

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

PH0684210

FOR NPS USE ONLY	
RECEIVED	SEP 12 1978
DATE ENTERED	MAY 9 1979

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

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC
BROADWAY THEATER AND COMMERCIAL DISTRICT
AND/OR COMMON

2 LOCATION

STREET & NUMBER
300-849 South Broadway

CITY, TOWN
Los Angeles

STATE
California

NOT FOR PUBLICATION
CONGRESSIONAL DISTRICT
25

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

4 OWNER OF PROPERTY

NAME
Multiple Ownership (see list)

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 West Temple Street

CITY, TOWN

Los Angeles

STATE

California

6 REPRESENTATION IN EXISTING SURVEYS

TITLE
California Historic Resources Inventory

DATE
July 1977

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS
Office of Historic Preservation

CITY, TOWN

Los Angeles

STATE

California

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INVENTORY -- NOMINATION FORM**

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DATE ENTERED	MAY 9 1979

CONTINUATION SHEET

ITEM NUMBER 4 PAGE 1

Property Owners

1. Western Management Corp.
448 S. Hill St., Los Angeles, CA 90013
2. Homero & Belinda Meruelo
322 S. Broadway, Los Angeles, CA 90012
3. Canada Shoe Mexicana, Inc.
304 S. Broadway, Rm. 414, Los Angeles, CA 90012
4. True Acceptance Company
P.O. Box 3201, Hollywood, CA 90028
5. System Auto Parks, Inc. & Phillip L. Cullen
P.O. Box 3201, Hollywood, CA 90028
6. Abe Wiess, et al.
121 N. Flores St., Los Angeles, CA 90048
7. Cornelia R. Possart & Haim Mizrahi
348 S. Broadway, Los Angeles, CA 90013
8. Eli & Lillian Sasson
724 S. Broadway, Los Angeles, CA 90013
9. Eli & Lillian Sasson
724 S. Broadway, Los Angeles, CA 90013
10. Title Insurance & Trust Co.
433 S. Spring St., Los Angeles, CA 90013
11. 424 Broadway Company
409 Santa Monica Blvd., #201, Santa Monica, CA 90401
12. Consolidated Drug
68457 Highway 111, Rm. 7, Palm Springs, CA 92262
13. Intracal Properties, Inc.
P.O. Box 38015, San Francisco, CA 94138
14. Intracal Properties, Inc.
P.O. Box 38015, San Francisco, CA 94138
15. Intracal Properties, Inc.
P.O. Box 38015, San Francisco, CA 94138

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INVENTORY -- NOMINATION FORM**

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DATE ENTERED	MAY 9 1979

CONTINUATION SHEET

ITEM NUMBER 4 PAGE 2

16. Michael Manno 512 S. Broadway, Los Angeles, CA 90013
17. Herbert E. Edwards, et al.
112 W. 9th St., Los Angeles, CA 90015
18. Michael Manno 512 S. Broadway, Los Angeles, CA 90013
19. Michael Manno 512 S. Broadway, Los Angeles, CA 90013
20. Sherril C. & Dorothy Corwin
8727 W. 3rd St., Los Angeles, CA 90048
21. Security Pacific National Bank, Tr.
P.O. Box 60802 Terminal Annex, Los Angeles, CA 90060
22. Bruce Corwin & Irving X Fuller
8727 W. 3rd St., Los Angeles, CA 90048
23. Standard Management Co., agents
125 W. 4th St., Los Angeles, CA 90013
24. David & Sherry Gold
308 S. Hill St., Los Angeles, CA 90013
25. Western Management Corp., et al.
448 S. Hill St., Los Angeles, CA 90036
26. First Avenue Realty Company
6030 Wilshire Blvd., Los Angeles, CA 90036
27. Oceanside Plaza Corp., et al.
448 S. Hill St., Los Angeles, CA 90013
28. Desmond's Building Company
205 South Broadway, Los Angeles, CA 90012
29. Holly D. Thomson
1500 Bryant Bldg., Kansas City, MO 64016
30. Sherrill C. Corwin
8727 W. 3rd St., Los Angeles, CA 90048
31. Sherrill C. Corwin, et al.
8727 W. 3rd St., Los Angeles, CA 90048

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

CONTINUATION SHEET

ITEM NUMBER

4

PAGE

3

-
32. Title Insurance & Trust Company ✓
433 S. Spring St., Los Angeles, CA 90014
33. Crocker National Bank, tr.
P.O. Box 54427, Los Angeles, CA 90014
34. Downtown Center Building
219 W. 7th St., Rm. 01117, Los Angeles, CA 90014
35. Downtown Commercial Center, Ltd.
219 W. 7th St., Rm. 500, Los Angeles, CA 90014
36. John J. McAndrews & Roger M. Sullivan
1200 Wilshire Blvd., Los Angeles, CA 90017
37. Southern California Petroleum Corp.
4250 Wilshire Blvd., Los Angeles, CA 90005
38. Eli & Lillian Sasson
728 S. Broadway, Los Angeles, CA 90013
39. Massachusettes Life Insurance Co.
4401 Wilshire Blvd., Los Angeles, CA 90010
40. Metropolitan Theater Corp. & S. Broidy
8727 W. 3rd St., Los Angeles, CA 90048
41. Chapman Investment Co.
P.O. Box 17777, Irvine, CA 92713
42. G. Krowl & H.S. Russell
1201 E. California Blvd., Pasadena, CA 91109
43. Jack & Annette Neddleman
120 E. 8th St. Floor 5, Los Angeles, CA 90014
44. Corwin Theater Corp.
8727 W. 3rd St., Los Angeles, CA 90048
45. Jack & Annette Needleman
120 W. 8th St., Floor 5, Los Angeles, CA 90014
46. George Srere Estate Co.
820 S. Broadway, Los Angeles, CA 90014

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NATIONAL PARK SERVICE

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INVENTORY -- NOMINATION FORM**

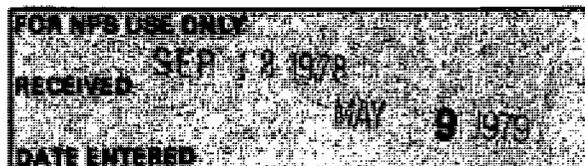
FOR NPS USE ONLY	
RECEIVED	SEP 12 1978
DATE ENTERED	MAY 9 1979

CONTINUATION SHEET

ITEM NUMBER 4 PAGE 4

47. Jack & Annette Needleman
120 E. 8th St., Floor 5, Los Angeles, CA 90014
48. Jack & Annette Needleman
120 E. 8th St., Floor 5, Los Angeles, CA 90014
49. Jack Needleman
120 E. 8th St., Floor 5, Los Angeles, CA 90014
50. Jack & Annette Needleman
120 E. 8th St., Floor 5, Los Angeles, CA 90014
51. Eastern Columbia, Inc.
800 W. 1st St., #200, Los Angeles, CA 90012
52. Eastern Columbia, Inc.
800 W. 1st St., #200, Los Angeles, CA 90012
53. Eastern Columbia, Inc.
800 W. 1st St., #200, Los Angeles, CA 90012
54. United States Steel & Carnegie Pension Fund
801 S. Broadway, Los Angeles, CA 90014
& May Co.
801 S. Broadway, Los Angeles, CA 90014
55. Morton Bowman, et al.
981 Whittier Dr., Beverly Hills, CA 90210
56. Issacs Brothers Co.
9441 Wilshire Blvd., Beverly Hills, CA 90212
57. Prudential Ins. Co. 2049 Century Park East, Rm. 2550
Los Angeles, CA 90067 & Issacs Bros. Co. 888 7th Ave.,
New York, New York 10019
58. Al Stillman 619 N. Canon Dr., Beverly Hills, CA 90210
59. 731 South Broadway Venture
619 N. Canon Dr., Beverly Hills, CA 90210
60. Issacs Bros. Co., 9441 Wilshire Blvd., Beverly Hills, CA 90212
& Dwight & George Whiting, 609 S. Grand Ave., Rm. 617, Los Angeles, CA 90014

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE



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

CONTINUATION SHEET

ITEM NUMBER 4 PAGE 5

61. Arthur Letts, % Security Pacific Bank
P.O. Box 60802 Terminal Annex, Los Angeles, CA 90060
62. United California Bank Trust, et al.
P.O. Box 55011, Los Angeles, CA 90055
63. Hollenbeck Home for the Aged
P.O. Box 55011, Los Angeles, CA 90055
64. Walter J. Thompson Co., Ltd.
3278 Wilshire Blvd., Los Angeles, CA 90010
65. J.A. Mackey, et al. 950 Casiano Rd., Los Angeles, CA 90049
66. J.A. Mackey, et al. 950 Casiano Rd., Los Angeles, CA 90049
67. Tennessee Ravenwood Properties, Inc.
P.O. Box 17, Nashville, Tenn., 37202
68. Prudential Insurance Co. of America
2049 Century Park East, Rm. 2550, Los Angeles, CA 90067
69. Prudential Insurance Co. of America
2049 Century Park East, Rm. 2550, Los Angeles, CA 90067
70. Prudential Insurance Co. of America
2049 Century Park East, Rm. 2550, Los Angeles, CA 90067
71. Prudential Insurance Co. of America
2049 Century Park East, Rm. 2550, Los Angeles, CA 90067
72. Prudential Insurance Co. of America
2049 Century Park East, Rm. 2550, Los Angeles, CA 90067
73. Francis H. Lindley, et al, tr.
530 W. 6th St., Rm. 310, Los Angeles, CA 90014
74. O.H. Churchill Company
448 S. Hill St., #1110, Los Angeles, CA 90013
75. Crocker National Bank, Tr.
P.O. Box 54410, Terminal Annex, Los Angeles, CA 90054
76. Walter J. Thompson Co., Ltd.
3278 Wilshire Blvd., Rm. 302, Los Angeles, CA 90054

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NATIONAL PARK SERVICE

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

FOR NPS USE ONLY	
RECEIVED	SEP 12 1978
DATE ENTERED	MAY 9 1979

CONTINUATION SHEET

ITEM NUMBER

4

PAGE 6

77. Franelena, Inc.
441 9th Ave., New York, New York 10001
78. E.J. Gindi-University of Judaism Foundation
6525 Sunset Blvd., Los Angeles, CA 90028
79. Paul A. & Lucille K. Weilein
714 W. Olympic Blvd., Los Angeles, CA 90028
80. Barbara J. Twomey, Admx. for Estate of Belle Young
46-245 E. El Dorado Dr., Indian Wells, CA 92260
81. Western Management Corp.
5333 McConnell Ave., #525T, Los Angeles, CA 90066
82. Jack E. Gindi
5333 McConnell Ave., #523-T, Los Angeles, CA 90066
83. Elinor W. Griffin
445 S. Figueroa St., 36th Floor, Los Angeles, CA 90017
84. La Mirada Business Property Inc.
1633 26th St., Santa Monica, CA 90404
85. Title Insurance & Trust Co. et al
888 7 Ave., 25th Floor, New York, NY 10019
86. Bonita C. Bayless, et al.
888 7 Avenue, New York, NY 10019
87. Commadore Investment Group
441 9th Ave., #125, New York, NY 10001
88. 431 S. Broadway Venture
9171 Wilshire Blvd., Los Angeles, CA 90210
89. 425 South Broadway Realty Company
P.O. Box 754, Beverly Hills, CA 90210
90. Michael Kamen & Al Stillwell
424 S. Broadway, Rm. 200, Los Angeles, CA 90013
91. Laura Properties
357 S. Broadway, Los Angeles, CA 90013

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NATIONAL PARK SERVICE

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INVENTORY -- NOMINATION FORM**

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DATE ENTERED MAY 9 1979

CONTINUATION SHEET

ITEM NUMBER 4 PAGE 7

92. Security Pacific National Bank, Tr.
P.O. Box 60802, Terminal Annex, Los Angeles, CA 90054
93. J.M. Seiroty 849 S. Broadway, Los Angeles, CA 90014
94. Morton Wexler & Misayo Akita
251 S. Main St., Los Angeles, CA 90012
95. Morton Wexler
251 S. Main St., Los Angeles, CA 90012
96. Helen Cowan
1477 S. Canfield Ave., Apt. 203, Los Angeles, CA 90035
97. Max I. Mosler, et al.
225 S. Rodeo Dr., Beverly Hills, CA 90212
98. Abigail J. Laughlin, et al.
315 S. Broadway, #604, Los Angeles, CA 90013
99. Million Dollar Theater Building
307 S. Broadway, Los Angeles, CA 90013

Parking Lots Within the District:

- A. 312 S. Broadway Central Theater Corporation
820 S. Broadway, Los Angeles, CA 90014
- B. 332 S. Broadway Joshua D. Mason, Admin. for
Deceased Estate of Sarett Russo
1350 Avenue of the Americas, NY, NY 10019
- C. 400 S. Broadway Allright Cal Inc.
707 Brown Bldg., Austin, Texas 78701
c/o Robert Hudspeth
400 S. Broadway, Los Angeles, CA 90013
- D. 420 S. Broadway Title Insurance & Trust Co.
433 S. Spring St., Los Angeles, CA 90013
- E. 826 S. Broadway Jack & Annette Needleman
120 E. 8th St., Los Angeles, CA 90014
- F. 843 S. Broadway Eastern Columbia Inc.
800 W. 1st St., #200, Los Angeles, CA 90012

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Broadway Theater and Commercial District is a six-block complex of predominately commercial and entertainment structures done in a variety of architectural styles. The district extends along both sides of Broadway from Third to Ninth Streets and exhibits a number of structures in varying condition and degree of alteration. General styles include a variety of commercial buildings in Classical and Commercial styles, Art Deco, Moderne, and others, and many theaters in more flamboyant designs. The area is highly built up and somewhat homogeneous in streetscape, spotted by several parking lots and a few structures built after 1930. Most of the structures range in construction date from 1894 to 1931, although several have received new facades since the latter date.

Buildings contributing to the character of the district:

1. Bradbury Building (304 S. Broadway): 1893; five-story brick and stone commercial structure designed by George Wyman; has ornate iron balconies and elevators now famous; completely restored (on National Register). NHL
6. Trustee Building (340 S. Broadway): 1905; 4-story brick and concrete shop and office structure by Parkinson & Bergstrom; tiled facade has been altered and part of cornice removed.
8. O.T. Johnson Block (350 S. Broadway): 1895; 3-story brick and iron structure by R.B. Young; Italianate design with fluted columns and arched windows; parapet with ballustrade removed.
9. O.T. Johnson Building (356 S. Broadway): 1902; 7-story brick structure in Romanesque design by John Parkinson; glazed pressed-brick facade with little alteration.
11. Judson-Rives Building (424 S. Broadway): 1906; 10-story reinforced concrete and brick structure by C.R. Aldrich with a granite and terra cotta facade; theater installed on first floor in 1924 and lobby remodeled in 1929.
12. Bumiller Building (430 S. Broadway): 1906; 6-story reinforced concrete structure with terra cotta ornamentation by Morgan & Walls; iron grillwork added to facade.
17. Chester Williams Building (215 W. 5th Street): 1926; 12-story reinforced concrete on steel frame structure by Curlett & Beelman with ornamental bands and a rounded corner, glazed cotta facade designed to look like cut stone.
18. Jewelry Trades Building (220 W. 5th Street): 1912; 8-story concrete structure by Morgan, Walls and Morgan; Romanesque design with terra cotta facade and ornamentation including arched windows and heavy cornice.

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CONTINUATION SHEET

ITEM NUMBER 7 PAGE 2

19. O.T. Johnson Building #2 (510 S. Broadway): 1905; 5-story brick building with pressed-brick facade by R.B. Young; upper windows form almost solid bands, cornice removed and first floor altered.
20. Roxie Theater (518 S. Broadway): 1931; 2-story concrete and brick theater with shops on facade flanks; designed in Art Deco style by J.M. Cooper with floral patterns and grillwork on facade; marquee is new.
21. Cameo Theater (528 S. Broadway): 1910; 2-story brick and concrete theater by A.F. Rosenheim; facade features a large rounded pediment above entrance; remodeled in 1924 and some alterations since then.
22. Arcade Theater (534 S. Broadway): 1910; 7-story office and theater building of reinforced concrete with grey stucco facade by Morgan & Walls; facade shows Renaissance influence with Grecian columns.
23. Arcade Building (540 S. Broadway): 1924; 12-story concrete office structure with two wings connected by inner connection by Kenneth MacDonald; designed to resemble Burlington Arcade in London.
24. Hubert-Thom McAn Building (546 S. Broadway): 1900; 3-story brick building in Italianate style with decorative arched windows by John Parkinson, facade is of pressed brick, alterations include removal of original parapet.
25. Silverwood's Building (558 S. Broadway): 1920; 5-story reinforced concrete building with terra cotta details by Walker & Eisen, first floor alterations.
26. Finney's Cafeteria (217 W. 6th Street): 1904; 4-story brick structure with very plain facade; interior redesigned in 1913 by Plummer and Feil to Dutch motif with tiles by Ernest Bachelder.
27. Walter P. Story Building (610 S. Broadway): 1908; 11-story office building of reinforced concrete by Morgan & Walls; terra cotta facade with heavy cornice, decorative bands, arched windows, etc.
28. Desmond's Building (614 S. Broadway): 1924; 6-story concrete structure in Spanish Baroque styling by A.C. Martin; has a polychrome terra cotta facade with twisting columns, balconies, and ornamental pediment.
29. Broadway Cafeteria (618 S. Broadway): 1928; 2-story Spanish Colonial restaurant of concrete by Charles F. Plummer with terra cotta and wrought iron facade.

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DATE ENTERED	MAY 9 1979

CONTINUATION SHEET

ITEM NUMBER 7 PAGE 3

30. Palace Theater (636 S. Broadway): 1910; 5-story brick and concrete theater and office structure by G. Albert Landsburgh in French Renaissance styling; terra cotta facade features arched windows, heavy cornice, and carved figures.
31. Forrester Building (638 S. Broadway): 1907; 8-story concrete structure by C.F. Whittlesey with terra cotta and stone facade including heavy cornice and arched windows; facade covering on first three stories.
32. J.E. Carr Building (644 S. Broadway): 1908; 8-story concrete structure by R.B. Young with enamelled terra cotta and brick facade featuring heavy cornice and arched windows, facade covering extends across lower four floors.
35. Lankershim Hotel (700 S. Broadway): 1902; 9-story brick hotel by R.B. Young; three sections with stone and pressed brick facade; most ornamentation removed.
36. Yorkshire Hotel (710-14 S. Broadway): 1909; 6-story brick and concrete structure by Parkinson & Bergstrom with facade of pressed brick and terra cotta with tile; has tile cornice and arched windows.
37. Parmelee Building (716 S. Broadway): c. 1907; 6-story concrete structure with facade stuccoed but potentially restorable; cornice and other features removed.
38. Barker Brothers Building (722 S. Broadway): 1909, 7-story concrete and brick structure by R.B. Young; original pressed-brick facade features cornice and lugsills but these were removed and building is now plain but restorable.
40. Globe Theater (744 S. Broadway): 10-story concrete theater and office building with stone and brick facade by Morgan, Walls, & Morgan, and many ornamental features such as arched windows, cornice, and ornamental bands with gargoyles.
41. Chapman Building (756 S. Broadway): 1911, 13-story concrete structure with three sections above first two floors by Ernest McConnell, terra cotta and brick facade has fluted columns, ornamental moldings, heavy cornice, and ornamental bands.
42. Tower Theater (802 S. Broadway): 1927; 4-story theater building with shops on 8th St. side by S. Charles Lee in French Renaissance styling, terra cotta facade includes many details such as urns, stained-glass window, and a large clock tower on corner.
43. Singer Building (806 S. Broadway): 1922; 7-story concrete structure in Italian Renaissance style by Meyer & Holler; has a terra cotta and pressed-brick with little alteration.

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CONTINUATION SHEET

ITEM NUMBER 7 PAGE 4

44. Rialto Theater (812 S. Broadway): 1917, 2-story theater building with pink stucco facade, by O.P. Dennis; has many alterations including removal of original triangular pediment and interior remodeling.
45. Apparel Center Building (814 S. Broadway): 1923; 12-story concrete structure in Spanish Renaissance styling by Walker & Eisen, colorful terra cotta facade with decorative cornice and arched windows; alterations to first floor.
46. Braun Building (820-22 S. Broadway): 1913, 6-story reinforced concrete building by W.J. Saunders, glazed brick and terra cotta facade with some ornamentation and alteration to the first floor interior and exterior.
48. Anjac Fashion Building (830 S. Broadway): 1927; 12-story concrete structure in Gothic Revival styling by Walker & Eisen with terra cotta facade, almost matches the Orpheum Theater next door in style.
49. Orpheum Theater (842 S. Broadway): 1925; 13-story concrete theater and office structures in Spanish Renaissance styling by Schultze & Weaver and G.A. Landsburgh; brick and terra cotta facade includes rows of urns and ornamental bands with brackets.
50. Ninth and Broadway Building (NW 9th & Broadway): 1929; 13-story concrete structure in Zig Zag Moderne style by Claude Beelman with terra cotta facade and very little alteration.
51. Eastern Columbia Building (849 S. Broadway): 1930; 14-story concrete structure in Moderne styling with terra cotta exterior of turquoise with gold trim; designed by Claude Beelman with a large clock tower that is still operative.
54. May Company (SW 8th & Broadway): 1906; 5-story department store of concrete with terra cotta ornamentation, designed by A.F. Rosenheim in Classical styling with a heavy cornice and decorative garlands; the major addition on the south side of the structure (1929) is of the same style with two additional stories; there have been many alterations to the interior.
55. Merritt Building (301 W. Eighth Street): 1914; 5-story concrete structure with stone facade by the Reid Brothers (San Francisco); Italian Renaissance style with Ionic columns and heavy cornice; many alterations on first two levels.
57. Issacs Building (737-47 S. Broadway): 1913; 8-story concrete structure with Gothic details and a glazed and molded terra cotta facade; has a large facade covering on most of the northern half and other alterations to first floor.
59. Cheney Block (731 S. Broadway): 1913; 4-story brick and concrete structure with a remodeled facade of the 1940's; blends very well with the district.

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CONTINUATION SHEET

ITEM NUMBER

7

PAGE 5

60. Woolworth's (719 S. Broadway): 1920; 3-story reinforced concrete structure by Weeks & Day, facade altered to an Art Deco-Zig Zag Moderne style in 1941 and building next door added to it.
61. United Building (703 S. Broadway): 1920; 12-story concrete theater and office building by Weeks & Day in Spanish Renaissance styling with patterned brick and terra cotta ornamentation including Moorish windows and a rounded building corner.
62. Bullock's (641 S. Broadway): 1906; 7-story brick structure by Parkinson & Bergstrom with terra cotta facade details including a heavy cornice; has several additions and the interior has been completely remodeled.
63. Bullocks-Hollenbeck (639 S. Broadway): 1912; 10-story brick and concrete structure by Morgan & Walls with a brick and terra cotta facade that is almost identical to Bullocks next door.
68. Mailing's (617-19 S. Broadway): 1930; 2-story concrete structure in French Renaissance design by S. Charles Lee that was the southern flank of the Los Angeles Theater next door; alterations to street level.
69. Los Angeles Theater (615 S. Broadway): 2-story theater of concrete and terra cotta in French Renaissance design by S. Charles Lee; features fluted columns with urns, eagles, etc.; has a new marquee.
72. Norton Building (601-5 S. Broadway): 1906; 6-story brick and concrete office building; the facade was completely altered in 1940 with new design but the structure blends very well with the district and is not out of the time period.
73. Wood Brothers Building (315 W. 6th Street): c. 1922; 3-story concrete and brick structure with terra cotta decoration which blends very well with the district.
74. Sweldom Building (NW 6th and Broadway): 1920; 3-story retail building in Italian Renaissance design by Pierpont and Walter S. Davis, reinforced concrete with glazed terra cotta facade; cast iron roof trim removed.
75. Metropolitan Annex (553 S. Broadway): c. 1923; 6-story concrete and brick structure with terra cotta details; alterations to the street-level frontage.
77. Hartfields (537 S. Broadway): 1931; 6-story reinforced concrete and brick structure in Art Deco styling; very little alteration.
79. Reed's (533 S. Broadway): 1931; 2-story reinforced concrete structure features a "marble" facade with reliefs; little apparent alteration.

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INVENTORY -- NOMINATION FORM**

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CONTINUATION SHEET

ITEM NUMBER 7 PAGE 6

80. Broadway Interiors (529 S. Broadway): c. 1928; 5-story brick and concrete building with a flat facade and some remaining terra cotta ornamentation; street-level frontage modification.
83. Remick Building (517-19 S. Broadway): c. 1902; 6-story brick structure with decorative facade including arched windows and twisting columns between window openings.
84. Fifth Street Store (501-515 S. Broadway): 1927; 11-story concrete structure with terra cotta and brick facade by A.E. Curlett; a minor amount of ornamentation has been removed.
85. Metropolitan Building (315 W. Fifth Street): 1913; 9-story concrete and terra cotta structure by Parkinson & Bergstrom with ornamental features including a heavy cornice, etc.; major alteration to street-level frontage on both sides.
88. Wilson Building (431 S. Broadway): c. 1909; 3-story brick and concrete structure with massive alteration in 1932; facade ornament includes heavy cornice with brackets, columns topped by capitals, and floral designs on the surface.
90. Broadway Mart Center (401-23 S. Broadway): 1913; 10-story concrete structure by Parkinson & Bergstrom with a brick and terra cotta facade including many ornamental details.
91. Nelson Building (355 S. Broadway): 1897; 7-story brick and plaster structure originally by Frank Van Trees with a mass of ornamentation; alterations removed all ornament and left flat plaster surface with a rounded corner; still blends with the district although very plain now.
94. Karl's (341-45 S. Broadway): 1903; originally a four-story brick structure by A.M. Edelman, the building was altered to two stories but much of the original terra cotta decoration remains.
98. Grand Central Market (315 S. Broadway): 1897; Broadway elevation is a 6-story brick structure with terra cotta ornamentation including heavy cornice and arched entrance; large facade covering now hides much of it; Hill St. addition by Thornton Fitzhugh in 1905 is 8 stories with little alteration to it, mostly concrete with brick.
99. Million Dollar Theater (307 S. Broadway): 1917; 12-story concrete theater and office building by A.C. Martin in Spanish Renaissance design, theater interior by W.C. Woollett; much ornamentation with little alteration. (Nominated to National Register in September, 1977.) *NR*

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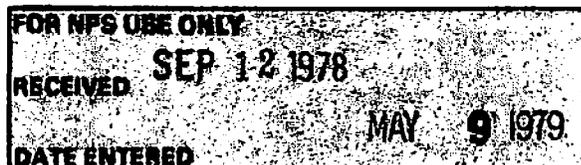
ITEM NUMBER 7

PAGE 7

Nonconforming Intrusions Detracting From the Integrity of the District:

2. Blackstone Building (318-322 S. Broadway): c. 1907; originally a 5-story and basement reinforced concrete and brick structure, now three stories with much alteration and most ornament removed; is potentially restorable. ✓
3. Shannon Building (326 S. Broadway): c. 1912; 2-story brick structure with an arched facade of stucco recently applied. ✓
4. Joe's Coffee Shop (328 S. Broadway): 1-story cement structure of recent vintage.
5. MGM Photographia (336 S. Broadway): 1-story cement structure in gold with an awning; very recent origin.
7. Judson's (346-8 S. Broadway): c. 1907; 1-story brick building divided in half; facade completely cluttered with signs. ✓
10. Licha's (412 S. Broadway): 1-story food stand of cement blocks, very contemporary.
13. A & M Sportswear (438 S. Broadway): 1-story cement structure of contemporary design.
14. (Food Stand) (444 S. Broadway): one-story structure of contemporary style.
15. California Imports (446 S. Broadway): 2-story cement block structure of contemporary origin.
16. Gebhard Building (450 S. Broadway): c. 1900; 2-story brick structure by R.B. Young with a new facade that completely covers the original. ✓
33. Cliftons Cafeteria (648 S. Broadway): c. 1916; 4-story brick building with arched windows and reliefs on facade; facade now completely covered by metal grate but should be relatively easy to remove. ✓
34. Haas Building (660 S. Broadway): 1914; a 12-story concrete structure originally with a mass of terra cotta ornamentation by Morgan, Walls, & Morgan; alteration in 1974 left the building completely "modernized" with typical tile and glass facade. ✓
39. Parking Structure (730 S. Broadway): c. 1967; multi-level parking structure of concrete and steel in contemporary design with several stores below.
47. "Burgers" (828 S. Broadway): one-story, concrete-block structure of recent origin.
52. Maggy's Clothing (847 S. Broadway): 1-story cement block structure of recent origin.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE



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

CONTINUATION SHEET

ITEM NUMBER 7

PAGE 8

53. Wig House (845 S. Broadway): 1-story cement block structure of contemporary origin.
56. Hartfield's (749 S. Broadway): c. 1912; 4-story brick structure with a very modern stucco facade. ✓
58. Rowley Building (735 S. Broadway): c. 1908; 4-story brick building with a very modern "marble" facade. ✓
64. Hoffman Building (635-37 S. Broadway): c. 1906; 4-story brick business building, although facade is fairly new it is potentially restorable and still similar to the original. ✓
65. Baker Building (633 S. Broadway): c. 1911; 4-story brick structure with a newer facade that blends very well with the district. ✓
66. C.H. Baker's (629 S. Broadway): c. 1911; northern half of the Baker Building, 4-story brick and concrete structure with facade completely remodeled in contemporary design. ✓
67. Kress Building (621 S. Broadway): c. 1919; 5-story concrete and brick structure with new facade. ✓
69. Eastman's (611 S. Broadway): 1930; part of the northern flank of the Los Angeles Theater, 2-story concrete with facade of recent vintage. ✓
71. Young Age Shop (609 S. Broadway): 1930; part of northern flank of Los Angeles Theater, 2-story concrete with new facade. ✓
76. Barry's (543 S. Broadway): c. 1901; 4-story brick structure with 2 modern facades, 1 on each side. ✓
78. Emperor Building (535 S. Broadway): c. 1903; 5-story brick structure with a contemporary, flat facade. ✓
81. Reeves Building (525 S. Broadway): 1903; 5-story brick building by John Parkinson with a glazed metal and synthetic stone facade; very little original ornament which included a balcony and pediment was removed but facade is potentially restorable. ✓
82. "Levis" (521 S. Broadway): c. 1903; 2-story brick structure with a flat stucco facade of recent origin. ✓

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NATIONAL PARK SERVICE

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DATE ENTERED	MAY 9 1979

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

CONTINUATION SHEET

ITEM NUMBER 7 PAGE 9

86. Newberry's Annex (443 S. Broadway): 4-story brick structure with flat, modernized facade.
87. Zody's (437 S. Broadway): c. 1942; 3-story structure with a flat stucco facade of recent design.
89. Wise Shop #2 (425 S. Broadway): 3-story brick building with flat, modernized facade.
92. Zobel Building (351 S. Broadway): c. 1912; 6-story brick structure with a new flat stucco facade. ✓
93. (Building) (347-9 S. Broadway): c. 1908; 2-story brick structure with a flat stucco facade of recent origin. ✓
95. Wise Shop (337-39 S. Broadway): c. 1900; 2-story (originally 4) brick structure with facade stuccoed over the original ornamentation removed. ✓
96. Jacoby Brothers Building (333 S. Broadway): c. 1900; originally a 4-story brick structure with decorative cornice, this building was altered to two stories and some of the facade stuccoed flat; it is still similar to the original however and blends somewhat with the district. ✓
97. Broadway Market (329 S. Broadway): c. 1900; 3-story brick building that originally had an ornamental facade including arched window openings and a heavy cornice; altered in recent years to a flat stucco facade. ✓

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input checked="" type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900.	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1893 BUILDER/ARCHITECT various

STATEMENT OF SIGNIFICANCE

The Broadway Theater and Commercial District is a six-block thoroughfare containing the vestiges of the Los Angeles theater and commercial center developed from the early 1890's to the early 1930's. The area is significant not only for this activity, but also for the high concentration of important architectural creations which document the development of both commercial and theater growth in Los Angeles, and the evolution of progressive design for these types of structures.

Prior to the turn of the century the commercial center in Los Angeles was located near the intersection of Spring and First Streets. The area of Broadway below Third Street was primarily residential until small businesses located there in the 1890's. Construction of the new city hall in the late 1880's on Broadway between Second and Third Streets was a primary impetus in turning the commercial district southward to take advantage of the close proximity of municipal headquarters. By 1900, several large business structures including the Bradbury Building (1893), the Grand Central Market (Homer Laughlin Block in 1897), the Nelson Building (Grant Building in 1897), and several smaller blocks, the O.T. Johnson Block (1895), the Hubert-Thom McAn Building (1900), and the Jacoby Brothers store (1900) began to change the Broadway skyline and pulled the business center further south.

The 1900-1910 period was a decade of rapid development in Los Angeles, as well as all of southern California. Broadway was a perfect example of this growth along just one street. Although many small blocks were built to about Sixth Street at this time, including the large O.T. Johnson Building (1902), Finney's Cafeteria (Gebhart Building in 1904), the Reeves Block (1903), the Remick Block (1902), Karl's Shoes (1903), and a number of small brick structures, the dramatic turning point in this development was the announcement that Hamberger's (now the May Company) was going to build a large department store at Broadway and Eighth Street, then generally considered too far south of the business district. This statement by one of the city's largest retailers was met with skepticism by local businessmen. However, as construction of Hamberger's began in 1905, many investors followed suit so that before the end of the decade a number of important structures were added to the district including the Trustee Building and O.T. Johnson Building #2 in 1905, the Judson-Rives, Bumiller, Hoffman, Norton, and Bullock's buildings in 1906, the Blackstone, Forrester, and Parmelee buildings in 1907, the W.P. Story and J.E. Carr structures in 1908, and the Barker Brothers and Wilson Buildings in 190

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CONTINUATION SHEET

ITEM NUMBER 8 PAGE 1

The Lankershim Hotel (1902) and the Yorkshire Hotel (J.D. Hooker Building in 1909) were built during this period to help support the district. By 1910, Broadway was the commercial and retail thoroughfare of the city.

In the next decade still more new structures appeared which increased retail trade and office space in the district. The Chapman Building and Baker Building (1911), the Jewelry Trades Building and Bullock's-Hollenbeck (1912), the Metropolitan, Issacs, Cheney, and Broadway Mart Center buildings (1913), and the Merritt Building (1914) provided additional growth in this area. Clifton's Cafeteria (Boos Brothers Restaurant in 1916) was also built at this time, as were many of the theaters that eventually made Broadway the theatrical center of Southern California.

The real estate and building boom of Southern California in the 1920's is probably best illustrated in the further development of Broadway during this decade. A number of notable structures including Silverwood's, Woolworth's, and the Swelldom Building (1920), the Singer and Wood Brothers buildings (1922), the Metropolitan Theater Annex and the highly colorful Apparel Center Building (originally the Wurlitzer Building) in 1923, Desmond's (1924), the Chester Williams Building (1926), the Anjac Fashion Building and the Fifth Street Store (1927), and the Ninth & Broadway and Eastern-Columbia buildings (1929-30) were all completed during this decade. Along with the Broadway Cafeteria (1928) and several more theaters, the district as it appears today was substantially complete by 1930. Other than Hartfield's and Reed's (1931), the only major changes since that time have been a number of facade alterations and the addition of several intrusions which include parking structures and small food stands.

As the commercial center of the Southland, the Broadway district continued to function in this capacity until well after World War II. As suburban shopping centers began to increase in number and popularity, major retailers along Broadway found it convenient to place regional stores in these centers to attract customers living a good distance from downtown Los Angeles. Along with other factors, the increase of these shopping centers diminished the trade that once came to Broadway. The area now serves a clientele that, for the most part, resides in and near the downtown area.

The development of Broadway as a commercial district coincides with its emergence as the theatrical center for the Southland. At the turn of the century the major theaters of Los Angeles (the Merced, Grand Opera House, and the Burbank) were located along Main Street. In 1903 the Mason Opera House (now demolished) opened on Broadway and began the accelerated development of the theatrical district on this street. The Orpheum (now the Palace),

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NATIONAL PARK SERVICE

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

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MAY 9 1979

DATE ENTERED

CONTINUATION SHEET

ITEM NUMBER 8

PAGE 2

Clune's (now the Cameo), and the Pantages (now the Arcade) opened in 1911 and were the first theaters to locate within the present district. Following these pioneers were the Morosco (Globe) in 1912, the Rialto in 1917, the Million Dollar in 1918, Loew's State Theater (United Building) in 1920, the Metropolitan in 1923, the new Orpheum in 1925, the Tower in 1928, the Los Angeles in 1930, and finally the Roxie in 1931. Of these, only the Metropolitan has since been razed.

The importance of the theater district in the home of the motion picture industry is clearly evident. The theaters provided drama, comedy, and vaudeville presentations until full-length motion pictures became popular. Thomas Tally, Sid Grauman, Oliver Morosco, and others vied for the honor of city impresario as the theaters along Broadway became larger and more numerous. Theater architecture was more flamboyant than commercial styles and the influx of theatrical structures helped to provide variety for the Broadway streetscape. In all, theater development along Broadway provided a major source of revenue and a location for premieres for the movie industry, an important form of entertainment for Southern Californians, and a variety of architectural designs which gave a unique character to Broadway.

The zenith of the Broadway theater district was in the 1920's. In 1922 the Egyptian Theater was built on Hollywood Boulevard in the midst of movie studios, and in 1926 Sid Grauman's Chinese Theater opened further down the street. The major theater chains were now beginning to establish Hollywood as the center for motion picture theaters. Although several Broadway theaters were built as late as 1931, the new trend had already been clearly established.

It is surprising now that so many of the theaters built on Broadway have survived even though the theatrical center moved so long ago. The structures that remain on Broadway, typically flamboyant in design both inside and out, are still viable movie houses from both economic and functional standpoints. As older theatrical sections of many cities have since been leveled for new use, the Broadway theater network continues to provide motion picture entertainment in buildings that are remarkably intact considering their uninterrupted use over so many years.

Architecturally, the Broadway district contains some of the best examples of commercial and theater architecture in Southern California. The Bradbury Building, Million Dollar Theater, and Eastern-Columbia Building are well-known, and the Los Angeles Theater is considered to be the best example of theater architecture in the entire Southland. The district is represented by a number of important styles including American Commercial, Sullivanesque, Italianate (O.T. Johnson Block), Romanesque (Jewelry Trades Building and the

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NATIONAL PARK SERVICE

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

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MAY 9 1979

DATE ENTERED

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 3

O.T. Johnson Building), Spanish Renaissance (United Building, Apparel Center Building, Million Dollar Theater, etc.), French Renaissance (Tower and Los Angeles theaters), Italian Renaissance (Merritt Building and Swelldom Building), Spanish Baroque (Desmond's), Gothic Revival (Anjac Fashion Building and Issacs), Art Deco (Woolworth's, Hartfield's, and the Roxie Theater), and Zig Zag-Moderne (Eastern-Columbia and Ninth & Broadway buildings), among others. Architects from New York (Schultze & Weaver), Seattle (B. Marcus Priteca), Oakland (Weeks & Day), and San Francisco (G. Albert Landsburgh, and Kenneth MacDonald, and the Reid Brothers), as well as local architects Morgan & Walls, R.B. Young, George Wyman, A.F. Rosenheim, A.C. Martin, A.M. Edelman, Meyer & Holler, J.M. Cooper, C.R. Aldrich, Walker & Eisen, Curlett & Beelman, S. Charles Lee, C. F. Whittlesey, and others have contributed to the architectural integrity of the street. Although not always consistent in scale, Broadway as a whole contains some of the best examples of commercial and theater architecture in Southern California that could possibly be integrated in such a compact area.

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10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 27+

QUADRANGLE NAME			QUADRANGLE SCALE				
UTM REFERENCES <u>8 20</u>							
A	<u>11</u>	<u>38,918,90</u>	<u>3,76,83,9,0</u>	B	<u>11</u>	<u>38,918,90</u>	<u>3,76,845,0</u>
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C	<u>11</u>	<u>38,920,0</u>	<u>3,76,73,9,0</u>	D	<u>11</u>	<u>38,910,0</u>	<u>3,76,78,0,0</u>
E				F			
G				H			

VERBAL BOUNDARY DESCRIPTION

(See Continuation Sheet)

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

STATE	CODE	COUNTY	CODE
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STATE	CODE	COUNTY	CODE
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FORM PREPARED BY

NAME / TITLE

Tom Sitton Curatorial Assistant

ORGANIZATION

Los Angeles County Museum of Natural History

DATE

October 20, 1977

STREET & NUMBER

900 Exposition Blvd.

TELEPHONE

213-746-0410 x 241

CITY OR TOWN

Los Angeles

STATE

California

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Henry M. Ellison

TITLE

SHPO

DATE

SEP 7 1978

FOR NPS USE ONLY

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

DATE

5/9/79

KEEPER OF THE NATIONAL REGISTER

TEST: *Bill Johnson*

DATE

May 2, 1979

CHIEF OF REGISTRATION

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SEP 12 1978
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CONTINUATION SHEET

ITEM NUMBER 9

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NATIONAL PARK SERVICE

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

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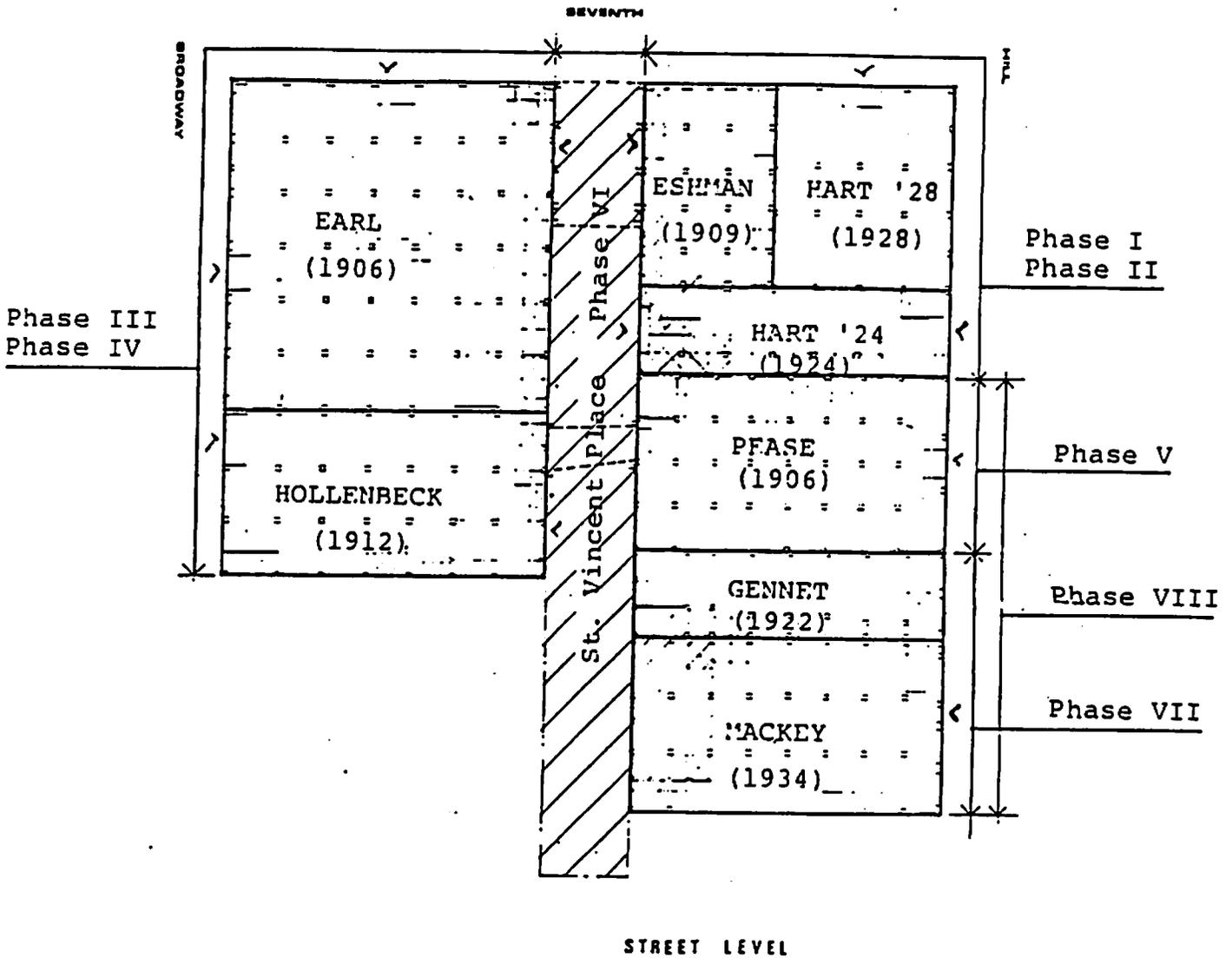
CONTINUATION SHEET

ITEM NUMBER 10

PAGE 1

An irregular area in the downtown business district generally following both sides of Broadway beginning at the intersection of Broadway and Third Street, extending 136' eastward along Third St., 170' southward, 44' westward, 79.6' southward, 23' eastward, 363' southward to Fourth St., then 39' westward to Frank Court, to Fifth St., then 31' westward, then 100' southward, then 35' eastward then 165' eastward to Spring St., then 120' southward on Spring St., then 117' southward to Sixth St., then 15' westward, then southward along an alley to Ninth St., then westward along Ninth St. to a point 165' west of Broadway, then 236' northward to Eighth St., then 212' Eastward along Eighth St., then 116' northward then 50' westward, then 470' northward to 7th St., then 10' eastward, then 80' northward to Sixth St., then 125' northward, then 138' eastward, then 80' northward to Sixth St., then 29' eastward to Lindley Place, then north along Lindley Place to Fifth St., then 200' northward, then 165' westward to Hill St., then 41' northward, then 165' eastward, then 120' northward, then 42' westward, then 39' eastward, then 80' northward, then 16' westward, then 39' northward, then 42' eastward, then 80' northward, then 16' westward, then 122' northward to Fourth Street, then 39' eastward, then 123' northward, then 40' westward, then 240' northward, then 166' westward to Hill St., then 121' northward, then 132' eastward, then 120' northward to Third St., then 194' eastward to the original point.

ST VINCENT SQUARE

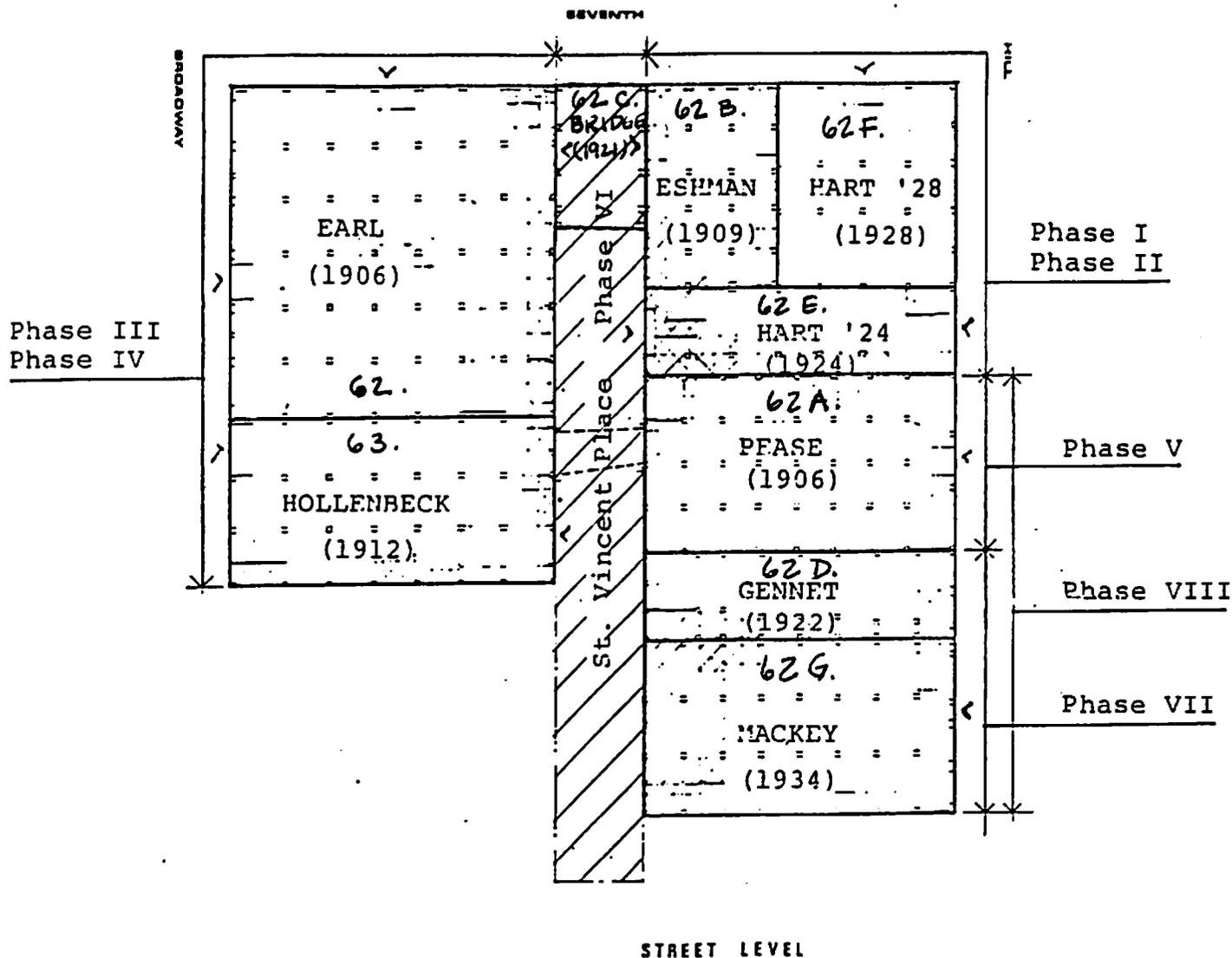


ARCHITECTS

MACKY	Parkinson / Parkinson
GENNET	Parkinson / Hubbard
PEASE	Hudson / Munsel
HART '24	Parkinson / Parkinson
HART '28	Parkinson / Parkinson
ESHMAN	Morgan / Walls
Earl	Parkinson / Bergstrom
HOLLENBECK	Parkinson / Bergstrom

ST VINCENT SQUARE

(formerly Bullock's Department Store)

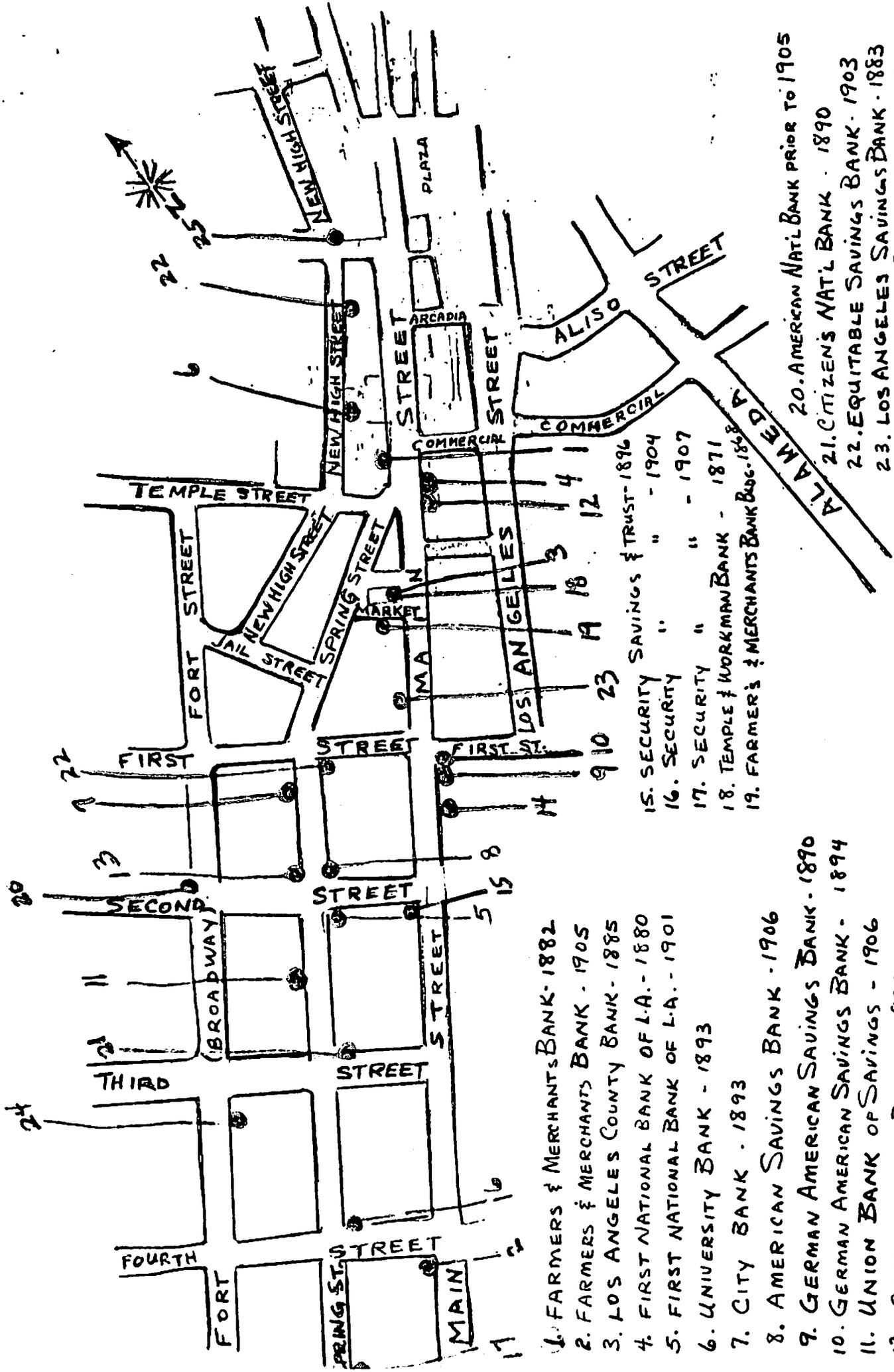


<u>Nomination Code</u>	<u>Building</u>	<u>Construction</u>	<u>Architect</u>
62G	MACKY	(1934)	Parkinson / Parkinson
62D	GENNET	(1922)	Parkinson / Hubbard
62A	PEASE	(1906)	Hudson / Munsel
62E	HART '24	(1924)	Parkinson / Parkinson
62F	HART '28	(1928)	Parkinson / Parkinson
62B	ESHMAN	(1909)	Morgan / Walls
62	Earl	(1906)	Parkinson / Bergstrom
63	HOLLENBECK	(1912)	Parkinson / Bergstrom
62C	BRIDGE	(1921)	- - -

Fig. 1

1877-1878

AFTER 1900



1. FARMERS & MERCHANTS BANK - 1882
2. FARMERS & MERCHANTS BANK - 1905
3. LOS ANGELES COUNTY BANK - 1885
4. FIRST NATIONAL BANK OF L.A. - 1880
5. FIRST NATIONAL BANK OF L.A. - 1901
6. UNIVERSITY BANK - 1893
7. CITY BANK - 1893
8. AMERICAN SAVINGS BANK - 1906
9. GERMAN AMERICAN SAVINGS BANK - 1890
10. GERMAN AMERICAN SAVINGS BANK - 1894
11. UNION BANK OF SAVINGS - 1906
12. COMMERCIAL BANK - 1899
13. COMMERCIAL BANK - 1901
14. SECURITY SAVINGS & TRUST - 1889

15. SECURITY SAVINGS & TRUST - 1896
16. SECURITY " " - 1904
17. SECURITY " " - 1907
18. TEMPLE & WORKMAN BANK - 1871
19. FARMER'S & MERCHANTS BANK - 1868

20. AMERICAN NATL BANK PRIOR TO 1905
21. CITIZEN'S NATL BANK - 1890
22. EQUITABLE SAVINGS BANK - 1903
23. LOS ANGELES SAVINGS BANK - 1883
24. CITIZEN'S TRUST & SAVINGS BANK - 1911
25. TITLE INS. & TRUST - 1897



STREET

STREET

STREET

STREET

BROADWAY

STREET

STREET

STREET

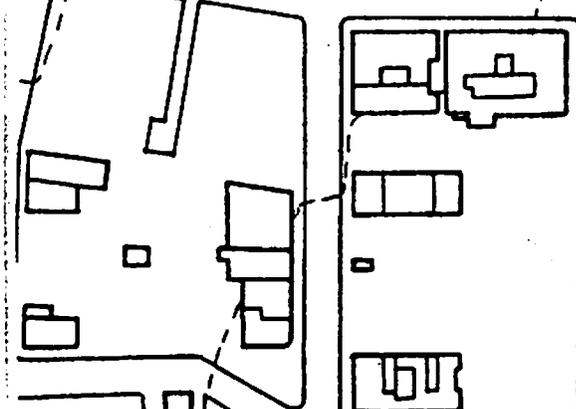
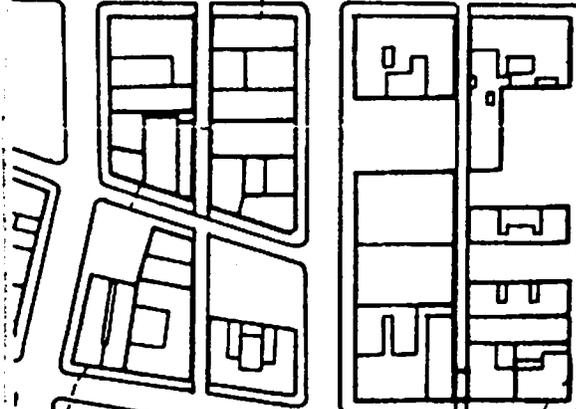
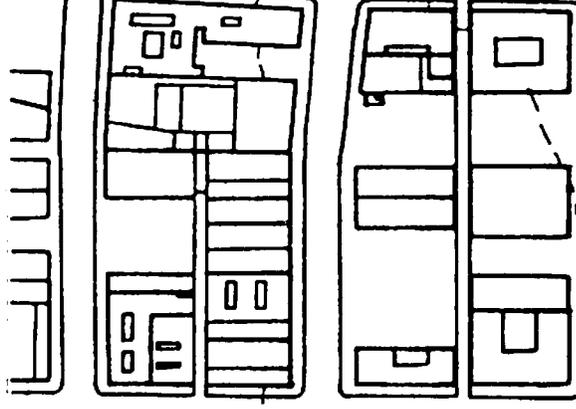
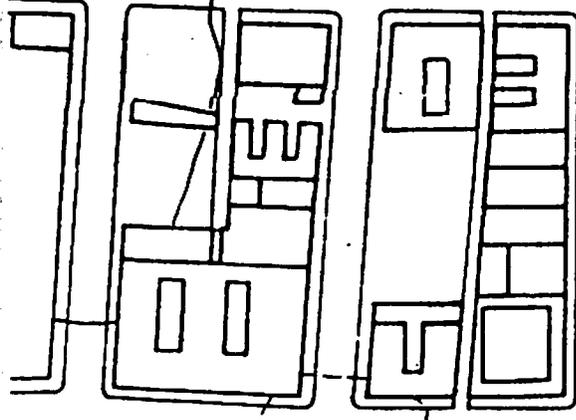
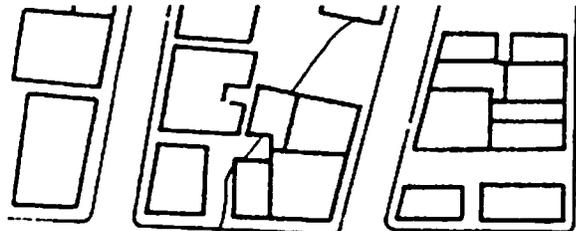
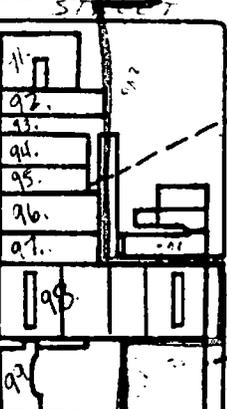
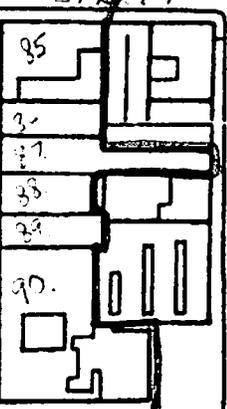
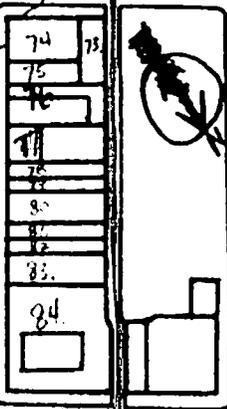
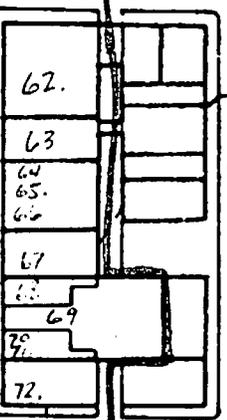
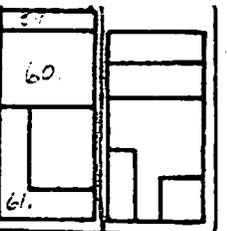
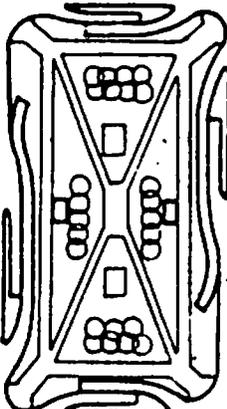
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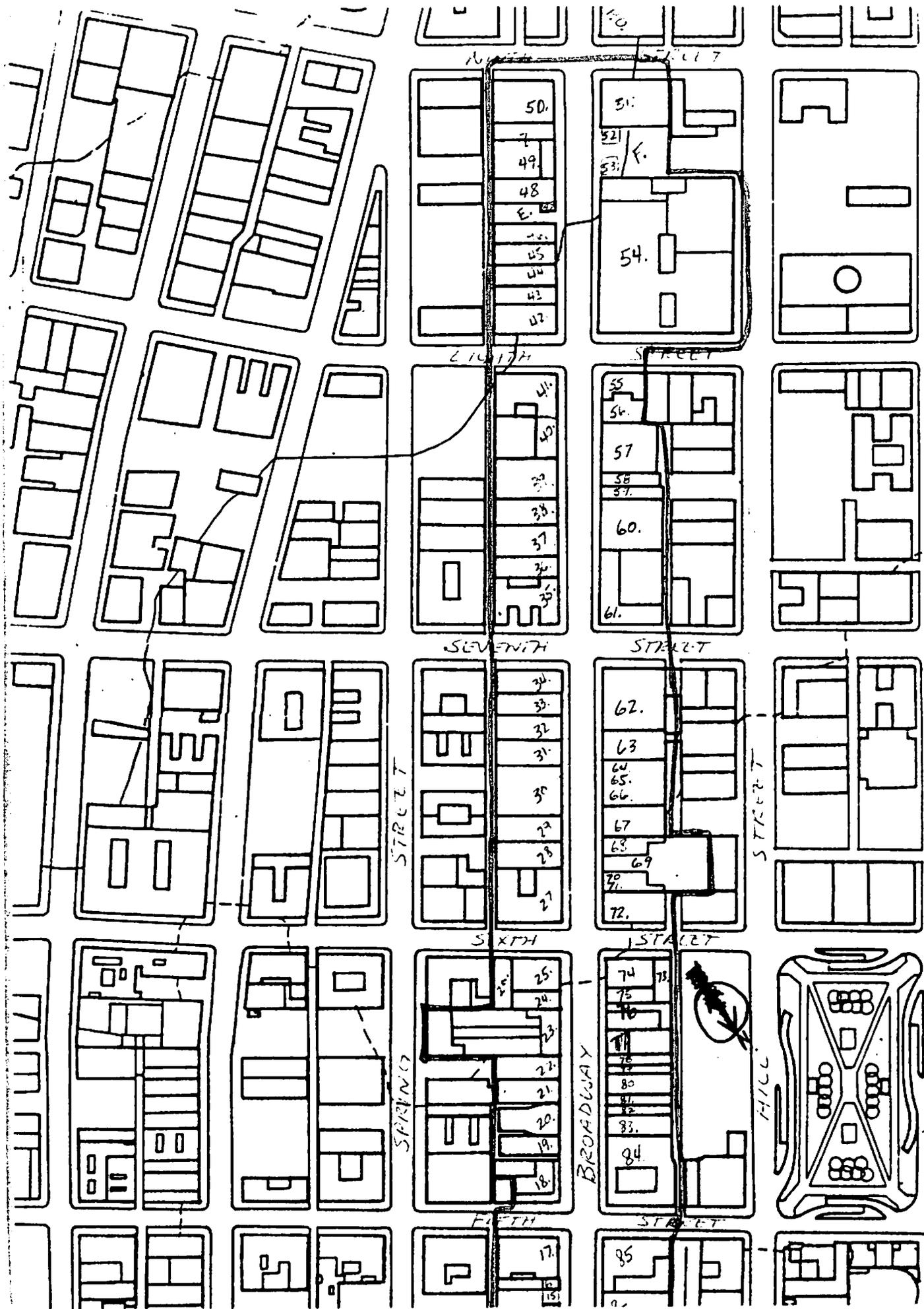
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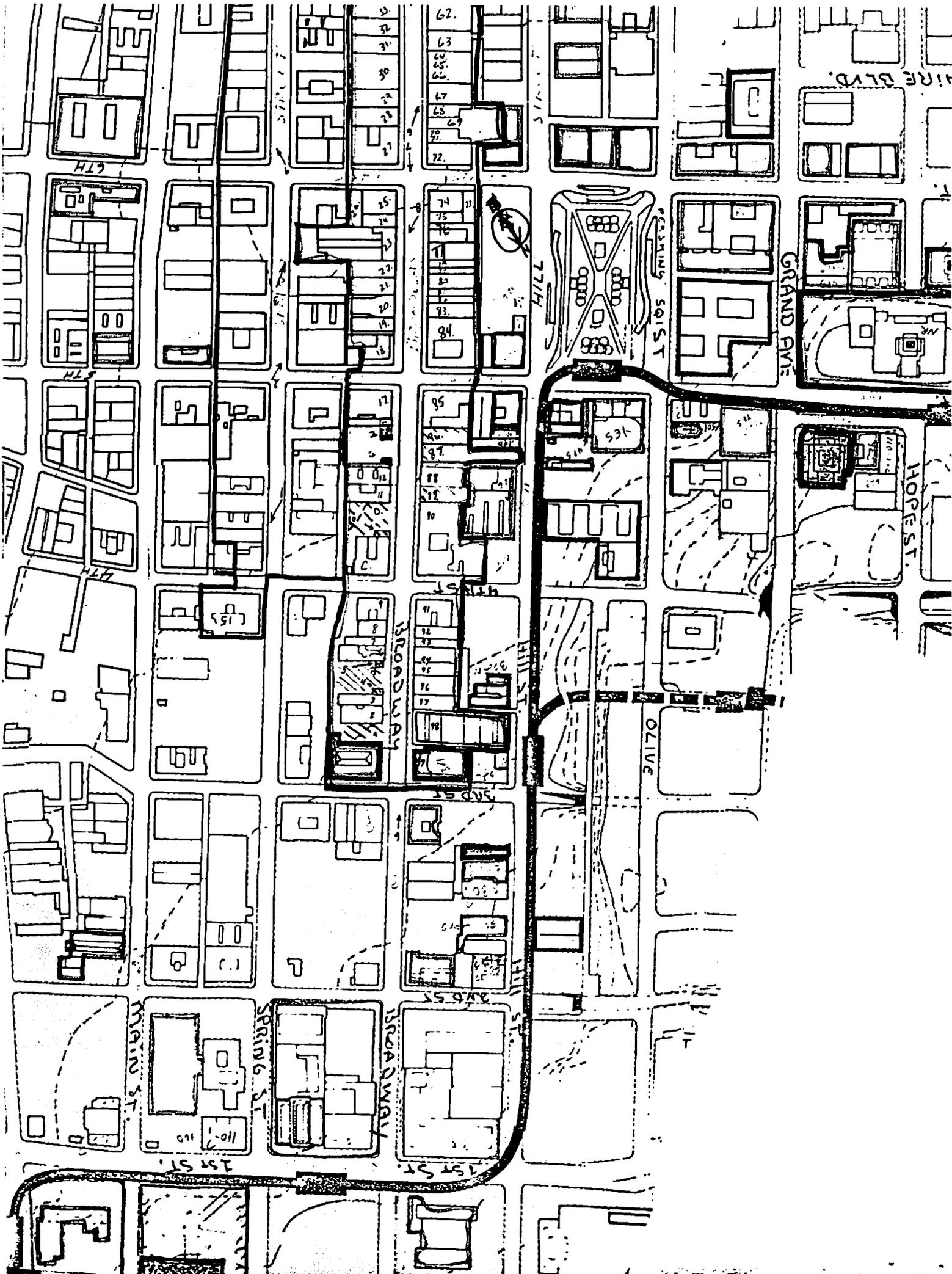
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FIRE BLVD.

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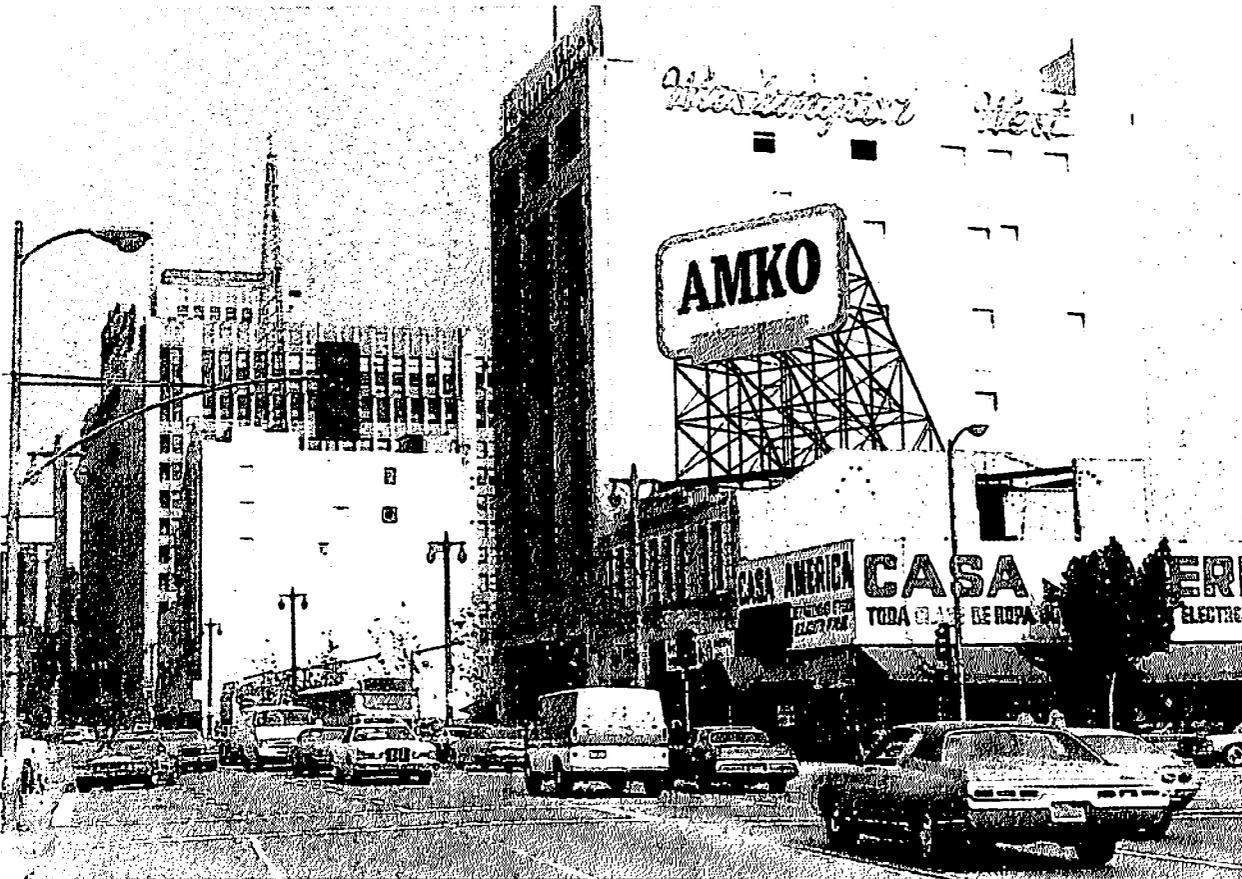
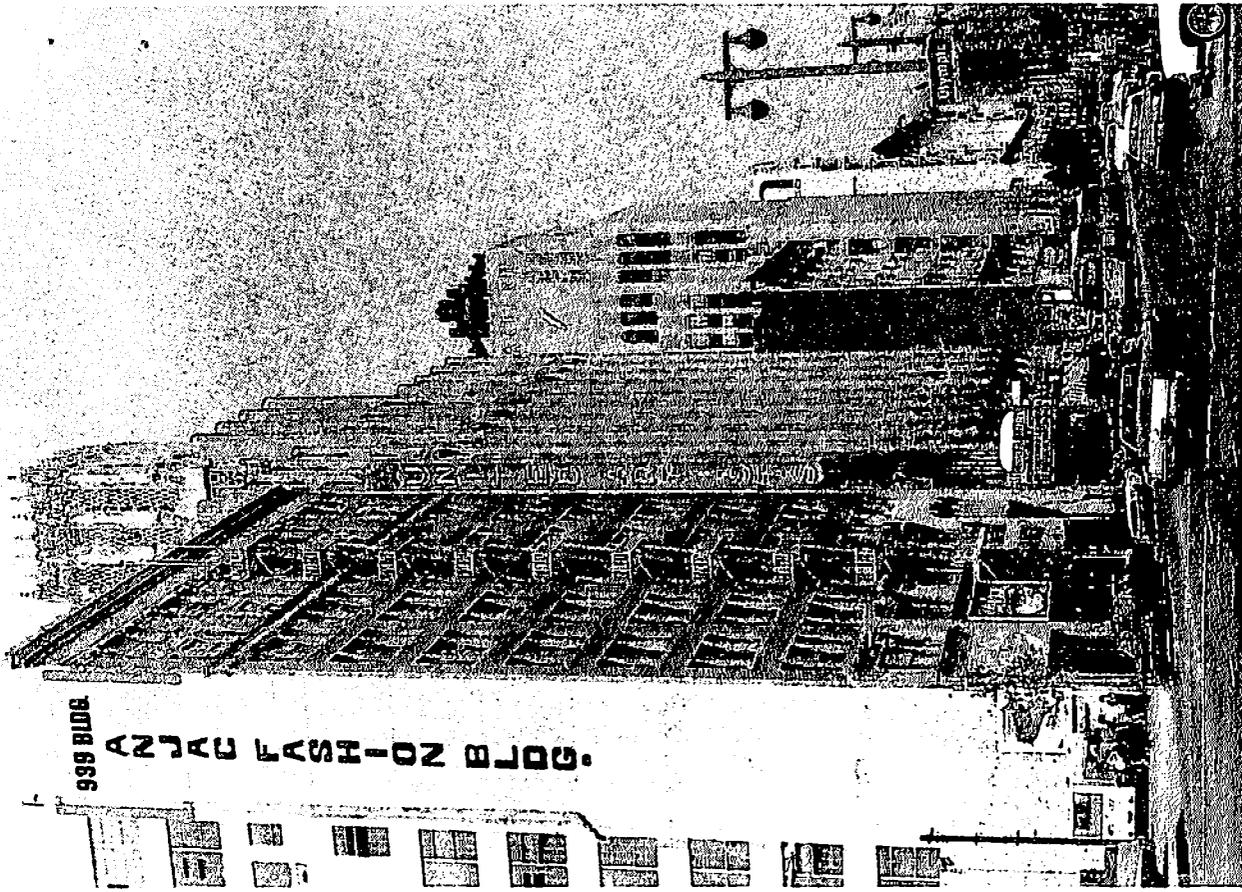
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- - Proposed N.R. H.D. boundary
- - D.O.E.20
- - Intrusion in H.D. or visibly ineligible
- ★ - Appear to be potentially eligible (not complete list)
- - photos in NR nomination

California State Historical Resources Survey



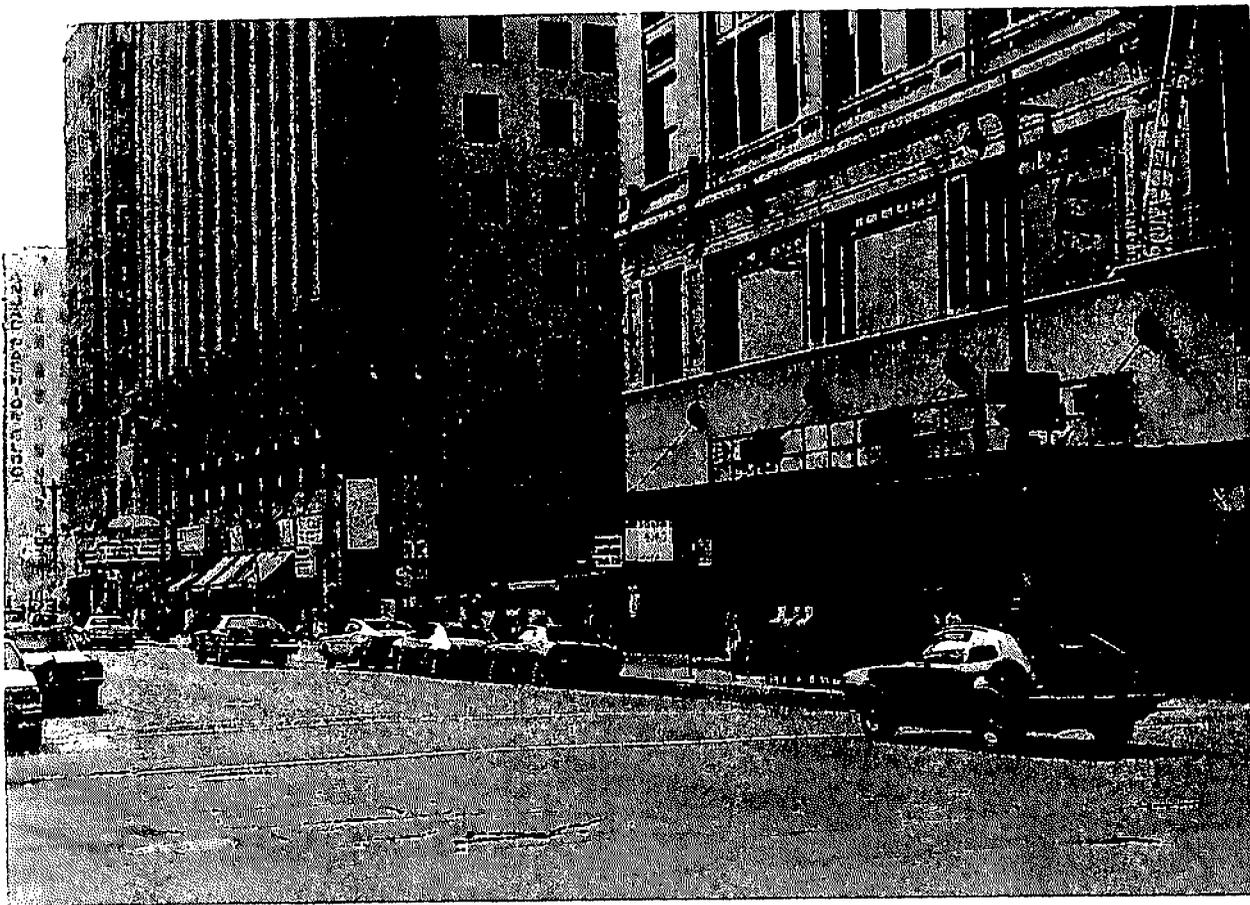
Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #148
View north from Broadway and Olympic
showing west side of Broadway.

5-15-79

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2.

Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #248
View north from Broadway and Olympic
showing east side of Broadway.

5-15-79



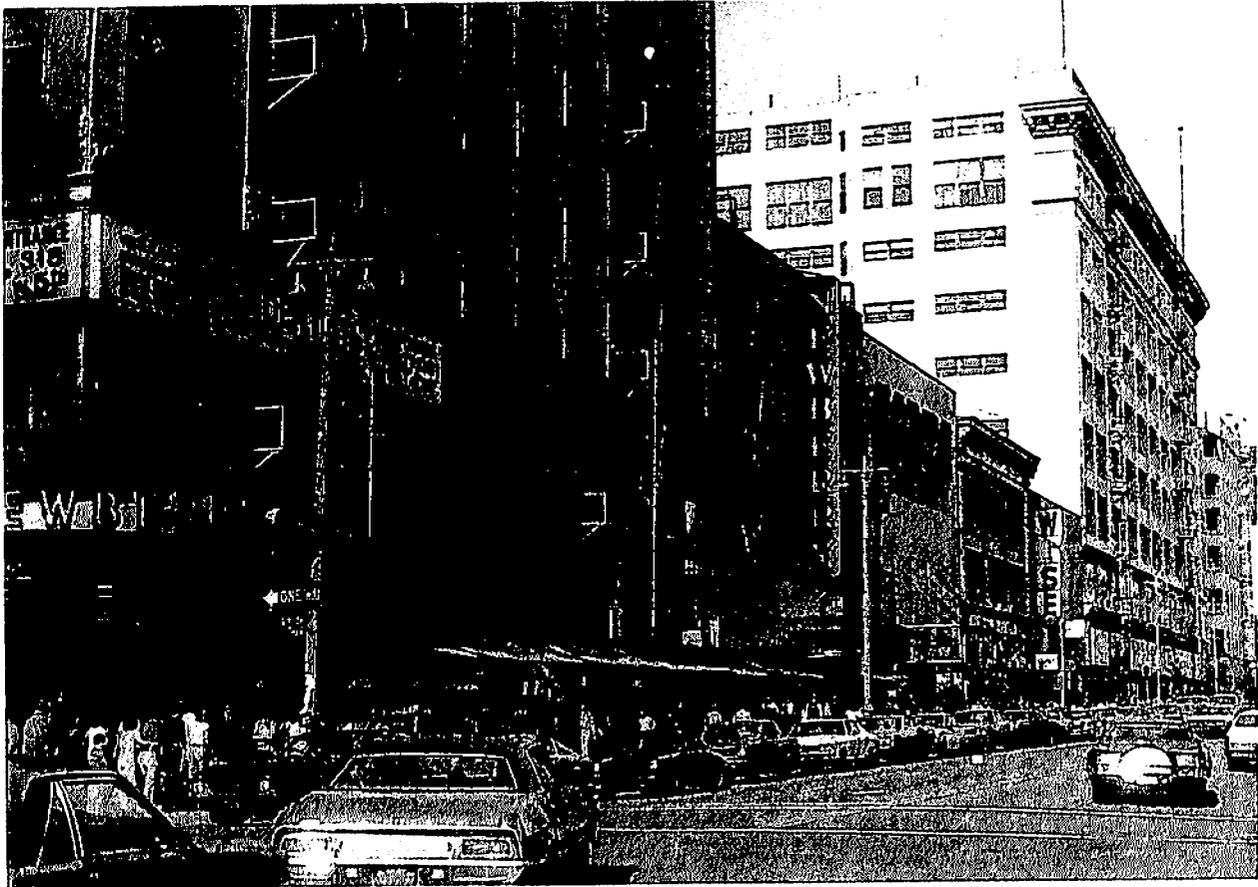
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Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #348

View south from Broadway and 9th Street
showing west side of Broadway.

5-15-79

4.
Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #488
View south from Broadway and 9th Street
showing east side of Broadway.

5-15-79

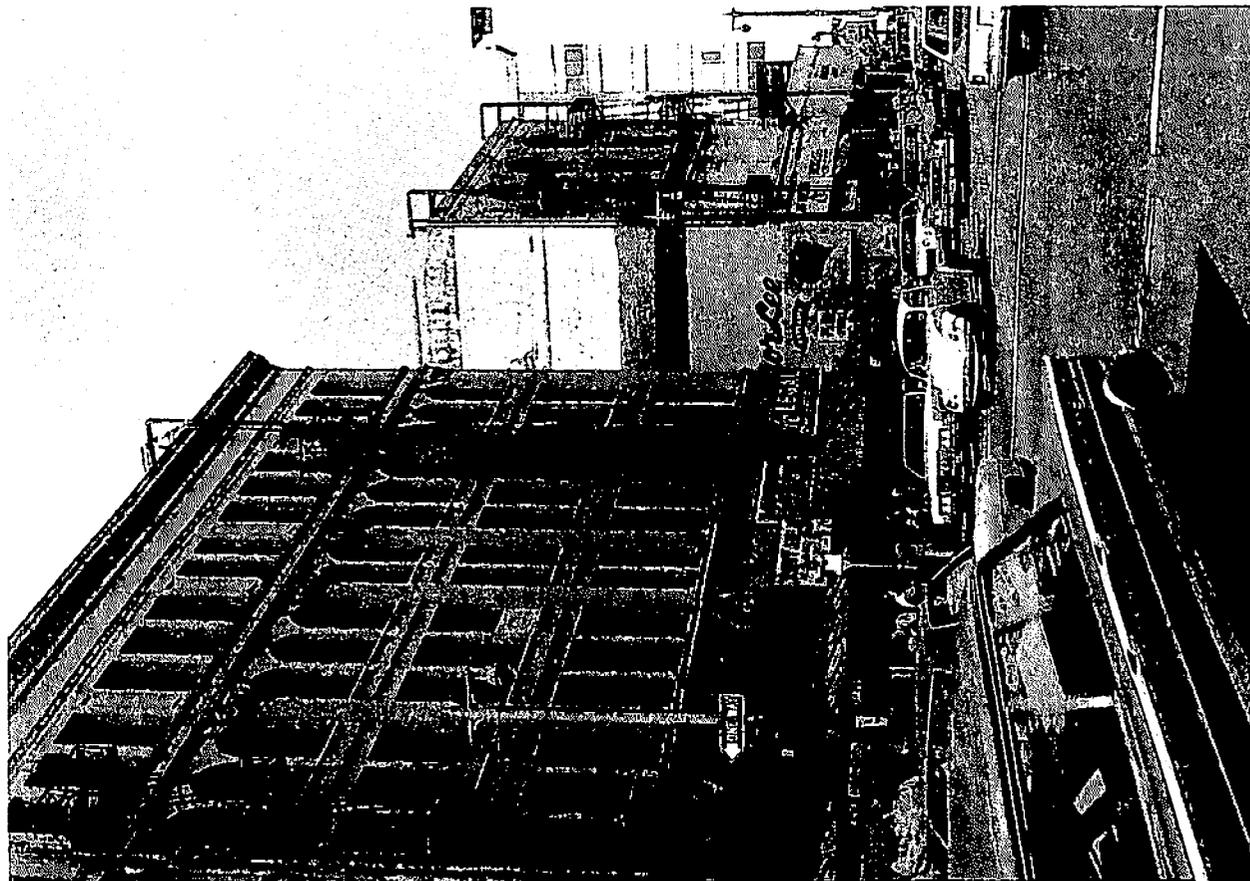


Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #549
View north from 5th Street showing west
side of Broadway.

5-15-79

Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #649
View north from 5th Street showing east
side of Broadway.

5-15-79

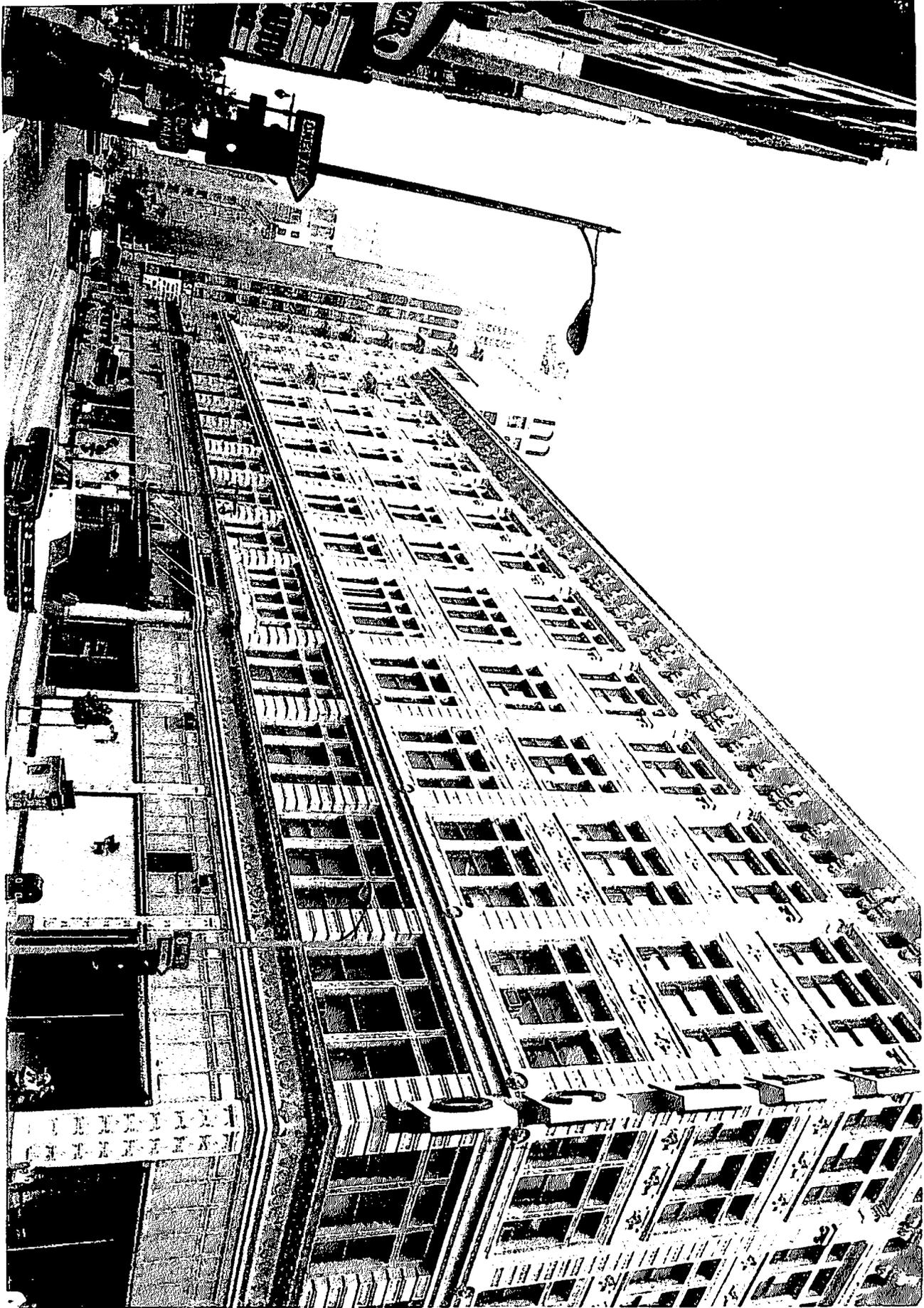


1.
Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #7^{1/5}
View north from 3rd Street showing east
side of Broadway.

5-15-79

Broadway Theater and Commercial District
Los Angeles, California
Photo by: Aaron Gallup, February 10, 1979
Negative at 715 28th Street, Sacramento, CA
Photo #8^{1/5}
View north from 3rd Street showing west
side of Broadway.

5/15/79



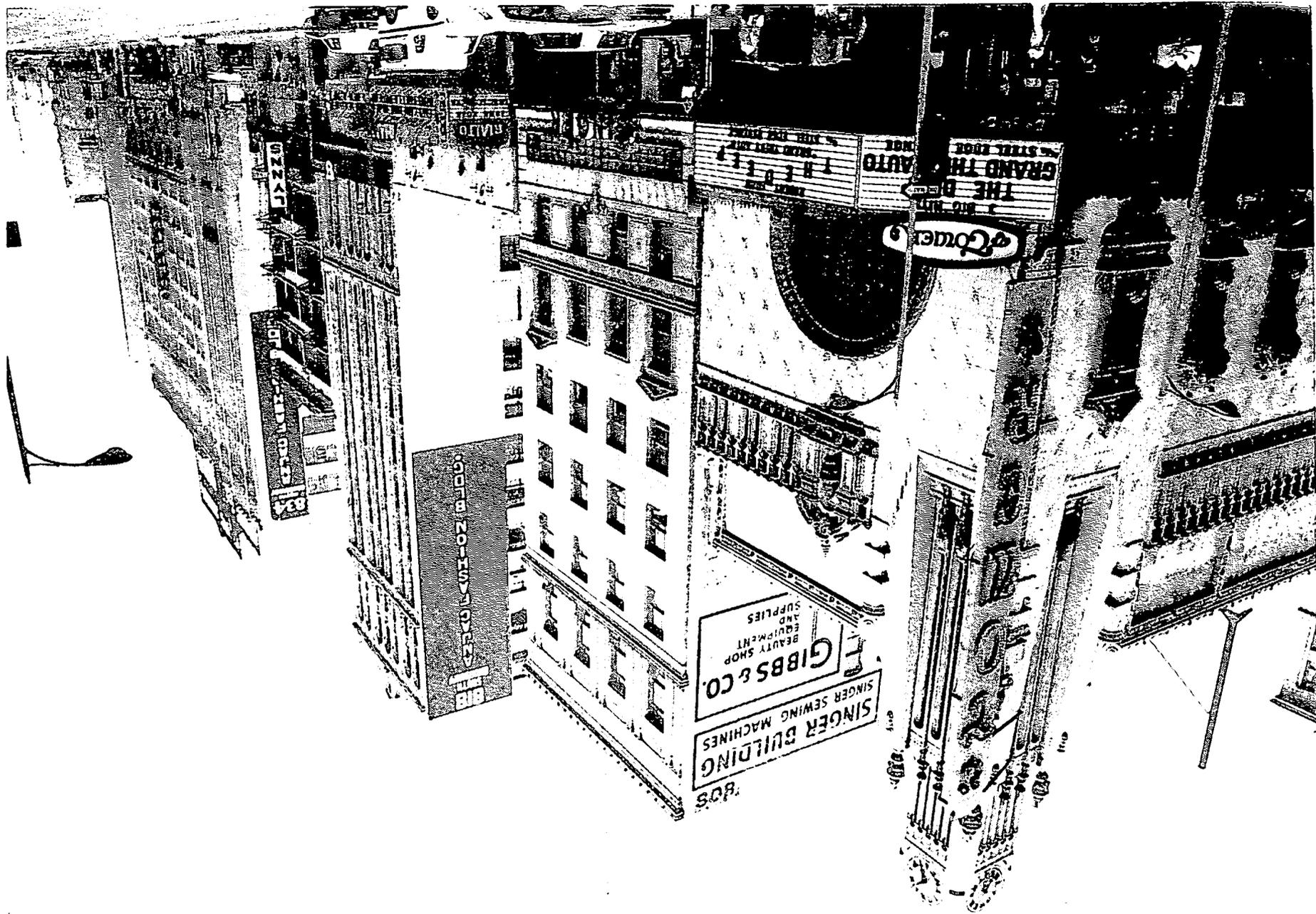
Broadway Theater & Comm'l. Dist.
Los Angeles, CA *St. Mary's*
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
West side of Broadway from 8th St.
looking south

Photo #1

SEP 18 1977

MAN

© 1977



805
SINGER BUILDING
SINGER SEWING MACHINES
GIBBS & CO.
BEAUTY SHOP
AND EQUIPMENT
SUPPLIES

Coca-Cola

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Broadway Theater & Comm. Dist.
Los Angeles, CA *County*
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
East side of Broadway from 8th St.
looking south

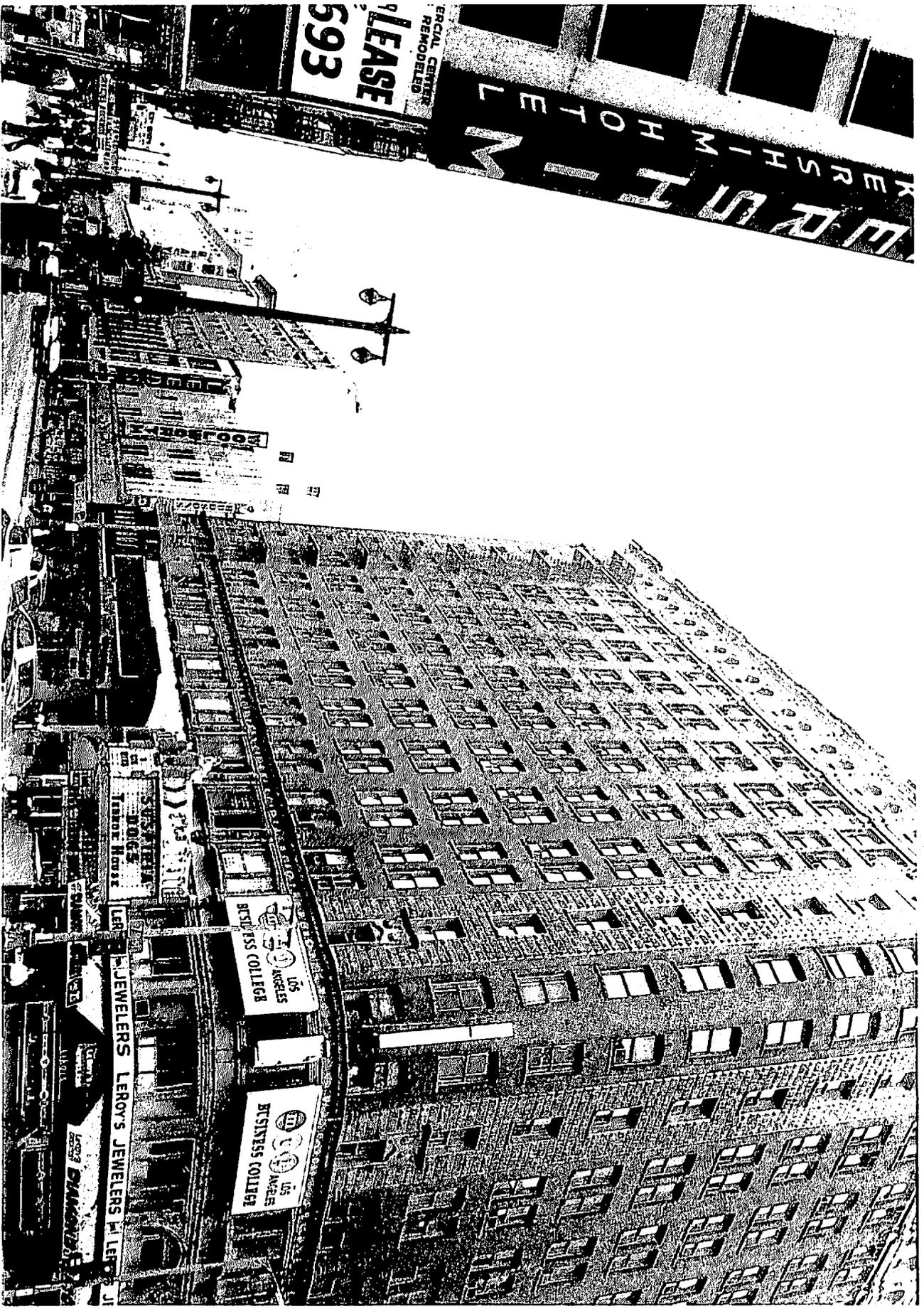
Photo #2
MAY 9 1978



Orvinsky
Broadway Theater & Comm'l. Dist.
Los Angeles, CA
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
East side of Broadway from 7th St.
looking north
SEP 13 1972 MAY 9 1971
photo #3

Broadway Theater & Comm. Dist.
Los Angeles, CA *2021/11/14*
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
East side of Broadway from 7th St.
looking south

photo #4 SEP 14 1977



LEASE 593

ERICAL CENTER REMODELED

KERSHIM HOTEL

KERSHIM HOTEL

SUSAN TERRY JUDGE TROBE HOUSE

BUSINESS COLLEGE LOS ANGELES

BUSINESS COLLEGE LOS ANGELES

JEWELERS LEROY'S JEWELERS

Broadway Theater & Comm'l. Dist.
Los Angeles, *CA recently*
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
West side of Broadway from 7th St.
Looking south

Photo #5 SEP 12 1978 MAN 9 K79

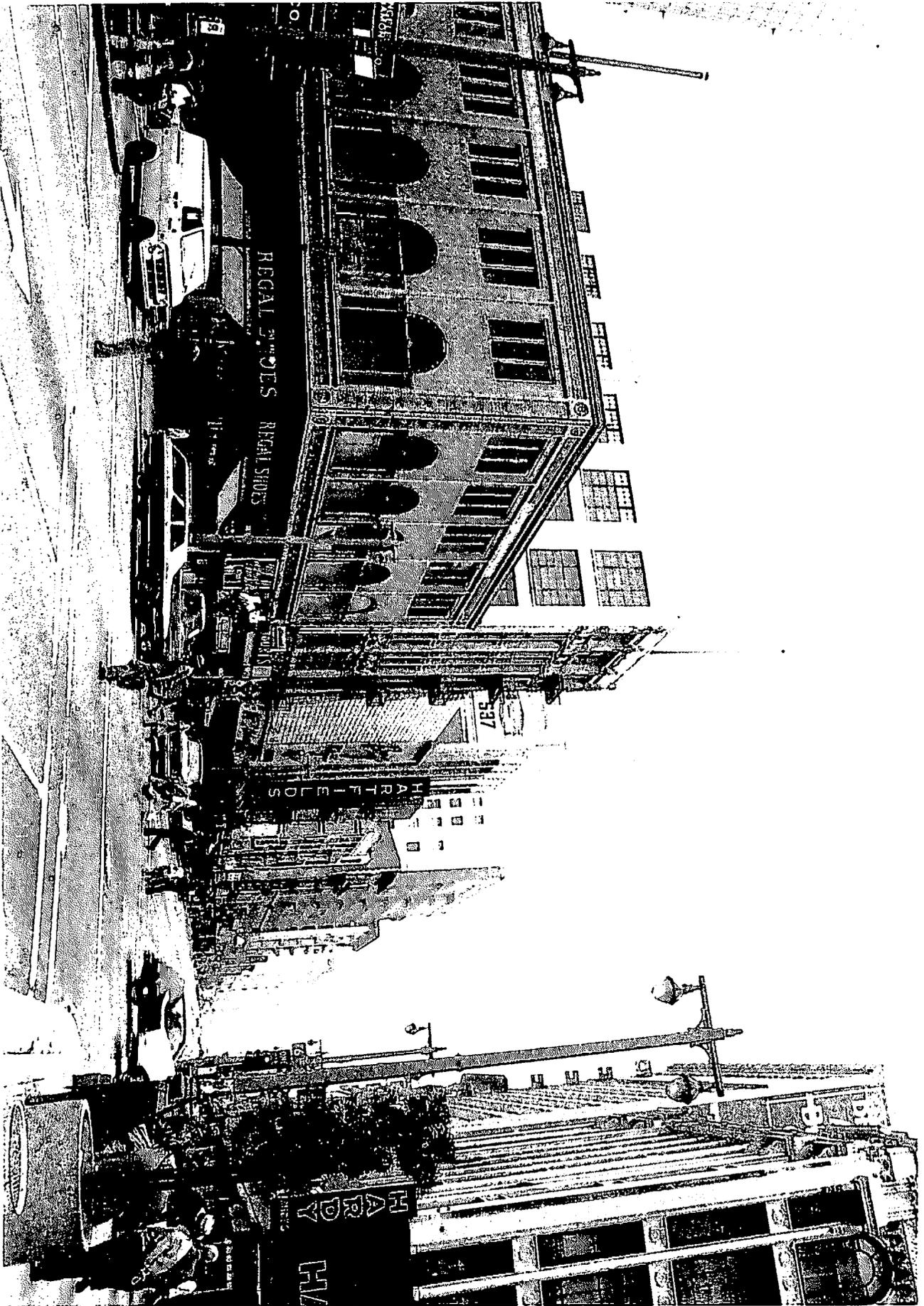
Broadway Theater & Comm'l. Dist.
Los Angeles, CA *Veranda*
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
West side of Broadway from 6th St.
looking south

Photo #6

SEP 19 1977

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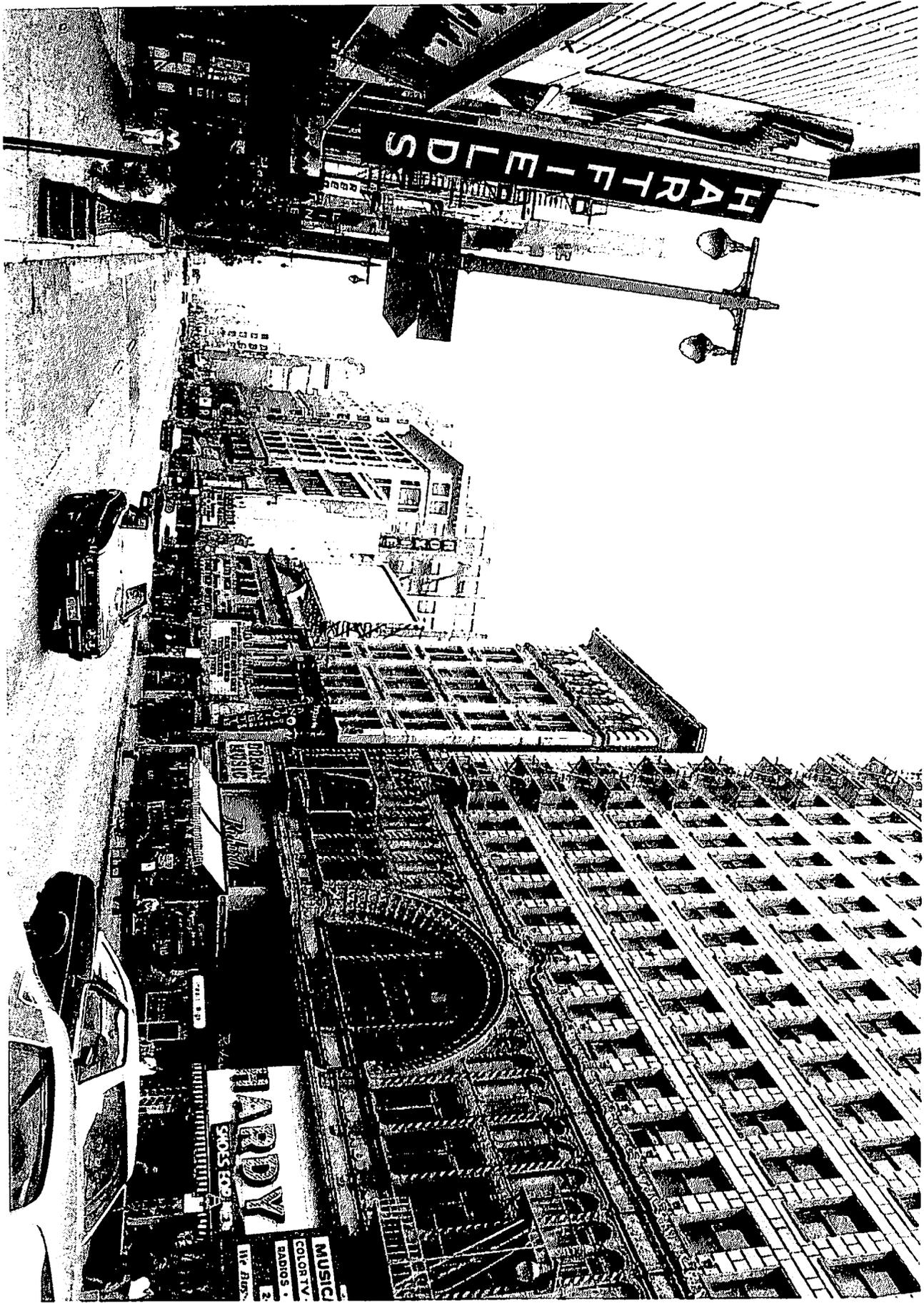
1977



Broadway Theater & Comm'l. Dist.
Los Angeles, CA *County* 9
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
West side of Broadway from 6th St.
looking north

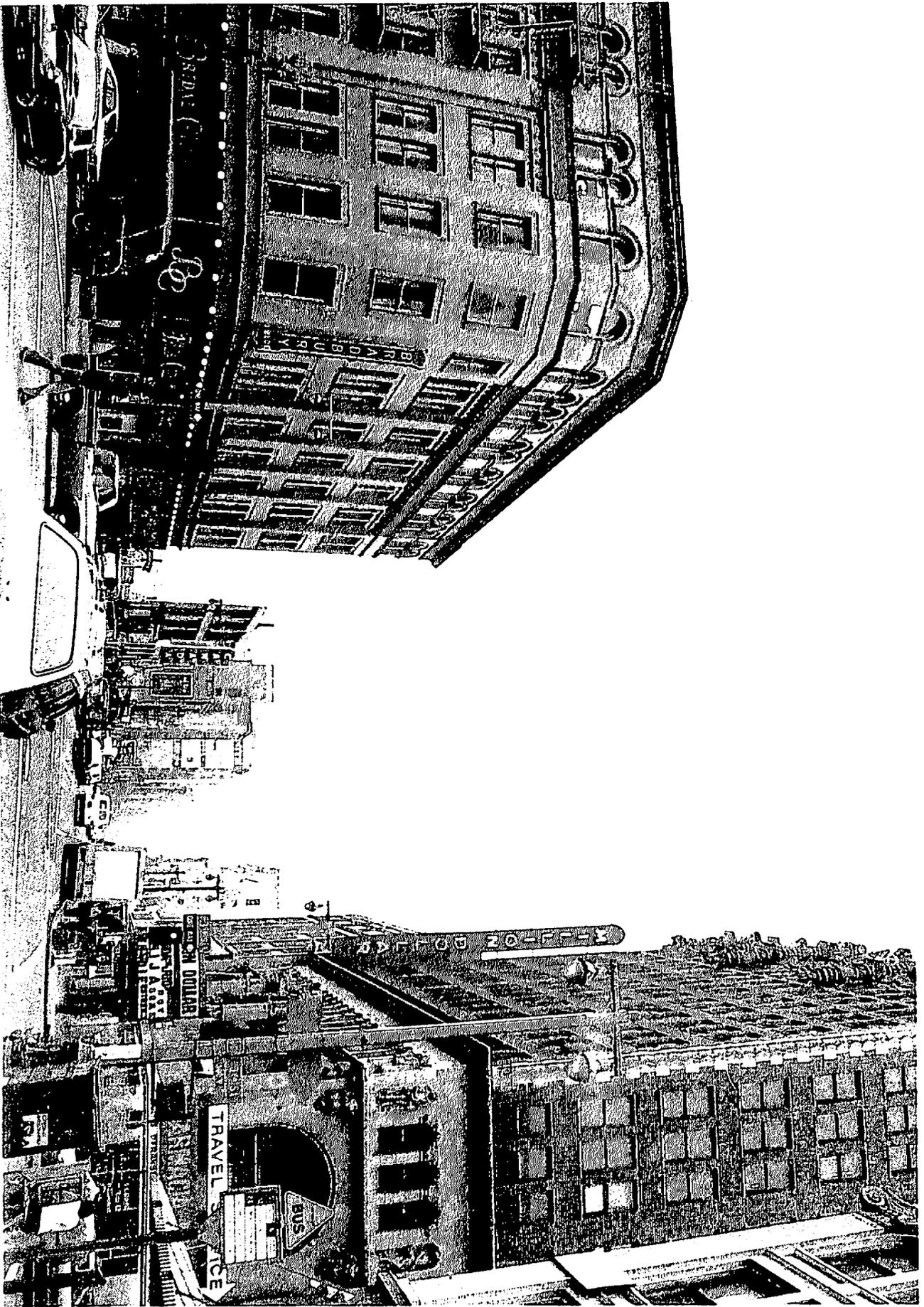
SEE . . .

photo #7



Broadway Theater & Comm. Dist.
Los Angeles, CA *county*
by Tom Sitton July 1977
Natural History Museum of L.A. Co.
East side of Broadway from 6th St.
Looking north

Photo #8 SEP 12 1978 MAY 9 1979



Broadway Theater & Comm'l. Dist.
Los Angeles, CA *County*
by Tom Sitton July 4 1977
Natural History Museum of L.A. Co.
Broadway looking south from 3rd St.

photo #9

SEP 1977

MAY 1979



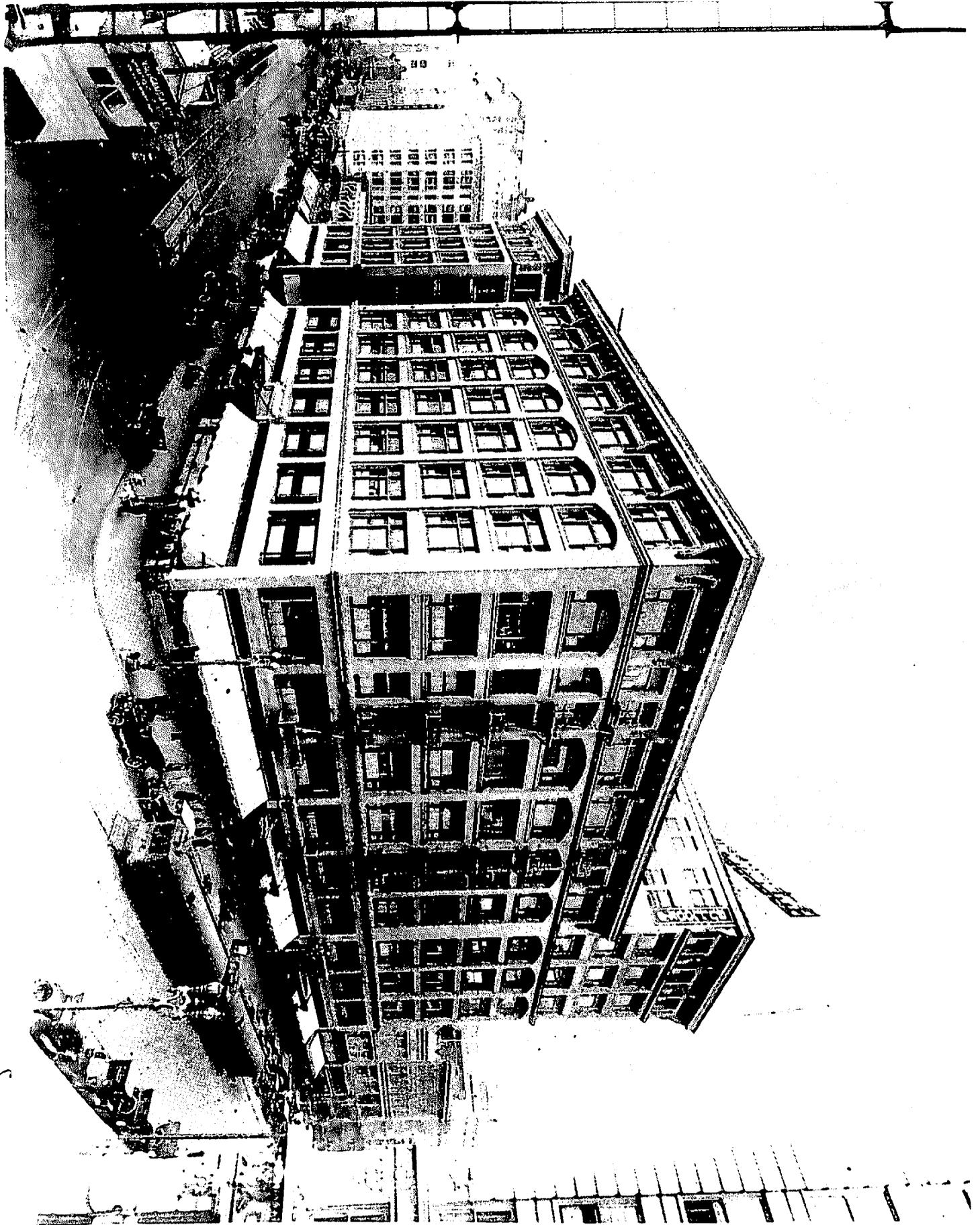
Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California

Earl Building (#62) Photo c. 1906
Negative with L. A. United Investment Co.
650 So. Hill St., Los Angeles, CA 90014

Original Bullock's Building at Seventh and
Broadway. Note original design of Bullock's
storefront was large show windows with transom
window above.

Supplementary photo #1 of 8

11/16/64



Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California
Earl (#62), Hollenbeck (#63) and Eshman (#62B)
Buildings Photo c. 1920

Negative with L. A. United Investment Co.
650 So. Hill St., Los Angeles, CA 90014
Supplementary photo #2 of 8 1/12/76

Original storefront facade of Earl Building has been modified to reflect unified composition of storefront facades. To left of the Earl Building, west along 7th Street, the space between the Earl and Eshman Buildings is the location of St. Vincent Place prior to construction of bridge building in 1921.



Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California

Gennet (#62D), Pease (#62A), Hart '28 (#62E),
Hart '24 (#62F), Eshman (#62B), Bridge (#62C),
and Earl (#62) Buildings Photo c. 1930

Negative with L.A. United Investment Co.,
650 S. Hill St., Los Angeles, CA 90014

41054
Seventh and Hill Streets: At the center are
the two Hart Buildings appearing as a single
structure on the corner. To the left is the
Pease Building, then the Gennet Bldg. To the
right is the Eshman Building, Bridge, and the
Earl building. Note the unified storefront and
second story facades.

Supplementary photo #3 of 8



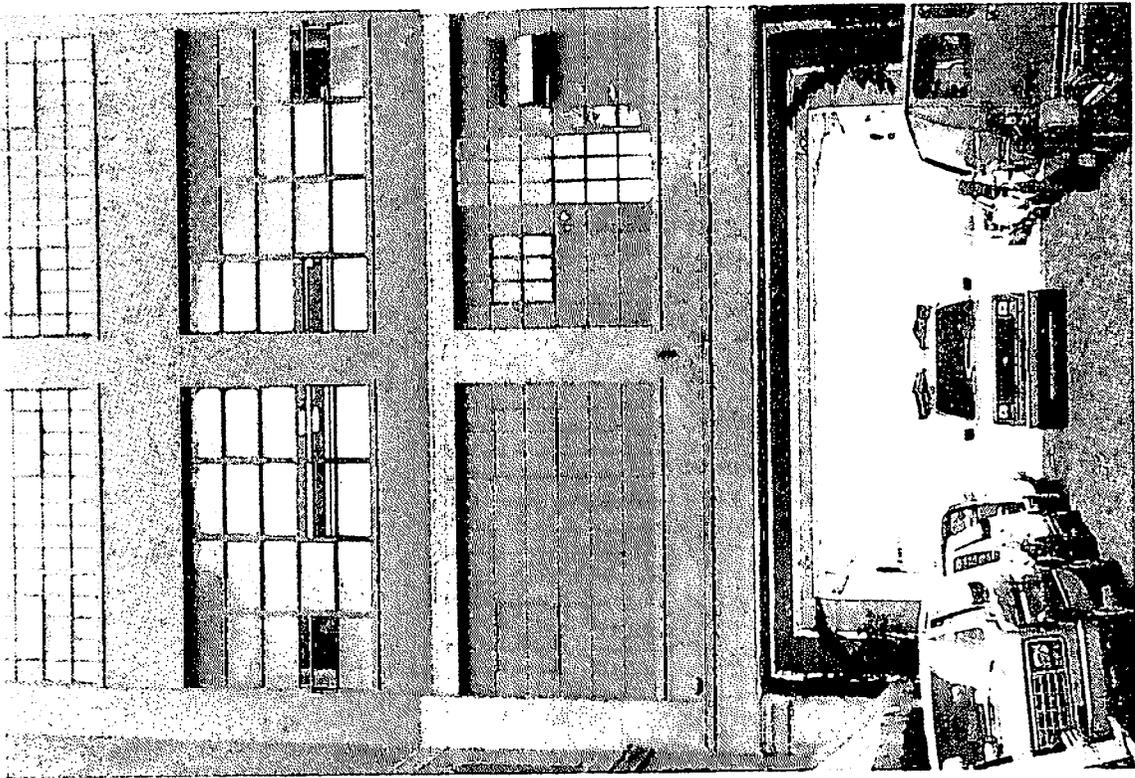
SPACES AVI
FOR INFO. Call: 62

Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California

Hart '28 (#62F), Eshman (#62B) and Bridge
(#62C) Buildings viewed from 7th Street
photo 1983, negative with L. A. United Invest-
ment Co., 650 S. Hill St., Los Angeles 90014
Supplementary photo #4 of 8

This photo illustrates the use of Bullock's
unified composition for the storefront facades
of various buildings within the complex. The
entrance to St. Vincent Place under the bridge
structure is also shown to the right center of
the photograph.

1/21/84



Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California

Hart '28 (#62F), Eshman (#62B) and Bridge
(#62C) Buildings viewed from Seventh Street

Photo 1985, negative at L. A. Investment Co.,
650 S. Hill St., Los Angeles, CA 90014

Close up of the 1921 Bridge (with fire
escapes) and adjacent buildings. Bridge is
two bays wide and six stories high providing
direct internal access between buildings on
all six levels.

Supplementary photo #5 of 8

116185

Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California

Bridge Building (#62C) Photo 1985

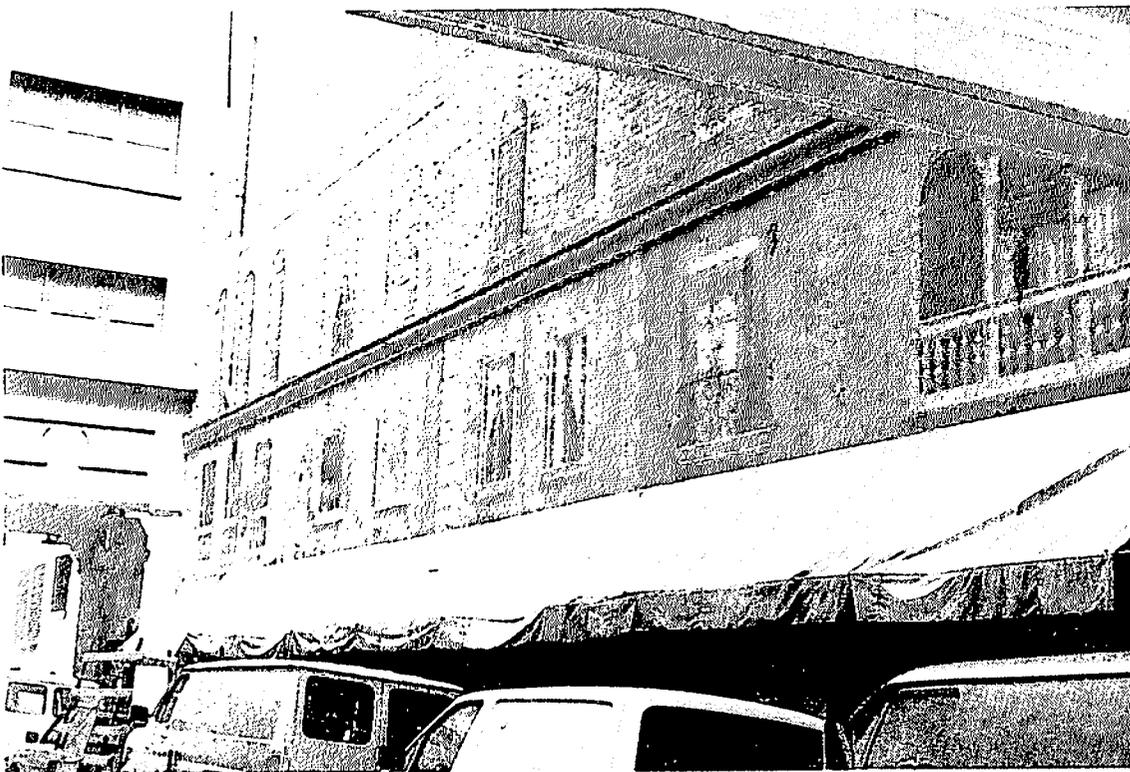
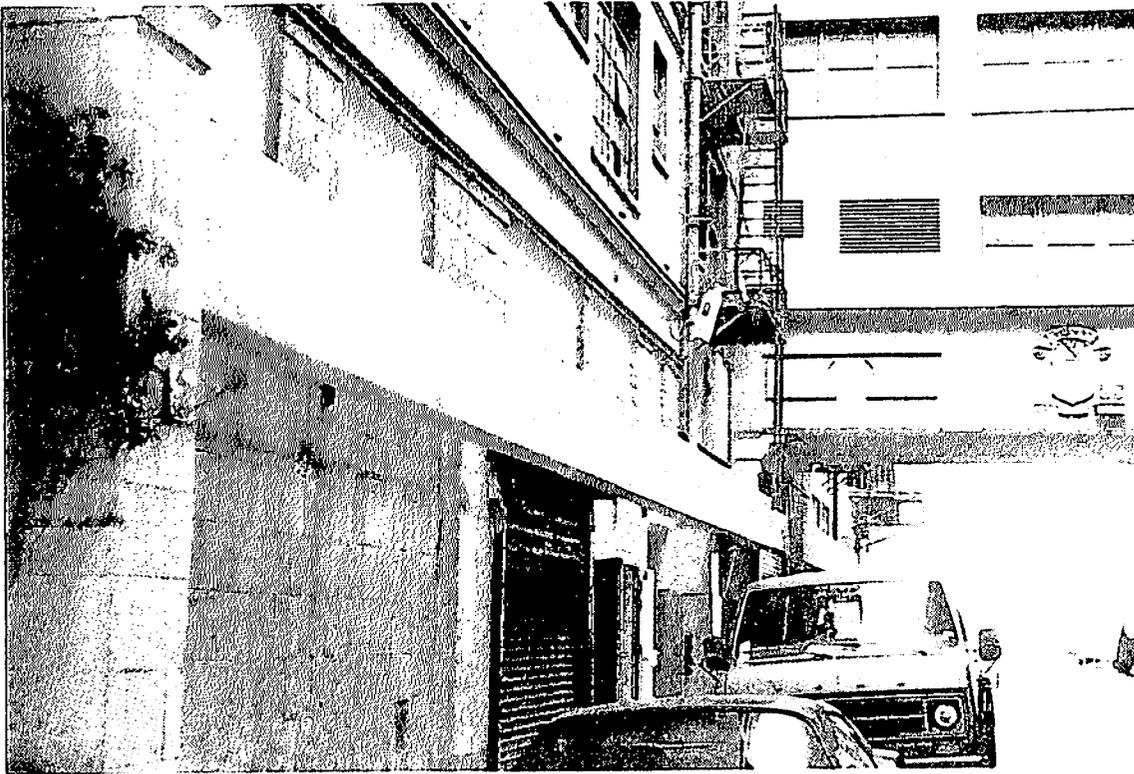
Negative with L. A. United Investment Co.
650 So. Hill Street, Los Angeles 90014

Supplementary photo #6 of 8

View looking south from St. Vincent Place
toward Seventh Street showing rear of Bridge
Building constructed in 1921 to connect Earl
and Eshman Buildings.

116186

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Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California

St. Vincent Place Photo 1985
Negative with L. A. United Investment Co.,
650 S. Hill St., Los Angeles, CA 90014
View of St. Vincent Place with 1917 bridge
between the Hollenbeck and Pease Buildings.
Supplementary Photo #7 of 8 *11-186*

Broadway Theatre and Commercial District
Los Angeles, Los Angeles County, California

St. Vincent Place Photo 1985
Negative with L. A. United Investment Co.
650 S. Hill St., Los Angeles, CA 90014

Supplementary photo #8 of 8

Decorative mural on St. Vincent Place between
the two bridge structures provided backdrop
for the espresso bar, flower shop and other
activities.

OFFICE OF HISTORIC PRESERVATION

DEPARTMENT OF PARKS AND RECREATION

POST OFFICE BOX 2390

SACRAMENTO, CALIFORNIA 95811



(916) 445-8006

December 26, 1985

Mr. Jerry Rogers, Keeper
National Register of Historic Places
National Park Service
U. S. Department of the Interior
P. O. Box 37127
Washington, D. C. 20013-7127

Dear Mr. Rogers:

We submit the enclosed material to correct a minor error in the boundary of the Broadway Theatre and Commercial District, located in Los Angeles, Los Angeles County, California. This district was listed in the National Register on May 9, 1979. At the time of nomination, boundaries were field checked and felt to be adequate. Subsequent information, however, has revealed that Buildings 62 and 63 are part of an integrated complex which includes six other buildings which are presently located outside the district boundaries. Since these buildings are all structurally integrated, have internal circulation throughout, and functioned historically as a single entity (Bullock's Department Store) during the period of significance of the district, we believe that a technical correction is in order to adjust the boundary to include these additional structures. All of the buildings were under single ownership at the time of nomination; title for the property as a whole has now been transferred to a new owner who is in support of inclusion of the entire complex within the district. The utilization of certified rehabilitation tax credits for the property is, in fact, contingent upon the inclusion of the balance of the complex in the district.

A recent on-site visit by SHPO staff verified that all additional buildings contribute visually and historically to the Broadway district. Major pedestrian access is accomplished through bridges, tunnels, and large entryways between the buildings, providing free circulation throughout the former department store complex. Centralized mechanical systems service the buildings. A beltcourse above the second story ties the buildings together visually as a unit. Also, St. Vincent Place provides a common exterior space which was used for pedestrian access at ground level between the buildings. In addition to physical integration, the complex was unified historically, having served as Bullock's downtown department store until 1983. The complex reflects the growth of Bullock's as a major Southern California retail institution, evolving from its original 1906 building at the corner of Seventh and Broadway (Building #62 in the nomination). As the facility grew, the other buildings were acquired or built by the company. The final component was added in 1934, completing the complex. The structural and historical integration of the Bullock's complex was recognized by the Western Regional Office of the National Park Service during the tax certification process. A letter of June 6, 1984 indicated that the entire complex appeared eligible for

JAN 14 1986

Mr. Jerry Rogers
Page 2

National Register eligibility, while a letter of February 25, 1985 addressed specifically the integration of the buildings:

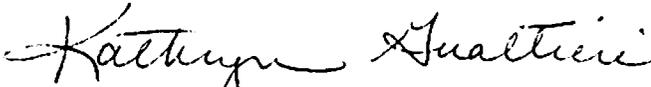
"Although they were built between 1906 and 1934, Bullock's combined the buildings into one department store through internal circulation and shared mechanical systems; therefore, the buildings were functionally related historically. The building will continue as one building after rehabilitation."

Since the boundary line of the Broadway Theatre and Commercial District presently bisects this complex, we feel that a technical correction is in order. The original boundary error was based upon an exterior visual appraisal without realization of the interrelated nature of the buildings comprising the complex.

We are providing additional historical and technical data, including photographs which show the evolution of the Bullock's department store complex and a redrawn district boundary map which reflects the inclusion of these buildings. We have also provided a new verbal boundary description which was compiled from 1985 county assessor's maps. This boundary description replaces that which is currently included in Section 10 of the nomination. We have also enclosed continuation sheets which summarize the descriptive information for the additional buildings in the complex.

We regret any inconvenience caused by our original oversight which excluded these buildings. We hope the enclosed information will be sufficient to correct the nomination forms for the Broadway Theatre and Commercial District; we would appreciate confirmation when the correction has been made. Please do not hesitate to contact this office if further information is required.

Sincerely,



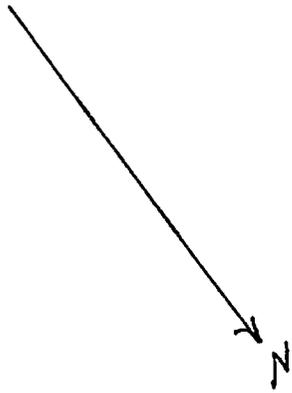
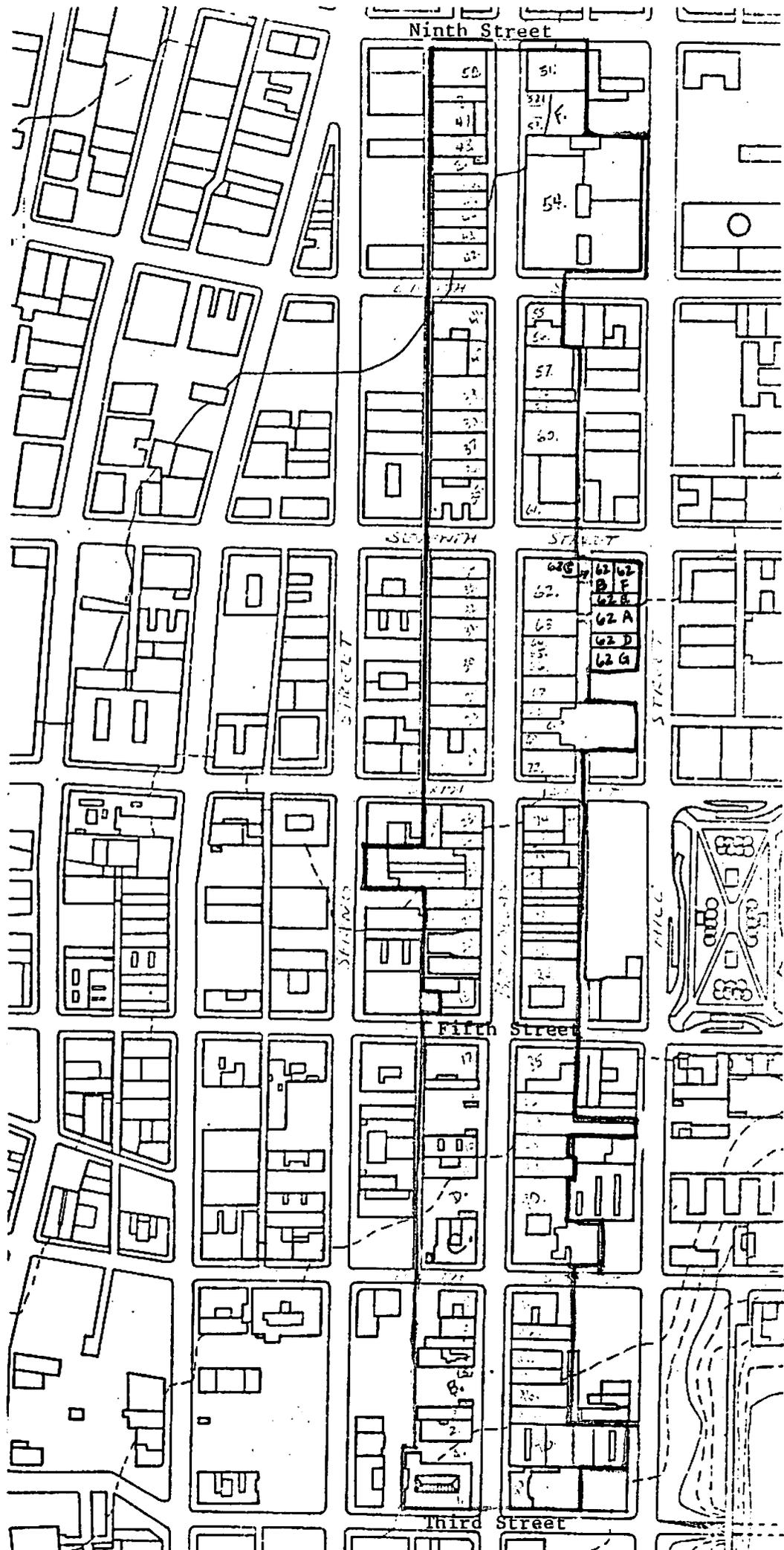
Kathryn Gualtieri
State Historic Preservation Officer

enclosures

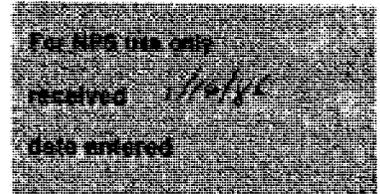
Revised Boundary Map
12/26/85

**BROADWAY THEATRE AND
COMMERCIAL DISTRICT**

Los Angeles
Los Angeles County
California



1" = 425'

**United States Department of the Interior
National Park Service****National Register of Historic Places
Inventory—Nomination Form**

Continuation sheet

Item number 10

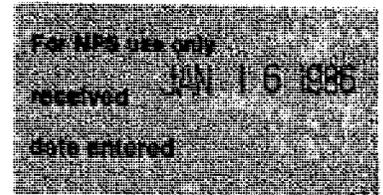
Page 1

VERBAL BOUNDARY DESCRIPTION (Revised 12/26/85)

(Note: All changes in direction are at a right angle from the previous direction.)

The boundary encompasses an irregular area in the downtown business district generally following both sides of Broadway beginning at the southeast corner of the intersection of Broadway and Third Street, extending 185.53' eastward along Third Street, then approximately 161' southward, 44.4' westward, 79.6' southward, 23' eastward, approximately 365' southward to Fourth Street, then continuing 60' southward across Fourth Street to Frank Court, then continuing southward along Frank court to the south side of Fifth Street, then 40' westward, then 100' southward, then 40' eastward, then 260' southward, then 165' eastward to Spring Street, then 119.6' southward on Spring Street, then 165.18' westward, then 120.5' southward to Sixth Street, then continuing southward 60' across Sixth Street, then continuing southward along an alley to the northern edge of Ninth Street, then westward approximately 163' along Ninth Street, then continuing 80' across Broadway, then continuing 165' westward, then approximately 235' northward, then 159.5' westward to Hill Street, then 363.5' northward along Hill Street to Eighth Street, then 212' eastward along Eighth Street, then 185.6' northward, then 50' westward, then approximately 550' northward to intersection of the northern edge of Seventh Street and St. Vincent Court, then approximately 158.5' westward to Hill Street, then 312' northward along Hill Street, then 138.4' eastward to St. Vincent Court, then 74.44' northward, then 138.37' westward, then 125' northward, then 158.34' eastward, then 140' northward to northern edge of Sixth Street at its intersection with Lindley Place, then northward along Lindley Place to northern edge of Fifth Street, then continuing approximately 201' northward, then 165.18' westward to Hill Street, then 41.87' northward, then 165.18' eastward, then 120.4' northward, then 12.82' westward, then 0.9' northward, then 13.71' westward, then 39.34' northward, then 42.41' eastward, then 79.56' northward, then 16.19' westward, then 0.14' northward, then 79.32' westward, then 123.6' northward, then 78.99' eastward, then 60' northward across Fourth Street, then 40.09' eastward, then approximately 124' northward, then 39.96' westward, then approximately 239' northward, then 165.88' westward to Hill Street, then 121.34' northward, then 132.5' eastward, then 120.36' northward to Third Street, then approximately 279' eastward to the point of beginning.

**United States Department of the Interior
National Park Service
National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet

Item number 7

Page 5A

Addendum: Description of additional buildings comprising the Bullock's complex.
The buildings are all united by historical function and internal circulation.

Buildings comprising the complex are coded under the number (62) assigned to the original Bullock's Building in the National Register nomination. The added letters are assigned in the order in which the buildings were acquired by Bullock's as part of its department store operations. The earliest expansion was into the adjacent Hollenbeck Building, already designated as #63 in the district nomination. Subsequent additions, in order, are as follows:

62A. Pease Building (1906) Hudson/Munsel

Originally used as a furniture store, this 8 story building was acquired by Bullock's in 1917. A bridge was constructed over St. Vincent Place and a tunnel beneath at that time to connect the building with the Hollenbeck Building (#63).

62B. Eshman Building (1909) Morgan/Walls

This 7 story building in characteristic Beaux Arts 3-part vertical division became part of Bullock's in or before 1919.

62C. Bridge (1921) ----

The bridge was constructed to connect the Eshman Building with the original Bullock's Department Store. It spans St. Vincent Place, connecting the upper 6 stories of both buildings, creating internal circulation between the two on all levels. Stylistically it repeats the design of the earlier Bullock's building, creating the appearance of a skillfully integrated addition. A tunnel below St. Vincent Place also connects the two buildings.

62D. Gennet Building (1922) Parkinson/Hubbard

The next addition to the Bullock's complex was this tall, slender Beaux Arts building--10 stories tall and only two bays wide. The lower two stories were remodeled in 1934 to create the appearance of a unified design with the adjacent Mackey Building.

62E. Hart Building/Hart '24 (1924) Parkinson/Parkinson

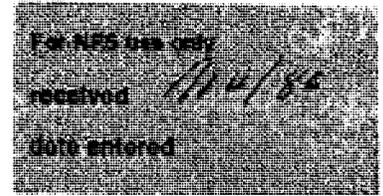
This building duplicated the nearby Gennet Building in height, width and styling. It is now indistinguishable from the adjacent 1928 Hart Building.

62F. Hart Building/Hart '28 (1928) Parkinson/Parkinson

The design of the earlier 1924 Hart Building was expanded to fill out the block by adding five more bays on the Hill Street side and four bays on Seventh Street in Beaux Arts styling. Fenestration is dominated by 3-part Chicago windows.

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

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet

Item number 7

Page 5B

62G. Mackey Building (1934) Parkinson/Parkinson

The upper six stories of the Mackey Building repeat the appearance of the adjacent Gennet Building. The lower two floors are Moderne in styling; this design was expanded across the base of the Gennet Building, uniting the two buildings visually in 1934. Internal circulation exists between the buildings.