

PH0680541

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED JUL 31 1978
DATE ENTERED NOV 17 1978

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC
Parkhurst Building
AND/OR COMMON

RECEIVED
APR 5 1978

2 LOCATION

STREET & NUMBER
185 Pier Avenue
CITY, TOWN
Santa Monica
STATE
California
VICINITY OF
27
COUNTY
Los Angeles
CODE
06
CONGRESSIONAL DISTRICT
27
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	<input type="checkbox"/> PUBLIC ACQUISITION	<input type="checkbox"/> 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
Ollestad & Freedman
STREET & NUMBER
Parkhurst Building, 185 Pier Avenue
CITY, TOWN
Santa Monica
VICINITY OF
California

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.
Building Department, City Hall
STREET & NUMBER
1685 Main Street
CITY, TOWN
Santa Monica, California 90401

6 REPRESENTATION IN EXISTING SURVEYS

TITLE
None known
DATE
FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS
CITY, TOWN
STATE

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 _____
<input type="checkbox"/> _FAIR	<input type="checkbox"/> _UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

✓ The Parkhurst Building, located in Santa Monica, is a two-story Spanish Colonial Revival building of steel, concrete and brick construction. The building's dimensions are approximately 80 by 80 feet; the east facade is divided into five bays and the north facade is divided into 4 bays. The main entrance is located in the northeast corner of a 2-1/2 story octagonal tower. The tower is the main design feature and aesthetic contribution of the building; the surfaces of the upper story and one-half are decorated with protruding red bricks that form a pleasing crosshatched pattern. The tower is topped with an ornately decorated cupola. The pilasters which divide the tower into bays are surmounted with large finials. The second story tower windows have bas-relief pediments which incorporate a gargoyle. The small half-story windows are covered with wrought iron grill work. A side entrance is located at the southeast corner of the building below a scalloped parapet surmounted by a finial. Each bay has a large ground floor opening originally enclosed with a plate glass window. All but three of these openings have now been enclosed with folding glass doors or wood and glass walls with doors. These alterations did not necessitate major reconstruction and could be removed without damaging the building. On the second floor each bay contains two eight light casement windows. There is a decorative frieze dividing the first and second floors. The roof is flat on top; on the south and east sides the roof is pitched and covered with red clay tiles.

Overall the design features of the Parkhurst Building convey the feeling of the Spanish Colonial Revival Architecture. The heavily decorated tower with brickwork, wrought iron grill work, ornate frieze, finials and cupola is almost baroque in its design complexity. The scalloped parapet and red tile are characteristics of the Spanish Colonial Revival Style.

The ground floor was designed to accommodate retail shops and the second floor was intended for medical, dental offices. The building interior retains the original spatial divisions and may be said to be typical of commercial office buildings constructed in the 1920's. The second floor offices and halls are decorated with hardwood baseboards and chair-rails which match the door and transom trim. There are 6 skylights giving the interior a pleasant diffused natural light. There have been no substantial alterations in the building and it is in very good condition.

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/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1927

BUILDER/ARCHITECT Marsh, Smith & Powell

STATEMENT OF SIGNIFICANCE

The Parkhurst Building, built in 1927, is significant for its architectural contribution to the Santa Monica streetscape and is a good example of the Spanish Colonial Revival Style commonly used in commercial buildings in Southern California in the 1920's. Using the design features described above, the architect designed a building which was at once useful and unique. That the Parkhurst Building has survived the past half century with so few modifications is a testament to the sound design principles the builders employed. Although the Parkhurst Building belongs to a large class of Southern California buildings that fall into the Spanish Colonial Revival Style, its idiosyncratic elements, brickwork, ornamentation and so forth make it a unique architectural statement.

Clinton Gorden Parkhurst, a prominent realtor in the Santa Monica Bay area and Mayor of Venice, built the Parkhurst Building for retail shops and medical offices. As a member of the Venice Chamber of Commerce, Director of the Ocean Park Bank and Mayor of Venice, Parkhurst used his influence to promote the real estate possibilities of the Santa Monica Bay region. As a promoter of the Santa Monica/Venice area, Parkhurst was familiar with the work of the architect Norman F. Marsh, designer of much of the City of Venice including Windward Avenue. By 1927 Norman F. Marsh had become one of the best known institutional architects in Southern California and the far west. His work includes Columbia Hospital, the University of Redlands and numerous schools and churches. Hence, when Parkhurst decided to build a commercial building in Santa Monica he turned to Marsh's firm, Marsh, Smith and Powell. Marsh's partner, Herbert Powell, took primary design responsibility for the Parkhurst Building and credit for this Santa Monica landmark belongs to him. The building was intended for medical offices on the second floor and the first floor was designed for multiple uses. The ground level can be used to house one large store or four small ones. This built-in versatility has enabled the Parkhurst Building to be employed for a number of uses over the years without substantially altering the original building design. Tenants have included a bakery, small retail shops, political candidates, artists, animation studios, computer hardware designers, as well as doctors and lawyers.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

J. S. McGroarty, ed., History of Los Angeles County (Chicago, 1923); A History of California and an Extended History of Los Angeles and Environs, vol. 3 (Los Angeles, 1915); F. E. Bast Santa Monica Bay: The First 100 Years (Los Angeles, nd.); Photo, Los Angeles Times, Sept. 2 1977, pt. IV, p. 1; "The Work of Norman F. Marsh," The Architect and Engineer of California Pacific Coast States, vol. XXXI, no. 2 (Dec., 1912), 47-66.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 80' x 80'

QUADRANGLE NAME Venice

QUADRANGLE SCALE 1 : 24,000

UTM REFERENCES

A 1,1 3,6,3 3,8,0 3,7,6,2 7,8,0

B

ZONE EASTING NORTHING

ZONE EASTING NORTHING

C

D

E

F

G

H

VERBAL BOUNDARY DESCRIPTION

The nominated property occupies the 80 by 80 foot lot at the southwest corner of Pier and Main Streets in Santa Monica, Los Angeles County, California.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Albert Hurtado, Historic Preservation Specialist

ORGANIZATION

Office of Historic Preservation

DATE

(916) 322-8710

STREET & NUMBER

P.O. Box 2390, 1220 K Street

TELEPHONE

CITY OR TOWN

Sacramento, CA 95811

STATE

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL X

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

Kevin M. Ellison

TITLE State Historic Preservation Officer

DATE 7/12/78

FDR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

Charles Abney
KEEPER OF THE NATIONAL REGISTER

DATE 11.17.78

ATTEST: *W. Ray Juce*
CHIEF OF REGISTRATION

DATE Nov. 15, 1978

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CONTINUATION SHEET

ITEM NUMBER 8 PAGE 2

The Parkhurst Building has retained its original important design features and it is well known to citizens of the Santa Monica/Venice area. In 1977 the Parkhurst Building's importance to the Community was recognized by the City of Santa Monica when it was declared a Santa Monica landmark.

Although much of the area around the Parkhurst Building has been leveled for redevelopment, there are a substantial number of buildings in the vicinity that were built during the 1920's. The Parkhurst Building retains most of its original fabric, design and character and is a pleasing reminder of Southern California in the 1920's.

N: 31/1