

associated with the site, including guest facilities, public spaces, service buildings, and recreational features.

While there have been numerous alterations to the main structure and to the bungalows, most of these changes have not radically or substantially impaired the overall integrity of the site. Several of the alterations made under Courtwright's tenure, including the Paul Williams designed Crescent Wing, Fountain Coffee Shop, Polo Lounge, Porte Cochere, and use of banana leaf wallpaper are changes that have assumed significance in their own right. Any and all of these changes, however, are outweighed by the integrity of the property's overall design and the property's potent evocation of the Hotel's role, and legacy, as one of the cornerstones in the history of Beverly Hills.

Architectural Description

The Beverly Hills Hotel, a 3-4 story Mission Revival style building located north of Sunset Boulevard at Crescent Drive on a heavily landscaped knoll, was built in two phases. The first and primary portion of the structure is a T shaped building set perpendicular to Sunset Boulevard with the longer end facing east. The main building has pink exterior stucco walls, a tiled hipped roof with gabled dormers and mission-shaped roof parapet wall elements, arched shaped esplanades terminating each wing and accentuating the north and south elevations, and three bell towers at the intersection of the main hotel building's original three wings. The Hotel's entrance, at the intersection of the three original wings has an arcaded entryway and flat roof porte cochere. In 1949, a new four-story wing was added to the east end of the original building and the T shape of the main building became an oddly shaped H. The new wing, known as the Crescent Wing, was designed in the International Style by Paul R. Williams and is of concrete construction with a flat roof and smooth stucco exterior walls. The rectangular shaped wing also features cantilevered balconies with wrought iron railings and large sliding glass doors; metal frame sliding, fixed, and tripartite casement windows; and an enclosed stair well that has the signature "The Beverly Hills Hotel" in large period script font on its south facing wall. In addition to the main building the hotel grounds contain a dozen or so guest bungalows, service structures, arcades, walkways and driveways, and various recreation facilities (i.e. pool, tennis courts, etc.).

Significance Statement

Pursuant to the City of Beverly Hills Historic Preservation Ordinance (Title 10 Chapter 3 Article 32; BHMC 10-3-32), the Beverly Hills Hotel appears to satisfy the necessary requirements for local landmark designation. The Property meets the City's requirements for local historic landmark designation by the following: 1) the Hotel is identified with important events in the main currents of local history and also manifests significant contributions to the broad social, political, cultural, economic, recreational, and architectural history of the City; 2) the Hotel embodies the distinctive characteristics of a style, type, period or method of construction; 3) the Hotel represents a notable work of two master architects; and 4) the Hotel has been formally

determined eligible by the National Park Service for listing on the National Register of Historic Places and is also listed on the California Register of Historical Resources. The Property also retains sufficient integrity from its Period of Significance (1912-1954) and has exceptional significant architectural value to the community.

More specifically to meeting the City's requirements, the hotel property appears eligible under criterion A.1, for its exceptional contributions as both a hotel and entertainment venue to the social life of the City and southern California region during the first half of the twentieth century. It also appears eligible for local listing under criterion A.3, for its architectural design, which embodies the distinctive characteristics of a particular property type, a large luxury hotel; and under criterion A.4, since the property represents the work of important creative individuals who are recognized master architects, Elmer Grey and Paul R. Williams.

Under criterion A.1, the property contributed significantly to the social life locally and regionally as a world-class urban hotel in a remarkable landscaped setting, and as the location for a number of community events and gatherings. It served as the frequent residence of movie stars, royalty, and elected officials. In particular, the famous Polo Lounge was a popular watering hole and social gathering spot where the much of the social life of the region was celebrated and its name was, and continues to be, synonymous with the glamour and mystique of Beverly Hill and the celebrity scene.

Under criterion A.3, the property is significant as one of the few remaining examples of a large-scale luxury hotel complex initially designed as a destination resort to attract tourism to the Southland and promote its legendary qualities of abundant sunshine, good health, and endless opportunity. As a complex of buildings, structures, landscape, walkways, and recreational amenities, the property embodies the physical characteristics of this ethereal ideal. Collectively, the extant improvements represent a varied range of early twentieth century planning and architectural concepts. The gracious site design, landscape, buildings and structures, and auxiliary features form one of the most comprehensive, relatively unaltered large-scale luxury hotel properties in the region.

In addition, under criterion A.4, the two principal architects of the property, Elmer Grey and Paul R. Williams, represent the top echelon of the architectural community in Los Angeles during their respective periods of active practice. The Beverly Hills Hotel reflects the collective work of both architects, in his own respective period and style, ranging from Elmer Grey's hybrid Mission Revival designed hotel and bungalows to William's mid-century Modern multi-story wing, porte cochere, and coffee shop of the 1940s. The resulting complex is a remarkable cumulative achievement, which is highly representative of architectural design from 1912 until the late 1940s.

The Hotel further satisfies subsection 10-3-3212 A. 6, in that it "is listed or has been formally determined eligible by the National Park Service for listing on the National Register of Historic

BEVERLY HILLS HOTEL

Places...” because the Hotel has been formally determined eligible for listing on the National Register of Historic Places by the National Park Service.

The Hotel also meets the requirements of subsection 10-3-3212 B, which requires that: “The property retains integrity from its period of significance. The proposed landmark retains integrity of location, design, setting, materials, workmanship, and association. ...” This criterion is met since collectively those structures on the site that date from the property’s period of significance (1912-1954) are able to convey its historical significance in terms of its design, workmanship, location, materials, setting, feeling, and association.

Finally, the Hotel meets the requirements of subsection 10-3-3212 C, which requires that: “The property has historic value. The proposed landmark is of significant architectural value to the community, beyond its simple market value, and its designation as a landmark is reasonable, appropriate, and necessary to promote, protect, and further the goals and purposes of this article.” This criterion is satisfied since the Hotel is one of the oldest and most intact resort hotel facilities in the community and southern California. During its period of significance and continuing through the present day the Hotel has catered to the elite of the region and the nation which is demonstrated in its physical presence and historical lore.

The Beverly Hills Hotel is listed in the California Office of Historic Preservation (OHP) historic resources inventory as eligible for listing on the National Register of Historic Places (National Register). Formally determined eligible for National Register listing by the Federal Communication Commission (FCC) in 2001, the property was assessed for historical significance pursuant to Section 106 of the National Historic Preservation Act of 1966. At that time, the property was given an OHP status code of 2S2 AC, which identifies the Hotel as eligible for National Register listing at the local level under National Register criterion A (historical associations) and National Register criterion C (architecture/master architect). The property was also assessed under two different local historical resources surveys (1986, 1992) and was found to be National Register eligible in both instances. An OHP status code rating of 3S (eligible for individual listing on the National Register) was assigned to the property upon conclusion of those two surveys.

Conclusion

As described in the Significance Statement above, the Beverly Hills Hotel meets the City’s criteria for designation as a local Landmark as required in the City’s Historic Preservation Ordinance (BHMC Section 10-3-3212). The Hotel satisfies the requirement of subsection 10-3-3212 A. 1, in that the property “is identified with important events in the main currents of national, state, or local history, or directly exemplifies or manifests significant contributions to the broad social, political, cultural, economic, recreational, or architectural history of the nation, state, city, or community.” The Hotel also satisfies the requirements of subsection 10-3-3212 A. 3, in that it “embodies the distinctive characteristics of a style, type, period, or method of construction” because of the Hotel’s architectural design, which embodies the distinctive

characteristics of a large luxury hotel designed in the Spanish Colonial Revival idiom with additions and modifications made in the 1940s that reflect the tropical aspects of the International style. The Hotel also meets the requirements of subsection 10-3-3212 A. 4, since it physically represents the work of master architects Elmer Grey and Paul R. Williams. Grey designed the initial Spanish Colonial Revival hotel in 1912, while Williams designed the large, multi-story wing adjacent Crescent Drive and made a number of monumental changes to the Hotel in the 1940s, including the porte cochere, Polo Lounge, Fountain Coffee Shop, lobby space and hotel core. The Hotel further satisfies subsection 10-3-3212 A. 6, in that it “is listed or has been formally determined eligible by the National Park Service for listing on the National Register of Historic Places”. The Hotel also meets the requirements of subsection 10-3-3212 B, which requires that: “The property retains integrity from its period of significance, and the Hotel meets the requirements of subsection 10-3-3212 C, which requires that: “The property has historic value.”

BEVERLY HILLS HOTEL

BIBLIOGRAPHY

Sources

- Anderson, Robert S., and Victoria Kastner. *The Beverly Hills Hotel: The First 100 Years*. Beverly Hills: The Beverly Hills Collection, 2012.
- Basten, Fred E. *Beverly Hills: Portrait of a Fabled City*. Los Angeles: Douglas-West Publishers, 1975.
- Benedict, Pierce E., ed. *History of Beverly Hills*. Beverly Hills: A.H. Cawston, 1934.
- Blumenson, John. *Identifying American Architecture*. New York: W.W. Norton & Company, 1989.
- Carley, Rachel. *The Visual Dictionary of American Domestic Architecture*. New York, New York: Henry Holt and Company, 1994.
- Davis, Genevieve. *Beverly Hills: An Illustrated History*. Northridge, California: Windsor Publications, Inc., 1988.
- Gebhard, David and Robert Winter. *Architecture in Los Angeles*. Salt Lake City, Utah: Peregrine Smith Books, 1985.
- Gleye, Paul. *The Architecture of Los Angeles*. Los Angeles: Rosebud Books, 1981.
- Gross, Michael. *Unreal Estate*. New York: Broadway Books, 2011.
- Koyl, George S., ed. *American Architects Directory: 1956*. New York: R.R. Bowker Company, 1955.
- Los Angeles County Tax Assessor Information.
- Los Angeles Public Library, On-line historical and image archives.
- Los Angeles Times*. "Fine Tourist Hotel for Beverly Hills," April 6, 1911, pg. III.
- Los Angeles Times*. "Beverly Hotel to be Wonder of Southland," May 14, 1911, pg. VI.
- Los Angeles Times*. "Work Starts with Rush on Monster Hostelry," Sept. 20, 1911, pg. III.
- Los Angeles Times*. "Hotel Near Completion," February 25, 1912, pg. VI2.
- Los Angeles Times*. "Facilities to be Enlarged," November 8, 1914, pg. VII.
- Los Angeles Times*. "Display Ad: Beverly Hills Hotel Company," December 12, 1928, pg. 17.

- Los Angeles Times*. "Beverly Hills Hotel Secures Permit to Erect Addition," July 25, 1948, pg. 17.
- Los Angeles Times*. "New Beverly Hotel Wing Being Built," August 21, 1949, pg. E1.
- McAlester, Virginia & Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1990.
- McWilliams, Carey. *Southern California: An Island on the Land*. Salt Lake City, Utah: Peregrine Smith Books, 1946, Revised 1988.
- National Park Service. *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. Washington DC: U.S. Dept. of the Interior, National Park Service, Interagency Resources Division, 1990.
- Newmark, Harris. *Sixty Years in Southern California, 1853-1913*. New York: Knickerbocker Press, 1916.
- Office of Historic Preservation. *Instructions for Recording Historic Resources*. Sacramento, California: State of California, 1995.
- Polk's City Directories*, City of Beverly Hills.
- ProQuest Historical Newspapers: Los Angeles Times (1881-1988).
- Sanborn Fire Insurance Maps, City of Beverly Hills.
- Starr, Kevin. *Inventing the Dream: California Through the Progressive Era*. New York: Oxford University Press, 1985.
- State of California. *California Death Index, 1940 – 1997*. Sacramento, CA: State Department of California Department of Health Services, Center for Health Statistics, 2012.
- Stuart, Sandra Lee and John Prince. *The Pink Palace Revised*. Fort Lee, New Jersey: Barricade Books, 1993.
- United States Department of the Interior. *National Register Bulletin, "Guidelines for Local Surveys: A Basis for Preservation Planning."* Washington D.C.: U.S. Government Printing Office, 1985.
- United States Department of the Interior. *National Register Bulletin. "How to Apply the National Register Criteria for Evaluation."* Washington, DC: National Park Service, Interagency Resources Division, 1997.
- United States Social Security Administration. *Social Security Death Index, Master File*. Washington, DC: Social Security Administration, 2012.
- Weddle, David. *Among the Mansions of Eden*. New York: HarperCollins, 2003.

BEVERLY HILLS HOTEL

Whiffen, Marcus. *American Architecture Since 1780*. Cambridge: The MIT Press, 1992.

City of Beverly Hills Sources

Building Permits

Architectural Plans (1992 remodel)

Historic Resources Group. "Historic Assessment and Analysis of Project Impacts: Beverly Hills Hotel," 1992.

Johnson Heumann Research Associates. "Beverly Hills Historic Resources Survey Final Report," 1985-1986.

Johnson Heumann Research Associates. "Beverly Hills Historic Resources Survey," Area 2: Beverly Hills Hotel Historic Resources Inventory form, 1986.

Starzak, R. and C. Barrier. "Intensive Section 106 Compliance Project Review," FCC Section 106 review for Sprint Cell Site LA35XC879-A, Prepared by Myra L. Frank Associates, May 2000.

Chattel, Robert. "Beverly Hills Hotel: Proposed Tennis Court Removal and Construction of New Bungalows Conformance Review Report." Prepared by Chattel Architecture Planning & Preservation, February 2008.

APPENDIX

Site Map

Photographs/Pictures

Historical Material

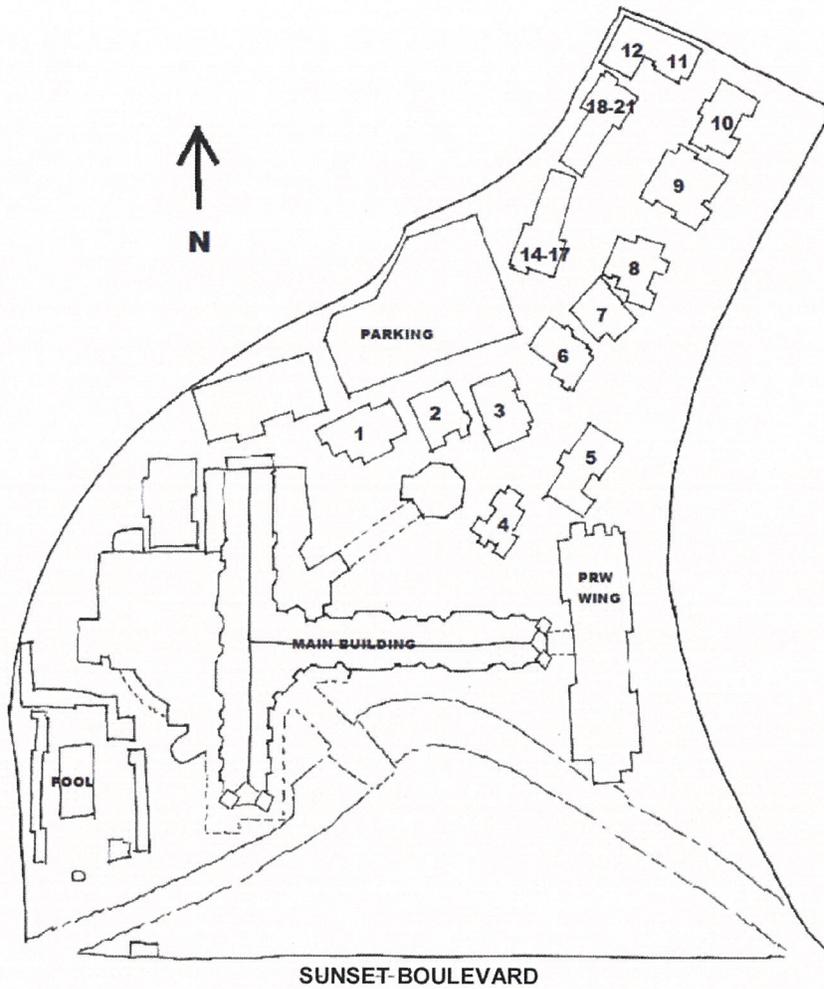
Sanborn Fire Insurance Maps

BEVERLY HILLS HOTEL

LANDMARK ASSESSMENT REPORT - 6/13/2012

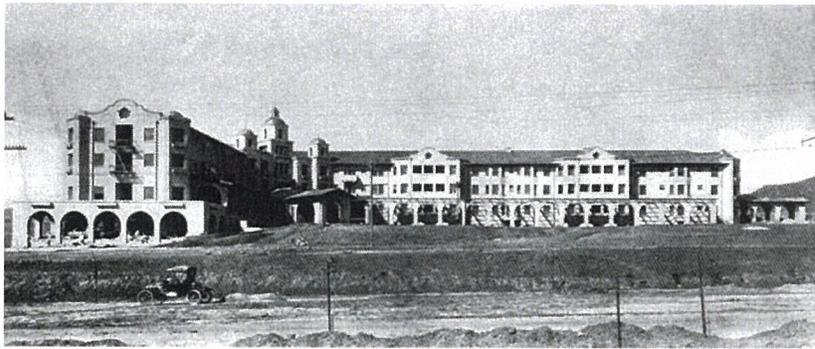
22

Site Map

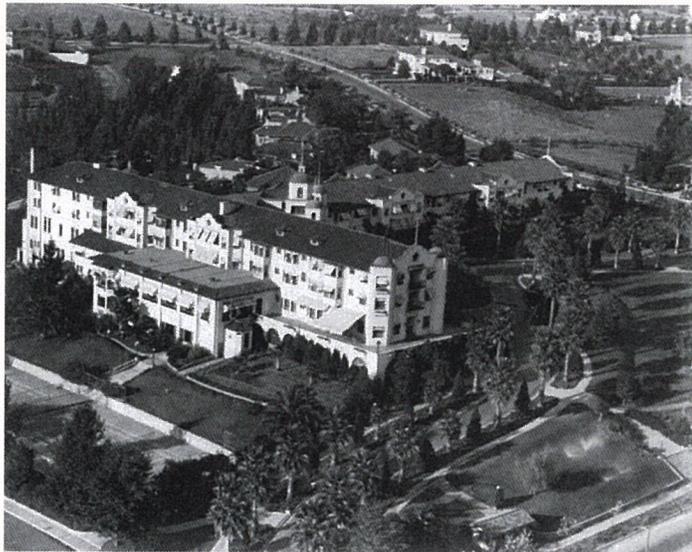


LANDMARK ASSESSMENT REPORT - 6/13/2012

Photographs/Pictures



BEVERLY HILLS HOTEL



LANDMARK ASSESSMENT REPORT - 6/13/2012

25

BEVERLY HILLS HOTEL



BEVERLY HILLS HOTEL



LANDMARK ASSESSMENT REPORT - 6/13/2012

27

BEVERLY HILLS HOTEL



BEVERLY HILLS HOTEL



LANDMARK ASSESSMENT REPORT - 6/13/2012

Historical Material

BEVERLY HILLS HOTEL

LANDMARK ASSESSMENT REPORT - 6/13/2012

FINE TOURIST HOTEL FOR BEVERLY HILLS.
Los Angeles Times (1886-1922); Apr 5, 1911;
ProQuest Historical Newspapers: Los Angeles Times (1881-1988)
pg. 111

Money Behind It.

FINE TOURIST HOTEL FOR BEVERLY HILLS.

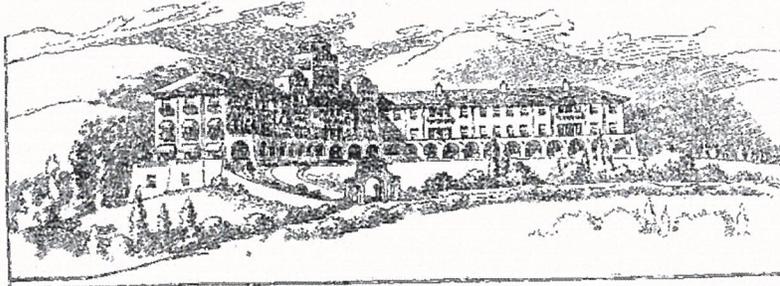
HALF-MILLION FOR HOTEL.: Building at
Los Angeles Times (1886-1922); May 13, 1911;
ProQuest Historical Newspapers: Los Angeles Times (1881-1988)
pg. 111

HALF-MILLION FOR HOTEL.

Building at Beverly Hills to
Be One of Finest in
the Country.

BEVERLY HOTEL TO BE WONDER OF SOUTHLAND.: Magnificent Mission Hostelry Half Way Between the City ...
Los Angeles Times (1886-1922); May 14, 1911;
ProQuest Historical Newspapers: Los Angeles Times (1881-1988)
pg. VI

Magnificent Tourist Hostelry to Crown Commanding Knoll Between the City and the Sea.



High vision hotel to be created by Mrs. Margaret J. Anderson in beautiful Beverly Hills section. Entrance in the background.

Los Angeles Times (1886-1922); Nov 8, 1914;
ProQuest Historical Newspapers: Los Angeles Times (1881-1988)
pg. VII

FACILITIES TO BE ENLARGED.

**BUNGALOWS AND TEA HOUSE BE-
ING BUILT AT BEVERLY
HILLS HOTEL.**

Los Angeles Times (1923-Current File); Aug 21, 1949;
ProQuest Historical Newspapers: Los Angeles Times (1
pg. E1

NEW BEVERLY HOTEL WING BEING BUILT

**\$1,500,000 Structure Is One of Largest
Such Projects in West During Last 20 Years**

Construction of a new ultramodern four-story wing for the Beverly Hills Hotel is well along. It is a \$1,500,000 project, another step in the continuous improvement program carried on for the hotel which long has been a notable landmark in Southern California. Already \$1,500,000 has been spent in modernizing the existent hotel of 210 rooms and 22 bungalows.

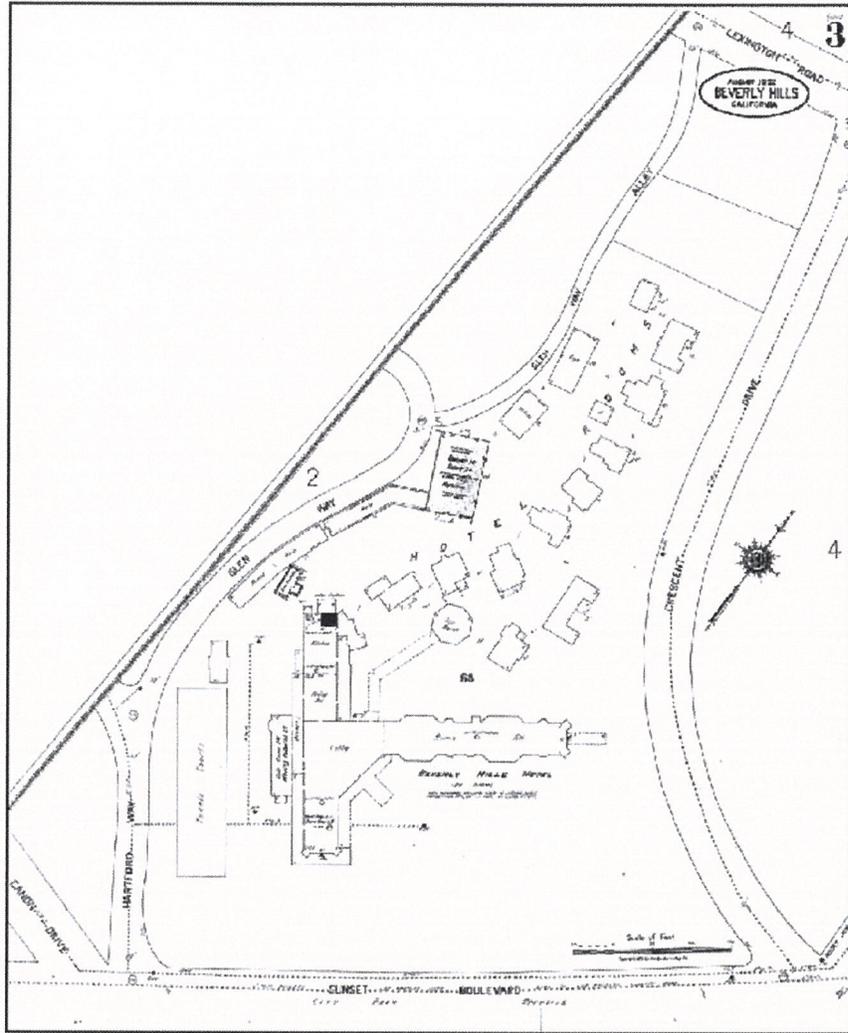
BEVERLY HILLS HOTEL

Sanborn Fire Insurance Maps

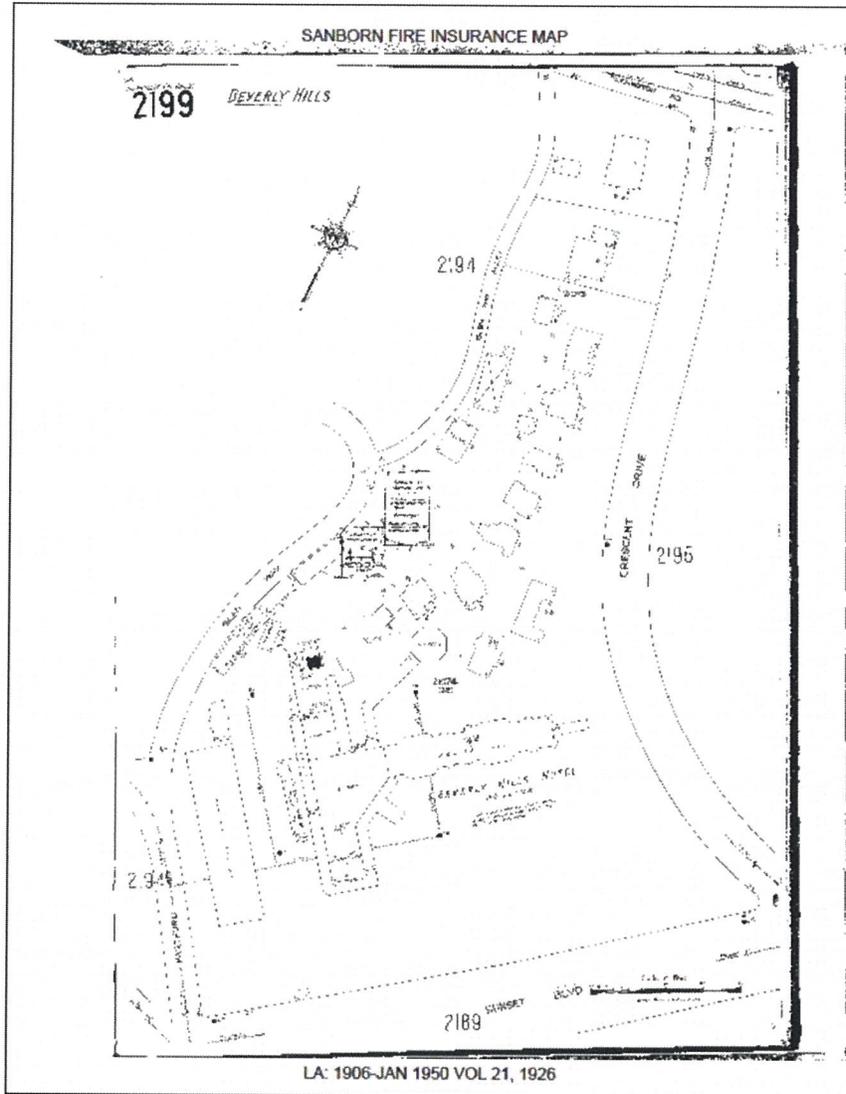
LANDMARK ASSESSMENT REPORT - 6/13/2012

33

BEVERLY HILLS HOTEL



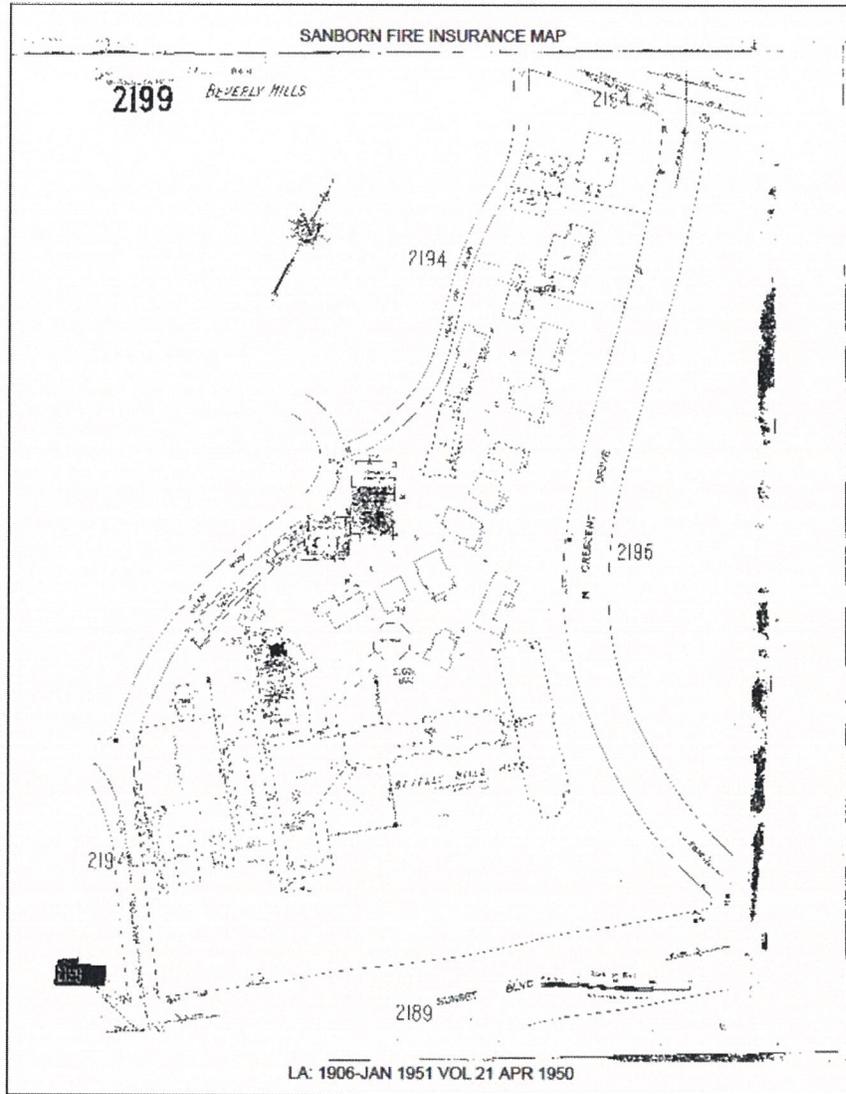
BEVERLY HILLS HOTEL



LANDMARK ASSESSMENT REPORT - 6/13/2012

35

BEVERLY HILLS HOTEL



BEVERLY HILLS HOTEL

THIS PAGE LEFT INTENTIONALLY BLANK

❧ END OF REPORT ❧