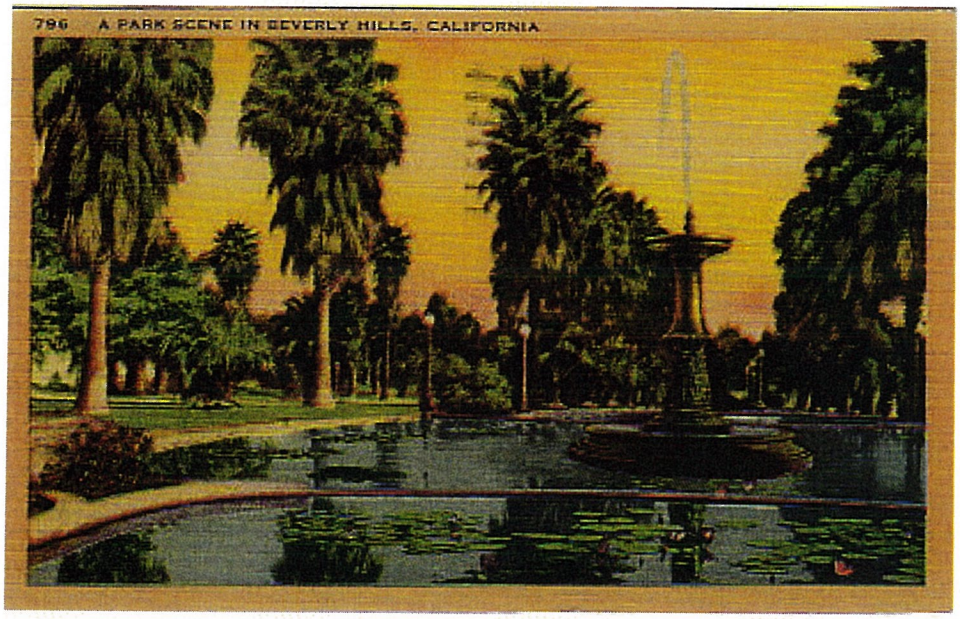
EXHIBIT A

City Landmark Assessment & Evaluation Report and Attachments for
Will Rogers Memorial Park at 9650 Sunset Boulevard, Beverly Hills, CA
Prepared by Ostashay & Associates Consulting

CITY LANDMARK ASSESSMENT & EVALUATION REPORT



January 2015

WILL ROGERS MEMORIAL PARK
9650 West Sunset Boulevard, Beverly Hills, CA

Prepared for:

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

Prepared by:
Jan Ostashay Principal
Ostashay & Associates Consulting
PO BOX 542, Long Beach, CA 90801

THIS PAGE INTENTIONALLY BLANK

CITY LANDMARK ASSESSMENT AND EVALUATION

Will Rogers Memorial Park
9650 West Sunset Boulevard
Beverly Hills, CA 90210

APN: 4344-017-900

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 Will Rogers Memorial Park as a cultural landscape. This park covers approximately five (5) acres along the south side of Sunset Boulevard between North Beverly Drive to the east and North Canon Drive to the west within the City of Beverly Hills, California. It is situated immediately south of the Beverly Hills Hotel.

This evaluation assessment report includes a discussion of the survey methodology used, a summarized description of the property, a brief context history of the property, introduction of the local landmark criteria considered, applicant of local criteria and evaluation of local significance, the identification of character-defining features, and applicable supporting materials.

METHODOLOGY

The landmark assessment was conducted by Jan Ostashay, Principal with Ostashay & Associates Consulting. In order to record and evaluate the cultural landscape 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 reviewing this material, this allowed us 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 determined eligible for listing in the National Register in 1985.

For this current assessment process, site inspections and a review of building permits, archival material, and tax assessor records were also done to document the property's existing condition and assist in evaluating the property for historical significance. The City of Beverly Hills landmark criteria were employed to evaluate the local significance of the site and assess its eligibility for landmark designation. 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, including photography.
- 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

Will Rogers Memorial Park appears to meet the City's criteria for landmark designation as a cultural landscape pursuant to 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 three of the six "significance" criteria be met. Upon conclusion of the assessment, the park appears to meet three of the "significance" criteria: criterion A.1, A.3, and A.4. Will Rogers Memorial Park 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

Will Rogers Memorial Park was found individually eligible for listing in the National Register in 1985, as part of the 1985-1986 citywide survey conducted by the City. It is currently assigned a California Historical Resource status code of 3S (individual property appears eligible for the National Register through survey evaluation). It was identified as historically significant for its historical trends and for its direct association with the City's first planner and landscape designer, Wilbur D. Cook, Jr.

PROPERTY DESCRIPTION

Description. Will Rogers Memorial Park is the oldest public garden in the City and marks the merging of North Beverly Drive, North Canon Drive, and Lomitas Avenue just south of Sunset Boulevard and the Beverly Hills Hotel. Covering roughly five acres of land, it occupies lot O of block 68 as part of the Beverly Hills tract.

A wedge-shaped parcel, the park's focal point is a terraced lily pond and fountain. The pond sits at the head of a 120 foot long allée of flowers (roses), defined by rows of tall Washingtonia palms. Lawns to either side are studded with trees, shrubs, plants, and flower beds. Elevated above the surrounding streets, the park is approached by short flights of concrete steps from

the south end, the north end, and along Beverly Drive and Canon Drive. Historic photographs and postcards indicate that the appearance of the park today is a lusher, more mature version of its younger self.

Minimal changes have occurred to the park over the years. A small public restroom structure was added to the park in the 1980s. In December 1992, the fountain was turned off, the koi fish were relocated, and the pond was drained in order to repair and renovate the park's water system. A new recirculating pump and filtration system to recycle water instead of letting it pour into the storm drain were installed. Repairs to the cracked and leaking pond walls and floor were also made at that time. Upon completion of the repair work the koi were returned to the pond. The park closed again in July 1996 when it underwent a $1-million historic renovation. It reopened in February 1997 when the renovation work was completed. At the time, the park was in a state of disrepair with many plants either died or dying (in part the result of past droughts) and many of the concrete perimeter walls and pathways broken or missing. The renovation work resulted in the removal of additions from the 1950s and a return to the park's 1920's appearance. Such in-kind improvements included replacement of asphalt walkways with compatible brick paver units; new energy efficient security lights; an irrigation system and complementary planting of new trees and plant materials; modifications to the restroom facilities; restoration of the existing retaining walls; and the installation of bronze commemorative plaques. Since the park's renovation, it has received California Park and Recreation Society and American Society of Landscape Architects awards for park preservation and restoration.

HISTORICAL CONTEXT

Beverly Hills. The town of Beverly Hills was founded in 1906 when a group of investors headed by Burton Green formed the Rodeo Land and Water Company and recorded two subdivisions: Beverly, a small triangle south of Santa Monica Boulevard, and Beverly Hills, a residential area of amply-sized lots extending along curving streets north to Sunset Boulevard, with estate-sized properties in the foothills further north. Designed by landscape architect Wilbur D. Cook, the layout of the new development departed sharply from the typical, orthogonally gridded subdivisions that were found in most of the region's subdivisions. In 1907, the *Los Angeles Times* reported:

> On this beautiful mesa, with a background of foothills, Beverly Hills was laid out by one of Boston's famous landscape architects. With its broad, curving avenues sweeping from the car line to the very crest of the foothills, it presents the spectacle of a magnificent park. . . . Beverly Hills is provided with four parks and the purpose is to beautify the entire suburb with flowers, trees, and shrubbery.[1]

[1] *Early articles counted the three original blocks of Beverly Gardens as three parks, which, when added to Sunset Park north of the confluence of Canon Drive, Beverly Drive, and Lomitas Avenue (labeled "Civic Center" on early maps and later called Will Rogers Memorial Park) totaled four.*

The article went to state that special note should be made of the "artistic water garden with its pond lilies and gold fish."[2]

Despite these and other amenities and the presence of a station serving both the interurban Pacific Electric Railroad and the transcontinental Southern Pacific, initial growth in the community was slow. The first boost to development was in 1911, when a grand hostelry, the Beverly Hills Hotel, was opened by Hollywood Hotel entrepreneur Margaret Anderson and designed by architect Elmer Grey, with gardens laid out by Cook. A one-trolley car system known as the "Dinky" conveyed guests from a Pacific Electric station at the southwest corner of Santa Monica Boulevard and Canon Drive up Rodeo Drive to the hotel. Residential construction and commercial development soon picked up, to the extent that Beverly Hills was able to incorporate as a city in 1914.

The turning point in the history of Beverly Hills occurred in 1919, when Hollywood royalty, Mary Pickford and Douglas Fairbanks, decided to remodel a "hunting lodge" in the foothills as a lavish, full-time residence. "Pickfair" paved the way for numerous other film stars, producers, directors, and other industry figures, as well as well-heeled capitalists and professionals, to make Beverly Hills their home. During the 1920s and continuing, regardless of the Great Depression, into the 1930s, development flourished in Beverly Hills, encompassing residential districts both north and south of Santa Monica Boulevard as well as the triangular commercial area bounded by the railroad tracks on Santa Monica on the north and Wilshire Boulevard during the south.

The late 1920s and early 1930s also saw large outlays for public improvements and infrastructure. The City's Water Treatment Plant, City Hall and Post Office were all constructed during this period. As part of a regional effort, Wilshire Boulevard was widened and improved with street lamps and signals. Other streets that traversed Beverly Hills, including Sunset Boulevard, were similarly integrated into area-wide transportation plans that facilitated automobile access to downtown Los Angeles, the beach communities, and the San Fernando Valley. In 1931, Route 66, the famed highway from Chicago to the Pacific, was officially declared to run through Beverly Hills on Santa Monica Boulevard.[3] Three additional parks were added to the City's already well-endowed park system: Roxbury Park, La Cienega Park, and what was initially referred to as the Santa Monica Boulevard Strip Park and officially named in 1931 "Beverly Gardens." Today, the City boasts eleven recreation and park facilities within its boundaries, plus several mini parks.

Development of Will Rogers Memorial Park. To accompany the early residential development in Beverly Hills, the Rodeo Land & Water Company instituted a series of civic improvements and amenities for residents of the area. These included a comprehensive street plan, street trees, parks, and other recreational facilities. Street improvements were among the first

---

[2] *"Park Effects in Homesite." Los Angeles Times, August 16, 1907.*

[3] *"Boulevard Leads East Via Beverly." Beverly Hills Citizen, January 29, 1931.*

infrastructure projects in the development of the community followed by the landscaping of residential streets and parks.

Just north of the Civic Center intersection of Canon, Beverly, and Lomitas, Will Rogers Memorial Park occupies a wedge-shape parcel immediately south of Sunset Boulevard and the Beverly Hills Hotel. It was originally developed as an extension of the grounds of the hotel in 1912 and was laid out by landscape architect Wilbur D. Cook, Jr. The park was dedicated when the owners of the hotel, Margaret J. Anderson and her son Stanley, donated the acreage of land to the city in 1915. It then became the city's first municipal park following the City's incorporation in 1914.

Lushly landscaped as part of the hotel, it had the city's characteristic palm trees and curvilinear walkways as well as formal gardens, metal lampposts with globe luminaires, benches, a planted 120 foot long allée, and a terraced lily pond defined by three oval shape pools with ornate fountain. The park was known as "Sunset Municipal Park" until 1952, when it was rededicated as a tribute to humorist, philosopher, beloved resident, civic booster, and first honorary mayor Will Rogers. Rogers had died in 1935 in an Alaskan plane crash at the height of his career. Prior to moving to a newly built hilltop ranch in Pacific Palisades in 1929, Rogers lived at 925 North Beverly Drive kitty-corner from the Beverly Hills Hotel and near the Sunset Municipal Park for several years.

As designed, the park was divided by a double promenade flanked by mature palm trees and linear rows of low, clipped shrubs. The northern part of the promenade near the Sunset Boulevard central entrance into the park wrapped around a raised oval pond and fountain with koi fish, lilies, and turtles that formed a small plaza. Symmetrical curved pathways extend from the plaza through groomed lawns towards the park's corners, forming smaller "specialty" garden spaces which are alternately planted with a variety of trees and plants, including dragon trees (Dracaena draco), beds of roses, evergreen shrubs, oak trees, philodendrons, and small flowering trees and plants. The perimeter of the park is lined with more densely planted palm trees and narrow footpaths. At one point, in 1929, an aviary was considered for the park. Privately funded and maintained by the City, the offer was proposed to the Park Commission in July of that year.

Although the park was intended from the outset for passive recreation and the enjoyment of scenic beauty, it became a popular meeting place for nearby residents, celebrities and the setting of several films. Some early features filmed at the park included Charlie Chaplin's 1921 film "The Idle Class;" Laurel and Hardy's opening scenes from their 1932 film "Pack Up Your Troubles;" and director Hal Roach's short from 1932 called "Sneak Easily." The park also served a more utilitarian function; it was seen by interurban railway commuters who rode the "Dinky" trolley car on their way to the Beverly Hills Hotel along Sunset Boulevard.

Today, the park continues to reflect the initial design intent conceived by landscape architect Wilbur D. Cook, Jr. It includes, among other features, the terraced three pool lily pond with koi and turtles, ornate fountain in the middle of the pond, groomed lawns, rose gardens, tall palm trees, dragon trees (Dracaena draco), pine trees, oak trees, other mature shrubs and trees,

winding paved walk paths, low-rise concrete textured retaining walls around the perimeter of the park, gently curving concrete planter bed curb walls, and a contemporary style public restroom facility. Many of the plants and trees within the park space are formally identify and labeled, as well.

It also features a number of dedication plaques recognizing the history of the park, its historical association with the Beverly Hills Hotel and Will Rogers, and the Beverly Hills Garden Club. In September 2014, the fountain was named in honor of hotelier and city pioneer Margaret J. Anderson in recognition of her contributions to the Beverly Hills community and direct donation of the land that would become Will Rogers Memorial Park. In October 2014, 160 Beverly Hills Centennial Roses, a type of floribunda rose registered for the city's centennial, were planted in the park in honor the City's 100 year anniversary.

Landscape Architect. Beverly Hills master planner Wilbur D. Cook (1869-unknown) spent his early career in Massachusetts, as a clerk in the Boston office of the Samuel Walker Oil Company (1889-1892) and subsequently (1892-1905), as an employee of the preeminent landscape design firm in the country, Olmstead Brothers, in Brookline, Massachusetts.[4] While associated with the Olmstead firm, he participated in the designs for the 1893 Columbian Exposition in Chicago and parks in Boston and Chicago.[5] Cook also worked in the Boston-based office of Warren Henry Manning, a pioneering American landscape architect who had been employed for several years in the office of Olmsted, Olmsted, and Eliot.[6]

After a year in practice in Northern California (1905-1906), Cook began executing commissions in Southern California, the most well-known of which is the layout of Beverly Hills, completed for the Rodeo Land and Water Company in 1906. Incorporating gently curving streets generously lined with trees, lots with deep setbacks south of Sunset Boulevard and estate-sized properties north of it, the design also featured a three-block park along Santa Monica Boulevard. Known as Santa Monica Park, it was advantageously located immediately across the street from the Pacific Electric Railroad station, for which he was also responsible for the planting.[7] Cook's association with Beverly Hills continued in 1911 and 1912, when he laid out the planting for the new Beverly Hills Hotel and the park across Sunset Boulevard to the south, Sunset Municipal Park, (eventually called Will Rogers Park).[8] Other early work of Cook included the layout of the community of Highland Park in Texas (1908); implementation of the Parson's Plan for San Diego City Park (later known as Balboa Park), where he was hired in 1909;[9] and the landscaping of Exposition Park in Los Angeles (1911);[10] as well as residential commissions, such

---

[4] *Dobyns, Winifred Starr, with a new introduction by Carol Greentree. "California Gardens." The Macmillan Company, 1931. New edition Santa Barbara: Allen A. Knoll, Publishers, 1996, p. 226.*

[5] *Cook is often referred to as a New York landscape architect; no documentation was located as part of this research effort to corroborate that phase of his career.*

[6] *Library of American Landscape History (www.lalh.org). Accessed 6 March 2013.*

[7] *Southwest Builder and Contractor, April 16, 1920, p. 11. Citation for local award by American Institute of Architects.*

[8] *Builder and Contractor, August 10, 1911, page 8 and Los Angeles Daily Journal, January 15, 1912, p. 2.*

[9] *Montes, Gregory. "San Diego's City Park 1902-1910 From Parsons to Balboa." San Diego Historical Society Quarterly, Winter 1979, Volume 25, Number 1. Available at www.sandiegohistory.org. Accessed 6 March 2013.*

[10] *Los Angeles Times, June 4, 1911, Part IV, p. 24.*

as the gardens for the Secondo Guasti and Daniel Murphy residences, both on West Adams Boulevard. In 1920, Cook formed a partnership with George D. Hall.[11] Later in the 1920s, landscape architect Ralph D. Cornell became the third partner.

An active member of the American Society of Landscape Architects, formed at the conclusion of the 19th century, Cook was a prolific writer. In an article in *The Architect and Engineer* in 1910, Cook explained his philosophy of city planning. Emphasizing the principles of convenience and beauty, which he felt lay in a city's natural and individual topography, Cook said that "the successful city planner . . . preserves and accentuates the individuality of a city while enhancing its beauty."[12] He noted the importance of L'Enfant's plan for Washington D.C. and the "ideal city" of the 1892 Chicago World's Fair for American city planning. With respect to greening of the city, Cook recommended a uniform system of street trees and a well-designed park system, easily accessible and connected by wide parkways. He further stated that the metropolitan park system should be under the control of an active and informed park commission acting in conjunction with a consulting landscape architect.

CRITERIA 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. The property is being considered for local landmark designation as a cultural landscape. Therefore, discussion regarding cultural landscapes is also included in this section.

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 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

[11] *Southwest Builder and Contractor, April 2, 1920, p. 12.*

[12] *Cook, Wilbur D., Jr. "Planning a City from the Standpoint of a Landscape Architect." The Architect and Engineer of California, December 1910, Volume 23 Number 2, pp. 61-62.*

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."[13] Both the National Register of Historic Places and the California Register of Historical Resources recognize seven aspects of qualities that, in various combinations, define integrity. According to *National Register Bulletin 15*, the seven qualities that define integrity are location, design, setting, materials, workmanship, feeling and association. 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. In addition to meeting the criteria of significance, a property must have integrity.

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. 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.[14] The following is excerpted from *National Register Bulletin 15*, which provides guidance on the interpretation and application of the seven qualities or aspects of historical integrity:

- 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.

[13] *National Register Bulletin 15, p. 44.*

[14] *Ibid.*

- 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.

In assessing a property's integrity, the National Register criteria recognize that properties change over time, therefore, it is not necessary for a property to retain all its historic physical features or characteristics. The property must retain, however, the essential physical features that enable it to convey its historic identity.[15]

Context. To be eligible for listing in the National Register, a property must also be significant within a historic context. *National Register Bulletin 15* states that the significance of a historic property can be judged only when it is evaluated within its historic context.[16] Historic contexts are "those patterns, themes, or trends in history by which a specific...property or site is understood and its meaning...is made clear." A property must represent an important aspect of the area's history or prehistory and possess the requisite integrity for the National Register.

Cultural Landscapes. Cultural landscapes are geographic areas that have been shaped by human activity. They can result from a conscious design or plan. They can also evolve as a byproduct or result of people's activities. Since the late 1980s, cultural landscapes have been accepted as historic resources along with buildings, structures, objects, sites, and archaeological resources.

*National Register Bulletin 30: How to Evaluate and Document Rural Historic Landscapes (*NPS 1989) and *Preservation Brief 36: Protecting, Treatment and Management of Historic Landscapes* (NPS 1994) provide the guidance for considering and evaluating cultural landscapes within the National Register criteria, and the terminology described in these technical references is generally used at the federal, state, and local levels to document, describe, and analyze cultural landscapes.

NPS defines a cultural landscape as "a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values." In addition they have identified four types of historic cultural landscapes: sites, vernacular landscapes, ethnographic landscapes, and

[15] *Ibid, 15, p. 46.*

[16] *Ibid. p.7.*

designed landscapes. For the purposes of survey identification, landscapes can be divided more simply into two basic types: designed (consciously created to reflect a design theory or aesthetic style) or vernacular (developed or evolved through function or use), by answering the question of why a landscape looks like it does. Sites and ethnographic landscapes can be identified as a subset of either a vernacular or a designed landscape.

Important cultural landscapes may be composed of a number of character-defining features which individually or collectively contribute to the landscape's physical appearance as they have evolved over time and within the property's period of significance. These landscapes may include a grouping of features such as topography, vegetation, water elements, circulation elements (roads, paths, steps, walls, etc.), buildings and furnishings (fences, benches, lights, gates, sculptural objects).

NPS also states that each situation may vary, and some features may often be more important than others. According to the NPS guidelines, "it is the arrangement and the interrelationship of these character-defining as they existed during the period of significance that is most critical..." As such, spatial organization and land patterns are also of primary concern when defining and evaluating cultural landscapes.

According to NPS, historic landscapes include community parks, among other resource types, and may be composed of a number of character-defining features which individually or collectively contribute to the landscape's physical appearance as they have evolved over time. In addition to vegetation and topography, such landscapes may include water features such as ponds, streams, and fountains; circulation features such as roads, paths, steps, and walls; buildings; and furnishings, including fences, benches, lights, and sculptural objects. A historic designed landscape, for purposes of determining National Register eligibility, is a landscape that has significance as a design or work of art; was consciously designed or laid out by a landscape architect, master gardener, architect, or horticulturalist according to a design principle, or an owner or other amateur gardener using a recognized style or tradition or in response or reaction to a recognized style or tradition; has a historical association with a significant person(s), trend, or event in landscape gardening or landscape architecture; or a significant relationship to the theory and practice of landscape architecture. Aesthetic values play a significant role in designed landscapes and design may figure prominently in their eligibility (National Register criterion C); however, many historic designed landscapes also possess significance in other areas, such as social history, transportation, or association with significant historical themes (National Register Criteria A or B).

Like other historic resource types, significant historic designed landscapes must demonstrably satisfy criteria of significance and possess integrity. Each of the seven aspects of integrity—location, setting, design, materials, workmanship, feeling, and association—must be considered in determining whether a historic designed landscape retains enough of its important features to convey its historically significant appearance or associations. Such features may include (amongst others) spatial relationships, vegetation, original property boundaries, topography / grading, site furnishings, design intent, architectural features, and circulation system.

Assessment of the integrity of vegetation must acknowledge that, by its very nature, vegetation is not stable, changing both seasonally and over time. NPS notes that originality of plant materials can increase integrity but absence of original materials does not automatically disqualify a designed landscape; for example, integrity would not be diminished if the same or similar species of appropriate size have been replanted in place of the originals. In any case, it is the totality of the designed landscape and its component features that must be weighed to determine integrity.

EVALUATION OF HISTORICAL SIGNIFICANCE

Application of City Landmark (Significance) Criteria. In summary, based on current research and the above discussion Will Rogers Memorial Park appears to meet the necessary City of Beverly Hills Landmark criteria as a cultural landscape.

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

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

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.*

Will Rogers Memorial Park is closely identified with the founding of Beverly Hills and has been throughout its history a manifestation of the character that distinguishes Beverly Hills from surrounding communities. The original wedge shape parcel upon which the park is situated was originally designed as part of the Beverly Hills Hotel front yard by landscape architect Wilbur D. Cook and was given to the City by hotelier Margaret Anderson and her son Stanley in 1915. It became the City's first municipal park in 1915, a year after Beverly Hills was incorporated. As a focal point at the intersection of North Beverly Drive, Lomitas Avenue, and North Canon Drive, Will Rogers Memorial Park is a significant community design feature. It serves as neighborhood open space, as well as the visual gateway to the Beverly Hills Hotel across the street to the north. As such, it plays a valuable role in the quality of life in the City, and serves as a visible reminder of the vision and contributions of the city's first planner and landscape designer. Hence, 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.*

Though Will Rogers Memorial Park was dedicated as a memorial to Will Rogers, the City's first honorary mayor, it is not directly associated with the life of a significant person(s) and, therefore, does not 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 landscaping of Will Rogers Memorial Park in 1912, with its specialty plantings, is a result of the City Beautiful movement that coalesced in the United States around architects and landscape architects such as Daniel Burnham and Frederick Law Olmsted. It was part of the initial city-wide planning of the community and played an important role in the overall design and character of Beverly Hills. The City Beautiful movement was based on the principles of "uniformity, the Classical style of public architecture, and reverence for natural beauty." City-wide park systems linked by landscaped boulevards were part of the concept. The vision for Beverly Hills by landscape designer Wilbur D. Cook, Jr. was influenced by his work with the Olmsteds and others, particularly his involvement with "White City," as the Chicago World's Fair of 1892 was known. The style of the landscape in this city park is similar to the other early parks in the City as it was formal in its symmetry, but naturalistic in its planting. Will Rogers Memorial Park appears to satisfy 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.*

The property appears to satisfy this criterion. The plan for Beverly Hills, which included the Will Rogers Memorial Park (then referred to as Sunset Park), is arguably the most well-known work of Wilbur D. Cook Jr., who is listed in the City's list of master architects. Much of Cook's subsequent success and reputation was based on his efforts at Beverly Hills, and thus it was a highly notable project in his career. Moreover, the plan for Beverly Hills introduced a new approach to subdivision design to Southern California, one based on City Beautiful and other landscaping principles that paved the way for other developments, such as the subdivision of Palos Verdes Estates. As one of the earliest landscape architects to practice in Southern California, Cook's importance is undisputed. Because of the park's direct association with landscape architect Wilbur D. Cook, Jr, the Will Rogers Memorial Park appears to satisfy this criterion.

Will Rogers Memorial Park also possesses high aesthetic value in its design since it physically and visually manifests City Beautiful principles of landscape architecture and, therefore, visually expresses an aesthetic ideal of the concept.

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.*

This criterion is generally applied to properties which may have the potential to contain subsurface resources of an archaeological nature. Because the park property was substantially disturbed by the development and planting of the park, and no discoveries of an archaeological nature are known to have been made during the construction or maintenance of the park, the park would not reasonably be expected 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.*

Though Will Rogers Memorial Park was surveyed in 1985 as part of a citywide survey evaluation process the property does not appear to satisfy this criterion.

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

The property appears to satisfy this criterion. Though some in-kind repair work has occurred to the site, it retains substantial historical integrity of location, design, materials, workmanship, setting, association, and feeling to satisfy this criterion. The layout and design of lily pond and fountain, paths, lawns, planting beds, and, to a large degree, specimen trees is largely unchanged since the park was photographed in 1914, throughout the 1920s, and in later years.

Evolution of plant materials, as allowed for by the National Park Service in National Register Bulletin 18 has occurred; however, the planting scheme, particularly in the bordered specialty gardens and perimeter landscape, continues to reflect the original design intent of the designer. The introduction of a small public restroom facility along Drive does not affect the primary, character-defining characteristics of the park, which include the main plaza area with pond and fountain, paved pathways, the 120 foot long allée of rose bushes and palm trees, separate planting bed areas, topography, globe type light pole fixtures, or the overall symmetry and shape of the layout.

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

Will Rogers Memorial Park is of significant value to the City, for its landscape design, aesthetic qualities, historical associations, and enhancement of the quality of life. As has been addressed in this assessment, the past and present preservation efforts of Will Rogers Memorial Park have been in accordance with the historic preservation policies adopted by the City of Beverly Hills. Therefore, the property appears to satisfy 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 character-defining 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 respective architectural style.

Character-defining features associated with Will Rogers Memorial Park include the following itemized elements:

- Location: along south side of Sunset Boulevard at the intersection of Canon Drive, Beverly Drive, and Lomitas Avenue;
- Topography: raised park grounds in relationship to adjacent public sidewalks and streets;
- Shape: wedge-shape park land; bounded by streets on all three sides;
- Plan/Layout: symmetrical arrangement of lawns, planting beds, and most circulation paths;
- Orientation: immediately south of the Beverly Hills Hotel;
- Size: 5 acres; measuring approximately 492 feet along Canon Drive, 437 feet along Beverly Drive, and 943 feet along Sunset Boulevard;
- Circulation: overall shape, form, and pattern of paved walkways and paths; main 120 foot long allée oriented in a north/south direction; flanking pedestrian paths along allée; walkway in plaza area around pond and fountain; curvilinear pedestrian paths branching out from plaza area towards Canon Drive and Beverly Drive; concrete steps into park along all streets; unit pavers while in-kind are not character-defining;
- Planting Beds: Location, pattern, materials, texture, and shape appear original;
- Curbs/Edging: concrete round-top planting edging boarding specialty garden spaces and pathways appear to be original, some may be in-kind reproductions;
- Lawns: lawns are character-defining;
- Plant Materials: any extant plants, such as camellias, roses, hydrangeas, ferns, philodendrons, and azaleas, representing species historically planted in the garden areas

would be character-defining;

- Trees: Palm trees (variety of types), magnolias, dragon trees, oak trees, pine trees, melaleuca trees, and any historic and specimen trees;
- Street Lamps: metal lampposts with globe luminaires where present;
- Pond: raised terraced lily pond with three oval shape pools in center of park space; concrete textured walls and smooth concrete bottom pond; the presence of koi fish, turtles and lilies;
- Fountain: ornate fountain in center of lily pond;
- Sidewalk: concrete sidewalks with square-shape scouring marks along all streets adjacent park, some have been replaced in-kind;
- Retaining Walls: low-rise concrete textured retaining walls along portions of outer perimeter of park space along public sidewalks, as well as some planting beds.

Elements not specifically mentioned above, including the contemporary restroom facility, modern but compatible benches and furnishings (such as the wrought iron benches and trash receptacles), equipment and maintenance objects, signage, and street lamps with concrete bases (along the public sidewalks), are not considered to be character-defining.

CONCLUSION

Will Rogers Memorial Park, a cultural landscape, appears to satisfy 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). It also meets the age, value, and integrity requirements of the Ordinance, and satisfies three of the six Significance criteria (a landmark is only required to meet two). As discussed herein, the site meets Criterion 1 (association with important events), Criterion 3 (embodiment of a particular architectural style), and Criterion 4 (representation of the work of a master architect and possesses high aesthetic value). As a result, the Will Rogers Memorial Park is recommended to be eligible for listing as a City of Beverly Hills Landmark.

BIBLIOGRAPHY

General Sources

Anderson, Robert S. *The Beverly Hills Hotel and Bungalows: 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.

Beverly Hills Rose Society. "Centennial Rose Event Re-Dedication of the Will Rogers Rose Garden," excerpted from *Newsletter of the Beverly Hills Rose Society*, volume 4, issue 1, January/February 2014.

Birnbaum, Charles A., ASLA. *Preservation Briefs 36: Protecting Cultural Landscapes: Planning, Treatment and Management of Historic Landscapes*. National Park Service, September 1994.

Birnbaum, Charles, FASLA and Robin Karson. *Pioneers of American Landscape Design*. New York et al: McGraw-Hill, 2000.

Blumenson, John. *Identifying American Architecture*. New York: W.W. Norton & Company, 1989.

Dobyns, Winifred Starr, with a new introduction by Carol Greentree. *California Gardens*. Santa Barbara: Allen A. Knoll, Publishers, 1996.

Ferguson, Cheryl Caldwell. *Highland Park and River Oaks: The Origins of Garden Suburban Community Planning in Texas*. Austin: University of Texas Press, 2014.

Gross, Michael. *Unreal Estate: Money, Ambition, and the Lust for Land in Los Angeles*. New York: Broadway Books, 2011.

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

Keller, J. Timothy, ASLA and Genevieve P. Keller. *National Register Bulletin 18: How to Evaluate and Nominate Designed Historic Landscapes*. National Park Service, no date.

Kostoff, Spiro. *America By Design*. New York and Oxford: Oxford University Press, 1987.

Library of American Landscape History (www.lalh.org).

Los Angeles Public Library. On-line historical and image archives.

Mathias, Mildred, editor. *Flowering Plants in the Landscape*. Berkeley and Los Angeles: University of California Press. 1982.

Office of Historic Preservation, 15 March 2011. *Directory of Properties in the Historic Property Data File for Los Angeles County*. California Office of Historic Preservation, Sacramento, CA.

Padilla, Victoria. *Southern California Gardens: An Illustrated History*. Berkeley and Los Angeles: University of California Press, 1961.

ProQuest Historical Newspapers: *Los Angeles Times* (1881-1988).

Roderick, Kevin. *Wilshire Boulevard: Grand Concourse of Los Angeles*. Santa Monica: Angel City Press, 2005.

Sanborn Fire Insurance Maps, Beverly Hills. 1922, 1950, 1951.

United States Department of the Interior. *National Register Bulletin 15. "How to Apply the National Register Criteria for Evaluation."* Washington, D.C.: National Park Service, Interagency Resources Division, 1997.

United States Department of the Interior. *National Register Bulletin 16, "Guidelines for Completing National Register Forms."* Washington, D.C.: National Park Service, Interagency Resources Division, 1986.

United States Department of the Interior. *National Register Bulletin 24, "Guidelines for Local Surveys: A Basis for Preservation Planning."* Washington, D.C.: National Park Service, Interagency Resources Division, 1985.

United States Department of the Interior. *National Register Bulletin 30. "How to Evaluate and Document Rural Historic Landscapes."* Washington, D.C.: National Park Service, Interagency Resources Division, 1989.

United States Department of the Interior. *Preservation Brief 17. "Architectural Character – Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character."* Washington, D.C.: National Park Service, Interagency Resources Division, 1982 rev.

United States Department of the Interior. *Preservation Brief 36. "Protecting Cultural Landscapes: Planning, Treatment and Management of Historic Landscapes."* Washington, D.C.: National Park Service, Interagency Resources Division, 1994.

Wanamaker, Marc. *Images of America: Early Beverly Hills*. Charleston, South Carolina: Arcadia Publishing, 2005.

Wanamaker, Marc. *Images of America: Beverly Hills 1930-2005*. Charleston, South Carolina: Arcadia Publishing, 2006.

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

Periodicals (Listed by Date of Publication)

"Park Effects in Homesite." *Los Angeles Times*, August 16, 1907.

Cook, Wilbur D., Jr. "Planning a City from the Standpoint of a Landscape Architect." *The Architect and Engineer of California*, December 1910, Volume 23 Number 2.

Los Angeles Times, June 4, 1911.

Los Angeles Daily Journal, January 15, 1912.

Starr, Helen. "Model Community is Realization of Dream Visioned by Men of Artistic and Social Sense." *Los Angeles Times*, July 16, 1924.

"Offers of $2500 Made Toward Bird House for Park." *Beverly Hills Citizen*, July 11, 1929.

Hall, George D. "Beverly Hills, California – A Subdivision That Grew Into a City." *American Landscape Architect,* August 1930.

Montes, Gregory. "San Diego's City Park 1902-1910 From Parsons to Balboa." *San Diego Historical Society Quarterly*, Winter 1979, Volume 25, Number 1. Available at www.sandiegohistory.org.

"Beverly Hills Fountain, Pond Repair Set." *Los Angeles Times*, December 24, 1992.

"Will Rogers Park Reopens After Face-Lift." *Los Angeles Times*, February 26, 1997.

THIS PAGE INTENTIONALLY BLANK

APPENDIX

VICINITY MAP

LOCATION MAP

AERIAL LOCATION MAP

ASSESSOR MAP

SANBORN FIRE INSURANCE MAP

PHOTOGRAPHS (CURRENT AND HISTORICAL)

THIS PAGE INTENTIONALLY BLANK

PHOTO - 1: South entry into park, looking north

PHOTO - 2: Entry steps to south end of park, looking northwest

PHOTO - 3: Allée with central rose garden, edging, paths, and lampposts, looking northwest

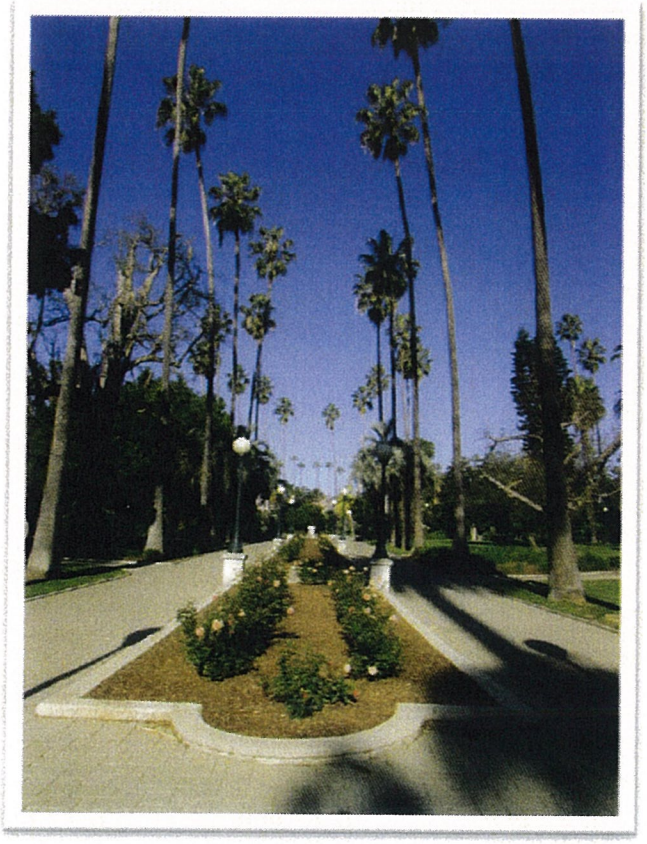


PHOTO - 4: Allée at center of park, looking north

PHOTO - 5: Allée with central rose garden and flanking paths with palm trees and plaque stand, looking southeast

PHOTO - 6: Approach from east to central plaza and lily pond with fountain, looking west

PHOTO - 7: Lily pond and ornate fountain, looking northwest

PHOTO - 8: Koi in Will Rogers Memorial Park pond

PHOTO - 9: Pond, fountain, and landscape context, looking south

PHOTO - 10: North central entry into park along Sunset Boulevard

PHOTO - 11: View north from park towards the Beverly Hills Hotel

PHOTO - 12: Looking at northwest end of park at Canon and Sunset (Beverly Hills Hotel, left)

PHOTO - 13: Northwest corner of park, looking southeast from Sunset and Canon

PHOTO - 14: Northeast entry into park, looking southwest from Sunset and Beverly

PHOTO - 15: Garden areas along east side of park, adjacent Beverly Drive, looking south

PHOTO - 16: Garden area along west side of park, adjacent Canon Drive, looking north

PHOTO - 17: Curvilinear paths, textured retaining walls, and specialty garden area

PHOTO - 18: Dragon tree (left), curvilinear paths, lampposts, other landscape elements

THIS PAGE INTENTIONALLY BLANK

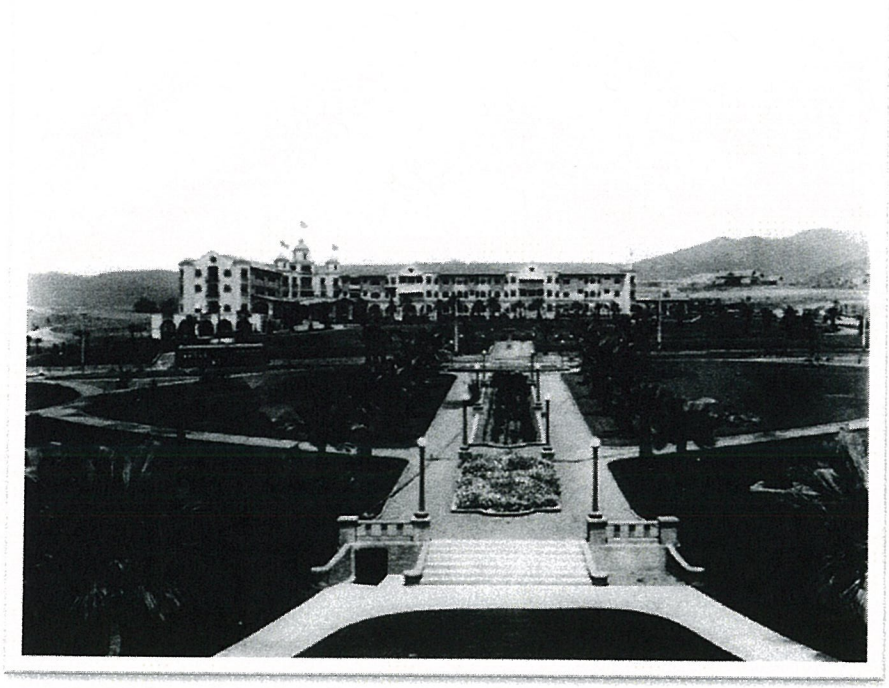


PHOTO - 1: South end entry into park with Beverly Hills Hotel in background, looking north (c.1915)

PHOTO - 2: Elevated view of park from south end, looking north (c. 1924)

PHOTO - 3: Lily pond and fountain with landscaped allée in background, looking south (c.1930s)

PHOTO - 4: Detail view of pond and fountain, looking east (1912)

PHOTO - 5: Terraced lily pond and fountain, looking north (c1936)

PHOTO - 6: Park entrance at south end, looking north (c1924)

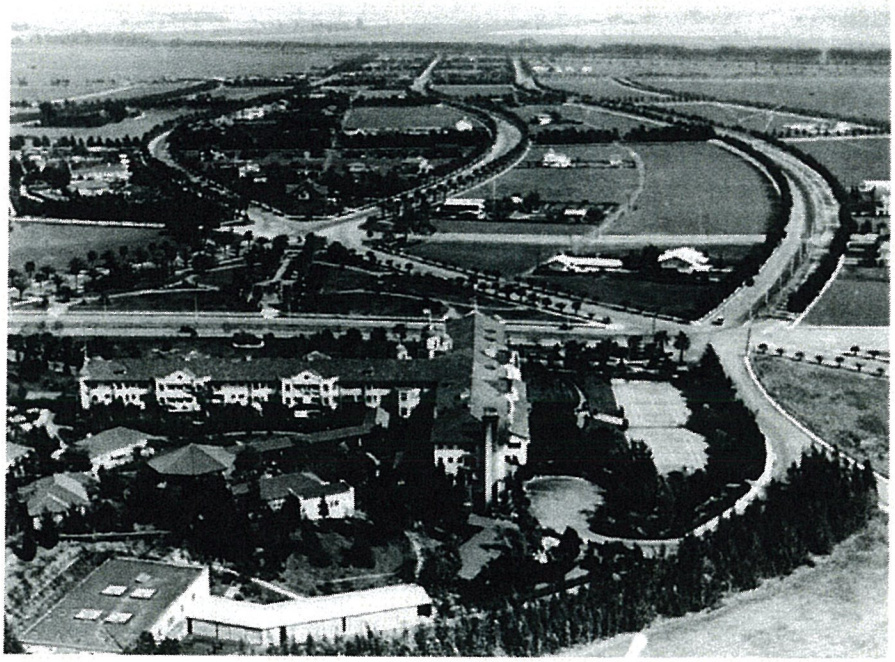


PHOTO - 7: Aerial view of park (Beverly Hills Hotel in foreground), looking south (1921)

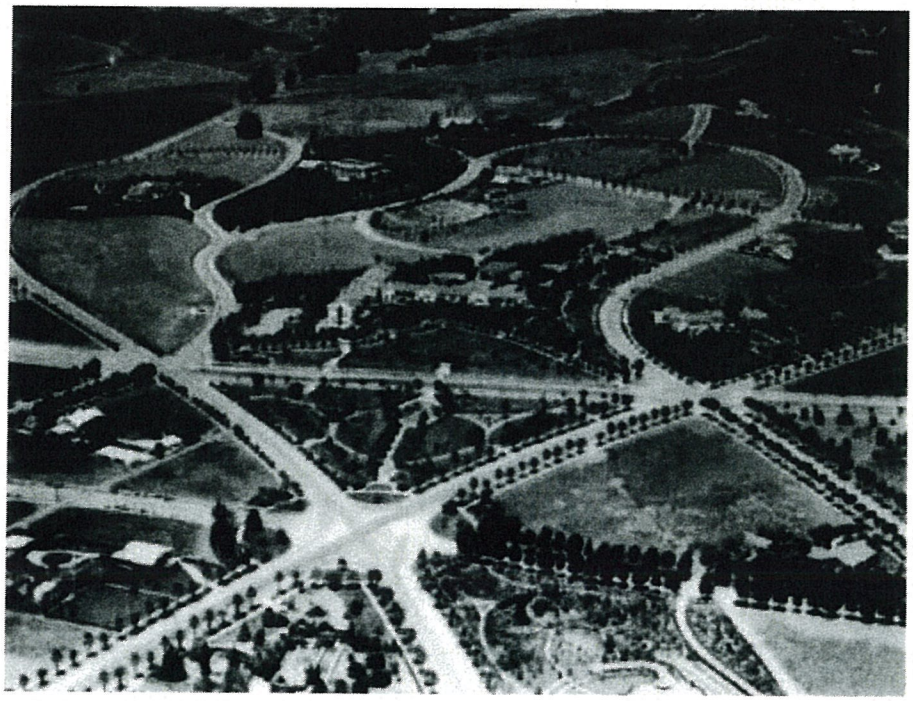


PHOTO - 8: Aerial view of park, looking northwest (c.1918)

OSTASHAY & ASSOCIATES CONSULTING

PO BOX 542 LONG BEACH, CA 90801 562.500.9451

STATE OF CALIFORNIA)

COUNTY OF LOS ANGELES) SS.

CITY OF BEVERLY HILLS)

I, WILLIAM CROUCH, Secretary of the Cultural Heritage Commission and Urban Designer of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. CHC 50 duly passed, approved and adopted by the Cultural Heritage Commission of said City at a meeting of said Commission on January 14, 2015, and thereafter duly signed by the Secretary of the Cultural Heritage Commission, as indicated; and that the Cultural Heritage Commission of the City consists of five (5) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES: Commissioners Pynoos, Waldow, Furie, Vice Chair Greer, Chair Beck.

NOES: None.

ABSTAIN: None.

ABSENT: None.

for

WILLIAM CROUCH, AIA, AICP
Secretary of the Cultural Heritage
Commission / Urban Designer
City of Beverly Hills, California