



HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue
Hollywood, California
May 2020

HISTORIC RESOURCES GROUP

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PREPARED FOR

Yorkwood LLC

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1.0 EXECUTIVE SUMMARY

This report identifies historic resources and analyzes potential impacts in conjunction with the proposed Project located on the site of 6831 Hawthorn Avenue in Hollywood. The Project will demolish an existing surface parking lot and construct an eight-story mixed-use building with housing, ground level commercial uses, and subterranean parking.

The purpose of this report is to determine if historic resources as defined by the California Environmental Quality Act (CEQA)¹ are present at or near 6831 Hawthorn Avenue, and, if so, to identify potential impacts to historic resources caused by the proposed Project.

This study included a review of primary and secondary sources related to the development of the surrounding community, a field investigation of the Project Site, and analysis and evaluation of the Project Site in consideration of National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), and City of Los Angeles designation criteria.

Based on visual observation of the property, research of primary and secondary sources, and an analysis of the eligibility criteria for listing at the federal, state, and local levels, HRG has determined that the surface parking lot located at 6831 Hawthorn Avenue is ineligible for listing in the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), or for local designation as a Los Angeles Historic-Cultural Monument (HCM).

Analysis of potential impacts to historical resources reveals that construction of the proposed Project will not result in significant impacts to any historical resources in the near vicinity of the Project Site.

¹ California PRC, Section 21084.1.

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Figure 1: Project Location



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2.0 PROJECT DESCRIPTION²

The applicant proposes the demolition of an existing surface parking lot and construction of a new eight-story, 86-ft. mixed-use building, with 140 dwelling units; 1,207 sf. of restaurant space; automobile parking spaces located at grade and in two subterranean levels; and bicycle parking spaces.

² Project description as provided by the Applicant.

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3.0 DESCRIPTION OF PROJECT SITE AND SETTING

The Project Site is located at 6817-6831½ Hawthorn Avenue in the western portion of the Hollywood Redevelopment Plan Area, south of a densely populated commercial corridor along Hollywood Boulevard. The Site is bounded by the El Capitan Theatre and a mixed-use retail and residential building to the north; Hawthorn Avenue to the south; and surface parking to the east and west. It is located southwest of the intersection of Hollywood Boulevard and N. Highland Avenue. The Site is zoned CR-2D, or Limited Commercial Zone in Height District 2 with Development Limitations and is currently developed as a surface parking lot with a combined lot size of approximately 24,798 square feet.

Surrounding land uses in the immediate vicinity of the Project Site consist primarily of commercial and entertainment buildings, with mid-rise multi-family residences located southwest of the Site. The Hollywood Boulevard Commercial and Entertainment District, located directly north of the Project Site, was listed in the National Register of Historic Places as a historic district in 1985. Hollywood High School, established in 1903, is a large public-school campus located south of the Project Site across Hawthorn Avenue. The campus was listed in the National Register of Historic Places as a historic district in 2012.

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4.0 METHODOLOGY

Sources consulted as part of this investigation included primary and secondary literature regarding the history of the Project site and associated developmental history of Hollywood. Archival sources consulted included but were not limited to historical *Los Angeles Times* articles, historical aerial photographs, and historical maps including tract, assessor, and Sanborn Insurance Co. fire insurance maps.

Contemporary planning documents were also consulted, which included but were not limited to previous environmental evaluations conducted within the Project site, the California State Historic Resources Inventory for Los Angeles County, and the Hollywood Community Redevelopment Plan.

Tract maps associated with the Project Site, available online through the Los Angeles Department of Public Works, were reviewed and included the Hollywood Bonnie Brier Tract Map (TR0005-090a).

Digital Sanborn Insurance Company fire insurance maps, available through the Los Angeles Public Library were also reviewed for the Project Site from 1919 and 1950.

Historical aerial photographs available through the UC Santa Barbara Digital Aerial Photography Collections and HistoricAerials.com were reviewed for the Project Site from the following years: 1928, 1948, 1952, 1954, 1960, 1962, 1964, 1965, 1972, 1976, 1980, 1989, 1994, 2002, 2003, 2004, 2005, 2009, 2010, 2012, 2014, and 2016.

4.2 Identification of Historical Resources

The area that includes the Project Site has been subject to local historical resources evaluations and surveys over the past thirty years. Most recently, Architectural Resources Group, GPA Consulting, and Historic Resources Group completed an intensive historical resources survey of the Hollywood Redevelopment Plan Area in 2020 prepared for CRA/LA, A Designated Local Authority.³ The survey of the Hollywood Redevelopment Project Area was conducted using the methodology established by the Office of Historic Resources (OHR) for SurveyLA and the report includes California Historical Resources Status Codes (“status codes”) as assigned by SurveyLA.

A previous intensive-level historical resources survey of the Hollywood Redevelopment Plan Area was conducted in 2010 by Chattel Architecture, Planning & Preservation, Inc.

³ Architectural Resources Group, GPA Consulting, and Historic Resources Group, *Historic Resources Survey Report, Hollywood Redevelopment Plan Area*, prepared for CRA/LA, January 28, 2020.

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for the former Community Redevelopment Agency of the City of Los Angeles, dissolved in 2012 and predecessor of CRA/LA, A Designated Local Authority.⁴ Past evaluations were also conducted for historic surveys of the Hollywood Redevelopment Plan Area in 1986, 1997, and 2003.

For the purposes of this report, analysis is focused on those areas reasonably foreseen to be potentially vulnerable to significant impacts caused by the proposed Project. A more detailed discussion of potential impacts is included in Section 8 of this report.

4.3 Field Examinations

Field examinations were conducted to review and confirm previous findings and to identify previously unevaluated properties that may be potentially eligible within and in the immediate surroundings of the Project Site. Properties previously identified as eligible for historic listing were assessed for their physical integrity to determine if alterations conducted since the previous evaluation had adversely affected their ability to convey historic significance. In general, previous findings of historic significance were carried forward for the purposes of this report and those properties are treated herein as historical resources for the purposes of CEQA.

No additional resources were identified as historically significant through this investigation.

4.4 Project Team

Research, evaluation, field inspection, and analysis were performed by Paul Travis, AICP, Principal; Morgan Quirk, Associate Preservation Planner. Both are qualified professionals who meet the Secretary of the Interior's Professional Qualification Standards.

⁴ Chattel Architecture, Planning & Preservation, Inc., *Historic Resources Survey: Hollywood Redevelopment Project Area*, prepared for the Community Redevelopment Agency, February 2010.

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5.0 REGULATORY FRAMEWORK

5.1 Historic Designation Programs

A property may be designated as historic by National, State, and local authorities. In order for a building to qualify for listing in the National Register or the California Register, it must meet one or more identified criteria of significance. The property must also retain sufficient architectural integrity to continue to evoke the sense of place and time with which it is historically associated.

National Register of Historic Places

The National Register of Historic Places is an authoritative guide to be used by Federal, State, and local governments, private groups and citizens to identify the Nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment.⁵ The National Park Service administers the National Register program. Listing in the National Register assists in preservation of historic properties in several ways including: recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally assisted projects; eligibility for federal tax benefits; and qualification for Federal assistance for historic preservation, when funds are available.

To be eligible for listing and/or listed in the National Register, a resource must possess significance in American history and culture, architecture, or archaeology. Listing in the National Register is primarily honorary and does not in and of itself provide protection of a historic resource. The primary effect of listing in the National Register on private owners of historic buildings is the availability of financial and tax incentives. In addition, for projects that receive Federal funding, a clearance process must be completed in accordance with Section 106 of the National Historic Preservation Act. Furthermore, state and local regulations may apply to properties listed in the National Register.

The criteria for listing in the National Register follow established guidelines for determining the significance of properties. The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. That are associated with the lives of persons significant in our past; or

⁵ 36CFR60, Section 60.2.

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- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. That have yielded, or may be likely to yield, information important in prehistory or history.⁶

In addition to meeting any or all of the criteria listed above, properties nominated must also possess integrity of *location, design, setting, materials, workmanship, feeling, and association*.

California Register of Historical Resources

The California Register is an authoritative guide in California used by State and local agencies, private groups, and citizens to identify the State's historic resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.⁷

The criteria for eligibility for listing in the California Register are based upon National Register criteria. These criteria are:

1. Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
2. Associated with the lives of persons important to local, California or national history.
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

The California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register includes the following:

⁶ 36CFR60, Section 60.3.

⁷ California PRC, Section 5023.1 (a).

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- California properties formally determined eligible for (Category 2 in the State Inventory of Historical Resources) or listed in (Category 1 in the State Inventory), the National Register of Historic Places.
- State Historical Landmark No. 770 and all consecutively numbered state historical landmarks following No. 770. For state historical landmarks preceding No. 770, the Office of Historic Preservation (OHP) shall review their eligibility for the California Register in accordance with procedures to be adopted by the State Historical Resources Commission (commission).
- Points of historical interest which have been reviewed by the OHP and recommended for listing by the commission for inclusion in the California Register in accordance with criteria adopted by the commission.⁸

Other resources which may be nominated for listing in the California Register include:

- Individual historic resources.
- Historic resources contributing to the significance of a historic district.
- Historic resources identified as significant in historic resources surveys, if the survey meets the criteria listed in subdivision (g).
- Historic resources and historic districts designated or listed as city or county landmarks or historic properties or districts pursuant to any city or county ordinance, if the criteria for designation or listing under the ordinance have been determined by the office to be consistent with California Register criteria.

Local landmarks or historic properties designated under any municipal or county ordinance.⁹

City of Los Angeles Historic-Cultural Monuments

The City of Los Angeles Cultural Heritage Ordinance, enacted in 1962, allows for the designation of buildings and sites as individual local landmarks in the City of Los Angeles. These landmarks are known as “Historic-Cultural Monuments.”

Section 22.171.7 of Article 1, Chapter 9, Division 22 of the City of Los Angeles Administrative Code defines a Historic-Cultural Monument as “any site (including significant trees or other plant life located on the site), building or structure of particular historic or cultural significance to the City of Los Angeles.” A proposed Monument may

⁸ California PRC, Section 5023.1(d).

⁹ California PRC, Section 5023.1(e).

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be designated by the City Council upon the recommendation of the Cultural Heritage Commission if it meets at least one of the following criteria:

1. Is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community;
2. Is associated with the lives of historic personages important to national, state, city, or local history; or
3. Embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.

Designation recognizes the unique architectural value of certain structures and helps to protect their distinctive qualities. Any interested individual or group may submit nominations for Historic-Cultural Monument status. Buildings may be eligible for Historic-Cultural Monument status if they retain their historic design and materials. Those that are intact examples of past architectural styles or that have historical associations may meet the criteria listed in the Cultural Heritage Ordinance.

5.2 Historic Resources Under CEQA

CEQA requires that environmental protection be given significant consideration in the decision-making process. Historic resources are included under environmental protection. Thus, any project or action which constitutes a substantial adverse change on a historic resource also has a significant effect on the environment and shall comply with the State CEQA Guidelines.

When the California Register of Historical Resources was established in 1992, the Legislature amended CEQA to clarify which cultural resources are significant, as well as which project impacts are considered to be significantly adverse. A “substantial adverse change” means “demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired.”

CEQA defines a historic resource as a resource listed in, or determined eligible for listing, in the California Register of Historical Resources. All properties on the California Register are to be considered under CEQA. However, because a property does not appear on the California Register does not mean it is not significant and therefore exempt from CEQA consideration. All resources determined eligible for the California Register are also to be considered under CEQA.

The CEQA statute provides that a historic resource is a resource that is:

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- Listed in the California Register of Historical Resources (California Register);
- Determined eligible for the California Register by the State Historical Resources Commission; or
- Included in a local register of historic resources.

The courts have interpreted CEQA to create three categories of historic resources:

- *Mandatory historical resources* are resources “listed in, or determined to be eligible for listing in, the California Register of Historical Resources.”
- *Presumptive historical resources* are resources “included in a local register of historical resources, as defined in subdivision (k) of Section 5020.1 or deemed significant pursuant to criteria set forth in subdivision (g) of Section 5024.1” of the Public Resources Code, unless the preponderance of the evidence demonstrates that the resource is not historically or culturally significant.
- *Discretionary historical resources* are those resources that are not listed but determined to be eligible under the criteria for the California Register of Historical Resources.¹⁰

To simplify the first three definitions provided in the CEQA statute, a historic resource is a resource that is:

- Listed in the California Register of Historical Resources (California Register);
- Determined eligible for the California Register by the State Historical Resources Commission; or
- Included in a local register of historic resources.

Section 15064.5 of the CEQA Guidelines (California Code of Regulations, Title 14, Chapter 3) supplements the statute by providing two additional definitions of historical resources, which may be simplified in the following manner. A historic resource is a resource that is:

- Identified as significant in a historical resource survey meeting the requirements of Public Resources Code 5024.1 (g);
- Determined by a Lead Agency to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social,

¹⁰ *League for the Protection of Oakland’s Architectural and Historic Resources vs. City of Oakland*, 52 Cal. App. 4th 896, 906-7 (1997).

political, military, or cultural annals of California. Generally, this category includes resources that meet the criteria for listing on the California Register (Pub. Res. Code SS5024.1, Title 14 CCR, Section 4852).

The fact that a resource is not listed in, or determined eligible for listing in, the California Register, not included in a local register of historic resources, or not deemed significant pursuant to criteria set forth in subdivision (g) of Section 5024.1, does not preclude a lead agency from determining that the resource may be a “historic resource” for purposes of CEQA.

Properties formally determined eligible for listing in the National Register of Historic Places are automatically listed in the California Register. Properties designated by local municipalities can also be considered historic resources. A review of properties that are potentially affected by a project for historic eligibility is also required under CEQA.

5.3 SurveyLA

The Project Site is located within the City of Los Angeles, which has been subject to a citywide historic resources survey known as SurveyLA. SurveyLA, the Los Angeles Historic Resources Survey, is the City’s comprehensive program to identify and document potential historic resources throughout the City of Los Angeles. SurveyLA is intended to provide baseline information on historic resources to inform planning decisions and support City policy goals and processes.¹¹

As part of SurveyLA, the Office of Historic Resources has developed a Historic Context Statement (HCS) to provide a framework for identifying and evaluating potential historic resources within the City of Los Angeles. The HCS utilizes the Multiple Property Documentation (MPD) format developed by the National Park Service for the National Register of Historic Places and complies with the standards and guidelines set forth by the National Park Service and the California Office of Historic Resources.¹² This approach organizes the themes, trends, and patterns of history shared by properties into historic contexts; identifies and describes historic resources or property types that represent the contexts; and provides specific standards to guide the evaluation of significance. The

¹¹ “SurveyLA Findings and Reports,” SurveyLA: Los Angeles Historic Resources Survey, <https://preservation.lacity.org/survey-la-findings-and-reports> (accessed March 2020). Resources identified through SurveyLA are not designated resources; designation is a separate process that requires public hearings and property owner notification.

¹² “Historic Context,” SurveyLA: Los Angeles Historic Resources Survey, https://preservation.lacity.org/sites/default/files/SurveyLA_HistoricContextStatementOutline_July2018.pdf (accessed March 2020).

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SurveyLA HCS is organized into nine broad historical contexts, which are specific to Los Angeles and focus on the development of the City during the period dating from 1780 to 1980, and further subdivided into themes and sub-themes that reflect the various historical trends and patterns of events associated with each context.¹³

Some parts of Los Angeles were surveyed concurrent with SurveyLA under the direction of the Community Redevelopment Agency (CRA) and were not reevaluated by SurveyLA.¹⁴ The subject property falls within the boundaries of the Hollywood Redevelopment Project Area (as described below) and therefore is located outside the area examined by SurveyLA during the field survey process. However, as noted above, an intensive historical resources survey of the Hollywood Redevelopment Plan Area was prepared in 2020 for CRA/LA, A Designated Local Authority, which was conducted using the methodology established by the Office of Historic Resources (OHR) for SurveyLA.

5.4 Hollywood Community Plan

The Project Site is located within the planning boundary of the Hollywood Community Plan, adopted in December 1988. The Hollywood Community Plan is one of thirty-five Community Plans that comprise the Land Use Element of the City of Los Angeles' General Plan. The General Plan is the City's fundamental policy document, directing the City's future growth and development.

The 1988 Hollywood Community Plan does not specifically address historic resources; however, a stated objective of the 1988 Plan is to "encourage the protection and enhancement of the varied and distinctive residential character of the Community..." In addition, Housing Policy in the 1988 Plan version "encourages the protection and enhancement of well-defined residential neighborhoods in Hollywood through (1) application of Historic Preservation Overlay Zones where appropriate, and/or (2) preparation of neighborhood preservation plans which further refine and tailor development standards to neighborhood character."¹⁵

¹³ "Los Angeles Historic Context Statement, Context Outline." SurveyLA: Los Angeles Historic Resources Survey. https://preservation.lacity.org/sites/default/files/SurveyLA_HistoricContextStatementOutline_July2018.pdf (accessed March 2020).

¹⁴ "SurveyLA Findings and Reports," SurveyLA: Los Angeles Historic Resources Survey, <https://preservation.lacity.org/survey-la-findings-and-reports> (accessed March 2020).

¹⁵ "Hollywood Community Plan," <https://planning.lacity.org/plans-policies/community-plan-area/hollywood> (accessed March 2020).

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The Plan also reiterates that it is “the City’s policy that the Hollywood Community Plan incorporate the sites designated on the Cultural and Historical Monuments Element of the General Plan.”¹⁶

5.5 Hollywood Redevelopment Plan

The Project Site is contained within the Hollywood Redevelopment Project Area generally bounded by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south, and La Brea Avenue on the west. The Hollywood Project area was established in 1984 by the Community Redevelopment Agency (CRA). The CRA was dissolved on February 6, 2012, and administration of the Hollywood Redevelopment Project area later transferred to the CRA/LA, a Designated Local Authority (DLA) and successor to the CRA, and subsequently transferred to the City Planning Department.

The Hollywood Redevelopment Project’s goals include “the retention, restoration and appropriate reuse of existing buildings, groupings of buildings, and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria.”¹⁷ Policies and guidelines for the preservation, rehabilitation, and retention of historic properties are discussed in Section 5.11 of the Redevelopment Plan.

As part of its responsibilities in implementing the Hollywood Redevelopment Plan, the CRA compiled historic survey data on properties within the Hollywood Redevelopment Project Area. Property evaluations from historic surveys in 1986, 1997, and 2003 were compiled in a data table that was made available on the CRA website. More recent intensive-level surveys of the Hollywood Redevelopment Project Area were conducted in 2010 and 2020.¹⁸ They provide relevant information regarding the status of properties within the redevelopment area and are used by agencies and the community to identify potential historic resources.¹⁹

¹⁶ "Hollywood Community Plan," <https://planning.lacity.org/plans-policies/community-plan-area/hollywood> (accessed April 2020).

¹⁷ "Hollywood Redevelopment Plan," <https://planning.lacity.org/plans-policies/overlays/hollywood> (accessed April 2020).

¹⁸ Chattel Architecture, Planning & Preservation, Inc., *Historic Resources Survey: Hollywood Redevelopment Project Area*, prepared for the Community Redevelopment Agency, February 2010; Architectural Resources Group, GPA Consulting, and Historic Resources Group, *Historic Resources Survey Report, Hollywood Redevelopment Plan Area*, prepared for CRA/LA, January 28, 2020.

¹⁹ The 2020 Hollywood Redevelopment Project Area Survey results can be viewed on the SurveyLA Findings and Reports website at <http://preservation.lacity.org/survey-la-findings-and-reports#Hollywood> (accessed April 2020).

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5.6 Historic Significance and Integrity

Historic Significance and Periods of Significance

The definition of *historic significance* used by the California Office of Historic Preservation (OHP) in its administration of the California Register is based upon the following definition used by the National Park Service for the National Register.²⁰

Historic significance is [defined as] the importance of a property to the history, architecture, archaeology, engineering, or culture of a community, State, or the nation. It is achieved in several ways:

- Association with important events, activities or patterns
- Association with important persons
- Distinctive physical characteristics of design, construction, or form
- Potential to yield important information

A property may be significant individually or as part of a grouping of properties.

In addition to the above criteria, significance is defined by the area of history in which the property made important contributions and by the period of time when these contributions were made.²¹ The National Park Service defines this period of time as the *period of significance*.

The *period of significance* is the length of time when a property was associated with important events, activities or persons, or attained the characteristics which qualify it for...listing. The period of significance usually begins with the date when significant activities or events began giving the property its historic significance; this is often a date of construction.²²

The period of significance usually begins with the date when significant activities or events began giving the property its historic significance; this is often a date of construction.²³ The period of significance can be as brief as a single year; many, however, span many years

²⁰ U. S. Department of the Interior, National Park Service, *National Register Bulletin 16A: How to Complete the National Register Nomination Form* (Washington, DC: 1997), <https://www.nps.gov/nr/publications/bulletins/nrb16a/> (accessed April 2020.)

²¹ *National Register Bulletin 16A: How to Complete the National Register Nomination Form*.

²² Ibid.

²³ Ibid.

and consist of beginning and closing dates.”²⁴ Identification and definition of the period is based on “specific events directly related to the significance of the property,” for example, the date of construction, years of ownership, or length of operation as a particular entity.²⁵

Integrity

Historic integrity is the ability of a property to convey its significance and is defined as the “authenticity of a property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s historic period.”²⁶ The National Park Service defines seven aspects of integrity: *location, design, setting, materials, workmanship, feeling*, and *association*. These qualities are defined as follows:

- *Location* is the place where the historic property was constructed or the place where the historic event took place.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property.
- *Setting* is the physical environment of a historic property.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time.
- *Association* is the direct link between an important historic event or person and a historic property.²⁷

While it is not necessary for a property to retain all seven aspects of integrity, or indeed, “all its historic physical features or characteristics,”²⁸ the National Park Service notes that

²⁴ Ibid.

²⁵ *National Register Bulletin 16A: How to Complete the National Register Nomination Form*.

²⁶ Ibid.

²⁷ U. S. Department of the Interior, National Park Service, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, by the staff of the National Register of Historic Places, finalized by Patrick W. Andrus, edited by Rebecca H. Shrimpton (Washington, DC: 1990; revised for Internet, 2002), <https://www.nps.gov/nr/publications/bulletins/nrb15/> (accessed April 2020).

²⁸ *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*.

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the property must retain “the essential physical features that enable it to convey its historic identity. The essential physical features are those features that define both *why* a property is significant and *when* it was significant.”²⁹

Character-Defining Features

Every historic building is unique, with its own identity and its own distinctive character. *Character-defining features* are those visual aspects and physical features or elements, constructed during the property’s period of significance, that give the building its historic character and contribute to the integrity of the property. Character-defining features should be considered in the planning and design of a project to preserve them to the maximum extent possible. Character-defining features can identify the building as an example of a specific building type, usually related to the building’s function; they can exemplify the use of specific materials or methods of construction or embody a historical period or architectural style; and they can convey the sense of time and place in buildings associated with significant events or people.

²⁹ Ibid.

6.0 HISTORY AND DESCRIPTION OF THE SURROUNDING AREA

6.1 Area Development

Late-19th and Early-20th Century Development

The area that became Hollywood was originally part of two former Spanish land grants: Rancho La Brea and Rancho Los Feliz.³⁰ These two ranchos were strategically oriented along the Cahuenga Pass, a major transportation corridor to the north, and the growing city of Los Angeles to the south. The Cahuenga Pass encompassed part of the Camino Real del Rey, which was the principal coastal passageway and used continuously as a trail facilitating commerce, livestock transport, and travel since the earliest Spanish exploration. Hollywood began as a small agricultural community in the nineteenth century. Farmers, many of whom were European immigrants, experimented in cultivating a wide variety of exotic fruits, vegetables, and flowers. A freight rail line was first constructed in 1887-1888, linking Hollywood and the neighboring community of Colegrove to downtown Los Angeles. The fields and orchards of the nineteenth century increasingly gave way to speculative real estate development by the turn of the twentieth century.

In 1900, the Cahuenga Valley Improvement Association was established to guide real estate development in the area, just as the first electric track down the length of Prospect Avenue (present day Hollywood Boulevard) was completed.³¹ Other streetcar lines soon followed, including along Melrose Avenue, La Brea Avenue, Santa Monica Boulevard, Highland Avenue, Vine Street, Western Avenue, Vermont Avenue, Virgil/Hillhurst Avenues, Kenmore Avenue, Fountain Avenue, Talmadge Street, Hyperion Avenue, Los Feliz Boulevard, and Beachwood Drive.

In 1903, the City of Hollywood officially incorporated with a population of 700. In 1904, gas lines were laid, the streets were numbered, and a single track of the Los Angeles Pacific Railroad was placed perpendicular to the electric track already on Prospect Avenue.³² As the area became increasingly developed, churches, clubs, and schools were built in proximity to the grand single-family residences that lined Hollywood Boulevard and other nearby streets. By 1909, like many of its neighboring communities, Hollywood had experienced immense growth. While its population in 1903 was a mere 700, by 1909 it

³⁰ Portions of the historic context statement have been excerpted and adapted from the "SurveyLA Los Angeles Historic Resources Survey Report: Hollywood Community Plan Area," August 2011, revised November 2015, prepared for the City of Los Angeles by Historic Resources Group, Pasadena, CA, http://preservation.lacity.org/sites/default/files/HistoricResourcesSurveyReport_Hollywood.pdf (accessed April 2020).

³¹ Gregory Paul Williams, *The Story of Hollywood: An Illustrated History* (BL Press LLC, 2011), 29.

³² Williams, 43.

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had reached 4,000.³³ Though dwarfed by the neighboring city of Los Angeles with 100,000 inhabitants, the small City of Hollywood quickly began to experience water shortages, drainage issues, and sewage problems, and less than ten years later Hollywood began to reconsider its status as an independent city.³⁴ In February of 1910, Hollywood was consolidated to the City of Los Angeles to take advantage the City's established sewer system and the anticipated new water supply created by the Los Angeles Aqueduct, which was then under construction. The pre-consolidation area boundary is generally defined by the southernmost portion of the Hollywood Hills to the north, Fountain Avenue to the south, Crescent Heights Boulevard to the west, and Mariposa Street to the east.

Although now formally part of the City of Los Angeles, Hollywood continued to maintain its own identity, which was tied directly to the growth of the motion picture industry. By this time Hollywood was no longer a small independent city struggling to deal with infrastructural problems, but a thriving suburb with a rapidly growing population and the home of a significant national industry. As the popularity of motion pictures grew, more physical facilities related to film production were constructed in Hollywood, and the industry contributed significantly to the area's overall industrial growth. From the 1910s through the boom of the 1920s and into the 1930s, Hollywood experienced tremendous population growth. Hollywood reached its heyday in the 1920s, when a large number of movie studios, theaters, and shopping centers filled Hollywood and Sunset Boulevards between Vine Street and Highland Avenue. To accommodate the increased demand for housing as well as services and amenities, residential and commercial development in Hollywood increased dramatically. The large parcels of land which were once occupied by a bucolic landscape of citrus groves and single-family residences were disappearing, replaced more and more frequently by dense urban development.

As the Hollywood district began to grow more commercial in nature beginning in the late teens, it also began to lose its status as a prestigious address. Many of the mansions that lined Hollywood Boulevard were abandoned by 1925, as developments such as Hancock Park and Beverly Hills drew elite residents away from the district.³⁵ In the mid-to-late 1930s, the glamorous image of Hollywood as a national fashion and entertainment destination began to fade. This was due in part to the effects of the Great Depression. During this era, the district experienced little in the way of growth but much in the way

³³ Bruce T. Torrence, *Hollywood: The First 100 Years* (Hollywood, CA: Hollywood Chamber of Commerce & Fiske Enterprises, 1979), 9.

³⁴ Williams, 52-53.

³⁵ Williams, 132.

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of increased activity in a manner that reinforced Hollywood's role as a hub between Los Angeles and adjacent communities.

World War II and Post-World War II Development

The United States' entry into World War II commenced following the bombing of Pearl Harbor in December 1941.³⁶ Wartime austerity had a dramatic impact on the landscape of Los Angeles, and Hollywood was no exception. Residential construction was halted for the duration of the war, and existing businesses and manufacturing operations were converted for the production and distribution of materials essential to the war effort.

Since Los Angeles served as a major point of departure for combat in the Pacific, Hollywood became a hub of entertainment and tourism for GIs passing through town before leaving for the battlefield.³⁷ Area hotels were booked solid, and the United Servicemen's Organization (USO) opened three Hollywood outposts in 1941. The famed Hollywood Canteen also opened in 1942, offering visiting servicemen an opportunity to be served by their favorite film stars. With travel during wartime restricted to essential business only, visits from servicemen saved many Hollywood nightspots from going under during the war.³⁸

Density in Hollywood increased substantially following World War II. In the hillsides, residences were built on previously undeveloped lots. In the flatlands, inexpensive stucco-clad apartment buildings were erected as infill in previously established residential neighborhoods. Along the major commercial corridors, earlier buildings were updated or replaced with new construction. During this period, some of the nation's most important Modernist architects were working in Los Angeles, building sleek commercial buildings in the flatlands and highly innovative residential projects in the hillsides, and a number of Hollywood residential and commercial properties developed during this period were designed by important Modernist architects, including Richard Neutra, Rudolph Schindler, Lloyd Wright, John Lautner, Craig Ellwood, Raphael Soriano, Gregory Ain, and Pierre Koenig.

By the 1950s, motion picture operations began to relocate to other areas, and the major industry in Hollywood shifted to tourism. During the early 1950s, the Hollywood Freeway cut through the northeast corner of Hollywood, and widespread automobile ownership coupled with the development of the freeway system pulled new development to

³⁶ Information about Hollywood's development from World War II through the late 20th century largely adapted from Historic Resources Group, *Historic Context Statement: Entertainment Industry Support Services*, prepared for Hollywood Heritage, October 19, 2017.

³⁷ Williams, 269.

³⁸ Williams, 270.

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previously outlying areas on the West Side and in the San Fernando Valley. Later in the decade, the famous Capitol Records Building was constructed on Vine Street and the Hollywood Walk of Fame was created on Hollywood Boulevard as a tribute to actors, directors, and other contributors to the entertainment industry.

Late 20th Century Development

In the 1960s and 1970s Hollywood's population became more ethnically diverse, as new immigrant groups began settling in the area. In addition to a significant Latino population, Armenian and Thai immigrants began living and working in the East Hollywood area and opened shops and other businesses. Community and residential densities continued to increase, as original single-family houses, bungalow courts, and smaller apartment buildings were replaced with larger multi-family residential complexes.

By the 1980s the Hollywood community was in a state of economic decline as commercial development became focused more intensely to the west at Century City, along the Wilshire corridor in Westwood, and in Downtown Los Angeles. The Community Redevelopment Agency of Los Angeles established the Hollywood Redevelopment Project Area in 1986 to encourage development in the area. Among the goals of the agency were to revitalize the historic core and preserve historically significant buildings.

At the dawn of the new millennium, Hollywood began to experience a resurgence that continues today. In June 1999, the Hollywood extension of the Los Angeles County Metro Rail Red Line subway connected Downtown Los Angeles to the San Fernando Valley, with stops along Hollywood Boulevard at Western Avenue, Vine Street, and Highland Avenue. Additionally, the establishment of the city's Adaptive Reuse ordinance greatly facilitated the reuse of under-utilized historic buildings into new housing. New, large-scale mixed-use projects – Hollywood & Highland (including the Kodak Theater), the Renaissance Hotel, the W Hotel at Hollywood and Vine – along with the Red Line subway stations, have helped to revitalize Hollywood's streets and its economy, bringing with it an influx of new residents and tourists, higher rents, and new development pressures. The fervor with which the area was developed in the 1920s has returned, as private enterprise and public planners flock to Hollywood to redevelop and revitalize the area.

6.2 Development of the Project Site

The surface parking lot that makes up the Project Site is situated on lots 7 and 9 of the Hollywood Bonnie Brier Tracts, subdivided in 1903. The tract consisted of 74 residential lots, bounded by Selma Avenue (now Hawthorn) to the south, with tracts on each side; Prospect Avenue (now Hollywood Boulevard) to the north; Sutherland Avenue (now N. La Brea Avenue) to the west; and N. Highland Avenue to the east. Interurban street car

lines such as the Hollywood Line ran along present-day Hollywood Boulevard.³⁹ Starting in 1904, lots sized 75-feet wide and 179-feet deep were sold for \$1,000 and up by the Edward D. Silent & Company. Advertisements for the tract offered “suburban properties” lined by graded and oiled streets in the heart of Hollywood.⁴⁰

Between 1915 and 1935, Hollywood Boulevard was transformed from a residential street of stately homes to a commercial center. Lots that ran along present-day Hollywood Boulevard as part of the northern portion of the Hollywood Bonnie Brier Tract incorporated commercial and entertainment storefronts, at times with residential or office spaces on upper floors of mixed-use buildings. Prominent building types included movie theaters, such as El Capitan Theatre (1926) and Grauman’s Chinese Theatre (1927)—both major theatres located north of the Project Site along Hollywood Boulevard. By the 1920s and 1930s, the strip of Hollywood Boulevard running from approximately Sycamore Avenue to Vine Street became a significant commercial “main street” of the Hollywood community.⁴¹

The property immediately south of Hollywood Boulevard at 6831 Hawthorn Avenue was first developed with a two-unit apartment house with a detached automotive garage in 1920.⁴² The two story, wood frame building was owned by couple Emily and Henry J. Pauly. According to the original construction permit, Emily Pauly drew the house’s plans while Olin McMann “traced and blue printed” her work.⁴³ Henry Pauly listed himself as the building contractor. That same year, Henry J Pauly was listed as a painter in the Federal Census and rented a home at 1029 W. Fifth Street before purchasing the Bonnie Brier lot and building an apartment house.⁴⁴ The couple enlarged the garage in 1923 to accommodate five total automobiles.⁴⁵ By 1929, a permit was issued to relocate a four-unit, wood-frame residence owned by Henry J. Pauly from lot 7 to the adjacent parcel on lot 9, both within the Project Site area.⁴⁶ Henry J. Pauly’s occupation continued to be listed

³⁹ Hollywood Line, Pacific Electric, *The Electric Railway Historical Association of Southern California*, <http://www.erha.org/> (accessed April 2020).

⁴⁰ “For Sale—Hollywood Bonnie Brier Tract,” *Los Angeles Times*, March 13, 1904.

⁴¹ *National Register of Historic Resources Inventory Nomination Form, Hollywood Boulevard Commercial and Entertainment District*, National Park Service, 1985.

⁴² City of Los Angeles, Department of Building and Safety, Building Permit LA05522, April 12, 1920.

⁴³ *Ibid.*

⁴⁴ United States of America, Bureau of the Census, *Fourteenth Census of the United States, 1920* (NARA microfilm publication T625, 2076 rolls), Records of the Bureau of the Census, Record Group 29, National Archives, Washington, D.C.

⁴⁵ City of Los Angeles, Department of Building and Safety, Building Permit LA23605, May 4, 1923.

⁴⁶ City of Los Angeles, Department of Building and Safety, Building Permit LA20864, August 13, 1929.

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as painter according to the 1930 Federal Census.⁴⁷ However, at this time Pauly also managed an “auto park” located near the intersection of Hawthorn Avenue and N. Highland Avenue, near his residence.⁴⁸ The Pauly couple continued to live at 6831 Hawthorn Avenue until at least 1944, when Henry worked as a cashier.⁴⁹

Aerial photography from 1928 depicts many of the lots running south of Hollywood Boulevard, including lots 7 and 9 along Hawthorn Avenue, as generally developed with single and multi-family residences. By 1952, the Project Site continued to be occupied by the two-story, four-unit apartment house on lot 9 with auto parking located on lot 7. At this time, many of the existing buildings on lots along Hawthorn Avenue were demolished and developed into surface parking lots; this trend continued over the next several decades. By the early 1990s, all buildings had been removed and the parcels reused for surface parking along Hawthorn Avenue between N. Highland Avenue and N. Orange Drive.

⁴⁷ United States of America, Bureau of the Census. *Fifteenth Census of the United States, 1930*. Washington, D.C.: National Archives and Records Administration, 1930. T626, 2,667 rolls.

⁴⁸ “Auto Park Permit,” *Los Angeles Evening Express*, July 31, 1929.

⁴⁹ California State Library; Sacramento, California; *Great Register of Voters, 1900-1968*.

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7.0 IDENTIFICATION OF HISTORIC RESOURCES

7.1 Historical Resources Located on the Project Site

The Project Site is currently used for surface parking and does not contain any building, structure, object, or site of potential historic significance. The property is not listed in the California Historical Resources Inventory (HRI), a database of previously evaluated resources maintained by the California Office of Historic Preservation (OHP).

Most recently, Architectural Resources Group, GPA Consulting, and Historic Resources Group completed an intensive historical resources survey of the Hollywood Redevelopment Plan Area in 2020. The survey of the Hollywood Redevelopment Project Area was conducted using the methodology established by the Office of Historic Resources (OHR) for SurveyLA and the report includes California Historical Resources Status Codes (“status codes”) as assigned by SurveyLA. Because there is no building, structure, or object located on the Project Site, the property was not identified in the most recent survey nor any previous surveys of the Hollywood Redevelopment Plan Area as a potential historic resource.

Because the Project Site is currently occupied by surface parking and does not contain any building, structure, object or site of potential historic significance, the property does not contain any historical resources as defined by CEQA.

7.2 Historical Resources Located in the Near Vicinity of the Project Site

The Project Site is situated immediately south of the Hollywood Boulevard Commercial and Entertainment District, which is listed in the National Register of Historic Places. Four buildings near the Project Site that are contributing buildings to the Hollywood Boulevard Commercial and Entertainment District are also listed as individually significant historical resources. The Project Site is also situated immediately north of the Hollywood High School Historic District, also listed in the National Register of Historic Places. An additional historic resource located at 6776 Hawthorn Avenue was identified in the near vicinity during the most recent intensive historical resource survey of the Hollywood Redevelopment Plan Area in 2020. These resources are discussed below.

Hollywood High School Historic District

This Hollywood High School Historic District is located at 1521 North Highland and comprises a one-block area made up of five contributing buildings, one contributing site (the athletic field), and three non-contributing buildings that were constructed outside of the period of significance. The district is bounded by Hawthorn Avenue to the north, N. Highland Avenue to the east, Sunset Boulevard to the south, and N. Orange Drive to the west. The Project Site is located north of Hollywood High School, near the northeast corner of the district boundaries at the intersection of Hawthorn Avenue and N. Highland

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Avenue. The Hollywood High School Historic District was listed in the National Register in 2012 with a period of significance from 1910, representing the construction date of the earliest surviving building on the campus, to 1956, the date of significant alterations completed to the final contributor to the district. According to the 2012 nomination form, Hollywood High School is eligible for listing in the National Register under Criterion A for as the first school serving the newly incorporated municipality of Hollywood. It has been in continuous use as an educational facility since its inception, and has significant associations with the entertainment industry and the development of Hollywood. It is also eligible for listing under Criterion C as an excellent example of PWA Moderne architecture designed by the noted firm of Marsh, Smith and Powell.⁵⁰ Because it is listed in the National Register, the Hollywood High School Historic District is also listed in the California Register (under Criteria 1 and 3), and thus considered a historical resource herein for the purposes of CEQA.

Hollywood Boulevard Commercial and Entertainment District

The Hollywood Boulevard Commercial and Entertainment District includes an approximately 12-block area of Hollywood Boulevard, generally between Vine Street on the east and Sycamore Avenue on the west. The Project Site is located south of the district's western portion, near the intersection of Hollywood Boulevard and N. Highland Avenue. Composed of commercial properties from the first half of the 20th century, contributing properties to the Hollywood Boulevard Commercial and Entertainment District comprise a wide variety of property types, including single-story storefronts, two-story commercial blocks, department stores, theaters, high-rise office buildings, and hotels. The Hollywood Boulevard Commercial and Entertainment District has an eclectic array of architectural styles including Beaux Arts, Renaissance Revival, Spanish Colonial Revival, Mediterranean Revival, French Eclectic, Art Deco, and Streamline Moderne. Many contributing properties to the District are also listed individually on the National and California registers and/or as City of Los Angeles Historic-Cultural Monuments (HCM).

The Hollywood Boulevard Commercial and Entertainment District was listed in the National Register in 1985. The period of significance is 1900-1949. It is significant as an intact grouping of properties associated with Hollywood Boulevard's status as the "main street" of the Hollywood community during the early decades of the 20th century. It was during this period that Hollywood became world-renowned as a global center for the entertainment industry. According to the 1985 nomination, the historic district is

⁵⁰ *National Register of Historic Resources Inventory Nomination Form, Hollywood High School Historic District*, National Park Service, 2012.

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significant in the areas of Architecture, Commerce, and Theater.⁵¹ These areas align with National Register criteria A and C.

Because it is listed in the National Register, it is also listed in the California Register (under Criteria 1 and 3), and thus considered a historical resource herein for the purposes of CEQA.

Contributing properties to the Hollywood Boulevard Commercial and Entertainment District in the near vicinity of the Project Site are described below.

Hollywood Roosevelt Hotel and Pool (Map #1)

The Hollywood Roosevelt Hotel and Pool is located at 7000 Hollywood Boulevard, west of the Project Site near the intersection of N. Orange Drive and Hawthorn Avenue. Serving as the site of the first Academy Awards, the twelve story Spanish Colonial Revival hotel was constructed in 1924 and designed by architects Fisher, Lake & Traver. In addition to being listed in the National Register as a contributor to the Hollywood Boulevard Commercial and Entertainment District, the Hollywood Roosevelt Hotel and Pool was designated individually as a Los Angeles Historic-Cultural Monument (No. 545) in 1991. The property satisfies Criterion 1 for HCM designation for its association with the development of Hollywood's film entertainment industry. It also satisfies Criterion 3 for HCM designation as an excellent example of Spanish Colonial Revival architecture.⁵² Because the Hollywood Roosevelt Hotel and Pool is a contributor to a National Register historic and is individually listed as a Los Angeles Historic-Cultural Monument, it is considered a historical resource for the purposes of CEQA.

6904 Hollywood Boulevard (Map #2)

The three-story commercial building located at 6904 Hollywood Boulevard is located northwest of the Project Site, adjacent to the Hollywood Masonic Temple along the south side of Hollywood Boulevard. The building was first constructed in 1921 for Mary P. Moll (original owner of 6800 & 6806 Hollywood Boulevard) as a one-story commercial building by architects Walker & Eisen. That same year, a two-story addition was made by B.B. Bixby (architect of 6800 Hollywood Boulevard) to accommodate hotel and office spaces on the upper floors. A one-story rear brick addition was completed in 1923. By the 1930s, the building was occupied by the Seven Seas Restaurant, a famous restaurant and nightclub known

⁵¹ *National Register of Historic Resources Inventory Nomination Form, Hollywood Boulevard Commercial and Entertainment District*, National Park Service, 1985.

⁵² *Historic-Cultural Monument Nomination Form, Hollywood Roosevelt Hotel and Pool*, City of Los Angeles Office of Historic Preservation, 1991.

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as one of the original “pre-Tiki” Polynesian haunts in the Hollywood area. The nightclub was house at 6904 Hollywood Boulevard until the 1990s. It is currently occupied by Zara on the ground story and office spaces on the upper stories. Although it is not eligible for individual designation at the local, state, or national level, the building is a district contributor and, thus, considered a historical resource for the purposes of CEQA.

Hollywood Masonic Temple (Map #3)

The Hollywood Masonic Temple is located at 6840 Hollywood Boulevard, immediately north of the Project Site. The two-story Neo-classical structure was designed by John C. Austin in 1921. In addition to being listed in the National Register as a contributor to the Hollywood Boulevard Commercial and Entertainment District, the Hollywood Masonic Temple was individually designated a Los Angeles Historic-Cultural Monument (No. 277) in 1984. It was also listed as an individual resource in the National Register in 1985. Because it is listed individually in the National Register, it is also listed in the California Register. The building is significant individually in the areas of social history and architecture, under Criterion A and C.⁵³ Because it is listed as an individual resource in in the National Register, California Register and as a Los Angeles Historic-Cultural Monument, as well as being a contributor to the Hollywood Boulevard Commercial and Entertainment District, the Hollywood Masonic Temple is considered a historical resource for the purposes of CEQA.

El Capitan Theatre (Map #4)

The El Capitan Theatre is located immediately north of the Project Site at 6834 Hollywood Boulevard. The Spanish Baroque Revival theater was designed in 1926 by the Los Angeles firm, Morgan, Walls and Clements. In addition to being listed in the National Register as a contributor to the Hollywood Boulevard Commercial and Entertainment District, the theater was individually designated a Los Angeles Historic-Cultural Monument (No. 495) in 1990. It satisfies Criterion 1 for local designation as the first location outside downtown Los Angeles for the Barker Brothers Furniture Company, and as the third of four major theaters on Hollywood Boulevard constructed by renowned real estate developer C.E. Toberman between 1924-1927. The theater is also significant under Criterion 3

⁵³ *National Register of Historic Resources Inventory Nomination Form, Hollywood Masonic Temple, National Park Service, 1985.*

as an excellent example of the Spanish Baroque Revival style architecture, and as a representative work of noted architects Morgan, Walls & Clements and architect G. Albert Lansburgh.⁵⁴ Because El Capitan Theatre is listed individually as a Los Angeles Historic-Cultural Monument, and as a contributor to a historic district listed in the National Register, it is considered a historical resource for the purposes of CEQA.

6806 Hollywood Boulevard (Map #5)

The building at 6806 Hollywood Boulevard consists of a three-story mixed-use commercial building, currently occupied by multiple retail tenants on the ground story, and a hostel on the upper stories. It is a contributor to the Hollywood Boulevard Commercial and Entertainment District and situated north of the Project Site along Hollywood Boulevard and abuts the building at 6800-6804 W. Hollywood Boulevard to the east. The building was constructed in phases between 1917 and approximately 1925. The ground story was originally constructed in 1917 by Mary P. Moll, as a retail addition to the existing three-story Bonnie Brier Hotel, which sat at the southwest corner of Hollywood and Highland. This portion of the building was designed by Los Angeles architects Parcher & Strong,⁵⁵ and contained a series of retail storefronts, with the intention of adding two additional stories as an extension of the adjacent hotel. Around 1920, the two additional stories were added to the existing stores. In 1922, a three-story rear addition was constructed, extending the retail spaces on the ground story and adding to the hotel on the upper stories. By 1925, the fully expanded building was completed, with a full three stories extending to the corner of Highland Avenue (6800-6820 Hollywood Boulevard).⁵⁶ A small one-story brick volume was added to the rear façade in 1929. In 1935, the eastern portion of the hotel was demolished and replaced by the current commercial retail building at 6800-6804 Hollywood Boulevard. In the 1950s, the building was known as the Park Hotel. It is currently occupied by various retail tenants on the ground story, and the Walk of Fame Backpackers Hostel on the upper stories. Although it is not eligible for individual designation at the local, state, or national level, the building is a district contributor and, thus, considered a historical resource for the purposes of CEQA.

⁵⁴ *Historic-Cultural Monument Nomination Form, El Capitan Theatre*, City of Los Angeles Office of Historic Preservation, 1990.

⁵⁵ Parcher & Strong also designed the Bonnie Brier Hotel.

⁵⁶ Historic photographs of the streetscape suggest the building may have originally been designed in the Mediterranean Revival or Italian Renaissance Revival style.

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6800 Hollywood Boulevard (Map #6)

The one-story commercial building at 6800 Hollywood Boulevard is a contributor to the Hollywood Boulevard Commercial and Entertainment District and situated northeast of the Project Site near the intersection of Hollywood Boulevard and N. Highland Avenue. The building was originally constructed in 1935 by Mary P. Moll, and designed in the Streamline Moderne style by architect B.B. Bixby. A one-story rear addition was constructed in 1959. In the 1940s, the corner retail space was occupied by The Owl Drug Co., a chain drug store. By 1951, it was Lee Rexall Drugs. The smaller storefront spaces along Hollywood Boulevard have been occupied by various retail tenants over time. The building is currently occupied by a single retail tenant, Souvenirs of Hollywood. Although it is not eligible for individual designation at the local, state, or national level, the building is a district contributor and, thus, considered a historical resource for the purposes of CEQA.

Max Factor Makeup Salon (Map #7)

The Max Factor Makeup Salon is located east of the Project Site, near the intersection of Hawthorn Avenue and N. Highland Avenue. In addition to being listed in the National Register as a contributor to the Hollywood Boulevard Commercial and Entertainment District, the building was designated a Los Angeles Historic-Cultural Monument (No. 593) in 1994. The building is significant under HCM Criterion 1 for its association with Max Factor and the company's contributions to the entertainment industry as an innovator of theatrical makeup in response to advancements in film technology. The property also satisfies Criterion 3 as an example of Art Deco architecture with Hollywood Regency influences and as a signature work of master architect S. Charles Lee.⁵⁷ Because it is designated individually as a Los Angeles Historic-Cultural Monument and is listed as a contributor to a historic district listed in the National Register, the Max Factor Makeup Salon is considered a historical resource for the purposes of CEQA.

6776 Hawthorn Avenue (Map #8)

6776 Hawthorn Avenue is located east of the Project Site along Hawthorn Avenue. Also known as the Department of Water and Power Distributing Station No. 10, the property was evaluated during the most recent survey of the Hollywood Redevelopment Project

⁵⁷ *Historic-Cultural Monument Nomination Form, Max Factor Makeup Salon*, City of Los Angeles Office of Historic Preservation, 1994.

Area in 2019. The 1932 Art Deco distributing station was identified as eligible for listing in the National Register, California Register, and as a Los Angeles Historic-Cultural Monument as an excellent example of a pre-World War II Department of Water and Power (DWP) distributing station in Hollywood and for its embodiment of the design and building standards common to DWP buildings constructed at this time.⁵⁸ Because it was identified as eligible for listing as a historical resource through survey evaluation, the property at 6776 Hawthorn Avenue is treated herein as a historical resource for the purposes of CEQA.

7.3 Summary of Historical Resources Located on or Adjacent to the Project Site

As noted above, the Project Site does not contain any historical resources.

Two historic districts listed in the National Register of Historic Places are located in the near vicinity of the Project Site. Specifically, the Hollywood Boulevard Commercial and Entertainment District (NRHP No. 85000704) contains seven district contributors located in the near vicinity of 6831 Hawthorn Avenue. Four of the nearby district contributors are also individually designated as historic resources and include: the Hollywood Roosevelt Hotel and Pool (HCM No. 545), the Hollywood Masonic Temple (HCM No. 277; NRHP No. 85000355), El Capitan Theatre (HCM No. 495), and the Max Factor Makeup Salon (HCM No. 593). Three additional district contributors are located north of the Project Site and include 6800 Hollywood Boulevard, 6806 Hollywood Boulevard, and 6904 Hollywood Boulevard. A second historic district, The Hollywood High School Historic District (NRHP No. 11000989), is located south of the Subject Property and consists of a one-block area made up of five contributing buildings, one contributing site (the athletic field), and three non-contributing buildings.

One additional resource located in the near vicinity, 6776 Hawthorn Avenue, was identified as eligible for listing in the National Register, California Register and for local listing through survey evaluation.

No other historic resources were identified on or in the immediate vicinity of the Project Site either previously or a result of this study.

A map indicating the locations of all historic resources in relation to the Project Site can be found in Figure 2. These properties and their status as historical resources are compiled in Table 1. Photographs showing existing conditions on the Project Site can be found in Appendix A.

⁵⁸ Architectural Resources Group, GPA Consulting, and Historic Resources Group, *Historic Resources Survey Report, Hollywood Redevelopment Plan Area*, prepared for CRA/LA, January 28, 2020.

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Table 1: Historical Resources Adjacent to the Project Site

MAP	APN	LOCATION	DATE	HISTORIC NAME	STATUS
Hollywood High School Historic District					
Outlined on Map	5548014900	1521 N Highland Ave	1910-1956	Hollywood High School Historic District	Designated a NRHP historic district in 2012 (#11000989); consists of five contributing buildings, one contributing site (the athletic field), and three non-contributing buildings; significant as the first school serving the newly incorporated municipality of Hollywood and for associations with the entertainment industry and development of Hollywood. It has architectural significance for PWA Moderne buildings designed by the noted firm of Marsh, Smith and Powell. None of the contributors are individually listed at the local, state, or national levels.
Hollywood Boulevard Commercial and Entertainment District					
Outlined on Map	N/A	Parcels within 12-block area of Hollywood Boulevard, generally between Vine Street on the east and Sycamore Avenue on the west.	1900-1949	Hollywood Boulevard Commercial and Entertainment District	Designated a NRHP historic district in 1985 (#85000704); consists of a 12-block area; contributors comprise a wide variety of property types, including single-story storefronts, two-story commercial blocks, department stores, theaters, high-rise office buildings, and hotels; architectural styles include Beaux Arts, Renaissance Revival, Spanish Colonial Revival, Mediterranean Revival, French Eclectic, Art Deco, and Streamline Moderne; many contributors are also listed individually at the local, state, and national levels.

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MAP	APN	LOCATION	DATE	HISTORIC NAME	STATUS
Hollywood Boulevard Commercial and Entertainment District Contributors (In the Near Vicinity of the Project Site)					
No. 1	5548007008	7000 W Hollywood Blvd	1926	Hollywood Roosevelt Hotel and Pool	Hollywood Boulevard NRHP District Contributor; designated a Historic-Cultural Monument (HCM #545) in 1991. It is significant for the development of Hollywood's film entertainment industry and as an example of Spanish Colonial Revival architecture.
No. 2	5548006008	6904 Hollywood Boulevard	1921	Seven Seas Restaurant	Hollywood Boulevard NRHP District Contributor; a three-story mixed-use commercial building known for housing the famed Seven Seas Restaurant; not eligible for individual designation at the local, state, of national level.
No. 3	5548006006	6840 Hollywood Boulevard	1921	Hollywood Masonic Temple	Hollywood Boulevard NRHP District Contributor; designated a Historic-Cultural Monument (HCM #277) in 1984 and listed on the National Register of Historic Places in 1985 (#85000355); by default, listed in the California Register. It is significant as an excellent example of Neo-classical architecture, as the work of architect John C. Austin, and for its association with a fraternal organization whose members were instrumental in the development of Hollywood.
No. 4	5548006016	6834 Hollywood Boulevard	1926	El Capitan Theatre	Hollywood Boulevard NRHP District Contributor; designated a Historic-Cultural Monument (HCM #495) in 1990. It is significant for its association with the Barker Brothers Furniture Company and as a major theater on Hollywood Boulevard constructed by developer C.E. Toberman. It is also significant as an example of the Spanish Baroque Revival style by Los Angeles firm, Morgan, Walls and Clements, with interiors by architect G. Albert Lansburgh.

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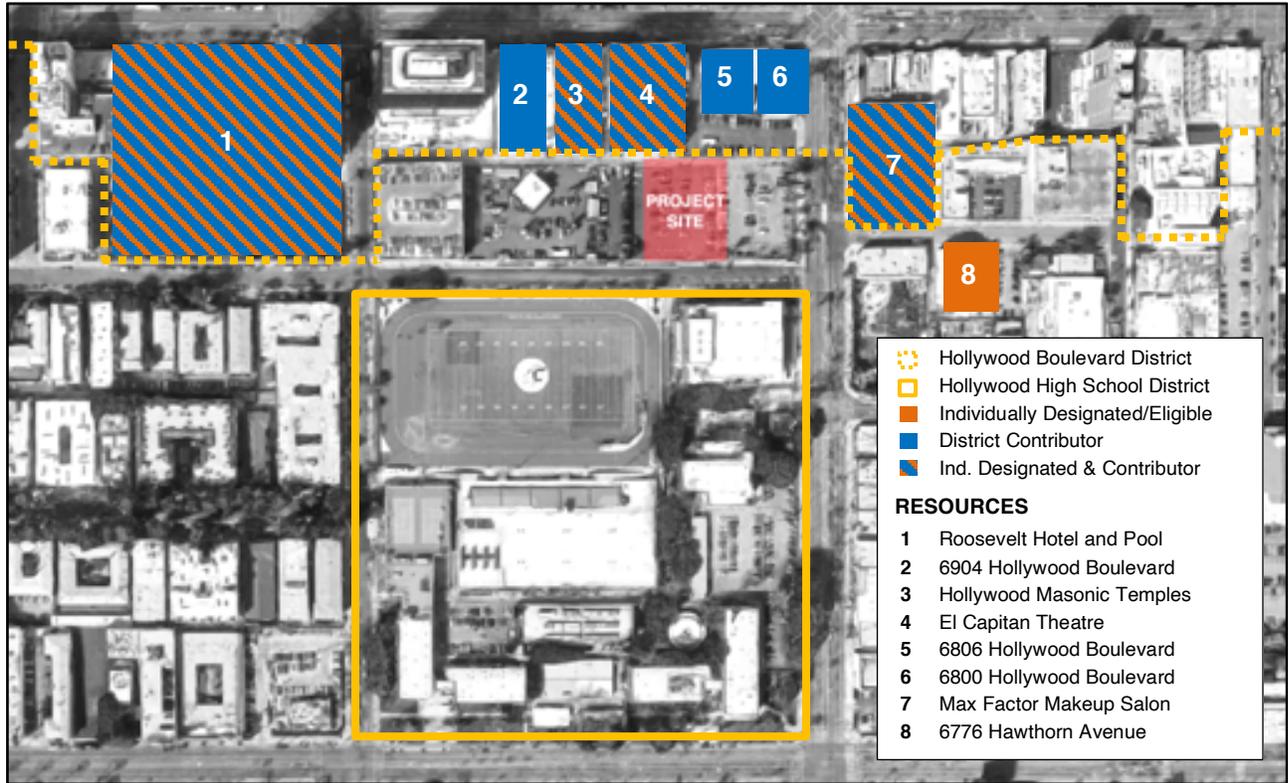
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MAP	APN	LOCATION	DATE	HISTORIC NAME	STATUS
No. 5	5548006017	6806 Hollywood Boulevard	1917-1925	Bonnie Brier Hotel	Hollywood Boulevard NRHP District Contributor; a three-story mixed-use commercial building originally designed as the Bonnie Brier Hotel with retail additions completed in 1925; not eligible for individual designation at the local, state, of national level.
No. 6	5548006017	6800 Hollywood Boulevard	1935	Lee Rexall Drugs	Hollywood Boulevard NRHP District Contributor; a one-story with mezzanine commercial retail building designed in the Streamline Moderne style by architect B.B. Bixby; not eligible for individual designation at the local, state, of national level.
No. 7	5547012009	1664 N. Highland Avenue	1928-1994	Max Factor Makeup Salon	Hollywood Boulevard NRHP District Contributor; designated a Historic-Cultural Monument (HCM #593) in 1994. It is significant for its association with Max Factor and his contributions to theatrical makeup innovation as well as for the work of master architect S. Charles Lee.
Other Resources in the Near Vicinity of the Project Site					
No. 8	5547013900	6776 Hawthorn Avenue	1932	Department of Water and Power Distributing Station No. 10	Found eligible for the National Register, California Register, and local listing through survey evaluation as an excellent example of a pre-World War II Department of Water and Power distributing station built according to the design and building standards common to DWP buildings constructed at the time (Hollywood Redevelopment Plan Area Survey, 2020). Status Codes 3S; 3CS; 5S3

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Figure 2: Location of Historical Resources



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8.0 ANALYSIS OF POTENTIAL IMPACTS

8.1 Significance Thresholds

CEQA Guidelines, including Appendix F of the Guidelines, state that a project with an effect that may cause a substantial adverse change in the significance of a historic resource is a project that may have a significant effect on the environment.⁵⁹ A substantial adverse change in the significance of a historic resource means demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of a historical resource would be materially impaired.⁶⁰

The Guidelines go on to state that “[t]he significance of an historical resource is materially impaired when a project... [d]emolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources... local register of historic resources... or its identification in a historic resources survey meeting the requirements of section 5014.1(g) of the Public Resources Code...”.⁶¹ As such, the test for determining whether or not a proposed project will have a significant impact on an identified historical resource is whether or not the project will alter in an adverse manner the physical integrity of the historical resource such that it would no longer be eligible for listing in the National or California Registers or for local designation as a City of Los Angeles Historical-Cultural Monument.

8.2 Discussion of Potential Impacts

This section examines potential impacts that that would be caused by alterations on the Project Site that may impact adjacent historical resources. For the purposes of this study, impacts analysis focuses on those resources that could be subject to the following potential impacts:

Direct Impacts involve the demolition, material alteration, relocation or conversion of a historical resource and/or important character-defining features.

Indirect Impacts involve alteration to the surroundings of an historical resource that could remove part or all of the associated setting of an historical resource, remove historic features or spaces surrounding the historical resource, or substantially impair or obscure the ability of the resource to convey its historical significance.

⁵⁹ *CEQA Guidelines*, section 15064.5(b).

⁶⁰ *CEQA Guidelines*, section 15064.5(b)(1).

⁶¹ *CEQA Guidelines*, section 15064.5(b)(2).

The written Project description, plans, elevation drawings, and renderings were used to analyze potential impacts to historical resources.

As noted in Section 2 of this report, the Project proposes the demolition of an existing surface parking lot and construction of a new eight-story, 86-ft. mixed-use building. Because all new construction associated with the Project will be constructed a surface parking lot, the Project will not physically demolish any historical resources located adjacent to the Project Site.

Under these circumstances, it is understood that the Project will place new construction in the near vicinity of adjacent historical resources. Alteration of a historical resource, or the immediate surroundings of a historical resource such that its significance would be materially impaired constitutes a substantial adverse change under CEQA.⁶² The significance of an historical resource is materially impaired when a project “demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and justify its inclusion in, or eligibility for inclusion in the California Register of Historical Resources or in a local register of historical resources.”⁶³ For the new construction associated with the Project to be considered a substantial adverse change, however, it must be shown that the integrity and/or significance of the nearby historical resources would be materially impaired by the proposed adjacent new construction.

In addition, the proposed new construction would include substantial foundation work and the construction of subterranean parking. Without mitigation to ensure the protection of adjacent historic resources from potential damage due to underground excavation and general construction procedures and to reduce the possibility of damage from vibration and settlement due to the removal of adjacent soil, new construction has the potential to de-stabilize nearby historic buildings resulting in significant impacts.

Potential impacts to the identified historical resources are examined in detail below.

8.3 Potential Impacts to the Hollywood Boulevard Commercial and Entertainment District

The Hollywood Boulevard Commercial and Entertainment District is historically significant as an intact grouping of properties associated with Hollywood Boulevard’s status as an important commercial and entertainment corridor during Hollywood’s heyday in the first half of the 20th Century. The District is composed of a variety of property types and architectural styles lining a commercial boulevard. Taller buildings (from four to twelve floors) are normally located at corners with one- and two-story buildings located in-

⁶² *CEQA Guidelines*, Section 15064.5(b) (1).

⁶³ *CEQA Guidelines*, Section 15064.5(b)(2).

between. Characteristic of pre-World War II commercial areas, the District is scaled to the pedestrian. District buildings are oriented toward the street with architectural articulation largely confined to street facing façades. The District's historic significance is experienced primarily from the street either by pedestrians or passing vehicles. The Project Site is adjacent to the District's westernmost blocks which include the important intersection of Hollywood Boulevard and Highland Avenue. As noted in Section 7, several of the District's important contributing properties are located directly north.

The Project Site is located outside the District and new construction will remain outside of the Hollywood Boulevard Commercial and Entertainment District boundaries. Contributing buildings to the District immediately north the Project Site include: Hollywood Masonic Temple (6840 Hollywood Boulevard), El Capitan Theatre (6834 Hollywood Boulevard), 6800 Hollywood Boulevard and 6806 Hollywood Boulevard. The Project does not include the demolition, relocation, rehabilitation, alteration, relocation or conversion of any contributing or non-contributing building to the District. All of the existing buildings that comprise the District will remain unchanged and in their original location after implementation of the Project.

As noted above, the Project will construct an eight-story building immediately south of the Hollywood Boulevard Commercial and Entertainment District on an area currently used for surface parking, therefore a portion of the immediate surroundings of the District to the south will be altered. The Project, however, will be separated from the District by the alley bordering the north of the Project Site. The alley will provide a spatial buffer between the proposed Project and the contributing buildings located immediately north of the Project Site, maintaining a clear separation between the District boundary and new construction on the Project Site so that the distinctive urban form of the District is maintained and the individual contributing buildings that border the new construction continue to be understood as contributors.

At 86-feet in total height, the Project will be taller than the six-story El Capitan Theatre to the north and the one- and three-story immediately adjacent contributors located at 6800, and 6806 Hollywood Boulevard within the District boundaries. The upper floors of the Project will be visible when looking south from the north side of Hollywood Boulevard at certain locations. As such, the Project will introduce a new backdrop to the existing buildings located within the District near the Project Site.

Despite introducing a taller building to the skyline looking south, the proposed new building will not result in a significant adverse effect to the Hollywood Boulevard Commercial and Entertainment District. Features important to the significance of the Hollywood Boulevard Commercial and Entertainment District are largely contained within the District boundaries and are best experienced within the District. The new construction

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associated with the Project will not interrupt the configuration of buildings, their spatial relationships to each other, and their relationship to the street that characterize the District as it is experienced. The pattern of tightly spaced buildings scaled to the pedestrian, a critical element of pre-World War II commercial districts, will remain intact and uninterrupted.

As noted in Section 4 of this report, integrity is the ability of a historical resource to convey its historic significance. Ultimately, The Project would not affect the integrity of *location*, *design*, *materials*, or *workmanship* for the Hollywood Boulevard Commercial and Entertainment District or any of its component buildings. These resources would remain intact in their current locations and would not be materially altered by new construction associated with the Project. Therefore, integrity of *feeling* would also remain unaffected because all the existing physical elements that characterize the District and contributing buildings would remain and continue to convey their historic significance. Because all the important physical characteristics of the District will remain, they would continue to reflect their important associations with the commercial development of Hollywood prior to World War II, therefore integrity of *association* would also remain unaffected by the Project. The only aspect of integrity that could possibly be affected by the Project is *setting*.

Setting features important to the Hollywood Boulevard Commercial and Entertainment District, however, are largely contained within the District boundaries and experienced from inside the District. These include the configuration of streets and sidewalks fronting District buildings, the pattern of tightly spaced buildings defining a linear commercial corridor, and the public circulation space delineated by a uniform building street wall. Adding additional height and mass adjacent to the District will not adversely affect alter the setting of the District such that its listing on the National Register would be threatened.

Despite substantial new construction located immediately south, all of the relevant aspects of integrity will be unaffected by the Project, so that the integrity of the Hollywood Boulevard Commercial and Entertainment Historic District and all its contributing buildings will be retained. While the Project will alter the immediate surroundings, this alteration will not materially impair the District such that it can no longer convey its historic significance. After construction of the Project, the Hollywood Commercial and Entertainment Historic District, including all of its contributing buildings, will remain intact and continue to convey their historic significance. For these reasons, the significance and integrity of these resources will not be materially impaired by alterations to its surroundings caused by the Project.

Finally, the proposed new construction would include substantial foundation work and the construction of subterranean parking. This activity has the potential to cause damage to adjacent from settlement due to the removal of adjacent soil. Vibration associated with

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construction activity would also have the potential to de-stabilize the adjacent buildings located within the District boundary. With mitigation to ensure the proper protection of the adjacent buildings during construction, the potential for adverse indirect impacts from construction can be avoided.

With mitigation, the proposed Project will not result in significant adverse direct or indirect impacts to the Hollywood Boulevard Commercial and Entertainment District.

8.4 Potential Impacts to the Hollywood High School Historic District

The Hollywood High School Historic District is historically significant as the first school in Hollywood which has been in continuous use as an educational facility since its inception. It also has significant associations with the entertainment industry and the development of Hollywood. It is also significant for those component buildings which are excellent examples of PWA Moderne architecture designed by the noted firm of Marsh, Smith and Powell.⁶⁴

The Hollywood High School Historic District contains five contributing buildings and one contributing site (the athletic field) that together form an integrated school campus developed during the early- and mid-20th century. The striking PWA Moderne architectural style of three contributing buildings is evident from their public-facing facades on Sunset Boulevard and Highland Avenue. The District's historic significance is experienced primarily from these streets either by pedestrians or passing vehicles.

The Project Site is located outside the District and new construction will remain outside of the District boundaries. The Project does not include the demolition, relocation, rehabilitation, alteration, relocation or conversion of any contributing or non-contributing building to the Hollywood High School Historic District. All of the existing buildings and sites that comprise the District will remain unchanged and in their original location after implementation of the Project.

As noted above, the Project will construct an eight-story building immediately north of the Hollywood High School Historic District on an area currently used for surface parking, therefore a portion of the immediate surroundings of the District to the north will be altered. The Project will be separated from Hollywood High School by Hawthorn Avenue which borders the southern edge of the Project Site.

At 86-feet in total height, the Project will be taller than any contributing building located within the Hollywood High School Historic District boundaries. The upper floors of the

⁶⁴ *National Register of Historic Resources Inventory Nomination Form, Hollywood High School Historic District*, National Park Service, 2012.

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Project will be visible when looking north from the Hollywood High School campus. Despite introducing a taller building to the skyline looking north, the proposed new building will not result in a significant adverse effect to the Hollywood High School Historic District. Features important to the significance of the Hollywood High School are largely contained within the District boundaries and are best experienced from Sunset Boulevard, Highland Avenue or from within the District itself. The new construction associated with the Project will not interrupt the configuration of buildings and sites, their spatial relationships to each other, and their relationship to the street that characterize the District as it is experienced from the public right-of-way. The pattern of school buildings, circulation elements and athletic field will remain intact and uninterrupted.

As noted in Section 4 of this report, integrity is the ability of a historical resource to convey its historic significance. Ultimately, The Project would not affect the integrity of *location*, *design*, *materials*, or *workmanship* for the Hollywood High School Historic District or any of its component elements. These resources would remain intact in their current locations and would not be materially altered by new construction associated with the Project. Therefore, integrity of *feeling* would also remain unaffected because all the existing physical elements that characterize the District and contributing buildings would remain and continue to convey their historic significance. Because all the important physical characteristics of the District will remain, they would continue to reflect their important associations with education development in Hollywood and PWA Moderne architecture, therefore integrity of *association* would also remain unaffected by the Project. The only aspect of integrity that could possibly be affected by the Project is *setting*.

Setting features important to the Hollywood High School Historic District, however, are largely contained within the District boundaries and experienced by the public from the adjoining streets and from inside the District. These include the configuration of streets and sidewalks fronting District buildings, and the landscaped areas fronting Sunset Boulevard and Highland Avenue. Adding a new building north of the District will not adversely alter its setting such that its listing on the National Register would be threatened.

Despite new construction to be located immediately north, all of the relevant aspects of integrity will be unaffected by the Project, so that the integrity of the Hollywood High School Historic District and all its contributing elements will be retained. While the Project will alter the immediate surroundings, this alteration will not materially impair the District such that it can no longer convey its historic significance. After construction of the Project, the Hollywood High School Historic District will remain intact and continue to convey their historic significance. For these reasons, the significance and integrity of Hollywood High School will not be materially impaired by alterations to its surroundings caused by the Project.

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Finally, the proposed new construction would include substantial foundation work and the construction of subterranean parking. Potential impacts to historic structures as a result of such construction activities would be most likely at structures immediately adjacent to the Project Site, and become less likely with increasing distance due to attenuation. Therefore, with mitigation to ensure the proper protection of the adjacent buildings to the north of the Project Site during construction, the potential for adverse impacts from construction at the Hollywood High School Historic District can also be avoided.

With mitigation, the proposed Project will not result in significant adverse direct or indirect impacts to the Hollywood High School Historic District.

8.4 Potential Impacts to Other Historical Resources in the Near Vicinity

As noted in Section 7 of this report, there are several buildings in the near vicinity of the Project Site that are listed or designated as individual historical resources or identified as eligible for individual historic listing through survey evaluation. Potential impacts to these resources are analyzed below.

Potential Impacts to the Hollywood Roosevelt Hotel and Pool (Map #1)

The Hollywood Roosevelt Hotel and Pool is located at 7000 Hollywood Boulevard, west of the Project Site near the intersection of N. Orange Drive and Hawthorn Avenue. In addition to being listed in the National Register as a contributor to the Hollywood Boulevard Commercial and Entertainment District, the Hollywood Roosevelt Hotel and Pool is designated individually as a Los Angeles Historic-Cultural Monument (No. 545) in 1991.

The Hollywood Roosevelt Hotel and Pool is located a considerable distance to the west of the Project Site with multiple parcels and Orange Drive separating the Hotel and Pool from the Project Site. The Project does not include the demolition, relocation, rehabilitation, alteration, or conversion of the Hollywood Roosevelt Hotel and Pool. The Hotel and Pool will remain unchanged and in its original location after implementation of the Project and the Project will not result in direct adverse impacts to the Hollywood Roosevelt Hotel and Pool.

Because the Project will be located east of the Hollywood Roosevelt Hotel and Pool, it will not block important street views of the Hotel from Hollywood Boulevard or Orange Avenue. New construction to the west will not obscure the building's important north and west-facing facades which will remain unobstructed from view after implementation of the Project.

The Project would not affect the integrity of *location, design, materials, or workmanship* of the Hollywood Roosevelt Hotel and Pool. The Hotel and Pool would remain intact in

its current location and would not be materially altered by new construction in its immediate surroundings. Therefore, integrity of *feeling* would also remain unaffected because all the existing physical elements that characterize the Hotel and Pool would continue to convey the property's historic significance. Because the Hotel and Pool would retain integrity of *location, design, materials, workmanship, and feeling*, it would continue to reflect its historic significance as an early 20th century hotel building in Hollywood and as an excellent example of Spanish Colonial Revival architecture, therefore, integrity of *association* would also remain unaffected by the Project. Moreover, the surface parking areas to the west that currently occupy the Project Site do not represent setting features that are character-defining or important to the historic significance of the Hotel and Pool. Therefore, the Hollywood Roosevelt Hotel and Pool will also retain integrity of *setting*.

Although the Project will add new height and mass in the near vicinity of the Hollywood Roosevelt Hotel and Pool, all of the aspects of integrity for the Hotel and Pool will be unaffected by the Project, so that the historic integrity of the Hotel and Pool will be retained. After construction of the Project, the Hollywood Roosevelt Hotel and Pool will remain intact, and continue to convey its historic significance. For these reasons, the significance and integrity of the Hotel and Pool will not be materially impaired by the Project. Moreover, due to its distance from the Project Site, there is no likelihood of potential indirect impacts resulting from the project's construction activities. The Hollywood Roosevelt Hotel and Pool will retain its eligibility for designation as a Los Angeles Historic-Cultural Monument, and its listing in the National Register as a contributing building to the Hollywood Boulevard Commercial and Entertainment District. The Project will not result in significant impacts to the Hollywood Roosevelt Hotel and Pool.

Potential Impacts to the Hollywood Masonic Temple (Map #3)

The former Hollywood Masonic Temple is located at 6840 Hollywood Boulevard, immediately north of the Project Site. In addition to being listed in the National Register as a contributor to the Hollywood Boulevard Commercial and Entertainment District, the Hollywood Masonic Temple is listed as an individual resource in the National Register, California Register and is designated Los Angeles Historic-Cultural Monument No. 277.

The Hollywood Masonic Temple is located immediately north of the Project Site separated by a paved alley. The Project does not include the demolition, relocation, rehabilitation, alteration, or conversion of the Hollywood Masonic Temple. The Masonic Temple will remain unchanged and in its original location after implementation of the Project and the Project will not result in direct adverse impacts to the Hollywood Masonic Temple.

Because the Project will be located south and at the rear of the Hollywood Masonic Temple, it will not block important street views of the Masonic Temple from Hollywood

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Boulevard. New construction to the south will not obscure the building's important north-facing facade which will remain unobstructed from view after implementation of the Project.

The Project would not affect the integrity of *location, design, materials, or workmanship* of the Hollywood Masonic Temple. The Masonic Temple would remain intact in its current location and would not be materially altered by new construction in its immediate surroundings. Therefore, integrity of *feeling* would also remain unaffected because all the existing physical elements that characterize the Hollywood Masonic Temple would continue to convey the property's historic significance. Because the Masonic Temple would retain integrity of *location, design, materials, workmanship, and feeling*, it would continue to reflect its historic significance as an early 20th century fraternal building in Hollywood and as an excellent example of Neo-Classical architecture, therefore, integrity of *association* would also remain unaffected by the Project. Moreover, the surface parking areas to the rear of the Masonic Temple that currently occupy the Project Site do not represent setting features that are character-defining or important to the historic significance of the Masonic Temple. Therefore, the Hollywood Masonic Temple will also retain integrity of *setting*.

Although the Project will add new height and mass in the near vicinity of the Hollywood Masonic Temple, all of the aspects of integrity for the Masonic Temple will be unaffected by the Project, so that the historic integrity of the Masonic Temple I will be retained. After construction of the Project, the Hollywood Masonic Temple will remain intact, and continue to convey its historic significance. For these reasons, the significance and integrity of the Hollywood Masonic Temple will not be materially impaired by the Project.

As noted above, with mitigation to ensure the proper protection of the adjacent buildings during construction, the potential for adverse indirect impacts from construction can be avoided.

With mitigation, the Hollywood Masonic Temple will retain its eligibility for individual listing in the National Register, the California Register and as a Los Angeles Historic-Cultural Monument. It will also maintain its eligibility for listing in the National Register as a contributing building to the Hollywood Boulevard Commercial and Entertainment District. The Project will not result in significant impacts to the Hollywood Masonic Temple.

Potential Impacts to the El Capitan Theatre (Map #4)

The El Capitan Theatre is located immediately north of the Project Site at 6834 Hollywood Boulevard. In addition to being listed in the National Register as a contributor

to the Hollywood Boulevard Commercial and Entertainment District, the theater is individually designated Los Angeles Historic-Cultural Monument No. 495.

The El Capitan Theatre is located immediately north of the Project Site separated by a paved alley. The Project does not include the demolition, relocation, rehabilitation, alteration, or conversion of the El Capitan Theatre. The El Capitan Theatre will remain unchanged and in its original location after implementation of the Project and the Project will not result in direct adverse impacts to the El Capitan Theatre.

Because the Project will be located south and at the rear of the El Capitan Theatre, it will not block important street views of the El Capitan Theatre from Hollywood Boulevard. New construction to the south will not obscure the building's important north-facing facade which will remain unobstructed from view after implementation of the Project.

The Project would not affect the integrity of *location, design, materials, or workmanship* of the El Capitan Theatre. The El Capitan Theatre would remain intact in its current location and would not be materially altered by new construction in its immediate surroundings. Therefore, integrity of *feeling* would also remain unaffected because all the existing physical elements that characterize the El Capitan Theatre would continue to convey the property's historic significance. Because the El Capitan Theatre would retain integrity of *location, design, materials, workmanship, and feeling*, it would continue to reflect its historic significance as an early 20th century theater building in Hollywood and as an excellent example of Spanish Baroque Revival architecture, therefore, integrity of *association* would also remain unaffected by the Project. Moreover, the surface parking areas to the rear of the El Capitan Theater that currently occupy the Project Site do not represent setting features that are character-defining or important to the historic significance of the El Capitan Theatre. Therefore, the El Capitan Theatre will also retain integrity of *setting*.

Although the Project will add new height and mass in the near vicinity of the El Capitan Theatre, all of the aspects of integrity for the El Capitan Theatre will be unaffected by the Project, so that the historic integrity of the El Capitan Theatre will be retained. After construction of the Project, the El Capitan Theatre will remain intact, and continue to convey its historic significance. For these reasons, the significance and integrity of the El Capitan Theatre will not be materially impaired by the Project.

With mitigation to ensure the proper protection of the adjacent buildings during construction, the potential for adverse indirect impacts from construction can be avoided.

As noted about, with mitigation, the El Capitan Theatre will retain its eligibility for individual designation as a Los Angeles Historic-Cultural Monument. It will also maintain its eligibility for listing in the National Register as a contributing building to the Hollywood

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Boulevard Commercial and Entertainment District. For these reasons the Project will not result in significant impacts to the El Capitan Theatre.

Potential Impacts to the Max Factor Makeup Salon (Map #7)

The former Max Factor Makeup Salon is located east of the Project Site, near the intersection of Hawthorn Avenue and N. Highland Avenue. In addition to being listed in the National Register as a contributor to the Hollywood Boulevard Commercial and Entertainment District, the building is designated Los Angeles Historic-Cultural Monument No. 593.

The Max Factor Makeup Salon is located a considerable distance to the east of the Project Site with multiple parcels and Highland Avenue separating the Max Factor Makeup Salon from the Project Site. The Project does not include the demolition, relocation, rehabilitation, alteration, or conversion of the Max Factor Makeup Salon. The Max Factor Makeup Salon will remain unchanged and in its original location after implementation of the Project and the Project will not result in direct adverse impacts to the Max Factor Makeup Salon.

Because the Project will be located to the west of the Max Factor Makeup Salon, it will not block important street views of the Max Factor Makeup Salon from Highland Avenue. New construction to the west will not obscure the building's important west-facing facades which will remain unobstructed from view after implementation of the Project.

The Project would not affect the integrity of *location, design, materials, or workmanship* of the Max Factor Makeup Salon. The Max Factor Makeup Salon would remain intact in its current location and would not be materially altered by new construction to the west. Therefore, integrity of *feeling* would also remain unaffected because all the existing physical elements that characterize the Max Factor Makeup Salon would continue to convey the property's historic significance. Because the Max Factor Makeup Salon would retain integrity of *location, design, materials, workmanship, and feeling*, it would continue to reflect its historic significance for its association with the pioneering Max Factor makeup company and its significance as an excellent example of Art Deco/Hollywood Regency architecture. Therefore, integrity of *association* would also remain unaffected by the Project. Moreover, the surface parking areas to the west that currently occupy the Project Site do not represent setting features that are character-defining or important to the historic significance of the Max Factor Makeup Salon. Therefore, the Max Factor Makeup Salon will also retain integrity of *setting*.

Although the Project will add new height and mass in the near vicinity of the Max Factor Makeup Salon, all of the aspects of integrity for the Max Factor Makeup Salon will be unaffected by the Project, so that the historic integrity of the Max Factor Makeup Salon

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will be retained. After construction of the Project, the Max Factor Makeup Salon will remain intact, and continue to convey its historic significance. For these reasons, the significance and integrity of the Max Factor Makeup Salon will not be materially impaired by the Project. Moreover, due to its distance from the Project Site, there is no likelihood of potential indirect impacts resulting from the project's construction activities. The Max Factor Makeup Salon will retain its eligibility for designation as a Los Angeles Historic-Cultural Monument, and its listing in the National Register as a contributing building to the Hollywood Boulevard Commercial and Entertainment District. The Project will not result in significant impacts to the Max Factor Makeup Salon.

6776 Hawthorn Avenue (Map #8)

6776 Hawthorn Avenue is located east of the Project Site on Hawthorn Avenue east of Highland Avenue. Also known as the Department of Water and Power (DWP) Distributing Station No. 10, the property was identified as eligible for listing in the National Register, California Register, and as a Los Angeles Historic-Cultural Monument through survey evaluation and is treated herein as a historical resource for the purposes of CEQA.

DWP Distributing Station #10 is located a considerable distance to the east of the Project Site with multiple parcels and Highland Avenue separating the DWP Distributing Station #10 from the Project Site. The Project does not include the demolition, relocation, rehabilitation, alteration, or conversion of the DWP Distributing Station #10. DWP Distributing Station #10 will remain unchanged and in its original location after implementation of the Project and the Project will not result in direct adverse impacts to the DWP Distributing Station #10.

Because the Project will be located to the west of the DWP Distributing Station #10, it will not block important street views of the DWP Distributing Station #10 from Hawthorn Avenue. New construction to the west will not obscure the building's important north-facing facade which will remain unobstructed from view after implementation of the Project.

The Project would not affect the integrity of *location, design, materials, or workmanship* of DWP Distributing Station #10. The DWP Distributing Station #10 would remain intact in its current location and would not be materially altered by new construction to the west. Therefore, integrity of *feeling* would also remain unaffected because all the existing physical elements that characterize DWP Distributing Station #10 would continue to convey the property's historic significance. Because DWP Distributing Station #10 would retain integrity of *location, design, materials, workmanship, and feeling*, it would continue to reflect its historic significance for its association with pre-World War II infrastructure development in Hollywood and as an excellent example of Art Deco architecture as applied to a power station. Therefore, integrity of *association* would also remain unaffected

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by the Project. Moreover, the surface parking areas to the west across Highland Avenue that currently occupy the Project Site do not represent setting features that are character-defining or important to the historic significance of DWP Distributing Station #10. Therefore, DWP Distributing Station #10 will also retain integrity of *setting*.

Although the Project will add new height and mass in the near vicinity of DWP Distributing Station #10, all of the aspects of integrity for DWP Distributing Station #10 will be unaffected by the Project, so that the historic integrity of DWP Distributing Station #10 will be retained. After construction of the Project, DWP Distributing Station #10 will remain intact, and continue to convey its historic significance. For these reasons, the significance and integrity of DWP Distributing Station #10 will not be materially impaired by the Project. Moreover, due to its distance from the Project Site, there is no likelihood of potential indirect impacts resulting from the project's construction activities. DWP Distributing Station #10 will retain its eligibility for listing in the National Register, California Register and for designation as a Los Angeles Historic-Cultural Monument. The Project will not result in significant impacts to DWP Distributing Station #10.

8.5 Impacts Analysis Using Los Angeles CEQA Thresholds

The following analysis uses the guidance provided in the City of Los Angeles CEQA Thresholds Guide.

1. Would the Project involve the demolition of a significant resource?

The Project does not propose the demolition of any significant resources on the Project Site or in the immediately adjacent area.

2. Would the Project involve relocation that does not maintain the integrity of a significant resource?

The Project does not involve the relocation of any significant resources on the Project Site or in the immediate adjacent area.

3. Would the Project involve conversion, rehabilitation or alteration of a significant resource which does not conform to the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings?

The Project does not involve the conversion, rehabilitation or alteration of any significant resources.

4. Would the Project involve construction that reduces the integrity or significance of important resources on the site or in the vicinity?

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The Project will construct an 8-story building on a site currently used for surface parking which will alter the surroundings of historical resources in the near vicinity. As demonstrated above, this change will not reduce the integrity or significance of historical resources in the vicinity.

The proposed new construction would include substantial foundation work and the construction of subterranean parking which has the potential to cause damage to the El Capitan Theater and the former Hollywood Masonic Temple from settlement due to the removal of adjacent soil.⁶⁵ Vibration associated with construction activity would also have the potential to de-stabilize the adjacent historic buildings. While two additional resources located at 6800 and 6806 Hollywood Boulevard are situated north of the Project Site, they are separated from the Site by a surface parking lot and alley.⁶⁶ As a result of this placement, the potential to cause damage to these two resources is negligible. With mitigation to ensure the proper protection of the adjacent buildings during construction, the potential for adverse indirect impacts from construction can be avoided.

⁶⁵ In addition to their listings as individual historic resources, both buildings are also listed in the National Register as contributing buildings to the Hollywood Boulevard Commercial and Entertainment District.

⁶⁶ Both properties at 6800 and 6806 Hollywood Boulevard are contributors in the Hollywood Boulevard Commercial and Entertainment District, however, they are not individually eligible for listed at the local, state, or national level.

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9.0 RECOMMENDED MITIGATION MEASURES

9.1 Mitigation Measures

The following mitigation measure would reduce potential impacts associated with the proposed Project to a less-than-significant level.

- **Mitigation Measure 1:**
Preparation of a Shoring Plan for Affected Historical Resources

The applicant shall commission preparation of a Shoring Plan by a qualified structural engineer to ensure the protection of adjacent historical resources from potential damage during excavation, grading and construction, and to mitigate the possibility of settlement due to the removal of adjacent soil. Should any subsidence or other unforeseen circumstances arise that may adversely affect the structural integrity of historical resources, construction shall be halted until the qualified engineer is consulted and recommended stabilization measures implemented. The structural engineer shall prepare monitoring logs and provide a monitoring completion report to the City.

10.0 REFERENCES

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- National Register of Historic Resources Inventory Nomination Form, Hollywood Masonic Temple*. National Park Service. 1985.
- Sanborn Fire Insurance Company maps. 1919, 1950.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue
Hollywood, California

HISTORIC RESOURCES GROUP

- Torrence, Bruce T. Hollywood: *The First 100 Years*. Hollywood, CA: Hollywood Chamber of Commerce & Fiske Enterprises. 1979.
- U.S. Bureau of the Census. Washington, D.C.: National Archives and Records Administration.
- U. S. Department of the Interior, National Park Service. *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. (Washington, DC: 1990; revised for Internet, 2002). <https://www.nps.gov/nr/publications/bulletins/nrb15/> (accessed April 2020).
- U. S. Department of the Interior, National Park Service. *National Register Bulletin 16A: How to Complete the National Register Nomination Form* (Washington, DC: 1997). <https://www.nps.gov/nr/publications/bulletins/nrb16a/> (accessed April 2020).
- Williams, Gregory Paul. *The Story of Hollywood: An Illustrated History*. BL Press LLC. 2011.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue
Hollywood, California

HISTORIC RESOURCES GROUP

APPENDIX A—SITE PHOTOS



Subject Property, view facing north across Hawthorn Avenue.

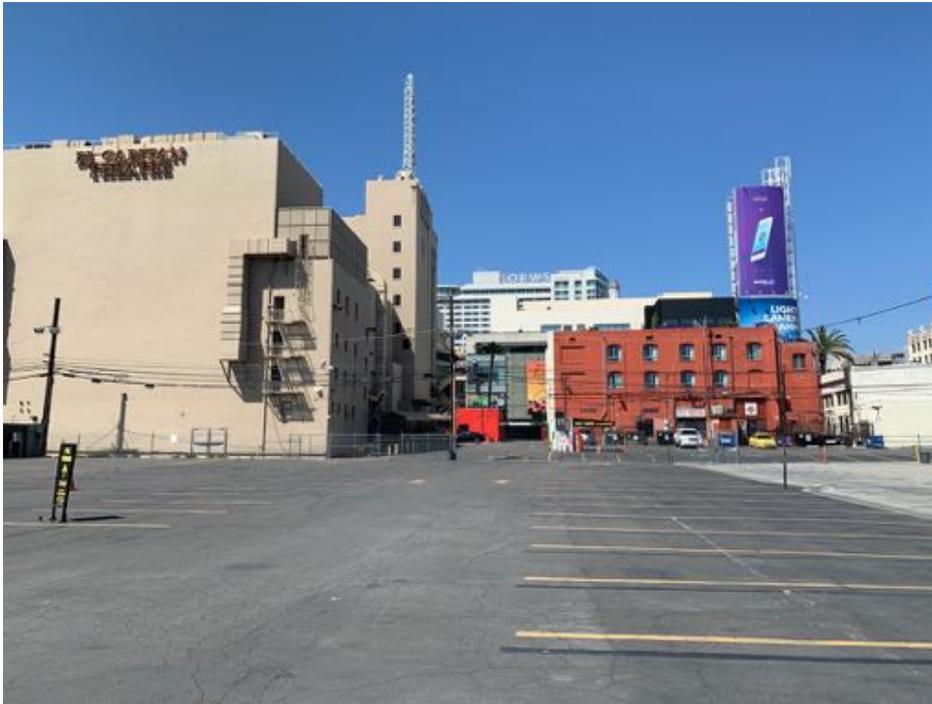


Subject Property, view facing northeast across Hawthorn Avenue.

HISTORIC RESOURCES TECHNICAL REPORT

**6831 Hawthorn Avenue
Hollywood, California**

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Subject Property, view facing north showing the south façade of El Capitan Theatre.



Subject Property, view facing east showing the Max Factor Makeup Salon building across Highland Avenue.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

HISTORIC RESOURCES GROUP



Primary façade of the Max Factor Makeup Salon building, view facing southeast across Highland Avenue.



Subject Property, view facing south showing Hollywood High School across Hawthorn Avenue.



Intersection of Hawthorn Avenue and Highland Avenue, facing southwest showing Hollywood High School.



6776 Hawthorn Avenue, view facing southeast near the intersection of Hawthorn Avenue and Highland Avenue.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

HISTORIC RESOURCES GROUP



Hollywood Boulevard, view facing southeast showing primary faced of El Capitan Theatre.



Hollywood Boulevard and Highland Avenue, view facing west towards Hollywood Boulevard.

HISTORIC RESOURCES TECHNICAL REPORT
6831 Hawthorn Avenue
Hollywood, California
HISTORIC RESOURCES GROUP



El Capitan Theatre, view facing south across Hollywood Boulevard.



Hollywood Masonic Temple, view facing south across Hollywood Boulevard.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

HISTORIC RESOURCES GROUP

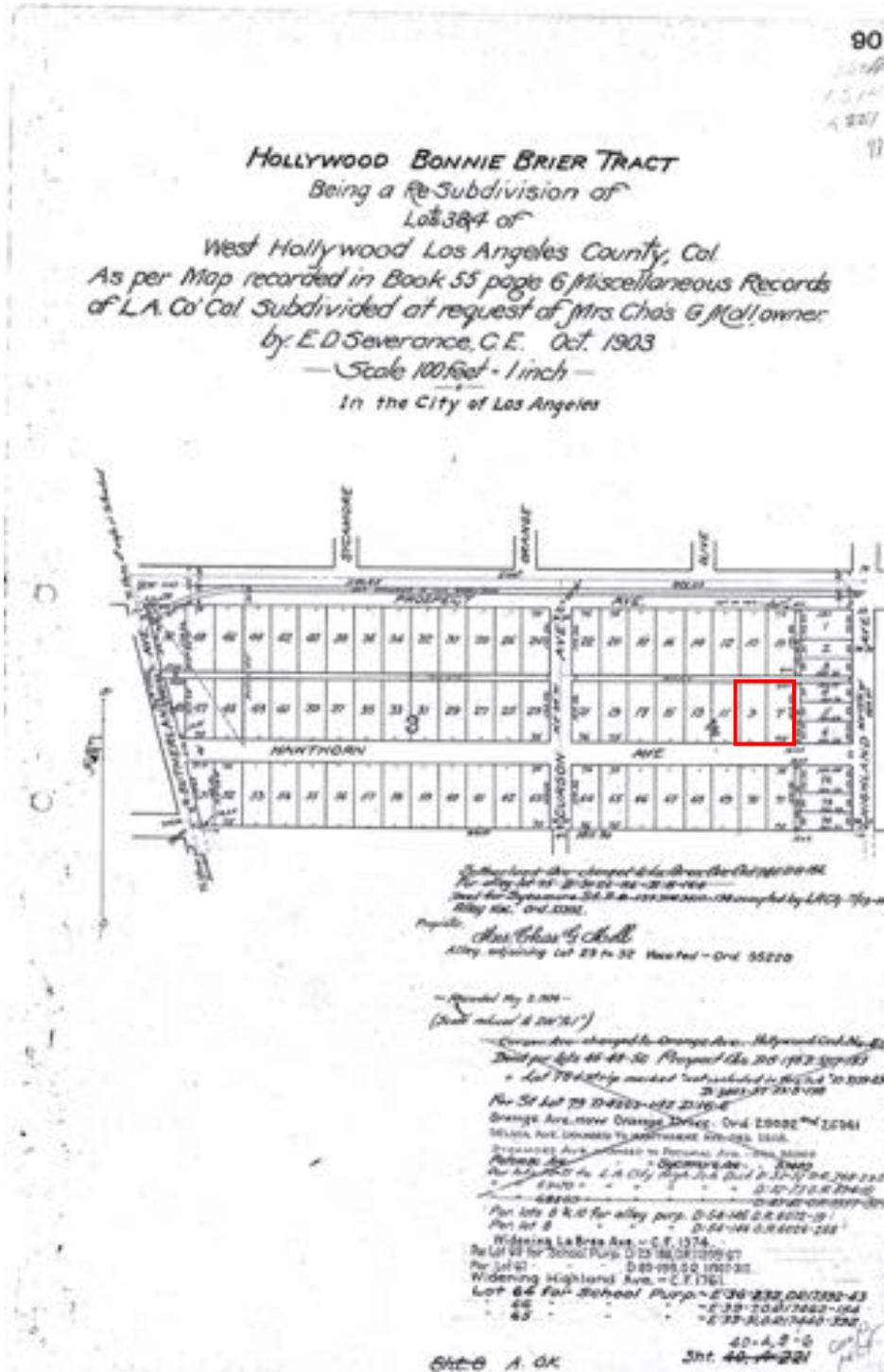


Roosevelt Hotel, view facing southwest at the intersection of Hollywood Boulevard and N. Orange Drive.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

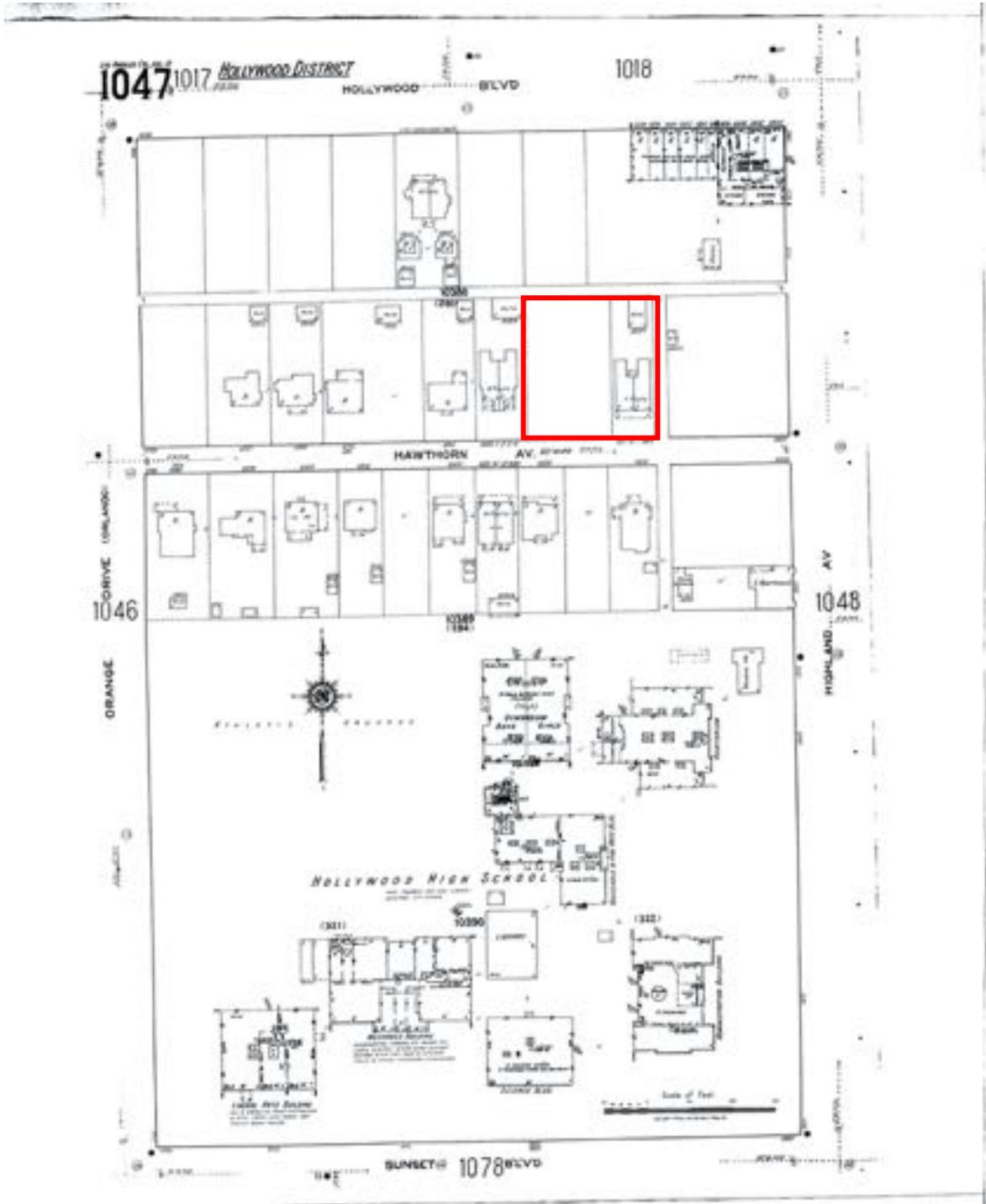
HISTORIC RESOURCES GROUP



Hollywood Bonnie Brier Tract, 1903. Subject Property outlined in red.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue
Hollywood, California

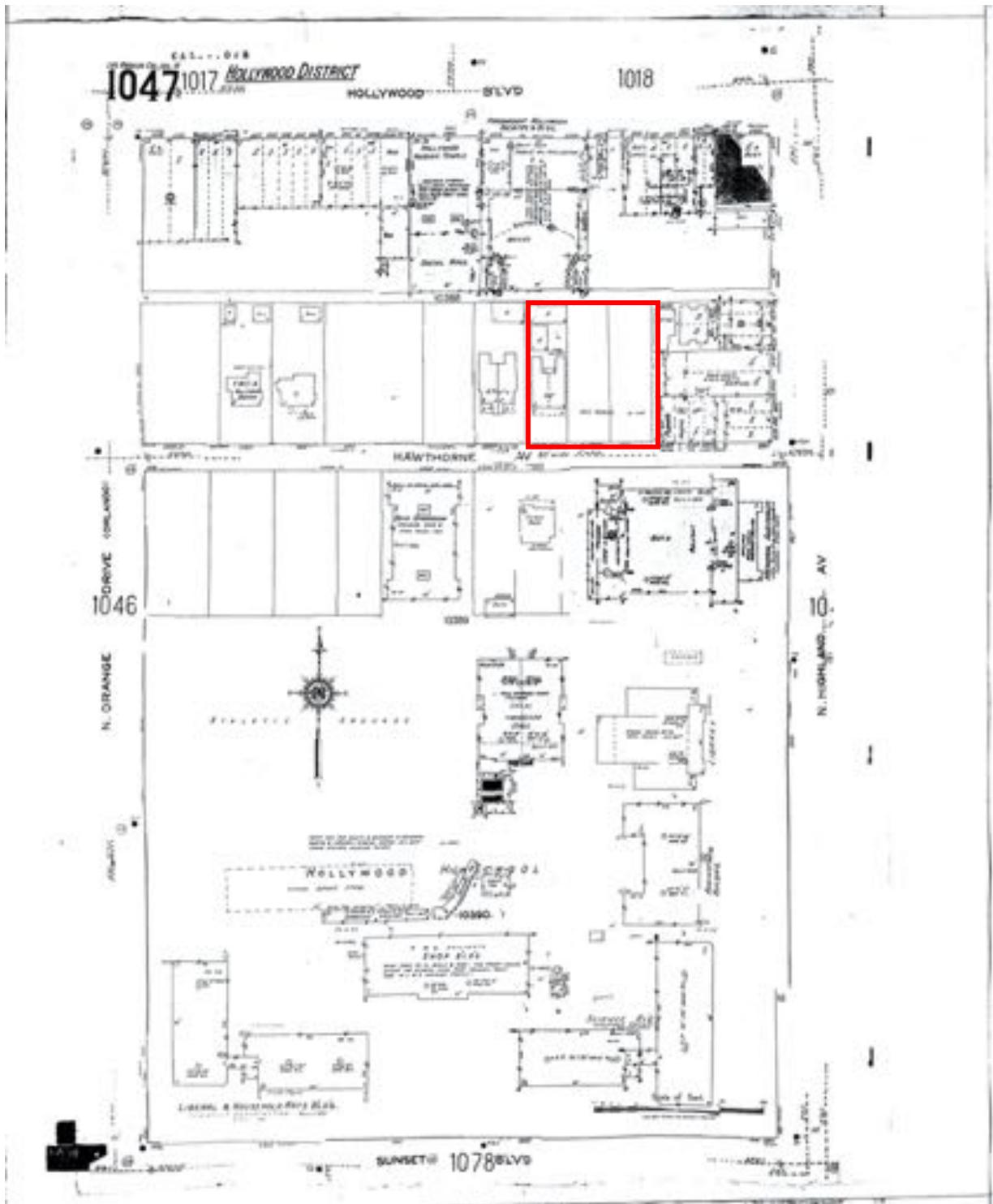


Sanborn, 1919. Subject Property outlined in red.

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6831 Hawthorn Avenue Hollywood, California

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Sanborn, 1950. Subject Property outlined in red.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

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APPENDIX C—PERMITS

DATE	PERMIT NO.	DESCRIPTION OF WORK	OWNER/OCCUPANT	ARCHITECT/CONTRACTOR	USE
4/12/1920	LA05522	Construction of one-story, 36' x 50', wood frame dwelling with cement foundation and prepared paper roofing	H.J. Pauly	E. J. Pauly/Olin McMann	Dwelling
4/12/1920	LA05523	Construction of one-story, 20' x 20', wood frame garage with cement foundation and roofing paper	H.J. Pauly	H.J. Pauly	Private Garage
5/4/1923	LA23605	Add garage to those now built (hold 3 automobiles). Total 5.	H.J. Pauly	Same	Pt. Garage
8/13/1929	LA20864	Move building, place same on a concrete foundation, [sic], replace cement work as it is, [sic] including porch	H.J. Pauly	Shelter House Moving Co.	4 Family Flat Building
7/10/2010	10041-90000-13188	Temporary portable power for special event on 7/13/10. Movie premier for "Inception."	Yorkbury Investments LLC	Solid Mobile Stages Inc/ Prey Richard A Const & Elec	
3/22/2018	18041-90000-10506	Temp power for event on 3/26/18.	Yorkwood LLC	DSJ Electric	

HISTORIC RESOURCES TECHNICAL REPORT

**6831 Hawthorn Avenue
Hollywood, California**

HISTORIC RESOURCES GROUP

APPENDIX D—AERIAL PHOTOGRAPHY



Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:18,000, Flight C 300, Frame 88, January 1, 1928.



Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:20,000, Flight AXJ 1952, Frame 160, November 3, 1952.

HISTORIC RESOURCES TECHNICAL REPORT

**6831 Hawthorn Avenue
Hollywood, California**

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Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:14,400, Flight C-23870, Frame 1285, May 1, 1960.



Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:12,000, Flight C-24400, Frame 23-36, October 1, 1962.

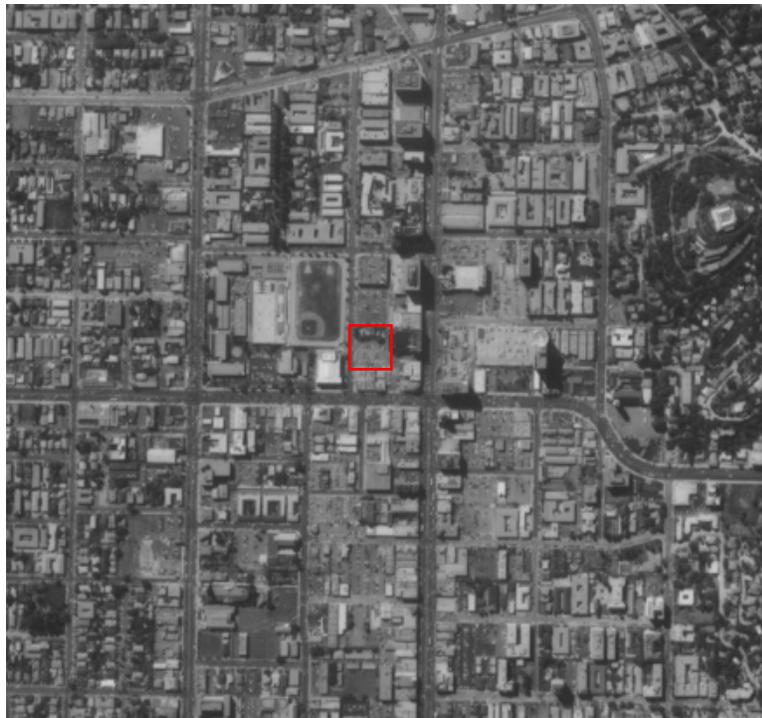
HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

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Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:24,000, Flight C-25019, Frame 27, November 27, 1965.



Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:24,000, Flight TG-7600, Frame 11A, February 1, 1976.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

HISTORIC RESOURCES GROUP



Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:40,000, USDA Firescope 780, Frame 161, January 1, 1980.



Special Research Collections, UCSB Library, University of California Santa Barbara, Beverly Hills [air photo], 1:40,000, Flight 12465, Frame 90, June 10, 2002.

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue Hollywood, California

HISTORIC RESOURCES GROUP

APPENDIX E—HISTORICAL RESOURCES DOCUMENTATION

HISTORIC RESOURCES TECHNICAL REPORT

**6831 Hawthorn Avenue
Hollywood, California**

HISTORIC RESOURCES GROUP

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Formreceived MAR 6 1985
date entered APR 4 1985See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections**1. Name**

historic N/A

and/or common Hollywood Boulevard Commercial and Entertainment District

2. Locationstreet & number 6200-7000 Hollywood Blvd. with adjacent parcels on N. Vine Street
N. Highland Avenue and N. Ivar Street N/A not for publication

city, town Los Angeles N/A vicinity of

state California code 06 county Los Angeles code 037

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> n/a	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Multiple - See attached continuation sheet

street & number

city, town _____ vicinity of _____ state _____

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 90012

6. Representation in Existing Surveystitle Hollywood Historic Survey has this property been determined eligible? yes nodate 1978-80 federal state county local

depository for survey records Hollywood Heritage, Inc., P.O. Box 2586

city, town Hollywood state California 90078

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 <u>N/A</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The Hollywood Boulevard District is a 12 block area of the commercial core along Hollywood's main thoroughfare, which contains excellent examples of the predominant architecture styles of the 1920s and 1930s. The area contains a mix of Classical Revival, Spanish Colonial Revival, and Art Deco structures. Over 100 buildings are included. The development pattern of the 1920s, with high-rise buildings at major intersections, flanked by one and two-story retail structures, remains intact to this day. Integrity is fair; the major landmark buildings still retain their distinctive identities, while many of the smaller buildings have been altered, remodeled, or covered with modern signage. Although the number of contributors is only 56% of the total parcels, the larger scale and placement of the contributing structures create an impression of greater cohesion.

The Hollywood Boulevard commercial and entertainment district contains 102 buildings, the vast majority of which were constructed between 1915 and 1939. A major grouping of Classical Revival financial and professional buildings, several of which reached the legal height limit of 12 stories, anchor the major intersections along the Boulevard. A number of fine examples of Spanish Colonial Revival architecture and the Art Deco style lend character and sophistication to the street. There are a few examples of other period revival styles popular in the first three decades of the 20th century, notably French Chateausque, and a group of theater structures worthy of notice. While the majority of street-level facades have been altered, mainly in the 1950s, the upper stories of the buildings retain a high degree of integrity. Parapet corrections are another significant category of alteration, due to prevailing seismic codes. Many one and two-story commercial vernacular structures are supportive in size, scale, and construction period to the surrounding buildings, but their primary facades have been repeatedly remodeled and they have become visually noncontributing. Metal sheathing masks existing ornament on several candidates for rehabilitation. In addition to architectural details, there are several fine urban design features: colored terrazo entryways, neon signage, and the Hollywood Walk of Fame.

Buildings Contributing to the Significance of the District:

1. Pantages Theater (6233 Hollywood Boulevard): 1930; B. Marcus Priteca
A two-story concrete structure designed in the Art Deco style, the Pantages retains the stylized detailing in its ersatz stone exterior. Egyptian lotus patterns highlight the second story. First story windows are outlined with metal zigzag frames. Sculptured goddesses highlight the roofline. Interior has been restored to original; office lobby is intact, with elegant bronze sunbursts above the elevator doors.

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
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input checked="" type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1915-39

Builder/Architect Included in Section 7

Statement of Significance (in one paragraph)

Hollywood Boulevard, the main street of the film capital of the world, has been famous since the 1920s. The Golden Era of Hollywood is clearly depicted in this area of the commercial corridor with its eclectic and flamboyant architectural mix. The district is a thematic one, representing the retail, financial, and entertainment functions of the street and the relationship of the various structures to the movie industry, a 20th century phenomenon which helped to shape the culture of the nation as a whole.

The proposed Hollywood Boulevard Historic District is a thematic one, centering on the significant commercial "main street" of the Hollywood community during the 1920s and 1930s, the period when the community achieved worldwide attention as the motion picture capital of the world. Between 1915 and 1935, Hollywood Boulevard was transformed from a residential street of stately homes to a bustling commercial center. The concentration of the buildings on Hollywood Boulevard is a microcosm of the era's significant architectural styles, and the streetscape and massing of buildings, with few intrusions, are reminiscent of development patterns of the period. The blocks of Hollywood Boulevard from Argyle to El Cerrito are an intact grouping of business, entertainment, and commercial structures of the Hollywood downtown area. In many cases, architectural style is appropriate to original use and imagery, with classic Beaux Arts Revival styles symbolizing financial and professional solidity, exotic modernism in new building types, flamboyant designs related to the movie industry in fantasy and Art Deco examples, and period revival Chateausque and Spanish Colonial Revival used in retail. This collection of buildings gives a compact and cohesive impression, a pedestrian-oriented shopping street with few intrusions, one of very few remaining in Los Angeles. The unparalleled growth of the movie industry during this period provided an infusion of capital that allowed industry chiefs and city boosters to create a special urban environment. A microcosm of significant architectural styles between 1920 and 1930, some of the individual buildings offer stylistic examples of great quality; works of most of Los Angeles' premier architects are represented. The concentration of colorful Art Deco structures, such as the Newberry Building, and fantasy entertainment environment offer a grouping which may be unique in the nation, structures which are increasingly rare examples of their styles in the city. This was a period of unparalleled growth and prosperity in the community and the quality of the existing building stock is evidence of the careful attention to quality and detail exhibited by the developers. Several real estate interests were instrumental in this staggering change, and their activities are revealed in the development patterns evident along the commercial corridor.

There were three major commercial centers along the Boulevard. The oldest, at the intersection of Cahuenga and Hollywood, was part of the original Hollywood ranch purchased by the Wilcox/Beveridge family. Another center at the western end of the street, at Highland, was established by the Waffley and Toberman interests.

9. Major Bibliographical References

Assessor's Records, L.A. County 1900-84. Los Angeles Co. Tax Assessor
Building Permits. Department of Building and Safety, Los Angeles City Hall
Cultural Resources Survey Files. Hollywood Revitalization Committee.
(see continuation sheet)

10. Geographical Data

Acres of nominated property Approximately 56

Quadrangle name Hollywood

Quadrangle scale 1:24,000

UTM References

A

1	1	3	7	7	8	6	0	3	7	7	4	1	6	0
Zone	Easting						Northing							

B

1	1	3	7	7	8	5	0	3	7	7	3	8	6	0
Zone	Easting						Northing							

C

1	1	3	7	6	0	8	0	3	7	7	3	8	7	0
Zone	Easting						Northing							

D

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

E

Zone	Easting						Northing							

F

Zone	Easting						Northing							

G

Zone	Easting						Northing							

H

Zone	Easting						Northing							

Verbal boundary description and justification

See attached continuation sheet.

List all states and counties for properties overlapping state or county boundaries

state N/A code county N/A code

state code county code

11. Form Prepared By

name/title Christy Johnson McAvoy

organization Hollywood Heritage

date August 1, 1984

street & number P.O. Box 2586

telephone (213) 851-8854
(213) 874-4005

city or town Hollywood

state California 90078

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 Maureen Mitchell-Walker

title Deputy State Historic Preservation Officer

date 1/2/84

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the
National Register

date 4/4/85

John A. Brown
Keeper of the National Register

Attest:

date

Chief of Registration

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Property Owners:

1. Pantages Theater Corporation
120 N. Robertson Blvd., Los Angeles, CA 90048
2. Lytton Savings and Loan
8150 Sunset Blvd., Los Angeles, CA 90046
3. Palace Realty
5419 Sunset Blvd., Los Angeles, CA 90027
4. Herman Properties
18320 Tarzana Dr., Tarzana, CA 91356
5. Don Rittenburg et al.
1873 Midvale Ave., Los Angeles, CA 90025
6. Milton Luros/European Investments
9841 Aura Ave., Northridge, CA 91324
7. Stern Bros. Motion Picture Enterprises
109 N. Kilkea Dr., Los Angeles, CA 90048
8. Adams, Inc.
9171 Wilshire Blvd., Suite 541, c/o Koffman & Schiff, CPA's, Los Angeles, CA 90210
9. Hollywood Ivar Bldg. Co.
c/o W. Solender
1180 S. Beverly Dr., Los Angeles, CA 90035
10. Ivar Knickerbocker Apts.
P.O. Box 3623, Culver City, CA 90230
11. Chan Wai Law
447 S. Elm Dr., Beverly Hills, CA 90217
12. Mohammed B. Kerachi
6363 Hollywood Blvd., Los Angeles, CA 90028
13. Joseph and Margaret Aquila
4240 Fulton Ave., North Hollywood, CA 91604
14. Questmark Associates I
4730 Woodman Ave., Suite 200, Sherman Oaks, CA 91423

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15. Irving Weisberger/Nancy Pattiz
291 S. La Cienega Blvd., Beverly Hills, CA 90211
16. Paul Karp
1753 Van Ness, Los Angeles, CA 90028
17. Joseph K. Horton
5670 Wilshire Blvd., Los Angeles, CA 90036
18. Pacific Warner Theater
141 S. Robertson Blvd., Los Angeles, CA 90048
19. Gary and Donald silvers
6501 Hollywood Blvd., Los Angeles, CA 90028
20. Dorothy J. Kaiser et al. or Owner
6513 Hollywood Blvd., Los Angeles, CA 90028
21. Bonnie Fuller/Bruce Corwin
c/o Irving Fuller
8727 W. 3rd St., Los Angeles, CA 90048
22. Alfredo De La Vega
De La Vega Mgmt. Corp.
1285 N. Crescent Heights Blvd., Los Angeles, CA 90046
23. Dorothea Elliott et al.
10321 McCormick St., N. Hollywood, CA 91601
24. Peter Bravas/C. Carellow
200 S. Arden Blvd., Los Angeles, CA 90004
25. Il Mook/Cheon S. Kang
2274 Bruna Pl., Los Angeles, CA 90027
26. Clarence and Gloria Nelson
6555 Hollywood Blvd., Los Angeles, CA 90028
27. Johnny's Steak House
6555 Hollywood Blvd., Los Angeles, CA 90028
28. United Television
6601 Hollywood Blvd., Los Angeles, CA 90028

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-
30. Jesse Setnan
P.O. Box 60909, Los Angeles, CA 90060
31. Wm. Penzner
1704 Tropical St., Beverly Hills, CA 90210
32. Outpost Bldg Co., owners: 6701 Hollywood Blvd.
2029 Century Park E., Suite 1260, Los Angeles, CA 90067
33. Aaron Epstein
5451 Laurel Canyon Blvd., N. Hollywood, CA 91607
34. Paolo and Flora Greco
4824 Los Feliz, Los Angeles, CA 90027
35. Pickwick Books
777 Nicolet Mall
Minneapolis, Minn 55402
36. Hollywood Center Partnership
6753 Hollywood Blvd., Los Angeles, CA 90028
37. Hollywood Center Partnership
6753 Hollywood Blvd., Los Angeles, CA 90028
38. Gary/Donald Silvers
6501 Hollywood Blvd., Los Angeles, CA 90028
39. Cahuenga Associates I or Owner
6777 Hollywood Blvd., Los Angeles, CA 90028
40. Hollywood Theater Corp., c/o Ted Mann
9200 West Sunset Blvd., Suite 301, Los Angeles, CA 90069
41. Barlow Sanatorium Assoc./Damon Runyon Mem. Cancer Fund
P.O. Box 60909, Los Angeles, CA 90060
42. Petersen Publishing
6725 Sunset Blvd., Los Angeles, CA 90028
43. C-D Investment
9911 W. Pico Blvd., Los Angeles, CA 90035

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44. Holly York Properties
9465 Wilshire Blvd., Los Angeles, CA 90212
45. Holly York Properties
9465 Wilshire Blvd., Los Angeles, CA 90212
46. Hollywood Congregational Church
7065 Hollywood Blvd., Los Angeles, CA 90028
47. Raymond Kabbar
3261 Overland, Los Angeles, CA 90034
48. Leo DeMonte
19449 Wells Dr., Tarrana, CA 91356
49. Dorothy Victor
722 N. Walden, Beverly Hills, CA 90210
50. Solide Enterprises
7000 Hollywood Blvd., Los Angeles, CA 90028
51. Solide Enterprises
7000 Hollywood Blvd., Los Angeles, CA 90028
52. Max Factor and Co.
6922 Hollywood Blvd., Los Angeles, CA 90028
53. Adel Nasrallah, Prisoner #C58865 California Rehab. Ctr. - Norco
Dorm 32, Bed 45, P.O. Box 3535, Norco, CA 91760
54. 6840 Hollywood Associates
c/o M. Kretzner
10900 Wilshire Blvd., Los Angeles, CA 90024
55. 6814 Hollywood Associates
c/o M. Kretzner
10900 Wilshire Blvd., Los Angeles, CA 90024
56. Kenji Ohte, Co-Tr
609 E. Cannell Rd., Santa Monica, CA 90402
57. Kenji Ohte, Co-Tr
609 E. Cannell Rd., Santa Monica, CA 90402

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58. Max Factor Corp.
1665 N. McCadden Pl., Los Angeles, CA 90028
59. Merchants Natl. Realty Corp.
P.O. Box 37000, San Francisco, CA 94137
60. Donald Schoenwald, Estate of Robert Noddle
1631 Pontius St., Suite 111, Los Angeles, CA 90025
61. Wm. Byrd/Mann Theaters
P.O. Box 60909, Los Angeles, CA 90060
62. I.N. Fetchers
12115 Magnolia Blvd., N. Hollywood, CA 91607
63. Hollycad Investment
6752 Hollywood Blvd., Los Angeles, CA 90028
64. Margery Maxson
6740 Hollywood Blvd., Los Angeles, CA 90028
65. Church of Scientology of California
1306 N. Berendo, Los Angeles, CA 90027
66. Bruce Corwin
8727 W. 3rd St., Los Angeles, CA 90048
67. Hollywood Egyptian Theatre Inc.
172 Golden Gate Ave., San Francisco, CA 94102
68. Aaron Karnshik
1253 Westholme, Los Angeles, CA 90024
69. Larry Worschell
155 N. Lapeer Dr., Los Angeles, CA 90048
70. Jack Arian and Assoc.
415 State Street, Santa Barbara, CA 93101
71. Esther Menashe, c/o Alfred J. Hyman
608 S. Hill St., Rm. 804, Los Angeles, CA 90014
72. Vincent Miranda/Walnut Properties
5445 Sunset Blvd., Los Angeles, CA 90027

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73. Amberg Enterprises
6648 Hollywood Blvd., Los Angeles, CA 90028
74. The Orient, Inc.
6626 Hollywood Blvd., Los Angeles, CA 90028
75. C.C. Walter Estate (re: 6624 Hollywood Blvd)
Security Pacific Bank, Tr.
P.O. Box 60802 Terminal Annex, Los Angeles, CA 90060
76. Ella Schell Estate (re: 6616 Hollywood Blvd)
Diane S. J. von Meister, Estate of E. Schell
8017 El Paseo Grande, LaJolla, CA 92037
77. Louis St. Pierre
6614 Hollywood Blvd., Los Angeles, CA 90028
78. Hollywood Mail Order Corp.
6608 Hollywood Blvd., Los Angeles, CA 90068
79. Fischer Properties
4003 Thatcher Rd., Ojai, CA 93023
80. Robert B. Hudson, et al.
P.O. Box 49, Dobbins, CA 95935
81. S. Barenfeld
c/o Cal-Sun Inc.
230 S. Los Angeles St., Los Angeles, CA 90012
82. Eli and Naomi Attie
519 N. Camden Dr., Beverly Hills, CA 90210
83. WK Investors
155 N. LaPeer Dr., Los Angeles, CA 90048
84. Kambiz Batmanghelich
6505 Hollywood Blvd., Los Angeles, CA 90028
85. Azaic Zabelle Arzoumanian
1405 Avonrea Rd., San Marino, CA 91108
86. Patricia E. Ehrenberg, Tr.
6404 Hollywood Blvd., Los Angeles, CA 90028

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87. Ariak, Inc.
P. O. Box 10783, Beverly Hills, CA 90213
88. Eugene Schallert
11219 Mortense St., N. Hollywood, CA 91602
89. 6368 Hollywood Blvd.
c/o Wideman, Feiman and Levy
4929 Wilshire Blvd., Los Angeles, CA 90010
90. Rosalie Clark
1612 N. Vine St., Hollywood, CA 90028
91. Sidney and Phyllis Smith
8141 Skyline Dr., Los Angeles, CA 90026
92. Richard Woodruff, et al.
P.O. Box 1281, Ardmore, OK 73401
93. Silver, Friend and Raffle
P.O. Box 11248, Los Angeles, CA 90111
94. Sam and Blanche Murad
5700 Sunnyslope Ave., Van Nuys, CA 91401
95. John and Chris Valdezian
6065 Calvin Avenue, Tarzana, CA 91356
96. Oren Realty, Inc.
16250 Ventura Blvd., Encino, CA 91436
97. Keswick Assoc.
550 S. Flower St., Los Angeles, CA 90071
98. Hollywood Plaza Apts.
425 S. Fairfax, Los Angeles, CA 90036
99. Cecilia D. Presley et al.
P.O. Box 27006, Los Angeles, CA 90027
100. Kitro Co.
P.O. Box 3354, Santa Monica, CA 90403
101. Hollywood Taft Co.
1680 N. Vine St., Los Angeles, CA 90028

(11/78)

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-
102. Nils V. Johnson et al.
4422 Sancola Ave., Toluca Lake, CA 91602

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Parking lots/vacant parcels:

- A. 6251 Hollywood Blvd.
George Ullman
1661 N. Highland, Los Angeles, CA 90028
- B. 1731 N. Vine St.
Berman Properties
18320 Tarzana Dr., Tarzana, CA 91356
- C. 6651 Hollywood Blvd.
Bank of America
P.O. Box 37000, San Francisco, CA 94137
- D. 6931 Hollywood Blvd.
Warren Parker
937 N. Sycamore Ave., Los Angeles, CA 90038
- E. 7041 Hollywood Blvd.
C-D Investment
9911 W. Pico Blvd., Los Angeles, CA 90015
- F. 7024 Hollywood Blvd.
Church of Scientology of California
1306 N. Berendo, Los Angeles, CA 90027
- G. 1630 N. Vine
Estate of M.W. Miller
c/o First Interstate Trust Dept.
707 Wilshire Blvd., Los Angeles, CA 90017

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Buildings Contributing to the Significance of the District: (Continued)

2. Equitable Building (6253 Hollywood Boulevard): 1929; Aleck Curlett
One of three "height limit" buildings at Hollywood and Vine, this 12-story, reinforced concrete, office structure is a Neo-Gothic design stylized in part by means of Art Deco abstraction in its detailing. The U-shaped plan has a two-story section joining the north and south wings on Vine Street. The building has strong vertical emphasis, created by continuous pilasters. Cast concrete ornament and balconies punctuate the structure. Street level has been remodeled in the 1950s.
3. Palace Theater (1735 N. Vine Street): 1926; Gogerty & Meyl
The restored Palace Theater is an excellent example of Spanish Colonial Revival architecture executed by the firm responsible for most structures designed in the style on the Boulevard. Originally a legitimate theater, the building continues to be used for television, video, and musical productions. The most prominent feature of the two-story concrete structure is the central bay window on the second story, which is surrounded by elaborate Churrigueresque decoration. The massing of the facade is symmetrical, with the entry recessed. Alterations include the obscuring of first floor storefronts. The building has a tile roof and enclosed patio above the entrance.

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9. Guaranty Building (6331 Hollywood Blvd.): 1923; John C. Austin
One of the imposing height limit financial institutions on the Boulevard, this brick and concrete twelve story Beaux Arts building was designed by the architect of the Los Angeles City Hall. Its conservative veneer is relatively unaltered, and it retains the classical tripartite division with street level and upper stories mirroring each other in detailing. The central bank entrance is slightly recessed between Corinthian columns with an elaborate frieze over the entry. Building materials are terra cotta, granite, and brick.
10. Knickerbocker Hotel (1714 N. Ivar): 1929; John M. Cooper
The Knickerbocker is the residential companion to the Guaranty Bldg., located directly north of it on Ivar Ave. The brick and concrete apartment structure is traditionally designed in a Classical style. The plan is U-shaped with a symmetrical massing on the primary facade. Windows on the upper stories retain their stone molding in the central bay. A stringcourse separates the street level from the upper stories. One of a series of apartment hotels built close to the central business district for convenience, the building has been rehabilitated for senior citizen housing.
11. Regal Shoes (6349 Hollywood Blvd.): 1939; Walker & Eisen
A two story Streamline Moderne structure with rounded corner and porthole windows. Both south and east elevations have banded windows. Entrance to the second level has sculpted escalator. Some alteration to street level retail. Terrazo entry to storefront retained.
14. Security Trust (6381 Hollywood Blvd.): 1921; Parkinson & Parkinson
A seven story Italian Renaissance Revival structure of reinforced concrete. Security Trust is a major contributor to the financial high-rises on the Boulevard. The street level elevations have a series of vertical plate glass windows recessed between granite pilasters. Cahuenga entrance has an elaborate cornice supported by brackets. Fenestration in the upper stories is regular. Windows on the upper stories are arched in pairs, surrounded by a larger arch adorned with a medallion. A heavy cornice caps the building. Interior has been altered; coffered ceiling and decorative elements in office lobby have been restored.
18. Warner Theater (6423 Hollywood Blvd.): 1927; G. Albert Landsburgh
This elaborate four story structure is a combination office, retail, and entertainment space at the corner of Hollywood Blvd. and Wilcox. Elaborate Spanish Renaissance detailing is evident on both south and west facades. Built of reinforced concrete and embellished with cast concrete ornament, the building retains the original ornate grillwork above the shop fronts at street level. Windows have been replaced, but original fenestration is retained between ornate vertical pilasters. The original marquee has been replaced, but much of the Churriguesque detailing of the theater entrance and office lobby remain. An elaborately ornamented arcade runs along the west facade.

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21. Holly Cinema (6523 Hollywood Blvd.): 1920; E.B. Rust
Two story theater and commercial structure on northeast corner of Hollywood Blvd. and Hudson. The building is designed in the French Chateausque style (a 1930s alteration by noted theater architect S. Charles Lee). The original steep hipped roof is still prominent, although a metal mansard addition over the theater portion ruins the continuity. Building is faced with stucco. Storefronts have been altered.
22. Hillview Apartments (6531 Hollywood Blvd.): 1917; Tifal
A four story Mediterranean style apartment complex, originally U-shaped with a courtyard facing Hollywood Blvd. at Hudson. The courtyard space is now occupied by one story shops. Details include a bracketed cornice, sash windows, and a red tiled roof with some classical ornament.
23. James Residence (6541 Hollywood Blvd.): 1903; Dennis & Farwell
Hollywood Boulevard's only remaining residential structure. This building predates existing commercial development. The two story wood frame Queen Anne Victorian is prominently situated at the intersection of Hudson Ave. and Hollywood Blvd. Its major features include a conical bay with turreted roof, a hewn stone porch, bevelled glass windows, and shingled exterior. The interior of the residence remains unaltered, although dilapidated. The exterior is intact.
26. Johnny's Steak House (6553 Hollywood Blvd.): 1930; H.L. Gogerty
A one story Chateausque commercial structure with the prominent roofline associated with the style. Signage covers a portion of the altered lower story, but the building retains elements of the style, including the steep mansard roof punctuated by four dormers, three of which have curved pediments and one a broken pediment. The first story is clad partially in simulated stone. One of four examples of French Chateausque architecture in the commercial corridor.
28. Baine Building (6601 Hollywood Blvd.): 1926; Gogerty & Weyl
One of the Boulevard's prime examples of the popular Spanish Colonial Revival Style, the two story Baine Building was designed by a firm which specialized in the genre. The corner building is reinforced concrete and stucco, and contains the classic elements of the Spanish Colonial Revival style: red tiled roof, smooth facade, wrought iron grillwork and balconies, Churrigueresque ornament, and a corner tower. The corner entrance is an elaborate scallop. While there has been some alteration at street level, ornamental pilasters and arched windows are still in evidence. First floor retail space retains remnants of painted beamed ceilings.

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29. Musso & Frank's (6663 Hollywood Blvd.): 1917; L.A. Smith
Musso and Frank's has continuously functioned as a restaurant on the Boulevard since 1919. The commercial vernacular structure was altered in the 1930s to include a band of glass brick windows atop a flagstone wall. The slightly recessed entrance maintains the 30s character. The interior, particularly the west room, is intact. A favorite with writers during Hollywood's Golden Era, the restaurant today provides a glimpse of dining on the Boulevard during its prime period of significance. A neon sign is in keeping with the period.
31. 6679 Hollywood Blvd.: 1914; F.L. Paulson
Located at the corner of Hollywood Boulevard and Laa Palmas, this two story commercial building is designed in a simplified Beaux Arts style. The brick structure is capped by a heavy classical cornice supported by scroll brackets. Upper story windows are grouped in twos and threes. A stringcourse separates the first and second stories. Street level storefronts have been altered. One of the oldest remaining examples of the commercial vernacular predating 1920.
32. Outpost Building (6701 Hollywood Blvd.): 1920; E. Parcher
This complex combines a variety of stylistic elements popular in 1920s commercial design. The two office buildings (each two stories) were once separated by a court; now they are connected by a second story arcaded passage. Elements of Spanish Colonial Revival (a red tiled roof, bell tower, arched windows and wrought iron balconies) compete with a French Regency swan's neck pediment and stone medallions. Storefronts have been repeatedly altered.
35. Pickwick Books (6743 Hollywood Blvd): 1917/1925/1936; Morgan, Walls & Clements(25)
Pickwick Books has combined two buildings into its present store, providing an eclectic complex which detail three architectural styles associated with Hollywood in its heyday. The McCadden facade has remnants of commercial brick vernacular; the corner is an impressive Art Deco facade with stylized concrete designs; the eastern portion has Churriguerresque detailing hidden under metal panelling on the upper story. First floor entrance has been remodelled.
37. Montmartre (6755 Hollywood Blvd.): 1922; Meyer & Holler
The two story structure has a French design reminiscent of Paris. The upper story once housed one of the most famous nightclubs of the 1920s, the Cafe Montmartre. The lower level was a bank, and is now a bookstore. The street level is a series of arches set in a simulated stone. The building remains largely intact, with a series of arched windows recessed between Ionic pilasters. A wrought iron gate shields marble steps leading to the second floor entry.
38. Wax Museum (6765 Hollywood Blvd.): 1928; C.J. Weyl
A two story Spanish Colonial Revival office and retail structure with fine Churriguerresque detailing on the upper story. Second story windows have been filled, although the original openings are visible. Two arches remain at street level. Metal sheathing masks more ornament on the lower story.

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39. Security Pacific (6777 Hollywood Blvd.): 1927; Meyer & Holler
The focal point of Hollywood and Highland, the 12 story reinforced concrete financial institution was designed by the architects of the Chinese Theater. The building is an elaborate stepped tower, combining elements of Gothic Revival and Art Deco. Medieval figures, floral patterns and medallions decorate the facade. Windows have been altered. The building is one of the most significant highrises on the Boulevard in massing and design.
41. Chinese Theater (6925 Hollywood Blvd.): 1927; Meyer & Holler
One of the primary examples of fantasy architecture, this structure is an interpretation of a Chinese temple. Small shops flank the famous forecourt, where footprints of movie stars are imbedded in concrete. A red canopy stretches from the ticket both to a pagoda with two massive red pillars. Shop facades have been modernized.
42. 7001 Hollywood Blvd.: 1929; Meyer & Holler
Meyer & Holler designed this two story Art Deco structure as the home of the local Cadillac dealership. Arched windows span the two stories of the exhibition space. Deco detailing is found at the roofline incised in the concrete facade. The roof is flat; storefronts have been altered. The building remains relatively intact and is a good example of an automobile showroom in an upscale retail setting.
- ~~43. Garden Court Apartments (7021 Hollywood Blvd.): 1916; Frank Meinel
Badly damaged by attempted demolition, the Garden Court remains an example of a Neo-Baroque apartment hotel of the Twenties. The brick and concrete structure is H-shaped in plan, with asymmetrical massing and a generous setback. Classical detailing has been removed and stored.~~
44. Security Trust (7051 Hollywood Blvd.): 1928; Parkinson & Parkinson
The Los Angeles firm of Parkinson & Parkinson designed this one story Beaux Arts bank building on the corner of Sycamore and Hollywood Blvd. The front facade has three bays and remains basically intact. The central entry is flanked by two colossal Corinthian columns. The classical design makes it supportive of the larger financial institutions along the Boulevard.
45. Stores (7055 Hollywood Blvd.): 1928; Parkinson & Parkinson
Three intact storefronts built by the architects of the adjoining Beaux Arts bank. One story brick building exemplifies small retail establishments along the Boulevard in the 1920s.
46. Congregational Church (7065 Hollywood Blvd.): 1920; H. Glidden
One of two remaining institutional buildings on the Boulevard which exemplify the role of community organizations in the city's development, the church is an L-shaped complex composed of three buildings arranged around a central courtyard. The main chapel is of Mediterranean design with a gable roof covered with red tile. Buildings are linked by covered porticoes. Landscaping and setback provide needed open space on this section of the street.

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47. Hollywood Professional (7046 Hollywood Blvd.): 1924; Richard D. King
An excellent example of Neo-Gothic commercial design. The eight story building has altered storefronts, but the upper stories retain their original ornamentation. The massing of the north and west facades is symmetrical and the upper floors exhibit good examples of tracery. The lobby has a high vaulted ceiling. A companion parking structure of the same design is located south of the building.
50. Arthur Murray (7024 Hollywood Blvd.): 1919; Frank Meline
The builder of the Garden Court Apartments created this two story wood frame stucco Renaissance Revival structure just a few years later. Its main features are six arched windows on the second level and stone detailing. It has a red tiled roof and has become part of the Roosevelt Hotel complex.
51. Hotel Roosevelt (7000 Hollywood Blvd.): 1924; Fisher, Lake & Traver
The site of the first Academy Awards, the twelve story Spanish Colonial Revival hotel occupies a prominent position on the western end of the Boulevard at Orange Drive. An asymmetrical T-shaped plan, the concrete structure has groups of arched windows separated by columnettes, wrought iron balconies, and pierced concrete grills. Some Churrigueresque ornament decorates the facade; the roof is of red tile. Ground floor has been altered.
53. Seven Seas (6904 Hollywood Blvd.): 1920
Three story commercial vernacular building constructed of brick with rusticated masonry banding at corners and carved masonry around the sash windows of the upper stories. Lower floor has been altered. Supportive in size, scale, and design of the surrounding structures.
54. Masonic Temple (6840 Hollywood Blvd.): 1921; John C. Austin
A two story Neo-Classical structure located on the south side of Hollywood Blvd. at Orchid, the Masonic Temple is one of two institutional buildings on the west end of the Boulevard. A colonnade of six columns obscures a recessed entrance to the ornate structure. The building is clad in granite. The parapeted roof is ornamented with acanthus leaves. A Masonic motto is incised in the parapet. The interior meeting spaces are virtually intact. A fine small scale example of its style.
55. El Capitan/Paramount (6834 Hollywood Blvd.): 1925; G. Albert Landsburgh
One of the community's legitimate theaters, this six story reinforced concrete entertainment and commercial complex is one of the most elaborate structures on the Boulevard. It is heavily ornamented with Churrigueresque decoration. Metal columnettes frame display windows. Third through sixth story windows are arranged in vertical bands, with metal spandrels between each section. The bands are recessed between pilasters with ornamented capitals. Between each capital are figures depicting characters in literature and the stage. The theater lobby and marquee were remodelled in the 1940s.

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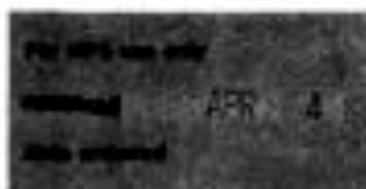
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56. 6806 Hollywood Blvd.: 1922
A three-story stucco commercial building faced with some Art Deco ornament which complements the adjacent Lee Drug in style and scale. The second story is intact. Store fronts have been altered.
57. Lee Drug (6800 Hollywood Blvd.): 1935; R.D. Bixby
Occupying the southwest corner of Hollywood and Highland is another building which synthesizes the Art Deco and Streamline Moderne idioms. Like its counterparts at Caluenga and Ivar, Lee Drugs offers horizontal banding and Deco detailing in concrete. The two story building is relatively unaltered. A pronounced vertical sign projects above the roof.
58. Max Factor Salon (1666 N. Highland Ave.): 1931; S. Charles Lee
The make-up salon is a four story brick and stucco building with a one story wing to the south. Certain stylized aspects of Regency Revival combine with the vertical fluted pilasters of the Deco style to create a "Hollywood" look. Window cases and entrance are clad in marble decorated with medallions and garlands. Some marble has been removed from the street level. Designed by noted theater architect S. Charles Lee, the salon makes a theatrical statement for which Hollywood became noted.
59. Bank of America (6780 Hollywood Blvd.): 1914/1935; Morgan, Walls & Clements(35)
Morgan, Walls & Clements, a major Los Angeles architectural firm, remodeled a four story apartment building to conform with the new needs of the Boulevard as a financial center in 1935. The resulting Beaux Arts one story bank has anchored the corner of Hollywood and Highland, along with its neighbor across the street, Security Pacific. The small structure exhibits a variety of fine Classical detailing, with entrance and windows recessed between Corinthian pilasters. Three elaborate metal panels highlight the entrance. The entablature of both north and west facades has a decorated frieze and a projecting cornice. The flat roof has red tile at the parapet.
61. Hollywood Theater (6766 Hollywood Blvd.): 1913/1933; Claude Balch
The oldest theater in Hollywood, the facade was remodelled in 1933 resulting in some significant neon signage. The one story brick structure has a stucco facade which culminates in a vertical pylon. Some of the original terrazo remains at the entry. The entrance and box office have been remodelled and brought closer to the street.
64. Millers Stationers (6740 Hollywood Blvd.): 1933 remodeling.
At the intersection of McCadden stands an example of small scale Art Deco architecture. This small two story structure has decided verticality. Display windows and entry on the street level have been replaced. This is a simple but effective example of the style in a retail establishment.

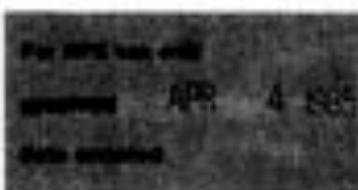
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65. Christie Hotel (6724 Hollywood Blvd.): 1922; A. Kelley
The Christie was the first hotel to be erected in the 20s on Hollywood Boulevard as city boosters realized the city's need to accommodate tourists and the transient movie industry. An eight story Georgian Revival brick structure, the hotel is divided into three towers. Three dormers with rounded pediments project above the roofline. Classical proportion and detailing are evident in the massing and decoration used. The ground floor has been slightly altered, but the building remains an excellent example of its style and retains its original function.
66. Pig N' Whistle (6718 Hollywood Blvd.): 1919/27; Morgan, Walls & Clements.
One story commercial building with three storefronts, the eastern one of which retains the fanciful Churrigueresque detailing and marquee from 1927. The companion soda fountain to the Egyptian Theater, the interior of this store has an intact (although hidden) ceiling. Some wrought iron remains, as well as the stone medallions and ornament on the stucco facade. The other two storefronts have been repeatedly altered and retain no historical integrity.
67. Egyptian Theater (6708 Hollywood Blvd.): 1921; Meyer & Holler
The first of the "fantasy" movie palaces on Hollywood Blvd., the Egyptian retains the forecourt for which it is famous. The marquee was altered in the 1950s. Original Egyptian-style paintings remain on the walls of the forecourt and on the west elevation at McCadden. Original shop fronts now have plate glass windows. Planting retains the desert aura. The building is constructed of reinforced concrete and retains the massing and decorative elements for which it is renowned.
72. Shane Building (6652 Hollywood Blvd.): 1930; Norton & Wallis
An elaborate four story reinforced concrete structure designed in the Art Deco style, the Shane Building is an interesting contrast to its Spanish style neighbor across the street at Cherokee. The office lobby has been refurbished in keeping with the period, and has some elaborate etched glass above the entry and highly stylized gates at the entrance to the slightly recessed lobby. Art Deco verticality is achieved by means of pilasters extending from the second story to above the parapet. A chevron shaped panel articulates the windows of the top story. Storefronts have been altered.
73. Cherokee Building (6630 Hollywood Blvd.): 1927; N. Alpaugh
This two story commercial structure is built in an L-shaped configuration at the southeast corner of Cherokee and Hollywood Blvd. The north facade has been stripped of its original Churrigueresque ornamentation; the west facade is intact. The concrete building has wrought iron ornament and arches common to the Spanish Colonial Revival, as well as an elaborate stringcourse and ornamental medallions. The complex is the first shopping establishment with a primary entrance facing a parking lot, predating Bullock's Wilshire. A courtyard, entered through Moorish arches, has a brick patio with a tiled fountain as its focal point. A tiled roof remains on both wings.

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74. The Orient (6626 Hollywood Blvd.): 1927/37
The sleek sophistication of these two store fronts are examples of the smaller retail establishments of Hollywood Boulevard in the 1930s. Its detailing include the use of colored marble and aluminum banding, giving the pedestrian storefronts and display windows a modern yet faintly Art Deco look. The displays "float" on aluminum planes. Low ceilinged entries open onto high ceilinged interiors. A good example of exterior signage in this one story concrete structure.
78. S.H. Kress (6606 Hollywood Blvd.): 1935; E.F. Sibbert
A prime example of the Art Deco style executed in reinforced concrete, this three story building features stepped vertical massing resulting in a central tower ornamented with stylized carved stonework. Windows on the upper levels have been altered, as has the street level storefront. The stepped tower is a focal point on the Boulevard, and its colorful exterior calls attention to the theatricality of its design.
79. J.J. Newberry (6600 Hollywood Blvd.): 1928; J.J. Newberry
The J.J. Newberry store is a two story reinforced concrete structure with an elaborate Art Deco facade of blue-green, gold and brown glazed tile. The second story is divided into three bays separated by vertical piers clad in blue-green tile projecting above the roof. Windows are of industrial metal sash. Chevron designs are prominent. The building interior remains largely intact. This structure and its companion at 6606 present one of the most colorful concentrations of Art Deco architecture on the Boulevard.
80. Hollywood Toys (6554 Hollywood Blvd.): 1927; Gogerty & Weyl
This two story Spanish Colonial Revival building has Churrigueresque ornament and Moorish arched windows on its second story. The roof is of red tile. Windows on the second story are arranged with ornamented columnettes between them. Street level storefronts have been altered. The most prominent feature of the structure is the second story east window with wrought iron.
81. Consumer Drug (6542 Hollywood Blvd.): 1919/38; H. Rice
Like many buildings in the commercial corridor, this 1919 brick building received a facelift in the late 1930s, this one in the Moderne style. The two story structure retains some of the simplified detailing associated with the style; a vertical band between the first and second stories serves as a modified stringcourse. Upper story windows are symmetrically arranged and unadorned. This simple design is in contrast to its richly ornamented neighbors to the west, but compatible in size and scale.
82. Attie Building (6436 Hollywood Blvd.): 1931
The most prominent features of this modest Art Deco two story building are its elaborate carved panels of the second story. The second story is composed of a series of piers which project above the roofline. Three sash windows are recessed between each pier. The panels are stylized flora and fauna. Decorative tiles set off the roofline and the first story. Storefronts have been altered. The building's corner location lends prominence to the 2nd story work on both north and west facades.

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86. Creque Building (6400 Hollywood Blvd.): 1913/31; B.B. Hoser
The only brick clad Art Deco structure on the Boulevard, this 1913 structure received its facelift in 1931 to conform to the street's new prominence as a shopping district. The colorful green and gold tile patterns highlight the patterned brick. A series of brick piers with slightly recessed sash windows in symmetrical placement heightens the vertical effect. Originally the piers soared above the roofline. Although storefronts have been altered, the colorful glazed tile entrance and lobby remain largely intact.
87. Julian Medical Building (6380 Hollywood Blvd.): 1934; Morgan, Walls & Clements
Built by the family of Hollywood's original developer, this building combines elements of Streamline Moderne and Art Deco into an imposing corner structure. Its distinctive features include a rounded Moderne corner out of which rises an imposing vertical tower with pylons separating the windows of the upper story. The shop front at 6382 is intact, with blue mirrored glass. A dramatic combination of styles created this landmark corner which has remained in commercial use since its inception as a professional and retail space. The two story edifice is constructed of reinforced concrete.
90. Palmer Building (6362 Hollywood Blvd.): 1921; E. Flaherty
One of a pair of commercial office structures which predate the Classical Revival highrises, this fourstory reinforced concrete building has been stripped of its Classical detailing on the Hollywood Blvd. facade. The Cosmo St. facade is intact, however, with bays defined by pilasters with molded capitals. Upper floors exhibit Renaissance Revival detailing (full entablature with architrave and frieze, dentils, spandrels, and shields). Originally a newspaper office, the ground floor has been repeatedly remodelled.
92. Leed's (6352 Hollywood Blvd.): 1935; S. Charles Lee
Designed by a renowned theater architect, Leed's is a one story reinforced concrete commercial structure in a subdued International Style. There is extensive use of glass. The front corner entrance is cantilevered beyond the display windows. White tiles have replaced the original storefront surface. An integral vertical sign is balanced at the northeast corner by intersecting parapets. The only example of International Style in the district, with the exception of the Dyan Bldg. addition.
95. Hallmark (6324 Hollywood Blvd.) 1922/31; Morgan, Walls & Clement
A remodelled 1922 structure in the French Chateausque tradition, this two story store and loft has Regency details on its prominent second story. A steep hipped roof is central, as are thin windows in the pedimented bay. Ground floor has been altered. A good example of a sophisticated commercial retail style favored in the 1930s, executed by a prominent Los Angeles firm noted for its period architecture.

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97. Dyas Bldg. (6300 Hollywood Blvd.): 1927; F. Dorn/1938; Parkinson & Parkinson
The Dyas Bldg. is a nine story Classical Revival department store at the intersection of Hollywood and Vine. Constructed of reinforced concrete with brick upper stories, the majority of detailing is found in the upper stories and the street level. A classical entablature surmounts pilasters with Corinthian capitals, creating a colonnade effect. The colonnade is repeated in the upper stories. The building is capped with a heavy cornice. The six story International Style addition to the west exhibits banded windows and the simple exterior associated with the style. Some showcase windows have been altered.
98. Plaza Hotel (1633 N. Vine St.): 1924; Walker & Eisen
A companion to the Renaissance Revival highrises at Hollywood and Vine, this ten story concrete hotel is designed in the same traditional style. The second floor carries remnants of Corinthian pilasters above a remodelled street level. A floral frieze separates the second and third floors. Floors three through eight are unadorned, with the exception of quoins at the corner. Windows on the upper levels are encased in two story arches. The hotel was popular with vaudevillians and retains the character of an Eastern hostelry.
99. Hollywood Brown Derby (1628 N. Vine St.): 1928; C.J. Weyl
Hollywood's foremost practitioner of the Spanish Colonial Revival style designed the town's most famous eatery with extraordinary attention to detail. The asymmetrical complex has Churrigueresque detailing under the eaves. The arched entrance to the courtyard remains, arched entrance to the restaurant has been squared. The southern portion of the facade is largely intact. A gabled roof over the restaurant entrance has been removed. A small balcony protrudes from the second story. Windows and wrought iron decoration remain intact. The roof is of red tile.
100. Stores (1632 N. Vine St.): 1928; C.J. Weyl
A compatible structure with the Brown Derby to the south, this one story Spanish Colonial Revival retail building has a false gable parallel to the street as its focal point. The upper portion of the facade has some Churrigueresque ornament along the edge of the gable. Signage obscures some of the detail on the north portion. Storefronts have been altered.
101. Taft Building (1680 N. Vine St.): 1923; Walker & Eisen
An L-shaped 12 story Neo-Renaissance office building of reinforced concrete clad in brick, ornamented with concrete and terra cotta. Concrete with cast classical ornament clads the lower two and upper two floors. The 11th and 12th floor windows are recessed between colossal Corinthian columns. Fenestration of floors 3 - 12 is regular and unadorned. The entablature has a decorated frieze and is topped by a heavy bracketed cornice. Ground floor has been altered. The third of the conservative Classical Revival towers at Hollywood and Vine.

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102. Gilberts Books (6264 Hollywood Blvd.): 1932; H.J. Knauer
The third of three French Chateausque commercial structures on the Boulevard, this two story building exemplifies one of the more colorful architectural styles popular in the 1930s. The most prominent feature of the building is its steep pitched roof. Massing is asymmetrical with a wide west bay and a pyramidal tower on the east. Narrow pedimented dormers rise to a broken swan's neck pediment with an urn. The sides of the tower are decorated with quoins. Storefronts have been altered.

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Buildings which do not contribute to the character of the district.

4. Old Post Office (1717 N. Vine St.): 1925; Morgan Walls & Clements
A two story brick and concrete structure clad in metal sheathing. Originally the Hollywood Post Office, the building had an elaborate Churriguerresque facade similar to its next door neighbor, the Palace. Ornament may still exist under sheathing. A prime candidate for restoration.
5. Laemmle Building (6301 Hollywood Blvd.): 1932; R. Neutra
One story stucco with a red tile roof. Heavily remodelled, the restaurant has a corner entrance and retains no integrity. Building developed by Carl Laemmle; site of Melody Lane Cafe.
6. Sardi's (6313 Hollywood Blvd.): 1923
One and one half story concrete and stucco structure clad with green tile mosaic facing. Some remnants of famous Sardi's nightclub remain, including roof sign.
7. Vine Street Theater (6321 Hollywood Blvd.): 1923
One story theater building with 50s facade and triangular marquee.
8. Stores (6325 Hollywood Blvd.): 1919
One story, modern stucco facade. Strip commercial.
12. Stores (6363 Hollywood Blvd.): 1924
Two story reinforced concrete with cantilevered awning over entrance. Modernized facade of second floor is recessed in a frame and set in a block pattern.
13. Stores (6377 Hollywood Blvd.): 1924
One story unadorned commercial structure. Prominent awning; flat roof. Stripped facade; recessed storefronts.
15. Stores (6401 Hollywood Blvd.): 1913
One story brick structure with remodelled stucco and brick facade. Prominent signage. Second story simulated block.
16. Stores (6411 Hollywood Blvd.): 1919
Heavily altered two story brick commercial with unadorned stucco facade. Flat roof; remodelled windows on second floor.
17. Stores (6413 Hollywood Blvd.): 1921
Two story brick commercial vernacular with modern stucco facade. Narrow vertical windows. Flat roof.
19. Stores (6501 Hollywood Blvd.): 1917
One story brick and concrete structure, with modern metal mansard overhang and roof sign. Recessed corner storefront.

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20. Gitelson Building (6505 Hollywood Blvd.): 1919
A utilitarian two story commercial office and retail structure conforming in size and scale to the surrounding building. Originally brick, the building was remodelled in the 20s to a very stylish Spanish Colonial Revival design. All ornament has since been removed.
24. Stores (6547 Hollywood Blvd.)
One story stucco. Visually non-contributing. Heavily remodeled older building.
25. Stores (6549 Hollywood Blvd.): 1925
Heavily altered three story brick with stucco facade. Banded windows; flat roof.
27. Stores (6565 Hollywood Blvd.)
One story concrete block construction. Stone facing. 1970 remodel.
30. Vogue Theater (6629 Hollywood Blvd.): 1935
Heavily altered theater in one story commercial structure. Lacks visual integrity, but is representative of the concentration of entertainment facilities in the district.
33. Artisan Patio (6727 Hollywood Blvd.)
Courtyard shops in a one story stucco building. U-shaped plan. Fountain in rear. Arched entry. Tiled exterior. Flat roof. Modern complex.
34. Stores (6739 Hollywood Blvd.)
One story commercial utilitarian with metal sheathing. Tiled storefronts with plate glass display windows. Modern appearance.
36. Hollywood Center (6751 Hollywood Blvd.): 1920
Seven story office building heavily altered in mid 1950s. Stories added. Vertical screens of aqua hue protrude from the upper floors while a street level canopy creates a curvilinear effect at the corner entrance. Originally a department store. Flat roof. Faced with block panels.
40. Chinese Annex (6901 Hollywood Blvd.): 1980
Ersatz Chinese addition to existing theater complex. Colorful exterior. One story rectangular auditorium structure.
43. See entry at end of this section.
48. Stores (7038 Hollywood Blvd.): 1925
Two story brick commercial vernacular. Stylized classical cornice remains. Street level heavily altered. Contributing in size, scale, and development period.
49. Parking Structure (7036 Hollywood Blvd.): 1955
4 level parking structure.
52. Max Factor Building (6922 Hollywood Blvd.): 1960
Twelve story office tower with black glass exterior. Aggregate concrete wall surrounds lower floor to create plaza separate from street.

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60. Stores (6768 Hollywood Blvd.): 1914/21
Two story brick building; heavily altered. Present facade is 1950s alteration.
62. Stores (6758 Hollywood Blvd.): 1914/32
Two story concrete and brick office and retail structure. Light scroll designs barely visible above second story windows. Heavily altered first level. Stucco facade.
63. Stores (6752 Hollywood Blvd.): 1979
Spanish courtyard shopping complex. 2 story. Arched entry with tile leads to U-shaped complex. Unobtrusive in design.
68. Stores (6700 Hollywood Blvd.): 1930
Remnants of tan/black glass from 40s alteration remains. Corner one story structure with flat roof. Brick construction stucco facade
69. Stores (6670 Hollywood Blvd.): 1930
One story utilitarian commercial. Heavily altered.
70. Stores (6662 Hollywood Blvd.): 1926
Simplified Art Deco styling with wave motif above showcase windows. One story brick with stucco facade. Modern remodeling.
71. Stores (6658 Hollywood Blvd.): 1920
One story brick structure with plain stucco facade. Some Moderne detailing above showcase windows in storefronts. Terrazo entry. Modern remodeling.
75. Alexanders (6624 Hollywood Blvd.): 1917
Late moderne remodel of earlier commercial utilitarian structure. Stepped false front. Some compatibility in design and massing with S.H. Kress.
76. Stores (6616 Hollywood Blvd.): 1930 with modern alterations.
One story brick commercial; 4 storefronts. Slight sawtooth patterning at roof line.
77. Stores (6614 Hollywood Blvd.): 1930
Two story brick utilitarian structure. Flat roof. Stucco facade. Modern remodeling.
83. Stores (6430 Hollywood Blvd.): 1931.
One story 50 x 130' utilitarian commercial. Unadorned stucco facade. Flat roof. One recessed storefront. Modern remodeling.
84. Stores (6418 Hollywood Blvd.): 1913; C.S. Albright
2 story brick commercial structure, 59 x 75'. Heavily altered stucco and simulated block facade. Recessed storefronts. Scale compatible with existing development.

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85. Woolworth (6410 Hollywood Blvd.): 1927 with major 1940's remodeling. Two story 65 x 100' commercial utilitarian structure. Simulated block facing; banded aluminum windows. Prominent signage rests on first floor banding.
88. Stores (6374 Hollywood Blvd.): 1936; J.A. Murray
Two story commercial vernacular; flat roof; four vertical panels above remodelled storefronts.
89. Palmer Building II (6368 Hollywood Blvd.): 1921
A four story brick and stucco commercial structure which was one of a pair of office buildings to precede the Classical highrises. The primary facade has been stripped of ornament and refaced. Fenestration has been changed. A fifth floor penthouse exhibits remnants of the building's former Classical facade.
91. Stores (6356 Hollywood Blvd.): 1921; Walker & Eisen
2 story stores and loft. Heavily remodelled. Hinged 2nd story windows; oversized signage. Brick construction with stucco facade.
93. Stores (6338 Hollywood Blvd.)
Two story brick and stucco, heavily altered. Classical motifs remain on Ivar facade. Site of I Magnin department store in 1920s and 30s.
94. Stores (6334 Hollywood Blvd.)
One story stucco facade with marble facing.
96. Stores (6320 Hollywood Blvd.)
Moderne two story with vertical banding above first floor. Stucco exterior. Contributing in scale. Altered in 1950s.
43. Garden Court Apartments (7021 Hollywood Blvd.): 1916; Frank Meline
The building was badly damaged by attempted demolition; further demolition occurred during the nomination process forcing reevaluation of its remaining integrity and contributing status. The Garden Court was an excellent example of a Neo-Baroque apartment hotel of Hollywood's early years. The brick and concrete structure is H-shaped in plan, with symmetrical massing and a generous setback. Classical detailing has been removed and stored. The building had been determined eligible for listing in the National Register, with formal nomination precluded by owner objection.

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The Hollywood and Vine intersection was developed by the Taft and Palmer families and their allied syndicates. These three centers merged as Hollywood Boulevard prospered, with blocks of low rise commercial structures linking major centers. Thus, architecturally significant structures tend to anchor corners at or near the three primary areas of commercial development. The result was a pedestrian-oriented streetscape with a regular progression of architectural monuments interspersed with smaller scaled commercial buildings. The first commercial structures were one and two-story brick buildings, often embellished with classical ornament. Most of these remain, although many have been repeatedly altered.

A significant grouping on the Boulevard is the buildings erected to house financial and mercantile institutions. Most of these are designed in the Classical Revival styles popular with banking and financial interests in the 1920s, and several reached the 12-story height limit allowed in Los Angeles in that era. Intended to signify dignity and permanence by their architecture, the Revival office towers were visual landmarks of the community. Among them are the Equitable Building, Taft Building, B. H. Dyas Company, Guaranty Building, Security Trust and Savings, Security Pacific at Highland, Bank of America at Highland, and the Hollywood Professional Building. Most of these edifices housed the financial institutions created to meet the needs of the film industry on the West Coast. Not only were there payrolls to meet, but also production funds were wired from executive offices in the East.

Hollywood real estate syndicates were often the beneficiaries of studio profits. The designers of these buildings constitute an honor roll of Los Angeles architectural firms in practice at this time: Walker and Eisen (Taft Building), John C. Austin (Guaranty Building), Parkinson and Parkinson (Security Trust), Curlett and Beelman (Equitable Building), and Morgan, Walls, and Clements (Bank of America Building). Hollywood Boulevard has an important grouping of ornate Spanish Colonial Revival buildings. Prominent examples within the district include the Palace Theater, the Brown Derby, Hollywood Toys, the Baine Building, the Cherokee facade of the Cherokee Building, and the Hollywood Wax Museum. Most of these are products of the prolific firm of Gogerty and Weyl. This firm's designs created a feeling of sophisticated, yet relaxed, upscale shopping and entertainment district. The style is used most successfully in the district in low-rise office and retail establishments. Many had courtyards or open space. Churrigueresque detailing lent a formality to most of the structures. Unlike the conservative financial and professional buildings, the Spanish Colonial Revival structures were primarily used for services and recreational facilities.

The third commercial style which Hollywood embraced was the exotic and stylish Art Deco. The corridor has several significant examples of various types of Art Deco architecture, including the Pantages Theater (B. Marcus Priteca), the Hollywood Building (the only brick example of this style, by B. B. Homer), the Attie Building,

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J. P. Newberry, S. H. Kress (Frederick's, by Edward Sibbert), Pickwick Books, the Shane Building (S. Norton, F. Wallis), and Max Factor (S. Charles Lee), as well as many smaller scale supportive examples. The style lent itself to many interpretations, and the variety of uses for Art Deco building included luxury retail, legitimate theater, and smaller service-oriented businesses. Art Deco became associated in Hollywood with worldliness and sophistication, and many older utilitarian buildings received extensive alteration to conform to the new look. The style's use of color and innovative building materials created the bold statement Hollywood boosters were looking for to promote the Boulevard as the "Style Center of the West". Businesses associated with the movie industry relished its theatricality. Within the Hollywood Boulevard district are a concentration of entertainment oriented structures which are important as a grouping functionally as well as architecturally. Employing a variety of styles, the theaters of Hollywood, both legitimate and cinematic, enabled the street to double as an entertainment center for the surrounding communities. The programmatic architecture of the Chinese and the Egyptian, as well as the ornate Warner Theater, Pantages, Palace, Hollywood, El Capitan, Iris, and others, created an aura of fantasy for the population of the area -- and satisfied the tourists in search of "Hollywood" as well. The major practitioners of these fanciful styles were Meyer and Holler (Chinese, Egyptian), G. Albert Landsburgh (Warner), Gogerty and Weyl (Palace), and B. Marcus Priteca (Pantages). Legitimate houses as well as those for motion pictures were elaborate. Premieres were commonplace, as the dream merchants previewed the latest releases in elegantly appointed auditoriums. This was the retail outlet of the city's major industry, and careful attention was paid to the comfort and convenience of the patron.

Also included in the district are several elegant apartments and hotels built for the convenience of a highly transient film industry population, and later to accommodate a growing tourist trade as well. The Plaza (Walker and Eisen), the Knickerbocker, Christie (A. R. Kelly), Roosevelt (Fisher, Lake, and Traver), Hillview Apartments (Tifal Brothers), and the Garden Court Apartments (Frank Meline) provided amenities close to the commercial corridor for their guests. Each had its distinct clientele: vaudevillians at the Plaza, extras at Hillview (Jesse Lasky built it at a time when it was difficult for actors to find lodging in the local rooming houses) and silent screen stars at the Garden Court. The Roosevelt Hotel, site of the first Academy Awards ceremony, was built by a syndicate of prominent entertainers and local businessmen, among them Mary Pickford, Douglas Fairbanks, Joseph Schenk, and C. E. Toberman. The district also contains the only remaining residence on Hollywood Boulevard, the 1903 Queen Anne Victorian known as the Janes residence. In the 1920s, this residence doubled as a community institution, as the three Misses Janes taught school to the children of Chaplin, De Mille, Fairbanks, Beery, and others. Organizational meetings for various churches, the Hollywood Bowl, and service groups were held in the home. Two institutional buildings from that era remain on the Boulevard: The Congregational Church and the Masonic Temple.

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While much of Los Angeles and the rest of the nation saw dark times, Hollywood was pushed by the thrust of the burgeoning motion picture industry to develop as a major commercial center for Los Angeles. The blocks of Hollywood Boulevard from Argyle to El Cerrito house a largely intact business, entertainment, and commercial center from the primary period of Hollywood's significance, the 1920s and 1930s. The district has three distinct architectural styles, each designed with the function and desired image of the building in mind, as well as the storefront and urban design features which are representative of a pedestrian-oriented street.

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Verbal boundary description:

The Hollywood Boulevard Commercial and Entertainment District commences at the northwest corner of Hollywood Blvd. and Argyle Ave. and proceeds west to the northwest corner of Hollywood Blvd. and Cherokee following the street; thence to the northeast corner of Hollywood Blvd. and Highland Ave., each parcel with Boulevard frontage; thence along the street to the southwest corner of Orchid Ave. and Hollywood; thence one parcel deep to western boundary of 7065 Hollywood Blvd; then east from the southeast corner of Sycamore Ave. and Hollywood Blvd. one parcel deep to southwest corner of Hudson Ave.; then east following the street to southeast corner at Wilcox and Hollywood Blvd.; then east one parcel deep to two parcels east of Vine Street. Also included is the parcel directly south of the southeast corner of Hollywood and Highland on the east side of Highland; one parcel north of northeast corner of N. Ivar and Hollywood on the east side of Ivar; and three parcels north of northwest corner of Hollywood and Vine on the west side of Vine St; one parcel south of southwest corner of Hollywood and Vine on the west side of Vine; and three parcels south of the southeast corner of Hollywood and Vine on the east side of Vine St. Boundaries are based upon the remaining integrity of the Hollywood Boulevard Commercial and Entertainment area.



SKETCH MAP:
Hollywood Boulevard

NOTE: Building 43 has been partially demolished and no longer contributes.



-  Significant or contributing structures
-  Visually non-contributing structures
-  Proposed district boundary
- 1 - 302 Structures within proposed district
- A - C Parking lots or vacant land within proposed district

HOLLYWOOD BOULEVARD COMMERCIAL AND
ENTERTAINMENT DISTRICT
6200-7000 Hollywood Blvd with adjacent
parcels on N. Vine St.,
N. Highland Ave. & N. Ivar St.,
Los Angeles, Los Angeles County, CA

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Hollywood High School Historic District
other names/site number Hollywood Union High School

2. Location

street & number 1521 North Highland Avenue not for publication
city or town Los Angeles vicinity
state California code CA county Los Angeles code 037 zip code 90028

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 at the following level(s) of significance:
___ national ___ statewide ___ local

Signature of certifying official/Title _____ Date _____
State or Federal agency/bureau or Tribal Government _____

In my opinion, the property ___ meets ___ does not meet the National Register criteria.
Signature of commenting official _____ Date _____
Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:
___ entered in the National Register ___ determined eligible for the National Register
___ determined not eligible for the National Register ___ removed from the National Register
___ other (explain:) _____
Signature of the Keeper _____ Date of Action _____

Hollywood High School Historic District
Name of Property

Los Angeles, CA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

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

- private
- public - Local
- public - State
- public - Federal

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

Contributing	Noncontributing	
5	3	buildings
1		sites
		structures
		objects
6	3	Total

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

Number of contributing resources previously listed in the National Register

N/A

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

EDUCATION/school

EDUCATION/school

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

Modern Movement: Moderne
Mid-Century Modern (Auditorium)

foundation: Concrete
walls: Stucco
roof: Asphalt
other: _____

Hollywood High School Historic District
Name of Property

Los Angeles, CA
County and State

7. Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Hollywood High School campus was established on its current site in 1904. The original Administration/Classroom Building was completed in 1905, and the first major campus expansion campaign concluded in 1913. Following the 1933 Long Beach Earthquake, all of the buildings with the exception of the Library and the Auditorium had to be demolished and new facilities constructed in their place. The replacement structures were all designed in the PWA Moderne style with significant funding from New Deal-era relief programs, lending the campus a unique visual continuity. There are five contributing buildings and one contributing site (the athletic field), and three non-contributing buildings that were constructed outside of the period of significance. The campus retains a high degree of integrity, and the non-contributing structures do not detract from the historic setting.

Narrative Description

(See Continuation Sheet.)

Hollywood High School Historic District
Name of Property

Los Angeles, CA
County and State

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.

Areas of Significance

(Enter categories from instructions.)

Education

Architecture

Period of Significance

1910 – 1956

Significant Dates

1910, 1924, 1935, 1956

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Marsh, Smith and Powell (architects)

Marston & Weston (architects)

(See Continuation Sheet.)

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 old or achieving significance within the past 50 years.

Period of Significance (justification)

The period of significance for the campus is 1910, representing the construction date of the earliest surviving building on campus, through 1956, the date of completion of significant alterations to the final contributor to the district.

Criteria Considerations (explanation, if necessary)

N/A

Hollywood High School Historic District
Name of Property

Los Angeles, CA
County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Hollywood High School Historic District is eligible for listing in the National Register of Historic Places under Criterion A at the local level of significance. Hollywood High was originally founded in 1903 as the first school serving the newly incorporated municipality of Hollywood. It has been in continuous use as an educational facility since its inception, and has significant associations with the entertainment industry and the development of Hollywood. It is also eligible for listing in the National Register of Historic Places under Criterion C at the local level of significance for its PWA Moderne architecture designed by the regionally significant firm of Marsh, Smith and Powell. The period of significance is 1910-1956, signifying the original construction date of the Library, the earliest extant building on campus, through the completion of alterations to the Auditorium which have achieved significance over time. The campus has a unified visual character and retains a high degree of integrity. It is a prominent institutional example of Marsh, Smith and Powell's work from the 1930s and a significant example of New Deal-era PWA Moderne architecture in Southern California.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

(See Continuation Sheet.)

Developmental history/additional historic context information (if appropriate)

(See Continuation Sheet.)

Hollywood High School Historic District
Name of Property

Los Angeles, CA
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

(See Continuation Sheet.)

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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other (see Continuation Sheet 9-1)
- Name of repository: Hollywood High School Museum

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 13.67 acres
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 _____
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (Describe the boundaries of the property.)

Approximately 13.67 acres bordered on the north by Hawthorn Avenue, on the east by Highland Avenue, on the south by Sunset Boulevard, and on the west by Orange Drive. Part of Lots 67 and 69, and all of Lots 64, 65, and 66 of the Hollywood Bonnie Brier Tract; and all of Lot A Tract 8930.

Boundary Justification (Explain why the boundaries were selected.)

The boundary represents the property currently associated with Hollywood High School.

Hollywood High School Historic District
Name of Property

Los Angeles, CA
County and State

11. Form Prepared By

name/title Students of Hollywood High School and Kennedy High School;
under the supervision of Christy Johnson McAvoy, Founding Principal,
and assisted by Christine Lazzaretto, Senior Architectural Historian, Historic Resources Group

organization Hollywood High School Alumni Association, c/o Historic
Resources Group date July 21, 2011

street & number 12 South Fair Oaks Avenue telephone 626-793-2400

city or town Pasadena state CA zip code 91105

e-mail christine@historiacla.com

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. Key all photographs to this map.
- Attachments**
 - Sanborn Map, 1913
 - Sanborn Map, 1951
 - Historic Photographs
 - Photo Log
- Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Type and Number of Photographs: 21 archival 5x7" color photographic prints

Name of Property: Hollywood High School Historic District

City or Vicinity: Los Angeles

County: Los Angeles

State: California

Photographer: Stephen Schafer

Date Photographed: May 2011

Description of Photograph(s) and number: See Photo Log (Attachment 4)

Hollywood High School Historic District
Name of Property

Los Angeles, CA
County and State

Property Owner:

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

name Los Angeles Unified School District
street & number 333 South Beaudry Avenue telephone _____
city or town Los Angeles state CA zip code 90017

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Description, continued.

Site and Setting

Hollywood High School is located on approximately fourteen acres in Hollywood, California. The campus is bounded by Orange Drive (originally Orlando Road) to the west, Highland Avenue to the east, Hawthorn Avenue to the north, and Sunset Boulevard to the south. It is located in a dense, urban environment in the heart of Hollywood's primary commercial center, approximately one-half mile from Hollywood Boulevard. Entrance to the campus is through gates on Orange Drive or Highland Avenue. A wrought iron fence was added to the campus in 1983. The fence is set back from the street and runs between the buildings, instead of around the outer perimeter of the campus. Therefore, it is not a significant visual intrusion and the campus remains visible from the public right-of-way. There are three small staff parking lots – one in the southeast corner of the campus, one along Highland Avenue, which replaced the original front lawn in 1963, and one between the Library and the Science Building. The athletic facilities are located in the northwest portion of the campus. The primary historic circulation patterns have been retained. The buildings are set among a lush collection of mature trees. There are low hedges and limited lawn space separating the buildings from the sidewalk. The majority of the campus facilities had to be rebuilt following the 1933 Long Beach Earthquake. The replacement structures were all designed in the PWA Moderne architectural style, lending the campus a unique visual continuity. The current campus, a landmark on Sunset Boulevard as much for its entertainment industry connections as for its architecture, was largely designed by the firm of Marsh, Smith and Powell in 1934-1935.

In the 1950s and 1960s minor improvements on the campus were undertaken. In 1953 the Auditorium was upgraded to make it more earthquake resistant by the structural engineering firm of Murray Erick Associates.¹ At the same time, the architectural firm of Marston & Weston was commissioned to modernize the façade and make other improvements that were completed in the spring of 1956. In early 1962 the School Board announced that a design plan was underway for expansion and alteration of the campus and would include buildings to be built over the next five years. In 1965 the original Girls' Gym was condemned and torn down to the gym floor.² Construction on a new Gymnasium that included Girls' and Boys' facilities and an Olympic-sized pool was completed in 1968.

Contributors

1: Library (Auditorium)

Architect: Marsh, Smith and Powell (1935)

Year Built: 1910/1935

Architectural Style: PWA Moderne

The Library is the only surviving building from the original campus, and one of only two buildings to survive the 1933 Long Beach Earthquake. It was constructed in approximately 1910.³ The original building was a Beaux Arts design that included a flat roof with a high, decorated parapet, masonry walls, and a symmetrical façade with three entrances that were composed of double entry doors with arched windows above framed by pilasters with Corinthian capitals. In 1933 the building was converted into the school library, having been replaced as a performance space with the completion of the Memorial Auditorium in 1925.⁴ In 1935 the Library needed safety upgrades as a result of damages sustained during the 1933 Long Beach Earthquake.⁵ At the same time, the exterior was modified by Marsh, Smith and Powell to a stripped down PWA Moderne style. All of the decorative

¹ "Remodeling of Auditorium Being Studied," *The Hollywood High News*, Hollywood High School, January 16, 1953.

² "Girls' Gym Slated to be Big Change for Campus," *The Hollywood High News*, Hollywood High School, October 4, 1963.

³ It is not present in a 1905 photograph of the campus, and was not included in a description of the campus when the new principal took over in 1909. It does appear on the 1913 Sanborn.

⁴ "Hollywood School Unit Progresses," *Los Angeles Times*, January 22, 1933.

⁵ "Repairs to be Made on Library Building," *The Hollywood High News*, Hollywood High School, June 17, 1935.

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Beaux Arts details were removed and replaced by a simplified exterior design. The decorative detailing on the parapet and the overhanging eave at the cornice line were removed. The front entry was altered, with the rounded window openings infilled and replaced with square openings containing new windows. A bas relief sculpture and the word "Library" were added over the central door. The original three door openings were retained. The entire building was re-clad, obscuring articulated façade details, two pairs of window openings flanking the front entry, and quoins on the one-story wings flanking the main volume of the building.

A significant feature of the interior is the 1934 mural by artist Haldane Douglas. Funding for the mural was provided by the Civil Works Administration, a pre-cursor to the Works Progress Administration. It was painted on canvas in the artist's studio and then installed in the main reading room of the library.⁶ The mural depicts the history of the development of Hollywood, with the Hollywood Bowl pictured in the center, flanked by representative images of Hollywood's agricultural past and Greek figures depicting the fine arts.⁷

The exterior remains intact following the 1935 alterations, with only minor, reversible modifications including new light fixtures and metal handrails.

2: Auditorium

Architect: Marston & Weston (1956)

Year Built: 1924/1956

Architectural Style: Mid-Century Modern

The Auditorium was originally constructed in 1924. It was formally dedicated at commencement exercises on June 25, 1924 and named the Memorial Auditorium to honor the Hollywood High School graduates who died in World War I. The Auditorium is the second of only two buildings on campus that survived the Long Beach Earthquake of 1933. The original building was a Beaux Arts design that included a flat roof, masonry walls, and a symmetrical façade. In 1953 plans for remodeling the auditorium to make it more earthquake resistant were being studied by the school, and the structural engineering firm of Murray Erick Associates was hired to implement seismic upgrades.⁸ At the same time, the architectural firm of Marston & Weston was commissioned to modernize the façade and make other improvements. Construction started in the fall of 1954 and was completed in the spring of 1956. The original Beaux Arts façade was altered to be Mid-Century Modern in style. The façade was refinished in concrete and gunnite. The primary (front) façade has eight square columns that correspond to the location of decorative pilasters on the Beaux Arts façade; between the columns the façade is clad in tile. A new entry canopy was added, and the original seven entrances were reduced to five and new doors were installed. There are no window openings on the front façade. The original front stairs leading from Highland Avenue were retained. The low wing walls flanking the stairs were removed and two additional stairways were added leading north and south from the entry stairs.

In 2002 artist Elroy Torrez painted the mural "Portrait of Hollywood" on the east-facing (primary) façade that features prominent graduates throughout Hollywood High School's history. In 2008, to commemorate the 2003 death of John Ritter, a fifty-foot portrait of the actor was added to the mural on the north façade.

The interior of the Auditorium includes a cafeteria on the ground floor, classroom spaces, choir rooms, dressing rooms, and a projection booth, in addition to the auditorium space itself. Interior improvements that were undertaken 1954-1956 include the addition of air-conditioning and soundproofing to the entire building, improved acoustical treatments in the classrooms, conversion of separate choir rooms into a large production space with a stage, new asphalt and rubber tile flooring, and separate girls' and boys' dressing rooms in the basement. In the

⁶ Uncertainty about the structural condition of the building following the earthquake meant that the mural could not be painted directly on the wall. "Mural Artist Begins Painting for Library," *The Hollywood High News*, Hollywood High School, April 9, 1934.

⁷ "Mural in Library Illustrates Story of Progress of Drama," *The Hollywood High News*, May 1, 1934.

⁸ "Remodeling of Auditorium Being Studied," *The Hollywood High News*, Hollywood High School, January 16, 1953.

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auditorium space, the stage was extended five feet, a balcony was added across the east end, stagecraft, band, and property rooms were added, the projection booth was expanded and updated, and new seats were added.

The basement of the auditorium houses the E. M. Skinner Organ Opus 481-A pipe organ, which was a gift to the school from the graduating class of 1924. Opus 481 is considered historically significant, built by the "Cadillac" of symphonic organ builders of the 20th century. The organ has been repaired following damages from the 1994 Northridge Earthquake including water intrusion through the damaged roof above.

3: Science Building (Domestic Science and Art Building)

Architect: Marsh, Smith and Powell

Year Built: 1935

Architectural Style: PWA Moderne

The Science Building was designed by Marsh, Smith and Powell in the PWA Moderne style. It was constructed in 1935 with funding from the Public Works Administration to replace two buildings that were lost following the 1933 Long Beach Earthquake. The Science Building was completed in November 1935 at a construction cost of \$186,748.⁹ It is two stories in height, with a strong horizontal emphasis and a flat roof. The Science Building is L-shaped in plan, with the two wings connected by a two story arcade. The exterior walls are composed of board-form concrete. Windows are primarily double-hung, six-over-six divided light wood windows which are arranged in pairs or clusters. The windows are "punched" into the walls with no surrounds. The primary (front) façade has a bas relief sculpture over the front entry designed by sculptor Bartolomeo Mako representing great scientists. There is an 11-foot cylindrical pylon near the entrance bearing the message "The Honorable Achieve." The cast stone work was a gift from the 1936 graduating class, and is by sculptor Merrell Gage. It depicts students engaged in various school activities, including sports, science lab, and flirting. To the east of the main entry is a curved corner with five rows of small windows with concrete mullions. Consistent with the PWA Moderne architectural style, there is relatively little exterior ornamentation.

The interior houses science laboratories, lecture rooms, workshops, and offices.

4: Liberal Arts Building (Liberal and Household Arts)

Architect: Herbert Powell, Marsh, Smith and Powell

Year Built: 1938

Architectural Style: PWA Moderne

The Liberal Arts Building was designed by Herbert Powell of Marsh, Smith and Powell and completed in 1939. It is the same design and oriented to mirror the Science Building, although with a larger footprint. It is two stories in height, with a strong horizontal emphasis and a flat roof. It is L-shaped in plan, with the two wings connected by a two story arcade. The exterior walls are composed of board-form concrete. Windows are primarily double-hung, six-over-six divided light wood windows which are arranged in pairs or clusters. The windows are "punched" into the walls with no surrounds. The primary (front) façade has a bas relief sculpture over the front entry designed by sculptor Bartolomeo Mako. On the front (street facing) façade along the top of the arcade are the words "Hollywood High School" in the concrete. To the west of the main entry is a curved corner with five rows of small windows with concrete mullions. Consistent with the PWA Moderne architectural style, there is relatively little exterior ornamentation.

⁹ Short, C.W. and Stanley Brown. Public Buildings: A Survey of Architecture of Projects Constructed by Federal and Other Governmental Bodies Between the Years 1933 and 1939 with the Assistance of the Public Works Administration. Washington, D.C.: U.S. Government Print Office, 1939.

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The interior houses classrooms on the first floor and a combination of classrooms, art rooms, and work rooms on the second floor. The first floor also contains food preparation and demonstration rooms, along with a dining room for use by the Domestic Arts students.

5: Arts Building
Architect: Marsh, Smith and Powell
Year Built: 1938
Architectural Style: PWA Moderne

The Arts Building was designed by Marsh, Smith and Powell and completed in 1938. It was the third PWA Moderne building constructed on campus in the aftermath of the 1933 Long Beach Earthquake. It is two stories in height, rectangular in plan, with a strong horizontal emphasis and a flat roof. The exterior walls are composed of board-form concrete. Windows are primarily double-hung, six-over-six divided light wood windows which are arranged in pairs or clusters. The windows are “punched” into the walls with no surrounds.

The interior houses a combination of classrooms, art rooms, and work rooms.

6: Athletic Field
Year Built: 1940

The Athletic Field was moved to its current location in 1940. In the spring of that year the Board of Education purchased the three residential lots on the corner of Orange Drive and Hawthorn Street in order to expand the Hollywood High School campus to encompass an entire city block.¹⁰ The three single-family residences on these lots were demolished and a new athletic field was constructed on the site. At that time, the bleachers were replaced with new ones that could accommodate up to 3,000 spectators.

Non-contributors

1: Gymnasium
Year Built: 1968
Architectural Style: Mid-Century Modern

In 1963 the Girls’ Gym was considered unsafe, condemned, and torn down to the gym floor.¹¹ The floor then served as the roof to the Girls’ Locker Room and a playing surface until new facilities could be completed. In 1968 a new coed gym with an Olympic-sized swimming pool was dedicated. The track was expanded at the same time. The new Gymnasium is located just north of the Orange Drive entrance and from that direction it is almost completely subterranean, with only about six feet visible above ground.

2: Career Education Complex
Year Built: c. 1980

The Career Education Complex was constructed in the 1980s. It is two stories in height and rectangular in plan. It is constructed of board form concrete, and is utilitarian in design, with only minimal openings for doors and fenestration. It has a flat roof, which functions as open space/playing fields for the students.

3: Kiosk
Year Built: 1971

¹⁰ “Board of Education Buys New Property for the School,” *The Hollywood High News*, Hollywood High School, April 24, 1940.

¹¹ “Girls’ Gym Slated to be Big Change for Campus,” *The Hollywood High News*, Hollywood High School, October 4, 1963.

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In 1971 a small kiosk was added to the courtyard behind the Science Building. The kiosk is one-story in height and round in plan. The roof is flat, and there is a wide eave which shelters the exterior counter that runs along the exterior. The kiosk has a series of aluminum frame service windows below the awning, and clerestory windows above the awning on two sides.

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Significance, continued.

Architects/Builders/Artists Continued

Douglas, Haldane (muralist)
Torres, Elroy (muralist)

Gage, Merrell (sculptor)
Mako, Bartolomeo (sculptor)

Criterion A: Education

The area that became Hollywood was originally part of two former Spanish land grants -- Rancho La Brea and Rancho Los Feliz. These two ranchos were strategically oriented along the Cahuenga Pass, a major transportation corridor to the north, and the growing city of Los Angeles to the south. The Cahuenga Pass encompassed part of the *Camino Real del Rey*, which was the principal coastal passageway and used continuously as a trail facilitating commerce, livestock transport, and travel since the earliest Spanish exploration. The fields and orchards of the nineteenth century increasingly gave way to speculative real estate development by the turn of the twentieth century. In 1900, the Cahuenga Valley Improvement Association was established to guide real estate development in the area, just as the first electric track down the length of Prospect Avenue (present day Hollywood Boulevard) was completed.¹²

In 1903, the City of Hollywood officially incorporated with a population of 700. In 1904, gas lines were laid, the streets were numbered, and a single track of the Los Angeles Pacific Railroad was placed perpendicular to the electric track already on Prospect Avenue.¹³ As the area became increasingly developed, churches, clubs and schools were built in close proximity to the grand single-family residences that lined Hollywood Boulevard and other nearby streets. By 1909, like many of its neighboring communities, Hollywood had experienced immense growth. While its population in 1903 was a mere 700, by 1909 it had reached 4,000.¹⁴ Though dwarfed by the neighboring city of Los Angeles with 100,000 inhabitants, the small City of Hollywood quickly began to experience water shortages, drainage issues, and sewage problems, and less than ten years later Hollywood began to reconsider its status as an independent city.¹⁵ In February of 1910, Hollywood was annexed to the City of Los Angeles to take advantage of the City's established sewer system, and a new water supply created by the opening of the Los Angeles Aqueduct.

Even before Hollywood incorporated in November 1903, officials began to address the need for schools to serve the population. The nascent City was several students shy of the twenty-four required to establish a new high school, so free rent for six months was offered to any family with children of high school age that would come to Hollywood to live. By September of 1903 the quota had been met and high school classes were offered for the first time in Hollywood. The school was located in an empty storage room in the Masonic Temple, located on Highland Avenue just north of Prospect Avenue (now Hollywood Boulevard). The space was divided into three rooms by temporary partitions; each room was occupied by one teacher and the only male teacher doubled as the principal.

As enrollment grew, the student body overflowed into an abandoned bakery shop next door to the Masonic Temple, and City officials began to discuss setting aside land to build a permanent high school. The creation of

¹² Williams, Gregory Paul. The Story of Hollywood: An Illustrated History. Los Angeles: BL Press, 2005. (29)
From Hollywood development history prepared by Chattel Architecture, Planning & Preservation, Inc. "Historic Resources Survey: Hollywood Redevelopment Project Area," February 2010.

¹³ Williams, The Story of Hollywood. (43)

¹⁴ Torrence, Bruce. Hollywood: The First One Hundred Years. Hollywood: Hollywood Chamber of Commerce, 1979. (9)

¹⁵ Williams, The Story of Hollywood. (52-53)

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an area high school became a joint effort by the independent school districts of Cahuenga, Coldwater, Hollywood, Laurel, Lankershim, Los Feliz, and Pass. The school was named Hollywood Union High School, and in September 1904 the new school with an enrollment of 75 students opened.¹⁶ That same year the Los Angeles Pacific Electric Railroad granted half price fares to all Hollywood Union High School students and free transfers from the Colegrove line. At that time the school was still housed in temporary headquarters until a permanent school building could be constructed.

In 1904 a site was selected for the new school on the corner of Sunset Boulevard and Highland Avenue. In March of that year, school board members visited Redlands, Pomona, and Pasadena to inspect their high schools and gather data for use in designing a building for Hollywood Union High.¹⁷ Following a design competition, in April 1904 the school board selected the Los Angeles firm of Burnham and Bliesner as the architects for the project. On November 24, 1904, a ceremony led by the Masonic Grand Lodge of California was held to dedicate the cornerstone for the new building. At the ceremony, A. McCormick, president of Hollywood Union High School Board of Trustees proclaimed, "The name Hollywood Union will give us tone, dignity, and international reputation." Total cost for the building was \$67,000 which was funded through the sale of bonds.¹⁸ The two story structure, topped with a dome, was completed in 1905.

Attendance at the high school increased rapidly over the next few years, and in September 1908 enrollment had grown to 300 students. By 1909 the campus had added a Gymnasium and playing field, but it had outgrown the original Classroom Building. The board decided to expand the campus, and raised \$100,000 through the sale of additional bonds to build new Polytechnic facilities and an Auditorium.¹⁹ With its multi-building complex, Hollywood Union High School was a model of innovative and modern secondary education. Its curriculum was approved and the school accredited by University of California inspectors in 1906. All graduates with the principal's recommendations were guaranteed admission to the University of California.²⁰ A group of visitors from Phoenix, Arizona, inspected the school in 1911 as a model for their own.²¹

Hollywood was annexed to the City of Los Angeles in 1910, and on March 29 of that year Hollywood Union High School officially became property of the Los Angeles Board of Education.²² Although now formally part of the City of Los Angeles, Hollywood continued to have its own identity which was tied directly to the growth of the motion picture industry. Between 1910 and 1912, movie attendance doubled to nearly 20 million and the industry emerged as a powerful economic force.²³ As the popularity of the medium increased in the nation, so, too, did the physical facilities related to the production of films in Hollywood. The first motion picture studio in Hollywood was the 1911 Nestor Studio on the northwest corner of Sunset Boulevard and Gower Street. Within three months, five other companies arrived in Hollywood. Five years after the annexation of Hollywood by the city of Los Angeles, the area was in the midst of a real estate boom.²⁴ By this time Hollywood was no longer a small independent city struggling to deal with infrastructural problems, but a thriving suburb with a rapidly growing population and the home of a significant national industry.

During this period overcrowding became a major issue at Hollywood Union High School. By 1915 there were so many freshmen that the school adopted a dual graduating system in which one senior class would graduate in the winter and the other in the summer. The winter class held its ceremony in the Auditorium, while the summer class

¹⁶ The name of the school was changed from Hollywood Union High School to Hollywood High School at an unknown date, most likely prior to 1913 (see Additional Documentation, Sanborn Map, 1913).

¹⁷ "Hollywood," *Los Angeles Times*, March 17, 1904: A6.

¹⁸ "Eight hundred pupils march," *Los Angeles Times*, November 24, 1904.

¹⁹ "Vote for School Bonds," *Los Angeles Times*, October 3, 1909.

²⁰ "Inspection thorough," *Los Angeles Times*, March 17, 1906.

²¹ "In the public schools," *Los Angeles Times*, May 14, 1911.

²² "Ready for Final Act," *Los Angeles Times*, March 18, 1910.

²³ Starr, Kevin. *Inventing the Dream: California through the Progressive Era*. New York: Oxford University Press, 1985. (309)

²⁴ Williams. *The Story of Hollywood*. (78)

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graduated in the Hollywood Bowl. By 1913 the planned additions to the campus were completed, and now the school included the original Administration Building, a Gymnasium, Auditorium, Mechanics Building, Science Building, and Household and Fine Arts Building (see Additional Documentation, Sanborn Map, 1913). The student newspaper, *The Hollywood High News* debuted in 1917.

Hollywood reached its heyday in the 1920s, when a large number of movie studios, movie theaters, and shopping centers filled Hollywood and Sunset Boulevards between Vine Street and Highland Avenue. By 1926, the motion picture industry was the "United States' fifth largest...grossing \$1.5 billion a year and accounting for 90 percent of the world's films."²⁵ During the 1920s, Hollywood High School became the school of choice for the children of movie stars. As development in Hollywood became denser, the large parcels of land that once surrounded the school began to disappear, and it was increasingly surrounded by dense urban development rather than ensconced in a bucolic landscape of citrus groves and single-family residences. Residents attempted to create a more park-like setting for schools through district-wide tree planting drives.²⁶

Many film actors and actresses graduated from Hollywood High School in the 1920s and 1930s. Some notable students from this period include John Huston (1923), Carole Lombard (1923), Lon Chaney, Jr. (1924), Fay Wray (1925), Edward Dmytryk (1926), Chuck Jones (1930), Alan Ladd (1931), Ann Miller (1937), Lana Turner (1936), and Mickey Rooney (1938). In the mid-1920s the school was given its mascot, "the Sheiks." The school's athletic teams were originally known as the Crimson, in emulation of Harvard, but they became the Sheiks after a newspaper article compared the football team to "the brave warrior-lover hero in the Rodolf [sic] Valentino film classic of the 1920s."

In 1925 the school constructed a new Auditorium, replacing the original 1910 building that was then converted to the Library. It was constructed to accommodate the glut of local talent, and it became a social center for the community.²⁷ The new Auditorium became home to the E. M. Skinner Organ Opus 481-A pipe organ, which was given to the school by the class of 1924. The organ was paid for by funds raised by the student body's production of "Peter Pan" at the Hollywood Bowl. Organist Louis Vierne played his only Southern California performance at Hollywood High in 1927, and Edwin Lemare played his last public performance at Hollywood High School while his daughter, Mary, was attending school there in 1931. Other famous organists have played there, including Virgil Fox.

On March 10, 1933, an earthquake centered in Long Beach, California hit the greater Los Angeles area. It damaged beyond repair forty of the Los Angeles Unified School District's (LAUSD) unreinforced masonry buildings, including four buildings at Hollywood High: the Administration Building, the Gymnasium, the Science Building, and the Household and Fine Arts Building. The reconstruction of Los Angeles' schools following the Earthquake became a cutting edge example of Public Works Administration (PWA) and Works Projects Administration (WPA) efforts in California during the Depression, and Hollywood High School is a prominent example of that program.²⁸ Created by the National Industrial Recovery Act on June 16, 1933, the PWA budgeted several billion dollars to be spent on the construction of public works as a means of providing employment, stabilizing purchasing power, improving public welfare, and contributing to a revival of American industry. After having scaled back the initial cost of the PWA, President Roosevelt agreed to include the program as part of his New Deal reforms. The historical legacy of the PWA is perhaps as important as its practical accomplishments at the time.

Following the Long Beach Earthquake, buildings throughout the Los Angeles County school system were slated for either renovation or new construction using a combination of State and PWA funding. Under the supervision of a board of forty-eight architects, engineers, and contractors, a total of 536 school buildings were rehabilitated or

²⁵ Starr, Kevin. Material Dreams: Southern California through the 1920s. New York: Oxford University Press, 1990. (313)

²⁶ "Tree Planting Drive Opens," *Los Angeles Times*, May 2, 1925.

²⁷ Williams. The Story of Hollywood. (147)

²⁸ Starr, Kevin. Endangered Dreams: The Great Depression in California. New York: Oxford University Press, 1996. (318)

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built for a total cost of \$34,144,000.²⁹ The subsequent Field Act of 1933 directed the State Division of Architecture to dictate standards for school reconstruction, establish a building code, and enforce a program of construction inspection for schools to ensure earthquake resistant school structures. During this period a variety of modern innovations to school plants were implemented, reflecting educational reforms of the time and encompassing advances in ventilation, illumination, hygiene, sanitation, school furnishings, and landscaping.³⁰ Most schools constructed after the Earthquake exhibited the mix of classicism, Art Deco, and streamlining referred to as "PWA Moderne."³¹ The new buildings utilized not only the latest technology, but were often designed by prominent architects of the period, including Richard Neutra, Norman Marsh, David Smith, Herbert Powell, O.W. Morgan, J.A. Walls, and William Henry Harrison.

At Hollywood High, LAUSD set aside funding for the demolition, rehabilitation, and earthquake proofing of the school's main structures. On May 14, 1934, the Hollywood High School administration selected the firm of Marsh, Smith and Powell to design new buildings for their campus. The first to be constructed was the Science Building (1935), followed by modifications to the Library (1935), and then the Liberal Arts and Arts Buildings, which were both completed in 1938. All four buildings exhibit the features of PWA Moderne architecture, resulting in a unified appearance of the campus as a whole. Marsh, Smith and Powell were responsible for the design of numerous school facilities during the 1930s, and published several articles about current trends in classroom design and campus planning.

The campus also includes prominent examples of New Deal-era art work. The New Deal federal arts program provided economic relief to artists during the Depression, with government programs funding projects in post offices, civic centers, libraries, museums, and public schools. Leadership of the projects in Southern California included Merle Armitage as chairman of the Federal Art Project, Stanton Macdonald-Wright as director, and Lorser Feitelson as his assistant. The Southern California committee received national acclaim for the unusual cooperation between artists and the public, and for soliciting more arts funding than any other region. All works completed under the federal projects were committed to the themes of the American Scene. New Deal art in Southern California projected an idyllic image of the region during a period in which Southern California was transformed by poverty, expansion, and cultural diversity.³²

The Science Building features the work of sculptor Bartolomeo Mako, who created a bas-relief sculpture over the entry and a sculptured pylon in the forecourt. Muralist Haldane Douglas began a painting for the interior of the Library in the spring of 1934. The mural depicts the history of the development of Hollywood, with the Hollywood Bowl pictured in the center, flanked by representative images of Hollywood's agricultural past and Greek figures depicting the fine arts.³³ The mural was funded by the Civil Works Administration, a pre-cursor to the Works Progress Administration that lasted from 1933-1934. Hollywood High School is one of only a few Los Angeles schools to receive funding from the CWA.³⁴

In 1940 the School Board completed the purchase of three residential lots on the corner of Orange Drive and Hawthorn Street. The purchase of this property allowed the school to expand to a full city block, and construct new athletic facilities for the students. At this time the playing field was relocated from its original site and new bleachers were installed to accommodate up to 3,000 spectators.

²⁹ Starr. *Endangered Dreams: The Great Depression in California*. (318)

³⁰ Heumann, Leslie. "Historic Context Statement: Los Angeles Unified School District," prepared for the Los Angeles Unified School District Facilities Services Division, March 2002. (13)

³¹ Gebhard, David and Robert Winter. *Architecture in Los Angeles and Southern California*. Santa Barbara and Salt Lake City: Peregrine Smith, Inc., 1977.

³² Anderson, Susan M. "Dream and Perspective: American Scene Painting in Southern California." Originally published in Westphal, Ruth and Janet Blake Dominik, ed. *American Scene Painting: California 1930s and 1940s*. Irvine, CA: Westphal Publishing, 1991.

³³ "Mural in Library Illustrates Story of Progress of Drama," *The Hollywood High News*, Hollywood High School, May 1, 1934.

³⁴ "Mural Artist Begins Painting for Library," *The Hollywood High News*, Hollywood High School, April 9, 1934.

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Hollywood High School continued to enroll the children of prominent Hollywood families through the 1940s and 1950s. Notable graduates from this period include Judy Garland (1940), Jason Robards (1940), James Garner (1944), Marcel Ophuls (1945), Carol Burnett (1951), Vincent Bugliosi (1952), and Linda Evans (1960).

The Sylmar Earthquake of 1971 damaged the new Administration Building (just as the 1933 Long Beach Earthquake had done to its predecessor), and it was demolished six months later. The site became a parking lot, and the administrative offices were moved to the Science Building on Sunset and Highland. Plans were made to construct a new Industrial Arts building along Orange Drive, but this was never realized.

Criterion C: Architecture

Hollywood High School is a prominent, cohesive, and intact collection of PWA Moderne educational buildings constructed following the 1933 Long Beach Earthquake. PWA Moderne buildings were constructed during the Great Depression as part of various government relief projects sponsored by the Public Works Administration (PWA) and the Works Progress Administration (WPA). Also called Depression or Classical Moderne, stylistically PWA Moderne buildings are a stripped down version of Streamline Moderne. The Streamline Moderne style emerged in the United States in the 1930s and is often considered to be a late branch of the Art Deco style. There was no style better suited to Los Angeles in the 1930s, which was at that time already defined by its love of the automobile and the optimism of progress inherent in a city growing at such a monumental rate. Where Art Deco was rich, brightly colored and highly ornamented, Streamline Moderne was sparse, stripped down and monochromatic. Rounded corners, horizontal bands and smooth surfaces give Streamline Moderne buildings the appearance of being smoothed and rounded by aerodynamic forces.

PWA Moderne structures reflect a greater use of conservative and classical elements and have a distinct monumental feel to them. Though comparatively rare, and in vogue for not much more than a decade, this style was influential because it embodied the integration of four unlikely features unique to Los Angeles: changing patterns of land use, a popular response to early twentieth century progress and technology; the birth of new industries; and a sense of fantasy fueled by Hollywood and the movie industry that propelled the city's myths and legends. Streamline Moderne and PWA Moderne are associated with the city's sustained prominence in automobile and early aerospace industry and culture.

The PWA Moderne buildings of the Hollywood High School campus retain the essential character-defining features of the style, which include:

- Horizontal orientation
- Rounded corners and curved surfaces
- Flat or nearly flat roof
- Smooth stucco cladding
- Minimal ornamentation (usually zig-zag or Moderne detailing)
- Windows "punched" into walls, with no surrounds
- Smooth stone, polished marble, or terrazzo relief sculpture

The Hollywood High School buildings constructed in the aftermath of the Long Beach Earthquake were designed by the renowned local firm of Marsh, Smith and Powell. The first to be constructed was the Science (and now Administration) Building (1935), followed by modifications to the Library (1935), and then the Liberal Arts and Arts Buildings, both completed in 1938. The Science Building was given an Honor Award by the Southern California Chapter of the American Institute of Architects in recognition of its outstanding architectural qualities in 1939. The exterior modernization of the Auditorium was undertaken by the firm of Marston and Weston, another prominent local architectural practice.

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Architects Marsh, Smith and Powell

Norman Foote Marsh (1871-1955) was born in Upper Alton, Illinois, and educated at the Urbana School of Architecture at the University of Illinois. He moved to Los Angeles in 1900, and formed a partnership with J.N. Preston which lasted only one year. Soon afterward, he became associated with C.H. Russell, under the firm named Marsh & Russell. They practiced together for six years, successfully completing many projects, most notably the planning of the Venice canals (1904-1905) in Venice, California and the design for the principal buildings in that area. In 1907 this partnership dissolved, and Marsh worked independently, specializing in public buildings, including schools, churches, and libraries. In 1927 he entered a partnership with Herbert Powell (1898-1996) and David D. Smith (1886-1964). The firm was responsible for many notable structures, including the Memorial Chapel at University of Redlands (c. 1927), Congregational Church in Sierra Madre (1928), Santa Monica's Parkhurst Building (1927), South Pasadena Public Library (1930), and South Pasadena High School (1937). Herbert Powell was named a Fellow of the American Institute of Architects in 1947.

Muralist Haldane Douglas

Haldane Douglas (1893-1980) was an architect, painter, and muralist. He was born in Pittsburgh, Pennsylvania on August 13, 1893. By the early 1920s, Douglas had moved to California. He spent the winters in southern California and summers in Monterey where he was a pupil of Armin Hansen. From 1926 to 1928 he studied with André Lhote in Paris. After returning from Europe, he taught at the Chouinard Art School in Los Angeles and was associated with Fox Film Corporation during the 1930s. He died in Orange County, California on May 26, 1980.

Sculptor Bartolomeo Mako

Bartolomeo Mako (1890-1970) was a sculptor responsible for several prominent commissions in Southern California in the 1930s. His notable works include: "Goddess Holding Torch of Learning, 1939, Ventura High School; The Memorial Gateway, 1931, Exposition Park, Los Angeles; and Fountain Bas-relief, Burbank City Hall. Mako's murals may also be seen on the façades of the Lou Henry Hoover School, Whittier, and El Monte High School.

Conclusion

Hollywood High School was originally founded in 1903 as the first school serving the newly incorporated municipality of Hollywood. The development of the school is intrinsically tied to the growth of Hollywood and the development of Hollywood as the capital of the entertainment industry in the early twentieth century. It has significant associations with important people in the entertainment industry, and is often referred to as "the most famous high school in the world." It is a prominent and intact collection of PWA Moderne school buildings constructed following the 1933 Long Beach Earthquake, designed by the prominent architectural firm of Marsh, Smith and Powell. The period of significance is 1910-1956, signifying the original construction date of the Library, the earliest extant building on campus, through the completion of alterations to the Auditorium which were undertaken by the renowned firm of Marston and Weston. The campus has a unified visual character and retains a high degree of integrity.

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_____. Material Dreams: Southern California through the 1920s. New York: Oxford University Press, 1990.

³⁵ Information about the history of Hollywood High School and *The Hollywood High News* archives are housed at the Hollywood High School Museum on campus. Other repositories include the Main Branch and Hollywood Regional Branch of the Los Angeles Public Library, the City of Los Angeles Planning Department, and the Hollywood Community Redevelopment Agency.

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"Mural in Library Illustrates Story of Progress of Drama," *The Hollywood High News*, May 1, 1934.

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"Repairs to be Made on Library Building," *The Hollywood High News*, June 17, 1935.

"Superintendent of City Schools Approves Plans for New Domestic Science and Art Building; also \$7500 Separate Study Hall," *The Hollywood High News*, March 4, 1936.

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"In the Public Schools," *Los Angeles Times*, May 14, 1911.

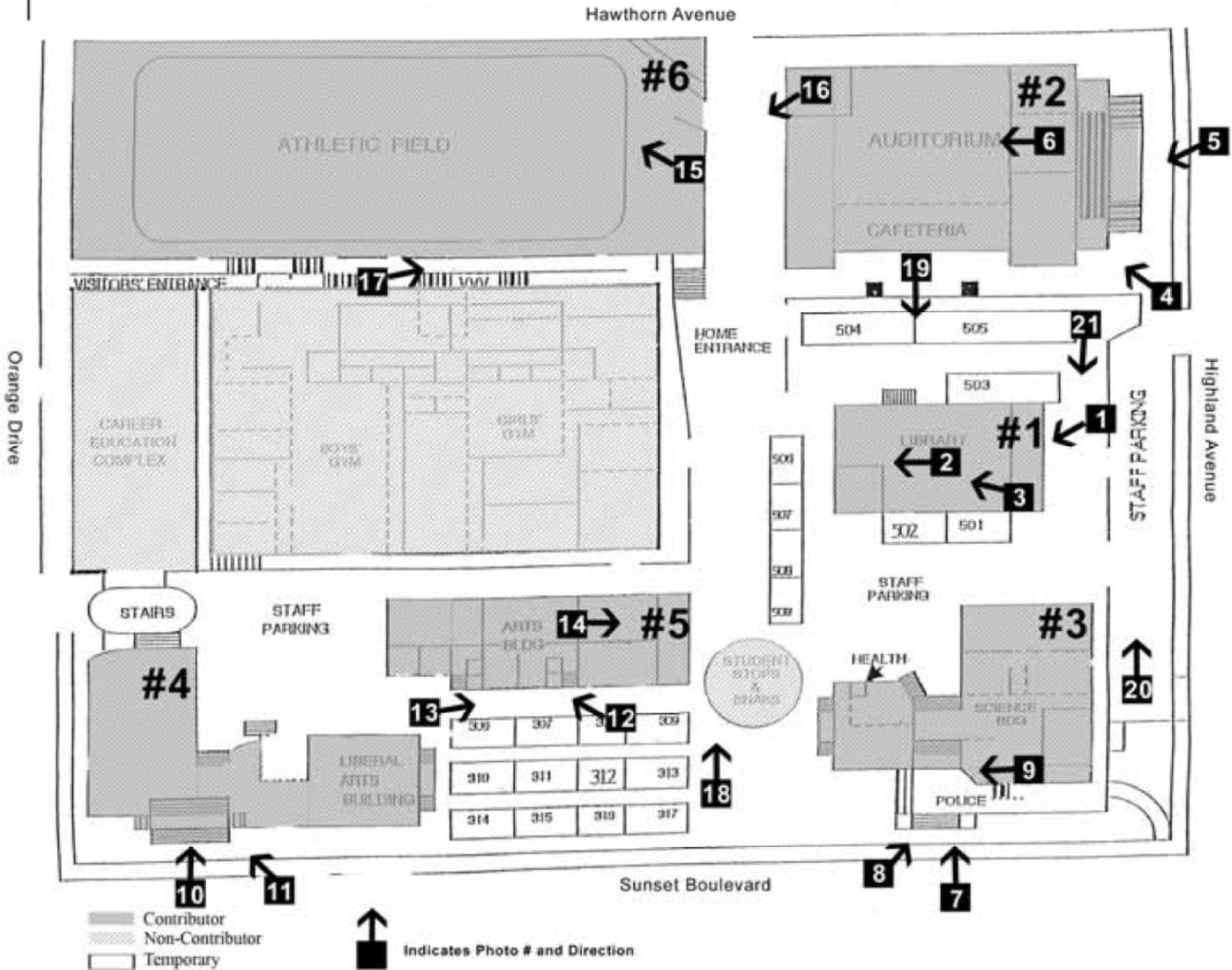
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Sketch Map



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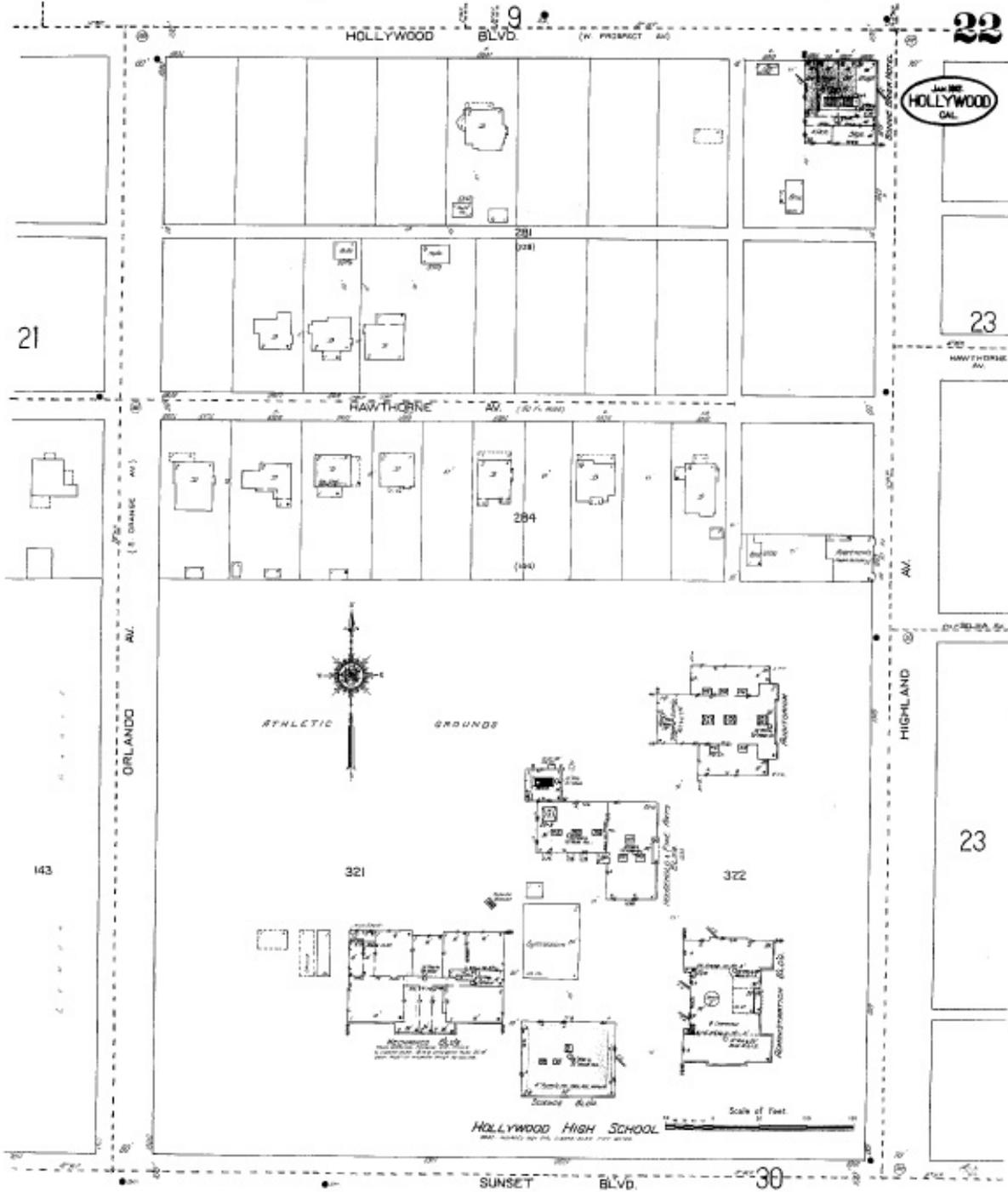
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Sanborn Map, 1913



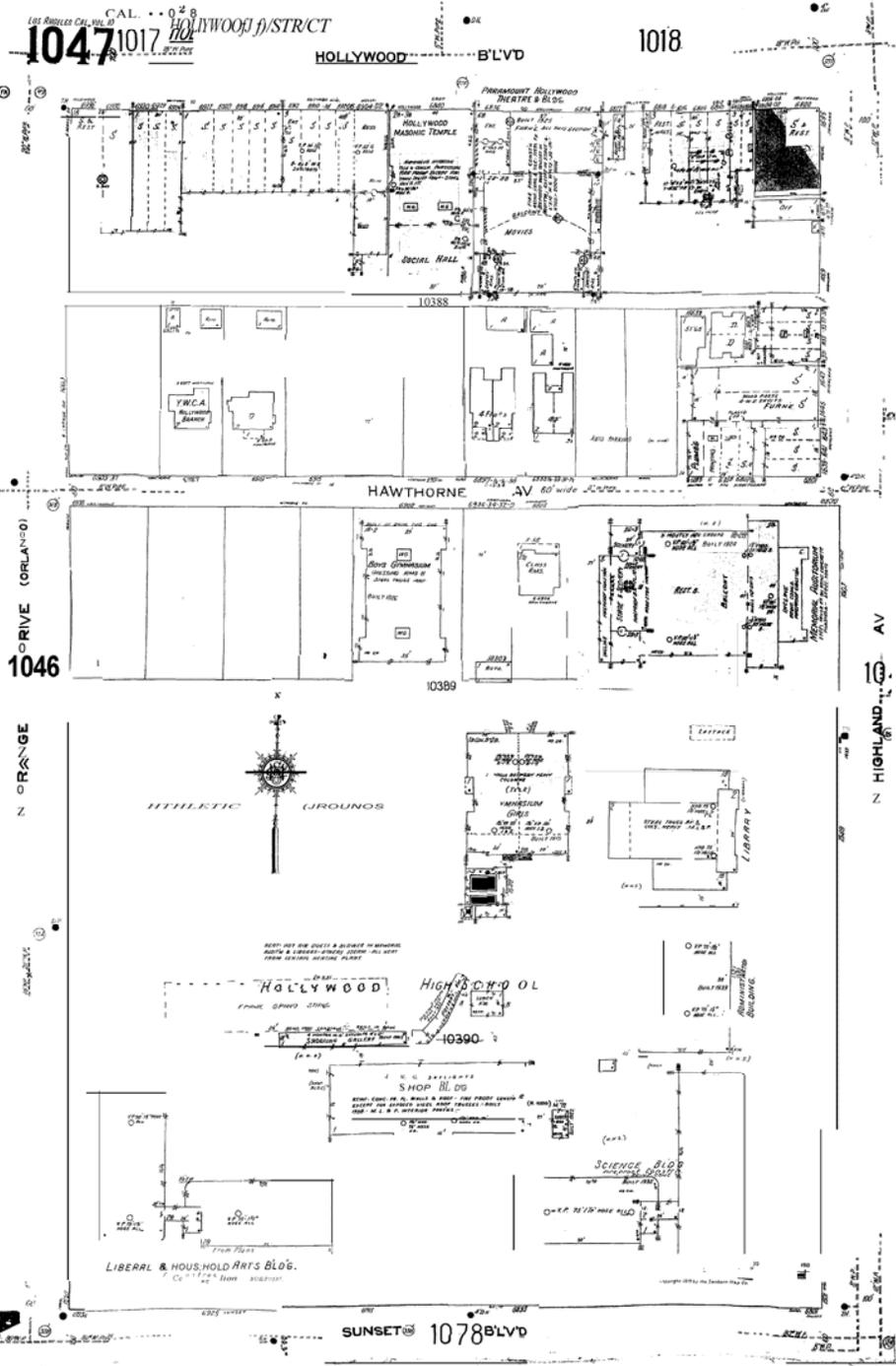
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Sanborn Map, 1951



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Figure 1: Library, 1940. Source: California's Living New Deal Project.



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Figure 2: Auditorium, 1958. Source: Hollywood High School.



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Figure 3: Science Building, 1935. Source: California's Living New Deal Project.



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Figure 4: Science Building, 1939. Source: Los Angeles Public Library.



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Figure 5: Science Building, 1935. Source: SAIC Digital Libraries, Ryerson & Burnham Archives.



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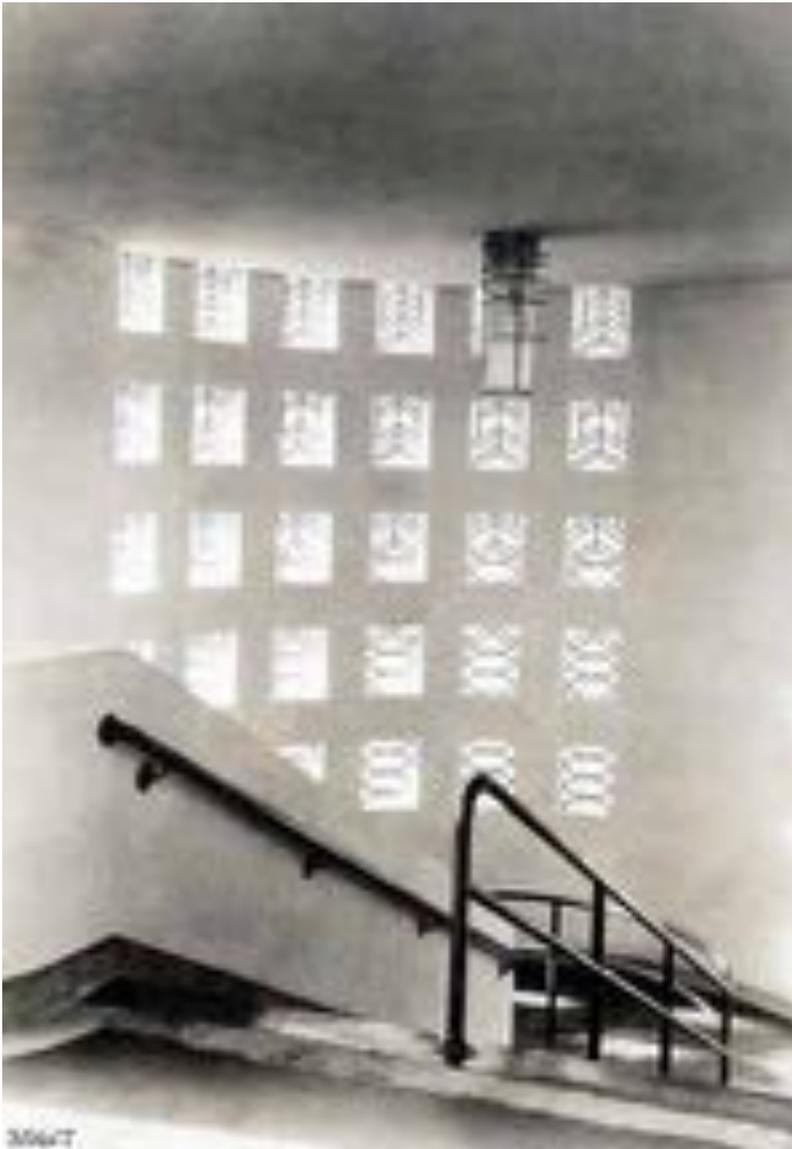
County and State

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Figure 6: Science Building interior, 1935. Source: SAIC Digital Libraries, Ryerson & Burnham Archives.



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Figure 7: Liberal & Household Arts Building, 1940. Source: California's Living New Deal.



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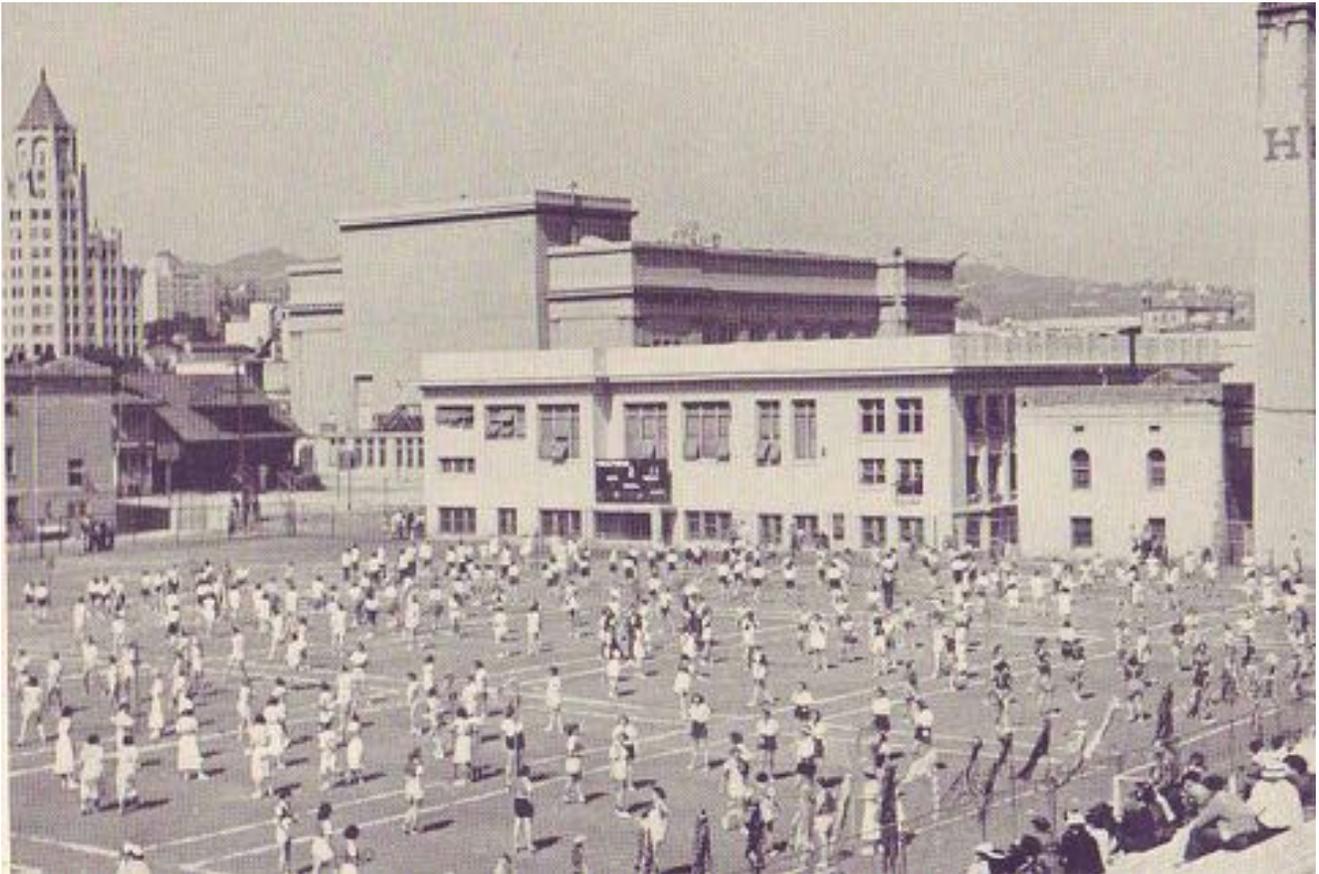
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N/A

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Figure 8: Athletic Field, 1937. Source: Hollywood High School.



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Photo Log

PHOTO NO.	DESCRIPTION/VIEW
0001	Library, primary façade, view looking west
0002	Library, interior view of west wall with mural
0003	Library, interior view looking west
0004	Auditorium, view looking northwest
0005	Auditorium, primary façade, view looking west
0006	Auditorium interior, view looking west
0007	Science Building, primary façade, view looking north
0008	Science Building, detail of corner, view looking northeast
0009	Science Building interior, stairway detail, view looking west
0010	Liberal Arts Building, primary façade, view looking north
0011	Liberal Arts Building, corner detail, view looking northwest
0012	Arts Building, detail of primary façade, view looking north
0013	Arts Building, view looking east
0014	Arts Building, interior of classroom, view looking east
0015	Athletic Field, view looking northwest
0016	Athletic Field showing bleachers on Gymnasium roof, view looking southwest
0017	Auditorium, view of "Sheik" mural on façade overlooking Athletic Field, view looking east
0018	Kiosk, view looking north
0019	Context view looking south from the Auditorium
0020	Context view looking north across staff parking lot
0021	Context view looking south from the Library

APPENDIX F—RESUMES OF AUTHORS/CONTRIBUTORS

HISTORIC RESOURCES TECHNICAL REPORT

**6831 Hawthorn Avenue
Hollywood, California**

HISTORIC RESOURCES GROUP

HISTORIC RESOURCES GROUP

Years of Experience: 14

Education

Master of Arts in Urban Planning,
University of California, Los Angeles,
2006

Bachelor of Fine Arts, Printmaking,
San Jose State University, San Jose,
1985

Speaking Engagements

California Preservation Foundation

- Historic Resources and the California Environmental Quality Act
- Historic Resources Surveys
- Preservation Planning

American Planning Association,
California Chapter

- Preservation Planning

Professional Affiliations

American Institute of Certified
Planners, Member

American Planning Association,
Urban Design & Preservation
Division, Member

American Planning Association,
Los Angeles Chapter, Member

California Preservation Foundation,
Guest Speaker, Workshop Leader

National Trust for Historic
Preservation, Member

PAUL TRAVIS MANAGING PRINCIPAL

Experience Profile

Paul Travis specializes in master planning, CEQA, NEPA and Section 106 environmental review, and historic resources assessment. At HRG, Paul manages planning-related projects with a focus on large, multi-property sites including college campuses, historic downtowns, neighborhoods and districts, industrial sites, motion picture studios, and military bases. Paul has drafted preservation plans for the University of Southern California, NBC Universal Studios, Hollywood, and Los Angeles International Airport. He has participated in the development of community plans or specific plans for Paso Robles, Fresno, and Whittier; and has been involved in the master planning process for Loyola Marymount University, Occidental College, Mount St. Mary's College, Fox Studios, the Alameda Naval Station, and the Downey NASA site. Recent survey experience includes historic resource surveys for the cities of Los Angeles, Ventura, Glendale, Paso Robles, San Diego, and Fresno.

Prior to working at HRG, Paul worked as a research assistant at the Lewis Center for Regional Policy Studies performing academic research for study of transit-oriented development along the Pasadena Gold Line light rail system. Responsibilities include gathering and analysis of ridership data and adjacent development activity, and field observation of conditions surrounding transit stops.

Paul Travis meets the *Secretary of the Interior's Professional Qualification Standards* in Historic Preservation in Historic Preservation Planning and History.

Selected Project Experience

City of Fresno Fulton Corridor Specific Plan, Fresno

Fox Studios Master Plan, Century City

LAX Historic Assessments, Environmental Review, Preservation Plan

NBC Universal Evolution Plan, Universal City

Sunset Bronson Studios, Hollywood

Thacher School, Ojai

HISTORIC RESOURCES TECHNICAL REPORT

**6831 Hawthorn Avenue
Hollywood, California**

HISTORIC RESOURCES GROUP

HISTORIC RESOURCES GROUP

Years of Experience: 2

Education

Master of Science, Historic Preservation, University of Texas, Austin, TX, 2019

Bachelor of Science, Policy, Planning & Development, University of Southern California, Los Angeles, CA, 2013

Honors & Distinctions

American Association of Geographers, Presenter, 2019

Preserving the Recent Past 3, Presenter, 2019

My Liveable City, Contributing Author, 2017

California Preservation Foundation, Presenter, 2017

Segal AmeriCorps Education Award, Recipient, 2014

Professional Affiliations

California Preservation Foundation

Los Angeles Conservancy

American Planning Association

American Association of Geographers

MORGAN QUIRK

ASSOCIATE PRESERVATION PLANNER

Experience Profile

Morgan Quirk first joined Historic Resources Group as an intern in 2017 and returned after completing her graduate studies. She holds a Master of Science in Historic Preservation from the University of Texas School of Architecture and a Bachelor of Science in Policy, Planning & Development with an emphasis on Urban Planning from the University of Southern California Sol Price School of Public Policy. At Historic Resources Group, Morgan supports staff with GIS mapping skills and performing research for historic resources surveys, historic context statements, historic resource assessments, historic structures reports, and nomination forms. In addition to her experience in architectural history research methodologies, Morgan has advanced knowledge of geospatial statistical analysis in ArcGIS Desktop, relational database management, data manipulation, and 3D modeling.

Prior to joining HRG, Morgan centered her master's thesis research on the nexus of geospatial statistical analysis and the designation of Los Angeles Historic Cultural Monuments. With ArcGIS, she conducted an independent survey of designated resources to build a predictive model using a geographically weighted regression. The mapped model aimed to increase inclusivity in local preservation practice by identifying Los Angeles neighborhoods that lack monument representation for historically marginalized communities.

Morgan Quirk meets the *Secretary of the Interior's Professional Qualifications Standards* in Historic Preservation Planning and Architectural History.

Selected Project Experience

SurveyLA, Los Angeles

John Tracy Clinic Assessment Report

French Market Place Assessment Report

HISTORIC RESOURCES TECHNICAL REPORT

6831 Hawthorn Avenue
Hollywood, California

HISTORIC RESOURCES GROUP

APPENDIX G—PROJECT PLANS AND DRAWINGS

HISTORIC RESOURCES TECHNICAL REPORT

**6831 Hawthorn Avenue
Hollywood, California**

HISTORIC RESOURCES GROUP

OWNERSHIP:
YORKWOOD LLC
11755 WILSHIRE BLVD, STE 547
LOS ANGELES, CA 90027

ARCHITECT:
NADEL SPECIAL PROJECTS INC
1990 S. BUNDY DRIVE SUITE 400
LOS ANGELES, CA 90025

PROJECT DESCRIPTION:

THE APPLICATION PROPOSES THE REPLACEMENT OF AN EXISTING SURFACE PARKING LOT WITH A NEW MIXED-USE BUILDING WITH 140 RESIDENTIAL APARTMENT UNITS AND GROUND-FLOOR CAFE.

8 STORY TOTAL MID-RISE
7 STORIES OF RESIDENTIAL OVER 1 LEVEL OF PARKING & COMMERCIAL / LOBBY / LEASING
2 LEVELS OF UNDERGROUND PARKING

LEGAL DESCRIPTION:

LOT 7, TRACT HOLLYWOOD BONNIE BRIER, IN THE CITY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 5 PAGE 90, INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

LOT 9, TRACT HOLLYWOOD BONNIE BRIER, IN THE CITY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 5 PAGE 90, INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

COUNCIL DISTRICT:

CD-13 MITCH O'FARREL

ZONE:

LOT	ZONE	GENERAL PLAN DESCRIPTION
APN: 5548-006-001 / 02	CR-2D	REGIONAL CENTER COMMERCIAL

AREA (FOR FAR):

GROUND FLOOR	2,962 SF
SECOND FLOOR	13,372 SF
THIRD FLOOR	13,276 SF
FOURTH FLOOR	13,276 SF
FIFTH FLOOR	13,276 SF
SIXTH FLOOR	13,276 SF
SEVENTH FLOOR	13,276 SF
EIGHT FLOOR	13,276 SF
TOTAL:	95,990 SF

SETBACKS:

5' FRONT
5' SIDE
3' REAR DEDICATION DUE TO ALLEY

BALCONY PROJECTS

0' SIDEYARDS
30' AT FRONT
4' AT REAR

LOT AREA:

	AREA	HEIGHT:
LOT AREA (PRIOR TO DEDICATION)	24,798 SF	86' MAX BY ZONING
LOT AREA (AFTER TO DEDICATION)	24,319 SF	85' IF TYPE III BUILDING
BUILDABLE AREA:	21,332 SF	75' HIGHEST OCCUPIED AREA
ALLOWABLE SF AT 4.5	95,996 SF	
ACTUAL SF	95,990 SF	
ACTUAL FAR	4.5	

*NOTE : MAX FAR 4.5

DWELLING UNITS:

UNIT TYPE	AVERAGE SF	UNITS PER FLOOR	TOTAL IN BUILDING	PERCENTAGE
STUDIO	406 SF	8	56	40%
1 BEDROOM	544 SF	8	57	41%
2 BEDROOM	960 SF	1	7	5%
2 BEDROOM (CORNER)	1,000 SF	2	13	9%
3 BEDROOM	1,148 SF	1	7	5%
TOTAL:		20	140	100%

OPEN SPACE:

PER UNIT TYPE	OPEN SPACE REQUIRED
STUDIO (<3HB 100SF PER UNIT REQ.)	5,700 SF
1 BEDROOM (<3HB 100SF PER UNIT REQ.)	5,600 SF
2 BEDROOM (=3HB 125SF PER UNIT REQ.)	875 SF
2 BEDROOM CORNER (=3HB 125SF PER UNIT REQ.)	1,625 SF
3 BEDROOM (>3HB 175SF PER UNIT REQ.)	1,225 SF
TOTAL:	15,025 SF

COMMON OPEN SPACE:

COMMON OPEN SPACE REQUIRED: 7,513 SF
(50% OF TOTAL OPEN SPACE REQUIRED)
MAXIMUM ALLOWED COMMON ENCLOSE SPACE: 3,756 SF
(25% OF TOTAL OPEN SPACE REQUIRED)
REQUIRED LANDSCAPE COMMON OPEN SPACE: 1,878 SF
(25% OF COMMON OPEN SPACE REQUIRED)

COMMON OPEN SPACE PROVIDED:

PODIUM POOL DECK	4,161 SF
GYM / REC. ROOM	533 SF
GYM ROOF DECK	533 SF
PET WASH / GROOMING	719 SF
LOBBY / LOUNGE	240 SF
LANDSCAPE COMMON SPACE	2,006 SF
TOTAL:	8,192 SF

PRIVATE OPEN SPACE PROVIDED:

PRIVATE OPEN SPACE PROVIDED 7,000SF *ALLOWED PER DENSITY (ACTUAL 7,248 SF)
(BALCONIES AND PATIOS)

TOTAL OPEN SPACE PROVIDED: 15,192 SF

RESIDENTIAL PARKING REQUIRED:

NUMBER OF UNITS	PARKING AT 0.5 PER UNIT
140	70

NON-RESIDENTIAL PARKING REQUIRED:

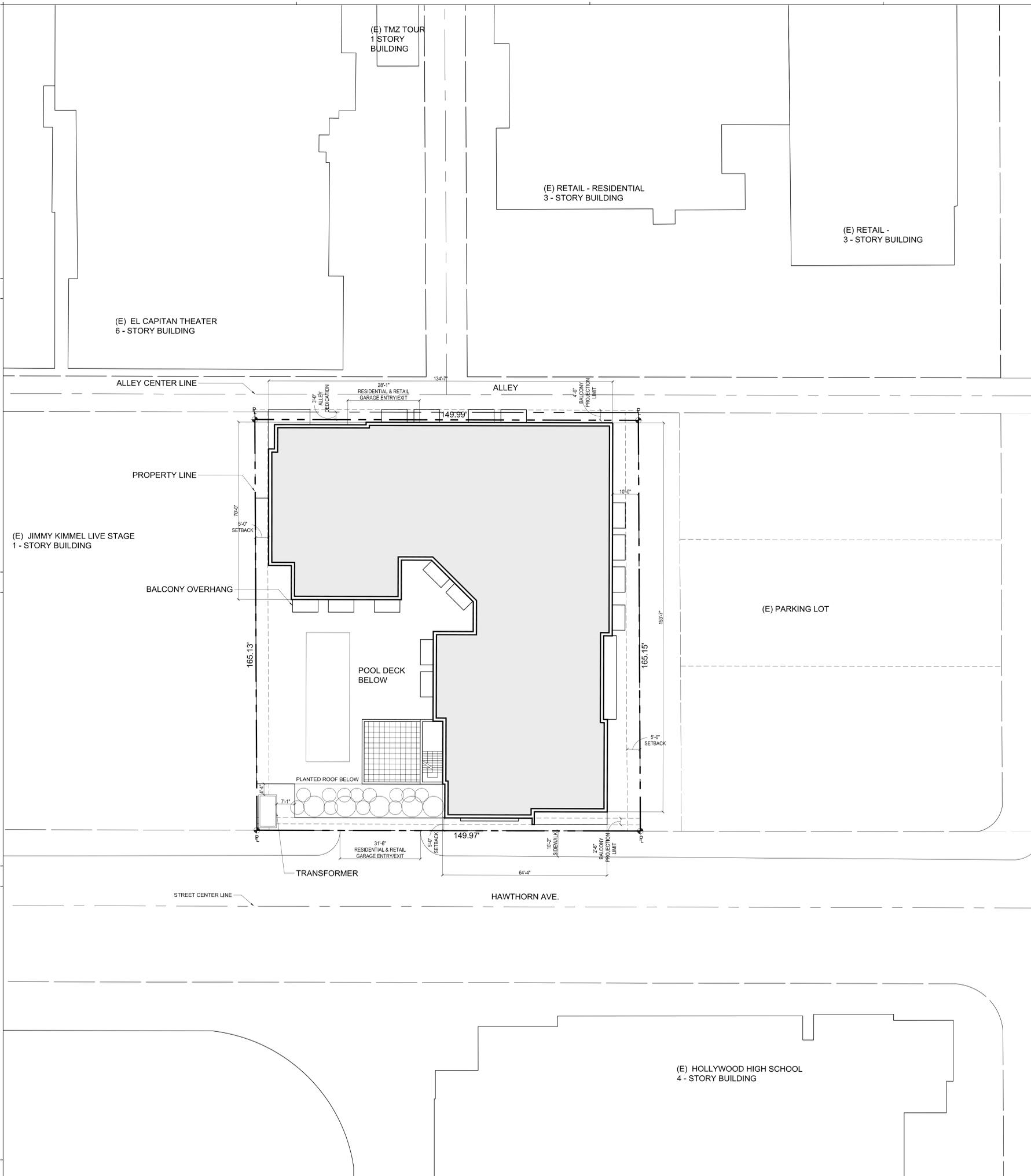
NON-RESIDENTIAL AREA	1 PARKING PER 500 SF
1207 SF	2.4
TOTAL REQUIRED:	72.4

PARKING REQUIRED PER CLIENT DIRECTION:

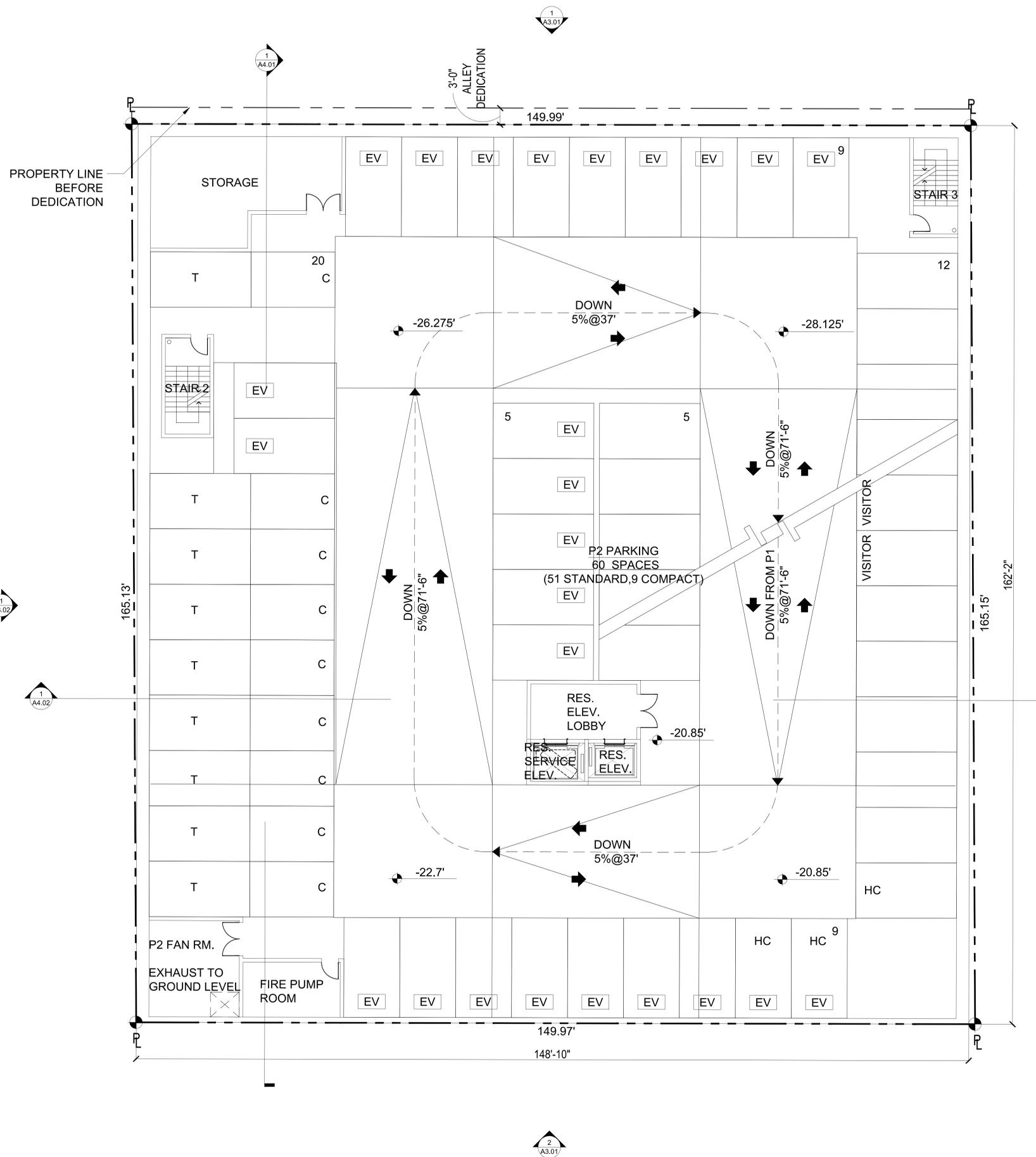
NUMBER OF BEDROOMS	PARKING AT 0.5 PER BEDROOM
57	28.5
56	28
14	7
26	13
21	10.5
TOTAL:	87

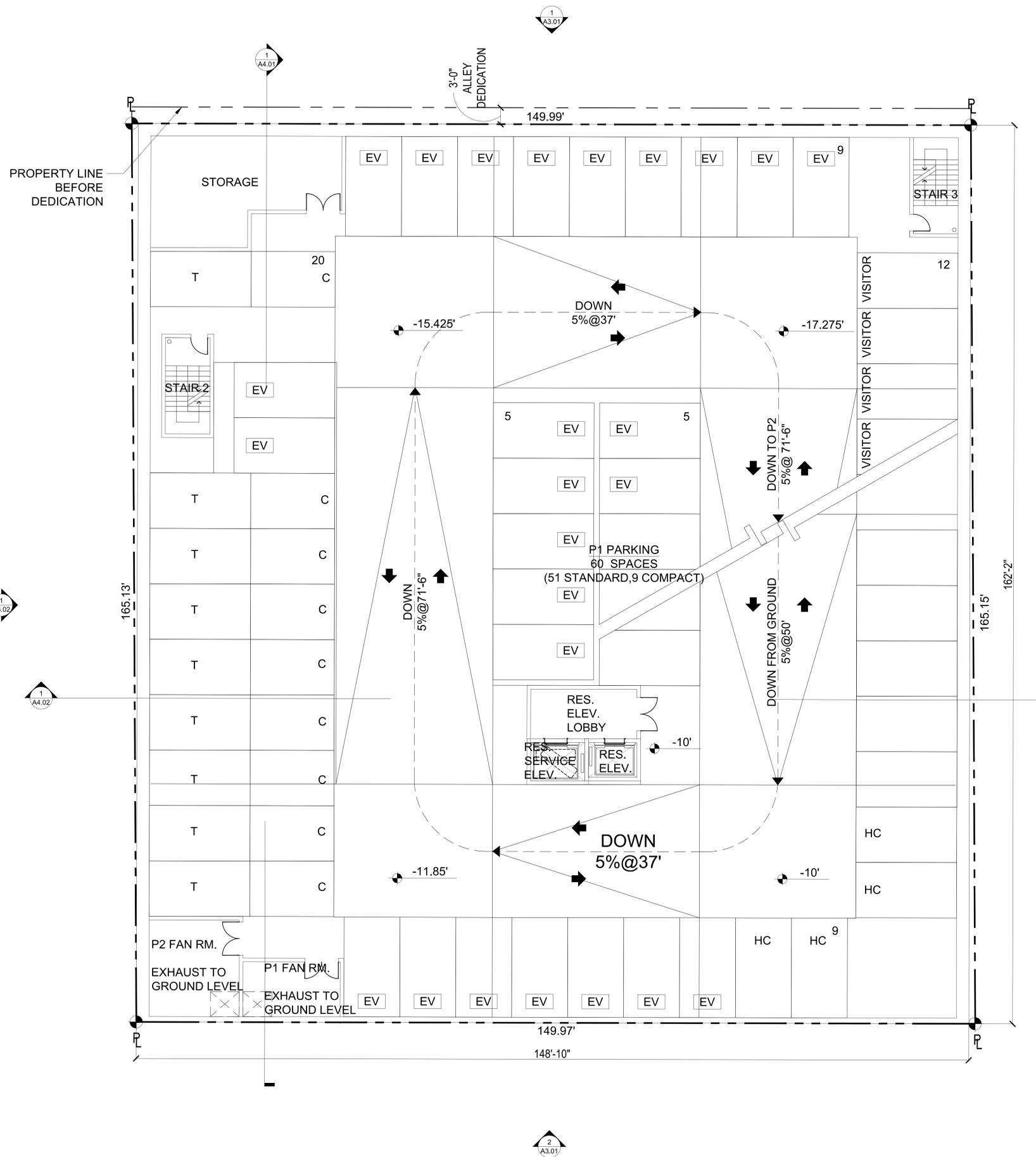
PARKING PROVIDED:

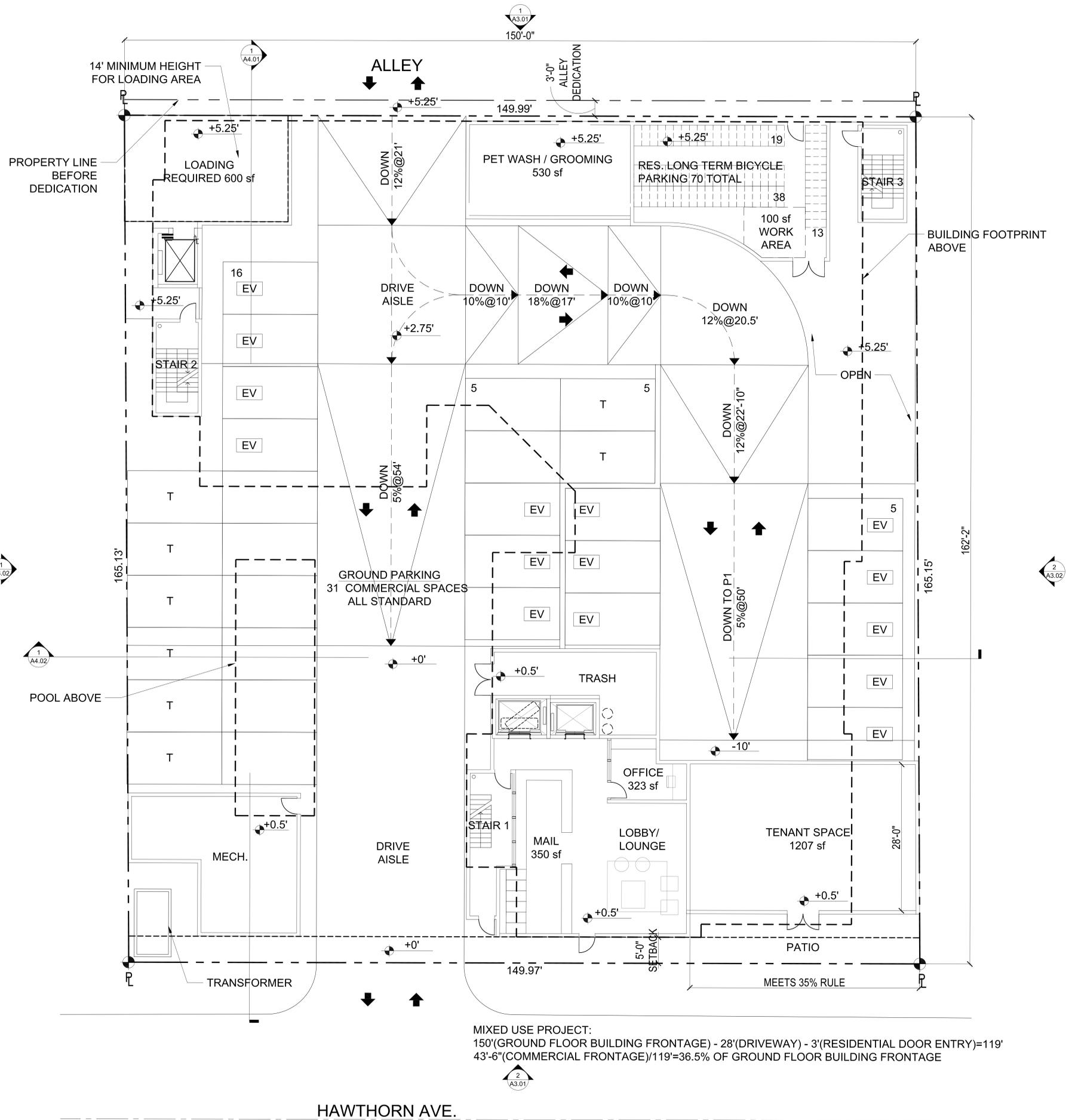
GROUND FLOOR	31	BICYCLE PARKING REQUIRED:
P1	60	COMMERCIAL: 4 (2 SHORT TERM / 2 LONG TERM)
P2	60	RESIDENTIAL: 77 (7 SHORT TERM / 70 LONG TERM)
TOTAL:	151	BICYCLE PARKING PROVIDED
		COMMERCIAL: 4 (2 SHORT TERM / 2 LONG TERM)
		RESIDENTIAL: 77 (7 SHORT TERM / 70 LONG TERM)



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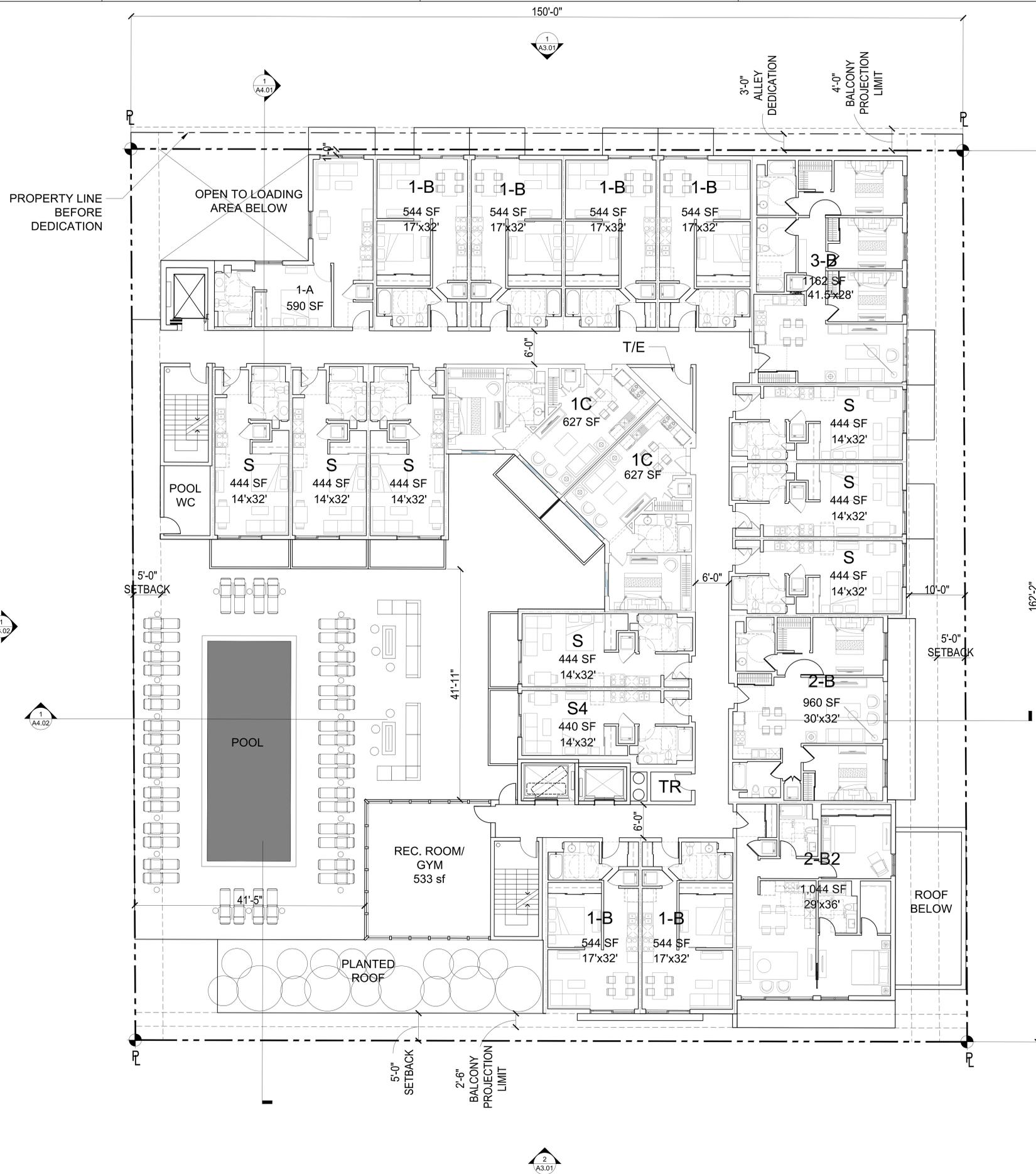




MIXED USE PROJECT:
150'(GROUND FLOOR BUILDING FRONTAGE) - 28'(DRIVEWAY) - 3'(RESIDENTIAL DOOR ENTRY)=119'
43'-6"(COMMERCIAL FRONTAGE)/119'=36.5% OF GROUND FLOOR BUILDING FRONTAGE

HAWTHORN AVE.





PROFESSIONAL STAMP(S):

CONSULTANT(S):

CLIENT:
YORKWOOD LLC

DEVELOPER:

11755 WILSHIRE BLVD, SUITE 2140
LOS ANGELES, CA 90025

PROJECT:
HOLLYWOOD & HIGHLAND

6817 - 6831 1/2 W HAWTHORN AVE
LOS ANGELES, CA

KEYPLAN:

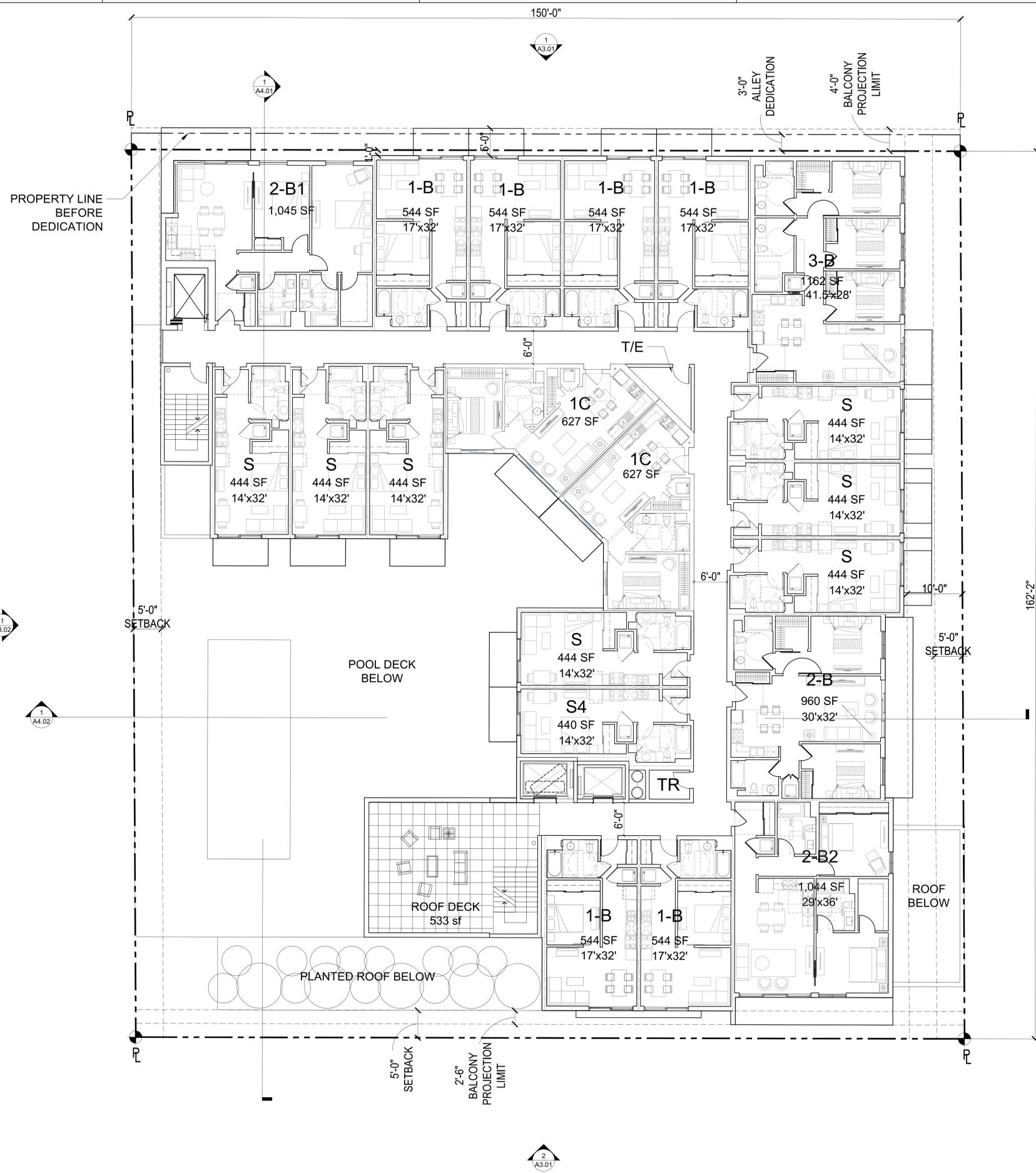
PUBLIC AGENCY SUBMITTAL: XXXXXXXX
ISSUED FOR BIDDING: N/A
ISSUED FOR CONSTRUCTION: N/A

REVISIONS:
ISSUE DESCRIPTION: DATE

NADEL-PROJECT No.: 19032
PROJECT DATE: MARCH 13, 2020
SCALE: 1/8" = 1'-0"

3RD FLOOR PLAN

A2.04



PROFESSIONAL STAMP(S):

CONSULTANT(S):

CLIENT:
YORKWOOD LLC

DEVELOPER:

11755 WILSHIRE BLVD, SUITE 2140
LOS ANGELES, CA 90025

PROJECT:
HOLLYWOOD & HIGHLAND

6817 - 6831 1/2 W HAWTHORN AVE
LOS ANGELES, CA

KEYPLAN:

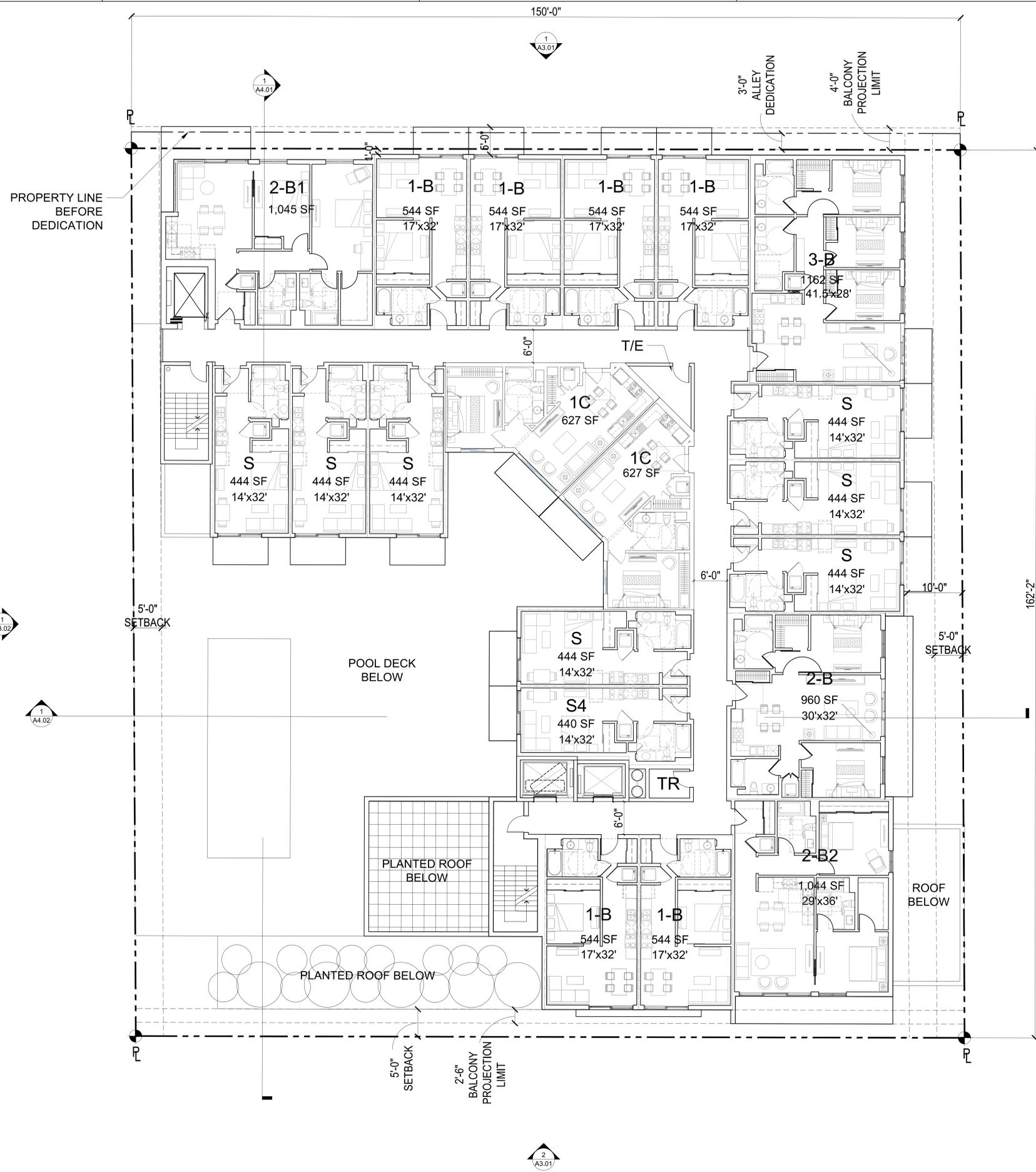
PUBLIC AGENCY SUBMITTAL: XXXXXXXX
ISSUED FOR BIDDING: N/A
ISSUED FOR CONSTRUCTION: N/A

REVISIONS:
ISSUE DESCRIPTION: DATE

NADEL-PROJECT No.: 19032
PROJECT DATE: MARCH 13, 2020
SCALE: 1/8" = 1'-0"

TYPICAL FLOOR PLAN

A2.05



PUBLIC AGENCY SUBMITTAL:	XXXXXXXXXX
ISSUED FOR BIDDING:	N/A
ISSUED FOR CONSTRUCTION:	N/A

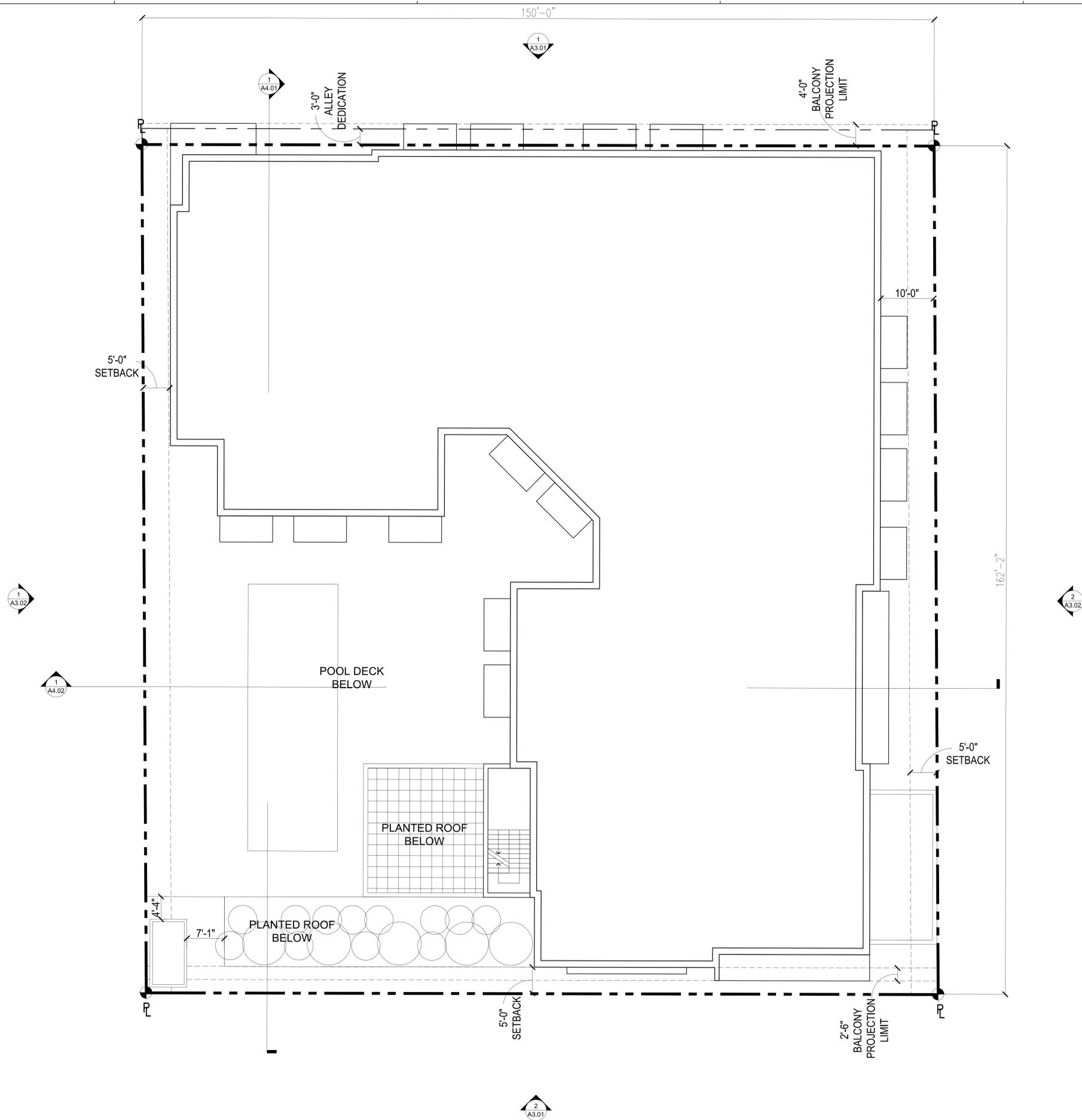
REVISIONS:	
ISSUE DESCRIPTION:	DATE
NO. DESCRIPTION	DATE

NADEL-PROJECT No.:	19032
PROJECT DATE:	MARCH 13, 2020
SCALE:	1/8" = 1'-0"

100% SD NOT FOR CONSTRUCTION

ROOF PLAN

A2.06



PROFESSIONAL STAMP(S):

CONSULTANT(S):

CLIENT:
YORKWOOD LLC

DEVELOPER:

11755 WILSHIRE BLVD, SUITE 2140
LOS ANGELES, CA 90025

PROJECT:
HOLLYWOOD & HIGHLAND

6817 - 6831 W HAWTHORN AVE
LOS ANGELES, CA

KEYPLAN:

PUBLIC AGENCY SUBMITTAL: XXXXXXXX
ISSUED FOR BIDDING: N/A
ISSUED FOR CONSTRUCTION: N/A

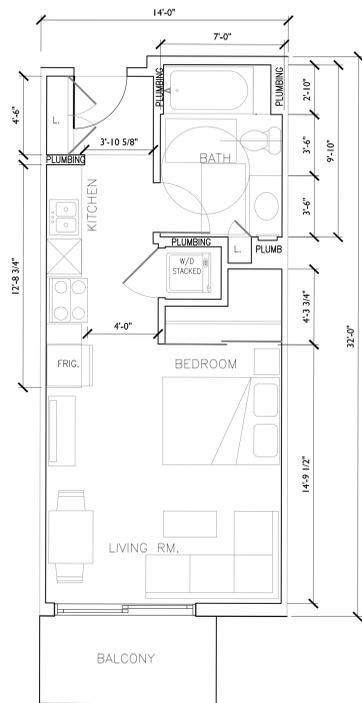
REVISIONS:
ISSUE DESCRIPTION DATE

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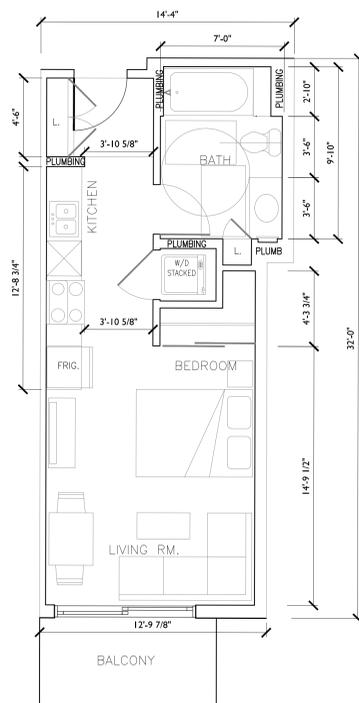
NADEL-PROJECT No.: 19032
PROJECT DATE: MARCH 13, 2020
SCALE: 1/4" = 1'-0"

UNIT PLANS

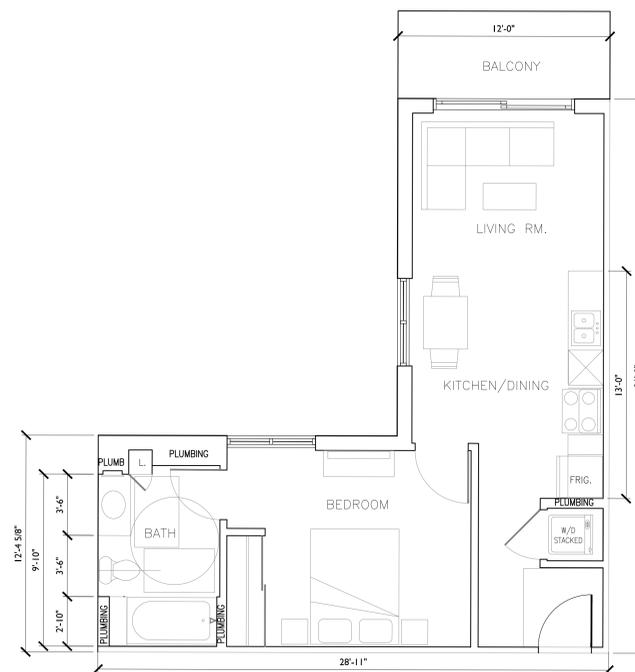
A2.07



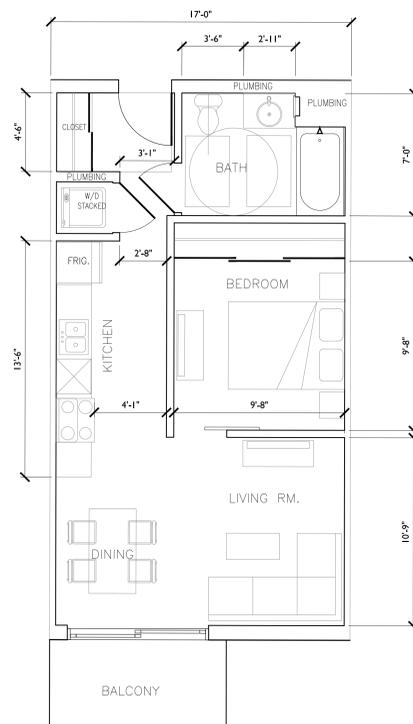
STUDIO UNIT S
444 SF



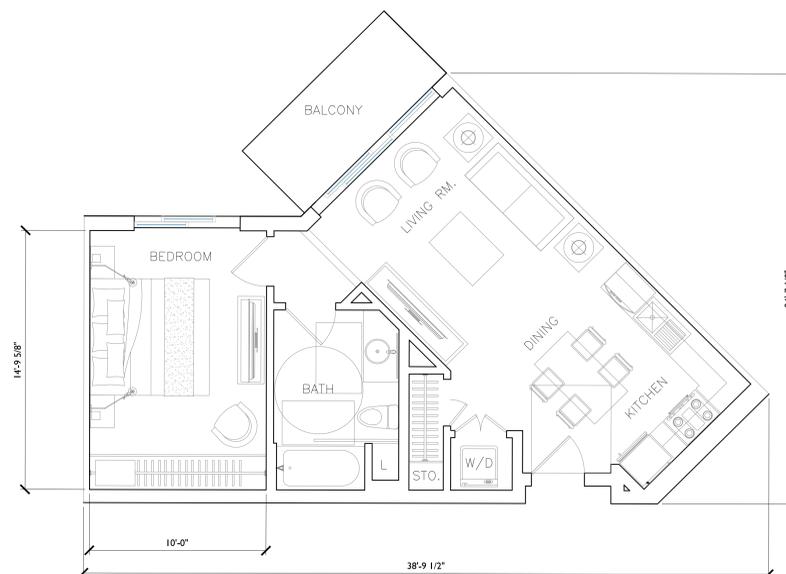
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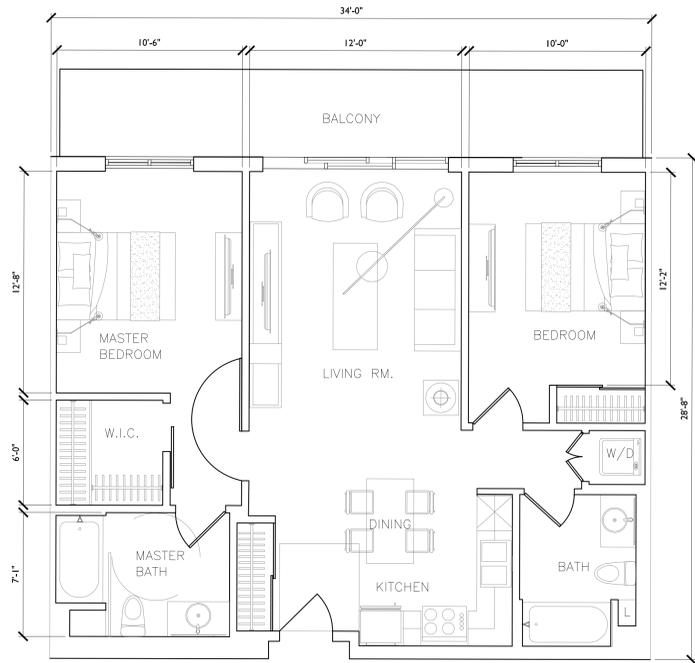
ONE BEDROOM UNIT 1-A
590 SF



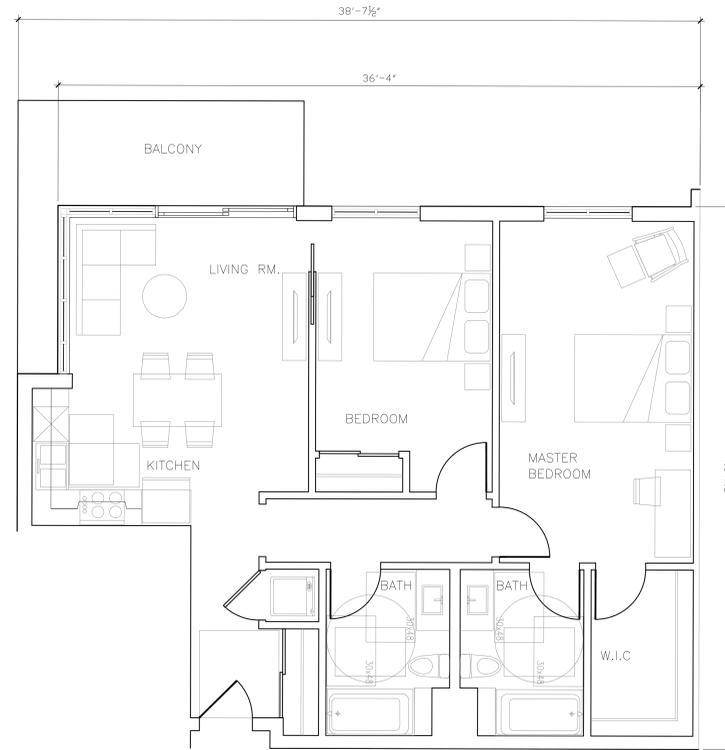
ONE BEDROOM UNIT 1-B
544 SF



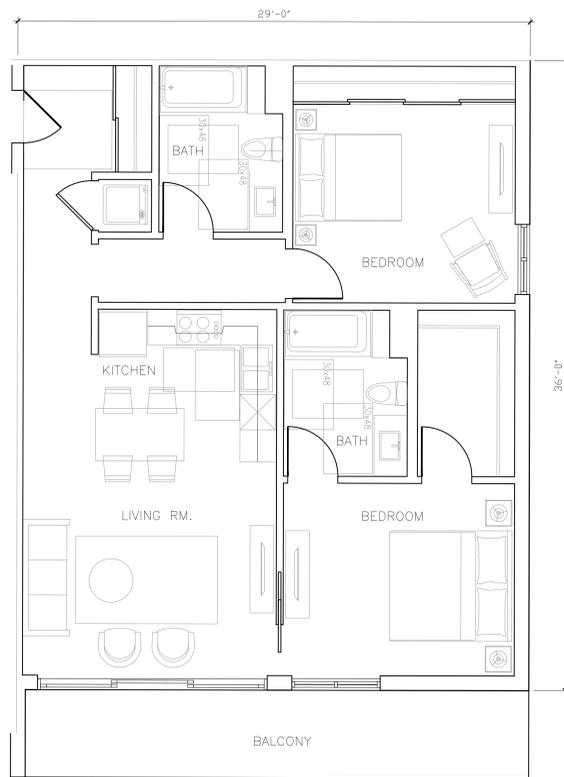
ONE BEDROOM UNIT 1-C
627 SF



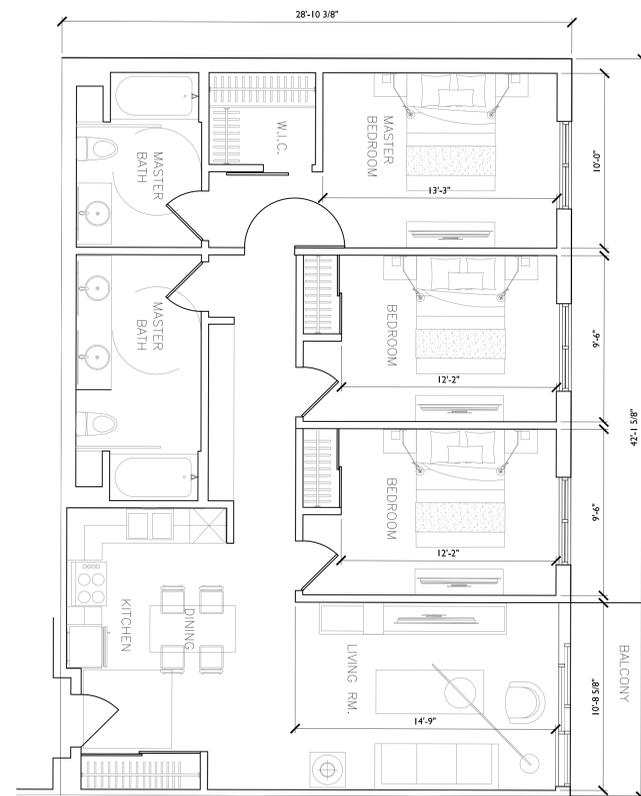
TWO BEDROOM UNIT 2-B
975 SF



TWO BEDROOM UNIT 2-B1
1,045 SF



TWO BEDROOM UNIT 2-B2
1,044 SF



THREE BEDROOM UNIT 3B
1,216 SF

PROFESSIONAL STAMP(S):

CONSULTANT(S):

CLIENT:
YORKWOOD LLC

DEVELOPER:

11755 WILSHIRE BLVD, SUITE 2140
LOS ANGELES, CA 90025

PROJECT:
HOLLYWOOD & HIGHLAND

6817 - 6831 W HAWTHORN AVE
LOS ANGELES, CA

KEYPLAN:

PUBLIC AGENCY SUBMITTAL: XXXXXXXX
ISSUED FOR BIDDING: N/A
ISSUED FOR CONSTRUCTION: N/A

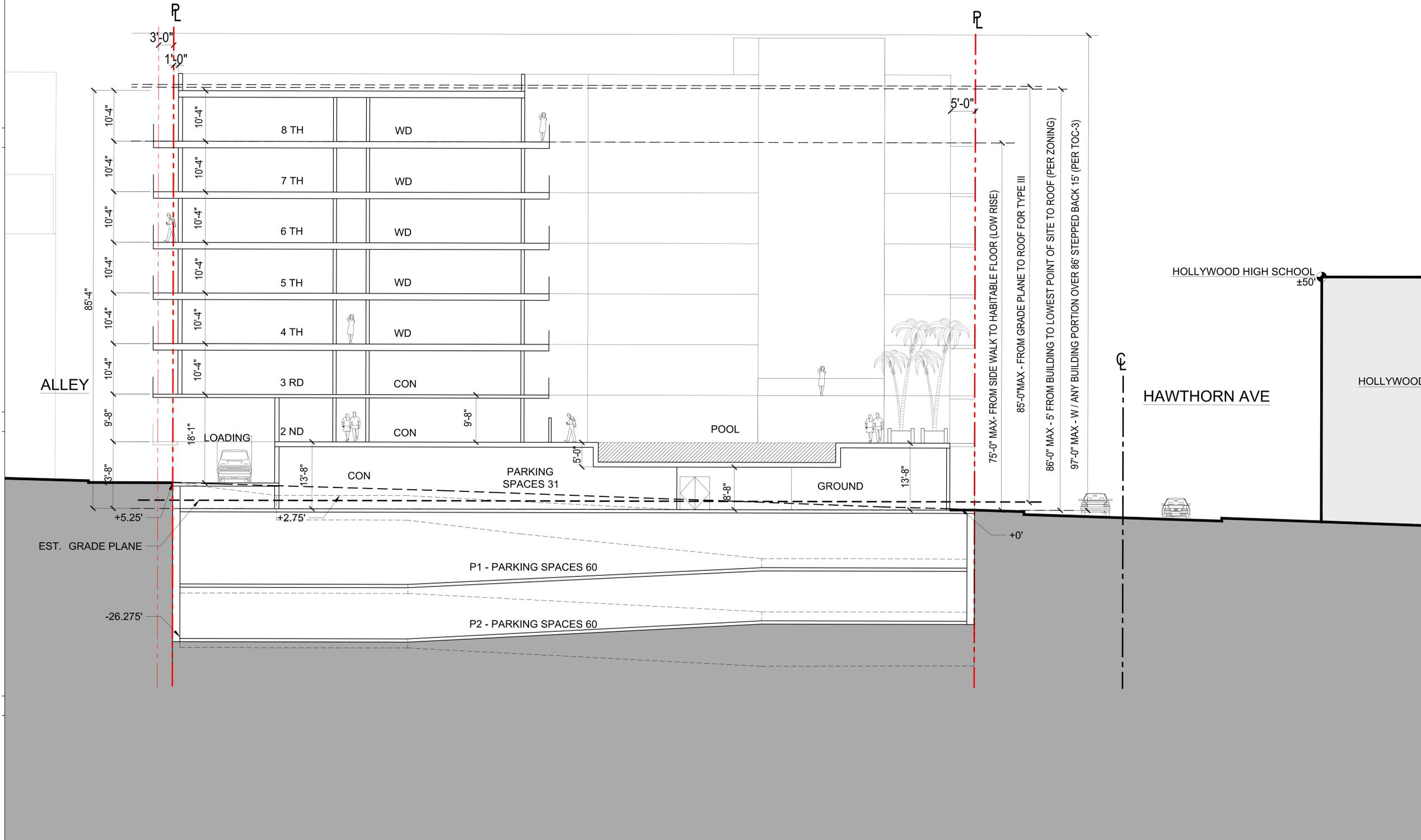
REVISIONS:
ISSUE DESCRIPTION DATE

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NADEL-PROJECT No.: 19032
PROJECT DATE: MARCH 13, 2020
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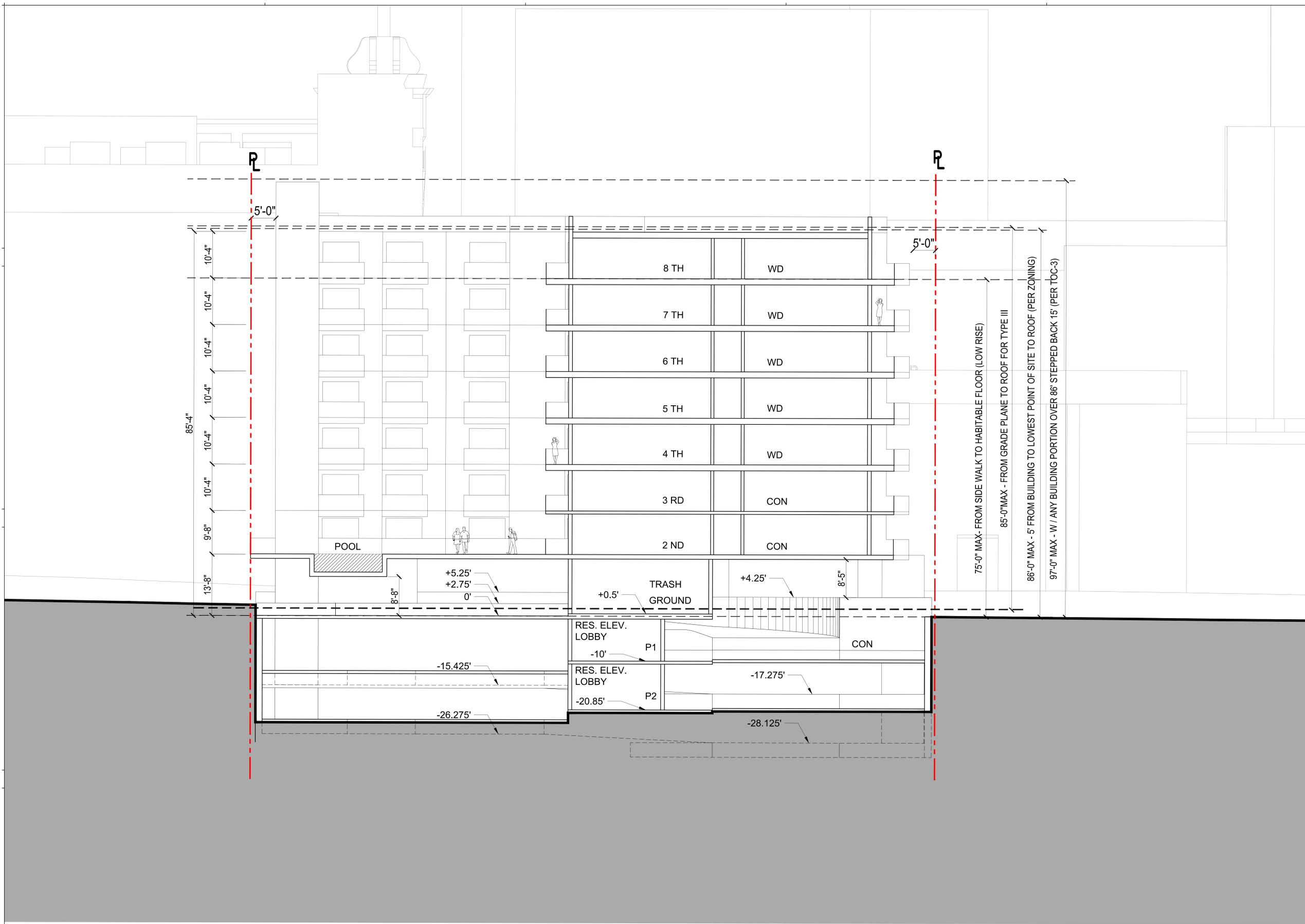
SECTION

A4.01



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30x42



PUBLIC AGENCY SUBMITTAL:	XXXXXXXXXX
ISSUED FOR BIDDING:	N/A
ISSUED FOR CONSTRUCTION:	N/A

REVISIONS:		DATE
NO.	DESCRIPTION	

NADEL-PROJECT No.:	19032
PROJECT DATE:	MARCH 13, 2020
SCALE:	1/8" = 1'-0"

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SECTION

A4.02



PUBLIC AGENCY SUBMITTAL: XXXXXXXX
ISSUED FOR BIDDING: N/A
ISSUED FOR CONSTRUCTION: N/A

REVISIONS:
ISSUE DESCRIPTION: DATE

NADEL-PROJECT No.: 19032
PROJECT DATE: JULY 27, 2020
SCALE:

100% SD NOT FOR CONSTRUCTION



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PUBLIC AGENCY SUBMITTAL: XXXXXXXX
ISSUED FOR BIDDING: N/A
ISSUED FOR CONSTRUCTION: N/A

REVISIONS:
ISSUE DESCRIPTION: DATE

NADEL-PROJECT No.: 19032
PROJECT DATE: JULY 27, 2020
SCALE:

100% SD NOT FOR CONSTRUCTION



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PUBLIC AGENCY SUBMITTAL: XXXXXXXX
ISSUED FOR BIDDING: N/A
ISSUED FOR CONSTRUCTION: N/A

REVISIONS:
ISSUE DESCRIPTION: NO. DESCRIPTION DATE

100% SD NOT FOR CONSTRUCTION

NADEL-PROJECT No.: 19032
PROJECT DATE: JULY 27, 2020
SCALE:



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