

**United States Department of the Interior
Heritage Conservation and Recreation Service**

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

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

1980

1. Name

historic CROSSROADS OF THE WORLD

and/or common CROSSROADS OF THE WORLD

2. Location

street & number 6671 Sunset Boulevard _____ not for publication

city, town Hollywood _____ vicinity of _____ congressional district 24th

state California code 06 county Los Angeles code 037

3. Classification

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

4. Owner of Property

name Morton and Rosalie La Kretz

street & number 6671 Sunset Boulevard

city, town Hollywood _____ vicinity of _____ state California 90028

5. Location of Legal Description

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

street & number 227 North Broadway

city, town Los Angeles _____ state California 90012

6. Representation in Existing Surveys

title State Historic Resources Inventory,
Los Angeles County Survey has this property been determined eligible? _____ yes no

date September 1976 _____ federal state county _____ local

depository for survey records History Dept., Los Angeles County Museum of Natural History

city, town 900 Exposition Boulevard, Los Angeles _____ state California 90007

7. Description

Condition		Check one	Check one	
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered (minor)	<input type="checkbox"/> moved	date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The original plan for Crossroads of the World was a series of small one and two story shops located on a T-shaped piece of property with 200 feet fronting on Sunset Boulevard, 50 feet on Las Palmas Avenue, and 113 feet on Selma Avenue. Built during the Great Depression, the project was never fully realized. The portions fronting on Selma Avenue and Sunset Boulevard were completed in 1936, along with one side of the planned Early American streetscape entering from Las Palmas Avenue. One building representing the Moorish section was completed soon after the opening of the complex. The proposed theatre, one side of the Early American section, and most of the central section which was to unite the other three frontages were never completed. These undeveloped areas are now used for parking. All of the original buildings remain and have been restored to their original exterior designs. These shop buildings represent a variety of styles ranging from French and Italian designs to the Moderne and the Spanish Colonial Revival. A system of private walkways connects the numerous structures.

On the Sunset Boulevard entrance are two sets of structures perpendicular to the street. Between them is a large Moderne structure. The structures which flank this Moderne ship are designed in European styles. On the east end, the edifices are Spanish in flavor, characterized by asymmetrical massing, tiled roofs, arches, and balconies. On the west side the buildings are French in character. Regency style canopies mark many of the store fronts. Both sets of structures are composed of reinforced concrete.

The large Moderne ship located between the Spanish and French buildings is docking at Sunset Boulevard. This two story Moderne ship features curved corners, ship railing, port-hole windows and smooth flat horizontal surfaces. At the front of the ship is a vertical shaft supporting a turning globe of the world. The words, "Crossroads of the World", are clearly marked on the revolving globe.

At the Las Palmas entrance is a series of small one story buildings that are in the words of the architect, "Cape Cod and Early American shops." These structures are constructed of wood and are laid out on one side of a narrow pedestrian pathway. These American inspired designs have medium to high pitched roofs, shingles and shutters. The architect created large store front windows to accommodate the latest merchandizing techniques. These small buildings join with the large Spanish and French style buildings which are on Sunset Boulevard.

Those structures on Selma Avenue represent the architecture of Northern Europe. Steep pitched roofs, half-timbering, and shingles create a pleasing harmony. Like the Sunset Boulevard buildings, these structures focus around a central walkway/plaza, which has a fountain, a well and trees. One particular building in the corner has a lighthouse erupting from its side. At night a light revolves in the tower. Another building has a round turret entrance which is Russian in flavor.

While the Sunset Boulevard and the Las Palmas Avenue buildings are tied together, the Selma Avenue buildings stand alone. One small Moorish building lies between the Sunset and Selma structures. This edifice has a pointed Arabic arch entryway and a large rounded window-door. Tile compliments the structure.

FHR-8-300A
(11/78)

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

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NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

CONTINUATION SHEET

ITEM NUMBER 7 PAGE 2

A system of walkways ties all of the structures together. Landscaping includes large palms and small shrubbery. Fences and gates have been erected at the Sunset and Selma entrances; as the stores are being converted to offices, more privacy is desired. New stone and brick pavement has replaced some of the asphalt, enhancing the character of the buildings. Some new planters have been added, but are in keeping with the overall character of the complex. Likewise, the undeveloped area which is used for parking has been landscaped along its borders to soften the visual transition from the buildings to parking.

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"/> 1600-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input 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 1936 **Builder/Architect** Robert V. Derrah

Statement of Significance (in one paragraph)

Although less than 50 years of age, Crossroads of the World is of exceptional architectural importance. Designed by an acknowledged master architect of the 1930's in Southern California, the complex is an important design statement of Hollywood in the Thirties. The architect created an intimately scaled shopping complex using an international theme, a series of buildings representing village streetscapes from around the world, uniting them for pedestrian access by carefully planned walkways and landscape elements. Derrah scaled down his earlier successful Streamlined Moderne imagery used in the Coca-Cola Bottling Plant to create a small Moderne ship as an effective, eye-catching centerpiece supporting the turning globe of the world which marked the entrance to the complex. The varied forms of architecture are skillfully handled to work in harmony, and create an image which strongly reflects the spirit of Hollywood during this period. The architect successfully created "an outstanding landmark and civic attraction, as well as a centralized shopping district comprising a wide variety of high class shops, cafes and professional offices,"¹ which rapidly became a meeting place of the "Who's Who of Hollywood."² Upon its opening Crossroads of the World was featured in several architectural journals of the period. The property has been published in a number of authoritative works on Southern California architecture, including Gebhard and Winter's Guide to Architecture in Los Angeles and Southern California, and Gebhard and Von Breton's L. A. in the Thirties. It is also designated as City of Los Angeles Historic-Cultural Monument 134.

The Crossroads of the World, designed by Robert V. Derrah in 1936, is a unique design statement of Hollywood in the 1930's. In this design, Derrah has separated the vehicular and pedestrian, a feature associated with much later pedestrian malls, to create an unusual shopping center. Each building is an individual design statement which is visually attractive. Similarly styled buildings are grouped together providing a harmonious balance. The structures are designed specifically to appeal to the pedestrian as they feature large windows, warm entryways and attractive landscaping.

The main architectural feature of the Crossroads of the World is a Moderne ship with a vertical pier supporting a revolving globe. This provides the focal point for the passing motorist while also appealing to the pedestrian. Other notable architectural features include the lighthouse at the Selma entrance. This tower light revolves at night providing an unusual attraction. The overall attractiveness of the buildings plus the appealing layout and design are a harmonious entity.

Derrah, a noted Los Angeles architect of the 1930's, was a master of the Streamlined Moderne. He also designed the widely-publicized Coca-Cola Bottling Plant in Los Angeles which appears to be a ship, complete with portholes and other nautical features. The Crossroads of the World and the Coca-Cola Plant have both received recognition by the City of Los Angeles by their designation as Historic-Cultural Monuments. Derrah has also been acclaimed for his work on Farmer's Market and the Southern Counties Gas Company Building. His Crossroads of the World remains as one of the unique design features of Hollywood of the Thirties.

¹Southwest Builder and Contractor, November 13, 1936, p. 13

²City of Los Angeles Cultural Heritage Board Designation, December 4, 1974.

9. Major Bibliographical References

Building Permits, City of Los Angeles, Department of Building and Safety

California Arts and Architecture, January, 1937

Southwest Builder and Contractor, November 13, 1936

David Gebhard and Harriette Von Breton, L. A. in the Thirties, Peregrine Smith, Inc., 1975

David Gebhard and Robert Winter, A Guide to Architecture in Los Angeles and Southern California, Peregrine Smith, Inc., 1977

10. Geographical Data

Acree of nominated property 1 3/4

ACREAGE NOT VERIFIED

Quadrangle name Hollywood, CA

UTM NOT VERIFIED

Quadrangle scale 1:24000

UMT References

A

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

B

Zone			Easting				Northing							

C

Zone			Easting				Northing							

D

Zone			Easting				Northing							

E

Zone			Easting				Northing							

F

Zone			Easting				Northing							

G

Zone			Easting				Northing							

H

Zone			Easting				Northing							

Verbal boundary description and justification Nominated property boundaries are based upon the completed limits of the original project; the uncompleted portion of the project is now occupied by a modern parking area, and is excluded from nomination. Property occupies portions of lots 1, 7, 9 and 10 of A. E. Winstanley Tract as shown on attached site plan.

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

state	code	county	code
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state	code	county	code
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11. Form Prepared By

name/title Morton La Kretz, owner

organization Crossroads of the World

date June 1979 (OHP Staff revision 11/79)

street & number 6671 Sunset Boulevard

telephone (213) 463-5611

city or town Hollywood

state California 90028

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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

Kerry McEllon

title State Historic Preservation Officer

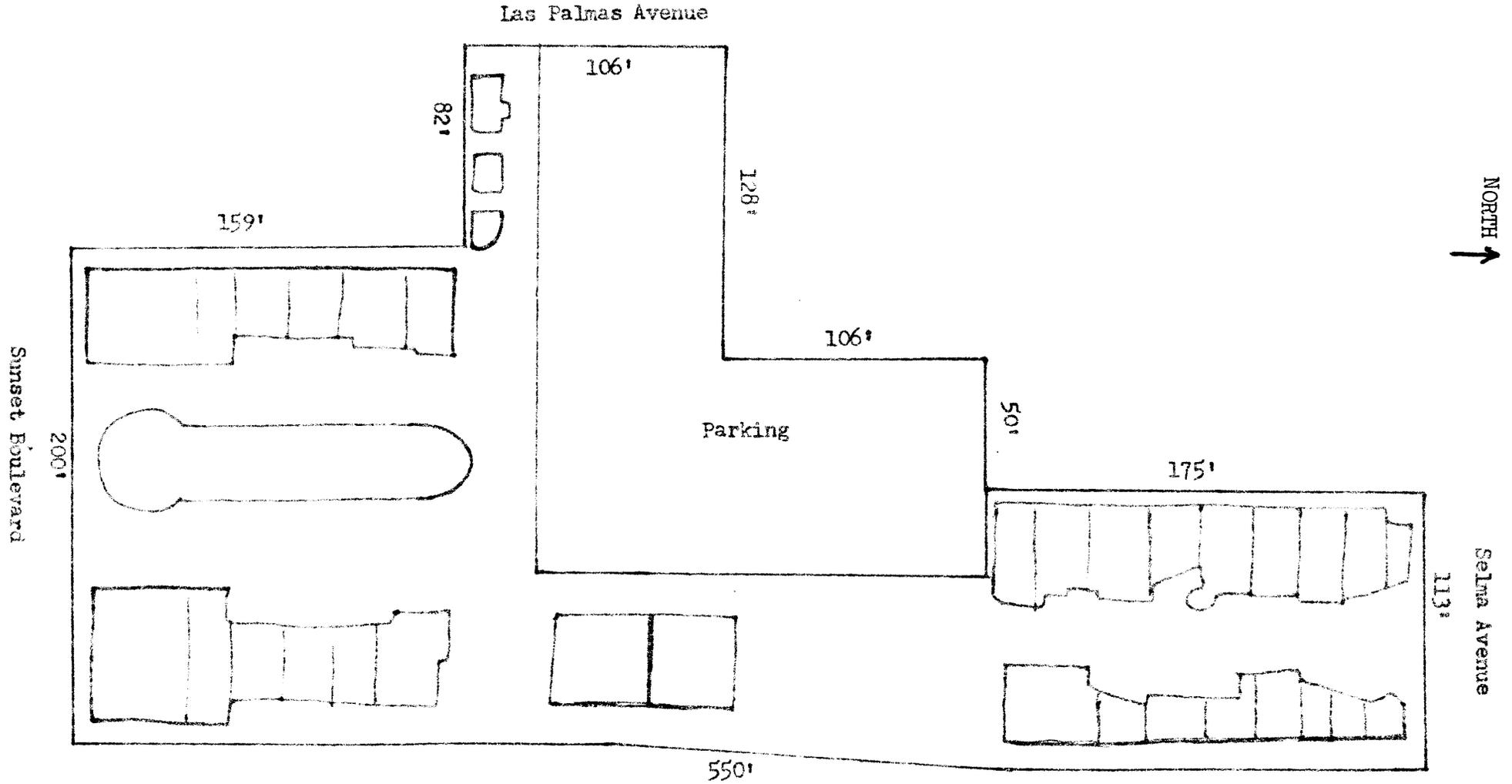
date February 29, 1980

fcc

CROSSROADS OF THE WORLD SITE PLAN

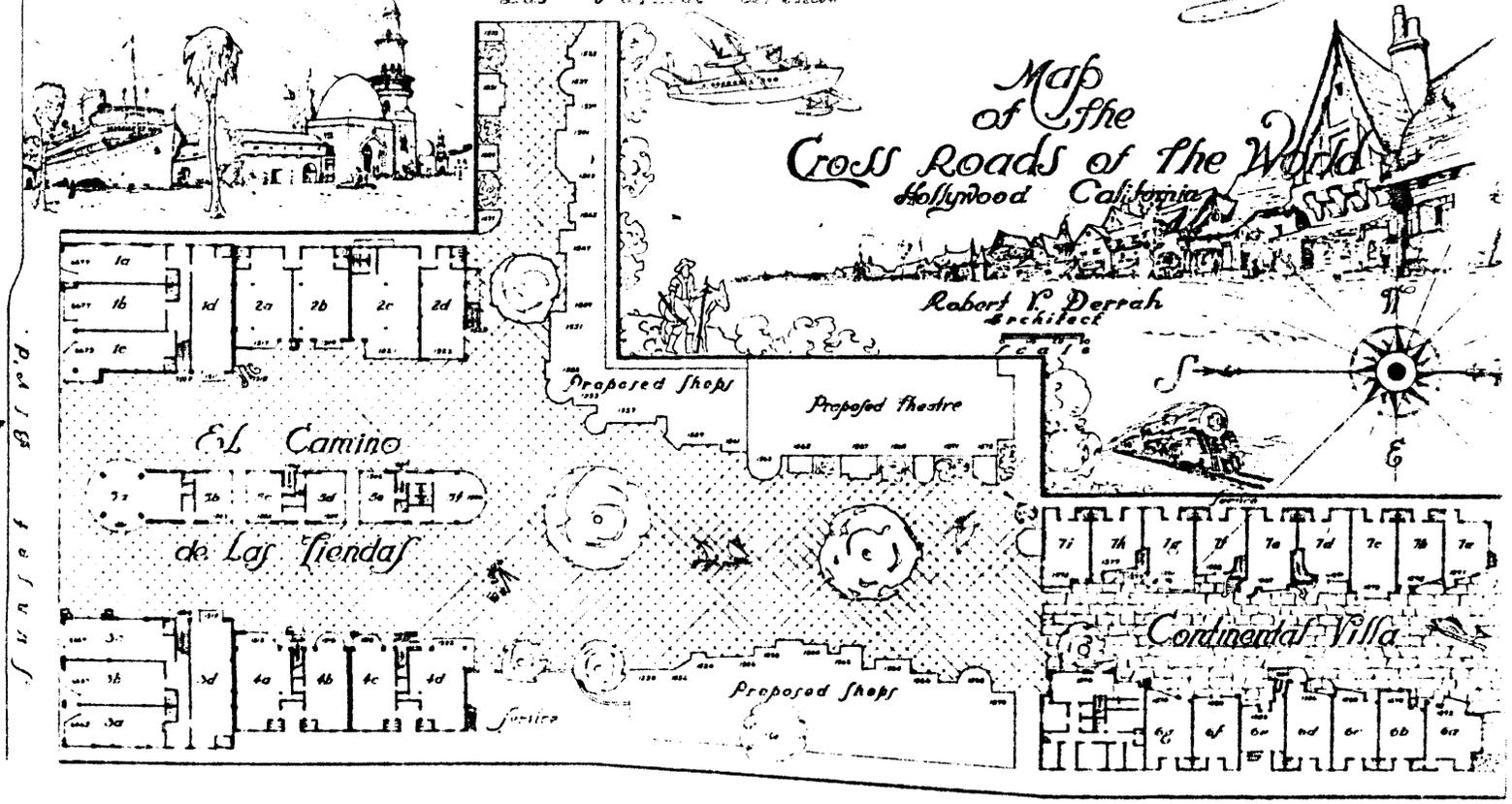
Scale 1" = 60'

Note: Building outlines are approximate.



JUL 15 1980

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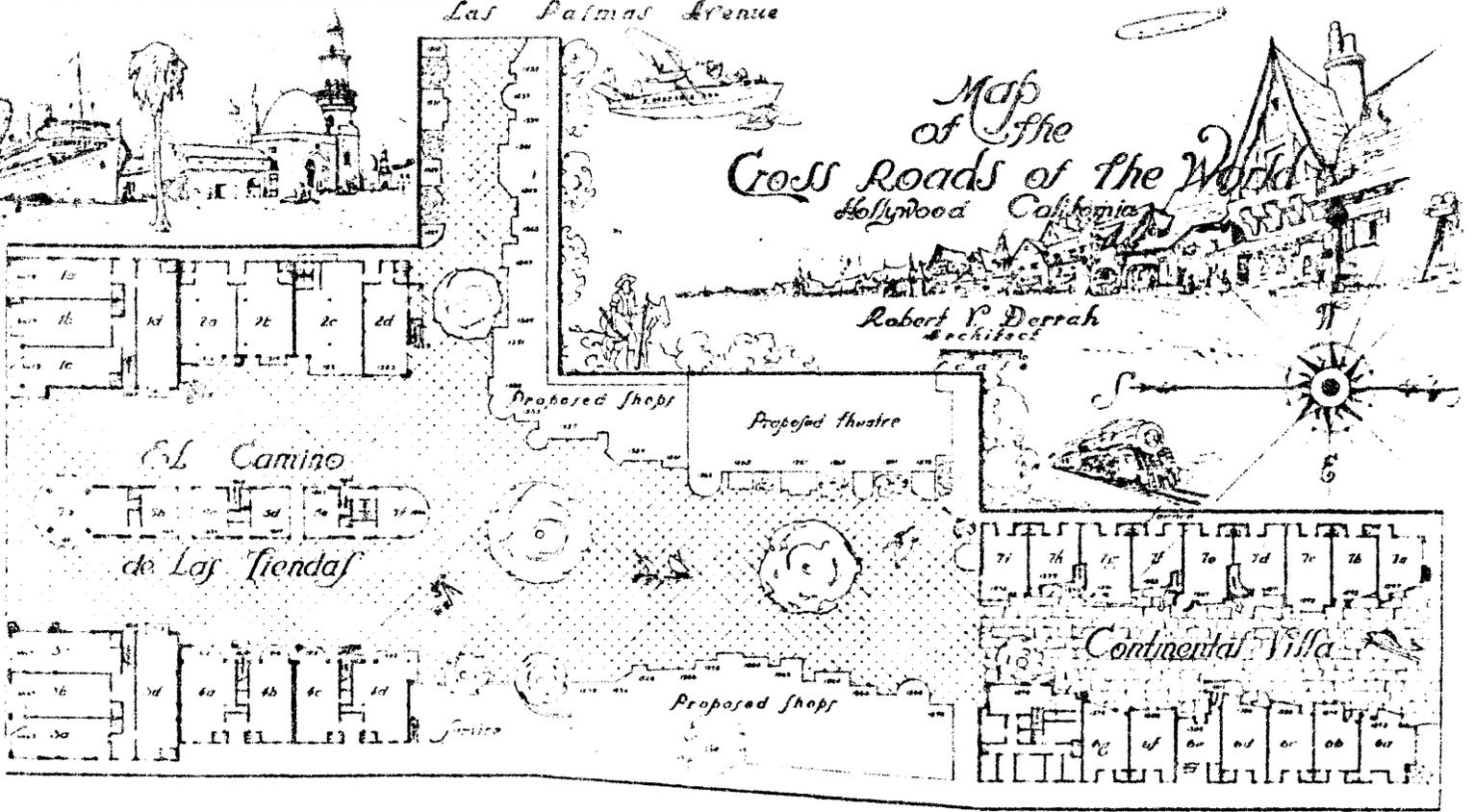
California Arts and Architecture, Jan. 1937, p. 24

JUL 15 1980

Las Palmas Avenue

Map of the Cross Roads of the World Hollywood California

Robert V. Derrah
Architect



CALIFORNIA ARTS AND ARCHITECTURE, January 1937, p. 24

JUL 15 1980

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