

**SILBERBERG BUILDING**

7274 – 7290 West Beverly Boulevard; 180 – 182 North Poinsettia Place

**CHC-2022-5941-HCM**

**ENV-2022-5942-CE**

**FINDINGS**

- The Silberberg Building “exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community” as a commercial building associated with historic patterns of commercial development within the Beverly-Fairfax neighborhood.
- The Silberberg Building “embodies the distinctive characteristics of a style, type, period, or method of construction” as an excellent example of a commercial building designed in the Art Deco architectural style.

**DISCUSSION OF FINDINGS**

The Silberberg Building meets two of the Historic-Cultural Monument criteria.

It “exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community” as a commercial building associated with historic patterns of commercial development within the Beverly-Fairfax neighborhood. The subject property was one of the earliest structures built along the Beverly Boulevard commercial corridor as it developed in response to the rising popularity of the automobile, serving nearby residents, many of whom were members of Los Angeles’s westward-shifting Jewish community in the 1920s and 1930s. Development of Beverly Boulevard west of Vermont Avenue began in 1916 and proceeded slowly westward seeing its completion at the end of 1926. As automobile suburbs took root in this part of the city, Beverly Boulevard grew rapidly as a commercial corridor. While many of the 1920s buildings reflect a pedestrian-oriented pattern of development, the commercial corridor continued to develop through the 1930s and 1940s with many of these later businesses, including drive-up markets and restaurants.

In addition, commercial properties along Beverly Boulevard such as the subject property were also influenced by a diverse Jewish population settling in the area by the 1930s. The community was made up of recent immigrants from outside the United States, individuals who had moved from the East Coast, and longer-term Angelenos who moved westward from other parts of the city, such as Boyle Heights. During this period, many of the newly developed buildings along Beverly boulevard were occupied by Jewish business owners, offering goods and services at grocers, tailors, cleaners, beauty shops, furniture sellers, and realtors, like the La Brea Mortgage Company located within the subject property.

The subject property also “embodies the distinctive characteristics of a style, type, period, or method of construction” as an excellent example of a commercial building designed in the Art Deco architectural style. The subject property reflects the execution of the Art Deco architectural style in the latter part of the Art Deco movement in Los Angeles. Though the Art Deco style was often favored in the design of larger buildings, such as towers or skyscrapers, it was also used to make smaller buildings appear taller and more extravagant. The building’s smooth stucco walls,

simple geometric massing, vertical elements such as the 36-foot tower, and flat roof with a stepped parapet extending beyond the roof edge are all reflective of the style. Other distinguishing features include the fluted pilasters with scrollwork, curved metal canopy, insets of black vitrolite glass, chevron designs, geometric wood transom windows and doors, sunburst terrazzo entryways, and wrought iron grilles with abstracted scroll and floral designs.

Although most of the historic fabric on the interior of the subject property has been removed, the exterior retains a high level of integrity of location, setting, materials, design, feeling, and association to convey its significance.

### **CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) FINDINGS**

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 *“consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.”*

State of California CEQA Guidelines Article 19, Section 15331, Class 31 *“consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings.”*

The designation of the Silberberg Building as an Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code (“LAAC”) will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of an irreplaceable historic site/open space. The Secretary of the Interior’s Standards for Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The City of Los Angeles has determined based on the whole of the administrative record, that substantial evidence supports that the Project is exempt from CEQA pursuant to CEQA Guidelines Section Article 19, Section 15308, Class 8 and Class 31, and none of the exceptions to a categorical exemption pursuant to CEQA Guidelines Section 15300.2 applies. The project was found to be exempt based on the following:

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of historic buildings and sites in a manner consistent

with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Categorical Exemption ENV-2022-5942-CE was prepared on October 21, 2022.