

United States Department of the Interior
National Park Service

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NATIONAL REGISTER

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *How to Complete the National Register of Historic Places Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

historic name Hollywood Apartments
other names/site number _____

2. Location

street & number 234 East 100 South N/A not for publication
city or town Salt Lake City N/A vicinity
state Utah code UT county Salt Lake code 035 zip code 84111

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register criteria. I recommend that this property be considered significant _____ nationally _____ statewide X locally. (_____ See continuation sheet for additional comments.)

Wilson G. Mat 2/22/94
Signature of certifying official/Title Date
Utah Division of State History, Office of Historic Preservation
State or Federal agency and bureau

In my opinion, the property _____ meets _____ does not meet the National Register criteria. (_____ See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register.
_____ See continuation sheet.
- determined eligible for the National Register.
_____ See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

for
Signature of the Keeper Date of Action
Edson H. Beall 4/7/94

Entered in the
National Register

Hollywood Apartments
Name of Property

Salt Lake City, Salt Lake County, Utah
City, County, and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>	<u>0</u>	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Historic Resources of Salt Lake City

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC / multiple dwelling

Current Functions
(Enter categories from instructions)

VACANT/NOT IN USE
WORK IN PROGRESS

7. Description

Architectural Classification
(Enter categories from instructions)

Classical Revival

Materials
(Enter categories from instructions)

foundation CONCRETE
walls CONCRETE (block and poured-in-place)

roof UNKNOWN
other _____

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

X See continuation sheet(s) for Section No. 7

Hollywood Apartments
Name of Property

Salt Lake City, Salt Lake County, Utah
City, County, and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" on one or more lines for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" on all that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

COMMUNITY PLANNING AND DEVELOPMENT

ARCHITECTURE

Period of Significance

1909-31

Significant Dates

1909

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

J.M.(?) Wilfley / builder

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

X See continuation sheet(s) for Section No. 8

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: _____

X See continuation sheet(s) for Section No. 9

Hollywood Apartments
Name of Property

Salt Lake City, Salt Lake County, Utah
City, County, and State

10. Geographical Data

Acreage of property 0.21 acres

UTM References

(Place additional UTM references on a continuation sheet.)

A 1/2 4/2/5/4/0/0 4/5/1/3/0/5/0
Zone Easting Northing

B / / / / / / / / / /
Zone Easting Northing

C / / / / / / / / / /

D / / / / / / / / / /

Verbal Boundary Description

(Describe the boundaries of the property.)

Beg. 82.5 ft. E fr. NW cor. Lot 6, Blk 72, Plat A, SLC Survey; E 70.5 ft.; S 132 Ft.; W 70.5 ft.; N 132 ft to beg.
Parcel No. 16-06-129-003-0000

___ See continuation sheet(s) for Section No. 10

Boundary Justification

(Explain why the boundaries were selected.)

The boundaries describe the current and historic parcel of ground containing the Hollywood Apartments.

___ See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Charles M. Shepherd/Architectural Historian

organization Utah State Historic Preservation Office

date August 1993

street & number 300 Rio Grande

telephone (801)533-3500

city or town Salt Lake City

state UT zip code 84101-1182

Additional Documentation

Submit the following items with the completed form:

- Continuation Sheets

- Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and/or properties having large acreage or numerous resources.

- Photographs: Representative black and white photographs of the property.

- Additional items (Check with the SHPO or FPO for any additional items.)

Property Owner

name Melvin J. Grossgold

street & number 310 South 300 East

telephone (801)355-0990

city or town Salt Lake City

state UT zip code 84111

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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**National Register of Historic Places
Continuation Sheet**

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Section No. 7 Page 1

Hollywood Apartments, Salt Lake City, Salt Lake County, UT
(Historic Resources of Salt Lake City MPS)

Narrative Description

The Hollywood Apartments face north near mid-block on 100 South, less than one-half block from the central business district. It is adjacent to the similarly-scaled Lincoln Arms Apartments (built in 1924-25 immediately to the east and previously listed on the National Register), but is surrounded on the south and west by surface parking lots. No significant alterations have been made to the exterior of the building. It is currently vacant and being rehabilitated for continued use as apartments.

This three-story, urban apartment building is notable for its construction of rusticated and decorative ashlar concrete block. The foundation of the building is formed concrete with horizontal reveals which mimic the rusticated concrete block above. The decorative ashlar belt courses, also of poured-in-place concrete, delineate each floor level. The same combination of rusticated and ashlar concrete blocks are used on all sides of the building. Until recently, small, simply-framed porches extended from the rear of the building at each of its three levels. These porches were apparently not original as they are not shown on the 1911 Sanborn insurance map and their removal does not diminish the overall architectural integrity of the building.

The tripartite symmetry of the front facade is accented by robust, classically inspired, paneled pilasters which flank the sides of the large front entrance and support a small open porch for the second level. The main entry is on grade but about five feet below the level of the main floor. The entry door with sidelights is surmounted by a large glazed, divided transom. A concrete balcony also extends from the front facade at the third level, supported by concrete brackets and 'hanging' from decorative chains. The balustrades for both balconies are simple, somewhat blocky concrete elements. Access to each balcony is through a single light door with tall, narrow sidelights. Windows which approximate the configuration of Chicago style windows (but are actually comprised of three double hung units) are located on either side of the center pavilion. With the exception of a single hopper window on the side of each dwelling unit, all other windows in the building are double-hung. The roof is flat with a surrounding parapet. A heavy cornice decorated with block modillions is found only on the front of the building, with a broken, raised middle section that follows the stepped parapet above.

While the building is approximately twice as deep as it is wide, the light courts at the middle of the east and west elevations produce the illusion of two nearly cubical buildings. The corners of the light court are chamfered and the same wall materials and treatments continue into both courts. An open service or utility porch is located between each apartment on the exterior side walls, creating a deep opening in the wall surface at each level. The floor plan is a double-loaded corridor with the primary stairs located in the western half of the 'connector'

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Hollywood Apartments, Salt Lake City, Salt Lake County, UT
(Historic Resources of Salt Lake City MPS)

alongside the central hallway. (The eastern half of the 'connector' is an extra bedroom for the adjoining apartment.) There are also stairs on the utility porches. An open, inoperative elevator is present at the south end of the central corridor.

The building historically contained a total of 32 units on four levels. The interior of the building, while undergoing rehabilitation, has not been significantly altered. The materials used throughout the building are simple, and durable. Woodwork throughout (floors, door casings, apartment features, etc.) is of oak. Walls and ceilings are of plaster. Inside the apartment units, the main 'parlor' area is defined from the dining area by a bungalow style, half-columned opening. The parlor also functions as a bedroom with an ingenious oak built-in bench and dresser with (formerly) a Murphy bed concealed behind mirrored doors. Kitchens, baths and occasional extra bedrooms are all very simple but fairly pleasant.

___ See continuation sheet

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Continuation Sheet**

Section No. 8 Page 3

Hollywood Apartments, Salt Lake City, Salt Lake County, UT
(Historic Resources of Salt Lake City MPS)

Narrative Statement of Significance

Constructed in 1909 the Hollywood Apartments are part of more than 180 "urban apartment buildings" built in Salt Lake City during the first third of the twentieth century, a period of rapid growth and expansion. [The associated historic context is "Urban Expansion into the Early Twentieth Century, 1890s-1930s."] Over sixty percent of these apartment buildings are listed on or eligible for the National Register. (A total of eight apartment buildings are individually listed with several more in the Avenues and South Temple Historic Districts.) The Hollywood Apartments are significant under Criterion C since they exemplify this distinct and important type of residential structure in the city. They are similar to a number of the urban apartment buildings in terms of floor plan (double-loaded corridor), height (three stories), roof type (flat with a parapet), and stylistic features (Neoclassical details). These and other characteristics define the urban apartment building as a new and distinct type of early twentieth century residential building in Salt Lake City. However, the Hollywood Apartments are unique among the extant urban apartment buildings in the use of concrete block as the primary building material. Under Criterion A, the Hollywood Apartments are significant because of their direct association with Salt Lake City's rapid urbanization between 1890 and the 1930s. Urban apartments document residents' and builders' accommodations to the realities of congested living conditions and increasing land values. Urban apartment buildings such as the Hollywood Apartments constituted an important housing option that emerged in response to Salt Lake City's transformation into an urban center just prior to and after the turn of the century.

The building permit for the Hollywood Apartments was issued to John M. Wilfley on July 8, 1909, less than five weeks after he purchased the property from William and Lorilla Howe. Wilfley paid \$10,575 for the lot, a rather high price considering the time, but is more understandable given the location immediately east of the established central business district.

John M. Wilfley was born in 1863 in St. Joseph, Missouri. A part owner of mining interests in Idaho, he arrived in Salt Lake City in 1903 where he developed several real estate projects and was later described as a "substantial businessman."¹ In 1906 he built the three story Wilfley Apartments at 153 Pierpont Avenue. Demolished in the early 1980s after a fire, it had initially been described as "among the most fashionable apartment houses of Salt Lake City."² Of particular interest was the use of formed concrete block on the Wilfley Apartments and two adjoining buildings.

X See continuation sheet

¹Sketches of the Inter-Mountain States. Salt Lake City, UT: Salt Lake Tribune, 1909. p.211.

²Ibid.

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Hollywood Apartments, Salt Lake City, Salt Lake County, UT
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Wilfley initially lived in his namesake apartments, moving to his newly completed Hollywood Apartments in 1909 and then relocating to Eagle Point, Oregon the following year.³ Wilfley and his wife owned the building until May 14, 1928 when they sold it to Samuel A. and Elizabeth M. Cotterell.

The Hollywood Apartments are located in the heart of Salt Lake's urban apartment zone and probably followed the example set by the Wilfley Apartments which the city directory described as "Modern Furnished Apartments for Light Housekeeping." Out of more than 180 such extant apartment buildings, the Hollywood Apartments are the only remaining example of concrete block construction, a method which was apparently favored by Wilfley. The continuity and decorative detail of the mass-produced block is also notable. The use of formed, decorative concrete block in Salt Lake City or Utah has not been systematically studied, but it is relatively uncommon and is typically limited to the occasional, single detached residence or small commercial structure.

While ownership has changed over the years, the Hollywood Apartments have been maintained as apartments. They are currently vacant while rehabilitation plans are being developed.

___ See continuation sheet

³Polk's Salt Lake City Directory. Salt Lake City, UT: R.L. Polk & Co. of Utah, 1909-1911.

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(Historic Resources of Salt Lake City MPS)

Bibliography

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Multiple Property Documentation Form. Salt Lake City, UT: Utah State
Historic Preservation Office, 1989.

Sanborn Map Company. "Insurance Maps of Salt Lake City, Utah." 1911.

Sketches of the Inter-Mountain States. Salt Lake City, UT: Salt Lake Tribune,
1909.

___ See continuation sheet

Photo Labels

Photo No. 1

1. Hollywood Apartments
2. Salt Lake City, Salt Lake County, Utah
3. Photographer: Charles M. Shepherd
4. Date: June 1993
5. Negative on file at Utah SHPO.
6. North (front) and east elevations of building. Camera facing south-southeast.

Photo No. 2

1. Hollywood Apartments
2. Salt Lake City, Salt Lake County, Utah
3. Photographer: Charles M. Shepherd
4. Date: June 1993
5. Negative on file at Utah SHPO.
6. West (side) and east elevations of building. Camera facing east-southeast.

___ See continuation sheet