

**United States Department of the Interior
National Park Service**

For NPS use only

**National Register of Historic Places
Inventory—Nomination Form**

received MAR 6 1985
date entered APR 4 1985

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic N/A

and/or common Hollywood Boulevard Commercial and Entertainment District

2. Location

street & number 6200-7000 Hollywood Blvd. with adjacent parcels on N. Vine Street
N. Highland Avenue and N. Ivar Street N/A not for publication

city, town Los Angeles N/A vicinity of

state California code 06 county Los Angeles code 037

3. Classification

Category	Ownership	Status	Present Use	
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> n/a	<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Multiple - See attached continuation sheet

street & number

city, town _____ vicinity of _____ state _____

5. Location of Legal Description

courthouse, registry of deeds, etc. Los Angeles County Hall of Records

street & number 320 W. Temple Street

city, town Los Angeles state California 90012

6. Representation in Existing Surveys

title Hollywood Historic Survey has this property been determined eligible? yes no

date 1978-80 federal state county local

depository for survey records Hollywood Heritage, Inc., P.O. Box 2586

city, town Hollywood state California 90078

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>N/A</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The Hollywood Boulevard District is a 12 block area of the commercial core along Hollywood's main thoroughfare, which contains excellent examples of the predominant architecture styles of the 1920s and 1930s. The area contains a mix of Classical Revival, Spanish Colonial Revival, and Art Deco structures. Over 100 buildings are included. The development pattern of the 1920s, with high-rise buildings at major intersections, flanked by one and two-story retail structures, remains intact to this day. Integrity is fair; the major landmark buildings still retain their distinctive identities, while many of the smaller buildings have been altered, remodeled, or covered with modern signage. Although the number of contributors is only 56% of the total parcels, the larger scale and placement of the contributing structures create an impression of greater cohesion.

The Hollywood Boulevard commercial and entertainment district contains 102 buildings, the vast majority of which were constructed between 1915 and 1939. A major grouping of Classical Revival financial and professional buildings, several of which reached the legal height limit of 12 stories, anchor the major intersections along the Boulevard. A number of fine examples of Spanish Colonial Revival architecture and the Art Deco style lend character and sophistication to the street. There are a few examples of other period revival styles popular in the first three decades of the 20th century, notably French Chateausque, and a group of theater structures worthy of notice. While the majority of street-level facades have been altered, mainly in the 1950s, the upper stories of the buildings retain a high degree of integrity. Parapet corrections are another significant category of alteration, due to prevailing seismic codes. Many one and two-story commercial vernacular structures are supportive in size, scale, and construction period to the surrounding buildings, but their primary facades have been repeatedly remodeled and they have become visually noncontributing. Metal sheathing masks existing ornament on several candidates for rehabilitation. In addition to architectural details, there are several fine urban design features: colored terrazo entryways, neon signage, and the Hollywood Walk of Fame.

Buildings Contributing to the Significance of the District:

1. Pantages Theater (6233 Hollywood Boulevard): 1930; B. Marcus Priteca
A two-story concrete structure designed in the Art Deco style, the Pantages retains the stylized detailing in its ersatz stone exterior. Egyptian lotus patterns highlight the second story. First story windows are outlined with metal zigzag frames. Sculptured goddesses highlight the roofline. Interior has been restored to original; office lobby is intact, with elegant bronze sunbursts above the elevator doors.

8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian		
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input checked="" type="checkbox"/> theater		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation		
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)		

Specific dates 1915-39 **Builder/Architect** Included in Section 7

Statement of Significance (in one paragraph)

Hollywood Boulevard, the main street of the film capital of the world, has been famous since the 1920s. The Golden Era of Hollywood is clearly depicted in this area of the commercial corridor with its eclectic and flamboyant architectural mix. The district is a thematic one, representing the retail, financial, and entertainment functions of the street and the relationship of the various structures to the movie industry, a 20th century phenomenon which helped to shape the culture of the nation as a whole.

The proposed Hollywood Boulevard Historic District is a thematic one, centering on the significant commercial "main street" of the Hollywood community during the 1920s and 1930s, the period when the community achieved worldwide attention as the motion picture capital of the world. Between 1915 and 1935, Hollywood Boulevard was transformed from a residential street of stately homes to a bustling commercial center. The concentration of the buildings on Hollywood Boulevard is a microcosm of the era's significant architectural styles, and the streetscape and massing of buildings, with few intrusions, are reminiscent of development patterns of the period. The blocks of Hollywood Boulevard from Argyle to El Cerrito are an intact grouping of business, entertainment, and commercial structures of the Hollywood downtown area. In many cases, architectural style is appropriate to original use and imagery, with classic Beaux Arts Revival styles symbolizing financial and professional solidity, exotic modernism in new building types, flamboyant designs related to the movie industry in fantasy and Art Deco examples, and period revival Chateausque and Spanish Colonial Revival used in retail. This collection of buildings gives a compact and cohesive impression, a pedestrian-oriented shopping street with few intrusions, one of very few remaining in Los Angeles. The unparalleled growth of the movie industry during this period provided an infusion of capital that allowed industry chiefs and city boosters to create a special urban environment. A microcosm of significant architectural styles between 1920 and 1930, some of the individual buildings offer stylistic examples of great quality; works of most of Los Angeles' premier architects are represented. The concentration of colorful Art Deco structures, such as the Newberry Building, and fantasy entertainment environment offer a grouping which may be unique in the nation, structures which are increasingly rare examples of their styles in the city. This was a period of unparalleled growth and prosperity in the community and the quality of the existing building stock is evidence of the careful attention to quality and detail exhibited by the developers. Several real estate interests were instrumental in this staggering change, and their activities are revealed in the development patterns evident along the commercial corridor.

There were three major commercial centers along the Boulevard. The oldest, at the intersection of Cahuenga and Hollywood, was part of the original Hollywood ranch purchased by the Wilcox/Beveridge family. Another center at the western end of the street, at Highland, was established by the Whitley and Toberman interests.

9. Major Bibliographical References

Assessor's Records, L.A. County 1900-84. Los Angeles Co. Tax Assessor Building Permits. Department of Building and Safety, Los Angeles City Hall Cultural Resources Survey Files. Hollywood Revitalization Committee. (see continuation sheet)

10. Geographical Data

Acreeage of nominated property Approximately 56

Quadrangle name Hollywood

Quadrangle scale 1:24,000

UTM References

A

1	1	3	7	7	8	6	0	3	7	7	4	1	6	0
Zone		Easting				Northing								

B

1	1	3	7	7	8	5	0	3	7	7	3	8	6	0
Zone		Easting				Northing								

C

1	1	3	7	6	0	8	0	3	7	7	3	8	7	0
Zone		Easting				Northing								

D

1	1	3	7	6	0	9	0	3	7	7	4	1	8	0
Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification

See attached continuation sheet.

List all states and counties for properties overlapping state or county boundaries

state N/A code county N/A code

state code county code

11. Form Prepared By

name/title Christy Johnson McAvoy

organization Hollywood Heritage date August 1, 1984

street & number P.O. Box 2586 telephone (213) 851-8854
(213) 874-4005

city or town Hollywood state California 90078

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature Maura Mitchell-Whelan

title Deputy State Historic Preservation Officer date 1/2/89

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I hereby certify that this property is included in the National Register

Entered in the National Register

date 4/4/85

for Helores Byers
Keeper of the National Register

Attest: _____ date _____

Chief of Registration

**NATIONAL REGISTER OF HISTORIC PLACES
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PAGE 1

Property Owners:

1. Pantages Theater Corporation
120 N. Robertson Blvd., Los Angeles, CA 90048
2. Lytton Savings and Loan
8150 Sunset Blvd., Los Angeles, CA 90046
3. Palace Realty
5419 Sunset Blvd., Los Angeles, CA 90027
4. Herman Properties
18320 Tarzana Dr., Tarzana, CA 91356
5. Don Rittenburg et al.
1873 Midvale Ave., Los Angeles, CA 90025
6. Milton Luros/European Investments
9841 Aura Ave., Northridge, CA 91324
7. Stern Bros. Motion Picture Enterprises
109 N. Kilkea Dr., Los Angeles, CA 90048
8. Adams, Inc.
9171 Wilshire Blvd., Suite 541, c/o Koffman & Schiff, CPA's, Los Angeles, CA 90210
9. Hollywood Ivar Bldg. Co.
c/o M. Solender
1180 S. Beverly Dr., Los Angeles, CA 90035
10. Ivar Knickerbocker Apts.
P.O. Box 3623, Culver City, CA 90230
11. Chan Wai Law
447 S. Elm Dr., Beverly Hills, CA 90217
12. Mohammed B. Kerachi
6363 Hollywood Blvd., Los Angeles, CA 90028
13. Joseph and Margaret Aguila
4240 Fulton Ave., North Hollywood, CA 91604
14. Questmark Associates I
4730 Woodman Ave., Suite 200, Sherman Oaks, CA 91423

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15. Irving Weinberger/Nancy Pattiz
291 S. La Cienega Blvd., Beverly Hills, CA 90211
16. Paul Karp
1753 Van Ness, Los Angeles, CA 90028
17. Joseph K. Horton
5670 Wilshire Blvd., Los Angeles, CA 90036
18. Pacific Warner Theater
141 S. Robertson Blvd., Los Angeles, CA 90048
19. Gary and Donald silvers
6501 Hollywood Blvd., Los Angeles, CA 90028
20. Dorothy J. Kaiser et al. or Owner
6513 Hollywood Blvd., Los Angeles, CA 90028
21. Bonnie Fuller/Bruce Corwin
c/o Irving Fuller
8727 W. 3rd St., Los Angeles, CA 90048
22. Alfredo De La Vega
De La Vega Mgmt. Corp.
1285 N. Crescent Heights Blvd., Los Angeles, CA 90046
23. Dorothea Elliott et al.
10321 McCormick St., N. Hollywood, CA 91601
24. Peter Bravas/C. Carellow
200 S. Arden Blvd., Los Angeles, CA 90004
25. Il Mook/Cheon S. Kang
2274 Bruna Pl., Los Angeles, CA 90027
26. Clarence and Gloria Nelson
6555 Hollywood Blvd., Los Angeles, CA 90028
27. Johnny's Steak House
6555 Hollywood Blvd., Los Angeles, CA 90028
28. United Television
6601 Hollywood Blvd., Los Angeles, CA 90028

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-
- 30. Jesse Setnan
P.O. Box 60909, Los Angeles, CA 90060

 - 31. Wm. Penzner
1704 Tropical St., Beverly Hills, CA 90210.

 - 32. Outpost Bldg Co., owners: 6701 Hollywood Blvd.
2029 Century Park E., Suite 1260, Los Angeles, CA 90067

 - 33. Aaron Epstein
5451 Laurel Canyon Blvd., N. Hollywood, CA 91607

 - 34. Paolo and Flora Greco
4824 Los Feliz, Los Angeles, CA 90027

 - 35. Pickwick Books
777 Nicolet Mall
Minneapolis, Minn 55402

 - 36. Hollywood Center Partnership
6753 Hollywood Blvd., Los Angeles, CA 90028

 - 37. Hollywood Center Partnership
6753 Hollywood Blvd., Los Angeles, CA 90028

 - 38. Gary/Donald Silvers
6501 Hollywood Blvd., Los Angeles, CA 90028

 - 39. Cahuenga Associates I or Owner
6777 Hollywood Blvd., Los Angeles, CA 90028

 - 40. Hollywood Theater Corp., c/o Ted Mann
9200 West Sunset Blvd., Suite 301, Los Angeles, CA 90069

 - 41. Barlow Sanatarium Assoc./Damon Runyon Mem. Cancer Fund
P.O. Box 60909, Los Angeles, CA 90060

 - 42. Peterson Publishing
6725 Sunset Blvd., Los Angeles, CA 90028

 - 43. C-D Investment
9911 W. Pico Blvd., Los Angeles, CA 90035

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-
44. Holly York Properties
9465 Wilshire Blvd., Los Angeles, CA 90212
 45. Holly York Properties
9465 Wilshire Blvd., Los Angeles, CA 90212
 46. Hollywood Congregational Church
7065 Hollywood Blvd., Los Angeles, CA 90028
 47. Raymond Kabbaz
3261 Overland, Los Angeles, CA 90034
 48. Leo DeMonte
19449 Wells Dr., Tarzana, CA 91356
 49. Dorothy Victor
722 N. Walden, Beverly Hills, CA 90210
 50. Solide Enterprises
7000 Hollywood Blvd., Los Angeles, CA 90028
 51. Solide Enterprises
7000 Hollywood Blvd., Los Angeles, CA 90028
 52. Max Factor and Co.
6922 Hollywood Blvd., Los Angeles, CA 90028
 53. Adel Nasrallah, Prisoner #C58865 California Rehab. Ctr. - Norco
Dorm 32, Bed 45, P.O. Box 3535, Norco, CA 91760
 54. 6840 Hollywood Associates
c/o M. Kretzmer
10900 Wilshire Blvd., Los Angeles, CA 90024
 55. 6834 Hollywood Associates
c/o M. Kretzmer
10900 Wilshire Blvd., Los Angeles, CA 90024
 56. Kenji Ohte, Co-Tr
609 E. Cannell Rd., Santa Monica, CA 90402
 57. Kenji Ohte, Co-Tr
609 E. Cannell Rd., Santa Monica, CA 90402

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58. Max Factor Corp.
1665 N. McCadden Pl., Los Angeles, CA 90028
59. Merchants Natl. Realty Corp.
P.O. Box 37000, San Francisco, CA 94137
60. Donald Schoenwald, Estate of Robert Noddle
1631 Pontius St., Suite 111, Los Angeles, CA 90025
61. Wm. Byrd/Mann Theaters
P.O. Box 60909, Los Angeles, CA 90060
62. I.N. Petchers
12115 Magnolia Blvd., N. Hollywood, CA 91607
63. Hollycad Investment
6752 Hollywood Blvd., Los Angeles, CA 90028
64. Margery Maxson
6740 Hollywood Blvd., Los Angeles, CA 90028
65. Church of Scientology of California
1306 N. Berendo, Los Angeles, CA 90027
66. Bruce Corwin
8727 W. 3rd St., Los Angeles, CA 90048
67. Hollywood Egyptian Theatre Inc.
172 Golden Gate Ave., San Francisco, CA 94102
68. Aaron Karshik
1253 Westholme, Los Angeles, CA 90024
69. Larry Worschell
155 N. Lapeer Dr., Los Angeles, CA 90048
70. Jack Arian and Assoc.
415 State Street, Santa Barbara, CA 93101
71. Esther Menashe, c/o Alfred J. Hyman
608 S. Hill St., Rm. 804, Los Angeles, CA 90014
72. Vincent Miranda/Walnut Properties
5445 Sunset Blvd., Los Angeles, CA 90027

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73. Amber Enterprises
6648 Hollywood Blvd., Los Angeles, CA 90028
74. The Orient, Inc.
6626 Hollywood Blvd., Los Angeles, CA 90028
75. C.C. Walter Estate (re: 6624 Hollywood Blvd)
Security Pacific Bank, Tr.
P.O. Box 60802 Terminal Annex, Los Angeles, CA 90060
76. Ella Schell Estate (re: 6616 Hollywood Blvd)
Diane S. J. von Meister, Estate of E. Schell
8017 El Paseo Grande, LaJolla, CA 92037
77. Louis St. Pierre
6614 Hollywood Blvd., Los Angeles, CA 90028
78. Hollywood Mail Order Corp.
6608 Hollywood Blvd., Los Angeles, CA 90068
79. Fischer Properties
4003 Thatcher Rd., Ojai, CA 93023
80. Robert B. Hudson, et al.
P.O. Box 49, Dobbins, CA 95935
81. S. Barenfeld
c/o Cal-Sun Inc.
230 S. Los Angeles St., Los Angeles, CA 90012
82. Eli and Naomi Attie
519 N. Camden Dr., Beverly Hills, CA 90210
83. WK Investors
155 N. LaPeer Dr., Los Angeles, CA 90048
84. Kambiz Batmanghelich
6505 Hollywood Blvd., Los Angeles, CA 90028
85. Azaic Zabelle Arzoumanian
1405 Avonrea Rd., San Marino, CA 91108
86. Patricia Z. Ehrenberg, Tr.
6404 Hollywood Blvd., Los Angeles, CA 90028

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87. Arlak, Inc.
P. O. Box 10783, Beverly Hills, CA 90213
88. Eugene Schallert
11219 Hortense St., N. Hollywood, CA 91602
89. 6368 Hollywood Blvd.
c/o Wideman, Feiman and Levy
4929 Wilshire Blvd., Los Angeles, CA 90010
90. Rosalie Clark
1612 N. Vine St., Hollywood, CA 90028
91. Sidney and Phyllis Smith
8141 Skyline Dr., Los Angeles, CA 90026
92. Richard Woodruff, et al.
P.O. Box 1281, Ardmore, OK 73401
93. Silver, Friend and Raffle
P.O. Box 11248, Los Angeles, CA 90111
94. Sam and Blanche Murad
5700 Sunnyslope Ave., Van Nuys, CA 91401
95. John and Chris Yaldezian
6065 Calvin Avenue, Tarzana, CA 91356
96. Oren Realty, Inc.
16250 Ventura Blvd., Encino, CA 91436
97. Keswick Assoc.
550 S. Flower St., Los Angeles, CA 90071
98. Hollywood Plaza Apts.
425 S. Fairfax, Los Angeles, CA 90036
99. Cecilia D. Presley et al.
P.O. Box 27006, Los Angeles, CA 90027
100. Kitro Co.
P.O. Box 3354, Santa Monica, CA 90403
101. Hollywood Taft Co.
1680 N. Vine St., Los Angeles, CA 90028

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102. Nils V. Johnson et al.
4422 Sancola Ave., Toluca Lake, CA 91602

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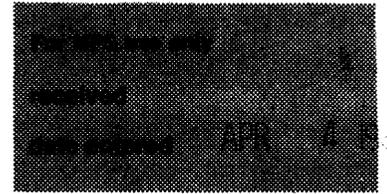
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Parking lots/vacant parcels:

- A. 6251 Hollywood Blvd.
George Ullman
1661 N. Highland, Los Angeles, CA 90028
- B. 1731 N. Vine St.
Herman Properties
18320 Tarzana Dr., Tarzana, CA 91356
- C. 6651 Hollywood Blvd.
Bank of America
P.O. Box 37000, San Francisco, CA 94137
- D. 6931 Hollywood Blvd.
Warren Parker
937 N. Sycamore Ave., Los Angeles, CA 90038
- E. 7041 Hollywood Blvd.
C-D Investment
9911 W. Pico Blvd., Los Angeles, CA 90035
- F. 7024 Hollywood Blvd.
Church of Scientology of California
1306 N. Berendo, Los Angeles, CA 90027
- G. 1630 N. Vine
Estate of M.W. Miller
c/o First Interstate Trust Dept.
707 Wilshire Blvd., Los Angeles, CA 90017

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation sheet

Item number 7

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Buildings Contributing to the Significance of the District: (Continued)

2. Equitable Building (6253 Hollywood Boulevard): 1929; Aleck Curlett
One of three "height limit" buildings at Hollywood and Vine, this 12-story, reinforced concrete, office structure is a Neo-Gothic design stylized in part by means of Art Deco abstraction in its detailing. The U-shaped plan has a two-story section joining the north and south wings on Vine Street. The building has strong vertical emphasis, created by continuous pilasters. Cast concrete ornament and balconies punctuate the structure. Street level has been remodeled in the 1950s.
3. Palace Theater (1735 N. Vine Street): 1926; Gogerty & Weyl
The restored Palace Theater is an excellent example of Spanish Colonial Revival architecture executed by the firm responsible for most structures designed in the style on the Boulevard. Originally a legitimate theater, the building continues to be used for television, video, and musical productions. The most prominent feature of the two-story concrete structure is the central bay window on the second story, which is surrounded by elaborate Churrigueresque decoration. The massing of the facade is symmetrical, with the entry recessed. Alterations include the obscuring of first floor storefronts. The building has a tile roof and enclosed patio above the entrance.

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9. Guaranty Building (6331 Hollywood Blvd.): 1923; John C. Austin
One of the imposing height limit financial institutions on the Boulevard, this brick and concrete twelve story Beaux Arts building was designed by the architect of the Los Angeles City Hall. Its conservative veneer is relatively unaltered, and it retains the classical tripartite division with street level and upper stories mirroring each other in detailing. The central bank entrance is slightly recessed between Corinthian columns with an elaborate frieze over the entry. Building materials are terra cotta, granite, and brick.
10. Knickerbocker Hotel (1714 N. Ivar): 1929; John M. Cooper
The Knickerbocker is the residential companion to the Guaranty Bldg., located directly north of it on Ivar Ave. The brick and concrete apartment structure is traditionally designed in a Classical style. The plan is U-shaped with a symmetrical massing on the primary facade. Windows on the upper stories retain their stone molding in the central bay. A stringcourse separates the street level from the upper stories. One of a series of apartment hotels built close to the central business district for convenience, the building has been rehabilitated for senior citizen housing.
11. Regal Shoes (6349 Hollywood Blvd.): 1939; Walker & Eisen
A two story Streamline Moderne structure with rounded corner and porthole windows. Both south and east elevations have banded windows. Entrance to the second level has sculpted escalator. Some alteration to street level retail. Terrazo entry to storefront retained.
14. Security Trust (6381 Hollywood Blvd.): 1921; Parkinson & Parkinson
A seven story Italian Renaissance Revival structure of reinforced concrete, Security Trust is a major contributor to the financial high-rises on the Boulevard. The street level elevations have a series of vertical plate glass windows recessed between granite pilasters. Cahuenga entrance has an elaborate cornice supported by brackets. Fenestration in the upper stories is regular. Windows on the upper stories are arched in pairs, surrounded by a larger arch adorned with a medallion. A heavy cornice caps the building. Interior has been altered; coffered ceiling and decorative elements in office lobby have been restored.
18. Warner Theater (6423 Hollywood Blvd.): 1927; G. Albert Landsburgh
This elaborate four story structure is a combination office, retail, and entertainment space at the corner of Hollywood Blvd. and Wilcox. Elaborate Spanish Renaissance detailing is evident on both south and west facades. Built of reinforced concrete and embellished with cast concrete ornament, the building retains the original ornate grillwork above the shop fronts at street level. Windows have been replaced, but original fenestration is retained between ornate vertical pilasters. The original marquee has been replaced, but much of the Churriguesque detailing of the theater entrance and office lobby remain. An elaborately ornamented arcade runs along the west facade.

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21. Holly Cinema (6523 Hollywood Blvd.): 1920; E.B. Rust
Two story theater and commercial structure on northeast corner of Hollywood Blvd. and Hudson. The building is designed in the French Chateausque style (a 1930s alteration by noted theater architect S. Charles Lee). The original steep hipped roof is still prominent, although a metal mansard addition over the theater portion ruins the continuity. Building is faced with stucco. Storefronts have been altered.
22. Hillview Apartments (6531 Hollywood Blvd.): 1917; Tifal
A four story Mediterranean style apartment complex, originally U-shaped with a courtyard facing Hollywood Blvd. at Hudson. The courtyard space is now occupied by one story shops. Details include a bracketed cornice, sash windows, and a red tiled roof with some classical ornament.
23. Janes Residence (6541 Hollywood Blvd.): 1903; Dennis & Farwell
Hollywood Boulevard's only remaining residential structure. This building predates existing commercial development. The two story wood frame Queen Anne Victorian is prominently situated at the intersection of Hudson Ave. and Hollywood Blvd. Its major features include a conical bay with turreted roof, a hewn stone porch, bevelled glass windows, and shingled exterior. The interior of the residence remains unaltered, although dilapidated. The exterior is intact.
26. Johnny's Steak House (6553 Hollywood Blvd.): 1930; H.L. Gogerty
A one story Chateausque commercial structure with the prominent roofline associated with the style. Signage covers a portion of the altered lower story, but the building retains elements of the style, including the steep mansard roof punctuated by four dormers, three of which have curved pediments and one a broken pediment. The first story is clad partially in simulated stone. One of four examples of French Chateausque architecture in the commercial corridor.
28. Baine Building (6601 Hollywood Blvd.): 1926; Gogerty & Weyl
One of the Boulevard's prime examples of the popular Spanish Colonial Revival Style, the two story Baine Building was designed by a firm which specialized in the genre. The corner building is reinforced concrete and stucco, and contains the classic elements of the Spanish Colonial Revival style: red tiled roof, smooth facade, wrought iron grillwork and balconies, Churrigueresque ornament, and a corner tower. The corner entrance is an elaborate scallop. While there has been some alteration at street level, ornamental pilasters and arched windows are still in evidence. First floor retail space retains remnants of painted beamed ceilings.

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29. Musso & Frank's (6663 Hollywood Blvd.): 1917; L.A. Smith
Musso and Frank's has continuously functioned as a restaurant on the Boulevard since 1919. The commercial vernacular structure was altered in the 1930s to include a band of glass brick windows atop a flagstone wall. The slightly recessed entrance maintains the 30s character. The interior, particularly the west room, is intact. A favorite with writers during Hollywood's Golden Era, the restaurant today provides a glimpse of dining on the Boulevard during its prime period of significance. A neon sign is in keeping with the period.
31. 6679 Hollywood Blvd.: 1914; F.L. Paulson
Located at the corner of Hollywood Boulevard and Las Palmas, this two story commercial building is designed in a simplified Beaux Arts style. The brick structure is capped by a heavy classical cornice supported by scroll brackets. Upper story windows are grouped in twos and threes. A stringcourse separates the first and second stories. Street level storefronts have been altered. One of the oldest remaining examples of the commercial vernacular predating 1920.
32. Outpost Building (6701 Hollywood Blvd.): 1920; E. Parcher
This complex combines a variety of stylistic elements popular in 1920s commercial design. The two office buildings (each two stories) were once separated by a court; now they are connected by a second story arcaded passage. Elements of Spanish Colonial Revival (a red tiled roof, bell tower, arched windows and wrought iron balconies) compete with a French Regency swan's neck pediment and stone medallions. Storefronts have been repeatedly altered.
35. Pickwick Books (6743 Hollywood Blvd): 1917/1925/1936; Morgan, Walls & Clements (25)
Pickwick Books has combined two buildings into its present store, providing an eclectic complex which detail three architectural styles associated with Hollywood in its heyday. The McCadden facade has remnants of commercial brick vernacular; the corner is an impressive Art Deco facade with stylized concrete designs; the eastern portion has Churrigueresque detailing hidden under metal panelling on the upper story. First floor entrance has been remodelled.
37. Montmartre (6755 Hollywood Blvd.): 1922; Meyer & Holler
The two story structure has a French design reminiscent of Paris. The upper story once housed one of the most famous nightclubs of the 1920s, the Cafe Montmartre. The lower level was a bank, and is now a bookstore. The street level is a series of arches set in a simulated stone. The building remains largely intact, with a series of arched windows recessed between Ionic pilasters. A wrought iron gate shields marble steps leading to the second floor entry.
38. Wax Museum (6765 Hollywood Blvd.): 1928; C.J. Weyl
A two story Spanish Colonial Revival office and retail structure with fine Churrigueresque detailing on the upper story. Second story windows have been filled, although the original openings are visible. Two arches remain at street level. Metal sheathing masks more ornament on the lower story.

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39. Security Pacific (6777 Hollywood Blvd.): 1927; Meyer & Holler
The focal point of Hollywood and Highland, the 12 story reinforced concrete financial institution was designed by the architects of the Chinese Theater. The building is an elaborate stepped tower, combining elements of Gothic Revival and Art Deco. Medieval figures, floral patterns and medallions decorate the facade. Windows have been altered. The building is one of the most significant highrises on the Boulevard in massing and design.
41. Chinese Theater (6925 Hollywood Blvd.): 1927; Meyer & Holler
One of the primary examples of fantasy architecture, this structure is an interpretation of a Chinese temple. Small shops flank the famous forecourt, where footprints of movie stars are imbedded in concrete. A red canopy stretches from the ticket both to a pagoda with two massive red pillars. Shop facades have been modernized.
42. 7001 Hollywood Blvd.: 1929; Meyer & Holler
Meyer & Holler designed this two story Art Deco structure as the home of the local Cadillac dealership. Arched windows span the two stories of the exhibition space. Deco detailing is found at the roofline incised in the concrete facade. The roof is flat; storefronts have been altered. The building remains relatively intact and is a good example of an automobile showroom in an upscale retail setting.
- ~~43. Garden Court Apartments (7021 Hollywood Blvd.): 1916; Frank Meline
Badly damaged by attempted demolition, the Garden Court remains an example of a Neo-Baroque apartment hotel of the Twenties. The brick and concrete structure is H-shaped in plan, with symmetrical massing and a generous setback. Classical detailing has been removed and stored.~~
44. Security Trust (7051 Hollywood Blvd.): 1928; Parkinson & Parkinson
The Los Angeles firm of Parkinson & Parkinson designed this one story Beaux Arts bank building on the corner of Sycamore and Hollywood Blvd. The front facade has three bays and remains basically intact. The central entry is flanked by two colossal Corinthian columns. The classical design makes it supportive of the larger financial institutions along the Boulevard.
45. Stores (7055 Hollywood Blvd.): 1928; Parkinson & Parkinson
Three intact storefronts built by the architects of the adjoining Beaux Arts bank. One story brick building exemplifies small retail establishments along the Boulevard in the 1920s.
46. Congregational Church (7065 Hollywood Blvd.): 1920; H. Glidden
One of two remaining institutional buildings on the Boulevard which exemplify the role of community organizations in the city's development, the church is an L-shaped complex composed of three buildings arranged around a central courtyard. The main chapel is of Mediterranean design with a gable roof covered with red tile. Buildings are linked by covered porticoes. Landscaping and setback provide needed open space on this section of the street.

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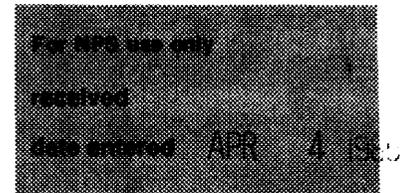
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47. Hollywood Professional (7046 Hollywood Blvd.): 1924; Richard D. King
An excellent example of Neo-Gothic commercial design. The eight story building has altered storefronts, but the upper stories retain their original ornamentation. The massing of the north and west facades is symmetrical and the upper floors exhibit good examples of tracery. The lobby has a high vaulted ceiling. A companion parking structure of the same design is located south of the building.
50. Arthur Murray (7024 Hollywood Blvd.): 1919; Frank Meline
The builder of the Garden Court Apartments created this two story wood frame stucco Renaissance Revival structure just a few years later. Its main features are six arched windows on the second level and stone detailing. It has a red tiled roof and has become part of the Roosevelt Hotel complex.
51. Hotel Roosevelt (7000 Hollywood Blvd.): 1924; Fisher, Lake & Traver
The site of the first Academy Awards, the twelve story Spanish Colonial Revival hotel occupies a prominent position on the western end of the Boulevard at Orange Drive. An asymmetrical T-shaped plan, the concrete structure has groups of arched windows separated by columnettes, wrought iron balconies, and pierced concrete grills. Some Churrigueresque ornament decorates the facade; the roof is of red tile. Ground floor has been altered.
53. Seven Seas (6904 Hollywood Blvd.): 1920
Three story commercial vernacular building constructed of brick with rusticated masonry banding at corners and carved masonry around the sash windows of the upper stories. Lower floor has been altered. Supportive in size, scale, and design of the surrounding structures.
54. Masonic Temple (6840 Hollywood Blvd.): 1921; John C. Austin
A two story Neo-Classical structure located on the south side of Hollywood Blvd. at Orchid, the Masonic Temple is one of two institutional buildings on the west end of the Boulevard. A colonnade of six columns obscures a recessed entrance to the ornate structure. The building is clad in granite. The parapeted roof is ornamented with acanthus leaves. A Masonic motto is incised in the parapet. The interior meeting spaces are virtually intact. A fine small scale example of its style.
55. El Capitan/Paramount (6834 Hollywood Blvd.): 1925; G. Albert Landsburgh
One of the community's legitimate theaters, this six story reinforced concrete entertainment and commercial complex is one of the most elaborate structures on the Boulevard. It is heavily ornamented with Churrigueresque decoration. Metal columnettes frame display windows. Third through sixth story windows are arranged in vertical bands, with metal spandrels between each section. The bands are recessed between pilasters with ornamented capitals. Between each capital are figures depicting characters in literature and the stage. The theater lobby and marquee were remodelled in the 1940s.

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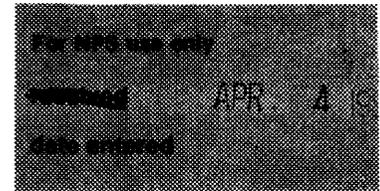
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56. 6806 Hollywood Blvd.: 1922
A three-story stucco commercial building faced with some Art Deco ornament which complements the adjacent Lee Drug in style and scale. The second story is intact. Store fronts have been altered.
57. Lee Drug (6800 Hollywood Blvd.): 1935; B.D. Bixby
Occupying the southwest corner of Hollywood and Highland is another building which synthesizes the Art Deco and Streamline Moderne idioms. Like its counterparts at Cahuenga and Ivar, Lee Drugs offers horizontal banding and Deco detailing in concrete. The two story building is relatively unaltered. A pronounced vertical sign projects above the roof.
58. Max Factor Salon (1666 N. Highland Ave.): 1931; S. Charles Lee
The make-up salon is a four story brick and stucco building with a one story wing to the south. Certain stylized aspects of Regency Revival combine with the vertical fluted pilasters of the Deco style to create a "Hollywood" look. Window cases and entrance are clad in marble decorated with medallions and garlands. Some marble has been removed from the street level. Designed by noted theater architect S. Charles Lee, the salon makes a theatrical statement for which Hollywood became noted.
59. Bank of America (6780 Hollywood Blvd.): 1914/1935; Morgan, Walls & Clements.(35)
Morgan, Walls & Clements, a major Los Angeles architectural firm, remodeled a four story apartment building to conform with the new needs of the Boulevard as a financial center in 1935. The resulting Beaux Arts one story bank has anchored the corner of Hollywood and Highland, along with its neighbor across the street, Security Pacific. The small structure exhibits a variety of fine Classical detailing, with entrance and windows recessed between Corinthian pilasters. Three elaborate metal panels highlight the entrance. The entablature of both north and west facades has a decorated frieze and a projecting cornice. The flat roof has red tile at the parapet.
61. Hollywood Theater (6766 Hollywood Blvd.): 1913/1933; Claude Balch
The oldest theater in Hollywood, the facade was remodelled in 1933 resulting in some significant neon signage. The one story brick structure has a stucco facade which culminates in a vertical pylon. Some of the original terrazo remains at the entry. The entrance and box office have been remodelled and brought closer to the street.
64. Millers Stationers (6740 Hollywood Blvd.): 1933 remodeling.
At the intersection of McCadden stands an example of small scale Art Deco architecture. This small two story structure has decided verticality. Display windows and entry on the street level have been replaced. This is a simple but effective example of the style in a retail establishment.

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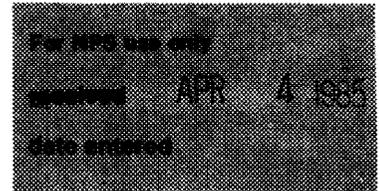
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65. Christie Hotel (6724 Hollywood Blvd.): 1922; A. Kelley
The Christie was the first hotel to be erected in the 20s on Hollywood Boulevard as city boosters realized the city's need to accommodate tourists and the transient movie industry. An eight story Georgian Revival brick structure, the hotel is divided into three towers. Three dormers with rounded pediments project above the roofline. Classical proportion and detailing are evident in the massing and decoration used. The ground floor has been slightly altered, but the building remains an excellent example of its style and retains its original function.
66. Pig N' Whistle (6718 Hollywood Blvd.): 1919/27; Morgan, Walls & Clements.
One story commercial building with three storefronts, the eastern one of which retains the fanciful Churrigueresque detailing and marquee from 1927. The companion soda fountain to the Egyptian Theater, the interior of this store has an intact (although hidden) ceiling. Some wrought iron remains, as well as the stone medallions and ornament on the stucco facade. The other two storefronts have been repeatedly altered and retain no historical integrity.
67. Egyptian Theater (6708 Hollywood Blvd.): 1921; Meyer & Holler
The first of the "fantasy" movie palaces on Hollywood Blvd., the Egyptian retains the forecourt for which it is famous. The marquee was altered in the 1950s. Original Egyptian-style paintings remain on the walls of the forecourt and on the west elevation at McCadden. Original shop fronts now have plate glass windows. Planting retains the desert aura. The building is constructed of reinforced concrete and retains the massing and decorative elements for which it is renowned.
72. Shane Building (6652 Hollywood Blvd.): 1930; Norton & Wallis
An elaborate four story reinforced concrete structure designed in the Art Deco style, the Shane Building is an interesting contrast to its Spanish style neighbor across the street at Cherokee. The office lobby has been refurbished in keeping with the period, and has some elaborate etched glass above the entry and highly stylized gates at the entrance to the slightly recessed lobby. Art Deco verticality is achieved by means of pilasters extending from the second story to above the parapet. A chevron shaped panel articulates the windows of the top story. Storefronts have been altered.
73. Cherokee Building (6630 Hollywood Blvd.): 1927; N. Alpaugh
This two story commercial structure is built in an L-shaped configuration at the southeast corner of Cherokee and Hollywood Blvd. The north facade has been stripped of its original Churrigueresque ornamentation; the west facade is intact. The concrete building has wrought iron ornament and arches common to the Spanish Colonial Revival, as well as an elaborate stringcourse and ornamental medallions. The complex is the first shopping establishment with a primary entrance facing a parking lot, predating Bullock's Wilshire. A courtyard, entered through Moorish arches, has a brick patio with a tiled fountain as its focal point. A tiled roof remains on both wings.

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74. The Orient (6626 Hollywood Blvd.): 1927/37
The sleek sophistication of these two store fronts are examples of the smaller retail establishments of Hollywood Boulevard in the 1930s. Its detailing include the use of colored marble and aluminum banding, giving the pedestrian storefronts and display windows a modern yet faintly Art Deco look. The displays "float" on aluminum planes. Low ceilinged entries open onto high ceilinged interiors. A good example of exterior signage in this one story concrete structure.
78. S.H. Kress (6606 Hollywood Blvd.): 1935; E.F. Sibbert
A prime example of the Art Deco style executed in reinforced concrete, this three story building features stepped vertical massing resulting in a central tower ornamented with stylized carved stonework. Windows on the upper levels have been altered, as has the street level storefront. The stepped tower is a focal point on the Boulevard, and its colorful exterior calls attention to the theatricality of its design.
79. J.J. Newberry (6600 Hollywood Blvd.): 1928; J.J. Newberry
The J.J. Newberry store is a two story reinforced concrete structure with an elaborate Art Deco facade of blue-green, gold and brown glazed tile. The second story is divided into three bays separated by vertical piers clad in blue-green tile projecting above the roof. Windows are of industrial metal sash. Chevron designs are prominent. The building interior remains largely intact. This structure and its companion at 6606 present one of the most colorful concentrations of Art Deco architecture on the Boulevard.
80. Hollywood Toys (6554 Hollywood Blvd.): 1927; Gogerty & Weyl
This two story Spanish Colonial Revival building has Churrigueresque ornament and Moorish arched windows on its second story. The roof is of red tile. Windows on the second story are arranged with ornamented columnettes between them. Street level storefronts have been altered. The most prominent feature of the structure is the second story east window with wrought iron.
81. Consumer Drug (6542 Hollywood Blvd.): 1919/38; H. Rice
Like many buildings in the commercial corridor, this 1919 brick building received a facelift in the late 1930s, this one in the Moderne style. The two story structure retains some of the simplified detailing associated with the style; a vertical band between the first and second stories serves as a modified stringcourse. Upper story windows are symmetrically arranged and unadorned. This simple design is in contrast to its richly ornamented neighbors to the west, but compatible in size and scale.
82. Attie Building (6436 Hollywood Blvd.): 1931
The most prominent features of this modest Art Deco two story building are its elaborate carved panels of the second story. The second story is composed of a series of piers which project above the roofline. Three sash windows are recessed between each pier. The panels are stylized flora and fauna. Decorative tiles set off the roofline and the first story. Storefronts have been altered. The building's corner location lends prominence to the 2nd story work on both north and west facades.

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86. Creque Building (6400 Hollywood Blvd.): 1913/31; B.B. Homer
The only brick clad Art Deco structure on the Boulevard, this 1913 structure received its facelift in 1931 to conform to the street's new prominence as a shopping district. The colorful green and gold tile patterns highlight the patterned brick. A series of brick piers with slightly recessed sash windows in symmetrical placement heightens the vertical effect. Originally the piers soared above the roofline. Although storefronts have been altered, the colorful glazed tile entrance and lobby remain largely intact.
87. Julian Medical Building (6380 Hollywood Blvd.): 1934; Morgan, Walls & Clements
Built by the family of Hollywood's original developer, this building combines elements of Streamline Moderne and Art Deco into an imposing corner structure. Its distinctive features include a rounded Moderne corner out of which rises an imposing vertical tower with pylons separating the windows of the upper story. The shop front at 6382 is intact, with blue mirrored glass. A dramatic combination of styles created this landmark corner which has remained in commercial use since its inception as a professional and retail space. The two story edifice is constructed of reinforced concrete.
90. Palmer Building (6362 Hollywood Blvd.): 1921; E. Flaherty
One of a pair of commercial office structures which predate the Classical Revival highrises, this fourstory reinforced concrete building has been stripped of its Classical detailing on the Hollywood Blvd. facade. The Cosmo St. facade is intact, however, with bays defined by pilasters with molded capitals. Upper floors exhibit Renaissance Revival detailing (full entablature with architrave and friezes, dentils, spandrels, and shields). Originally a newspaper office, the ground floor has been repeatedly remodelled.
92. Leed's (6352 Hollywood Blvd.): 1935; S. Charles Lee
Designed by a renowned theater architect, Leed's is a one story reinforced concrete commercial structure in a subdued International Style. There is extensive use of glass. The front corner entrance is cantilevered beyond the display windows. White tiles have replaced the original storefront surface. An integral vertical sign is balanced at the northeast corner by intersecting parapets. The only example of International Style in the district, with the exception of the Dyas Bldg. addition.
95. Hallmark (6324 Hollywood Blvd.) 1922/31; Morgan, Walls & Clement
A remodelled 1922 structure in the French Chateausque tradition, this two story store and loft has Regency details on its prominent second story. A steep hipped roof is central, as are thin windows in the pedimented bay. Ground floor has been altered. A good example of a sophisticated commercial retail style favored in the 1930s, executed by a prominent Los Angeles firm noted for its period architecture.

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97. Dyas Bldg. (6300 Hollywood Blvd.): 1927; F. Dorn/1938; Parkinson & Parkinson
The Dyas Bldg. is a nine story Classical Revival department store at the intersection of Hollywood and Vine. Constructed of reinforced concrete with brick upper stories, the majority of detailing is found in the upper stories and the street level. A classical entablature surmounts pilasters with Corinthian capitals, creating a colonnade effect. The colonnade is repeated in the upper stories. The building is capped with a heavy cornice. The six story International Style addition to the west exhibits banded windows and the simple exterior associated with the style. Some showcase windows have been altered.
98. Plaza Hotel (1633 N. Vine St.); 1924; Walker & Eisen
A companion to the Renaissance Revival highrises at Hollywood and Vine, this ten story concrete hotel is designed in the same traditional style. The second floor carries remnants of Corinthian pilasters above a remodelled street level. A floral frieze separates the second and third floors. Floors three through eight are unadorned, with the exception of quoins at the corner. Windows on the upper levels are encased in two story arches. The hotel was popular with vaudevillians and retains the character of an Eastern hostelry.
99. Hollywood Brown Derby (1628 N. Vine St.): 1928; C.J. Weyl
Hollywood's foremost practitioner of the Spanish Colonial Revival style designed the town's most famous eatery with extraordinary attention to detail. The asymmetrical complex has Churrigueresque detailing under the eaves. The arched entrance to the courtyard remains, arched entrance to the restaurant has been squared. The southern portion of the facade is largely intact. A gabled roof over the restaurant entrance has been removed. A small balcony protrudes from the second story. Windows and wrought iron decoration remain intact. The roof is of red tile.
100. Stores (1632 N. Vine St.): 1928; C.J. Weyl
A compatible structure with the Brown Derby to the south, this one story Spanish Colonial Revival retail building has a false gable parallel to the street as its focal point. The upper portion of the facade has some Churrigueresque ornament along the edge of the gable. Signage obscures some of the detail on the north portion. Storefronts have been altered.
101. Taft Building (1680 N. Vine St.): 1923; Walker & Eisen
An L-shaped 12 story Neo-Renaissance office building of reinforced concrete clad in brick, ornamented with concrete and terra cotta. Concrete with cast classical ornament clads the lower two and upper two floors. The 11th and 12th floor windows are recessed between colossal Corinthian columns. Fenestration of floors 3 - 12 is regular and unadorned. The entablature has a decorated frieze and is topped by a heavy bracketed cornice. Ground floor has been altered. The third of the conservative Classical Revival towers at Hollywood and Vine.

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102. Gilberts Books (6264 Hollywood Blvd.): 1932; H.J. Knauer
The third of three French Chateausque commercial structures on the Boulevard, this two story building exemplifies one of the more colorful architectural styles popular in the 1930s. The most prominent feature of the building is its steep pitched roof. Massing is assymetrical with a wide west bay and a pyramidal tower on the east. Narrow pedimented dormers rise to a broken swan's neck pediment with an urn. The sides of the tower are decorated with quoins. Storefronts have been altered.

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Buildings which do not contribute to the character of the district.

4. Old Post Office (1717 N. Vine St.): 1925; Morgan Walls & Clements
A two story brick and concrete structure clad in metal sheathing. Originally the Hollywood Post Office, the building had an elaborate Churriguerresque facade similar to its next door neighbor, the Palace. Ornament may still exist under sheathing. A prime candidate for restoration.
5. Laemmle Building (6301 Hollywood Blvd.): 1932; R. Neutra
One story stucco with a red tile roof. Heavily remodelled, the restaurant has a corner entrance and retains no integrity. Building developed by Carl Laemmle; site of Melody Lane Cafe.
6. Sardi's (6313 Hollywood Blvd.): 1923
One and one half story concrete and stucco structure clad with green tile mosaic facing. Some remnants of famous Sardi's nightclub remain, including roof sign.
7. Vine Street Theater (6321 Hollywood Blvd.): 1923
One story theater building with 50s facade and triangular marquee.
8. Stores (6325 Hollywood Blvd.): 1919
One story, modern stucco facade. Strip commercial.
12. Stores (6363 Hollywood Blvd.): 1924
Two story reinforced concrete with cantilevered awning over entrance. Modernized facade of second floor is recessed in a frame and set in a block pattern.
13. Stores (6377 Hollywood Blvd.): 1924
One story unadorned commercial structure. Prominent awning; flat roof. Stripped facade; recessed storefronts.
15. Stores (6401 Hollywood Blvd.): 1913
One story brick structure with remodelled stucco and brick facade. Prominent signage. Second story simulated block.
16. Stores (6411 Hollywood Blvd.): 1919
Heavily altered two story brick commercial with unadorned stucco facade. Flat roof; remodelled windows on second floor.
17. Stores (6413 Hollywood Blvd.): 1921
Two story brick commercial vernacular with modern stucco facade. Narrow vertical windows Flat roof.
19. Stores (6501 Hollywood Blvd.): 1917
One story brick and concrete structure, with modern metal mansard overhang and roof sign. Recessed corner storefront.

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20. Gitelson Building (6505 Hollywood Blvd.): 1919
A utilitarian two story commercial office and retail structure conforming in size and scale to the surrounding building. Originally brick, the building was remodelled in the 20s to a very stylish Spanish Colonial Revival design. All ornament has since been removed.
24. Stores (6547 Hollywood Blvd.)
One story stucco. Visually non-contributing. Heavily remodeled older building.
25. Stores (6549 Hollywood Blvd.): 1925
Heavily altered three story brick with stucco facade. Banded windows; flat roof.
27. Stores (6565 Hollywood Blvd.)
One story concrete block construction. Stone facing. 1970 remodel.
30. Vogue Theater (6629 Hollywood Blvd.): 1935
Heavily altered theater in one story commercial structure. Lacks visual integrity, but is representative of the concentration of entertainment facilities in the district.
33. Artisan Patio (6727 Hollywood Blvd.)
Courtyard shops in a one story stucco building. U-shaped plan. Fountain in rear. Arched entry. Tiled exterior. Flat roof. Modern complex.
34. Stores (6739 Hollywood Blvd.)
One story commercial utilitarian with metal sheathing. Tiled storefronts with plate glass display windows. Modern appearance.
36. Hollywood Center (6751 Hollywood Blvd.): 1920
Seven story office building heavily altered in mid 1950s. Stories added. Vertical screens of aqua hue protrude from the upper floors while a street level canopy creates a curvilinear effect at the corner entrance. Originally a department store. Flat roof. Faced with block panels.
40. Chinese Annex (6901 Hollywood Blvd.): 1980
Ersatz Chinese addition to existing theater complex. Colorful exterior. One story rectangular auditorium structure.
43. See entry at end of this section.
48. Stores (7038 Hollywood Blvd.): 1925
Two story brick commercial vernacular. Stylized classical cornice remains. Street level heavily altered. Contributing in size, scale, and development period.
49. Parking Structure (7036 Hollywood Blvd.): 1955
4 level parking structure.
52. Max Factor Building (6922 Hollywood Blvd.): 1960
Twelve story office tower with black glass exterior. Aggregate concrete wall surrounds lower floor to create plaza separate from street.

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60. Stores (6768 Hollywood Blvd.): 1914/21
Two story brick building; heavily altered. Present facade is 1950s alteration.
62. Stores (6758 Hollywood Blvd.): 1914/32
Two story concrete and brick office and retail structure. Light scroll designs barely visible above second story windows. Heavily altered first level. Stucco facade.
63. Stores (6752 Hollywood Blvd.): 1979
Spanish courtyard shopping complex. 2 story. Arched entry with tile leads to U-shaped complex. Unobtrusive in design.
68. Stores (6700 Hollywood Blvd.): 1930
Remnants of tan/black glass from 40s alteration remains. Corner one story structure with flat roof. Brick construction stucco facade
69. Stores (6670 Hollywood Blvd.): 1930
One story utilitarian commercial. Heavily altered.
70. Stores (6662 Hollywood Blvd.): 1926
Simplified Art Deco styling with wave motif above showcase windows. One story brick with stucco facade. Modern remodeling.
71. Stores (6658 Hollywood Blvd.): 1920
One story brick structure with plain stucco facade. Some Moderne detailing above showcase windows in storefronts. Terrazo entry. Modern remodeling.
75. Alexanders (6624 Hollywood Blvd.): 1917
Late moderne remodel of earlier commercial utilitarian structure. Stepped false front. Some compatibility in design and massing with S.H. Kress.
76. Stores (6616 Hollywood Blvd.): 1930 with modern alterations.
One story brick commercial; 4 storefronts. Slight sawtooth patterning at roof line.
77. Stores (6614 Hollywood Blvd.): 1930
Two story brick utilitarian structure. Flat roof. Stucco facade. Modern remodeling.
83. Stores (6430 Hollywood Blvd.): 1931.
One story 50 x 130' utilitarian commercial. Unadorned stucco facade. Flat roof. One recessed storefront. Modern remodeling.
84. Stores (6418 Hollywood Blvd.): 1913; C.S. Albright
2 story brick commercial structure, 59 x 75'. Heavily altered stucco and simulated block facade. Recessed storefronts. Scale compatible with existing development.

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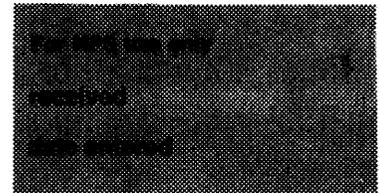
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85. Woolworth (6410 Hollywood Blvd.): 1927 with major 1940's remodeling. Two story 65 x 100' commercial utilitarian structure. Simulated block facing; banded aluminum windows. Prominent signage rests on first floor banding.
88. Stores (6374 Hollywood Blvd.): 1936; J.A. Murray
Two story commercial vernacular; flat roof; four vertical panels above remodelled storefronts.
89. Palmer Building II (6368 Hollywood Blvd.): 1921
A four story brick and stucco commercial structure which was one of a pair of office buildings to precede the Classical highrises. The primary facade has been stripped of ornament and refaced. Fenestration has been changed. A fifth floor penthouse exhibits remnants of the building's former Classical facade.
91. Stores (6356 Hollywood Blvd.): 1921; Walker & Eisen
2 story stores and loft. Heavily remodelled. Hinged 2nd story windows; oversized signage. Brick construction with stucco facade.
93. Stores (6338 Hollywood Blvd.)
Two story brick and stucco, heavily altered. Classical motifs remain on Ivar facade. Site of I Magnin department store in 1920s and 30s.
94. Stores (6334 Hollywood Blvd.)
One story stucco facade with marble facing.
96. Stores (6320 Hollywood Blvd.)
Moderne two story with vertical banding above first floor. Stucco exterior. Contributing in scale. Altered in 1950s.
43. Garden Court Apartments (7021 Hollywood Blvd.): 1916; Frank Meline
The building was badly damaged by attempted demolition; further demolition occurred during the nomination process forcing reevaluation of its remaining integrity and contributing status. The Garden Court was an excellent example of a Neo-Baroque apartment hotel of Hollywood's early years. The brick and concrete structure is H-shaped in plan, with symmetrical massing and a generous setback. Classical detailing has been removed and stored. The building had been determined eligible for listing in the National Register, with formal nomination precluded by owner objection.

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The Hollywood and Vine intersection was developed by the Taft and Palmer families and their allied syndicates. These three centers merged as Hollywood Boulevard prospered, with blocks of low rise commercial structures linking major centers. Thus, architecturally significant structures tend to anchor corners at or near the three primary areas of commercial development. The result was a pedestrian-oriented streetscape with a regular progression of architectural monuments interspersed with smaller scaled commercial buildings. The first commercial structures were one and two-story brick buildings, often embellished with classical ornament. Most of these remain, although many have been repeatedly altered.

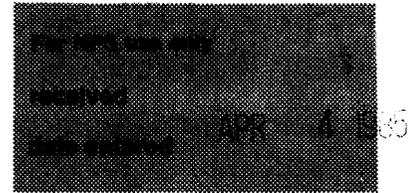
A significant grouping on the Boulevard is the buildings erected to house financial and mercantile institutions. Most of these are designed in the Classical Revival styles popular with banking and financial interests in the 1920s, and several reached the 12-story height limit allowed in Los Angeles in that era. Intended to signify dignity and permanence by their architecture, the Revival office towers were visual landmarks of the community. Among them are the Equitable Building, Taft Building, B. H. Dyas Company, Guaranty Building, Security Trust and Savings, Security Pacific at Highland, Bank of America at Highland, and the Hollywood Professional Building. Most of these edifices housed the financial institutions created to meet the needs of the film industry on the West Coast. Not only were there payrolls to meet, but also production funds were wired from executive offices in the East.

Hollywood real estate syndicates were often the beneficiaries of studio profits. The designers of these buildings constitute an honor roll of Los Angeles architectural firms in practice at this time: Walker and Eisen (Taft Building), John C. Austin (Guaranty Building), Parkinson and Parkinson (Security Trust), Curlett and Beelman (Equitable Building), and Morgan, Walls, and Clements (Bank of America Building). Hollywood Boulevard has an important grouping of ornate Spanish Colonial Revival buildings. Prominent examples within the district include the Palace Theater, the Brown Derby, Hollywood Toys, the Baine Building, the Cherokee facade of the Cherokee Building, and the Hollywood Wax Museum. Most of these are products of the prolific firm of Gogerty and Weyl. This firm's designs created a feeling of sophisticated, yet relaxed, upscale shopping and entertainment district. The style is used most successfully in the district in low-rise office and retail establishments. Many had courtyards or open space. Churrigueresque detailing lent a formality to most of the structures. Unlike the conservative financial and professional buildings, the Spanish Colonial Revival structures were primarily used for services and recreational facilities.

The third commercial style which Hollywood embraced was the exotic and stylish Art Deco. The corridor has several significant examples of various types of Art Deco architecture, including the Pantages Theater (B. Marcus Priteca), the Hollywood Building (the only brick example of this style, by B. B. Homer), the Attie Building,

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J. P. Newberry, S. H. Kress (Frederick's, by Edward Sibbert), Pickwick Books, the Shane Building (S. Norton, F. Wallis), and Max Factor (S. Charles Lee), as well as many smaller scale supportive examples. The style lent itself to many interpretations, and the variety of uses for Art Deco building included luxury retail, legitimate theater, and smaller service-oriented businesses. Art Deco became associated in Hollywood with worldliness and sophistication, and many older utilitarian buildings received extensive alteration to conform to the new look. The style's use of color and innovative building materials created the bold statement Hollywood boosters were looking for to promote the Boulevard as the "Style Center of the West". Businesses associated with the movie industry relished its theatricality. Within the Hollywood Boulevard district are a concentration of entertainment oriented structures which are important as a grouping functionally as well as architecturally. Employing a variety of styles, the theaters of Hollywood, both legitimate and cinematic, enabled the street to double as an entertainment center for the surrounding communities. The programmatic architecture of the Chinese and the Egyptian, as well as the ornate Warner Theater, Pantages, Palace, Hollywood, El Capitan, Iris, and others, created an aura of fantasy for the population of the area -- and satisfied the tourists in search of "Hollywood" as well. The major practitioners of these fanciful styles were Meyer and Holler (Chinese, Egyptian), G. Albert Landsburgh (Warner), Gogerty and Weyl (Palace), and B. Marcus Priteca (Pantages). Legitimate houses as well as those for motion pictures were elaborate. Premieres were commonplace, as the dream merchants previewed the latest releases in elegantly appointed auditoriums. This was the retail outlet of the city's major industry, and careful attention was paid to the comfort and convenience of the patron.

Also included in the district are several elegant apartments and hotels built for the convenience of a highly transient film industry population, and later to accommodate a growing tourist trade as well. The Plaza (Walker and Eisen), the Knickerbocker, Christie (A. R. Kelly), Roosevelt (Fisher, Lake, and Traver), Hillview Apartments (Tifal Brothers), and the Garden Court Apartments (Frank Meline) provided amenities close to the commercial corridor for their guests. Each had its distinct clientele: vaudevillians at the Plaza, extras at Hillview (Jesse Lasky built it at a time when it was difficult for actors to find lodging in the local rooming houses) and silent screen stars at the Garden Court. The Roosevelt Hotel, site of the first Academy Awards ceremony, was built by a syndicate of prominent entertainers and local businessmen, among them Mary Pickford, Douglas Fairbanks, Joseph Schenk, and C. E. Toberman. The district also contains the only remaining residence on Hollywood Boulevard, the 1903 Queen Anne Victorian known as the Janes residence. In the 1920s, this residence doubled as a community institution, as the three Misses Janes taught school to the children of Chaplin, De Mille, Fairbanks, Beery, and others. Organizational meetings for various churches, the Hollywood Bowl, and service groups were held in the home. Two institutional buildings from that era remain on the Boulevard: The Congregational Church and the Masonic Temple.

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While much of Los Angeles and the rest of the nation saw dark times, Hollywood was pushed by the thrust of the burgeoning motion picture industry to develop as a major commercial center for Los Angeles. The blocks of Hollywood Boulevard from Argyle to El Cerrito house a largely intact business, entertainment, and commercial center from the primary period of Hollywood's significance, the 1920s and 1930s. The district has three distinct architectural styles, each designed with the function and desired image of the building in mind, as well as the storefront and urban design features which are representative of a pedestrian-oriented street.

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Verbal boundary description:

The Hollywood Boulevard Commercial and Entertainment District commences at the northwest corner of Hollywood Blvd. and Argyle Ave. and proceeds west to the northwest corner of Hollywood Blvd. and Cherokee following the street; thence to the northeast corner of Hollywood Blvd. and Highland Ave., each parcel with Boulevard frontage; thence along the street to the northwest corner of Orchid Ave. and Hollywood; thence one parcel deep to western boundary of 7065 Hollywood Blvd; then east from the southeast corner of Sycamore Ave. and Hollywood Blvd. one parcel deep to southwest corner of Hudson Ave.; then east following the street to southeast corner at Wilcox and Hollywood Blvd.; then east one parcel deep to two parcels east of Vine Street. Also included is the parcel directly south of the southeast corner of Hollywood and Highland on the east side of Highland; one parcel north of northeast corner of N. Ivar and Hollywood on the east side of Ivar; and three parcels north of northwest corner of Hollywood and Vine on the west side of Vine St; one parcel south of southwest corner of Hollywood and Vine on the west side of Vine; and three parcels south of the southeast corner of Hollywood and Vine on the east side of Vine St. Boundaries are based upon the remaining integrity of the Hollywood Boulevard Commercial and Entertainment area.



SKETCH MAP:
Hollywood Boulevard

NOTE: Building 43 has been partially demolished and no longer contributes.



- █ Significant or contributing structures
- █ Visually non-contributing structures
- Proposed district boundary
- 1 - 102 Structures within proposed district
- A - G Parking lots or vacant land within proposed district

HOLLYWOOD BOULEVARD COMMERCIAL AND ENTERTAINMENT DISTRICT
6200-7000 Hollywood Blvd with adjacent parcels on N. Vine St.
N. Highland Ave. & N. Ivar St.
Los Angeles, Los Angeles County, CA