

PH0660981

UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

H.C.H.R.S.

DATA SHEET

FOR NPS USE ONLY	
RECEIVED	JAN 24 1978
DATE ENTERED	JUL 20 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

MILLION DOLLAR THEATER

(Edison Bldg)

RECORDED  
OCT 8 1978

AND/OR COMMON

## 2 LOCATION

STREET & NUMBER

307 South Broadway

NOT FOR PUBLICATION

CITY, TOWN

Los Angeles

CONGRESSIONAL DISTRICT

VICINITY OF

25

STATE

California

CODE

06

COUNTY

Los Angeles

CODE

037

## 3 CLASSIFICATION

### CATEGORY

DISTRICT

BUILDING(S)

STRUCTURE

SITE

OBJECT

### OWNERSHIP

PUBLIC

PRIVATE

BOTH

### PUBLIC ACQUISITION

IN PROCESS

BEING CONSIDERED

### STATUS

OCCUPIED

UNOCCUPIED

WORK IN PROGRESS

### ACCESSIBLE

YES: RESTRICTED

YES: UNRESTRICTED

NO

### PRESENT USE

AGRICULTURE

COMMERCIAL

EDUCATIONAL

ENTERTAINMENT

GOVERNMENT

INDUSTRIAL

MILITARY

MUSEUM

PARK

PRIVATE RESIDENCE

RELIGIOUS

SCIENTIFIC

TRANSPORTATION

OTHER:

## 4 OWNER OF PROPERTY

NAME

Million Dollar Theater Building

STREET & NUMBER

307 South Broadway

CITY, TOWN

Los Angeles

VICINITY OF

STATE

California

## 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

## 6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Historic Resources Inventory

DATE

March 1976

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR SURVEY RECORDS

Office of Historic Preservation

P.O. Box 2390

CITY, TOWN

Sacramento

STATE

California

# 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 structure consists of two major units; a twelve-story, steel-frame office building of concrete and brick, and a reinforced-concrete theater building faced with brick and terra cotta. The theater occupies the lower two floors of the office building and extends along Third Street to a depth of approximately 194 feet.

The dual nature of this building's function as an office and theater is well-reflected in its architecture, for the exterior is an unusual combination of American Commercial and Spanish Renaissance architectural motifs. Exterior detailing includes architectural terra cotta, molded theatrical figures, an ornate arched entrance, arched windows with radiating stonework, flat window openings with plain lintel and sill, sash and transom windows, and a heavily ornamented upper story with large decorative pendants, spiral columns, a quatrefoil, scalloped ledging, and stylized arched windows. The exterior design is unorthodox in its approach to the problem of dual usage but the result is a unique and imposing solution.

The exterior of the building has been altered by the remodeling and addition to the street-level shop frontage and the addition of a new marquee. The majority of the exterior remains in its original state.

The interior of the theater consists primarily of a lobby and an auditorium with balcony. The detailing of the auditorium and lobby was designed by William L. Wollett of San Francisco. The original detailing included murals, moldings, and decorative terra cotta. The theater lobby has been entirely remodeled, including a lowering of the ceiling, painting, and the addition of several new wall surfaces. However, the auditorium is nearly intact, including the original proscenium, organ screen, hanging lamps, and a variety of terra cotta detail work. Although the original cloth canopy has been removed and a few other minor alterations have occurred, the palatial atmosphere of the theater is well-preserved in the auditorium.

The Million Dollar Theater is located at the southwest corner of Broadway and Third Street. Broadway is one of the major retail business districts in the central city of Los Angeles, and the area surrounding the Million Dollar consists primarily of office, shop, restaurant, and entertainment enterprises including many other theater buildings. As a functional unit, the Million Dollar blends well with the existing streetscape, but it is also a focal point of interest due to its unique and prominent architectural features.

# 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 checked="" 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 1917

BUILDER/ARCHITECT Albert C. Martin

## STATEMENT OF SIGNIFICANCE

The Million Dollar Theater Building is significant for two major reasons. First, it is architecturally unique in the downtown area of Los Angeles. Its distinctive Spanish Renaissance details reflect the romanticized ideal of Southern California's heritage, and are an outstanding example of the cooperative creative efforts of two Californians, architect A.C. Martin and designer William L. Woollett.

Secondly, at the time of its construction, the theater (also known as the Edison Building) was one of the outstanding structures in downtown Los Angeles. Sid Grauman, the famed motion picture promoter, controlled the theater portion of the structure, while the Edison Company occupied the office space above. Business and real estate activity on Broadway was booming, and the Million Dollar was immediately hailed as one of the most noteworthy and ambitious business enterprises in the district. Downtown Los Angeles served as both the business and social nexus of the Southland, and the success of the Million Dollar contributed directly to the establishment of several other theaters along Broadway. In effect, the construction of the Million Dollar Theater was a landmark in the formation of the character and subsequent history of the Broadway district itself. It is now the only theater in this district that still provides occasional live stage entertainment.

The theater's long and continuous usage, its architectural integrity and state of preservation, and its historical importance in relation to the development of the Broadway theatrical and commercial district serve to make it one of the more important structures in downtown Los Angeles. In addition, its association with the motion picture industry and its interesting architectural reflection of Southern California's heritage make it one of the more interesting buildings in the entire Southland.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Los Angeles Times, May 14, 1916, V, 1; September 24, 1916, V, 1; November 26, 1916, V, 1 & 16; March 18, 1917, V, 1; November 4, 1917, V, 1; March 16, 1919, V, 1.

The Architect and Engineer, May, 1918, pp. 80-86; LXXXV (June, 1926), pp. 18 & 20.

-cont.-

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY less than 1 acre.

UTM REFERENCES

A	111	318.418.00	3.716.813.00
	ZONE	EASTING	NORTHING
C			

B			
	ZONE	EASTING	NORTHING
D			

VERBAL BOUNDARY DESCRIPTION

A lot commencing at the southwest corner of Broadway and Third Street, extending 120.22' southward along Broadway, then 193.98' westward, then 102.22' northward to Third Street, and then 193.98' eastward along Third Street to the original point.

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

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

# 11 FORM PREPARED BY

NAME / TITLE

Roger Hatheway

ORGANIZATION

Los Angeles County Museum of Natural History

DATE

September 28, 1977

STREET & NUMBER

900 Exposition Blvd.

TELEPHONE

213-746-0410 x241

CITY OR TOWN

Los Angeles

STATE

California

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL     

STATE   X  

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

*Krory Miller*

TITLE State Historic Preservation Officer

DATE 1/17/78

FOR NPS USE ONLY

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

*Charles Adams*  
DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

DATE 7-20-78

ATTEST: *Walter Cole*

KEEPER OF THE NATIONAL REGISTER

DATE 6-29-78

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

FOR NPS USE ONLY

RECEIVED JAN 24 1978

DATE ENTERED JUL 20 1978

CONTINUATION SHEET

ITEM NUMBER 9 PAGE 1

Los Angeles, V (January, 1963), pp. 18 & 20.

Boyarsky, Bill & Nancy, "Picture Palace Splendor," Westways, September, 1971, pp. 12-16+.

Owen, J. Thomas, "The Theatre in Los Angeles," Los Angeles County Museum Quarterly, Vol. 1, no. 3-4 (Winter-Spring, 1962-1963), pp. 32-7.

MILLION DOLLAR THEATRE

LOS ANGELES, CA

