

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section _____ Page ____

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SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 03000583

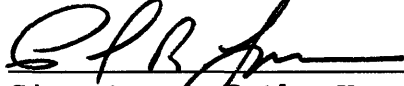
Date Listed: 7/5/2003

Gerry Building
Property Name

Los Angeles CA
County State

N/A
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.


Signature of the Keeper

7/5/03
Date of Action

Amended Items in Nomination:

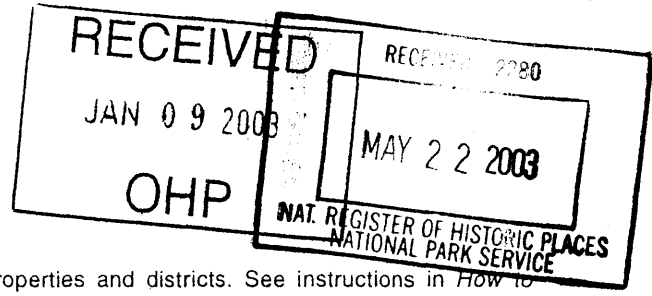
Location:
The correct county code for Los Angeles County is: 37

Certification:
This verifies that, in the opinion of the SHPO, the property meets the National Register Criteria.

These revisions were confirmed with the CA SHPO office.

DISTRIBUTION:
National Register property file
Nominating Authority (without nomination attachment)

583



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. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. 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 the 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 Gerry Building

other names/site number N/A

2. Location

street & number 910 S. Los Angeles Street

NA not for publication

city, town Los Angeles

NA vicinity

state California

code CA

county Los Angeles

code 039

zip code 90015

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request of 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. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Stephen D. Mikoxel DSTHO
Signature of certifying official/Title

5/21/03
Date

California 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:

Signature of Keeper

Date of Action

entered in the National Register.

See continuation sheet.

[Signature]

7/5/03

determined eligible for the National Register. See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

Gerry Building
Name of Property

Los Angeles, California
County and State

5. Classification

Ownership of Property **Category of Property** **Number of Resources within Property**
(Check as many boxes as apply) (Check only one box) (Do not include previously listed resources in the count)

<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> buildings	Contributing	Noncontributing	
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u>0</u>	buildings
<input type="checkbox"/> public-state	<input type="checkbox"/> site	<u>0</u>	<u>0</u>	sites
<input type="checkbox"/> public-federal	<input type="checkbox"/> structure	<u>0</u>	<u>0</u>	structures
	<input type="checkbox"/> object	<u>0</u>	<u>0</u>	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.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY/manufacturing facility - garment factory
COMMERCE/specialty stores - garment showrooms

Current Functions

(Enter categories from instructions)

INDUSTRY/manufacturing facility - garment factory
COMMERCE/specialty stores - garment showrooms

7. Description

Architectural Classification

(Enter categories from instructions)

Modern Movement- Moderne

Streamlined Moderne, Art Moderne

Materials

(Enter categories from instructions)

foundation concrete

walls concrete, stucco

roof composition

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 value, 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.

Areas of Significance

(enter categories from instructions)

Architecture

Period of Significance

1947

Gerry Building

Los Angeles, California

Name of Property

County and State

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Significant Dates

1947 Constructed

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.

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

N/A

Fleishman, Maurice & Aldon, Herbert, Architects

Narrative Statement of Significance

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

9. Major Bibliographical Reference

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 for listing in 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:

10. Geographical Data

Acreage of Property

Less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1	11	384340	3767200	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2				4			

Verbal Boundary Description

Hammel & Denker Tract, Block 3, Lots 3 & 5. (See attached map.)

Boundary Justification

The boundary includes the land area historically associated with the building.

Gerry Building
Name of Property

Los Angeles, California
County and State

11. Form Prepared By

name/title Teresa Grimes

organization N/A

date October 11, 2002

street & number 4211 Glenalbyn Drive

telephone 323-221-0942

city or town Los Angeles

state California

zip code 90065

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 MJW Investments, attn. Mark Weinstein

street & number 1640 Fifth Street, Suite 112

telephone 310-395-3430

city or town Los Angeles

state CA

zip code 90401

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determined 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 (102400018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Gerry Building
Los Angeles County, California

Section number 7 page 1

Narrative Description:

The nine-story Gerry Building stands on the east side of South Los Angeles Street in downtown Los Angeles. Constructed of concrete, the Moderne design is dominated by eight curved tiers of windows. The curving motif is repeated in the main entrance and showcase windows of the ground level. The main entrance is centered on the primary elevation and features a round column clad in rust-colored terra cotta and a floor covered in a complimentary shade of terrazzo, which extends into the lobby of the building. Perched on the edge of the canopy, which projects over main entrance and flanking storefronts, are the words "Gerry Building" in free standing stainless steel letters. Projecting concrete canopies at each of the upper stories nearly span the full length of the elevation. The canopies curve around to join the face of the building, which is clad with poured in place concrete scored into panels. A band of steel-framed sash windows is located between each canopy. The side and rear elevations are strictly utilitarian. The west end of the side elevations have minimal window openings. The east ends, which step back to form light courts, feature groups of steel sash casement windows. There is physical evidence that the outer storefronts originally had display windows which repeated the curve found on the upper stores. The storefronts appear to have been replaced as well. The green marble bulkhead does not appear to be original. An additional storefront has been added at the south end of the building.

The exterior of the building is substantially intact. The building was rehabilitated in 2002. The entire building was repainted in a two-tone rust color scheme to match the terra cotta and terrazzo used in the main entrance. The windows were repaired as necessary. On the secondary elevations, most of the wire glass was replaced with clear glass. The original glass remains on these elevations in the windows associated with the toilet rooms and freight elevator lobbies. The doors to the main entrance had been replaced with modern metal frame units. These were replaced with frameless glass doors with stainless glass hardware and handles. In the ground floor lobby, the nonoriginal stone on the walls was removed. The walls were skim coated with plaster and painted.

The floor plan is identical on all of the upper floors. Each floor includes a passenger elevator lobby and stairwell on the west end of the building, a freight elevator lobby and stairwell on the east end of the building, and restrooms on the north and south sides of the building. The stairwells are utilitarian with plaster walls and concrete floors. The passenger elevator lobbies retain their original terrazzo floors, elevator doors, and floor indicator lights. The nonoriginal elevator cabs were recently refurbished. The restrooms also retain their original terrazzo floors. The walls have been reconfigured to provide disabled access. The fixtures and stalls were replaced, but are similar to the original. Toilets and wall mounted sinks are white porcelain. T-shaped corridors have been constructed in the once open loft space that occupied each floor. The corridor is constructed of frameless glass to maintain the sense of openness, and curves at the intersection of the T pays homage to the curving motif on the primary elevation. The concrete floors were polished. All of the building systems were upgraded. Nonoriginal light fixtures were replaced with modern stainless steel fixtures.

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National Register of Historic Places Continuation Sheet

Gerry Building

Section number 8 page 1

Los Angeles County, California

Narrative Statement of Significance:

The Gerry Building is eligible for listing in the National Register under Criterion C as an excellent example of the Moderne style. The building was constructed in 1947 for the Gerry Realty Corporation. Designed by Maurice Fleishman and Herbert Aldon, the upper floors of the building have been continuously used for garment showrooms and manufacturing. The Moderne style, short for Art Moderne, was frequently used in the design of commercial and public buildings during the 1930s and early 1940s. The Moderne style evolved from the Art Deco and Streamline Moderne. Distinguishing features are boxy masses with rounded corners, smooth stuccoed or concrete walls, flat roofs, asymmetrical fenestration, and simple surface decoration which often takes the form of narrow bands, strips, or recessed panels running horizontally across the building facades.

Although the path toward a modern aesthetic had already been blazed by early masters such as Irving Gill, Frank Lloyd Wright, and Richard Neutra, Art Deco was the first popular leap into modernity in American architecture. The great Art Deco Exposition in Paris in 1925 that gave its name to the movement had little to do directly with architecture. However, its requirements that no traditional forms be used either in the buildings or exhibits demanded the creation of a new modern aesthetic. While undeniably important, the Paris exposition was not the beginning of Art Deco architecture. The architecture of the Art Deco movement rejected the organizational methods of the Beaux Arts style where buildings were clearly anchored by a foundation and terminated by a cornice. Eliel Saarinen's Helsinki train station (1904-14) is considered the first, fully realized Art Deco building. It is the very essence of Art Deco with its four giant figures, symmetrically arranged, each holding a globe of light.

The lines of an Art Deco building, particularly a tall one, soared skyward often in stepped sequences to a tall central tower. The facades were usually enhanced by decorative zigzags, stylized motifs of plants, geometric forms, and bas-relief sculptures of human figures. The Art Deco skyscraper made its debut in lower Manhattan in 1923. The Barclay-Vesey building was the first of a series of new facilities for the Bell System. There are many outstanding examples of Art Deco architecture in Los Angeles including Bullock's Wilshire (1929), Pellisier Building/Wiltern Theater (1931), Eastern Columbia Building (1929), and Elks Club (1927). After reaching a peak in 1929-30, the era of the Art Deco began to recede.

The constraints of the Great Depression cut short the development of Art Deco architecture, but replaced it with a more pure expression of modernity, the Streamline Moderne. Its clean, unornamented surfaces, sweeping horizontal lines, and curved corners expressed the new notions of efficiency and modernity without the notion of wealth that Art Deco had expressed. Art Deco and Streamline Moderne were not necessarily opposites. A Streamline Moderne building with a few Deco elements was not uncommon, but the prime movers behind the Streamline Moderne style such as, Raymond Loewy, Walter Dorwin Teague, Gilbert Rohde, Norman Bel Geddes, et al, all disliked Art Deco, seeing it as falsely modern.

The origins of the Streamlined Moderne are rooted in transportation design, which took the curved form of the teardrop because it was the most efficient shape in lowering the wind resistance of an object. Product designers and architects who wanted to express efficiency borrowed the streamlined shape of cars, planes, trains, and oceanliners. Streamline Moderne architecture looked efficient in its clean lines. It had an appropriate austerity that reflected the economic hardships of the time and was in fact relatively inexpensive to build because there was little labor-intensive ornament like terra cotta, exteriors tended to be concrete or stucco. The Streamline Moderne's finest hour was the New York World's Fair of 1939-40. Here, the "World of Tomorrow" showcased the cars and cities of the future, a robot, a microwave oven and the new "television", all in streamlined pavilions. By the fair's second year, war had closed in and the world turned its attention elsewhere.

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Gerry Building
Los Angeles County, California

Some of the best example of Streamline Moderne architecture in Los Angeles adopted the literal image of its roots in transportation designs. For example, the Coca Cola Building (1936) was designed to resemble an oceanliner. The nautical theme was also employed in the design of Crossroads of the World (1937). Other outstanding examples include Thomas Jefferson High School (1936) and the Academy Theater (1939).

The Moderne style was the next step on the path to modernism and lasted until the late 1940s when it was supplanted by the International Style. While Moderne style buildings sometimes had curved corners, they were typically more boxy and angular than their predecessors. The most readily identifiable design element of this period is the bezeled window. Windows were often outlined in a protruding, bezel-like flange. Frequently the bezel would extend beyond the windows to wrap around corners. One of the buildings to adopt this idiom was the May Company Department Store (1940) at Wilshire and Fairfax. The building featured horizontal groupings of windows trimmed with projecting frames on limestone facades. At the corner was a tall cylinder clad with gold tiles. The Mirror Building (1948) at Second and Spring is also a good example of the style. The building combines horizontal bands of windows on the side and rear elevations with a vertical Moderne facade on Spring Street.

The Gerry Building is an outstanding example of the Moderne style, of which there are few in downtown Los Angeles. The building was identified in the 1983 survey of the Los Angeles Central Business District as "appears eligible" for listing in the National Register for the quality of its design. The surveyors, Richard Starzay and Leslie Heumann state that the building "is evocative of some of the European forays into the International Style." David Gebhard and Robert Winter mention the building in *Los Angeles: An Architectural Guide*. (p. 239) The rarity of the style in downtown can be attributed to the virtual halt in building activity during the Great Depression, and during and immediately following World War II. The few buildings erected during this period include the aforementioned Mirror Building, the Southern Counties Gas Company Building (1939-40), the Federal Building (1938-40), and Union Station (1934-39). The Gerry Building was one of the first buildings to be constructed in downtown after World War II. The other was the General Petroleum Building (1949), which was more clearly Modern. The Gerry Building embodies the distinguishing features of the Moderne with its board-formed, concrete rectangular mass, projecting canopies at each story which curve inward at each end, and bands of steel sash windows. Despite the alterations to the storefronts, the building retains a high level of integrity.

Architects Maurice Fleishman and Herbert Aldon were responsible for the design of the Gerry Building. An extensive effort to determine the significance of each of these architects failed to produce compelling evidence that either was of transcendent importance within the professional, either locally or nationally. The Gerry Building is their only work mentioned in *Los Angeles: An Architectural Guide*. Neither were cited in the California Subject-Name Index of the Los Angeles Central Library. The California Index includes references to local newspapers, periodicals, and books on the history and architecture of California, with a particular emphasis on the greater Los Angeles area. Various books and journals were also consulted for biographical information on Fleishman and Aldon to no avail, including Who's Who and AIA directories for the 1940s and 50s. As such, these two architects do not appear to be "masters" and the Gerry Building is not eligible for listing in the National Register for its association with either of them.

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National Register of Historic Places Continuation Sheet

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Gerry Building
Los Angeles County, California

Bibliography

Los Angeles Central Library Photograph Collection

Sanborn Fire Insurance Maps, 1906, 1950

City of Los Angeles Building Permit Records

Robert Winter and David Gebhard, Los Angeles An Architectural Guide, 1994, p. 239

Determination of Eligibility Report, Los Angeles Central Business District, Los Angeles Community Redevelopment Agency, City of Los Angeles, 1983, pp. 168-71

Gleye Paul, The Architecture of Los Angeles. Los Angeles: Rosebud Books, 1981.

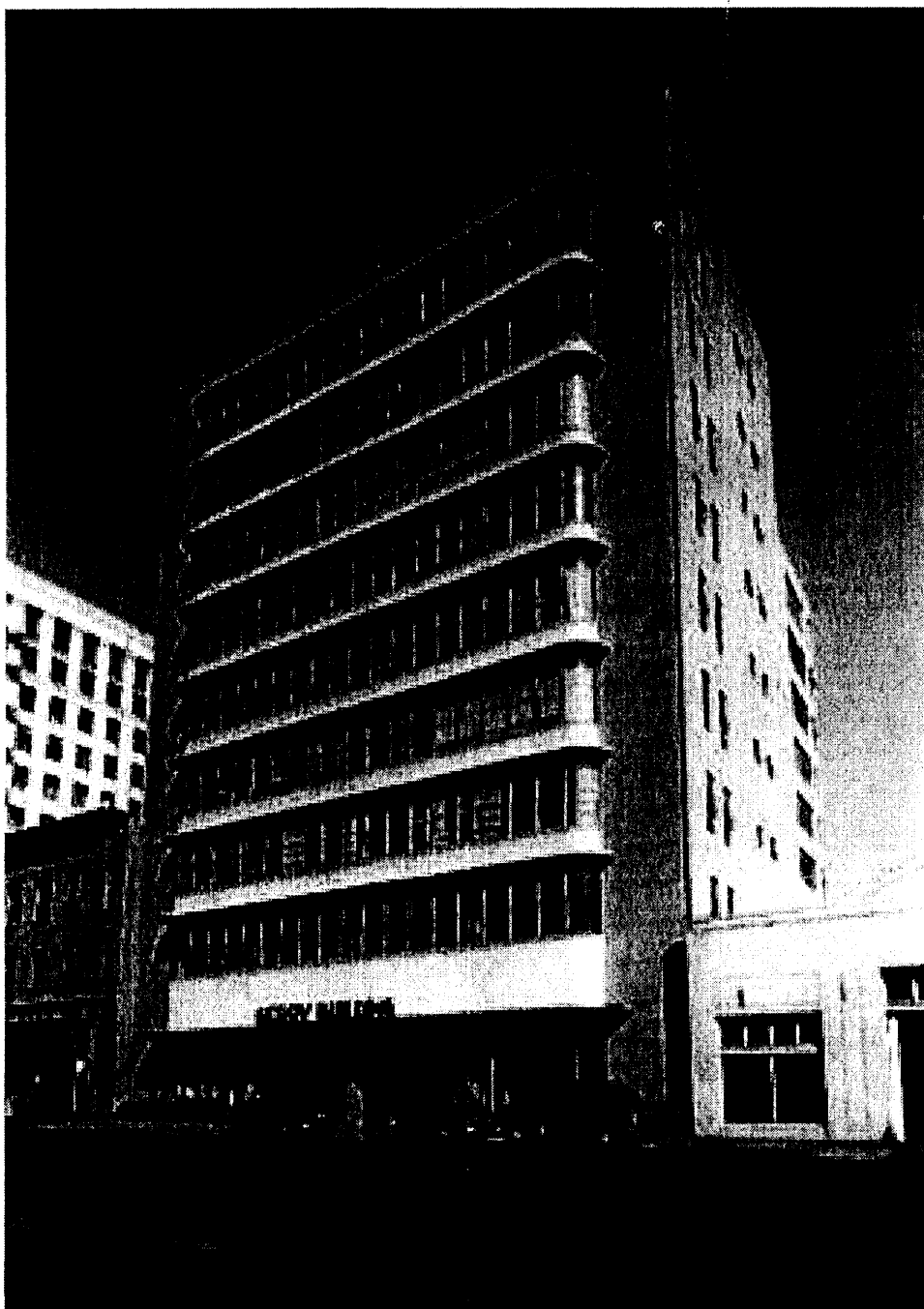
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Section number 10 page 1

Gerry Building
Los Angeles County, California

Historic Photograph of Gerry Building, date unknown
Los Angeles Central Library Photograph Collection



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page Photos

Gerry Building, Los Angeles County, CA

Gerry Building Photos:

Name of photographer: Teresa Grimes

Date of photos: October, 2002

Location of negative: 4211 Glenalbyn Drive, Los Angeles, CA 90045

Photo 1: View from south

Photo 2: View from north

Photo 3: Ground floor façade

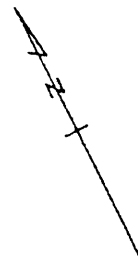
Photo 4: Entrance detail

5145 | 16
SCALE 1" = 80'

HAMMEL & DENKER TRACT
M. R. 53-63

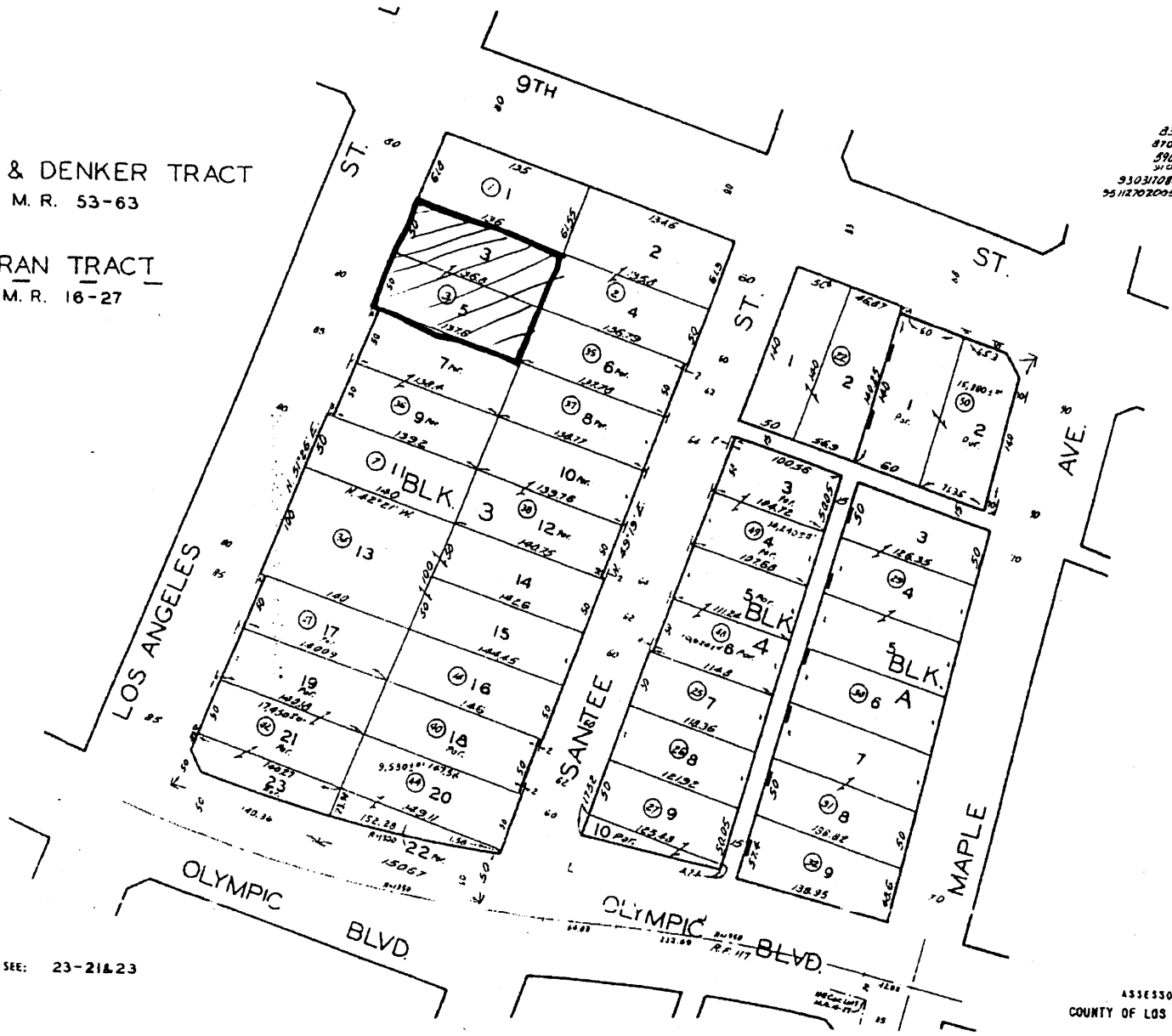
MORAN TRACT
M. R. 16-27

Gerry Building
Los Angeles, CA



CODE
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FOR PREV. ASSMT. SEE: 23-21&23



8207.
830191
8706070.
890130.
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Floor Plans

