as a shooting gallery.

Post World War II saw continued use of the amusement pier and nearby shops and stores along the promenade. The shop space at 1601 Ocean Front Walk was back in use as a restaurant by 1947. The candy store had relocated to the adjoining shop space at 1603 Ocean Front Walk. At the time, D.F. Panel was operating a photography shop in the space addressed as 1603½ Ocean Front Walk. The Overlook Hotel & Apartments continued though one of the business units below was vacant. The Miller & King Billiard Parlor operated out of 1607 Ocean Front Walk. The adjacent business at 1611 Ocean Front Walk no longer housed a shooting gallery but rather a small novelties shop.

By the 1950s, the corner building at 1601-1603 Ocean Front Walk was vacant. The Overlook Hotel & Apartments remained at its location 1605 Ocean Front Walk while a billiard parlor called the Overlook Pool & Snooker Hall operated on the ground floor. The building at 1611 now contained the Santa Monica Beach Shop (a sporting goods store) and 1615 was back operating as a produce market. The adjacent building to the south contained a restaurant called the Promenade Café. Ten years later the collection of buildings contained a fast food café with walk-up counters (1601 Ocean Front Walk), a rock shop and gift shop (1603-1603½ Ocean Front Walk), the Overlook Hotel & Apartments, a sportswear shop (1611 Ocean Front Walk), and a café (1615 Ocean Front Walk).

Today, the buildings continue to operate commercially as they have over the past nine decades. They maintain their continued synergistic relationship with the amusement pier, the Ocean

Front Walk boardwalk, and the beach front catering to visitors and locals alike. The building at 1601-1603 Ocean Front Walk still contains to operate as a fast food walk-up café in the corner while a gift shop and tarot card reading service occupies the other two shop spaces. The Overlook Hotel & Apartments as well as the first floor retail units are vacant due to a fire. The building experienced a terrible fire in December 2015, damaging much of the interior space as well as the exterior. Three people were taken to the local hospital for smoke inhalation and twenty residents were displaced by the fire. The building still stands but is closed due to unsafe conditions. The adjacent business at 1611 Ocean Front Walk contains a gift shop while a tavern is housed within the 1615 Ocean Front Walk improvement. At the southern end of this grouping is the small shed-like structure that was built in 1979 and operates as a bike rental stand.

These older structures collectively are the last vestiges of a bygone era of amusement piers, beach front boardwalks, and grand recreational and social beach activities in this section of Santa Monica. All other similar buildings, structures and improvements that once lined Ocean Front Walk north and south of the Santa Monica Municipal Pier have been removed for residential and commercial development.

### **SANTA MONICA LANDMARK DESIGNATION CRITERIA**

The Santa Monica Landmarks and Historic Districts Ordinance (SMMC 9.56) includes criteria and procedures for designating City of Santa Monica Landmarks, Structures of Merit, and Historic Districts. Landmarks may include structures, natural features, or any type of improvement to a property that is found to have particular architectural or historical significance to the City.

**Individual Landmarks.** The Landmarks Commission may approve the landmark designation of a structure, improvement, natural feature, or an object if it finds that it meets one or more of the following criteria:

1. It exemplifies, symbolizes, or manifests elements of the cultural, social, economic, political, or architectural history of the City.
2. It has aesthetic or artistic interest or value, or other noteworthy interest or value.
3. It is identified with historic personages or with important events in local, state, or national history.
4. It embodies distinguishing architectural characteristics valuable to a study of a period, style, method of construction or the use of indigenous materials or craftsmanship, or is a unique or rare example of an architectural design, detail, or historical style valuable to such a study.
5. It is a significant or a representative example of the work or product of a notable builder, designer, or architect.

6. It has a unique location, a singular physical characteristic, or is an established and familiar visual feature of a neighborhood, community, or the City.

**Historical Integrity.** Though the City of Santa Monica landmark designation criteria does not mention integrity (it is defined in the ordinance, however), typically it should be considered as part of the evaluation process. Historic integrity is the ability of a property to convey its significance and is defined as the “authenticity of a property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s...historic period.”<sup>3</sup> The National Park Service defines seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. To retain historic integrity a property will usually possess several, and usually most, of the aspects.

### **EVALUATION OF LOCAL HISTORICAL SIGNIFICANCE**

**Integrity.** The collection of buildings located at 1601-1615 has undergone changes to their exterior elevations (as well as their interior spaces; however interiors are not under the purview of landmark consideration). The application of wood siding, ceramic tile, and stucco over brick walls; the replacement of window frames and entry doors on most of the buildings; the modification of storefront entries have impacted the historical integrity of the properties in terms of workmanship, materials and design. Individually, they do not possess sufficient integrity of materials, design, workmanship, or feeling sufficiently to convey their significance and historical character from these periods of significance (their construction dates).

**Application of Local Designation Criteria.** In summary, based on current research and the above assessment the improvements located at 1601-1615 Ocean Front Walk do not appear to be individual eligible for local landmark designation due to compromised historical integrity.

**Criterion A.1 (SMMC Section 9.56.100(A)(1).** It exemplifies, symbolizes, or manifests elements of the cultural, social, economic, political, or architectural history of the City.

Because of the changes to each of the buildings they, as individual resources, no longer accurately and historically exemplify, symbolize, or manifest elements of cultural, social, economic, political, or architectural history of the City. Therefore, the properties, individually, do not satisfy this criterion.

**Criterion A.1 (SMMC Section 9.56.100(A)(2).** It has aesthetic or artistic interest or value, or other noteworthy interest or value.

The buildings have been substantially altered since they were built years ago. They do not possess any notable architectural merit and as such do not have any aesthetic or artistic qualities. Therefore, the properties, individually, do not satisfy this criterion.

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<sup>3</sup> U.S. Department of the Interior, *National Register Bulletin 16: How to Complete the National Register Registration Form* (Washington, D.C.: National Park Service, 1997, p.4.

**Criterion A.1 (SMMC Section 9.56.100(A)(3).** It is identified with historic personages or with important events in local, state, or national history.

No information was uncovered during the investigation to identify any of the previous owners or occupants of the buildings as historic personages. Therefore, the properties, individually, do not satisfy this criterion.

**Criterion A.1 (SMMC Section 9.56.100(A)(4).** It embodies distinguishing architectural characteristics valuable to a study of a period, style, method of construction or the use of indigenous materials or craftsmanship, or is a unique or rare example of an architectural design, detail, or historical style valuable to such a study.

Each of the individual buildings under review have been substantially altered by the application of inappropriate siding, replacement of windows and doors, and the construction of additions. In reviewing each of the properties they lack integrity of materials, design, and workmanship, at a minimum. Therefore, they are not good examples of any particular property type, architectural style, or craftsmanship. The properties, individually, do not satisfy this criterion.

**Criterion A.1 (SMMC Section 9.56.100(A)(5).** It is a significant or a representative example of the work or product of a notable builder, designer, or architect.

Only a few original permits were on file for the properties under review. Because of their design, materials, and method of construction they appear to be contractor built without oversight of an architect. Therefore, the properties, individually, do not satisfy this criterion.

**Criterion A.1 (SMMC Section 9.56.100(A)(6).** It has a unique location, a singular physical characteristic, or is an established and familiar visual feature of a neighborhood, community, or the City.

Despite their location adjacent the pier and Ocean Front Walk boardwalk, individual they do not have any established or familiar features to satisfy this criterion. Because of their lack of integrity the buildings individually appear as dilapidated old structures of varying construction stock.

## **CONCLUSION**

Individually, the properties located at 1601-1615 Ocean Front Walk do not satisfy the landmark designation criteria mandates required for such recognition. Because of compromised historical integrity the properties do not satisfy any of the mandates required in the City's landmark designation criteria.

**CITY DIRECTORY RESEARCH**

1601-1619 (aka 1601-1621) Ocean Front Walk (aka Promenade; Ocean Front)

YEAR	ENTRY LISTING
1921	No listings under specific addresses prior to 1921
1923	1601 Promenade: A.J. Austin; E.H. Fitzgerald Restaurant 1603 Promenade: Harvey & Fitzgerald Restaurant
1925	1601 Promenade: Sullivan & McGovern, soft drinks 1605 Promenade: Overlook Hotel & Apartments; J.R. Eck, restaurant; R.J. Gagnon 1611 Promenade: vacant 1615 Promenade: vacant 1619 Promenade: vacant
1927	1601 Promenade: E.S. Sullivan, restaurant 1603 Promenade: Isaac Segura, restaurant 1605 Promenade: Overlook Hotel & Apartments; W.F. Davis; L.B. Stone 1607 Promenade: J.L. Power, curios 1611 Promenade: C.F. Steinle, cafeteria 1615 Promenade: Albers Waffle Parlor 1619 Promenade: A.M. Long, restaurant
1933	1601 Promenade: H.C. Dehn, confectionary 1603 Promenade: vacant 1603½ Promenade: vacant 1605 Promenade: Overlook Hotel & Apartments; R.F. Sondgrass, restaurant 1607 Promenade: G.A. Evans, confectionary 1611 Promenade: Mrs. A.M. Myers, restaurant; W.T. Myers 1615 Promenade: H.J. Stark, restaurant 1621 (1619) Promenade: S.J. Hassapas, restaurant
1936	1601 Promenade: G.A. Evans, confectionary 1601a Promenade: G.A. Evans 1601b Promenade: G.A. Evans

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	1603 Promenade: vacant
	1603½ Promenade: vacant
	1605 Promenade: Overlook Hotel & Apartments
	1607 Promenade: vacant
	1611 Promenade: vacant
	1615 Promenade: Henry Stark, restaurant
	1621 (1619) Promenade: vacant

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1940	1601 Ocean Front: G.A. Evans, confectionary
	1601a Ocean Front: G.A. Evans
	1601b Ocean Front: H.E. Rhue
	1603 Ocean Front: F.R. Slatter, restaurant
	1603½ Ocean Front: George Ireland, novelties
	1605 Ocean Front: Overlook Hotel & Apartments
	1605½ Ocean Front: A.R. Smith, restaurant
	1607 Ocean Front: Mrs. K.B. Hensler, notions
	1611 Ocean Front: F.S. Harper, shooting gallery
	1617 Ocean Front: vacant
	1621 Ocean Front: Fred Roberts, restaurant

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1947	1601 Ocean Front: Fred Kabbash, restaurant
	1601a Ocean Front: Duke Mitchell
	1601b Ocean Front: H.E. Rhue
	1603 Ocean Front: Kathryn O'Toole, confectionary
	1603½ Ocean Front: D.F. Panel, photographs
	1605 Ocean Front: Overlook Hotel & Apartments
	1605½ Ocean Front: vacant
	1607 Ocean Front: J. King, Wilbur Miller – Miller & King Billiard
	1611 Ocean Front: R.G. Stewart, variety store
	1617 Ocean Front: vacant
	1621 Ocean Front: not listed

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1954	1601 Ocean Front: vacant
	1603 Ocean Front: vacant

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1603½ Ocean Front: vacant  
1605 Ocean Front: Overlook Hotel & Apartments; Russell Taylor, restaurant  
1605½ Ocean Front: vacant  
1607 Ocean Front: Overlook Pool & Snooker Hall  
1611 Ocean Front: Santa Monica Beach Shop, sporting goods  
1615 Ocean Front: Henry Stark, produce dealer  
1621 Ocean Front: Promenade Café, restaurant

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1960      1601 Ocean Front: Carousel Foods  
            1603 Ocean Front: Tucker Rock Shop  
            1603½ Ocean Front: Harry Faber's Gift Shop  
            1605 Ocean Front: Overlook Hotel & Apartments  
            1607 Ocean Front: vacant  
            1611 Ocean Front: Carrie's Sportswear  
            1617 Ocean Front: not listed  
            1621 Ocean Front: not listed

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## **APPENDIX**

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Location Map

Tax Assessor Map




Sanborn Fire Insurance Maps

Historical Photographs

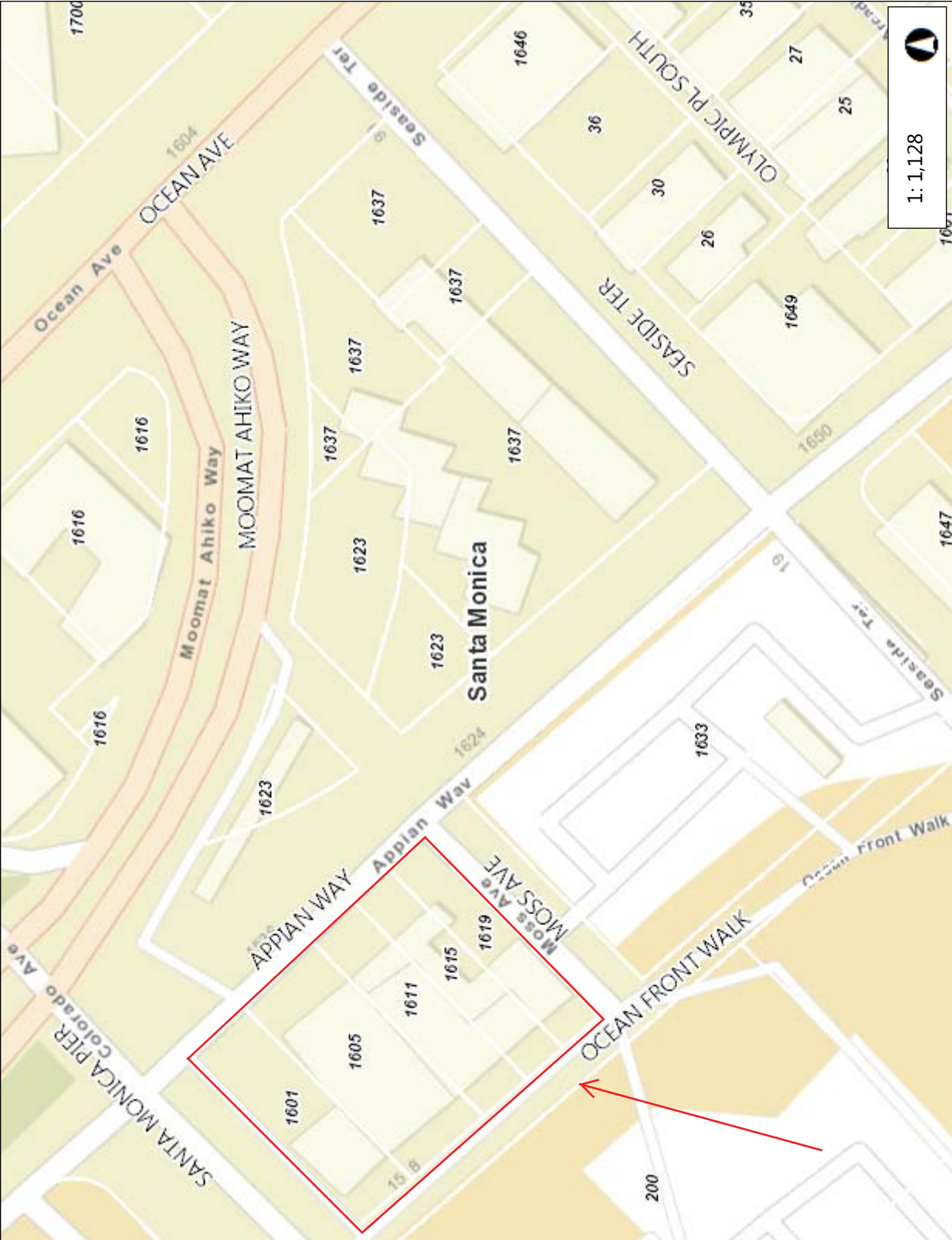
Current Photographs

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- Legend**
-  City Boundaries
  -  Parcels
  -  World Street Map

**Notes**



1: 1,128



This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

**THIS MAP IS NOT TO BE USED FOR NAVIGATION**

COLORADO

AVE.

PIER

S.45°38'W.  
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120.0

127.53

127.53

123.42

123.42

124.58

124.58

123.52

123.52

126.49

126.49

133.01

133.01

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PACIFIC

Mean High Tide Line  
Per C.S. B-1823-3 Nov. 1935

MOSS TRACT

M. B. 36-64-65

RANCHO SAN VICENTE

Y SANTA MONICA

P. 3-30-31

CARL F. SCHADER SEASIDE TERRACE

M. B. 17-10-11

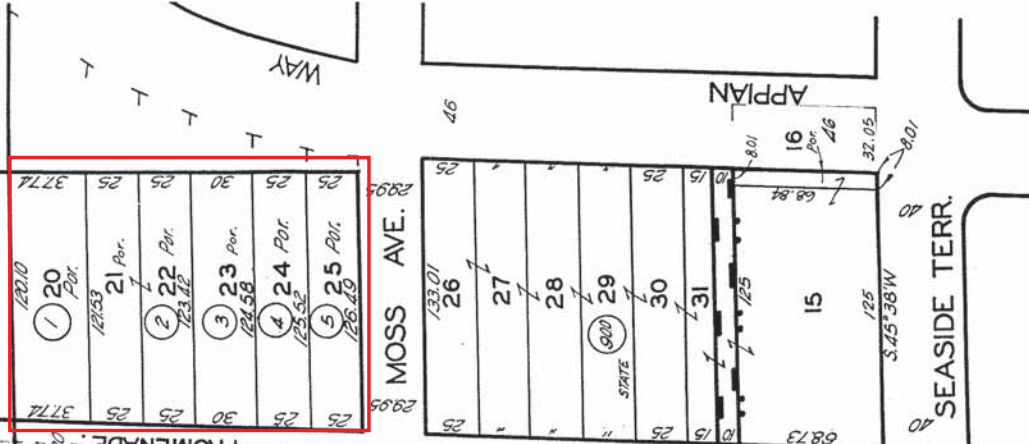
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8004  
8604

O. 1393 FOR PREV. ASSMT. SEE: 327-2, 33 & 37

8604 ← 8004

ASSESSOR'S MAP

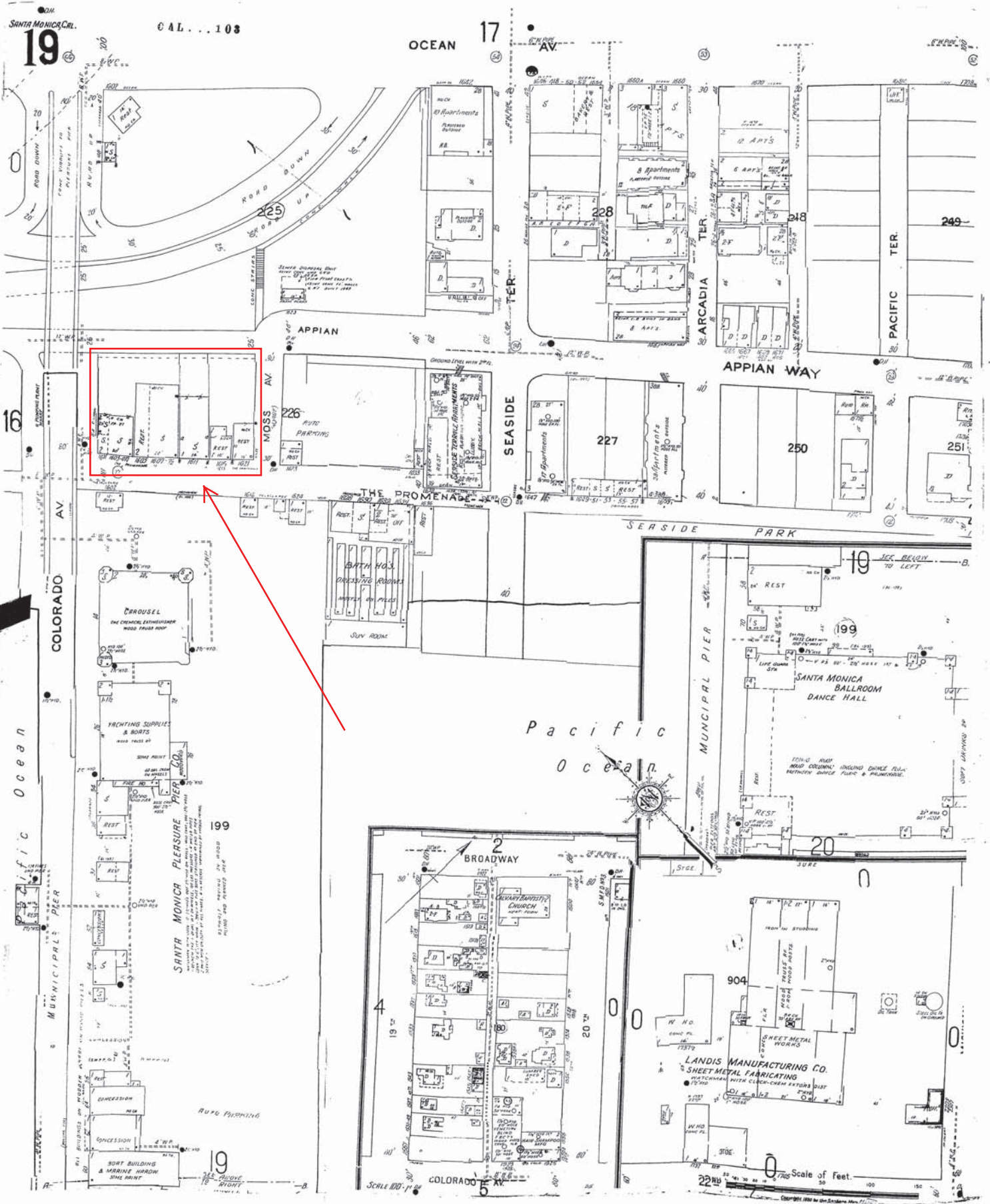
COUNTY OF LOS ANGELES, CALIF.







SANBORN FIRE INSURANCE MAP, Santa Monica



HISTORICAL PHOTOGRAPHS

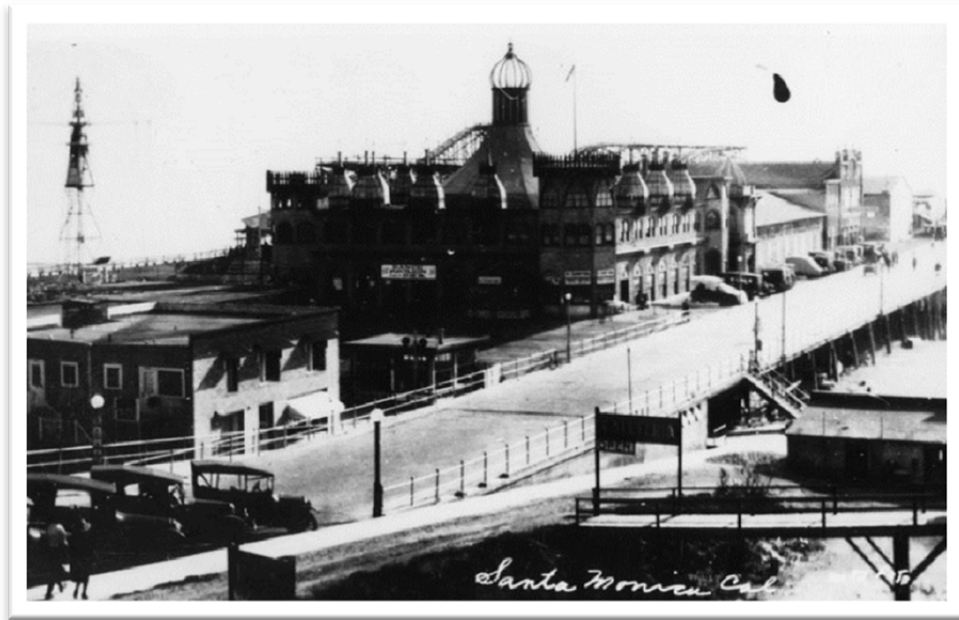


PHOTO - 1: Oblique view of 1601 Ocean Front Walk (left) and pier, c1920s

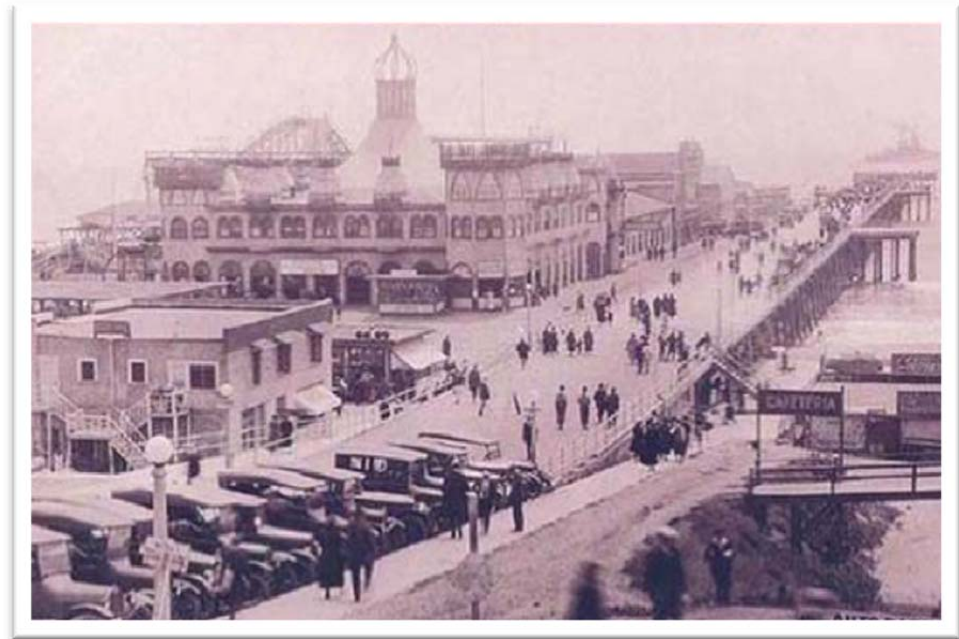


PHOTO - 2: Oblique view of 1601 Ocean Front Walk (left) and pier, c1920s

HISTORICAL PHOTOGRAPHS

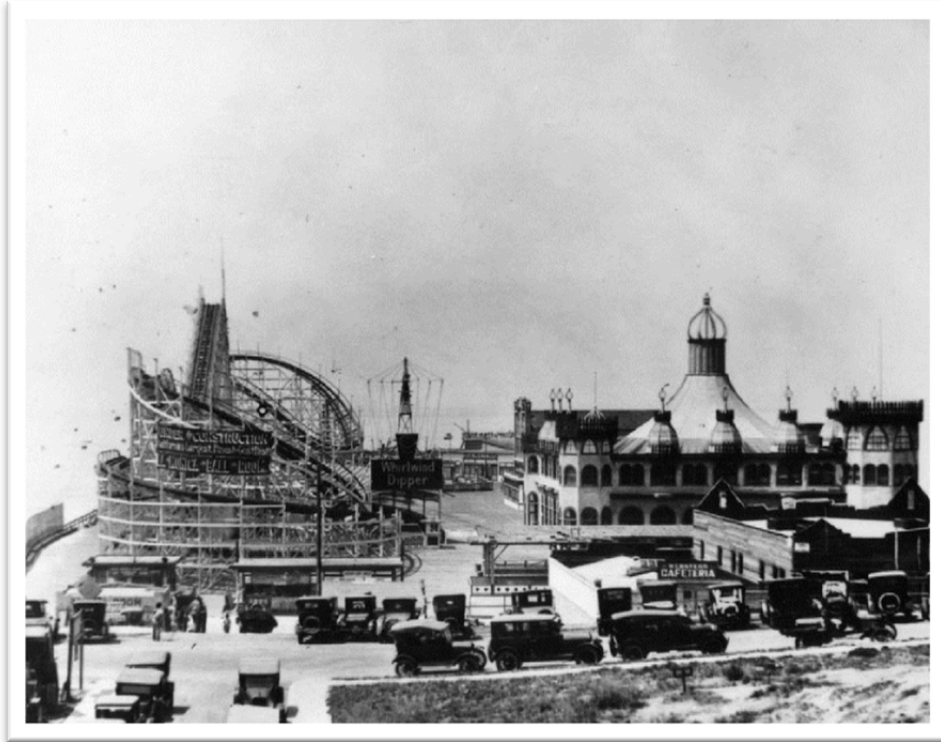


PHOTO - 3: Rear view of subject properties and pier from Appian Way, c1924



PHOTO - 4: Aerial view of Santa Monica Pier and subject properties, late 1920s

HISTORICAL PHOTOGRAPHS



PHOTO - 5: Aerial view of subject properties and coast (far left), c1922



PHOTO - 6: Aerial view of subject properties and coast (far right), c1922

CURRENT PHOTOGRAPHS



PHOTO - 1: Oblique, context view, looking southeast



PHOTO - 2: Oblique, context view looking northeast



PHOTO - 3: Context view, looking west



PHOTO - 4: East elevation context view, looking west



PHOTO - 5: Context view, looking north



PHOTO - 6: Context view, looking northwest

CURRENT PHOTOGRAPHS



PHOTO - 7: 1601 Ocean Front Walk, looking southeast



PHOTO - 8: 1605 Ocean Front Walk, looking southeast



PHOTO - 9: 1611 Ocean Front Walk, looking southeast



PHOTO - 10: 1615 Ocean Front Walk, looking east



PHOTO - 11: 1619 Ocean Front Walk, looking east



PHOTO - 12: West elevation (front) of beach front shops grouping

CURRENT PHOTOGRAPHS



PHOTO - 13: Rear view, 1601 Ocean Front, looking west



PHOTO - 14: Context view directly across (west) of grouping



PHOTO - 15: Original tripartite detail at 1601 Ocean Front Walk



PHOTO - 16: Original tripartite detail at 1601 Ocean Front Walk



PHOTO - 17: Detail of cornice/parapet at 1611 Ocean Front Walk



PHOTO - 18: Detail of parapet at 1605 Ocean Front Walk



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