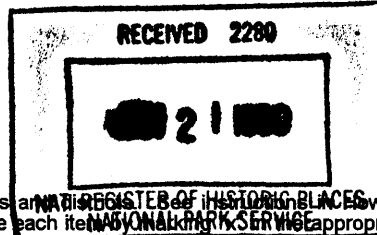


United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



This form is for use in nominating or requesting determinations for individual properties and districts. Use in completing this form is subject to the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item in this form in the appropriate box or by entering the information requested. If any 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 BOULEVARD HISTORIC BUSINESS DISTRICT

other names/site number N/A

2. Location

street & number Hollywood Blvd. between 21st Ave. and Young Circle N/A not for publication

city or town Hollywood N/A vicinity

state FLORIDA code FL county Broward code 011 zip code 33022

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

[Signature] 1/12/99
Signature of certifying official/Title Date

Florida State Historic Preservation Officer, Division of Historical Resources
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 the 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 See continuation sheet.
- removed from the National Register.
- other, (explain) _____

[Signature]
Signature of the Keeper

Date of Action 2-18-99

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)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
34	14	buildings
2	0	sites
0	1	structures
0	4	objects
36	19	total

Name of related multiple property listings

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE/Specialty/Store

COMMERCE/TRADE/Office Building

DOMESTIC/Hotel

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

COMMERCE/TRADE/Office Building

VACANT/NOT IN USE

7. Description

Architectural Classification

(Enter categories from instructions)

NO STYLE/Masonry Vernacular

LATE 19TH & 20TH CENTURY REVIVALS/

Mediterranean Revival

Materials

(Enter categories from instructions)

foundation Stucco

walls Stucco

roof Tar and Gravel

other Cast Stone

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

(Mark "X" in one or more boxes 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" in all the boxes 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

Narrative Statement of Significance

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

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 36) 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

Areas of Significance

(Enter categories from instructions)

COMMERCE
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

c. 1921-c. 1946

Significant Dates

c. 1921
c. 1926
c. 1940

Significant Person

NA

Cultural Affiliation

NA

Architect/Builder

Unknown
Unknown

Primary location of additional data:

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

Name of Repository

#

10. Geographical Data

Acreage of Property 18 apprx.

UTM References

(Place additional references on a continuation sheet.)

1	1	7	5	8	5	1	6	0	2	8	7	7	2	0	0
	Zone		Easting			Northing									
2	1	7	5	8	5	9	2	0	2	8	7	7	2	4	0

3	1	7	5	8	5	9	4	0	2	8	7	6	9	0	0
	Zone		Easting			Northing									
4	1	7	5	8	5	1	6	0	2	8	7	6	8	6	0

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Susan Krassy, Research Atlantica/W. Carl Shiver, Historic Sites Specialist

organization Bureau of Historic Preservation date January 1999

street & number R.A. Gray Building, 500 S. Bronough Street telephone (850) 487-2333

city or town Tallahassee state Florida zip code 32399-0250

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 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

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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 amend 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.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
DESCRIPTION

SUMMARY

The Hollywood Boulevard Historic Business District comprises 48 buildings, four objects, two sites, and one structure located in the core the historic business district of the city of Hollywood, Florida. The approximately 18 acre district is situated along both sides of Hollywood Boulevard between North 21st Avenue and the west side of Young Circle. Included in the district as contributing resources are thirty-four buildings constructed between 1921 and 1946 and two sites: Young Circle Park, which defines the eastern boundary of the district and Anniversary Park, which is found at the northeast corner of Hollywood Boulevard and North 20th Avenue. The noncontributing properties include 14 buildings, four objects, and one structure. The four noncontributing objects and the structure are all located in Young Circle Park. The structure is a community bandshell, and the objects are sculptural memorials erected by local civic organizations. All of the noncontributing resources in Young Circle Park date after 1950. The ratio of contributing to noncontributing resources is 63 percent contributing to 37 percent noncontributing. Except for one building located in Young Circle Park, only those buildings that face Hollywood Boulevard are included in the district. Young Circle Park, a contributing resource, is a ten acre open space platted in 1921 and dedicated to Joseph W. Young in 1935. Anniversary Park occupies approximately two building lots and is the only other major green space in the district. The Hollywood Boulevard Business District contains mainly masonry vernacular buildings constructed between c. 1921 and c. 1946. The Mediterranean Revival and Moderne styles are also represented in various decorative details applied to some of the buildings. The most notable individual building in the district is the Mediterranean Revival style Great Southern Hotel, erected c. 1924, at 1858 Hollywood Boulevard.

SETTING

Hollywood is a city with a population of approximately 121,000 located in southeastern Florida on the Atlantic coast, situated about seven miles south of Ft. Lauderdale and eighteen miles north of Miami. The district occupies the center of the downtown business area, which is roughly bounded on the west by the Dixie Highway (U.S. Highway 1), on the north by Taylor Street, on the west by 17th Street, and on the south by Van Buren Street. Surrounding the business section of the city are large residential subdivisions, some of which date from the 1920s. Immediately to the northeast of the district is the Hollywood Country Club and Golf Course. The boundaries encompass those buildings and properties fronting on Hollywood Boulevard, running along the alleys and easements at the rear of the properties, and Young Circle Park, whose boundaries are defined by the outer limits of Young Circle.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 2

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
DESCRIPTION

DESCRIPTION

Except for one building located in Young Circle Park, all of the buildings of the historic district are located on portions of five blocks that face Hollywood Boulevard (Photos 1 and 2), two blocks on the north side of the boulevard and three blocks on the south side of the boulevard. Those blocks are situated from 21st Avenue to Young Circle Park, which is located east of 19th Avenue. Buildings within this area were constructed during between c. 1921 and c. 1946. The majority of the buildings in the district are one and two-story masonry vernacular commercial structures with no, or very few, decorative details; however, a few buildings bear decorative details taken from styles that were popular in Florida during the period of significance for the district, particularly Mediterranean Revival and Moderne. Although many of the buildings in the district have been altered in various ways over the year, most have retained their original setbacks, recessed openings, exterior wall finishes, and original roof lines.

The majority of the contributing buildings in the district are one-story structures constructed between c.1921 and c. 1940. Most of them are constructed of hollow clay tile covered with smooth stucco, and a number of buildings no longer retain their original storefront elements (clerestory, transom kick plates, and entranceway), these having been replaced by aluminum frame display windows and aluminum and glass entrance doors.

Eight of the contributing buildings have distinctive stylistic features. The best preserved of these is the three-story, Mediterranean Revival style Great Southern Hotel at 1858 Hollywood Boulevard which was constructed c. 1924 (Photo 10). Located at the southeast corner of Hollywood Boulevard and N. 19th Avenue, the building occupies the northern half of a small city block that abuts Young Circle. The ground story facade and the main spaces on the first floor have been extensively altered. The building originally had a ground floor arcade of shops and offices. Many of the Mediterranean Revival features, however, have been retained on the second and third stories, including enriched window surrounds, balconets with iron railings, arched windows, and clay tile roofs on the corner towers. The exterior wall finish is smooth, buff colored stucco.

Another stylistically distinctive building in the district is the one-story Moderne style structure located at 2020 Hollywood Boulevard (Photo 11). Constructed between 1935 and 1940, this building abuts the contributing building at 2022 Hollywood Boulevard on the west and a vacant lot on the east. The Moderne style building contains a single commercial unit, and its limited facade area makes use of features typical of Art Deco and Moderne architecture of the 1920s and 1930s, which was characterized by a sculptural use of rectilinear and geometric forms, dramatizing more than actually reflecting the structure underneath. Another

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 3

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
DESCRIPTION

building exhibiting Moderne features is the one at 1924 Hollywood Boulevard constructed c. 1926 (Photo 12), which can be seen in its shaped parapet and the vertical pilasters that decorate the upper part of the facade. Buildings with rounded corners at street intersections can be seen at 1900 Hollywood Boulevard (Photo 13), constructed c. 1940, and 1946-1948 Hollywood Boulevard (Photo 14), constructed c. 1923.

ALTERATIONS

The majority of the buildings in the district have undergone alterations over the years. City building permits indicate these alterations included changes to both the exterior and interior. The original stucco on some buildings was repaired, and windows, doors, and awnings were replaced. Despite these changes, most of the contributing buildings are in good condition. The original character, massing and setbacks of most buildings have been maintained, and the district retains its historic character in location, design, setting, feeling, and association.

NONCONTRIBUTING BUILDINGS

The noncontributing buildings include new construction and those buildings that no longer retain their historic architectural integrity. Sixteen buildings are classified as noncontributing resources. Of these, eight were constructed during the period of significance, all of them in the 1920s. The remaining eight buildings were erected after 1949.

CONTRIBUTING SITES

Young Circle Park

Young Circle Park is a ten acre circular park located at the intersection of Hollywood Boulevard and Federal Highway (Photos 15 and 16). For the convenience of visitors, a circular asphalt parking area completely surrounds the park. There are two rows of free vehicular parking. One row of parking is angled toward the park, and the other is angled toward the street.

The center of the park contains an intersected circular brick walkway (Photo 17). Wood and concrete benches, along with metal pole light standards, are placed around the circular walkway. The public restrooms (Photo 18) are housed in a square, one-story masonry vernacular structure that was constructed c. 1945. The approximately 14 feet by 14 feet building is constructed of oolitic limestone, a native building material. The building is located in the west quadrant of the park. It has a hipped roof covered with red barrel tile. Located in the southeast section of the park is a noncontributing community bandshell (Photos 19

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 4

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
DESCRIPTION

and 20) that was constructed c. 1951. It is a utilitarian structure masonry structure with a raised stage, semicircular wall, and aluminum roof. Seven sections of aluminum benches are situated on a slanted concrete slab. The bandshell and seating are surrounded by concrete pillars and chain link fencing, with gates on the east and west sides. On the south side of the stage is a two-story masonry structure with jalousie windows.

There are four major noncontributing memorials located in the park. Found on the west side of the park is the Joseph W. Young Memorial (Photo 21), The memorial features a portrait bust of Young that sits atop a marble base that has two bronze plaques on its front. One reads, "Joseph W. Young 1882-1934, Founder of Hollywood." The other reads, "Erected by the Hollywood City Commission 1951." A semicircular wall with an attached bench is found behind the bust. On the north side of the park, is a marble statue of a woman and child standing atop a base dedicated to the "Mothers of the World" (Photo 22). Located on the southwest side of the park is the Korean War Memorial (Photo 23), dedicated to those who served in "The Forgotten War," June 25, 1950-July 27, 1953. The monument is a concrete pillar bearing a bronze map of Korea and a list of the servicemen from Hollywood who served in the conflict. On the southeast side of the park is the Flags Over Florida Memorial (Photo 24), dedicated "To All Who Have Died So That We May Enjoy Freedom." Flag poles carrying the flags of the United States of America, the State of Florida, and the City of Hollywood are found on the east side of the memorial.

The original structures and landscaping of the park have disappeared over the years, but the basic layout of the circular site remains as Young envisioned it. The present vegetation includes coconut and royal palms and beobab, tababua, jacaranda, gumbo limbo, rubber, and schefflera trees. There are also a number of small pine trees and ornamental shrubs.

Anniversary Park

The other historic greenspace in the district is Anniversary Park (Photo 25) which occupies approximately two building lots at the northeast intersection of Hollywood Boulevard and North 20th Avenue. The park provides benches under shade trees where pedestrians can sit and read or eat, or merely enjoy the surroundings. Unlike Young Circle Park, no contributing or noncontributing resources of substantial size are found in Anniversary Park.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 5

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
RESOURCE LIST

RESOURCE LIST

Contributing Buildings

<u>Address</u>	<u>Date</u>	<u>Style</u>	<u>Site File #</u>
<u>Hollywood Boulevard</u>			
1858	c. 1924	Mediterranean Revival	8BD160
1900	c. 1940	Masonry Vernacular	8BD2997
1902	c. 1940	Masonry Vernacular	8BD2996
1903-1905	c. 1940	Masonry Vernacular	8BD2994
1904	c. 1940	Masonry Vernacular	8BD2995
1907-1909	c. 1938	Masonry Vernacular	8BD2992
1908	c. 1926	Masonry Vernacular	8BD2993
1910	c. 1940	Masonry Vernacular	8BD2991
1911-1913	c. 1926	Masonry Vernacular	8BD551
1912	c. 1926	Masonry Vernacular	8BD552
1914	c. 1925	Masonry Vernacular	8BD553
1915	c. 1926	Masonry Vernacular	8BD2990
1923	c. 1926	Masonry Vernacular	8BD2987
1924	c. 1926	Moderne	8BD554
1928	c. 1940	Masonry Vernacular	8BD2986
1930-1932	c. 1926	Masonry Vernacular	8BD557
1931	c. 1940	Masonry Vernacular	8BD2984
1934	c. 1926	Masonry Vernacular	8BD558
1935	c. 1926	Masonry Vernacular	8BD559
1936	c. 1923	Masonry Vernacular	8BD560
1937-1939	c. 1926	Masonry Vernacular	8BD2998
1940	c. 1923	Masonry Vernacular	8BD561
1942	c. 1923	Masonry Vernacular	8BD562
1944	c. 1923	Masonry Vernacular	8BD563
1946	c. 1923	Masonry Vernacular	8BD564
1948	c. 1923	Masonry Vernacular	8BD565
2008	c. 1940	Masonry Vernacular	8BD2980

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 6

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
RESOURCE LIST

2010	c. 1946	Masonry Vernacular	8BD2979
2020	c. 1940	Moderne	8BD2977
2022	c. 1940	Masonry Vernacular	8BD2976
2027-2031	c. 1926	Masonry Vernacular	8BD2975
2032-2050	c. 1924	Masonry Vernacular	8BD573
2033-2051	c. 1921	Masonry Vernacular	8BD574

Young Circle Park

Public Restroom	c. 1945	Masonry Vernacular	
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Contributing Sites

Anniversary Park	c. 1926	Park	8BD566
Young Circle Park	c. 1923	Park	8BD3053

Noncontributing Buildings

Hollywood Boulevard

1906	c. 1926	Masonry Vernacular	8BD550
1919-1921	post-1949	N/A	N/A
1920	c. 1926	Masonry Vernacular	8BD2988
1925-1927	c. 1925	Masonry Vernacular	8BD556
1926	c. 1926	Masonry Vernacular	8BD555
1929	c. 1940	N/A	8BD2985
1933	post-1949	N/A	N/A
2000-2004	post-1949	N/A	N/A
2001	c. 1924	Masonry Vernacular	8BD567
2006	post-1949	N/A	N/A
2012	post-1949	N/A	N/A
2019-2025	c. 1923	Masonry Vernacular	8BD570
2024	post-1949	N/A	N/A
2028	c. 1926	Masonry Vernacular	8BD572
2010			

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 7

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
RESOURCE LIST

Noncontributing Structure

Young Circle Park

Bandshell	post-1949	N/A	N/A
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Noncontributing Objects

Young Circle Park

Joseph W. Young Memorial	post-1949	N/A	N/A
Mothers of the World Mem.	post-1949	N/A	N/A
Korean War Memorial	post-1949	N/A	N/A
Flags over Florida Memorial	post-1949	N/A	N/A

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 1

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
STATEMENT OF SIGNIFICANCE

SUMMARY

The Hollywood Boulevard Historic Business District is significant at the local level under Criterion A in the areas of Commerce and Community Planning and Development. It was the original commercial center of the city of Hollywood, which was laid out according to a plan developed by Joseph W. Young, one of the founders of the city.

HISTORICAL CONTEXT

The first scientific survey of the land on which the city of Hollywood is located was conducted during the British colonial era by William Gerard DeBrahm in 1765.¹ During the early part of the nineteenth century Seminole Indians inhabited the vicinity. Conflicts between U.S. Army forces and the Seminoles were recorded as early as 1840. Soldiers and naturalists published numerous descriptions of the area.² In the early 1900s, land along the eastern coast of Florida increased in value with the completion in 1896 of the South Florida Railway linking Jacksonville with Miami. With readily available transportation for agricultural products, the cultivation of farm land expanded, prompting the founding of the Broward County communities of Fort Lauderdale, Dania, Pompano and Hallandale. These towns became centers for the production and shipment to northern markets of such items as beans, squash, cabbage, tomatoes, mangoes and pineapples. Land in the vicinity of Hollywood became a major tomato growing center.

HISTORICAL SIGNIFICANCE

The founding of the city of Hollywood was owed almost entirely to the vision of Joseph Wesley Young (1882-1934). Young was born in Gig Harbor, Washington. His father was a harbor boat captain, and Young became a merchant seaman while still in his teens, serving on ships operating between East Asia and the west coast of the United States. In 1900, he left the sea and worked at various enterprises until 1905, when he formed a real estate company with his cousin, A.J. Parmley, in Long Beach, California. Within a short time, the Young-Parmley Investment Company had offices in Long Beach, Los Angeles, and Alamitos Bay, California. In 1917, Young moved his family to Indianapolis, Indiana, where he began to develop land in the vicinity of the Indianapolis Speedway. In 1920, Young decided to try his hand at developing real estate in Florida. His destination was Miami, where another Indianapolis resident, Carl Fisher, was overseeing the fulfillment of his visionary plans for development of Miami Beach. What he saw there inspired Young to

¹Marlyn Kemper, Hollywood in Perspective, Broward County Comprehensive Survey, Phase I. 1981. reprint Broward Legacy summer/fall 1987. p. 3.

²Ibid.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 2

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
STATEMENT OF SIGNIFICANCE

establish his own "Dream City" in Florida. After a year of investigation Young turned his attention to land in the present location of Hollywood and purchased a square mile tract of farm land that lay astride the present Dixie Highway. It was the area now bounded in Hollywood by 22nd Avenue, Washington Street, 14th Avenue, and Johnson Street. Young eventually controlled three square miles which included a mile of ocean front property.³ Despite the suggestion of associates that the new community be named "Youngstown" or "Young City," Joseph Young settled on the name "Hollywood" because of its pleasant sound and its association with his years spent in southern California.⁴ Young sent for draftsman-engineer George Schmidt, who had worked at Young's Indianapolis office, to survey the site and draw up plans for the city.⁵

The low-lying tract of land located between the towns of Hallandale and Dania on which Young envisioned the rise of the newly established town of Hollywood was at first little more than "glaring white sand and a few buildings"⁶ Young had the land stripped of all vegetation to insure that the new community followed his specific design. The first platted section was known as Central Hollywood. Young anticipated America's love affair with the automobile when he designed the 120 foot wide Hollywood Boulevard and its three traffic circles. The circles, patterned after those he included in his Indianapolis development, became the focal points for the major east/west artery through the city.⁷ Uniform and consistent zoning and building restrictions separated business and residential areas. When completed, the boulevard was described as "the widest paved street in Florida...ninety-two feet between curbs, with fourteen-foot wide sidewalks."⁸

Young's determination to use design methods associated with the City Beautiful Movement resulted in the detailed planning of a community complete with broad boulevards, commercial districts, parks, residential neighborhoods, and resorts.⁹ Advertisements for Hollywood labeled Hollywood Boulevard as "Florida's most magnificent white way which was bound to make the newly founded community a great city."¹⁰ The Boulevard originally extended from the Florida East Coast railway tracks adjacent to the Dixie Highway east approximately one mile, ending two blocks east of the first of Hollywood's three circular parks. The boulevard provided street-side parking for 500 cars.¹¹ The fourteen-foot wide sidewalks were lined with ornamental light posts every forty feet, providing brilliant night lighting.¹² Plans were made to extend the

³Ibid

⁴Virginia Elliot TenEick. A History of Hollywood, Florida. Port Salerno, FL p. xix.

⁵ibid., p. xx.

⁶ibid., p. 39.

⁷ Hollywood Reporter, "Hollywood Boulevard," April 1922.

⁸ Hollywood Reporter, "Hollywood Boulevard," Vol. 1 No. 3, n.d.

⁹Wilson, William H. The City Beautiful Movement, Baltimore and London: The John Hopkins University Press. 1989.

¹⁰ Miami Herald, "The Main Street of Hollywood," January 17, 1923.

¹¹Ibid.

¹² Hollywood Reporter, "Hollywood Boulevard," April 1922.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 3

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
STATEMENT OF SIGNIFICANCE

thoroughfare an additional mile east over the Inland Waterway (today's Intracoastal Waterway) via a steel bridge and terminating at the Atlantic Ocean.

Hollywood Boulevard's central location was ideal as the core of Young's commercial district. The first lot staked out in Hollywood was for the community's first commercial building, an administration building and municipal garage, which was located at the corner of Hollywood Boulevard and 3rd Avenue (now 21st Avenue).¹³ Within five years Hollywood had 252 businesses, and the original population of just five families in 1921, had exploded by 1926 into 18,000 people.¹⁴ To accommodate the large amount of rail traffic generated by the rapidly growing city, the Florida East Coast Railway opened a large Mediterranean Revival style station near the intersection of Dixie Highway and Hollywood Boulevard in 1924. Joseph W. Young's "dream city" was becoming a reality. Also constructed in 1921 is the still extant building at 2033-2050 Hollywood Boulevard (Photo 3). Originally used as a municipal parking garage to store company cars and buses owned by the Hollywood Land and Water Company—Young's development company—the building was remodeled in 1933 into the Ingram Arcade, which contained a variety of shops.

From 1921 through 1926 the downtown business district experienced continuous growth. The multi-unit Bastain Building, 1940-1948 Hollywood Boulevard, (Photo 14), was completed in 1923.¹⁵ Harry Bastain's building supply company was involved in the construction of numerous residences and other buildings in Hollywood. Tenants in the one-story, masonry vernacular building originally include a restaurant, a drugstore, a barbershop, and an A&P grocery store. Bastain also constructed the two-story building at 1936 Hollywood Boulevard (Photo 26). This building was originally known as the Central Arcade and later as the Powell Building, whose name is still visible in raised stucco on the main facade of the structure.

In 1923 W.W. Kingston constructed the two-story commercial building at 2032-2050 Hollywood Boulevard (Photo 27). The building included five large storefronts on the ground story and residential apartments on the second story.¹⁶ In 1933 the building was sold to F.M. Ferguson who renamed the building the Broward Building.

The ten-acre circular park found at the eastern end of the historic district was designed by George Schmidt in 1921. When completed, the park was billed as "the largest of its kind in the State of Florida."¹⁷ The park was dedicated by Young on March 13, 1923, and named Harding Circle in honor of U.S. President

¹³Kemper, p.6.

¹⁴Kemper, p. 13

¹⁵ Hollywood Reporter, "Bastain Supply and Construction Company," June 15, 1922.

¹⁶ Hollywood Reporter, "New Boulevard Business Building," May 1, 1923.

¹⁷Kemper, p.9.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 4

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
STATEMENT OF SIGNIFICANCE

Warren G Harding (1921-1923), who was visiting the city at the time.¹⁸ After Joseph Young's death of a heart attack in 1934 the city renamed it Young Circle Park.

In the autumn of 1924 Young's company completed construction the Great Southern Hotel, 1858 Hollywood Boulevard, (Photo 10), the second one erected in the city. The elaborate, Mediterranean Revival style building was designed by architect Martin L. Hampton. Completed at a cost of \$175,000, the 100 room hotel was strategically located in the commercial district to attract traveling businessmen. In addition to hotel rooms and dining facilities, the building contained a shopping arcade on the ground floor. In the 1930s, dining facilities and a cocktail lounge were popular features of the hotel.

Between 1925 and 1926 Hollywood Boulevard experienced a boom in commercial construction. New single story masonry vernacular buildings included the Beery Building (noncontributing) at 1906 Hollywood Boulevard (Photo 28), which housed the Hollywood Investment Company; 1915 Hollywood Boulevard (Photo 29); 1923 Hollywood Boulevard (Photo 30); 1930-1932 Hollywood Boulevard (Photo 31); 1935 Hollywood Boulevard (Photo 32); 1937-1939 Hollywood Boulevard (Photo 33); and 2027-2031 Hollywood Boulevard (Photo 34).

A number of two-story commercial buildings were constructed along Hollywood Boulevard during the Land Boom Era. These included Adler's, 1914 Hollywood Boulevard (Photo 5), Hollywood's first ladies apparel shop; Hollywood Furniture, 1911-1913 Hollywood Boulevard (Photo 35), which advertised itself as the largest furniture store between Palm Beach and Miami; Cox's Drug Store, 1924 Hollywood Boulevard (Photo 12) which remained at the same site until after World War II; the Hollywood Daily News Building, 1934 Hollywood Boulevard (Photo 36); and Brown's Department Store, 2024 Hollywood Boulevard, (noncontributing), which operated for decades at this location. The building at 1912 Hollywood Boulevard (Photo 37) was the headquarters for Flamingo Groves Inc., which operated citrus groves in Broward County.

Two crucial events, the Hurricane of 1926 and the Stock Market Crash in 1929, changed the economic tide in Hollywood. Retail sales decreased, businesses, closed, and land values collapsed. A bankrupt Joseph Young and his Hollywood Land and Water Company were unsuccessful in their efforts to continue controlling Hollywood development. Young was unable to financially recover from his financial

¹⁸TenEick, p. 206.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 5

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
STATEMENT OF SIGNIFICANCE

difficulties and he died of a heart attack in his Hollywood home on April 28, 1934.¹⁹ In 1937, a developer named Samuel Horvitz acquired what remained of Young's holdings. The late 1930s and early 1940s saw a gradual return of Hollywood's central business district to its former prosperity.

¹⁹TenEick, p. xxiv.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 9 Page 1

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
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**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 10 Page 1

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
GEOGRAPHICAL DATA

Boundary Description

The boundaries of the district are those shown on the accompanying map of the district.

Boundary Justification

The district boundaries encompass the best concentration of the contributing buildings and park areas as they developed in the commercial center of the city of Hollywood during the period between 1921 and 1946.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Page 1

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
PHOTOGRAPHS

PHOTOGRAPHS

1. Hollywood Boulevard, Hollywood Boulevard Historic Business District
2. Hollywood (Broward County), Florida
3. Susan Krassy
4. December 1996
5. Research Atlantica, Inc.
6. Streetscape, Looking East from N. 21st Avenue
7. Photo 1 of 44

Items 2-5 are the same for the remaining entries.

1. Hollywood Boulevard
6. Streetscape, Looking West from N. 21st Avenue
7. Photo 2 of 44

1. 2033-2051 Hollywood Boulevard
6. South Facade and West Elevation, Looking Northeast
7. Photo 3 of 44

1. 2010 Hollywood Boulevard
6. North Facade, Looking South
7. Photo 4 of 44

1. 1914 Hollywood Boulevard
6. North Facade, Looking Southwest
7. Photo 5 of 44

1. 1907-1909 Hollywood Boulevard
6. 1907 Store Unit, South Facade, Looking North
7. Photo 6 of 44

1. 1907-1909 Hollywood Boulevard
6. 1909 Store Unit, South Facade, Looking North
7. Photo 7 of 44

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Page 2

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
PHOTOGRAPHS

1. Public Restrooms Building
 6. West and North Elevations, Looking Northwest
 7. Photo 8 of 44
-
1. 1902 Hollywood Boulevard
 6. North Facade, Looking Southwest
 7. Photo 9 of 44
-
1. Great Southern Hotel, 1858 Hollywood Boulevard
 6. North Facade and West Elevation, Looking Southeast
 7. Photo 10 of 44
-
1. 2020 Hollywood Boulevard
 6. North Facade, Looking Southeast
 7. Photo 11 of 44
-
1. 1924 Hollywood Boulevard
 6. North Facade, Looking Southeast
 7. Photo 12 of 44
-
1. 1900 Hollywood Boulevard
 6. North Facade and East Elevation, Looking Southwest
 7. Photo 13 of 44
-
1. 1948 Hollywood Boulevard
 6. North Facade and West Elevation, Looking Southeast
 7. Photo 14 of 44
-
1. Beobab Trees, Young Circle Park
 6. South Section of Park, Looking Northeast
 7. Photo 15 of 44
-
1. Interior Circle, Young Circle Park
 6. Landscape View, Looking Northeast
 7. Photo 16 of 44

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Page 3

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
PHOTOGRAPHS

1. Brick Pathways, Young Circle Park
 6. Landscape View, Looking Northeast
 7. Photo 17 of 44
-
1. Public Restrooms, Young Circle Park
 6. Northeast Elevation, Looking Southwest
 7. Photo 18 of 44
-
1. Bandshell, Young Circle Park
 6. Public Seating Area, Looking Northeast
 7. Photo 19 of 44
-
1. Bandshell, Young Circle Park
 6. Rear Elevation, Looking Southeast
 7. Photo 20 of 44
-
1. Joseph W. Memorial, Young Circle Park
 6. Front of Memorial, Looking Northeast
 7. Photo 21 of 44
-
1. Mothers of the World Memorial, Young Circle Park
 6. Front of Memorial, Looking Southwest
 7. Photo 22 of 44
-
1. Korean War Memorial, Young Circle Park
 6. Front of Memorial, Looking Northeast
 7. Photo 23 of 44
-
1. Flags Over Florida Memorial, Young Circle Park
 6. Front of Memorial, Looking Northwest
 7. Photo 24 of 44
-
1. Anniversary Park
 6. Streetscape View, Looking Northwest
 7. Photo 25 of 44

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Page 4

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
PHOTOGRAPHS

1. 1936 Hollywood Boulevard
6. North Facades, Looking Southwest
7. Photo 26 of 44

1. 2032-2050 Hollywood Boulevard
6. North Facade, Looking Southeast
7. Photo 27 of 44

1. 1906 Hollywood Boulevard
6. North Facade, Looking Southwest
7. Photo 28 of 44

1. 1915 Hollywood Boulevard
6. South Facade, Looking Northeast
7. Photo 29 of 44

1. 1923 Hollywood Boulevard
6. South Facade, Looking Northeast
7. Photo 30 of 44

1. 1930-1932 Hollywood Boulevard
6. North Facade, Looking Southwest
7. Photo 31 of 44

1. 1935 Hollywood Boulevard
6. South Facade, Looking North
7. Photo 32 of 44

1. 1937-1939 Hollywood Boulevard
6. South Facade, Looking Northeast
7. Photo 33 of 44

1. 2027-2031 Hollywood Boulevard
6. South Facade, Looking Northeast
7. Photo 34 of 44

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Page 5

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
PHOTOGRAPHS

1. 1911-1913 Hollywood Boulevard
6. South Facade, Looking Northeast
7. Photo 35 of 44

1. 1934 Hollywood Boulevard
6. North Facade, Looking Southwest
7. Photo 36 of 44

1. 1912 Hollywood Boulevard
6. North Facade, Looking Southwest
7. Photo 37 of 44

1. 1903-1905 Hollywood Boulevard
6. South Facade, Looking Northwest
7. Photo 38 of 44

1. 1904 Hollywood Boulevard
6. North Facade, Looking Southeast
7. Photo 39 of 44

1. 1910 Hollywood Boulevard
6. North Facade, Looking Southwest
7. Photo 40 of 44

1. 1928 Hollywood Boulevard
6. North Facade, Looking South
7. Photo 41 of 44

1. 1931 Hollywood Boulevard
6. South Facade, Looking North
7. Photo 42 of 44

1. 2008 Hollywood Boulevard
6. North Facade, Looking Southeast
7. Photo 43 of 44

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Page 6

HOLLYWOOD BOULEVARD HISTORIC BUSINESS DISTRICT
HOLLYWOOD, BROWARD COUNTY, FLORIDA
PHOTOGRAPHS

1. 2022 Hollywood Boulevard
6. North Facade, Looking South
7. Photo 44 of 44