

Zucky's Restaurant Sign
431 Wilshire Boulevard
Santa Monica, California
City Landmark Assessment Report

Evaluation Report
Building Permit History
Photographs
Tax Assessor Map
Sanborn Maps



Prepared for:
City of Santa Monica
Planning Division

Prepared by:
PCR Services Corporation
Santa Monica, California

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Zucky's Restaurant Sign
431 Wilshire Boulevard
City of Santa Monica
APN: 4292-013-010
City Landmark Assessment and Evaluation

BACKGROUND INFORMATION

Description of site or structure, note any major alterations and dates of alterations

The subject property is located on the northwest corner of Wilshire Boulevard and 5th Street on Lot K of Block 95 of the Town of Santa Monica tract in the City of Santa Monica. The rectangular-shaped lot size is approximately 50 feet by 100 feet. The property consists of a one-story commercial building, rectangular in plan, with public entrances facing south and east and a small paved parking lot at the rear (north) end of the parcel. A large two-sided sign pylon with attached metal and Plexiglas lettering, approximately 25 feet in height (from the sidewalk) by 15 feet in width, rises from the roof of the building's southwest corner. The subject property is located within Santa Monica's Central Business District, which is roughly bounded by Wilshire Boulevard to the north, 2nd Street to the west, Colorado Avenue/Santa Monica Freeway to the south, and 4th Street (south of Santa Monica Boulevard) and 7th Street (north of Santa Monica Boulevard) to the east. This property has not been previously identified or evaluated in any of the City's historical resource inventories.

Description. Constructed in 1954, the approximately 3,500 square foot Zucky's Restaurant building is of masonry construction. Influenced by the Googie style of post-World War II commercial architecture, the small building takes advantage of its corner location with a combination of deep overlapping, angled canopies; floor-to-ceiling plate glass walls; natural rock, stucco and glazed tile accent; an east-facing staggered façade and canopy; and sign pylon.

The Zucky's Restaurant sign pylon rises from the southwest corner of the building's flat roof, straddling the roof's scored stucco parapet and rests on top of the projecting flat canopy+. Of steel frame construction sheathed with plaster, the pylon supports large metal-framed, neon-lit Plexiglas letters spelling "Zucky's" in an early 1960s script typeface that are attached to both sides of the pylon. The largest letter, the "Z" of "Zucky's," is approximately 12 feet in height and the full "Zucky's" name is approximately 15 feet in width. An all-cap "OPEN 24 HOURS" sign comprised of much smaller lettering but of similar materials and construction is located on the west-facing side of the pylon below the large "Zucky's" lettering. In contrast to the Zucky's script typeface, the style of the "OPEN 24 HOURS" lettering is all-caps, sans serif.

Building Permits. Sanborn maps and city directories indicate that the current Zucky's Restaurant building located at 431 Wilshire Boulevard (the subject property) replaced a small store known as Santa Monica Wholesale Foods Grocery previously located on the site. Building permits indicate that the subject property was constructed in 1954 for owner Shoff & Company at an approximate cost of \$40,000 with the Santa Monica-based firm of Weldon J. Fulton and Associates serving as architects. The firm of Pellisgaard-Wilson was

listed as contractor. In 1962, a sign permit application by Zucky's Restaurant for a two-sided 175 square foot surface area combination "Zucky's" and small "OPEN 24 HOURS" sign costing approximately \$1,200 was submitted and approved. Utilizing QRS Neon Corporation as contractor, a sketch diagram attached to the sign permit illustrated the design, dimensions, location, and style of the sign lettering to be affixed to the existing pylon. In 1966, a sign permit for Zucky's Restaurant indicates that the City also approved two 16-foot wide metal and plastic marquee signs (that are no longer extant), which read "Delicatessen" and "Restaurant" to replace existing signs perched atop the projecting flat Wilshire Boulevard and 5th Street canopies, respectively. Additionally, the same permit describes a 10-foot wide by four-foot high metal and plastic sign (lettering unspecified) to be attached to the Wilshire Boulevard elevation near the sign pylon. That sign is no longer extant, as well. The total estimated cost of the three signs listed on the 1966 permit was \$900. Another small metal and plastic roof sign, two-feet by four-feet in dimensions (design and lettering unspecified), was approved in 1974 for an approximate cost of \$350 for the subject property. Of the permitted signs, only the large two-sided "Zucky's" pylon sign remains, both sides of which appear to have experienced moderate damage to the Plexiglas lettering. Additionally, the "OPEN 24 HOURS" lettering that was attached to the east side of the pylon in 1962 has been removed.

Statement of Architectural Significance

The Zucky's Restaurant sign located at 431 Wilshire Boulevard is a very good local example of a sign designed in the architectural style known as Googie. During the decades following World War II, American architecture was strongly influenced by Modernism. Commercial architecture and its associated signage in Southern California was no exception. Numerous commercial buildings including retail stores, offices, automobile dealerships, and restaurants throughout the Los Angeles region were designed in a wide variety of forms, from rectilinear to organic, using such materials as reinforced concrete, plate glass, aluminum mullions, and terrazzo. The Googie architectural style arose during these years as a means of attracting the attention of speeding motorists to roadside buildings. The buildings most closely associated with the Googie style are the Modern coffee shops, car washes, bowling alleys, automobile showrooms, and other types of vernacular commercial architecture common to the American roadside during this time period. Googie was an architectural style uniquely adapted to the needs of the postwar automobile environment. Characteristics of the style include exaggerated and often colorful architectural elements combined with large brightly-lit signage, such as the sign pylon incorporated into Zucky's restaurant. Together, these elements were specifically designed to draw the attention of speeding motorists.

As with many architectural styles, the Googie style evolved from its inception in the late 1940s to its demise in the late 1960s. From the late 1940s through the mid-1950s, some Googie-style buildings and their associated signage were an outgrowth of the Late Moderne architectural style in their integration of prominent sign pylons with the building versus the free-standing signs typical of Googie designs erected in the late 1950s and 1960s. Architect Wayne McAllister (1907-2000) was the acknowledged master of this melding of the Late Moderne into the Googie style. The subject property, as designed by architect Weldon J. Fulton, is a very good example of the melding of the Late Moderne-influenced integrated monumental sign pylon with the more exaggerated architectural elements common to the

Googie style.

Alan Hess, architectural critic and author of the book “Googie Redux: Ultramodern Roadside Architecture,” published in 2004 photographically illustrates several Wayne McAllister-designed restaurant signs from the same time period that are similar to the subject sign in mass, scale, materials, and design: Bob’s Big Boy in Toluca Lake/Burbank (1949, 4211 Riverside Drive), Grissinger’s Restaurant in Long Beach (1953, 4390 San Antonio Boulevard, now George’s 50s Diner) and Hody’s Restaurant in Los Angeles (1948, 3553 South LaBrea Boulevard, demolished). Of these, Bob’s Big Boy is a State of California Point of Historical Interest and Grissinger’s is a locally designated landmark. In his book, Hess describes the Toluca Lake/Burbank Bob’s Big Boy sign pylon as “the billboard raised to an art form. Its appropriately grand scale helped tie together the vast stretches of western strip space.”¹ The Zucky’s sign is very similar to these sign pylons in its rectangular verticality, overall mass (particularly in relation to the restaurant building), and large scale of attached lettering.

In the late 1950s and early 1960s, as the Googie style evolved, elements associated with the space age, such as uplifted or tilting rooflines, were particularly emphasized. One of the best extant examples of space age influence on restaurant sign design in Santa Monica is the Norm’s Coffee Shop (1601 Lincoln Boulevard) by the architectural firm of Louis Armet and Eldon Davis. Here, the sharply pointed, diamond-shaped stacked elements of the sign, each containing a “Norm’s” letter, are reminiscent of jet airplane wings or rockets. In contrast with the integrated restaurant signs of the mid-1950s that were tethered to their buildings, space-age influenced Googie style signs were typically free-standing, having broken free from their restaurant moorings. Other acknowledged masters of the more flamboyant interpretation of the Googie style include Los Angeles-based architects John Lautner, Douglas Honnold, and Martin Stern, Jr.

Concurrent with the evolution of the Googie style, the original lettering attached to Zucky’s sign pylon was replaced in 1962 with the Plexiglas lettering seen on the sign pylon today. Although the design of the original Zucky’s pylon lettering (1954-1962) is unknown it can be surmised that the lettering was replaced to update and freshen the sign according to then-current restaurant signage design trends. As noted, these trends included references to the space age as depicted in the soaring rooflines and exaggerated angles incorporated into Googie style restaurant designs of the period. The new 1962 version of the Zucky’s sign pylon lettering, in comparison with the Zucky’s lettering depicted in the restaurant’s 1958-59 yellow pages ad (which may represent the sign’s original lettering), was considerably more expressive and lively in its upward trajectory.

Zucky’s is a very good example of an early Googie style monumental sign pylon because its sheer size and height provides the vertical contrast to the broad horizontality of the restaurant and streetscape of Wilshire Boulevard. Additionally, its visual prominence was necessary to attract the attention of speeding motorists and pedestrians traveling along Wilshire Boulevard and, to a lesser extent, along 5th Street. Further, the tapered, overlapping vertical elements of the pylon onto which the “Zucky’s” letters are attached provides texture to the sign, catching daytime shadows that highlight and “float” the raised letters away from

¹ Hess, Alan. “Googie Redux: Ultramodern Roadside Architecture,” *San Francisco: Chronicle Books: 2004. p.86.*

their vertical background. At night, the large, once lit “Zucky’s” and “OPEN 24 HOURS” signs served as a visual beacon attracting patrons from far and near as they approached the restaurant from Wilshire Boulevard. Regarding Zucky’s, Hess states that “the composition is typical roadside architecture: a tall, billboard-like pylon with a sign contrasts with a long, horizontal building with lots of glass.”² With the Zucky’s sign pylon, the architect Weldon J. Fulton succeeded in accomplishing its commercial function, which is to draw the eye to the building and the customer to the door.

In concluding a cursory windshield survey of similar property types and styles, it appears that there are apparently a few examples of Googie style coffee shops in the City and none with integrated sign pylons extant in Santa Monica. Although the exterior of the former Penguin’s Coffee Shop (1959, now Dr. Beauchamp’s Western Dental) is an altered but still excellent example of the Googie style, its monumental signage is freestanding and not integrated into the building’s design. The same is true for the Norm’s Restaurant located at 1601 Lincoln Boulevard, a late example of the Googie architectural style with its soaring sign freestanding in contrast to Zucky’s integrated signage. It appears, therefore, that the Zucky’s sign may be the City’s sole example of an integrated sign pylon as reflected in this particular architectural style and property type.

The architect of Zucky’s Restaurant was Santa Monica-based architect Weldon J. Fulton (1912-1997) whose office was located at the time at 1010 Wilshire Boulevard. Current research conducted reveals that Fulton was responsible for designing the Montana Avenue branch of the Santa Monica Public Library (1704 Montana Avenue), the Adult Recreation Center/Camera Obscura Building in Palisades Park (1450 Ocean Avenue), the Burke Health Center (2509 Pico Boulevard), and several professional buildings, banks, and office buildings in Santa Monica. Additionally, according to Fulton’s obituary published in the January 6, 1998 edition of the *Los Angeles Times*, his designs also included bank branches, office buildings, and restaurants in Torrance, Burbank, Cerritos, Alhambra, Bellflower, El Segundo, Redlands, Covina, Escondido and Fountain Valley. In 1965, Fulton was selected as a member of Santa Monica’s newly formed Architectural Review Board and, in 1970, he earned a design award for his design of Santa Monica’s Fire Station #3 (1302 19th Street). Fulton also received design awards for his Inglewood Community Center (1970) and for his Pardee Sea Scout Base in Marina del Rey (1975). An avid horseman, Fulton was a member of the Santa Monica Mounted Police and rode in several Tournament of Roses parades.

Statement of Historical Importance

Santa Monica. In 1875, the original townsite of Santa Monica was surveyed, including all the land extending from Colorado Street on the south to Montana on the north, and from 26th Street on the east to the Pacific Ocean on the west. Between 1893 and the 1920s, the community operated as a tourist attraction, visited mostly by wealthy patrons. Those areas just outside of the incorporated city limits were semi-rural in setting and were populated with scattered residences. After the advent of the automobile in the 1920s, Santa Monica experienced a significant building boom, with homes being constructed in the tracts north of Montana and east of Seventh Street for year-round residents.

² *Ibid.* p.198.

Central Business District. The subject property is located within the City of Santa Monica's Central Business District along the 400 block of Wilshire Boulevard at 5th Street. This commercial area is roughly bounded by Wilshire Boulevard to the north, 2nd Street to the west, Colorado Avenue/Santa Monica Freeway to the south, and 4th Street (south of Santa Monica Boulevard) and 7th Street (north of Santa Monica Boulevard) to the east. Most buildings within the district are commercial in function, with a small scattering of residential properties, churches, and the large Santa Monica Post Office. The Central Business District developed early in the history of Santa Monica as the location of commercial businesses catering to both local residents and the City's many visitors. Second Street, the oldest commercial street in Santa Monica, was supplanted by 3^d Street as the City's principal commercial street in the early twentieth century. A three-block stretch of 3^d Street was closed to vehicular traffic and became a pedestrian shopping mall in 1965. Fourth Street between Wilshire Boulevard and Colorado Avenue evolved from a primarily residential neighborhood at the turn-of-the-century to a predominantly commercial area by the early 1920s. The impetus for this change occurred as a result of the continuing resident and tourist population growth of the City overall and their demand for consumer goods.

Buildings of each period of development, from 1875 through the present day, stand in the area, their styling and historic associations providing a physical document of the commercial history of the city.³ The most prevalent styles are those associated with the 1920s and 1930s, including: Spanish Colonial, Art Deco, Streamline Moderne, and Classically influenced vernacular structures. Additionally, there are key postwar examples including the Sears Building (1947) and the First Church of Christ Scientist (1963). Buildings located within the Central Business District range from one to twelve stories in height and are clad in a variety of materials, including stucco, brick, and concrete.

Coffee shops and delicatessen restaurants in Santa Monica. In the post-World War II years, Santa Monica continued to grow in affluence and population. Restaurants catering to the City's population ranged from outdoor hamburger stands to formal, white linen dining rooms. Between this dining spectrum were the informal coffee shops and delicatessen restaurants that provided sit down indoor dining (both counter and booth), relatively quick service, and a broad menu at modest prices. Typically operating on a 24-hour basis to accommodate customers working on all time schedules, coffee shops and, to a lesser extent, delicatessen restaurants were located adjacent to busy thoroughfares, such as Wilshire, Pico, and Lincoln boulevards in Santa Monica, and designed to be highly visible to passing traffic. Associated surface parking lots made these types of restaurants especially convenient for drivers. From the late 1940s until the late 1980s city directories and Alan Hess' research reveal that Santa Monica was home to notable examples of Googie style restaurants (coffee shops and delicatessen restaurants) including Zucky's (1954, the subject property), Penguin (1959, 1670 Lincoln Boulevard), Norm's (1965, 1601 Lincoln Boulevard), Huddle (1955, 2009 Pico Boulevard), Coffee Dan's (1954, 131 Wilshire Boulevard), and Biff's (1955, 234 Pico Boulevard). However, by the mid-1990s most of Santa Monica's Googie style restaurants had closed. Only Norm's, among those noted above, continues in operation today. Of the remainder, Zucky's has been closed since 1993 and the rest have been demolished or altered beyond recognition. The reasons for this are many, including changing eating habits, increasing land values making restaurant uses less desirable, and the

³ *Santa Monica Historic Resources Inventory, 1985-1986: Final Report, p.28.*

retirement or death of many of the restaurants' original proprietors.

Zucky's. Situated near the north boundary of the Central Business District, Sanborn maps show that Zucky's corner location was occupied by a small grocery store until being replaced by Zucky's Restaurant in 1954. At the time of Zucky's construction, Wilshire Boulevard, in the vicinity of Zucky's, contained a mixture of small retail stores, automobile service stations, offices, and a large apartment building. Additionally, a large bowling alley was situated across 5th Street from the restaurant on the north side of Wilshire Boulevard, which may have provided a steady stream of customers to the 24-hour restaurant.

The first Zucky's Restaurant opened in 1946 at 3011 Promenade facing the former pier at Pacific Ocean Park according to city directories and an article published in the May 1, 2005 edition of *The Jewish Journal of Greater Los Angeles*. Owned and managed by the brothers Harry P. (known as "Hy") and Frederick Altman, the delicatessen restaurant was named after Harry's wife, born Wolfine Zuckerman, who was nicknamed "Zucky." Following eight years at the Promenade, a new site for the restaurant was identified on Wilshire Boulevard at 5th Street. The firm of Shoff & Company purchased the 431 Wilshire Boulevard site and constructed the restaurant building for the Altman brothers, entering into a long-term lease agreement with the businessmen to operate the restaurant. When the new restaurant opened in 1954, it was named "Zucky's Wilshire" to distinguish it from Zucky's' former Promenade location that had just closed. By the early 1960s, the "Wilshire" portion of the restaurant's name had been dropped.

The Zucky's script logo currently visible on the restaurant's sign pylon was attached to the pylon in 1962, according to City of Santa Monica building permits. It appears to be an updated version of the logo that the restaurant used prior to 1962 as depicted in a yellow pages advertisement from the 1958-59 City Directory.⁴ Although Hy and Zucky Altman retired in 1977, the restaurant continued to operate until its 1993 closure.

By choosing a Googie style building with a prominent roof sign pylon for their new restaurant location in 1954, the Altman brothers were following a regional trend for restaurant design during that time period with bold forms that commanded attention. An aerial photograph taken in the mid-1960s depicts the Zucky's Restaurant sign pylon as impressive and highly visible that appears to achieve the purposes for which it was built. Prominently sited near its corner location and visible from many directions, the Zucky's Restaurant sign pylon and attached lettering was, and remains, a strong physical presence and familiar visual feature of the community.

Although Zucky's Restaurant is currently closed, its sign pylon with attached lettering remains an excellent example of coffee shop signage strongly influenced by the Googie architectural style that continues to reflect an important chapter in the architectural history of Santa Monica. The Zucky's sign pylon appears to be original and unmodified since construction in 1954, and the sign pylon lettering appears as depicted in the 1962 sign permit (sans the "OPEN 24 HOURS" letters from the sign's east-facing side and damage to the Plexiglas lettering on both sides of the sign). Nonetheless, the Zucky's Restaurant sign

⁴ No historic photographs of the sign pylon prior to the 1962 replacement of the lettering with the current Zucky's logo were located.

pylon and lettering exhibits a high level of integrity of location, design, setting, materials, workmanship, feeling, and association.

Person(s) of Historical Importance

The brothers Harry (“Hy”) and Frederick Altman and Harry’s wife Wolfine (“Zucky”) operated the Zucky’s Restaurant business at both of its Santa Monica locations. Following military service in World War II, the Altman brothers, originally from Detroit, arrived in the Los Angeles region in 1945. According to Zucky Altman, following her marriage to Harry in 1946, they settled in Playa del Rey and decided to establish a delicatessen on the Promenade at Ocean Park largely due to its proximity to their new home.⁵ Zucky recalled that her brother-in-law, Frederick, was in poor physical health and, although he was associated with the restaurant for many years, was not the primary partner in its operation. City directories indicate that when Zucky’s Restaurant moved to Wilshire Boulevard in 1954, the two families were residing in Pacific Palisades. In 1977, Hy and Zucky retired and sold Zucky’s Restaurant. Following their retirement, the couple launched SOVA (Hebrew for “to eat and be satisfied”), a free kosher food pantry program that provides free groceries and supportive services for people in need. The SOVA Food Pantry program is now operated by Jewish Family Services of Los Angeles, a non-profit agency that provides a range of mental health and social services with branches throughout the United States.

Statement of other significance

No other evidence was discovered in current research of the property to indicate other significance.

Is the structure representative of a style in the City that is no longer prevalent?

The Zucky’s Restaurant sign in Santa Monica is a very good example of a commercial sign influenced by the Googie architectural idiom. In performing a cursory windshield survey and a review of the Santa Monica Historic Resources Inventory, there appear to be a few architectural examples of restaurant buildings strongly influenced by the Googie style extant in the City of Santa Monica. Further, there appear to be no other extant examples of coffee shop or delicatessen restaurants with integrated sign pylons that exemplify the early phase of Googie style architecture in the City.

Does the structure contribute to a potential historic district?

The subject property is located within the boundaries of the Central Business District, a potential City of Santa Monica historic district. The district consists of approximately 100 contributing structures with boundaries roughly defined by Wilshire Boulevard to the north, 2nd Street to the west, Colorado Avenue/Santa Monica Freeway to the south, and 4th Street (south of Santa Monica Boulevard) and 7th Street (north of Santa Monica Boulevard) to the east. The Zucky’s Restaurant pylon sign and lettering is a key example of Googie style architecture as applied to a restaurant building constructed on Wilshire Boulevard in the first

⁵ Telephone interview with Zucky Altman by Marcello Vavala as relayed via email to Peter Moruzzi on May 20, 2005.

decades following the Second World War. Therefore, the subject property appears to contribute to a potential historic district.

CONCLUSION

In summary, based on current research and the above assessment, the property located at 431 Wilshire Boulevard appears to meet several of the City of Santa Monica's Landmark Criteria. The property was evaluated according to statutory criteria as follows:

Landmark Criteria:

9.36.100(a)(1) It exemplifies, symbolizes, or manifests elements of the cultural, social, economic, political or architectural history of the City.

The subject property appears to satisfy this criterion. The Zucky's Restaurant sign pylon's height and prominence on Wilshire Boulevard as well as the styling of the sign's 1962 lettering symbolizes the economic and commercial development of the City during the 1950s and early 1960s. It was constructed to draw attention to the restaurant's convenient, relatively inexpensive 24 hour dining that was popular following the Second World War. Additionally, its unique design is highly reflective of the early Googie architectural style that was becoming increasingly prevalent along major commercial thoroughfares throughout the Los Angeles region, and, to a lesser extent, in Santa Monica at that time. Further, the 1962 replacement of the sign pylon's original lettering with new expressive period lettering corresponded with the influence of the space age in Googie style restaurant design of the early 1960s in Southern California. In relation to the architectural significance of the sign, the "OPEN 24 HOURS" lettering that remains on the pylon's west elevation appears to be of secondary importance in comparison with the "Zucky's" lettering and the pylon itself.

9.36.100(a)(2) It has aesthetic or artistic interest or value, or other noteworthy interest or value.

The Zucky's sign pylon and lettering is prominent in setting and form and is highly reflective of the early Googie style as applied to restaurant signage of the mid-1950s. Additionally, the stylized lettering attached to the sign pylon in 1962 is distinctly reflective of the optimistic, can-do attitude engendered by the space age in the United States at that time. Nonetheless, while reflective of the time period and effective as advertising for the associated restaurant, the form and details of the sign pylon and lettering do not rise to the level of representing an aesthetic object with high artistic interest or value. As only one component of the overall Googie style design of the restaurant, the Zucky's sign does not fully encapsulate the key designs associated with the Googie style to express an aesthetic ideal of the style. Therefore, the Zucky's Restaurant sign does not appear to possess sufficient aesthetic or artistic value necessary for designation under this criterion.

9.36.100(a)(3) It is identified with historic personages or with important events in local, state or national history.

Current research did not reveal that the sign located at 431 Wilshire Boulevard is associated with any historic personages or with important events in local, state, or national history.

The brothers Harry and Frederick Altman, and Harry's wife Wolfine ("Zucky") Altman, were associated with Zucky's Restaurants in Santa Monica between 1946 and 1977. Additionally, in 1983, Harry and Zucky Altman founded the SOVA food pantry program now operated by Jewish Family Services of Los Angeles. Although the Altmans were longtime restaurant operators in the City of Santa Monica, neither the Altmans nor either of their Zucky's Restaurants ever achieved a level of historical significance or notability for the subject property to appear eligible for local landmark designation under this criterion.

9.36.100(a)(4) It embodies distinguishing architectural characteristics valuable to a study of a period, style, method of construction, or the use of indigenous materials or craftsmanship, or is a unique or rare example of an architectural design, detail or historical type valuable to such a study.

The property appears to satisfy this criterion. The Zucky's Restaurant sign pylon and lettering is a very good example of a sign designed according to the precepts associated with the Googie architectural idiom popular from the late 1940s through the mid-1960s. The sign pylon embodies the distinguishing architectural characteristics of the early Googie style in its monumental height and integration with the restaurant building. Additionally, the new metal and Plexiglas lettering attached to the sign pylon in 1962 are reflective of the space age influence on the Googie architectural style indicative of that time period. Today, there are few examples of the Googie style as applied to restaurants, or commercial buildings in general, in Santa Monica and apparently none with integrated and highly stylized sign pylons similar to the design of the subject property. Therefore, the subject property is valuable to a study of the architectural history of the mid-1950s to the early 1960s in Santa Monica and the Googie architectural style.

9.36.100(a)(5) It is a significant or a representative example of the work or product of a notable builder, designer or architect.

Subject property architect Weldon J. Fulton maintained a solid, respectable Santa Monica-based architectural practice in the years following World War II and was responsible for designing several apparently well-received buildings in Santa Monica and the Los Angeles region. Although Fulton's most prominent Santa Monica buildings included the Adult Recreation Center/Camera Obscura, Montana Avenue branch of the Santa Monica Public Library, and Fire Station #3, current research did not suggest that Fulton's architectural reputation, either regionally or locally, attained a level such that he would be considered a notable member of his profession. Therefore, the subject property does not appear eligible for local landmark designation under this criterion.

9.36.100(a)(6) It has a unique location, a singular physical characteristic, or is an established and familiar visual feature of a neighborhood, community or the City.

The "Zucky's" sign is located on the prominent northwest corner of Wilshire Boulevard and 5th Street and Arizona Avenue, two highly traveled thoroughfares in the City's Central Business District. Due to its siting, large size, and prominence, the Zucky's sign is highly visible by pedestrians and motorists approaching the site, particularly from Wilshire Boulevard, both historically and today. Therefore, as an established and familiar visual feature of the City that continues to maintain a strong physical presence at its corner

location, the “Zucky’s” sign appears eligible for local landmark designation under this criterion.

CITY DIRECTORY RESEARCH

Zucky's Restaurant, 431 Wilshire Boulevard

Year	Entry
1952-53	Santa Monica Wholesale Foods Grocery
1954	Zucky's Delicatessen and Restaurant (Frederick and Harry P. Altman), restaurant. 3011 Promenade. Zucky's Wilshire (Frederick and Harry P. Altman), restaurant. 433 Wilshire Boulevard.
1958-59	Zucky's Wilshire Restaurant (Frederick and Harry P. Altman), restaurant and catering. 431 Wilshire Boulevard.
1960-61	Zucky's Wilshire Restaurant (Frederick and Harry P. Altman), restaurant. 431 Wilshire Boulevard.

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PHOTOGRAPHS



East elevation, looking northwest.



West elevation, looking northeast.



Context view, looking northwest from Wilshire Boulevard. 431 Wilshire Boulevard (subject property) is near center.



Context view, looking northeast from Wilshire Boulevard. 431 Wilshire Boulevard (subject property) is near center.



Primary (south) elevation, looking north.



Primary (east) elevation, looking northwest.



West elevation, looking northeast.



East elevation, looking northwest.

MISCELLENOUS ATTACHMENTS