



Attachment 3

Resolution Designating the Celluloid Monument
at the intersection of Olympic Boulevard, South Beverly Drive and Beverwil Drive
as a Local Landmark

RESOLUTION NO. 15-R- _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS DESIGNATING THE “CELLULOID” MONUMENT AT THE INTERSECTION OF OLYMPIC BOULEVARD, SOUTH BEVERLY DRIVE, AND BEVERWIL DRIVE, 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 8, 2014, the Cultural Heritage Commission conducted a preliminary consideration of the “Celluloid” Monument, a sculpture located in the triangular median at Olympic Boulevard, South Beverly Drive, and Beverwil Drive in Beverly Hills pursuant to section 10-3-3215 A. of the Historic Preservation Ordinance, and concluded that the “Celluloid” Monument warranted formal consideration by the Commission for inclusion onto the Local Register of Historic Properties as a Local Landmark.

Section 3. On January 14, 2015, the Cultural Heritage Commission considered a *Landmark Assessment and Evaluation Report* for the “Celluloid” Monument incorporated herein as Exhibit A, and other evidence provided during the proceedings and observations and moved to

nominate “Celluloid” Monument as a Local Landmark. The Commission based its action on the findings of fact and reasons listed in the *Landmark Assessment and Evaluation Report* by Ostashay and Associates Consulting and other evidence.

Section 4. On April 7, 2015, the City Council considered the proposed 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. The commemorative monument, designed by noted sculptor Merrell Gage and dedicated on March 8, 1960, consists of a 22-foot black marble and bronze sculpture set atop a round concrete pad surrounded by a flowerbed. It sits on a city-owned raised triangular shaped island median at the intersection of three major streets – Olympic Boulevard, South Beverly and Beverwil Drives. The island is surrounded by a concrete curb and landscaped with a manicured green lawn at the south end of which is a circular flowerbed within a concrete rim. Centering the flowerbed is a round concrete pad with a short paved path on its south end that leads to the east-west sidewalk that crosses South Beverly and Beverwil Drives at Olympic Boulevard. Five tall contemporary type metal light pole/traffic signals are positioned at various points on the island median. A metal traffic switch box and low cylindrical vent are also located in the lawn west of the sculpture. The towering sculpture is tiered with a square black marble base topped by a black marble octagonal center

portion upon which a five-foot tall bronze figure in relief is attached to each of the eight sides. The figures depicted are individuals who were once associated with the motion picture industry. A tall, narrow bronze spear rises from the center of the octagon around which a spiraling bronze replica of a strip of motion picture film ascends. Crowning the spear is a multi-pointed star originally plated in 14-karat gold. The representation of each bronze figure corresponds with a movie with which they were associated as denoted in the inscription. As such, the bronze relief figure of Douglas Fairbanks has him with long hair and wearing a swashbuckling costume associated with "The Iron Mask" in which he starred. On the angled black marble base at each individual's feet is inscribed the person's signature in script; the name of the film is capitalized. The eight individuals and their associated motion pictures depicted are Tom Mix in the 1926 film "Hard Boiled," Harold Lloyd in the comedy "Why Worry" (1923), Fred Niblo director of "Ben-Hur: A Tale of the Christ" (1925), Rudolph Valentino in the 1921 drama "The Four Horsemen of the Apocalypse," Mary Pickford in the romance film "Tess of the Storm Country" (1922), Douglas Fairbanks in the adventure film "The Iron Mask" (1929), Will Rogers in the 1930 comedy "Lightnin'," and Conrad Nagel in the 1928 drama "Glorious Betsy." Inscribed on the south side of the monument's square marble base is the commemorative statement that reads, "In tribute to those celebrities of the motion picture industry who worked so valiantly for the preservation of Beverly Hills as a separate municipality - erected 1959." A bronze plaque embedded in the concrete in front of the main inscription is dedicated "To Mayor David Tannenbaum whose understanding and cooperation made this tribute possible. My eternal gratitude. .Corinne Griffith." Miss Griffith's name is her actual signature. Embedded in the concrete below the Tannenbaum dedication

plaque is a much larger rectangular bronze plaque of “Participants.” Topping the list is the “City Council of Beverly Hills” and the names of Mayor George W. Davis and four other councilmembers. Below this is a list of 59 individuals and other entities that participated in the monument project in some way, most likely as financial contributors. Names such as Jack Benny, Sybil Brand, the Chamber of Commerce, two local newspapers, Beverly Wilshire Health Club, Gibraltar Savings & Loan Association, interior designer William Haines, L.B. Mayer, Buddy Rogers, United Homeowners of Beverly Hills, and Wil Wright’s Ice Cream, Ltd. are included on this name recognition plaque. On the same bronze plaque directly below the list of 59, the members of the “Committee” are identified, which refers to the Committee for Honoring Motion Picture Stars, the organization that conceived of and organized the funding for the monument. The plaque lists Miss Corinne Griffith, Chairman, and the other committee members: Mrs. Al Hart, Harold Lloyd, Mrs. Henry Perren, Mary Pickford, George Seaton, Ivan Traught, and Merrell Gage, the sculptor. Centered where it is on an island around which thousands of cars pass daily, the subject monument is as prominent and highly visible as when it first appeared at that location in 1960.

Section 6. FINDINGS. Pursuant to the City of Beverly Hills Historic Preservation Ordinance (Title 10, Chapter 3, Article 32; BHMC 10-3-32), the “Celluloid” Monument satisfies the necessary requirements for local landmark designation as a cultural landscape.

“Celluloid” Monument is 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, a marble and bronze monument popularly known as “Celluloid,” is an important marker honoring eight members of the motion picture industry who were identified as leaders in Beverly Hills’ successful 1923 battle against annexation by the City of Los Angeles. The eight whose likenesses were rendered in bronze bas-relief were Tom Mix, Will Rogers, Douglas Fairbanks, Mary Pickford, Rudolph Valentino, Harold Lloyd, Fred Niblo and Conrad Nagle. Each was depicted in the outfit or costume associated with the motion picture for which they were represented on the monument. The campaign to produce and fund the sculpture was coordinated by a committee of leading local citizens, including silent film stars and monument honorees Harold Lloyd and Mary Pickford, and led by chairman Corinne Griffith. Ms. Griffith was a former movie star, author, and Beverly Hills businesswoman whose charismatic leadership resulted in the realization of the monument that was dedicated in 1960 on a triangular median at a major intersection in the City. The sculpture was the work of renowned artist Merrell Gage, who had previously designed the sculpture at the top of the much-loved electric fountain on the corner of Santa Monica and Wilshire boulevards within the landmarked cultural landscape called Beverly Gardens Park. As a result, the monument itself directly exemplifies the significant contributions of these individuals to the broad political history of the City of Beverly Hills. It has also come to symbolize an important time in the community’s history and is a physical reminder of the enduring contributions valued by the generation that erected the monument. From an artistic perspective, it also physically manifests as aspect of the City’s cultural and artistic heritage in its design, materials, composition, artistry, and sculptor. Therefore, the subject property

satisfies this criterion.

“Celluloid” Monument is eligible under “significance” criterion A.3. *The property embodies the distinctive characteristics of a style, type, period, or method of construction.* The subject property embodies the distinctive characteristics of the work of renowned sculptor Merrell Gage. In particular, the artist was known for his faithful representations of the human face as demonstrated in the many likenesses of Abraham Lincoln that Gage sculpted throughout the artist’s life. Each of the eight members of the movie industry represented in bronze bas-relief on the subject marble monument – particularly their three dimensional-appearing faces – is rendered in Gage’s distinctive style and method of design and assembly (construction). As a result, the subject property satisfies this criterion.

“Celluloid” Monument is 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.* The sculptor of the commemorative monument “Celluloid,” Merrell Gage, is not included in the City’s List of Master Architects. Therefore, the subject property fails to meet this criterion associated with a master architect. The property, however, does satisfy this criterion under artistic and aesthetic value. The monument appears to fully express a particular concept of design which is evident in its overall artistic expression, materials, composition, form, and method of assembly.

“Celluloid” Monument is eligible under “significance” criterion B, *the property retains integrity from its period of significance.* The period of significance for the subject property is 1959-1960, when the commemorative monument was completed and dedicated at its current location. In comparing historic photographs with current conditions, the marble and bronze

sculpture appears not to have experienced any loss of historic or physical integrity. Specifically, the subject sculpture retains integrity of design, materials, and workmanship. Additionally, the monument is at its original location and setting in the landscaped triangular median between Olympic Boulevard, South Beverly and Beverwil Drives. Further, the sculpture looks and feels as it did in 1960 when dedicated at a public ceremony attended by three of the honorees and numerous local dignitaries.

The “Celluloid” Monument is eligible under “significance” criterion C *the property has historic value*. Because of the subject property’s historic and artistic merit, aesthetic values, and association with key members of the motion picture industry important to the independence of Beverly Hills, the site is considered to have significant historic value to the local community. Therefore, the property satisfies this criterion.

Section 7. PARTICULAR CHARACTERISTICS JUSTIFYING
LANDMARK DESIGNATION THAT SHOULD BE PRESERVED. Use and development of “Celluloid” Monument 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 property do not compromise those qualities that justify its listing as a landmark. The key features associated with the subject property that are visible and evident include, but are not limited to its form, scale, proportion, orientation, height, materials, shape, width, and general design scheme; and those physical attributes that define the

property's type, style, assembly, artistry, and aesthetic value (a tall marble and bronze monument located in a prominent location rendered in the distinctive style of sculptor Merrell Gage).

Notwithstanding City ownership of the subject property, the "Celluloid" Monument as a historic resource listed on the Local Register of Historic Places shall also be subject to the provisions of Article 32 (Historic Preservation) of the Beverly Hills Municipal Code, including Section 10-3-3219 (Certificate of Appropriateness).

Section 8. REASONS FOR DESIGNATING THE "CELLULOID" MONUMENT AS A LANDMARK. The City Council finds that the "Celluloid" Monument, meets the criteria for designation as a landmark, and that the property warrants designation because the "Celluloid" Monument meets the City of Beverly Hills' criteria for designation as a local landmark, as required in the City's Historic Preservation Ordinance (BHMC Section 10-3-3212).

The monument sculpture called "Celluloid" satisfies the City of Beverly Hills' 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 (possesses high artistic and aesthetic value). As a result, "Celluloid" the sculpture is recommended for listing as a City of Beverly Hills Landmark.

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 plantings, constructions, for rehabilitation or alteration of existing landscapes, associated structures, and for site development. 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 shall be the boundary of that portion of the subject property as delineated in the attached Exhibit B.

Section 10. ENVIRONMENTAL ANALYSIS. Designation of the “Celluloid” Monument, 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 the “Celluloid” Monument 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 “Celluloid” Monument may have a significant effect on the environment, as no specific development is authorized by this resolution, and any future development proposed pursuant this resolution will require separate environmental analysis when the details of those proposals are known. Further, designating the “Celluloid” Monument is an action of the City to protect and preserve an historic resource.

Section 11. GENERAL PLAN CONSISTENCY. Designation of the “Celluloid” Monument 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 “Celluloid” Monument as a local landmark in the City of Beverly Hills and places the “Celluloid” Monument on the City of Beverly Hills Local Register of Historic Properties as Landmark No. 29, for the reasons set forth in this resolution.

Section 13. The record of proceedings for designation of the “Celluloid” Monument 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.

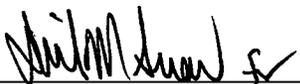
JULIAN A. GOLD, M.D.
Mayor

ATTEST:

(SEAL)

BYRON POPE
City Clerk

APPROVED AS TO FORM



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT

MAHDI ALUZRI
Interim City Manager



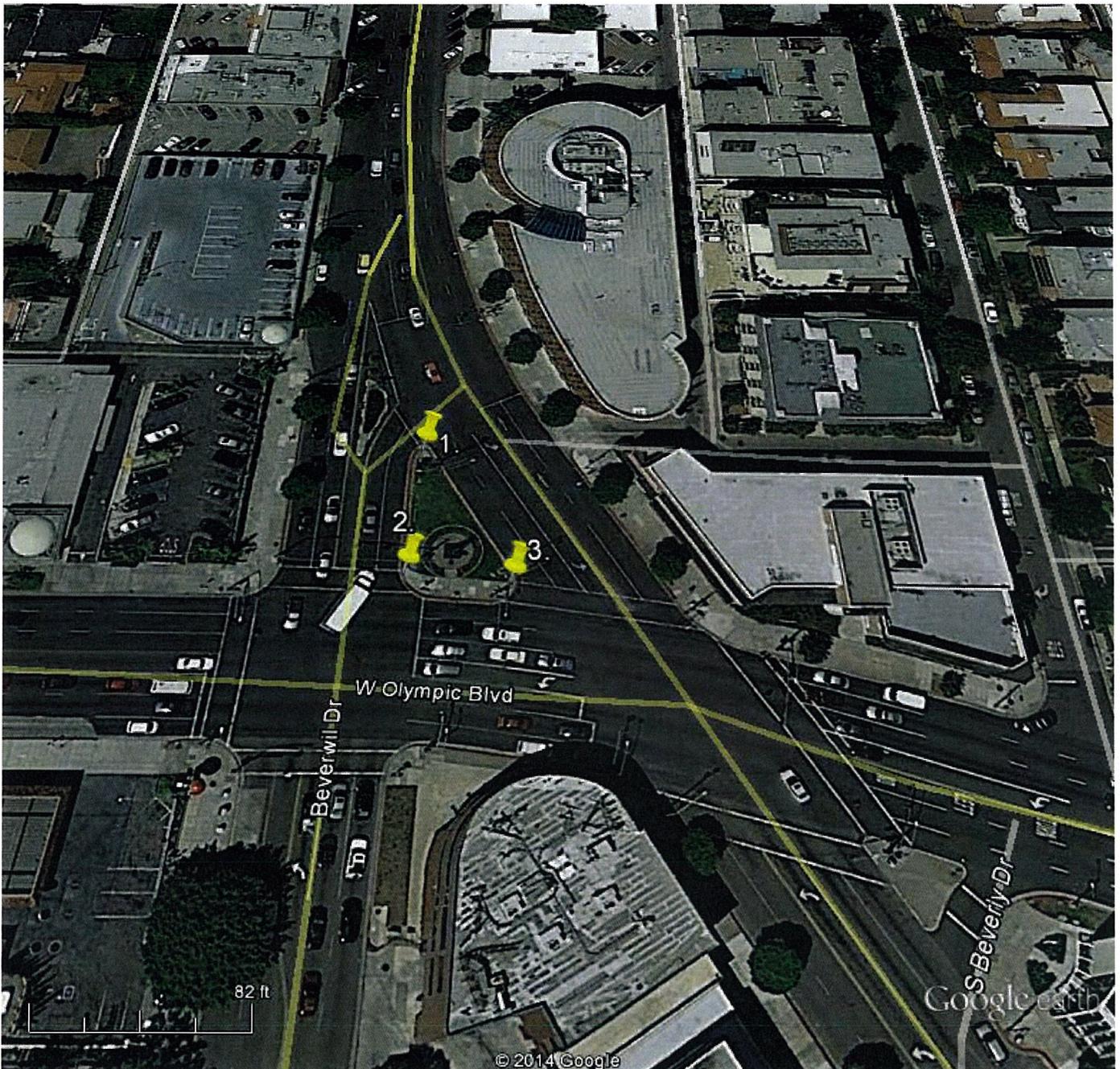
SUSAN HEALY KEENE
Director of Community Development

Exhibit A – Landmark Assessment Report for the “Celluloid Monument, prepared by Ostashay & Associates Consulting

Exhibit B – Scope of Designated Resource

EXHIBIT B

"CELLULOID" MONUMENT, property location and boundary description



Google earth

feet 200
meters 60



The property boundary is described as the center triangular shape median located at the intersection of South Beverwill Drive, West Olympic Boulevard, and South Beverly Drive, in the City of Beverly Hills, Los Angeles County, State of California with the following coordinates:

Latitude	Longitude
1. 34.060028°	-118.399010°
2. 34.059835°	-118.399023°
3. 34.059820°	-118.398856°