

# SurveyLA

Los Angeles Historic Resources Survey

## LOS ANGELES CITYWIDE HISTORIC CONTEXT STATEMENT

Context: Commercial Development

Theme: Commercial Merchants, Leaders, and Builders



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September 2017

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## **PREFACE**

The theme “Commercial Merchants, Leaders, and Builders” is a component of Los Angeles’ citywide historic context statement and provides guidance to field surveyors in evaluating historic resources that are significant for their association with important persons in the commercial history of Los Angeles. Refer to [www.HistoricPlacesLA.org](http://www.HistoricPlacesLA.org) for information on designated resources associated with this theme as well as those identified through SurveyLA and other surveys.

## **GUIDELINES FOR EVALUATION**

The Commercial Merchants, Leaders, and Builders theme is used to evaluate resources associated with persons who made important contributions to, or played a significant role in, commercial development in Los Angeles. Eligibility standards developed for this theme are largely based on the National Register Bulletin, “Guidelines for Evaluating and Documenting Properties Associated with Significant Persons” (<https://www.nps.gov/nr/publications/bulletins/pdfs/nrb32.pdf>).

There is no narrative historic context developed for this theme as part of SurveyLA or the citywide historic context statement. Instead, this narrative provides overall guidance for how to evaluate resources within this theme. To evaluate a property it is necessary to: 1) complete research to make a case for individual significance within the overall context of Commercial Development and, 2) determine if the resource meets the evaluation criteria below. Individuals may be important for their contributions to commercial history within a highly localized area, such as a neighborhood of Los Angeles, or for their broad contribution to the city’s commercial history. Some properties may also have significance at a regional, state, or national level when associated with individuals whose contributions to commercial history expanded beyond Los Angeles. John Galardi, for example, founded the first Der Wienerchnitzel walk-up food stand in the Wilmington neighborhood of Los Angeles, which went on to become a national chain of restaurants.<sup>1</sup>

Associated property types may include the location of a business or a residential property associated with a person. Commercial property types may include restaurants, retail stores, offices, insurance companies, banks, hotels, and others. Note that Individuals significant in the early settlement history of pre-consolidation communities (incorporated cities prior to their consolidation with Los Angeles) are evaluated within the Pre-Consolidation Communities of Los Angeles context/themes. Resources may also be directly associated with persons significant in the city’s ethnic/cultural history. As applicable, these Individuals and associated resources are discussed in the ethnic/cultural themes developed as part of the citywide historic context.

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<sup>1</sup> Galardi’s first Del Wienerschnitzel (1961) is located at 1362 Gulf Avenue in Wilmington (see photo on cover). It is City Historic-Cultural Monument No. 1046.



*Clifford E. Clinton Residence*

*Founder of well-known Clifton's Cafeteria chain of restaurants in Los Angeles  
SurveyLA*

**Applying Criteria**

It is possible for a resource to be significant under local criteria and not meet significance or integrity thresholds for the National Register and/or California Register. The National Register requires a greater degree of comparative analysis with other individuals within the same geographic area, time period, and theme than may be required for the City's local Historic-Cultural Monument (HCM) program. In addition, HCM criteria do not include a discussion of integrity; resources may be eligible under local criteria with more alterations than may be acceptable for the National Register and/or California Register.

**Other Evaluation Considerations:**

Properties significant under the Commercial Merchants, Leaders, and Builders theme may also be evaluated:

- under themes within the Architecture and Engineering context for design quality,
- as significant examples of commercial building types such as drive-in restaurants or walk-up food stands, and/or
- for their association with important businesses under the Commercial Identity theme of the Commercial Development context.

**EVALUATION CRITERIA:**

**Commercial Merchants, Leaders, and Builders, 1850-1980**

**Summary Statement of Significance:** Properties evaluated under this theme may be significant in the areas of Commerce and/or Community Planning and Development for their association with persons who made important contributions to commercial growth and development in Los Angeles. Some individuals may also be significant in the area of Ethnic Heritage.

**Period of Significance:** 1850-1980

**Period of Significance Justification:** The timeframe established for SurveyLA.

**Geographic Location:** Citywide

**Area(s) of Significance:** Commerce; Community Planning and Development; Ethnic Heritage

**Criteria:** NR: B CR: 2 Local: 2

**Associated Property Types:** Commercial (all types)  
Residential: Single Family Residence/Multi-Family Residence

**Property Type Description:** Commercial properties encompass all type of commercial buildings. Residential properties can me single-or multi-family buildings.

**Property Type Significance:** See Summary Statement of Significance above.

**Eligibility Standards:**

- Is associated with a person who made important individual contributions to commercial growth and development
  - Individual must be proven to have made an important contribution to commercial development

**Character Defining / Associative Features:**

- Retains most of the essential physical features from the period of significance

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- Directly associated with the productive life of the individual in the area of commercial development
- May be associated with individuals important in ethnic, cultural, LGBT, and/or women's' history
- For residential property types, the individual must have resided in the property during the period in which he/she achieved significance
- For the National Register, properties associated with individuals whose significant accomplishment date from the last 50 years must possess exceptional significance

#### **Integrity Considerations:**

- Should retain integrity of Feeling, Association, Location, and Design from its period of significance
- Some original materials may be altered or removed, particularly in cases where a property is not also evaluated for significance under Criterion C/3/3.
- Setting may have changed (surrounding buildings and land uses)