



## **Attachment 2**

Resolution Designating McGilvray House  
at 804 N. Alpine Drive as a Local Landmark

RESOLUTION NO. 14-R-

A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS DESIGNATING THE MCGILVRAY HOUSE AT 804 NORTH ALPINE DRIVE, BEVERLY HILLS AS A LOCAL LANDMARK AND PLACING THE PROPERTY ON THE LOCAL REGISTER OF HISTORIC PROPERTIES

Section 1. On January 24, 2012, the City Council adopted Ordinance No. 12-O-2617 establishing a historic preservation program and establishing a Local Register of Historic Properties in the City of Beverly Hills. The Ordinance enables the City Council to designate local landmarks and historic districts and to place those properties and geographical areas on the City's Register of Historic Properties.

Section 2. On October 9, 2013, the Cultural Heritage Commission conducted a preliminary consideration of the Master Architect property at 804 N. Alpine Drive, Beverly Hills, pursuant to section 10-3-3215 A. of the Historic Preservation Ordinance, and concluded that the property at 804 N. Alpine Drive, Beverly Hills warranted formal consideration by the Commission for inclusion onto the Local Register of Historic Properties as Local Landmarks.

Section 3. On January 8, 2014, the Cultural Heritage Commission considered a *City Landmark Assessment & Evaluation Report* for McGilvray House at 804 N. Alpine Drive, Beverly Hills, which is attached as Exhibit A and incorporated herein, and other evidence provided during the proceedings and observations and moved to nominate McGilvray House at 804 N. Alpine Drive, Beverly Hills as a local Landmark. The Commission based its action on

the findings of fact and reasons listed in the *City Landmark Assessment & Evaluation Report* prepared by Jan Ostashay of Ostashay and Associates Consulting and other evidence.

Section 4. On March 4, 2014, the City Council considered the application for landmark designation along with the recommendation of the Cultural Heritage Commission and adopted this resolution. The Council based its action on the findings of fact and reasons listed in the *Landmark Assessment and Evaluation Report* by Jan Ostashay of Ostashay and Associates Consulting and other evidence provided during the proceedings.

Section 5. BACKGROUND. Constructed in 1927, the McGilvray House is a two-story residence in a French Revival style. The massing of the L-shaped façade, with a circular bay topped by a conical turret at the intersection of the two wings, is immediately recognizable as a signature element of architect Wallace Neff's French vernacular designs. The extremely high-pitched, hipped and gabled roof with shallow eaves is also a Neff hallmark. Hip-roofed dormers project from the slope of the roof midway up its incline. Brick clads the exterior walls of the house while the dormers are sheathed in stucco. The projecting north wing is capped by a steep front gable and contains three, double-casement windows on the lower story and a centered, iron-railed balcony accessed by French doors on the upper level. A cross-shaped vent pierces the gable end. At the south end of the south wing, a projecting bay is topped by a hipped roof. The entry is recessed within an archway, accented by a keystone, which is located in the base of the circular bay. The paneled wood door is also round-headed. Above the entry, a small, recessed window on the second story features bottle glass. Other windows visible on the façade are multi-paned steel casements. A waist-high brick wall, largely hidden by hedges, encloses a patio that

spans most of the façade. On the south elevation, a brick chimney, rebuilt and anchored by metal straps, projects high above the roofline. The driveway is located on the north side of the house; both it and the walkway to a gate in the brick wall have been repaved. Landscaping in the front yard consists of a semicircle of grass edged by hedges, with mature trees and plantings in the garden beds closer to the house. A large, two-story addition attached to the north half of the rear elevation and extending nearly to the rear property line is not visible from the street. Although some relatively minor alterations to the primary, street-facing elevation have been made, those portions of the house visible from the public right-of-way are substantially intact, retaining most character-defining design and details.

Section 6. FINDINGS. Pursuant to the City of Beverly Hills Historic Preservation Ordinance (Title 10, Chapter 3, Article 32; BHMC 10-3-32), McGilvray House at 804 N. Alpine Drive, Beverly Hills individually satisfies the necessary requirements for local landmark designation.

McGilvray House is individually eligible under "significance" criterion A.1. *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 subject property truly exemplifies special elements of a unique period in the City's evolving architectural history and development. The design, materials, workmanship, setting, and overall character of the site together reflect the essential features of the French Revival style. Gaining popularity in the late 1920s in the hands of skilled practitioners such as Wallace Neff, the French

Revival was one of the several favored “period revival” styles that set the tone for most residential architecture during the 1920s and 1930s. Although less common than the Spanish Colonial, American Colonial, or Tudor Revival styles, the French Revival style was particularly adaptable to the taste for romantic and picturesque architecture that characterized southern California during the era. The McGilvray House represents an iconic example of this architectural fashion. In consideration of eligibility, the property satisfies this criterion.

McGilvray House at 804 N. Alpine Drive Beverly Hills is individually eligible under "significance" criterion A.3. *The property embodies the distinctive characteristics of a style, type, period, or method of construction.* The property is a fine example of the French Revival style, designed by one of the architects who defined the idiom, and incorporating most of the features that define the “towered sub-type” of French Eclectic design.<sup>1</sup> Key features of the French Revival architectural style incorporated in the property include the building’s asymmetry and massing, vertical emphasis, roof treatment, materials, fenestration, entry tower, and siting. It was recognized for its quality at the time of its construction through publication in the respected journal, *Architectural Digest*. The McGilvray House, therefore, embodies the distinctive characteristics of a particular style, period of time, and method of construction. From the street, the property continues to appear almost identical as to when it was built in 1927 and published in 1930. The subject property is eligible for local landmark designation under this criterion.

McGilvray House at 804 N. Alpine Drive Beverly Hills is individually eligible under "significance" criterion A.4. *The property represents a notable work of a person included on the City's List of Master Architects or possesses high artistic or aesthetic value.* This property is a

---

<sup>1</sup> McAlester, Virginia & Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1990. Pages 386-395.

notable work of Wallace Neff, one of the architects most credited with creating the residential architectural character of Beverly Hills during its “golden age.” Included in the City’s list of Master Architects, Wallace Neff, like his contemporary Paul Williams, was known as an architect to the stars. He excelled at historical styles, imprinting each genre with his own particular vision. The McGilvray House reflects the Neff imprint through its incorporation of signature features such as a circular entry bay topped by a turret. Furthermore, the property possesses high artistic and aesthetic value in its design, workmanship, materials, and style. Therefore, the subject property satisfies this criterion.

McGilvray House at 804 N. Alpine Drive is individually eligible under "significance" criterion B because the building retains integrity from its period of significance. The period of significance for the subject property is 1927, when the property was built. The publicly visible portion of the property, comprising the front setback, west (primary) elevation, and the western ends of the north and south elevations, are substantially intact. Those important features of design, materials, location, setting, workmanship, feeling, and association from this period are still evident on this portion of the property and help to render it historically significant.

McGilvray House at 804 N. Alpine Drive is individually eligible under "significance" criterion C because of its unique architecture, historical past, and contribution to the City’s architectural heritage the property is considered to have historic value. Therefore, the property satisfies this criterion.

Section 7. PARTICULAR CHARACTERISTICS JUSTIFYING LANDMARK DESIGNATION THAT SHOULD BE PRESERVED. Use and development of McGilvray

---

House at 804 N. Alpine Drive, Beverly Hills shall be governed by the *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards). These standards and guidelines have been formulated to ensure that any significant adverse changes to the historic resource do not compromise those qualities that justify the landmark listing. The character-defining features associated with the McGilvray House are only those features on the dwelling dating from original construction in 1927, and property space as seen from the public rights-of-way on North Alpine Drive. Such features include its siting and setback on the east side of North Alpine Drive; the basic L-shaped asymmetrical form of the facade, height, shape, mass and composition of the dwelling as perceived from North Alpine Drive; and physical attributes that define the French Revival architectural style. Those features on the house and publicly visible portions of the property that reflect and define the French Vernacular style include, but are not limited to:

- Complex gabled and hipped roof; steep pitch; conical tower with bracketed eaves; shingled (non-original but compatible) roofing material; slightly upturned, shallow roof eaves; exposed, rounded, rafter tails; hipped dormers; copper gutters; and attic vents in gable ends
- Brick siding; brick chimney (non-original but compatible); brick front patio walls
- Steel and wood, multi-light, casement windows; metal-roofed south bay window; bottle glass window in tower
- Paneled and arched front door and key-stoned surround
- Iron-railed balcony and French doors
- Any original hardware and lighting on the façade
- Publicly visible landscape features, including mature trees

Section 8. REASONS FOR DESIGNATING MCGILVRAY HOUSE AT 804 N. ALPINE DRIVE, AS A LANDMARK. The City Council finds that the McGilvray House at 804 N. Alpine Drive warrants designation because it meets the City of Beverly Hills' criteria for designation as a local Landmark, as set forth in the City's Historic Preservation Ordinance (BHMC Section 10-3-3212). The property satisfies the requirement of subsection 10-3-3212(A)(1), in that it "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 subject property truly exemplifies elements of a unique period and architectural style in the City's architectural history. In addition, the subject property 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." The design, materials, workmanship, and setting of the publicly visible portions of the site together reflect the essence of the French Revival style. And finally, under the requirements of subsection 10-3-3212(A)(4), McGilvray House satisfies this criterion in that it "represents the notable work of a person included on the City's List of Master Architects," the architect Wallace Neff, and "possesses high artistic and aesthetic value" as a fully realized expression of French Revival design. The property also satisfies the requirements of subsection 10-3-3212(B) in that it retains sufficient integrity to physically convey its historical significance, and subsection 10-3-3212(C) since its unique architecture and historical past are considered tangible evidence that help to give it historic value.

Section 9. GENERAL GUIDELINES AND STANDARDS FOR FUTURE PROPOSED CHANGES PURSUANT TO THE HISTORIC PRESERVATION ORDINANCE (Section 10-3-3224). The *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards and Guidelines) are incorporated as reference. These standards and guidelines have been formulated to ensure that any significant adverse changes to the property do not compromise those qualities that justify its listing as a landmark. The guidelines and standards are an aid to public and private property owners, and others, formulating plans for new construction, for rehabilitation or alteration of existing structures, and for site development. The guidelines pertain to buildings of all occupancy and construction types, sizes and materials, and pertain to construction on exterior of existing buildings as well as new, attached, or adjacent construction. The SOI Standards and Guidelines are also designed to be standards which City Staff and the Cultural Heritage Commission shall apply when making decisions about Certificates of Appropriateness as required by the City of Beverly Hills Historic Preservation Ordinance. The location and boundaries of the delineated resource or resources are the property boundaries.

Section 10. ENVIRONMENTAL ANALYSIS. Designation of McGilvray House at 804 N. Alpine Drive, Beverly Hills as a local historic landmark was assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. It has been determined that designation of McGilvray House would not have a significant environmental impact and is exempt from CEQA pursuant to Sections 15061(b)(3), 15308, and 15331 of Title 14 of the

California Code of Regulations. It can be seen with certainty that there is no possibility that the designation of the McGilvray House may have a significant effect on the environment, as no specific development is authorized by this resolution, and any future development proposed pursuant to this resolution will require separate environmental analysis when the details of those proposals are known. Further, designating McGilvray House is an action of the City to protect and preserve an historic resource.

Section 11. GENERAL PLAN CONSISTENCY. Designation of McGilvray House at 804 N. Alpine Drive as a local historic landmark is consistent with the objectives, principles, and standards of the General Plan. General Plan Policy "HP 1.3 - Promote National, State, and Local Designation of Historic Resources" encourages the establishment of programs encouraging the nomination of landmarks.

Section 12. The City Council hereby designates the McGilvray House at 804 N. Alpine Drive as a local landmark in the City of Beverly Hills and places this property on the City of Beverly Hills Local Register of Historic Properties as Landmark No. 16, for the reasons set forth in this resolution.

Section 13. The record of proceedings for designation of McGilvray House at 804 N. Alpine Drive as a local landmark included on the City's Register of Historic Properties is maintained by the City as part of the official records of the Community Development Department at 455 North Rexford Drive, Beverly Hills, California, 90210.

Section 14. The City Clerk shall certify to the adoption of the Resolution and shall cause the Resolution and his certification to be entered in the Book of Resolutions of the Council of the City of Beverly Hills. The City Clerk shall also cause the Resolution to be recorded in the office of the county recorder of the county of Los Angeles as authorized by Section 3215 K of Chapter 3 of Title 10 of the City of Beverly Hills Municipal Code.

Section 15. This Resolution shall go into effect on March 5, 2014 at 12:01 AM

Adopted:

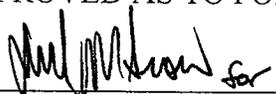
\_\_\_\_\_  
JOHN A. MIRISCH  
Mayor of the City of Beverly Hills,  
California

ATTEST:

\_\_\_\_\_  
(SEAL)

BYRON POPE  
City Clerk

APPROVED AS TO FORM

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

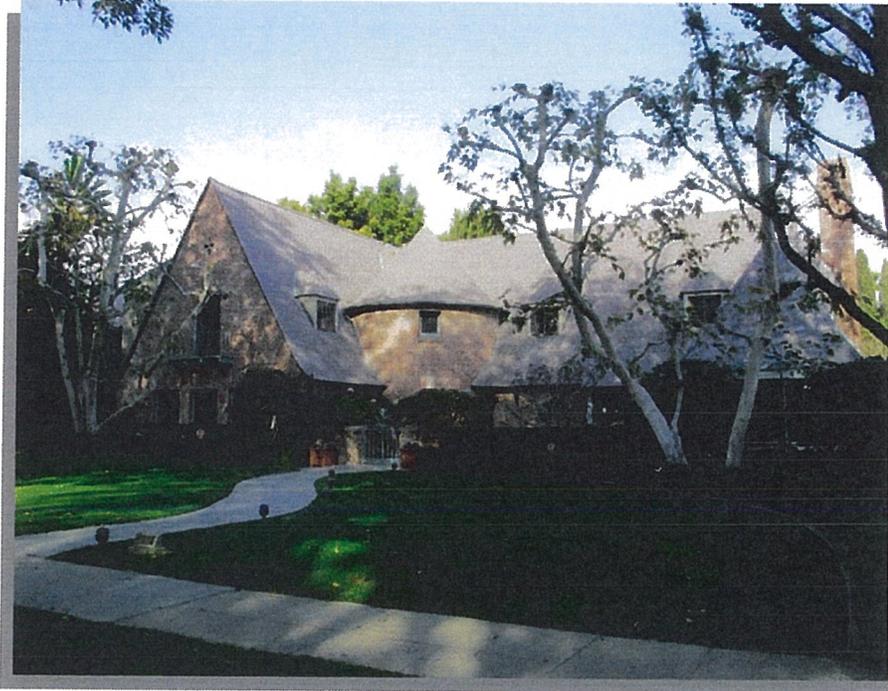
APPROVED AS TO CONTENT

\_\_\_\_\_  
JEFFREY C. KOLIN  
City Manager  
  
\_\_\_\_\_  
SUSAN HEALY KEENE  
Director of Community Development

Exhibit A – *Landmark Assessment Report* for McGilvray House at 804 N. Alpine Dr., Beverly Hills, prepared by Ostashay & Associates Consulting.

EXHIBIT A

# CITY LANDMARK ASSESSMENT & EVALUATION REPORT



JANUARY 2014

**MC GILVRAY HOUSE**  
804 North Alpine Drive, Beverly Hills, CA

**Prepared for:**

City of Beverly Hills  
Community Development Department  
Planning Division  
455 Rexford Drive, Beverly Hills, CA 90210

**Prepared by:**

Leslie Heumann, Principal Investigator  
Jan Ostashay Principal  
Ostashay & Associates Consulting  
PO BOX 542, Long Beach, CA 90801

## **CITY LANDMARK ASSESSMENT AND EVALUATION**

### **McGilvray House (1927)**

804 North Alpine Drive  
Beverly Hills, CA 90210

APN: 4341-026-002

---

### **INTRODUCTION**

This landmark assessment and evaluation report, completed by Ostashay & Associates Consulting for the City of Beverly Hills, documents and evaluates the local significance and landmark eligibility of the McGilvray House located at 804 North Alpine Drive in the City of Beverly Hills, California. This assessment report includes a discussion of the survey methodology used, a summarized description of the property, a brief history of the property, the landmark criteria considered, evaluation of significance, photographs, and applicable supporting materials.

### **METHODOLOGY**

The landmark assessment was conducted by Leslie Heumann, Consultant, with Ostashay & Associates Consulting. In order to identify and evaluate the subject property as a potential local landmark, 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 property had been performed. The results of the records search indicated that the subject property had been previously surveyed and documented, and was found through those surveys to be eligible for listing in the National Register as a contributor to a potential historic district under criteria associated with architecture.

For this current assessment site inspections and a review of building permits and tax assessor records were also done to document the property's existing condition and assist in evaluating the residence for historical significance. The City of Beverly Hills landmark criteria were employed to evaluate the local significance of the property, its eligibility for landmark designation, and to re-assess its potential for contribution to a historic district. In addition, the following tasks were performed for the study:

- Searched records of the National Register, California Register, and OHP Historic Resources Inventory.
- Conducted a field inspection of the subject property.

- Conducted site-specific research on the subject property utilizing Sanborn fire insurance maps, city directories, 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 resource based upon criteria established by the City of Beverly Hills and utilized the OHP survey methodology for conducting survey assessments.

## **FINDINGS**

The McGilvray House appears to meet the City's criteria for designation as a local landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance (BHMC 10-3-3212(A)(B)(C)). The subject property satisfies the requirement of subsection A., which requires that at least two of the six BHMC 10-3-3212 "significance" criteria be met. Upon conclusion of the assessment and evaluation, the property appears to satisfy three of the "significance" criteria: criterion A.1, A.3, and A.4. It also meets the requirements of subsection 10-3-3212(B), which requires that: "The property retains integrity from its period of significance," and subsection 10-3-3212(C), which requires that: "The property has historic value."

## **BACKGROUND INFORMATION**

The subject property consists of a large, nearly rectangular parcel located on the east side of North Alpine Drive, one property north of the intersection with Lomitas Avenue. Slightly skewed from true north in alignment, the property occupies portions of lot 2 and a portion of lot 3 of Tract 4159. The parcel measures roughly 100 feet along North Alpine Drive and has a maximum depth of approximately 215 feet. Behind a generous setback similar to those elsewhere on the street, the house faces west onto Alpine, and the property is located within a well-developed residential neighborhood whose original improvements date primarily from the mid to late 1920s.

The subject property has been previously identified and evaluated under the City's on-going historic resources survey process. It was first assessed as part of the 1985-1986 city-wide historic resources survey. At that time, the property was identified as a contributor to the Alpine Drive Architects Grouping, documented for its concentration of 27 homes between Elevado Avenue and Sunset Boulevard designed by significant architects and representing the popular revival styles of the period. As a home designed by prominent architect Wallace Neff, the property was assigned a "5D" National Register Status Code, indicating that it was a contributor to a potential local historic district. Upon review, the California OHP re-classified the grouping as "3S" or "appears eligible for listing in the National Register" and the contributors as "3D" or "appears eligible for listing in the National Register as a contributor to a historic district." During the 2004 historic resources survey update of residential properties in the City, which by that time the National Register Status Codes were converted to the California

Historical Resources Status Codes, the initial evaluation was upheld, although it was noted that the number of contributors to the grouping had been reduced to 18 properties.

### PROPERTY DESCRIPTION AND CONSTRUCTION HISTORY

**Description.** Constructed in 1927, the McGilvray House is a two-story residence in a French Revival style single-family dwelling. The massing of the L-shaped façade, with a circular bay topped by a conical turret at the intersection of the two wings, is immediately recognizable as a signature element of architect Wallace Neff's French vernacular designs. The extremely high-pitched, hipped and gabled roof with shallow eaves is also a Neff hallmark. Hip-roofed dormers project from the slope of the roof midway up its incline. Brick clads the exterior walls of the house while the dormers are sheathed in stucco. The projecting north wing is capped by a steep front gable and contains three, double-casement windows on the lower story and a centered, iron-railed balcony accessed by French doors on the upper level. A cross-shaped vent pierces the gable end. At the south end of the south wing, a projecting bay is topped by a hipped roof. The entry is recessed within an archway, accented by a keystone, which is located in the base of the circular bay. The paneled wood door is also round-headed. Above the entry, a small, recessed window on the second story features bottle glass. Other windows visible on the façade are multi-paned steel casements. A waist-high brick wall, largely hidden by hedges, encloses a patio that spans most of the façade. On the south elevation, a brick chimney, rebuilt and anchored by metal straps, projects high above the roofline. The driveway is located on the north side of the house; both it and the walkway to a gate in the brick wall have been repaved. Landscaping in the front yard consists of a semicircle of grass edged by hedges, with mature trees and plantings in the garden beds closer to the house. A large, two-story addition attached to the north half of the rear elevation and extending nearly to the rear property line is not visible from the street. Although some relatively minor alterations to the primary, street-facing elevation have been made, those portions of the house visible from the public right-of-way are substantially intact, retaining most character-defining design and details.

**Building Permit History.** A review of building permits indicate that the property was mostly unaltered until the mid-1980s, when the large, two-story addition to the rear was constructed. Relevant permits and alterations that have been recorded with the City of Beverly Hills, which have occurred over the years, include the following:

YEAR	DESCRIPTION OF WORK
1926	Residence and garage; architect: Wallace Neff (\$36,800)
1926	Garage; architect: Wallace Neff (\$500)
1954	Swimming pool (\$2,742)
1984	Remodel (two-story addition); architect: Edward Grenzbach (\$400,000)
1986	Wall (concrete block) at side property line (\$5,000)

1986	Landscape and paving of front lawn (\$20,000)
1986	Swimming pool and spa (\$45,000)
1995	Rebuild chimney (\$2,300)
2001	Demolish gypsum board interior wall, wood subfloor, remove skylight panel from basement ceiling for access (\$7,892)
2003	Basement waterproofing (\$24,000)
2004	6' high block wall fence, north property line (\$5,000)

---

With the exception of a swimming pool installed in 1954, the house remained essentially unaltered until the mid-1980s. At that time, a two-story, 4,600 square-foot rear addition doubled the size of the house. The front setback was reconfigured leaving the original patio wall intact, but the original wooden gate has been replaced. Other possible alterations to the façade may include a second story extension along the north elevation, which is visible beyond the front gable. The original shingle roof was replaced by compatible asphalt shingles at an unknown date, leaving the original copper gutters in place. Wooden shutters that once flanked the three windows on the north wing have been removed. Replacement of the chimney on the south elevation following the Northridge earthquake was done in-kind. Other exterior changes have included replacement of the original garage building adjacent to the rear property line, installation of a swimming pool and spa, and garden upgrades in the rear. Although the changes are significant, they have not significantly compromised the property's architectural design as it appears from the public right-of-way, and important, visible, character-defining features have remained intact.

## **HISTORICAL CONTEXT**

**Beverly Hills.** The early settlement and development of Beverly Hills began on what was called Rancho Rodeo de las Aguas. This land was originally claimed by Mexican settlers Maria Rita Valdez and her husband Vicente Valdez around 1822. Aptly named The Ranch of the Gathering of the Waters, the swamps or "cienegas" that characterize the natural landscape were created by rain run off flowing out of Coldwater and Benedict Canyons. Vegetable farming, sheep herding, bee keeping and the raising of walnut trees were the primary agricultural activities within the rancho lands during the latter half of the nineteenth century. Several attempts at subdividing and establishing communities on the ranch lands were attempted during the 1860s and 1880s, but ended in failure.<sup>1</sup>

In 1906, the Amalgamated Oil Company reorganized as the Rodeo Land and Water Company. Burton Green played a leading role in formulating the plans for a garden city, located between Whittier Drive on the west, Doheny Drive on the east, Wilshire Boulevard on the south, and the

---

<sup>1</sup> *Beverly Hills Historic Resources Survey 1985-1986, pg. 5.*

foothills above Sunset Boulevard to the north.<sup>2</sup> The syndicate hired notable California park planner, Wilbur F. Cook, Jr., to plan the new community. Cook had worked with landscape architect Frederick Law Olmsted prior to moving to Oakland in 1905 to establish his own firm. Comprised of "Beverly" in the commercial triangle between Santa Monica and Wilshire boulevards and "Beverly Hills" north of Santa Monica Boulevard, the new community was one of the earliest planned communities in southern California.

In 1914, concern over establishment of a secure water system and the desire to improve the local school system prompted incorporation of the City of Beverly Hills. The original boundaries of the City were much the same as they are today, except for the area south of Wilshire Boulevard, annexed in 1915, and Trousdale Estates, annexed in 1955. Most of the City was open land at the time of incorporation with development scattered around Canon Drive, Beverly Drive, Crescent Drive, and the downtown triangle.<sup>3</sup>

The architecture of Beverly Hills in the years following the City's founding was dominated by the Craftsman, Mission Revival, and Period Revival styles (Tudor, French, Georgian, Beaux-Arts Classicism). With Beverly Hills establishing itself as a haven for movie stars in the 1920s, the architectural character of the city began to realize a varying degree of extravagance in the design of its housing stock. Throughout the late 1920s and 1930s sophisticated period revival styles dominated the domestic architecture of the City. By the mid to late 1930s Beverly Hills became one of the areas in southern California most closely connected with the development of the Hollywood Regency style. Born of the meeting of Moderne sleekness with the elegance of early nineteenth century architectural forms, it used simple, primary forms and blank wall surfaces to project exclusivity and sophistication.<sup>4</sup> Beverly Hills' domestic architecture in the post-World War II era saw the incorporation of Revival references in its new housing stock, and also the introduction of contemporary, luxury designs reflective of the Mid-century Modern idiom.

**McGilvray House.** On December 29, 1926, two building permits for 804 North Alpine Drive were obtained from the City of Beverly Hills by contractor A. J. Shindt. The first was for a two-story residence, 47 by 76 feet, and a garage to be designed by architect Wallace Neff of Pasadena and to cost \$36,800. The second permit provided additional information about the garage, which was to be one-story and 20 by 20 feet, and cost an additional \$500. The owners of the property at that time were Mr. Walter Scott McGilvray and his wife, Jessie. McGilvray was a building contractor with his own firm in downtown Los Angeles. Born in Denver, Colorado in 1889 he relocated to Los Angeles just after the turn of the twentieth century, married, and raised his family there. They moved into their new Beverly Hills house once it was completed in 1927. The McGilvray's occupied the Alpine residence for many years eventually relocating to Brentwood after World War II. Walter S. McGilvray passed away in 1967.

The house, veneered in brick and of French Revival styling, was published in the *Architectural*

---

<sup>2</sup> *ibid*, pg. 8-9.

<sup>3</sup> *ibid*, pg. 11.

<sup>4</sup> *ibid*. pg. 17.

*Digest* in 1930. Additional credits noted in the article included finish hardware by West & Company; plumbing fixtures by Crane Company; steel casements by Hope's Windows, Inc.; and tile work by Diato Flooring Company. Comparison of the exterior photographs in the article with current images confirms the integrity of the façade and the south half of the rear elevation (viewed through bird's eye view photography available on bing.com). Interior spaces pictured in the article included a generously scaled living room with a wood-beamed ceiling and an oval dining room (which appears to have been eliminated when the rear addition was constructed).

**Wallace Neff, Architect.** Born Edwin Wallace Neff on January 28, 1895, Wallace Neff was raised by his well-to-do family in La Mirada and Altadena in southern California. Both communities had been pioneered by his maternal grandfather, self-made publishing tycoon Andrew McNally. The family moved to Europe for the health of Neff's sister Marie, and the young Wallace was exposed to the architecture of medieval Germany and Switzerland. The onset of World War I forced relocation to the United States, and Neff enrolled at MIT, whose architectural program was then headed by Ralph Adams Cram. Neff did not graduate due to the United States' entry into the war, electing to return home to southern California and finding work in the defense industry as a naval architect.

Following apprenticeships with architects William Edwards and George Washington Smith in Santa Barbara, Neff became a designer for the Frank Meline Company, a high-end speculative builder who joined forces with Alphonzo Bell and others to create sections of Bel-Air, Pacific Palisades, Brentwood and other communities. In 1922, he obtained his architectural license and opened his own office in Pasadena. His career began modestly, with a vacation cottage for his mother in Santa Barbara as his first commission, but was soon booming, as Neff was recognized as one of the most promising young architects in southern California.<sup>5</sup> His 1923 M. L. H. Walker House won 1924 Honor Award from the Southern California chapter of the American Institute of Architects. By April 1923, it was reported that Neff had \$250,000 of work in progress, mostly residences costing upwards of \$15,000 and including a golf clubhouse and stables, constructed of adobe, in Ojai for E. D. Libbey. Both of these buildings also won Honor Awards. Neff's work was profiled in *Pacific Coast Architect* in 1924 and prominently featured in Rexford Newcomb's 1928 *Mediterranean Domestic Architecture in the United States*.

Like most architects of the time, Neff used history as a source of inspiration and was adept at a variety of historic architectural styles. In the mid-1920s, most of his work was in the Spanish and Italian Revival genres, but he increasingly exhibited an interest in vernacular French and English architecture in the late 1920s and 1930s. Towards the end of the 1930s, his attention turned to highly refined American Colonial Revival and English Regency designs. Regardless of the style employed, Neff's work was infused with romanticism and a picturesque quality that some ascribed to a juxtaposition of the real and the fantastic, a combination of literal interpretation of historical precedents with Neff's idealized versions.<sup>6</sup> Neff designed all the projects that came through his office, turning over his designs to a skilled cadre of draftsmen,

---

<sup>5</sup> *Neff, Wallace, Jr. Editor with text by Alson Clark. Wallace Neff: Architect of California's Golden Age.* Santa Barbara: Capra Press, 1986.

<sup>6</sup> *Ibid.* Foreword by David Gebhard. Pages 11-13.

some of whom, like Robert Ainsworth, went on to become recognized architects in their own rights, to create the working drawings.

Early in his career Neff became popular with celebrities of the entertainment industry, and his homes for Frances Marion and Fred Thomson, Fred Niblo, and especially Douglas Fairbanks and Mary Pickford generated tremendous interest in both the architectural and popular press. Other celebrity clients included Frederic March, Joan Bennett, Louis B. Mayer, William Goetz, and Claudette Colbert. Several captains of industry engaged Neff as well, for example: razor magnate King C. Gillette, sporting goods tycoon Keith Spaulding, and *Los Angeles Times* publisher Norman Chandler. Neff homes tend to be concentrated in affluent communities of Pasadena, San Marino, Bel-Air, Holmby Hills, and of course, Beverly Hills. A list of Neff projects compiled by his son includes approximately 40 projects (built and unbuilt) in Beverly Hills.<sup>7</sup>

While Neff's reputation rests largely on his larger residential commissions, he did design a few non-residential buildings, including a Spanish Colonial Revival Church in Altadena (St. Elizabeth's, 1924) and the Doheny Memorial Library at St. John's Seminary in Camarillo, one of several projects for Mr. and/or Mrs. Edward L. Doheny, in 1939. In the post-World War II years, Neff's career slowed, but gained impetus from his 1941 invention of "Bubble" or Airfoam houses. Several years earlier Neff had unsuccessfully designed and promoted a low-cost, mobile home concept nicknamed the "Honeymoon Cottage." Now, his invention was a low-cost home constructed of concrete sprayed onto a rubberized canvas balloon. These houses were widely published, and successfully built worldwide, in particular, in several African countries.

Neff continued to work through the mid-1970s. Although no longer in the forefront of architecture in southern California, he continued to be favored by celebrities, designing homes for three of the Marx brothers, among others, in the 1950s. He died in 1982 at the age of 87.

**French Revival Style.** The French Revival, or French Eclectic Style, was popular between the two World Wars. It is generally recognizable by its prominent roof treatment, which is usually configured with tall, steeply pitched hips or gables. A popular subtype incorporates a round tower with a conical roof, which is usually located at the junction of two wings and houses the principal entrance. Dormers, either hipped, gabled, or rounded, are often present and may be positioned to intersect the cornice. Multi-paned casement windows are common. French Revival designs may be either symmetrical or asymmetrical, depending on roof type and massing. Tall chimneys accent the verticality of the roof treatment. Exteriors are clad in stone, brick, or stucco. French Revival buildings may have formal, Beaux-Arts antecedents, or more likely in the 1920s and 1930s, be based upon country manor houses and vernacular farmhouses, especially from the Brittany and Normandy regions. The style overlaps with the English Tudor, with which it shares some precedents, and like the Tudor style, may also feature half-timbered exterior walls.

Character-defining features associated with the McGilvray House are those features only on the dwelling dating from original construction in 1927, and property space as seen from the public

---

<sup>7</sup> *Ibid.* Pages 227-228.

right-of-way on North Alpine Drive. Such features include its siting and setback on the east side of North Alpine Drive; the basic asymmetrical form, height, shape, mass and composition of the dwelling in relationship to its setting and immediate environment; and physical attributes that define the French Revival architectural style. Those features on the house and publicly visible portions of the property that reflect and define the French Revival style include, but are not limited to:

- Complex gabled and hipped roof; steep pitch; conical tower with bracketed eaves; shingled (non-original but compatible) roofing material; slightly upturned, shallow roof eaves; exposed, rounded, rafter tails; hipped dormers; copper gutters; and attic vents in gable ends
- Brick siding; brick chimney (non-original but compatible); brick front patio walls
- Steel and wood, multi-light, casement windows; metal-roofed south bay window; bottle glass window in tower
- Paneled and arched front door and keystone surround
- Iron-railed balcony and French doors
- Any original hardware and lighting on the façade
- Publicly visible landscape features, including mature trees

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

**Evaluation Criteria.** In analyzing the historical significance of the subject property, criteria for designation under the City's local landmark program was considered. Additionally, consideration of historical integrity and the State Office of Historic Preservation (OHP) survey methodology was used to survey and assess the relative significance of the property.

**City of Beverly Hills Landmark Criteria.** The City's Historic Preservation Ordinance (Municipal Code Title 10 Chapter 3 Article 32; BHMC 10-3-32) authorizes the Cultural Heritage Commission (CHC) to recommend the nomination of properties as local landmarks to the City Council. The Council may designate local landmarks and historic districts by the procedures outlined in the ordinance.

The City's preservation ordinance also establishes criteria and the process for evaluating and designating properties as potential local landmarks. Under the City's criteria a property must be more than 45 years old, unless it possesses exceptional significance; retain sufficient historical integrity to physically illustrate its significance; and satisfy significance criteria.

To be eligible for local designation as a historic landmark, properties must satisfy the following criteria:

- A. The property meets at least two of the following (significance) criteria:
1. 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;
  2. Is directly associated with the lives of Significant Persons important to national, state, City or local history;
  3. Embodies the distinctive characteristics of a style, type, period, or method of construction;
  4. Represents a notable work of a person included on the City's List of Master Architects or possesses high artistic or aesthetic value;
  5. Has yielded or has the potential to yield, information important in the prehistory or history of the Nation, State, City or community;
  6. Is listed or has been formally determined eligible by the National Park Service for listing on the National Register of Historic Places, or is listed or has been formally determined eligible by the State Historical Resources Commission for listing on the California Register of Historical Resources.
- B. The property retains integrity from its period of significance. The proposed landmark retains integrity of location, design, setting, materials, workmanship, and association. Integrity shall be judged with reference to the particular significance criteria specified above.
- C. 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 the City's historic preservation ordinance.

**California Office of Historic Preservation Survey Methodology.** The evaluation instructions and classification system prescribed by the California Office of Historic Preservation (OHP) in its publication Instructions for Recording Historical Resources provide a three-digit evaluation rating code for use in classifying potential historic resources. The first digit indicates one of the following general evaluation categories for use in conducting cultural resources surveys:

1. Property listed in the National Register or the California Register;
2. Property determined eligible for listing in the National Register or the California Register;
3. Property appears eligible for the National Register or the California Register through a survey evaluation;

4. Property appears eligible for the National Register or the California Register through other evaluation;
5. Property recognized as historically significant by local government;
6. Property not eligible for any listing or designation; and
7. Property not evaluated for the National Register or California Register or needs re-evaluation.

The second digit of the evaluation status code is a letter code indicating whether the resource is separately eligible (S), eligible as part of a district (D), or both (B). The third digit is a number that is used to further specify significance and refine the relationship of the property to the National Register and/or California Register. Under this evaluation system, categories 1 through 4 pertain to various levels of National Register and/or California Register eligibility. The California Register, however, may also include surveyed resources with evaluation rating codes through level 5. In addition, properties found ineligible for listing in the National Register, California Register, or for designation under a local ordinance are given an evaluation status code of 6.

**Historical Integrity.** "Integrity is the ability of a property to convey its significance." In addition to meeting the criteria of significance, a property must have integrity. Integrity is the authenticity of a property's physical identity clearly indicated by the retention of characteristics that existed during the property's period of significance. Properties eligible for local landmark designation must meet at least two of the local landmark designation criteria and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their historical significance.

Both the National Register of Historic Places and the California Register of Historical Resources recognize the seven aspects of qualities that, in various combinations, define integrity. To retain historic integrity a property should possess several, and usually most, of these seven aspects. Thus, the retention of the specific aspects of integrity is paramount for a property to convey its significance. The seven qualities that define integrity are location, design, setting, materials, workmanship, feeling and association. The seven qualities or aspects of historical integrity are defined as follows:

- **Location** is the place where the historic property was constructed or the place where the historic event occurred.
- **Design** is the combination of elements that create the form, plan, space, structure, and style of a property.
- **Setting** is the physical environment of a historic property.
- **Materials** are the physical elements that were combined or deposited during a

particular period of time and in a particular pattern or configuration to form a historic property.

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

**Application of City Landmark (Significance) Criteria.** In summary, based on current research and the above assessment the McGilvray House located at 804 North Alpine Drive appears to meet the necessary City of Beverly Hills Landmark criteria (BHMC 10-3-3212).

The property was evaluated according to statutory criteria, as follows:

A. The property meets at least two of the following criteria (BHMC 10-3-3212(A)).

***BHMC 10-3-3212(A)(1)*** *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 subject property truly exemplifies special elements of a unique period in the City's evolving architectural history and development. The design, materials, workmanship, setting, and overall character of the site together reflect the essential features of the French Revival style. Gaining popularity in the late 1920s in the hands of skilled practitioners such as Wallace Neff, the French Revival was one of the several favored "period revival" styles that set the tone for most residential architecture during the 1920s and 1930s. Although less common than the Spanish Colonial, American Colonial, or Tudor Revival styles, the French Revival style was particularly adaptable to the taste for romantic and picturesque architecture that characterized southern California during the era. The McGilvray House represents an iconic example of this architectural fashion. In consideration of eligibility, the property appears to satisfy this criterion.

***BHMC 10-3-3212(A)(2)*** *The property is directly associated with the lives of Significant Persons important to national, state, City or local history.*

The property was built for Walter S. and Jessie McGilvray. Little is known about the McGilvrays though Walter McGilvray was a building contractor who ran his own business in Los Angeles for many years. Subsequent owners, according to the building permit record, were G. S. McKenzie (1954; possibly a misspelling of entertainment industry personage Giselle MacKenzie) and Michael Schwab (1980s and 1990s). At this time, there is no known or confirmable evidence that supports the association of significant persons with this residence directly; therefore, the

property does not appear to satisfy this criterion.

**BHMC 10-3-3212(A)(3)** The property embodies the distinctive characteristics of a style, type, period, or method of construction.

The property is a fine example of the French Revival style, designed by one of the architects who defined the idiom, and incorporating most of the features that define the "towered sub-type" of French Eclectic design.<sup>8</sup> Key features of the French Revival architectural style incorporated in the property include the building's asymmetry and massing, vertical emphasis, roof treatment, materials, fenestration, entry tower, and siting. It was recognized for its quality at the time of its construction through publication in the respected journal, *Architectural Digest*. The McGilvray House, therefore, embodies the distinctive characteristics of a particular style, period of time, and method of construction. From the street, the property continues to appear almost identical as to when it was built in 1927 and published in 1930. The subject property appears eligible for local landmark designation under this criterion.

**BHMC 10-3-3212(A)(4)** The property represents a notable work of a person included on the City's List of Master Architects or possesses high artistic or aesthetic value.

This property is a notable work of Wallace Neff, one of the architects most credited with creating the residential architectural character of Beverly Hills during its "golden age." Included in the City's list of Master Architects, Wallace Neff, like his contemporary Paul Williams, was known as an architect to the stars. He excelled at historical styles, imprinting each genre with his own particular vision. The McGilvray House reflects the Neff imprint through its incorporation of signature features such as a circular entry bay topped by a turret. Furthermore, the property possesses high artistic and aesthetic value in its design, workmanship, materials, and style. Therefore, the subject property appears to satisfy this criterion.

**BHMC 10-3-3212(A)(5)** The property has yielded or has the potential to yield, information important in the prehistory or history of the Nation, State, City or community.

The property does not appear to satisfy this criterion.

**BHMC 10-3-3212(A)(6)** The property is listed or has been formally determined eligible by the National Park Service for listing on the National Register of Historic Places, or is listed or has been formally determined eligible by the State Historical Resources Commission for listing on the California Register of Historical Resources.

The property is not currently listed on the National Register of Historic Places or the California Register of Historical Resources, nor has it been formally determined eligible for listing on the National Register or the California Register. Though the property was previously evaluated as eligible for listing on the National Register as part of the OHP review of the 1985-1986 citywide survey, it does not satisfy this criterion.

---

<sup>8</sup> McAlester, Virginia & Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1990. Pages 386-395.

**B. The property retains integrity from its Period of Significance (BHMC 10-3-3212(B)).**

The period of significance for the subject property is 1927, when the property was built. The publicly visible portion of the property, comprising the front setback, west (primary) elevation, and the western ends of the north and south elevations, are substantially intact. Those important features of design, materials, location, setting, workmanship, feeling, and association from this period are still evident on this portion of the property and help to render it historically significant.

**C. The property has Historic Value (BHMC 10-3-3212(C)).**

Because of its distinctive architectural style and key features, association with a prominent master architect, and contribution to the City's architectural heritage the property is considered to have historic value. Therefore, the property satisfies this criterion.

**Character-defining Features.** Every historic property is unique, with its own identity and its own distinguishing character. A property's form and detailing are important in defining its visual historic character and significance. It is a property's tangible features or elements that embody its significance for association with specific historical events, important personages, or distinctive architecture and it is those tangible elements; therefore, that should be retained and preserved.

Character refers to all those visual aspects and physical features that comprise the appearance of every historic property. According to *National Park Service Brief 17, Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character*, character-defining features include the overall shape of a property (building, structure, etc.), its material, craftsmanship, decorative details, interior spaces and features (as applicable), as well as the various aspects of its site and immediate environment (form, configuration and orientation).

The *Secretary of the Interior's Standards for the Treatment of Historic Properties* defines historic character by the form and detailing of materials, such as masonry, wood, stucco, plaster, terra cotta, metal, etc.; specific features, such as roofs, porches, windows and window elements, moldings, staircases, chimneys, driveways, garages, landscape and hardscape elements, etc.; as well as spatial relationships between buildings, structures, and features; room configurations; and archaic structural and mechanical systems. Identifying those features or elements that give a historic property visual character and which should be taken into account and preserved to the maximum extent possible is important in order for the property to maintain its historical significance.

Distinctive and important features associated with the subject property include its overall setting, immediate environment, materials and design, and any contributive out-features that aid in defining the property's association with its French Revival style architecture. Character-defining features associated with the McGilvray House are those features only on the dwelling dating from original construction in 1927, and property space as seen from the public rights-of-

way on North Alpine Drive. Such features include its siting and setback on the east side of North Alpine Drive; the basic L-shaped asymmetrical form of the facade, height, shape, mass and composition of the dwelling as perceived from North Alpine Drive; and physical attributes that define the French Revival architectural style. Those features on the house and publicly visible portions of the property that reflect and define its unique architectural style include, but are not limited to:

- Complex gabled and hipped roof; steep pitch; conical tower with bracketed eaves; shingled (non-original but compatible) roofing material; slightly upturned, shallow roof eaves; exposed, rounded, rafter tails; hipped dormers; copper gutters; and attic vents in gable ends
- Brick siding; brick chimney (non-original but compatible); brick front patio walls
- Steel and wood, multi-light, casement windows; metal-roofed south bay window; bottle glass window in tower
- Paneled and arched front door and keystone surround
- Iron-railed balcony and French doors
- Any original hardware and lighting on the façade
- Publicly visible landscape features, including mature trees

## **CONCLUSION**

As discussed herein, the McGilvray House satisfies the City of Beverly Hill's criteria for designation as a local Landmark, as required in the City's Historic Preservation Ordinance (BHMC Section 10-3-3212).

The property satisfies the requirement of subsection 10-3-3212(A)(1), in that it "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 subject property truly exemplifies elements of a unique period and architectural style in the City's architectural history. In addition, the subject property 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." The design, materials, workmanship, and setting of the publicly visible portions of the site together reflect the essence of the French Revival style. And under the requirements of subsection 10-3-3212(A)(4), the McGilvray House satisfies this criterion in that it "represents the notable work of a person included on the City's List of Master Architects," the architect Wallace Neff, and "possesses high artistic and aesthetic value" as a fully realized expression of French Revival design. The property also satisfies the requirements of subsection 10-3-3212(B) in that it retains sufficient integrity to physically convey its historical

significance, and subsection 10-3-3212(C) since its unique architecture and historical past are considered tangible evidence that help to give it historic value.

## **BIBLIOGRAPHY**

- 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.
- Clark, Alson et al. *Wallace Neff 1895-1982: The Romance of Regional Architecture*. Santa Monica: Hennessey + Ingalls, 1998.
- 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.
- Gebhard, David and Robert Winter. *An Architectural Guidebook to Los Angeles*. Salt Lake City, Utah: Gibbs Smith Publishers, 2003.
- Gleye, Paul. *The Architecture of Los Angeles*. Los Angeles: Rosebud Books, 1981.
- Kanner, Diane. *Wallace Neff and the Grand Houses of the Golden State*. New York: The Monacelli Press, 2005.
- Los Angeles County Tax Assessor Information.
- Los Angeles Public Library, On-line historical and image archives.
- 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 Park Service Brief 17, Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character*. Washington, DC.: U.S. Department of the Interior, National Park Service, Preservation Assistance Division, nd.
- Neff, Wallace, Jr. Editor with text by Alson Clark. *Wallace Neff: Architect of California's Golden Age.* Santa Barbara: Capra Press, 1986.

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.

"Residence of Mr. and Mrs. Walter S. McGilvray, Beverly Hills—Wallace Neff, Architect." *Architectural Digest*, VIII: 1, 1930. Pages 22-27.

Sanborn Fire Insurance Maps, City of Beverly Hills.

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.

Wanamaker, Marc. Bison Archives. Los Angeles (Hollywood), CA.

Whiffen, Marcus. *American Architecture since 1780: A Guide to the Styles*. Cambridge: MIT Press, 1999.

### **City of Beverly Hills Sources**

#### **Building Permits**

Johnson Heumann Research Associates. "Beverly Hills Historic Resources Survey Final Report, 1985-1986." Prepared for the City of Beverly Hills, 1986.

Jones & Stokes, ICF. "City of Beverly Hills Historic Resources Survey Report, Survey Area 5: Commercial Properties." Prepared for the City of Beverly Hills, June 2006, rev. April 2007.

PCR Services. "Historic Resources Survey, Part I: Historic Resources Survey Update and Part II: Area 4 Multi-Family Residence Survey." Prepared for the City of Beverly Hills, June 2004.

## **APPENDIX**

---

**Tax Assessor Map**

**Location Map**

**Sanborn Fire Insurance Maps**

**Previous Survey Data/Background Information**

**Photographs**

**Early Permit History**

**Ephemeral Material**

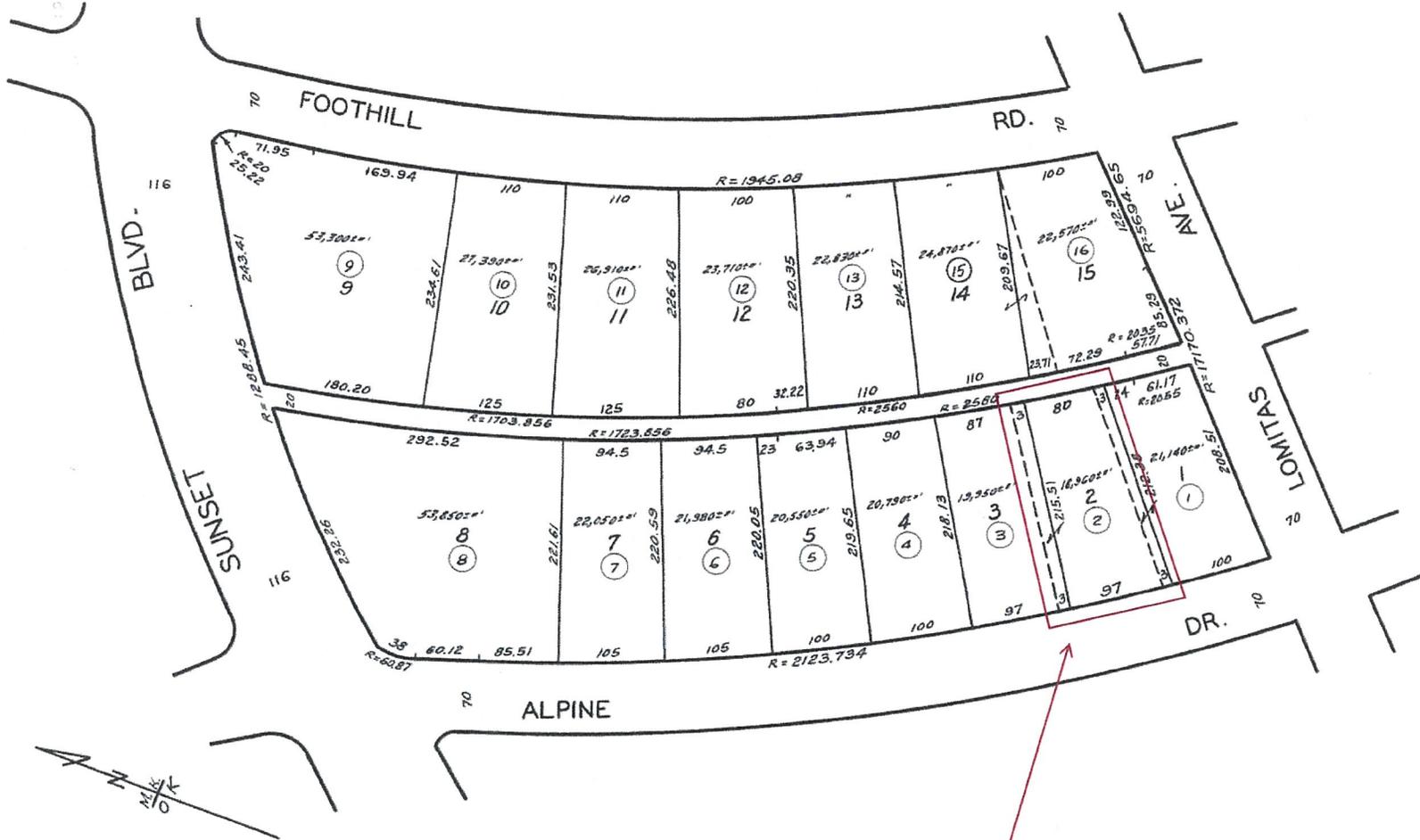
**TAX ASSESSOR MAP**

---

4341 | 26  
SCALE 1" = 100'

804 N. ALPINE DRIVE, BEVERLY HILLS

6-21-56  
241210



CODE  
2410

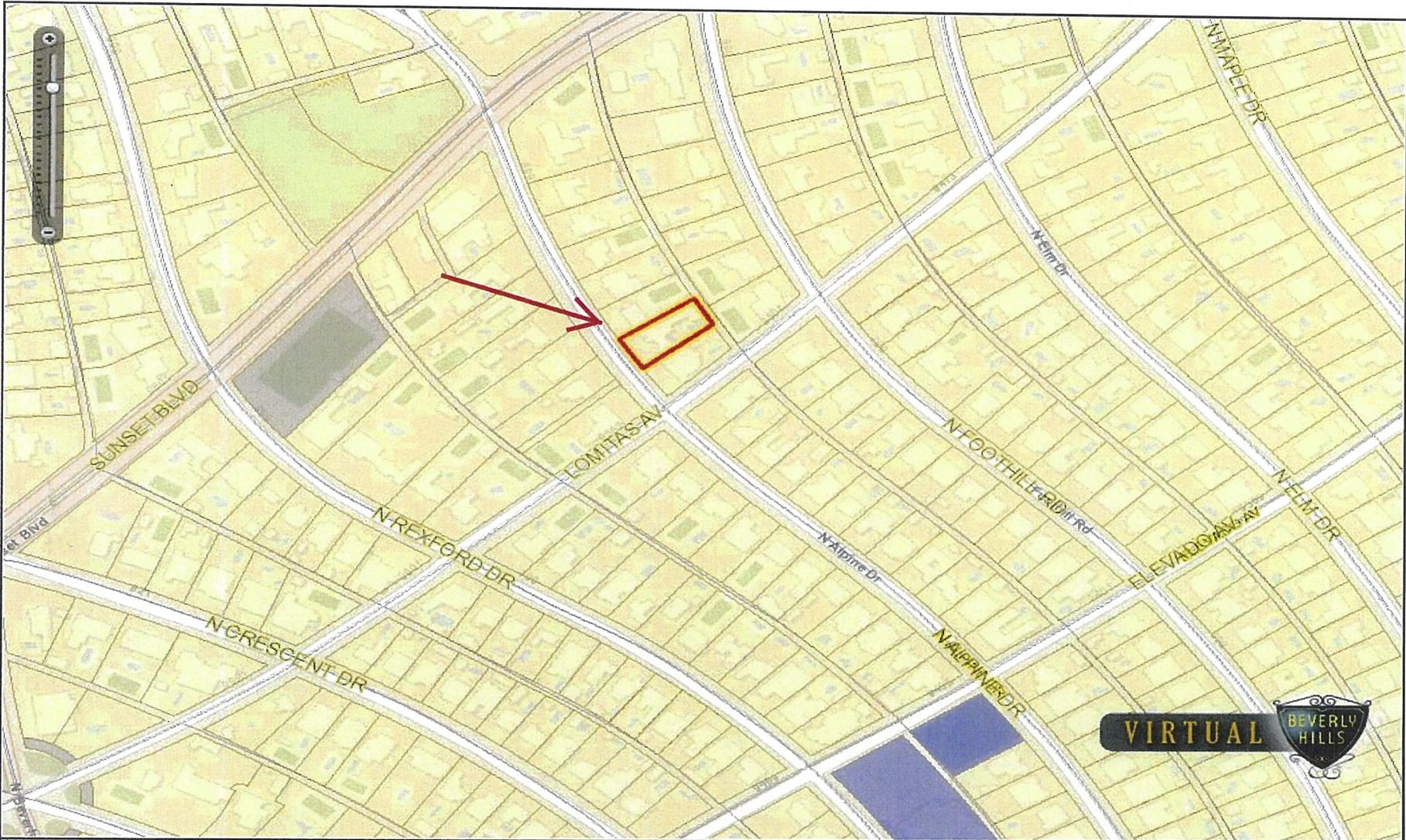
TRACT NO. 4159  
M. B. 44 -56

FOR PREV. ASSMT. SEE: 1373-26

ASSESSOR'S MAP  
COUNTY OF LOS ANGELES, CALIF.

**LOCATION MAP**

---



© Copyright 2010 City of Beverly Hills. All rights reserved. Although we make every effort to provide accurate data herein, this map is only representational and no warranties expressed or implied.



Author: OAC

Date: 25 November 2013

## 804 North Alpine Drive Location Map

**SANBORN FIRE INSURANCE MAPS**

---

SANBORN FIRE INSURANCE MAP  
804 N. ALPINE DRIVE, BEVERLY HILLS

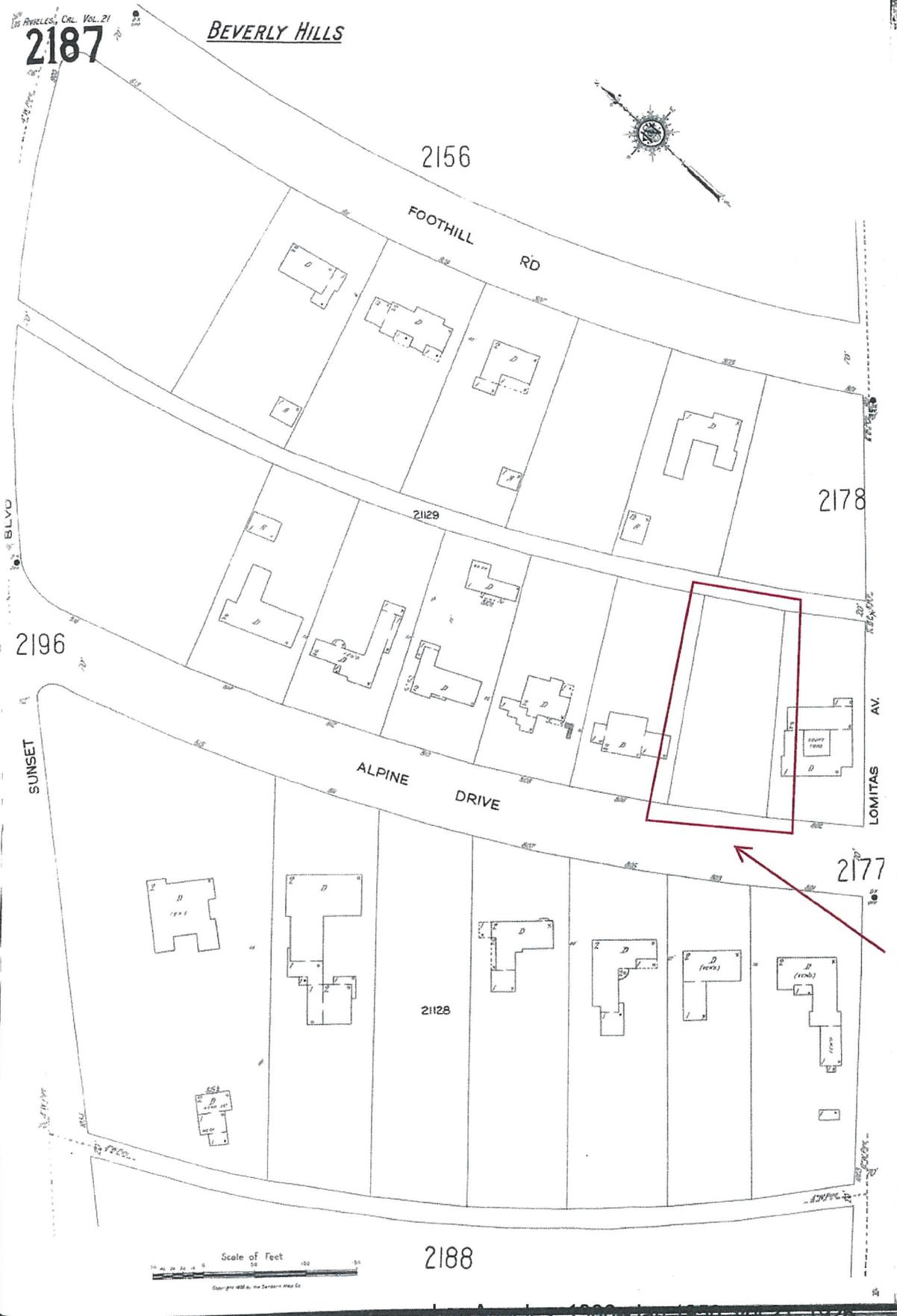
SCALE 100 FT. TO 1 INCH

AUGUST 1922  
BEVERLY HILLS  
CALIFORNIA

6



SANBORN FIRE INSURANCE MAP, Beverly Hills



SANBORN FIRE INSURANCE MAP, Beverly Hills

CAL. 000  
LOS ANGELES, Cal. Vol. 21  
**2187**

*BEVERLY HILLS*



**PREVIOUS SURVEY DATA/BACKGROUND INFORMATION**

---



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210  
TEL. (310) 485-1141 FAX. (310) 858-5966

## Cultural Heritage Commission Report

**Meeting Date:** October 9, 2013

**Subject:** Initiation of Nomination Proceedings for inclusion onto Local Register of Historic Resources of 804 North Alpine Drive, Beverly Hills.

**Recommendation:** Forward the Initiation of 804 North Alpine Drive, Beverly Hills to the Director for a report and recommendation.

---

### REPORT SUMMARY

At the request of the Landmark Nomination Advisory Committee 804 North Alpine Drive, Beverly Hills is being brought to the Commission as a potential nominee for inclusion onto the Local Register of Historic Resources. If the Commission believes this property warrants initiation of local landmark designation procedures, the property will return to the Commission with a thorough historic analysis for formal consideration as a potential local landmark. The procedure includes notification of the property owner of any initiation by the Commission.

804 N. Alpine,  
Beverly Hills by  
Master  
Architect  
Wallace Neff.



### PRELIMINARY ASSESSMENT OF LANDMARK CRITERION

Preliminarily, it appears that the property may meet necessary criterion under 10-3-3212 as follow:

Criteria A1. Is identified with important events in the main currents of national, state and local history;

Attachment(s):  
DPR Form and Continuation Sheet

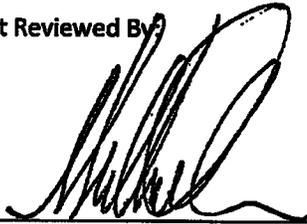
Report Author and Contact Information:  
William Crouch, AIA, AICP  
Urban Designer  
(310) 285-1116  
wcrouch@beverlyhills.org

Criteria A3. Embodies the distinctive characteristics of a style, type, period, or method of construction;  
Criteria A4. Represents a notable work of a person included on the city's list of master architects or possesses high artistic or aesthetic value.

Criteria B. The property retains integrity from its period of significance. The proposed landmark retains integrity of location, design, setting, materials, workmanship, and association.  
integrity shall be judged with reference to the particular criteria specified in subsection A of this section.

Criteria C. 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.

Report Reviewed By



---

William R. Crouch AIA, AICP  
Urban Designer

# **ATTACHMENT 1**

SERIAL NUMBER: 0213-003-019

UTM: 11-370300-3772080

CONTINUATION SHEET: Alpine Drive Architects Grouping

COMMON NAME: None

HISTORIC NAME: McGilvray; W.S. Residence

ADDRESS: 0804 Alpine Drive North

PARCEL NUMBER: 4341-026-002

CONSTRUCTION DATE: 12-29-26

ORIGINAL OWNER: McGilvray; W.S.

ARCHITECT: Neff; Wallace

BUILDER: Unknown

DESCRIPTION:

Under renovation at the time of the survey, this is a two story dwelling in a French Revival style. A circular bay surmounted by a conical roof anchors the steeply pitched, hipped and gabled wings of the L-shaped facade. Hipped dormers and a tall brick chimney on the south emerge from the roof. The brick exterior of the structure has been exposed. Located in the "tower," the entry is recessed behind a keystone archway. Above it, a small, recessed window appears to be either leaded or bottle glass. Other windows are multi-paned casement in type, and arranged individually, in clusters, or in bays. An iron-railed balcony adorns one opening in the front gable end. A stylized quatrefoil vent appears in the apex of the gable. An addition appears to have been made to the north side of the medieval-inspired residence.



## CONTINUATION SHEET

Page 1 of 1 Resource Name or # *W.S. McGilvray Residence*

Continuation  Update

P2. Location: *804 North Alpine Dr.*

**B10 Significance:**

*This building appears in good condition with no significant alterations visible since the property was last evaluated in the 1985-1986 survey. It remains a contributor to a potential historic district defined as the Alpine Drive Architects Grouping that is eligible for listing in the National Register, California Register, and for local listing or designation.*

P5b Description/Date of Photo: *West elevation, looking east/May 2004*

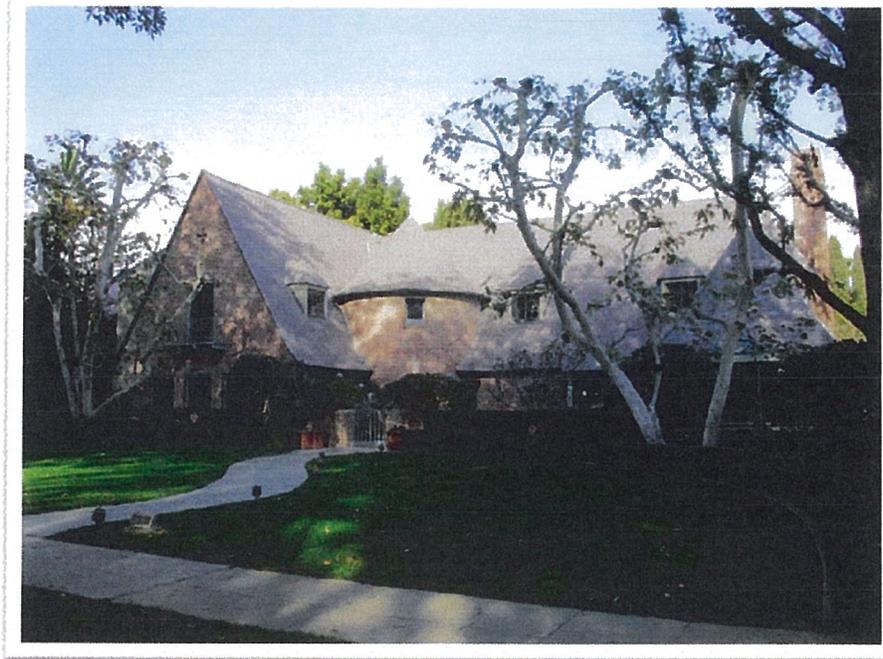


P8. Recorded by: *Jan Ostashay, Peter Moruzzi, PCR Services, One Venture, Suite 150, Irvine, CA 92618*

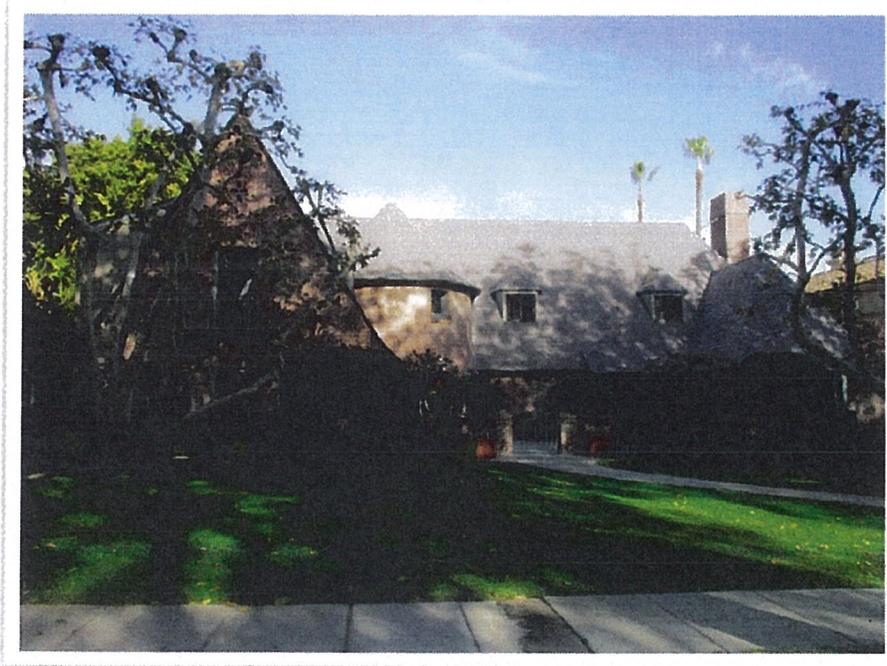
P9. Date Recorded: *Tuesday, June 01, 2004*

**PHOTOGRAPHS**

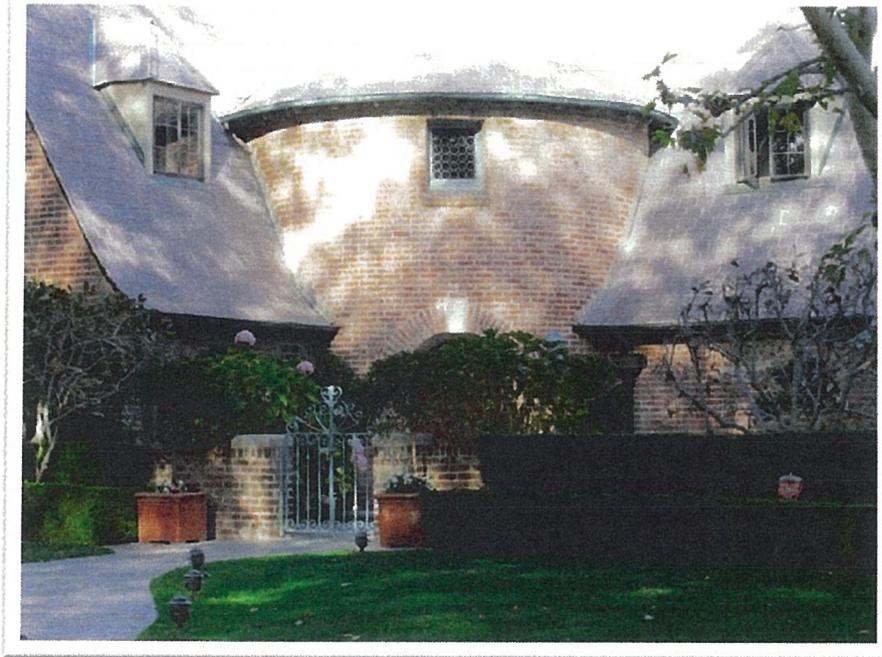
---



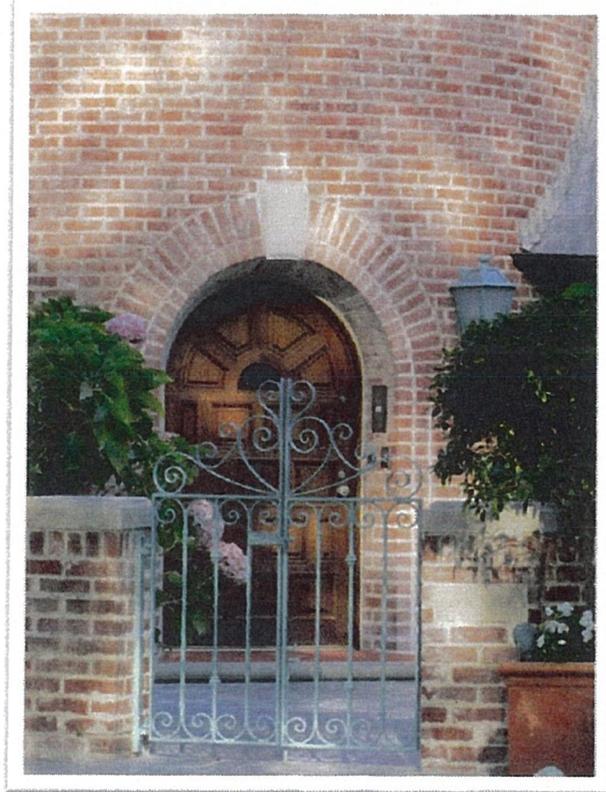
**PRIMARY (WEST) ELEVATION, LOOKING NORTHEAST**



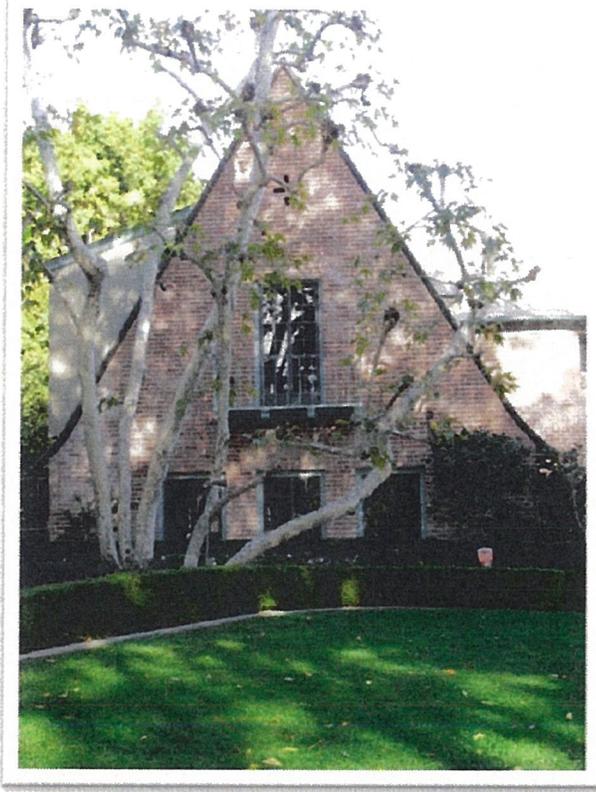
**PRIMARY (WEST) ELEVATION, LOOKING SOUTHEAST**



**FAÇADE DETAILS WITH CENTRAL TOWER ELEMENT, LOOKING NORTHEAST**



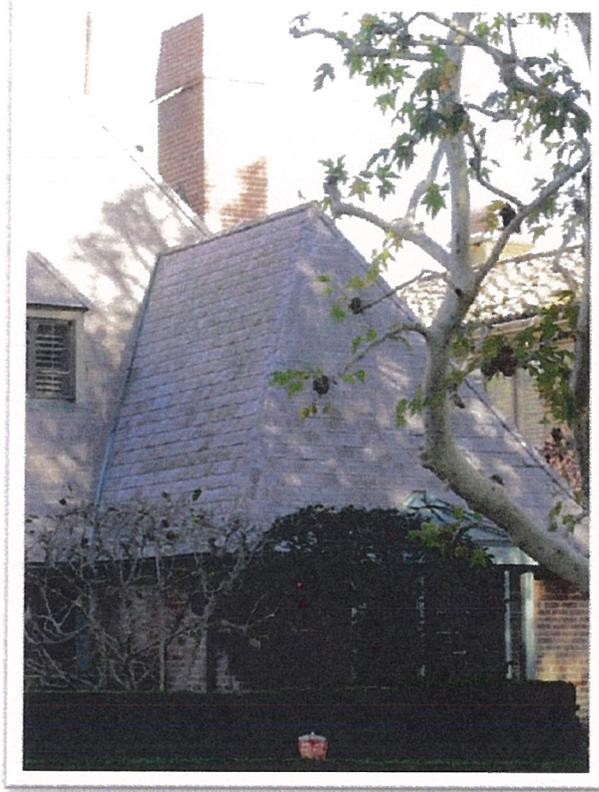
**FAÇADE DETAILS, MAIN ENTRY VIEW, LOOKING EAST**



**FAÇADE (WEST ELEVATION), NORTH WING, LOOKING EAST**



**FAÇADE, NORTH WING GABLE END DETAIL**



**FAÇADE (WEST ELEVATION), SOUTH WING, LOOKING SOUTHEAST**



**FRONT YARD STONE ADDRESS MARKER**

**EARLY PERMIT HISTORY**

---

All Applications must be filled out by Applicant

PLANS AND SPECIFICATIONS and other data must also be filed

# DEPARTMENT OF BUILDINGS

## Application for the Erection of Buildings

CLASS .....

To the Board of Trustees of the City of Beverly Hills:

Application is hereby made to the Trustees of the City of Beverly Hills, through the office of the Chief Inspector of Buildings for a permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which shall be deemed conditions entering into the exercise of the permit:

- First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.
- Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Beverly Hills.
- Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

NOTE: Permit issued with notice that 10' wide sidewalk is required & that violation of this is at owner's risk.

Lot No. 27 Block ..... Tract 4159

(Description of Job)

Refer Map Book 44 Page 56 of Maps

No. 804 Alpine Drive Street 73.60

(Location of Property)

(USE INK OR INDELIBLE PENCIL)

- Purpose of Building Residence + garage No. of Rooms 11 No. of Families one
- Owner's Name W. S. Mc Gilroy Phone .....
- Owner's Address Los Angeles
- Architect's Name Wallace Neff Pasadena Phone Ter. 0.174
- Contractor's Name A. J. Schmidt Phone FL. 5992
- Contractor's Address 29 N. Rowland Ave.
- VALUATION OF PROPOSED BLDG. {Including Plumbing, Gas Fitting, Sew-ers, Ceasapools, Elevators, Painting, Finishing, all Labor, etc.} \$ 368.00
- Is there any existing building on lot? no How used? .....
- Size of proposed building 47' x 76' Height to highest point 29 feet
- Size of lot 96' x 200' Character of ground Sandy Clay
- Number of Stories in height 2 set back from property line: Front 15 Rear 128 Side 9.5
- Material of foundation Concrete Size of footings 12" x 20" Size of wall 9" CB Depth below ground 30" to 40"
- Redwood Mud Sills 2 x 4 Girders 4 x 6 Posts under Girders 4 x 6
- Material of chimneys Brick No. of inlets to flue 3 Interior sizes of flues 12" x 12" Thickness of flue 6"
- Materials of Exterior Walls Frame + Brick Material of interior construction Frame + Plaster
- Area of lot 19,200 sq ft Area of all Bldgs. on lot 2,700 Per cent of lot covered 15.7%
- Will all provisions of State Dwelling House Act be complied with? Yes

EXTERIOR studs 2 x 6 INTERIOR BEARING studs 2 x 4 Interior Non-Bearing studs 2 x 4

Ceiling joists 2 x 6 Roof rafters 2 x 6 FIRST FLOOR JOISTS 2 x 12

Second floor joists 2 x 12 Specify material of roof Shingles

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

(Sign here) A. J. Schmidt Contractor (Owner or Authorized Agent.)

(FOR DEPARTMENT USE ONLY)

PERMIT NO. <u>6390</u>	Plans and Specifications checked and found to conform to Ordinances, State Laws, etc.	Application checked and found O. K.	Stamp here when permit is issued
	<u>Baron</u> Plan Examiner	<u>ms</u> Clerk	DEC 29 1926

Baron Superintendent of Building

All Applications must be filled out by Applicant

PLANS AND SPECIFICATIONS  
and other data must also be filed

# DEPARTMENT OF BUILDINGS

## Application for the Erection of Buildings

CLASS .....

To the Board of Trustees of the City of Beverly Hills:

Application is hereby made to the Trustees of the City of Beverly Hills, through the office of the Chief Inspector of Buildings for a permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which shall be deemed conditions entering into the exercise of the permit:

First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.

Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that may hereafter be prohibited by ordinance of the City of Beverly Hills.

Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

Lot No. 242 Block 2 Tract 4159  
(Description of Job)

Aspen Brook 44 Page 56 of Maps 804

No. 804 Alpine Drive Street  
(Location of Property)

(USE INK OR INDELIBLE PENCIL)

- Purpose of Building Garage No. of Rooms 1 No. of Families .....
- Owner's Name W. S. Mc Gilroy Phone .....
- Owner's Address Los Angeles .....
- Architect's Name Wallych Neff Phone LA 0174
- Contractor's Name A. J. Sprindt Phone FD 5292
- Contractor's Address 99 N. Roosevelt Ave.

7. VALUATION OF PROPOSED BLDG. {Including Plumbing, Gas Fitting, Sewers, Cesspools, Elevators, Painting, Finishing, all Labor, etc.} \$ 500.00

8. Is there any existing building on lot? no How used? .....

9. Size of proposed building 20 x 20 Height to highest point 10 feet

10. Size of lot 96x200 Character of ground Sandy Clay

11. Number of Stories in height 1 set back from property line: Front 10' Rear 1' Side 4' 1/2'

12. Material of foundation Concrete Size of footings 12" Size of wall 6" Depth below ground 12"

13. Redwood Mud Sills 2 x 6 Girders None Posts under Girders .....

14. Material of chimneys None No. of inlets to flue .....

15. Materials of Exterior Walls Frame & Plaster Material of interior construction .....

16. Area of lot 19200 Area of all Bldgs. on lot 2700 Per cent of lot covered .....

17. Will all provisions of State Dwelling House Act be complied with? Yes

EXTERIOR studs 2 x 6 INTERIOR BEARING studs 2 x 4 Interior Non-Bearing studs .....

2 x 12 Ceiling joists 2 x 12 Roof rafters 2 x 12 FIRST FLOOR JOISTS Concrete

Second floor joists .....

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

(Sign here) A. J. Sprindt  
(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

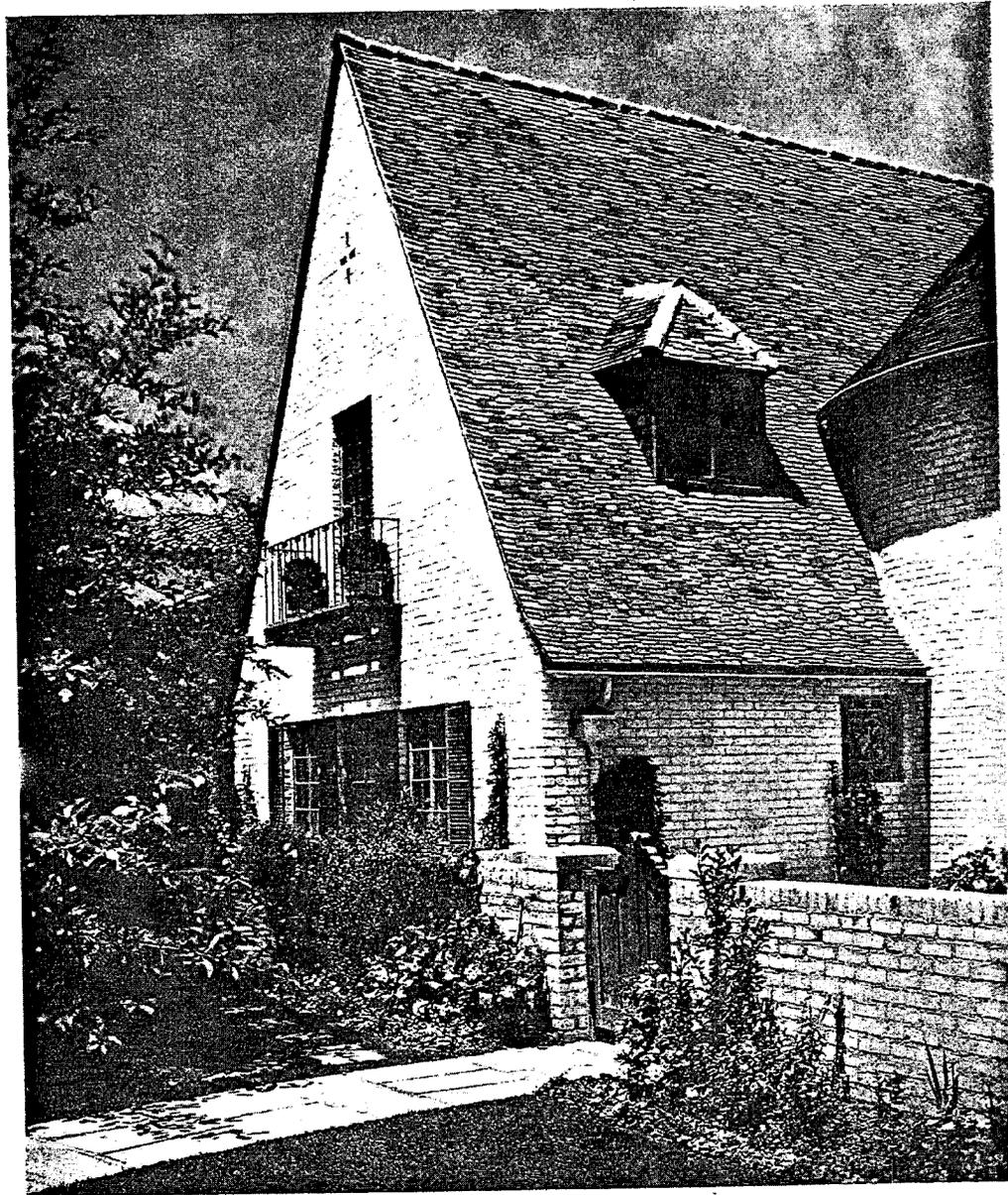
PERMIT NO. <u>6391</u>	Plans and Specifications checked and found to conform to Ordinances, State Laws, etc.	Application checked and found O. K.	Stamp here when permit is issued
	<u>Barnwell</u> Plan Examiner	<u>ED</u> Clerk	DEC 29 1926

Barnwell Superintendent of Building

# 3,002,553 1, L. W. K.

**EPHEMERAL MATERIAL**

---

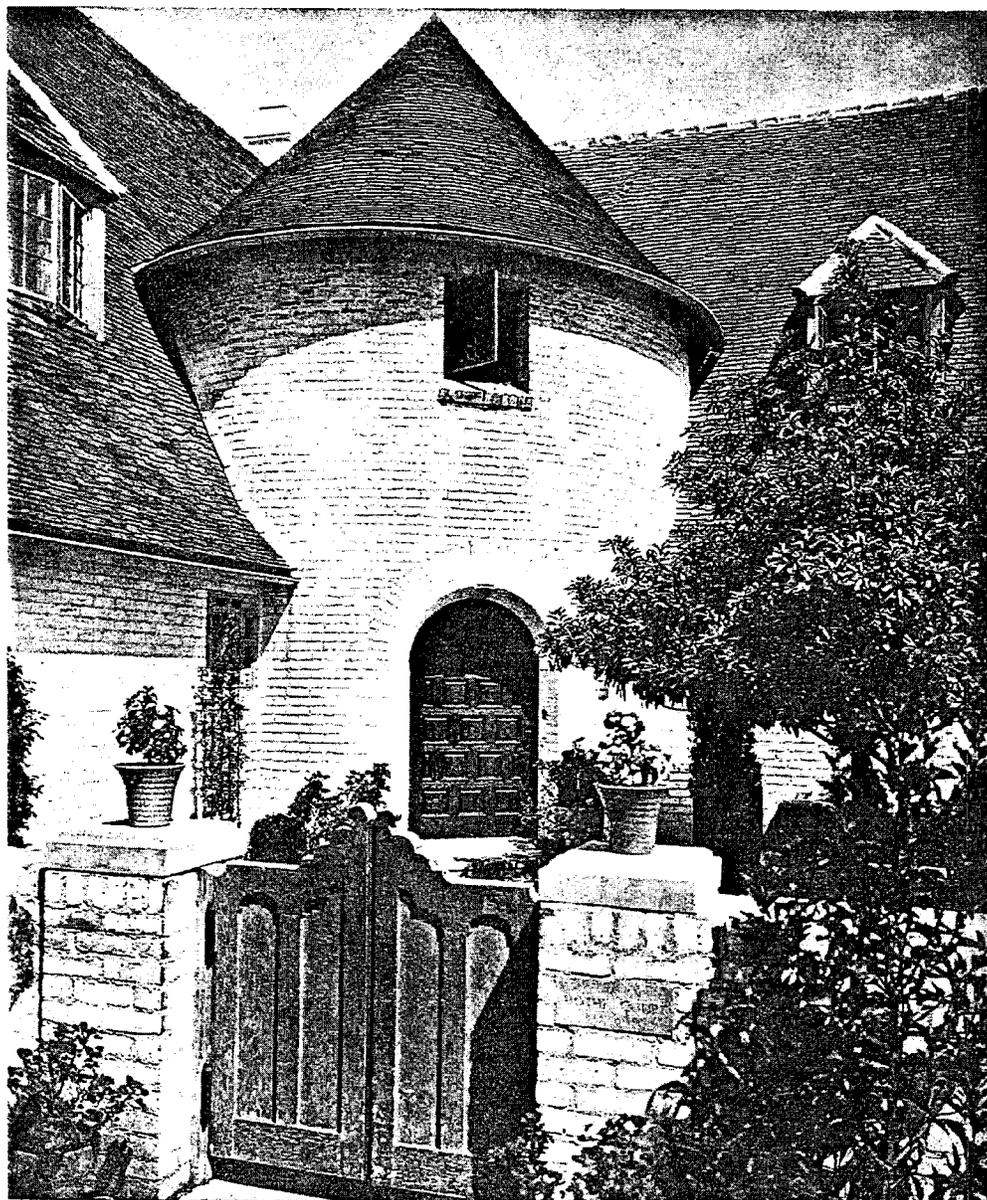


*Exterior Detail*

Photo, Fadilla

*Residence of Mr. and Mrs. Walter S. McGilroy, Beverly Hills — Wallace Neff, Architect*

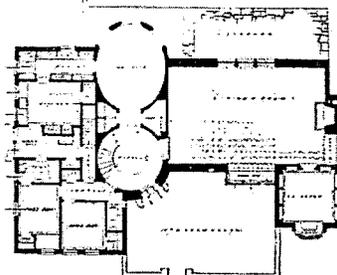
*Finish Hardware: West & Company  
Plumbing Fixtures: Crane Company  
Steel Casements: Hope's Windows, Inc.  
Tile Work: Diato Flooring Company*



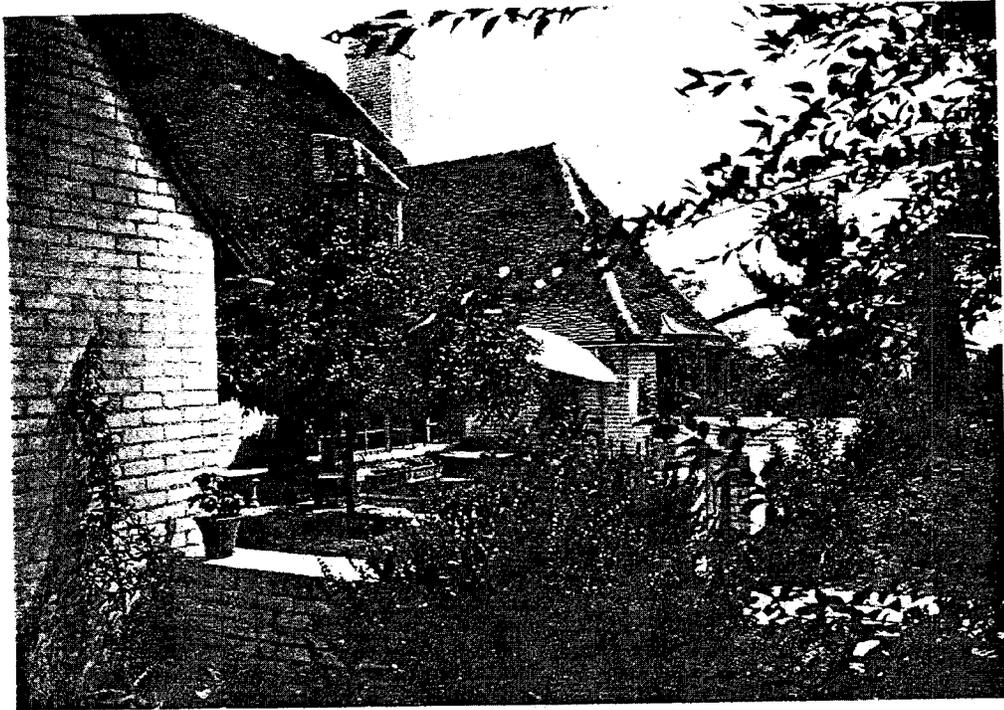
*Entrance*

Photo, Padilla

*Residence of Mr. and Mrs. Walter S. McGilvray, Beverly Hills — Wallace Neff, Architect*

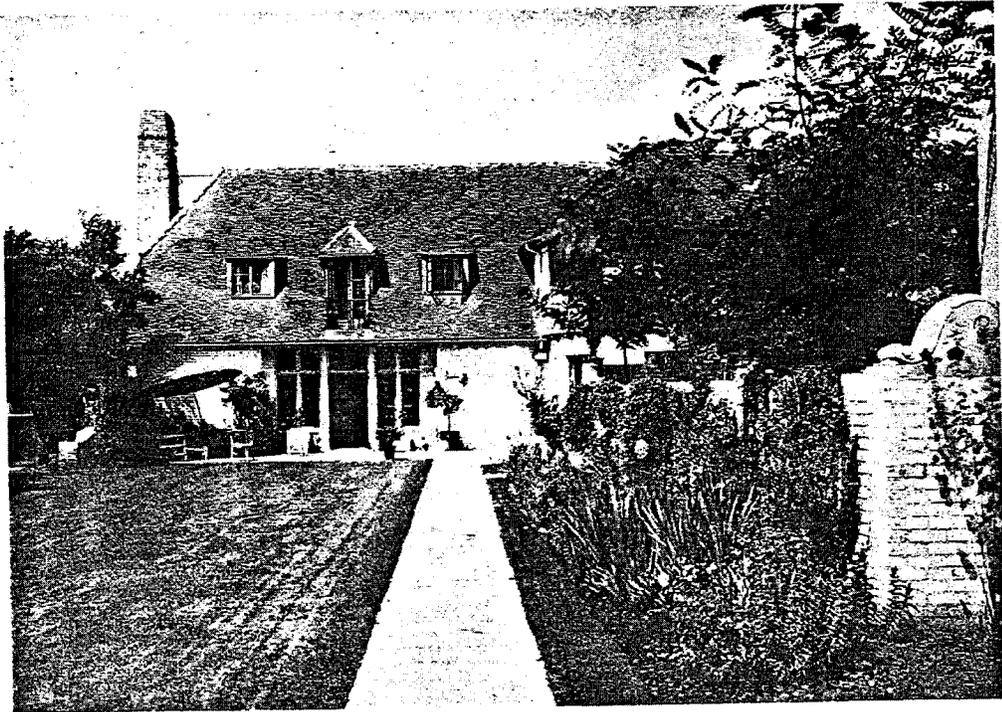


*The Architectural Digest*



*Garden*

Photo, Padilla



*Garden*

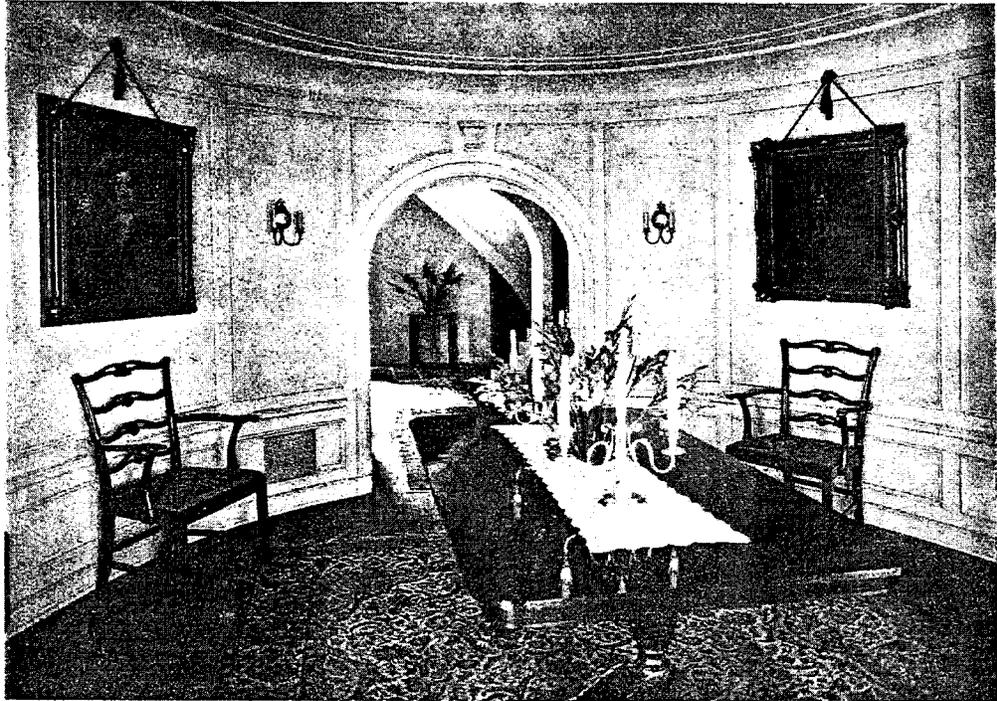
Photo, Padilla

*Residence of Mr. and Mrs. Walter S. McGilvray, Beverly Hills — Wallace Neff, Architect*



*Garden*  
*Residence of Mr. and Mrs. Walter S. McGilroy, Beverly Hills — Wallace Neff, Architect*

Photo, Padilla



*Dining Room*

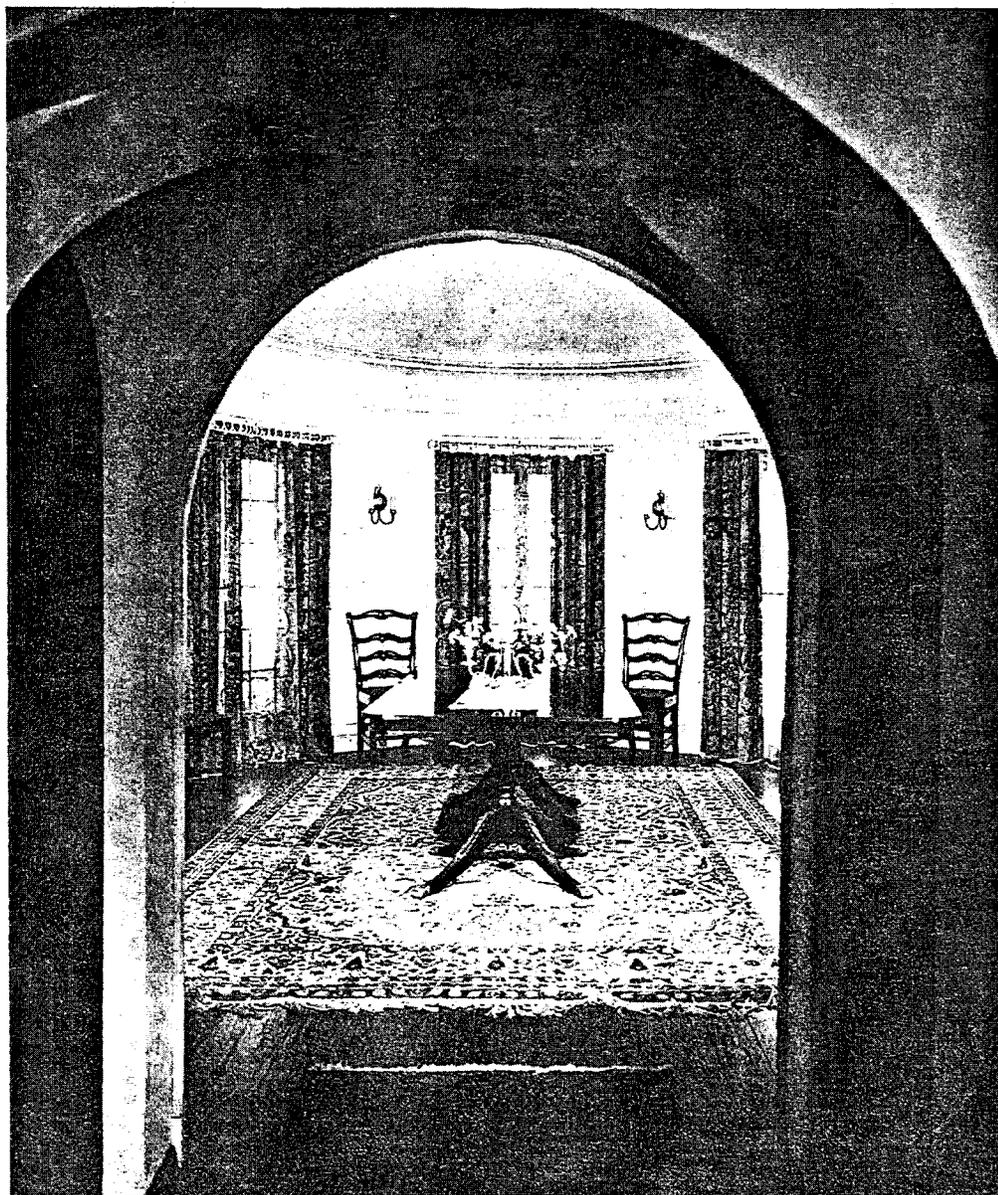
Photo, Padilla



*Living Room*

Photo, Padilla

*Residence of Mr. and Mrs. Walter S. McGilvray, Beverly Hills — Wallace Neff, Architect*



*Dining Room* Photo, Padilla  
*Residence of Mr. and Mrs. Walter S. McGilvray, Beverly Hills — Wallace Neff, Architect*

McDonald Andrew (Edith) h608 N Palm dr OX 6338  
 McDonald D Alexander (Lois) clk h419 S Oakhurst dr CR 11988  
 McDonald Edward A (Ida B) h451½ S Rexford dr CR 14351  
 McDonald Elizabeth L studt r608 N Palm dr OX 6338  
 McDonald George A (Laurel Lee) oil h234 Moreno dr CR 6377  
 McDonald Lenore E Mrs h1018 Benedict Canon dr  
 McDonald Margaret Mrs r608 N Palm dr OX 6338  
 McDonald Walter H (Catherine Branch) ins h450½ S Oakhurst dr CR 5042  
 McDonnell Marguerite r141 S Elm dr OX 5717  
 McDonough Edward F (Marian A) r141 S Roxbury dr CR 12220  
 McDowell Alfred A (Florence A) atty h430 S Camden dr OX 6047  
 McDowell J Calvin (Jean) real est h604 N Crescent dr CR 5450  
 McDowell Leo N (Janet) h331 N Palm dr CR 7033  
 McEdward John G (Lillian V) scenario writer h205 S Maple dr CR 6781  
 McElligott John S (Martha R) (Martha Smith Candy Co) h333 S Wetherly  
 dr CR 3466  
 McEvoy Annie G Mrs r627 N Rexford dr OX 8928  
 McEvoy Mignon r627 N Rexford dr OX 8928  
 McFadden Albert h201 S Almont dr OX 5598  
 McFadden Ivo M Mrs h280 Reeves dr  
 McFadyen Ella Mrs r126 N Almont dr CR 13062  
 McFarland Charles P (Carrie) h704 N Beverly dr OX 4820  
 McFarlane Eva r139½ S Bedford dr CR 6279  
 McGahan O E h114 N Clark dr CR 5391  
 McGahey Beatrice opr So Cal Tel Co r9305 Burton way OX 2238  
 McGalliard Kate G Mrs r625 Alta dr CR 5515  
 McGann William M (K Louise) pict director h224 S Hamilton dr OX 9284  
 McGary Charles E (Berenice) mgr r129 S Rexford dr OX 0644  
 McGee Harold W (Velma) ins h438 S Elm dr OX 3971  
 McGee Herschel chauffr r241 S Linden dr  
 McGhee Benjamin E (Ruth) supt identification bureau Police Dept h9176  
 Alden dr  
 McGill Barney (Violette) cameramn h237½ Tower dr OX 9676  
 McGilvray Walter S (Jessie) h804 Alpine dr OX 7325  
 McGinnis Margaret steno r156 N Clark dr CR 0830  
 McGrath Albertina studt r906 Benedict Canon dr OX 3932  
 McGrath Charlotte artist r906 Benedict Canon dr OX 3932  
 McGrath Grace maid r255 Peak dr  
 McGrath Margaret atty r906 Benedict Canon dr OX 3932  
 McGrath Warren F (Lottie) real est h906 Benedict Canon dr OX 3932  
 McGregor Frank D (Mary) h228e S Gale dr OX 1677  
 McGregor Thomas (Mildred) slsmn h433d N Oakhurst dr  
 McGregor Wilbur T (Kathryn A) h454½ S Maple dr  
 McGuinness Ella O Mrs (Woman's Exchange & Gift Shop) r344 N Beverly dr  
 OX 6973  
 McGuinness Helen R studt r344 N Beverly dr OX 6973  
 MCGUINNESS JOHN J (Ella O) clothing and mens furnishings 441 N Canon  
 dr office OX 4316 h344 N Beverly dr OX 6973  
 McGuire Ellen Mrs r320 S Linden dr OX 8765  
 McGuire Letha librn h151 N Swall dr  
 McGuire Myrtle A Mrs maid r609 N Linden dr

## J. J. McGuinness

Clothing—Furnishings—Hats

441 North Canon Drive

Phone  
OXford  
4316

Phone  
OXford  
4812

### Woman's Exchange & Gift Shop

Hosiery - Underwear - Hemstitching - Pleating  
 Distinctive Gifts, Novelties and Bridge Accessories  
 Featuring "Our Corner Cupboard" of Home Made Foods  
 ELLA O. MCGUINNESS 8434 Santa Monica Blvd.

REGISTRATION CARD

- 1 Name in full Walter Scott McShirney
- 2 Place of birth 916 - Front Ave Los Angeles California
- 3 Date of birth March 1st 1886
- 4 Education Natural Born
- 5 Where born Denver Colorado - 1886
- 6 Do you claim citizenship of that country or are you a citizen or subject?
- 7 What is your present trade, occupation, or profession? Building Contractor
- 8 Where employed? W. Gilroy Raymond Granite Co
- 9 Address 920 - Santa Fe Ave Los Angeles
- 10 Married or single (state)? Married - Wife
- 11 What is the name of your last employer? W. Gilroy Raymond Granite Co
- 12 Do you claim membership in any labor union?

I declare that I have verified above answers and that they are true.

Walter Scott McShirney  
(Signature of registrant)

27  
 CA

44-12. A  
 REGISTRAR'S REPORT

- 1 Full name of registrant Walter Scott McShirney
- 2 Date of registration March 1st 1916
- 3 How many days has he been in the State since he last was in the State (unless he is a citizen of the State)? 720

I certify that the answers are true, that the names are correct, that I have witnessed his signature, and that all of his knowledge are true, except as follows:

Walter Scott McShirney  
 Registrar

Product 1886  
 City or County Los Angeles  
 State California

No

**OSTASHAY & ASSOCIATES CONSULTING**

PO BOX 542

LONG BEACH, CA 90801

562.500.9451