

PH0665983

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY	
RECEIVED	MAR 29 1978 SHEET
DATE ENTERED	MAY 25 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
BULLOCK'S WILSHIRE *Building*
AND/OR COMMON

RECEIVED
OCT 12 1977
ONP

LOCATION

STREET & NUMBER
3050 Wilshire Boulevard __NOT FOR PUBLICATION

CITY, TOWN **Los Angeles** CONGRESSIONAL DISTRICT
Los Angeles VICINITY OF **24**

STATE **CA** CODE **06** COUNTY **Los Angeles** CODE **037**

CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

OWNER OF PROPERTY

NAME
California Institute of Technology

STREET & NUMBER
P.O. Box 6420 Metropolitan Station

CITY, TOWN **Los Angeles** STATE
Los Angeles VICINITY OF **CA 90055**

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC. **Los Angeles County Hall of Records**

STREET & NUMBER
320 West Temple Street

CITY, TOWN **Los Angeles** STATE
Los Angeles CA

6 REPRESENTATION IN EXISTING SURVEYS

TITLE
California Historic Resources Inventory

DATE
September 1976 __FEDERAL STATE __COUNTY __LOCAL

DEPOSITORY FOR
SURVEY RECORDS **Office of Historic Preservation**

CITY, TOWN **Sacramento** STATE
Sacramento CA

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 five-story, steel-reinforced Bullock's Wilshire Building is two stories in height on both the Wilshire Place and Westmoreland intersections of Wilshire Blvd. The structure is graduated from this two-story base to three- and four-story sections. Located on the facade is a six-story tower with a copper sheathed extension. A glassed patio with a Fresco-Secco ceiling is located to the rear of the structure, and a large parking lot is adjacent to this patio.

The Art Deco, buff terra-cotta and green copper building has marked vertical lines and an irregular setback construction for three stories. A landscaped block surrounds the structure and gardens are featured on both levels of the motor court. Copper work in a jagged zig-zag pattern is found along the parapet roofline and is framed by square, vertically-marked columns decorated with a woven-look terra-cotta design. Elaborately designed green copper spandrels are situated between each floor. The display window casings and copper sun screen awnings are decorated in geometric styling similar with that of the other copper work located on the building. A flag pole and brass lighting are located by the Wilshire Blvd. entrance. Surrounding the flagpole are raised low-relief decorations.

The interior of the central foyer is cube styled with high marble walls and lighting which extends down the walls. Adjacent to this foyer are numerous departments including an octagonal shoe room and a Directoire room of Evening Apparel. The floor coverings include marble, travertine, and linotile in gray and black. The interior doors and lighting and other fixtures have similar styling; the elevator doors are done in a moderne fashion and carry out the use of copper in a combination of brass and gun-metal.

Several of the rooms have been altered and remodeled but many of the departments remain as they were constructed. The exterior remains unaltered with the minor exception of the Herman Sach mural located on the motor court which was protectively covered and retouched by Heinborgan in 1973.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" 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 1928

BUILDER/ARCHITECT John & Donald Parkinson

STATEMENT OF SIGNIFICANCE

John G. Bullock built his first department store at 7th Street and Broadway in downtown Los Angeles. Twenty-two years later he built a second store on Wilshire Blvd. In doing so, Bullock was not only the first successful merchandiser to set up a rival business to himself in the same city but was the first merchant to experiment with a department store outside the main downtown business district. In moving a major store to this location, he helped facilitate the gradual move of the business district from downtown Los Angeles to the Wilshire district.

The building itself was designed by John and Donald Parkinson, two well-known Los Angeles architects. At the time of its construction, local newspapers referred to the structure as a temple to merchandizing. Today the buff terra-cotta Bullock's Wilshire with its copper-sheated, three-story extension on the six-story tower and its copper bands between the various floors stands as the finest example of Art Deco architecture in the Los Angeles area.

No expense was spared in construction of the store. Display cases are made of English laurel and rosewood, the chandeliers are crystal and many of the walls are of rose marble.

The department store organization is unique; it was one of the first merchandise stores to establish virtually separate stores within each department. The establishment prided itself on the fact that an entire ensemble could be purchased by shopping in only one department. Bullock's Wilshire is renowned for its designer fashions. In 1969 the store exclusively introduced to the Western United States the ready-to-wear collections of Givenchy and Phillippe Venet, both of their boutiques were re-created in the boutique shop section to house the collections.

The original interior shops, many of which remain in their original condition, were designed by well-known interior decorators, Feil and Paradise (in collaboration with Jack V. Peters). Original art works located throughout the store include an abstract wood mural by G. Stojana titled, "The Spirit of Sports" in the Sportswear Shop, a painted glass ceiling by Herman Sach's in the Tearoom, and a Fresco-Secco ceiling depicting the evolution of transportation by Sach in the motor court entrance.

-Cont.-

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Los Angeles Times, December 2, 1928, V, 6; September 26, 1929, II, 1 & 8.

Wilshire Center Progress, April 16, 1970, p. 5.

Architectural Digest, Vol. 7, no. 3 (1929), pp. 4-12.

-cont.-

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 3.5

UTM REFERENCES

A	<u>11</u>	<u>3181180</u>	<u>37169180</u>
	ZONE	EASTING	NORTHING
C			

B			
	ZONE	EASTING	NORTHING
D			

VERBAL BOUNDARY DESCRIPTION

A lot commencing at the southeast corner of Wilshire Boulevard and Westmoreland Place, extending 304.42' along Wilshire Blvd. to Wilshire Place, then 531' southward, 162' westward, then 83.87' northward, then 145.3 westward, and then 446.52' northward 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

Pamela Lee Gray

ORGANIZATION

Los Angeles County Museum of Natural History

DATE

September 29, 1977

STREET & NUMBER

900 Exposition Blvd.

TELEPHONE

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

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

Knorr M. Ellison

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

Robert B. Kettig

DATE

5/25/78

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

KEEPER OF THE NATIONAL REGISTER

ATTEST:

William Halvick

DATE

May 22, 1978

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 MAR 29 1978

DATE ENTERED MAY 25 1978

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 1

The structure, with its cubic design, is a landmark of the Wilshire area. Its Art Deco architectural styling took its basis from the style that was popular in Southern California during the late 1920's and early 1930's, but the Bullock's Wilshire is the most noteworthy, in both interior and exterior composition, of these types in the Los Angeles area.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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

FOR NPS USE ONLY

RECEIVED MAR 20 1978

DATE ENTERED MAY 25 1978

CONTINUATION SHEET

ITEM NUMBER 9 PAGE 1

Architectural Record, Vol. 67, no. 1 (January, 1930), pp. 51-64.

Southwest Builder & Contractor, January 4, 1929, p. 41; March 28, 1930, p. 27.

Grossman, Charles P., ed. The Wonder City: Los Angeles. Los Angeles: Charles P. Grossman, 1931.

Works Projects Administration. Los Angeles: A Guide to the City and Its Environs. New York: Hastings House, 1941.

BULLOCK'S WILSHIRE
LOS ANGELES, CA

