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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 _____
other names/site number The Bricker Building

2. Location

street & number 1671 Northern Western Avenue not for publication
city or town Los Angeles vicinity
state California code 037 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 _____ Date _____
Title _____ 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 _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

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

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

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

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

Contributing	Noncontributing	
1		buildings
		district
		site
		structure
		object
1	0	Total

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

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

DOMESTIC: Multiple dwelling

COMMERCE/TRADE: Department store, general store

Current Functions

(Enter categories from instructions)

DOMESTIC: Multiple dwelling

COMMERCE/TRADE: Department store, general store

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19th AND 20th CENTURY REVIVALS:

Beaux Arts, Italian Renaissance

Materials

(Enter categories from instructions)

foundation: CONCRETE

walls: BRICK

roof: ASPHALT

other: WOOD (windows and doors)

GLASS (windows and doors)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1924

Significant Dates

1924

Significant Person

(Complete only if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Arthur G. Lindley & Charles R. Selkirk (architects)

H.D. Frankfurt (builder)

Period of Significance (justification)

The period of significance is the date of completed construction, 1924.

Criteria Considerations (explanation, if necessary)

Designed in the Italian Renaissance Revival style with Beaux Arts flourishes, the building retains a high degree of integrity, with a mostly intact exterior in fair to good condition and significant character-defining features and materials on the interior.

The Bricker Building
Name of Property

Los Angeles, California
County and State

11. Form Prepared By

name/title Elizabeth W. Hilton and Erica Kachmarsky, Architectural Historians
organization ICF Jones & Stokes date August 31, 2009
street & number 811 W. 7th Street, Suite 800 telephone 213-627-5376
city or town Los Angeles state CA zip code 90017
e-mail ehilton@jsanet.com

Additional Documentation

Submit the following items with the completed form:

- **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.
- **Continuation Sheets**
- **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.

Name of Property: The Bricker Building

City or Vicinity: Los Angeles

County: Los Angeles

State: California

Photographer: Elizabeth Hilton, ICF Jones & Stokes

Date Photographed: December 8, 2009

Description of Photograph(s) and number: Please see photograph log in Section 10.

1 of 12.

Property Owner: ABS Mayer Bricker, LLC

(complete this item at the request of the SHPO or FPO)

name Samir Srivastava
street & number 5500 Hollywood Boulevard telephone 323.464.7853
city or town Los Angeles state CA zip code 90028

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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 Bricker Building is located at 1671 N. Western Avenue in Hollywood, California. The four-story mixed-use structure includes commercial and residential spaces, as it has since it was constructed in 1924. Designed in the Italian Renaissance Revival style with Beaux Arts flourishes, the building retains a high degree of integrity, with a mostly intact exterior in fair to good condition and significant character-defining features and materials on the interior.

Boundary Description

Historically the Hotel Rector (c.1920—since demolished) stood at the northeast corner of the intersection of Hollywood Boulevard and Western Avenue, while the historic St. Frances Hotel (c.1920) stands just west of the northwest corner of the intersection. The historic Hollywood-Western Building (1928) is located at the southwest corner of the intersection, just north of The Bricker. The Hollywood-Western Building is designated as Los Angeles Historic-Cultural Landmark #336. At the southeast corner of the intersection a new mixed-use (commercial/residential) development was built that includes a Red Line subway terminal.

Narrative Description

Built in 1924, The Bricker has un-reinforced brick masonry perimeter load-bearing walls and a wood frame roof and floor system set on a concrete foundation. The structure is 51 feet high and extends along the majority of the 60-foot wide by 114-foot long property, with a distance of 51 feet wide at the primary (east) and rear elevations and 103 feet long along the side (south and north) elevations.

The Bricker is rectangular in plan and is a mixed-use (commercial/residential) structure containing approximately 16,895 square feet of floor area on four floors. The building consists of two retail units on the ground floor, with a total of 4,075 square feet of retail space, and residential units on floors two through four. The total residential square footage of the building is 12,820 square feet, including sixteen residential units, two laundry spaces, a lobby, and circulation areas. There are three residential unit layouts, including studio, one, and two-bedroom apartments. The second floor includes six units, the third floor includes four one-story units and two two-story units, and the fourth floor includes four units.

The first floor retail spaces flank the lobby entrance on the primary (east) elevation, beyond which is the front (east end) staircase leading to the upper floor apartments. Along the rear (west) elevation storage spaces flank the back (west end) stair leading to the upper floor apartments. The south and north ends of the rear elevation are the rear portions of the retail spaces that front the east elevation.

Exterior

The Bricker is designed in the Italian Renaissance Revival style with Beaux Arts design flourishes. The most prominent features of the Italian Renaissance Revival style present in the building are its symmetrical composition, masonry cladding, flat roof with slightly stepped parapet on the side elevations, arched windows, and string/belt courses. Beaux Arts details include cartouches, inset decorative balusters and cornice-like elaborations supported by modillions.

The construction of The Bricker is typical of its time with era-unique features, including its masonry cladding in early 1920's style brick with painted finishes. The fenestration consists of rectangular and arched openings with both original double-hung and casement multi-light wood sash windows on the primary (east) elevation and original metal windows on the side and rear elevations as well as decorative masonry lintels and surrounds. The primary (east) and south elevation are accented with glazed brick window trim above the first level that surround the perimeter of the double hung windows at each floor level. Glazed brick trim is also present at the ground floor of the primary elevation surrounding the storefront openings and main entrance. The composition of the primary elevation is also accented with ornamental decoration at the top of the fourth story window line.

Please see Continuation Sheets.

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

The Bricker Building is eligible for listing on the National Register of Historic Places under Criterion C at the local level of significance. The period of significance is 1924, when the building was constructed. Constructed as a mixed-use high-rise structure with retail at the ground level and residential units above, the Bricker was built during the most intense period of development of commercial and residential buildings in Hollywood, which lasted from 1924-1929. Designed by architects Lindley & Selkirk, the Bricker employs a minimal Italian Renaissance Revival design idiom and serves as an excellent example of the style. Both because of its architectural style as well as its embodiment of the architectural evolution of Hollywood in the 1920s, The Bricker is eligible for listing on the National Register of Historic Places under Criterion C.

The Bricker is a significant example of a building type that is highly characteristic of Hollywood in the 1920s. The architectural evolution that occurred in Hollywood in the 1920s is fully reflected in this structure, constructed in 1924, as it documents the changing demographics and the evolving physical form of Hollywood during an intense period of development, 1924 to 1929. Although The Bricker was once an excellent example of a relatively common property type, currently it is truly unique in Hollywood. Such resources are becoming increasingly rare in Hollywood and the greater Los Angeles area due to the small units many of them provide; denser buildings with larger units are instead being constructed. Therefore, few properties remain to represent the era of early densification when residential lots were transformed into commercial and mixed-use developments. Further, commercial and residential buildings representing the Italian Renaissance Revival style are also increasingly rare in Hollywood.

Aside from interior alterations, The Bricker's historic setting, design, materials, workmanship are intact. The building has been in continuous use as a mixed-use commercial and residential building, and a strong sense of historic feeling is evident at the property.

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

The Italian Renaissance Revival style was a popular architectural style throughout the 1920s. This popularity has been attributed to several factors, including the proliferation of accurate representations of authentic Italian buildings as well as new techniques in masonry veneering developed by craftsmen in the years after World War I. Designed in a brick vernacular style with Italian Renaissance Revival decorative details, The Bricker includes characteristics that are hallmarks of the style, including its symmetrical composition, masonry cladding, flat roof, combinations of arched and rectangular window and door openings, multiple-light and lunette windows, and string/belt courses are all hallmarks of the style. With the exception of the ground floor storefronts that have been heavily altered, The Bricker retains a high degree of integrity and quality of design.

The application of a building's "style" onto the primary elevation consistently occurred in the design of exotic-themed apartment buildings in Hollywood in the 1920s. The Bricker would appear to be a brick vernacular tenement if not for stylized details on its primary (east) elevation along Western Avenue and its side (south) elevation. Speaking of this trend to decorate public elevations while leaving other elevations largely unadorned, historians David Gebhard and Robert Winter remarked: "As you would expect, that which is Egyptian is only the pylon and colonnaded frontispiece. The rest is pure L.A. stucco box." While the Italian Renaissance motif applied to The Bricker appears only on its visible elevations, the elaborate design of the decorated elevations served to distinguish The Bricker from other brick apartment buildings constructed during Hollywood's rapid expansion.

Developmental history/additional historic context information (if appropriate)

The Bricker makes a significant contribution to the character of an apartment buildings corridor in the heart of Hollywood. The Bricker is an example of how the apartment buildings of Hollywood provided for a concrete need: housing for people moving to Los Angeles and Hollywood in particular – while also meeting the expectations of those who came to the city with the expectation that it would be an exotic, dreamlike place compared to what they left behind. Apartment buildings like The Bricker changed the streetscapes of Hollywood and played an integral part in its architectural evolution, as the community and the greater Los Angeles area boomed in the 1920s.

ⁱ Gebhard, 1994, 160.

9. Major Bibliographical References

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

Please see Continuation Sheets.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been Requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- National Park Service, Federal Tax Credit Part
Name of repository: One certification, July 2007

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property .157
(Do not include previously listed resource acreage)

UTM References
(Place additional UTM references on a continuation sheet)

1	50S	620785.2	3774140.8	3	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing
2	_____	_____	_____	4	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing

Verbal Boundary Description (describe the boundaries of the property)

P M 31-73 S 60 Feet of Lot A. The Bricker Building (1669-1685 N. Western) is located at the southwest corner of the historically dynamic intersection of Hollywood Boulevard and Western Avenue. The property is 60 feet wide by 114 feet long. The Bricker Building extends along the majority of the property, and is 51 feet wide at the Western Avenue primary (east) elevation and 103 feet long along the side (south and north) elevations. The boundaries of the property have long been established, and include features extant at the time of or soon after The Bricker's construction: the building itself, a 9 foot wide alley mostly consisting of original scored concrete separating the structure from another early 20th Century structure to the south, the space separating the building along its rear (west) elevation from the parking lot it shares with the Hollywood-Western (Mayer) Building (5500-5510 Hollywood Boulevard) to the north, and the narrow space between the Bricker building and the Hollywood-Western Building. The building slopes slightly downward, toward its south elevation, following the slope of Western Avenue.

Boundary Justification (explain why the boundaries were selected)

The boundaries selected are the historic boundaries of the parcel.

The Bricker Building
Name of Property

Los Angeles, California
County and State

11. Form Prepared By

name/title Elizabeth W. Hilton and Erica Kachmarsky, Architectural Historians
organization ICF Jones & Stokes date August 31, 2009
street & number 811 W. 7th Street, Suite 800 telephone 213-627-5376
city or town Los Angeles state CA zip code 90017
e-mail ehilton@jsanet.com

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- **Continuation Sheets**
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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.

Name of Property: The Bricker Building
City or Vicinity: Los Angeles
County: Los Angeles **State:** California
Photographer: Elizabeth Hilton, ICF Jones & Stokes
Date Photographed: December 8, 2009

Description of Photograph(s) and number: Please see respective photographs for each view

1 of 70.

Property Owner: ABS Mayer Bricker, LLC

(complete this item at the request of the SHPO or FPO)

name Samir Srivastava
street & number 5500 Hollywood Boulevard telephone 323.464.7853
city or town Los Angeles state CA zip code 90028

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National Park Service**

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***The Bricker Building—Hollywood
Los Angeles County, California***

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Description

Primary (East) Elevation

The primary elevation of The Bricker is the east elevation and fronts Western Avenue. Similar to many early residential buildings in the immediate surroundings, the building is sited flush with the sidewalk and consists of flat wall surfaces. Clad in a light-colored brick, the east elevation is symmetrically composed, nine bays wide and organized in three sections. The first story of the central section contains the original main entrance opening with a non-original metal security door and non-original wood door. The main entrance's original transom consists of a four-over-four transom and a lunette transom above with twelve lights. The transom includes original hardware and though heavily painted appears to be operational.

Vertically arranged above the main entrance on each of the three floors above the first story is a single double-hung wood sash window in a six-over-one pattern topped with a divided light lunette transom. The arched windows of the central section lead to and are partially obscured by a ferrous metal fire escape.

The ground floor of the elevation's outer (north and south end) sections consists of heavily altered storefronts; no historic fabric remains representing the original storefronts of the building except for the spatial configuration of the storefront openings, construction fabric that has been exposed through alterations, including brick walls and wood framing members that originally would have been concealed, and original concrete ground material at the opening of the north end retail unit. While non-original floor tiles have been applied at the storefront openings, original concrete, with a slightly red hue, is visible beyond the tile at the edge of the concrete sidewalk at the north end retail unit. The original material continues down the slope of Western Avenue to the end of the retail unit. It appears that originally this material was applied as an accent to the storefront openings and did not extend to the primary entrance. It is unknown whether this original fabric is extant under the non-original tiles of the south end retail unit. The storefronts are characterized primarily by large expanses of anodized aluminum and glass windows, inset centered entrances, and non-original signage. An original feature accenting the storefronts is the use of glazed brick to outline panels of the brick walls that flank each retail unit.

The two middle stories (the second and third stories) of the elevation's outer sections are identical. They are visually differentiated from the bottom story by a masonry belt course and from the top story by a stringcourse. The outer sections of these two middle stories contain two single equally spaced original rectangular double-hung sash windows in a six-over-one pattern flanked by smaller original rectangular six-light casement windows. The fourth (top) story repeats this pattern but features arched rather than rectangular window openings. Decorative detailing above the fourth story and below the roofline includes a series of cartouches spanned by cast concrete balusters inset into the wall topping a rectangular, horizontally oriented cornice-like projecting elaboration supported by modillions.

All fenestration on the east elevation is articulated with simple raised surrounds. Both stringcourse and surround molding is formed using white glazed brick which contrasts with the buff colored brick used to accent the primary (east) elevation.

Side (South) Elevation

The south elevation is ten bays wide and asymmetrically composed. The easternmost bay is clad in the same light-colored brick as the primary elevation while the remainder of the elevation is clad in red brick. The masonry belt course differentiating the bottom story of the primary (east) elevation extends to the end of the easternmost bay of the south elevation in keeping with the bay's more decorative nature. This elevation is characterized by a regular arrangement of arched and rectangular openings featuring single and paired original double-hung one-over-one sash windows. Arched openings are on the end bays, whereas center bays have rectangular openings. The fenestration on the south elevation is articulated with simple raised surrounds.

Whereas the surround molding at the easternmost bay is formed using white glazed brick in contrast to the bay's buff colored brick, the rest of the surround molding on the elevation matches the red brick cladding used elsewhere on the elevation.

The first story of the westernmost bay features an original clipped corner, which may have been built to facilitate the movement of automobiles between the long narrow driveway that traverses the southern elevation and the rear yard. The easternmost bay

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***The Bricker Building—Hollywood
Los Angeles County, California***

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features a tall entrance that likely served as a delivery access to the retail spaces of the ground floor from the east end of the alleyway running along the south elevation. The opening is original and includes an original wide and tall concrete step, an original transom, and an altered door with security wire in a single fixed glass pane that has been covered with a metal panel. The door may be original, though its current state does not allow for closer observation of its fabric. Non-original security bars currently keep the door from being accessed, and the door has also been heavily painted over. From the southeast corner of the interior of the retail space the door was not visible, and therefore during the resurfacing of the south wall within the interior of the space the door was covered over. It is likely the door could be restored to its original state with standard rehabilitation practice.

Rear (West) Elevation

The rear (west) elevation is four bays wide and asymmetrically composed. This elevation is clad in red brick and has been parged and painted to match the brick where a previous owner stuccoed the first and second floors. This elevation is characterized by an irregular arrangement of paired and single one-over-one double-hung metal sash windows, small single-light metal casement windows, and doors. The two central bays of the upper three floors include a pairing of windows and doors that lead to and are partially obscured by a ferrous metal fire escape. All fenestration on the west elevation is articulated with simple raised surrounds of red brick that match the cladding of the elevation.

Utilitarian metal doors with metal vents above provide access to storage spaces along the west elevation. It is possible that these metal doors are original to the building, as they are similar to the fabric of the original metal sash windows on the rear and side elevations. None of the hardware on the doors appears to be original.

Side (North) Elevation

The north elevation is six bays wide and asymmetrically composed. This elevation is minimally set back from the adjacent building to the north and is characterized by a regular arrangement of arched and rectangular openings featuring single and paired double-hung one-over-one sash windows. Arched openings are on the end bays, while the center bays have rectangular openings. All fenestration on the north elevation is articulated with simple raised surrounds. The easternmost bay juts north such that it nearly abuts the adjacent Hollywood-Western (Mayer) Building. The fenestration on the west elevation of this end bay is different than on any other elevation, with narrow double casement windows. The north elevation is clad in red brick. The first story was painted to match the red brick. Three original windows with brick lintels and sills are along the west end of the ground floor of the elevation. The westernmost and middle windows are covered in plywood on the exterior and yet retain their original fabric. The brick sill of the easternmost window appears to have been parged. A fourth window is visible from the interior of the northwest corner storage space, and was bricked over to accommodate the mechanical boxes visible on the exterior of the west corner of the north elevation. The brick around the mechanical boxes has been parged.

A one-story ground floor extension off of the east end of the north elevation houses the rear portion of the east elevation's north end retail unit. The extension is brick and has been stripped of any layers of paint. The rear entrance into the space is on the west elevation of the extension and includes a metal door and metal vent above. It is possible that the metal door is original to the building, as it is similar to the fabric of the original metal sash windows on the rear and side elevations. The hardware on the door is not original.

Roof

The roof of The Bricker is a dramatic feature, given the panoramic vista of the City of Los Angeles and Hollywood community it offers. The Hollywood hills and various local historic landmarks are visible to the east, north, and west, while to the south one is afforded a clear view of the City of Los Angeles and the Wilshire District. There are a few early 20th Century buildings in close proximity to The Bricker and from the roof one can compare the landscape today with historic images of the dynamic intersection of Hollywood Boulevard and Western Avenue below.

The roof of The Bricker was originally covered in tar and gravel. A permit dated July 1, 1986 enabled the structure to be re-roofed with the paper covering the structure today. It has been coated in a white reflective material for energy efficiency. Whereas the roof is currently flat at the east and west end elevations, the side elevations feature a slightly stepped parapet. The

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***The Bricker Building—Hollywood
Los Angeles County, California***

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stepped feature is barely visible from the ground, and yet can be clearly seen from the roof. Historic photographs of The Bricker show a stepped parapet on the main elevation, indicating that the parapet has been capped. It is unknown when this alteration occurred, though it is possible the 1986 work described above led to the alteration. The stepped pattern of the roofline and the features of the parapet at each elevation continue to be visible from the roof. Down the center of the roof multiple low profile HVAC units service the apartments and retail spaces below.

Metal ladders extend from the south end of the fourth-story east and west elevation fire escapes to the roof. Beyond the roof landing of the east elevation ladder, and to the south of the east end staircase below, is a structure built to house a non-original elevator shaft. It is unlikely that the building was furnished with an elevator when it was originally constructed, as none was mentioned in historic articles or permits. The structure, therefore, is believed to be non-original to the building. To the north and directly above the stair is a shorter structure housing the landing of the stair at the roof. From this landing one can gain roof access from a single non-original wood door. A non-original metal rail and gate have been added, as required, for fire safety just beyond the door to the roof. The railing is not visible from the street.

Structural System

The Bricker has un-reinforced brick masonry perimeter load-bearing walls and a wood frame roof and floor system. The roof and floor framing consists of straight board sheathing supported by wood floor joists, while concrete topping is used over the floor sheathing as under-lament. Concrete foundations support the masonry walls and interior original wood piers and steel columns. The foundations are presumed to be continuous concrete footings under the brick masonry walls and spread concrete footings under the interior columns. New plywood sheathing was added over the straight boards as part of a 1991 retrofit. The retrofit involved steel welded moment frames at the lower levels, several plywood shear walls, and some URM walls at the upper levels. Results of the retrofit can be seen where steel I-beams are exposed within the retail space that extends along the south elevation as well as along the rear and side elevations of the structure in the form of metal plates and bolts.

Interior

The interior of The Bricker includes historically significant and uniform character-defining features on each floor. The ground floor includes two staircases, one centered on the east elevation and the second centered on the west elevation. Both staircases lead from the ground floor level of the building to the upper three floors of residential units. Along the east elevation and flanking the east end stair are retail units. Both retail units extend to the west elevation, running along the south and north elevations. The east elevation ground floor also includes a highly altered non-original lobby space. The west elevation ground floor includes storage spaces and the rear portions of the retail units that front on the east elevation.

First Floor East End Staircase

A central staircase is located at the east elevation of the building directly across from the primary entrance door centered on the elevation and leads from a narrow landing on the ground floor to the upper floor apartments. The staircase has nearly identical historic fabric as the staircase located at the west elevation of the building, including the original wood steps, risers, trim and non-original simple wood railings. The east end staircase is wider than the more narrow west end staircase, which is particularly noticeable when comparing the staircases on a single residential floor where both can be accessed from a shared central corridor. The second floor landing of the east end staircase also features a wood panel with trim under the rise of the stair leading to the third floor, whereas elsewhere the east and west end staircases are open. Non-original carpet has been added to the staircase and runs down the middle of the steps. At the ground floor landing of the staircase non-original granite flooring has been applied and extends to the lobby tenant spaces to the south. The wood of the staircase has been heavily painted, though otherwise the staircase is in good condition.

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***The Bricker Building—Hollywood
Los Angeles County, California***

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First Floor Lobby Tenant Spaces

The Bricker's primary entrance is centered on the east (primary) elevation and is a non-original wood door with non-original hardware. Above the door is original fenestration. The original wood transom consists of a four-over-four transom and a lunette transom above with twelve lights. The transom includes original hardware and though heavily painted appears to be operational.

Directly south of the east end staircase's ground floor landing are highly altered tenant spaces. The landing leads down a step to an open lobby space and beyond the first space an open room that contains the building's single elevator, an elevator mechanical room, and the tenants' mailboxes. No features or materials within these spaces are original, other than the staircase that is completely original and intact and the fenestration above the non-original entrance door directly across from the staircase. Altered non-original features and materials in the spaces include the walls, which have either been furred out or have been resurfaced to match the rest of the non-original walls and/or surfaces within the upper floor interior spaces, the ceilings which have been rebuilt in portions to include HVAC and other improvements and/or resurfaced throughout, the floors which are covered in non-original linoleum, and the storefront windows. The single elevator was added to the building at an undocumented date and does not include any original materials. There is no indication from historic articles or the original permits for The Bricker that it was furnished with an elevator when first constructed.

It is unknown how the first floor lobby tenant spaces were finished when The Bricker was constructed, though it is known that alterations to tenant and retail spaces began as early as the 1930s and that much of the alteration that has occurred within the interior may have been undocumented in the permit record or was generalized in work descriptions. Alterations that have occurred are typical of those made to local early 20th Century residential buildings with multiple units, and appear to have largely been made to provide tenant improvements during two key alteration periods: the 1920s-1930s and the 1980s-1990s.

First Floor Retail Spaces

The retail spaces on the first floor include few original features and materials. Site visits examining the wall, ceiling, and floor construction of the storefronts along the east elevation revealed that they appear to have been constructed in the same footprint configuration as the original storefronts. Original fabric that is visible along the interior of the east elevation includes the brick and wood construction materials that would have originally been concealed and that have been exposed due to alterations that have occurred to the storefronts, walls, and ceilings.

Permits filed as early as the late 1920s and throughout the 1930s note alterations to the retail spaces, including the addition of partition walls and other tenant improvements. It is unknown whether the south and north end retail spaces were first constructed with a similar spatial configuration or whether the spaces featured unique rooms and features. It is likely, though, that originally the spaces included similar finishes.

The south end retail space is currently empty, though many of its spaces are in use as building storage. The unit consists of one long open space that extends from the east to the west elevation, with non-original partitions creating rooms off of the north elevation of the space, some open and some partially enclosed. None of the spaces along the north elevation created by the partitions are original. Non-original partition walls at the southwest corner of the building, directly across from the back southwest corner entrance to the space, have created an entirely non-original bathroom space. Partitions within the unit include rubber shoe moldings.

The south end retail space can be entered through the east elevation storefront, a door at the southwest clipped corner of the building, or the second door in from the south corner of the west elevation. At the corner entrance there is a non-original metal door and a painted plywood board above that appears to be covering a transom opening. The entrance includes an original wood and concrete threshold and tall concrete steps that lead down into the retail space. The west elevation entrance includes a metal door that is believed to be original with a concrete threshold and tall concrete steps leading into the space.

The flooring at the west end of the space is original and consists of a scored concrete floor, while flooring at the east end of the space includes non-original carpeting. The ceiling is non-original acoustical tile with non-original fluorescent lighting. No original ceiling features or materials were observed above the tiles.

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The south elevation wall is original and has not been furred out. A concrete base molding runs along the entire wall. Whereas the majority of the wall has a thick parging and veneer of plaster on top of the brick cladding, the west end portion has not been parged and has exposed brick. A series of four original metal hopper windows runs along the south elevation, and the westernmost window's brick arch lintel is exposed. All of the windows include their original hardware and materials except for the westernmost window, altered to include safety glass and an added muntin. The eastern half of the south wall has been resurfaced. The resurfacing of the wall allowed the original tall door opening at the southeast corner of the south elevation to be closed off from the interior. Though the door opening and materials remain on the exterior of the building, no indication of the door or its transom above can be seen from the interior of the wall.

Due to alterations to interior walls within the south retail space original structural wood piers that are regularly spaced within the center of the space, running east to west, have been exposed. The piers are closely followed by I-beams that appear to have been added to support the original wood frame construction. Where non-original walls exist towards the east end of the space it is believed that the wood piers are extant, though concealed.

Currently the north end retail space is occupied by the Busy Stop market, which includes a primary store space with no original features or materials and a back storage space at the west end with a narrow hall running along the north elevation providing access to the rear elevation. All walls and/or surfaces appear to be non-original drywall except for the north elevation wall within the back storage space, an original wall that has been thinly parged and veneered with plaster on top of the brick cladding. The ceilings are non-original dropped acoustical tile ceilings with non-original fluorescent lighting and upon inspection do not appear to include any intact original materials or features above the tiles. The floors of the back storage space are poured concrete slabs with re-poured sections and patches over cracks. The original structural wood piers visible within the south retail space are believed to exist as well within the north retail space, concealed by the current non-original drywall running east to west through the space.

Photographs taken in 2006 to support a Section 106 review of the property, as well as during the preparation of this application, show both retail spaces prior to and during the current use of tenants. During these site visits portions of the ceilings within the spaces were surveyed. Various panels of the dropped ceiling were removed in the occupied retail area along the north end of the building as well as in the currently empty retail area at the south end, and it appeared that only the original height and shape of the ceiling and the masonry and wood construction materials of the building are extant; no other original fabric or feature of the ceiling was observed. Original exposed brick was visible above the panels, as were wood structural members. There is no indication from present materials or features as to how the retail ceilings would have been finished when The Bricker was constructed.

Non-original walls, ceilings, and flooring added to the retail spaces to alter their appearance and/or to facilitate the commercial use of the building appear to have occurred in one of two key alteration periods: the 1920s-1930s and the 1980s-1990s. It is unknown how these retail spaces would have been originally finished. None of the alterations have gained any significance.

First Floor West End Staircase

A central staircase is located at the west elevation of the building and leads from a short landing at the ground floor to the upper floor apartments. The staircase has nearly identical historic fabric as the staircase located at the east elevation of the building, including the original wood steps, risers, trim and non-original simple wood railings. The east end staircase is wider than the narrower west end staircase, which is particularly noticeable when comparing the staircases on a single residential floor where both can be accessed from a shared central corridor. Non-original carpet has been added to the staircase and runs down the middle of the steps. The ground floor landing is concrete. The wood of the staircase has been heavily painted, and the quarter round trim at the upper half of the stair's north elevation at the ground floor is missing. Otherwise the staircase is in good condition.

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First Floor Auxiliary Spaces

Other ground floor spaces are located on the rear (west) elevation and flank the west end staircase leading to the upper floor apartments. These spaces appear to have been built for utilitarian purposes and include the portion of the building that is stepped out at the north elevation and storage spaces at the north end of the west elevation.

The stepped out portion of the north elevation houses the rear portion of the north end retail unit currently occupied by the Busy Stop market. The northernmost storage space along the west elevation is accessed by a metal door and frame. It is possible the metal door is original to the building, as it is similar to the fabric of the original metal sash windows on the rear and side elevations. The hardware on the door is not original.

An original window on the west elevation north of the entrance door is four-over-four and has a metal sash. The threshold is poured concrete, as is the floor of the space. The space includes both original and altered features. The north elevation of the interior of the space is brick and includes original fenestration, hardware, and surrounds. The north wall is original and has been parged with a thin layer of plaster. The westernmost window along the north elevation includes an original frame and yet the glass has been removed and the opening bricked over. The opening was enclosed due to the addition of electrical meters, as visible on the exterior of the elevation. A non-original metal vent was added at the upper portion of the western end of the north elevation. The opposite (south) wall is drywall and non-original and includes a non-original closet with double doors at the southeast corner of the space.

The second storage space from the north end of the west elevation is a very narrow and shallow single storage unit approximately 8 feet by 5 feet. The space has poured concrete floors and non-original walls. This storage unit was carved out of the area in front (west) of the closet space within the northernmost storage space. Metal double doors leading into the storage space are similar to the rest of the metal doors along the elevation. It is possible the doors are original, as they are similar to the fabric of the original metal sash windows on the rear and side elevations. The hardware on the doors is not original.

Residential Floors Two–Four

Corridors and Staircases

Floors two through four include nearly identical features, including the two original wood staircases of all original fabric (other than non-original carpet applied to the center portion of the wood steps/risers) at the east and west ends of the floors and a single corridor running from east to west with unit doors on both its north and south elevations. Metal fire doors separating the central portion of the corridors from their east and west ends and the end staircases are not original to the building.

Directly across from the staircases at both the east and west ends are openings providing light to the corridors. The openings at the east end are different than those at the west, and yet the east and west end openings are uniform on each floor. The east end openings include a single double-hung wood sash window in a six-over-one pattern topped with a divided light lunette transom. A second opening is on the fourth floor of the east elevation and includes an arched wood-sash casement window. The west end openings are raised off of the floor by a thick band of molding and a wood sill and include a metal door with a single glass pane and a metal sash double hung window. All openings within the building, including those opposite the east and west end staircases, include original materials and hardware.

While the spatial relationships and footprints of each floor's corridors and staircases are original, the corridor walls appear to have been reconstructed and/or resurfaced in an earlier attempt to modernize the units of the building. The resurfacing occurred on all walls, ceilings, the underside of the stairs at each end of the building, and within the units. There is no ceiling trim within the corridors, and the trim along the base of the walls is not original to the building and occurs throughout each corridor and within the units. Many of the walls within the building have been furred out. This alteration is visible at various original openings within the units, where trim has lost some of its reveal or appears to have been put back in place after the wall surface was altered, as well as through investigation of the window openings within units, which appear to be inset into the walls further than they would have been originally. All exterior walls have been furred out in the interior except for the east (primary) elevation,

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located at the east end of the corridor on each floor as well as at the east wall of the east end units, which is original but has been resurfaced.

It is unknown upon review of the permit history of the building when the alterations to the wall surfaces may have occurred, though the alterations are most likely to have occurred during the 1980s-1990s alteration period when most of the modern tenant improvements occurred.

Due to the reconstruction or resurfacing of the corridor walls, and the alteration of the building's residential spaces in 1996 from a twenty-three unit to seventeen unit apartment building, and then again in 1997 to fifteen units, it is believed that the doors along the corridor on each floor are not likely in their original configuration. This is particularly evident when considering that two two-story units were fabricated in the 1996-1997 alterations when a third and fourth floor unit were combined at each end of the building. Despite this alteration, no door is visible on the fourth floor where originally the single-floor units would have been accessed. A survey of the doors and hardware within the building found that only one potentially original wood door is located within the building, at the westernmost unit along the south elevation on the second floor. The wood door is simple in design and features a raised center panel with trim. The rest of the doors throughout the residential floors are predominately paneled wood doors and are not original. Brass knobs are currently on 10 of the 16 unit doors, and appear to be of the same vintage as the building, though the brass back plates on the doors appear to be non-original. However, as the doors have all been replaced, it is possible the knobs are not original to The Bricker. The remaining doors include non-original and random hardware.

The ceilings of the corridors on each floor are original but have been resurfaced to match all interior walls of the building. Lighting in the corridors is provided by surface mounted lights regularly spaced along the ceilings of each floor.

The floors of the corridors are original wood floors that have been heavily painted and that are currently covered in non-original carpeting. It is unknown what type of wood the floors are fabricated in. Upon inspection the floors do not appear to have been otherwise altered.

Elevator

A single elevator begins on the ground level of the building and leads to the fourth floor and the roof above. The elevator is serviced at the ground floor in the mechanical closet just north of the elevator as well as at its end location on the roof just south of the east end staircase where it ends at the roof. The elevator is narrow and features no original features or materials. It is unknown whether The Bricker was originally furnished with an elevator when first constructed, though an elevator was not mentioned in any of the historic articles found regarding its construction nor was an elevator described in any of the permits found for the address. However, a permit filed in 1986 for work to comply with an ordinance may have included the construction of the elevator. The elevator location on each floor may have been created when the corridor walls were reconstructed and/or resurfaced. The elevator is located just before the east end staircase, in the wide portion of the corridor where the narrow central portion of the corridor begins. Beyond the elevator, within the central portion of the corridor is a laundry room on the third and fourth floors. It is possible the laundry rooms were constructed at the same time the elevator was, and that the work performed in this alteration period of the 1980s-1990s included other reconfigurations within the unit spaces.

Units

The Bricker includes sixteen units on three floors. Features and materials within the units are similar, though there are three unit layouts within the building including studio, one-bedroom, and two-bedroom apartments. All of the units are one-story except for two two-story units on the third floor, located at either end and opposite sides of the building. The interior of The Bricker includes furred-out and/or resurfaced original walls along the exterior elevations and non-original partitions added within the units in the key alteration period of the 1980s-1990s. The original east elevation wall has been resurfaced to match the rest of the walls within the interior spaces, and trim on fenestration along the elevation on each of the residential floors was either re-applied after the resurfacing or was kept in place and lost a bit of its reveal at the resurfaced wall area. Other exterior walls have been furred out, increasing the depth between the wall surface and the window openings. However, within units all windows and related trim and hardware are original and are otherwise unaltered significant character-defining features of the building.

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Small openings made during exploratory repair work in unit 203 show that the furred-out portions of the exterior walls have metal studs. All non-original walls and surfaces within the units include the furred-out portions along original exterior walls and completely non-original interior non-structural partitions that have created hallways, bedrooms, closets, kitchens, and bathrooms. The non-original trim within the units includes trim along the base of the walls, which is the same as that used within the corridors on each floor. The ceilings within units have also been resurfaced though it is not known that the ceiling heights have been altered. There is no ceiling trim. A non-original soffit housing the HVAC ducts and vents likely added to the building in the 1980s-1990s alteration period are located in the same location in each unit, just beyond the entrance door and over the entrance to the hallway leading to the unit's bathroom(s) and bedroom(s). The floors within the units are clad in non-original carpeting, tile, and linoleum. It is unknown whether original flooring materials are extant under these non-original materials.

All doors within the units are non-original and consist of wood paneled doors and other varieties of non-original wood doors. None of the cabinets or plumbing fixtures within the kitchens or bathrooms is original, nor are the sink, toilets, and tubs which are of modern materials. Many of the units have a full bath and a half, while some have two baths, a number of bathrooms that would not have originally been found in a 1920s-era apartment building. Another indication of the altered state of the units is that windows that would have been paired within an interior space have been separated by partitions in an attempt to make a second bedroom or smaller living room space. As a result, windows within spaces along the east elevation, for instance, would have been symmetrically aligned and balanced in their composition and aesthetic, but now two rooms or more have been created through partitions that break up the once uninterrupted window line. No fenestration has been removed or altered within the residential units, despite this change to how their placement is viewed within the interior spaces. All fenestration openings, materials, and features including window hardware are completely original and in good condition.

Laundry Rooms

There are laundry rooms on two of the residential floors of The Bricker. They are located on the third and fourth floors along the south elevation of the building, in the central corridor between the end staircases. None of the laundry rooms appear to have original features other than perhaps the original spatial configuration. The walls and simple wood trim along the base match those of the corridors and therefore are not original. The ceilings have been resurfaced and have no trim. Floors are covered in non-original linoleum. The machines and all plumbing are non-original. Doors leading into the laundry room on each floor vary, as the third floor laundry room door has a vent along the lower half and a fixed window with security wire on the upper portion, while the other does not have these features. The door on the third floor appears older, though it is not believed to be original to the building and this space.

It is unlikely that The Bricker had two laundry rooms when built in 1924, or even a single laundry facility. It is likely that the current laundry rooms were constructed in the alteration period 1980-1990, when the corridors were reconstructed/resurfaced and the number of units was altered, offering more space along the corridors to build tenant improvements.

Integrity

The Bricker's exterior is predominately intact and its historically significant character-defining architectural features and materials are in fair to good condition. Alterations that have occurred include the storefronts, which have been rebuilt with new materials within their original spatial configuration, the replacement of the original primary entrance door which retains its original transom above, the blocking over of a window on the north elevation from the exterior and of a door on the south elevation from the interior, and the replacement of door hardware on the rear and side elevations. All other features and materials are original, including the brick cladding of the building, the roofline, all fenestration and hardware, and stylistic details on each of the elevations.

The interior of The Bricker also includes historically significant character-defining architectural features and materials, including the east and west end staircases anchoring each end of the building on each floor, features and materials within the ground floor south end retail unit, the spatial configuration of the corridors, wood flooring along the corridors, and all fenestration and hardware within the building. The character-defining features and materials within the interior are in good condition. There is no integrity of spaces within the residential units of the upper floors, or of the surfaces of the walls and ceilings on the interior, which

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were furred out and/or resurfaced in the alteration period during the 1980s-1990s. All unit doors have been replaced, though a majority of the doorknobs appear original.

As the exterior features and materials are predominately intact and in fair to good condition, and significant character-defining features and materials on the interior are also extant and in good condition, the entire structure has a high degree of integrity.

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Significance

Early Hollywood¹

The Bricker embodies the profound changes that occurred to the built environment of Hollywood in the 1920s due to the rapid growth of the region and in particular of the film industry. The area of Los Angeles known as Hollywood was first subdivided in 1887 by Harvey Wilcox. In the early years the area was composed mainly of a few settlers' houses and farms that had been established on the land along the base of the Santa Monica Mountains near the Cahuenga Pass.

Hobart Johnstone Whitley moved to Los Angeles in 1893, having previously participated in land development in the Oklahoma Territory. Whitley's first business venture was to establish H.J. Whitley's in 1894, a business that soon became the premier jewelry store in Los Angeles. Soon, however, the booming growth of Los Angeles renewed his interest in land development. In 1900 Whitley and his partners acquired a large tract of land north of Hollywood, which had formerly been known as the Hurd property. In 1901 he added an additional sixty acres of the former Rancho La Brea land that he acquired from Ida Hancock.

In 1903 Whitley's Los Angeles Pacific Building and Development Corporation sub-divided the land known as the Holly Ocean View Tract, and established its development plan. As part of the plan Whitley selected Sunset and Hollywood Boulevards as the primary streets for the new development. Additionally, Whitley established a covenant to govern the sub-division that included provisions that no multiple family dwellings were to be built, no buildings were to cost less than \$3500, and no liquor was to be sold in the tract. In part, this led to the development of Hollywood Boulevard as a prestigious residential street populated with large Queen Anne, Victorian, and Mission Revival style houses. Whitley's Holly Ocean View and Whitley Hills developments were extremely successful, and transformed what was once sparsely settled territory and farmland into a residential area considered one of the most beautiful suburbs of Los Angeles for its tree-lined streets, many churches, and large, handsome houses and gardens.

Los Angeles Urbanization & Population Growth

By 1920, the greater part of America's population had shifted into its cities, and the years that followed only served to cement this trend toward urban living. It has been estimated that over six million people moved into America's cities during the decade of the 1920s alone. Los Angeles was no exception to this trend. While both the city and county of Los Angeles experienced rapid population growth in the years after statehood in 1850, it was not until the 1890s that population gains were particularly precipitous. In the city itself, the population roughly doubled every decade between 1890 and 1930. During the 1920s alone, the city's population increased from approximately three-quarters of a million to 1.2 million. In Los Angeles County the gains were equally impressive, if less consistent from decade-to-decade, with an increase from 936,000 inhabitants to 2.2 million.

While these dramatic surges in population created an intense demand for all sorts of services and infrastructure support, the need for housing was perhaps the most acute. Much of this demand was met by the construction of tract after tract of modest single-family dwellings situated in newly platted residential neighborhoods. As the decade progressed, however, the city's immigration demographics began to shift creating a greater demand for housing than ever before. Housing developers met that demand by constructing various forms of multi-family dwellings. By 1928, multiple-family buildings comprised a full 52% of new construction in the city. While much of this multiple-family residential development consisted of low-rise buildings such as bungalow courts, the 1920s witnessed the expansion of high-rise building construction. While high-rise construction began in the nineteenth century, it became far more prevalent in the 1920s due to the rapid population increases. The Bricker exemplifies the development of modest high-rise buildings typical of this period.

¹ Information regarding early Hollywood and H.J. Whitley was taken from the National Register of Historic Places Registration Form for Whitley Court, prepared by Historic Resources Group, October 2003.

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Urban Decentralization

Los Angeles' period of most rapid population growth, the 1920s, coincided with a national trend toward urban decentralization. This trend had its origins in the rise of the nineteenth century industrial city. Enabled by advances in transportation and encouraged by cultural shifts, upper class populations began moving to suburban enclaves at the periphery of cities as early as the mid-nineteenth century. Initially a trickle, over time decentralization became a flood with residential, retail and service, and industrial uses all becoming well established in newly formed suburban communities. By the 1920s, the automobile furthered this trend by enabling many to live even greater distances from jobs, retail, and services as well as lessening dependence on a central downtown for any or all of these needs.

Los Angeles, like other major American cities, followed this pattern with the development of an extensive rail transportation network consisting of both streetcars and interurban trains. Hollywood, for example, was first serviced by streetcar as early as 1900. On May 9, 1923, ordinances enacted by the City Council of Los Angeles provided for the installation of ornamental lighting systems on Western Avenue between First Street and Romaine Street, and on Hollywood Boulevard, between Vermont Avenue and Vine Street.² By August 18, 1923, under the guidance of Frank Van Vranken, manager of the Los Angeles Motor Bus Company, the first bus line to be operated in Hollywood and the Wilshire district was established. A parade of over twenty of the big buses marked the beginning of the service, operated over Western Avenue between Los Feliz Boulevard and Slauson Avenue. The cars left each weekday on a ten-minute schedule, furthering the transportation capabilities of those living and working in Hollywood.³

Hollywood in the 1920s⁴

By the early 1920s, Los Angeles was the overwhelming destination of choice for those seeking good jobs and a temperate climate. Between 1920 and 1924 alone, some 100,000 annually made Los Angeles their permanent residence, lured by the oil, real estate, and film industries.⁵ This tremendous influx of people and capital resulted in an unprecedented building boom. The demand for housing was intense, and developers responded by erecting high quality multiple-family residences. Many saw a financial opportunity in ensuring that the city was "well equipped to comfortably accommodate her many guests and to provide delightful homes for those who do not want to 'buy and build,' or who are waiting for the new home to be completed."⁶

Hollywood was the first secondary commercial center to develop in Los Angeles outside of downtown, a pattern that would be repeated throughout the metropolitan area.⁷ The film industry in particular led to the development of Hollywood both as a residential and commercial center. Hollywood's first film studio was established in 1911 on the northwest corner of Sunset and Gower. Nestor Studios was drawn to Hollywood for its predictable weather and variety of landscapes that were ideal for the production of motion pictures. Impressed with Nestor Studios' success in Hollywood, other studios soon followed. Within months of Nestor's arrival, fifteen companies were shooting in and around Hollywood. The city's population grew rapidly to support the new industry, and by the early 1920s scores of small independent studios were operating in Hollywood.

Originally consisting of a population of 700 people when it was incorporated in 1903, Hollywood had grown to a population of 5,000 in 1910 and within nine years, in 1919, had expanded to 36,000 people.⁸ Between 1910 and 1920, therefore, the population of Hollywood increased 720 percent. By 1930, the community's population exceeded 150,000. Writing in 1937, Edwin O. Palmer observed, "this growth was undoubtedly due to the motion picture business."⁹ Hollywood's transformation from

² "Street Lighting Ordered," *Los Angeles Times*, May 10, 1923.

³ Western Avenue Bus Service in Operation, *Los Angeles Times*, August 19, 1923, p.II18.

⁴ Portions of this text have been adapted from the City of Los Angeles Historic-Cultural Monument application for the Nirvana Apartments, prepared by Historic Resources Group, 2005.

⁵ Ovnick, Merry. *Los Angeles: The End of the Rainbow*. Los Angeles: Balcony Press, 1994, 161.

⁶ *Hollywood Today*, 1928.

⁷ Longstreth, *City Center to Regional Mall, Architecture, the Automobile, and Retailing in Los Angeles* (Cambridge: MIT Press, 1997).

⁸ Pitt 203.

⁹ *Ibid.*, 259.

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a residential community of spacious homes on large lots to an active urban center, to meet the needs of this thriving new industry, created radical changes in the built environment.¹⁰

Hollywood's development occurred in a relatively bucolic vein until World War I, with commercial development of Hollywood Boulevard in particular accelerating in the 1920s. The community began to establish itself as an alternate center for housing, commerce, and employment, and emerged as a potential rival to the downtown retail trade. It has been estimated that around 300 retail establishments lined Hollywood Boulevard in the 1930s, with an additional 100 on the boulevard's ancillary side streets. Moreover, Hollywood developed as the center of the rapidly expanding film industry and various other commercial activities. These substantial developments are reflected in the resulting building stock that emerged.

Throughout the 1920s Hollywood Boulevard started to evolve into the main thoroughfare of Hollywood's commercial district, and numerous two-and-three-story commercial buildings were built along the thoroughfare of this increasingly urban center. Early commercial buildings included small stores, a post office, a hotel, and other retail establishments. Banks, restaurants, clubs, bookstores, clothing stores, and department stores were introduced, catering to the demands of the growing numbers of those who worked and lived in and around Hollywood. Movie palaces, formerly located only in downtown Los Angeles, were also built in Hollywood, a natural outgrowth of the industry that was driving much of the community's development.

Three competing real-estate interests caused particular concentrations of development at Highland Avenue, Cahuenga Boulevard, and at Vine Street. As the population grew, however, the commercial aspect of the district grew as well, and it began to overtake the residential portions of the boulevard. Soon residential lots off of Hollywood Boulevard were being intensified and transformed into commercial or mixed-use developments, as developers sought ways to accommodate Hollywood's burgeoning population. During the most intense period of development, 1924-1929, high-rise commercial buildings began to proliferate along Hollywood Boulevard. Newspaper articles touted that the year 1924, when The Bricker was constructed, would be the biggest in the history of Los Angeles and Hollywood in building and industrial development.¹¹ Within a few years commercial and mixed-use buildings replaced most of the homes that once graced Hollywood Boulevard, and the three early concentrations of development were linked. As Hollywood continued to rise as the capital of the motion-picture industry, many in the business sought to live near the studios, leading to an increased demand for new apartment buildings to be built. Much of Hollywood's residential development in the 1920s, therefore, was directly related to the dramatic increase in Hollywood's population caused by the film industry.

Significant concentrations of apartment buildings began to be built among the new commercial and mixed-use buildings along Hollywood Boulevard. These residential structures were sited in areas of prominence below the wealthy residential foothills, such as Whitley Heights and Hollywood Knolls, and "comprised a 'ring' of high-quality multi-family residences which provided a bridge between commercial areas, studio plants, middle class, and wealthy single family residential areas."¹² The apartment buildings filled a need for denser, less expensive housing for the large number of new arrivals to the city and for those who for whatever reason preferred apartment living. Several other such districts grew up in the same period at locations not far away, including the Wilshire corridor, West Hollywood, and Rossmore Avenue.¹³

Apartment towers like The Montecito (1930)¹⁴ and The Fontenoy (1928)¹⁵ reached over ten stories in height, while somewhat smaller apartment houses, such as The Halifax (1923)¹⁶, The Bricker (1924), La Leyenda (1927)¹⁷, and the Alto Nido (1929)¹⁸, were between four and six stories. Large or small, the Hollywood apartment house sought to attract the successful among the film industry with opulent architectural designs on their exteriors, many also featuring luxurious interior appointments.

¹⁰ Torrence, 68.

¹¹ Year Promises Huge Boom, *Los Angeles Times*, January 2, 1924, p.A19.

¹² *Hollywood Today*, 1928.

¹³ City of Los Angeles Historic-Cultural Monument Application, Chateau des Fleurs, prepared by Historic Resources Group, 2005.

¹⁴ Listed on the National Register of Historic Places ("1S").

¹⁵ Appears eligible for listing on the National Register of Historic Places ("3S").

¹⁶ Determined eligible for listing on the National Register of Historic Places ("2S2").

¹⁷ Appears eligible for listing on the National Register of Historic Places ("3S").

¹⁸ May become eligible for listing on the National Register of Historic Places ("4S").

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The Bricker was a part of the concentration of building activity that took place in Hollywood in the early 1920s as it became more urbanized due to the success and growth of the film industry. The building reflects the profound changes to Hollywood's built environment during its architectural evolution, and is significant as both a commercial and residential building built in 1924, at the start of the most intense period of development in Hollywood, which occurred from 1924-1929.

J.J. Morgan & Development of The Bricker

Hollywood pioneer and noted real estate developer Jeremiah J. Morgan built the four-story structure currently referred to as The Bricker. An Illinois native born on July 2, 1841, Morgan moved to Iowa in his early adulthood. He married Alice J. Lewis soon after and in 1868 took up a government claim near Cherokee, Iowa. It was in Cherokee that he entered the cattle business. After ten years he relocated to Woodbury County, Iowa, where he engaged in the cattle rearing business extensively. He was the first settler in the entire region and the township was named after him.

For several years Morgan was an influential businessman in Iowa, but the severe climate encouraged him to relocate to Los Angeles in 1887 at age 46.¹⁹ Upon his arrival to Los Angeles an announcement appeared in the *Los Angeles Times* stating that Morgan was very well known across Iowa and brought with him the highest of recommendations from bankers, Congressmen and others, including Secretary of the Treasury Leslie M. Shaw (former Governor of Iowa), as to his successes in business.²⁰ As early as 1888 Morgan began purchasing land in the Hollywood area, quickly establishing himself as a real estate broker and developer in one of the region's most popular areas of growth. He purchased a 30-acre tract of ranch land in Hollywood, extending from what is now Western Avenue and Hollywood Boulevard, to Van Ness Avenue, and north to Franklin Avenue.

In 1905, Morgan subdivided a portion of his Hollywood holdings into "Morgan's Hollywood Tract" where the main thoroughfare, Morgan Place, was named after him. Morgan Place (now Gramercy Place) soon became home to some rather grand estates, including Louis C. Lohman's Dennis & Farwell designed house set on a generous 31,400 square foot lot.²¹ By 1911, Morgan and son A.F. Morgan purchased and subdivided additional tracts in Hollywood, including land along the foothills of Hollywood, between Morgan Hill Drive and Wilton Place. One property he owned was 5512-5516 Hollywood Boulevard, a two-story commercial building designed by Charles R. Spink and constructed by Lee Campbell built in 1917. In 1920, Morgan hired Spink to design him a grand new home on Taft Avenue in the newer tract.²²

In the 1920s, as the national economy boomed, Morgan moved to expand his real estate business into the arena of multiple-family and commercial development in Hollywood, which was quickly becoming an established commercial center. J.J. Morgan & Company (also known as the Morgan Investment Company), the real estate office he led, had offices at 5627 Hollywood Boulevard, a prime location.²³ From this post on Hollywood Boulevard Morgan and son purchased and subdivided additional land, west of their first track and west of Western Avenue along Hollywood Boulevard. In early fall 1923 Morgan added to his growing collection, acquiring land at the prime intersection of Hollywood Boulevard and Western Avenue. By December his plans to develop the land were well enough under way to merit coverage in a *Los Angeles Times* article.²⁴ According to the *Times*, The Bricker was originally conceived as a pre-cursor and companion to a next-door office tower slated to rise 12 stories.²⁵ The Bricker was to provide space for tenants already present on the lot Morgan had recently acquired, thereby facilitating his further development of the site.

¹⁹ www.ancestry.com: June 15, 1900. 1900 population (12th Census of the U.S.). Woodbury County, Iowa; 1910. 1910 population (13th Census of the U.S.). Cahuenga Township/Precinct/Hollywood; 1920. 1920 population (14th Census of the U.S.). Cahuenga Township/Precinct/Hollywood.

²⁰ "Morgan Comes to Stay," *Los Angeles Times*, undated.

²¹ "Planning Summer Work," *Los Angeles Times*, June 14, 1908, p.V19.

²² "City is Astir with Building," *Los Angeles Times*, February 22, 1920, p.V1.

²³ For J.J. Morgan, *Los Angeles Times*, June 1, 1925.

²⁴ Morgan's Hollywood Tract: West ½ of lot 28 and West ½ of lot (illegible), as shown on Map Book #6, MR 7, p.92. Morgan Place later changed to Gramercy.

²⁵ Huge Office Structure: Height-Limit Building to Cost \$1,500,000 Will Be Erected at Hollywood and Western, *Los Angeles Times*, Dec. 15, 1923, pg. III.

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Original permits for The Bricker depict the structure as including apartments and stores, with 40 rooms and accommodations for 20 families. While the building was initially planned to include three stories, one month after the initial permit a second permit was filed amending the application to include a fourth story.²⁶ The original permit filed in December 1923 stated the valuation of the proposed work was \$60,000, while the January 1924 permit amending the application stated an additional valuation of \$15,000. According to an article describing The Bricker as it was initially being planned, the building would be erected under the supervision of architects Lindley & Selkirk at a cost of \$300,000.²⁷

The office tower Morgan proposed to build adjacent to The Bricker, with an estimated cost of \$1,500,000, was to have a frontage of 114 feet on Hollywood Boulevard and 100 feet on Western Avenue. The structure would have included 200 offices on the upper floors and stores on the ground floor and was to be constructed as early as January 1924. Lindley & Selkirk, architects of The Bricker, were to simultaneously design the office tower. However, Morgan passed away a millionaire on May 31, 1925 at age 84, not long after The Bricker's construction and before ground could be broken for the adjacent office tower.

The proposed tower was never built, and in 1926 Morgan's estate sold the land at the corner of Hollywood and Western to the Mayer Investment Company, led by Louis B. Mayer, motion-picture producer. Mayer paid cash consideration of \$550,000 for the property, which fronted for 228 feet on Hollywood Boulevard and had a depth of 178 feet on Western Avenue, and which now included The Bricker apartment building and its ground floor stores.²⁸ Soon Mayer would develop the corner of the property along Hollywood Boulevard and Western Avenue, with the construction of the Hollywood-Western Building. The building, designed by well-known theater architect S. Charles Lee, would in time develop its own historic significance, having been constructed to house Mayer's Central Casting Company and due to the dramatic architectural statement made on its primary elevations.

By all accounts, Morgan's personal life was rather colorful. Married in 1866 to Alice Jane Lewis, Morgan had five children, twenty-one grandchildren, and 16 great-grandchildren. In 1909 Morgan became a widower and generated extensive *Los Angeles Times* coverage for his re-marriage to a much younger woman and later, in 1915, for his attempt at a quiet out-of-state divorce resulting in litigation over alimony and child support. After Morgan's death at age 84 in 1925, his estate was extensively contested. Despite the nature of press coverage regarding his personal life, Morgan's obituary described him as one of Hollywood's "oldest and most influential residents."²⁹

High-Rise Development in Hollywood

Although, statistically speaking, there was a massive increase in the number of multiple-family dwellings constructed during the decade, large apartment houses like The Bricker represented a relatively small proportion of 1920s buildings. Most of Hollywood's 1920s newcomers would have been housed in more small-scale multiple-family residences, such as courtyard apartment complexes.

As its major period of sustained development occurred in the 1920s, Hollywood's physical form was heavily influenced by the architectural and technological innovations of the period. Engineering and construction techniques in the 1920s, for example, allowed for the building of "skyscrapers," as they were then known, which emerged as an affordable, efficient, and desirable form of multiple-family housing design. In 1920s Hollywood, much of the community's high-rise construction occurred along Hollywood Boulevard, with many of the buildings built to the existing height limit. One article in the *Los Angeles Times* described the intersection of Hollywood Boulevard and Western Avenue in 1924 as an area experiencing rapid growth, with a large four-story hotel and business structure being erected by the United Cigar Stores Company at one corner just as the four-story Bricker

²⁶ Permit No. 61446, December 21, 1923; Permit No. 894, January 7, 1924. South 60 feet of Lot 1, South 24 feet of Lot 2, Clark Track, No. 1669-1669 ½ - 71-71 ½ & 73 N. Western between Hollywood Boulevard and Carlton Way.

²⁷ *Los Angeles Times*, Dec. 15, 1923, pg. III.

²⁸ Realty Deals Run High: Hollywood Boulevard Lease Features Day Involving More Than \$2,000,000 in Property, *Los Angeles Times*, Nov. 17, 1926, p.A5.

²⁹ For J.J. Morgan, *Los Angeles Times*, June 1, 1925.

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was being built with apartments and stores at the opposite corner.³⁰ Constructed in 1924 and located less than a half block from Hollywood Boulevard, The Bricker is an excellent, intact example of the high-rise development that occurred along Hollywood Boulevard in the 1920s and in particular during the most rapid period of development that occurred from 1924 to 1929.

Although large apartment houses accounted for a relatively small percentage of buildings built throughout the city during the 1920s, The Bricker's status as a "skyscraper" rendered it characteristic of its location and period. Hollywood's 1920s high-rise construction exceeded not only other commercial centers Los Angeles area but even rivaled that of other parts of the country. By 1930, Hollywood Boulevard had developed in its own skyline characterized by a row of high-rise buildings stretching for well over a mile.

High-rise apartment buildings such as The Bricker were most often constructed along commercial thoroughfares rather than within residential enclaves. As such, their designers were much less constrained by stylistic program imposed by the desire for compatibility and thus were able to draw from a wider design palette. The Bricker, designed by the architectural firm Lindley & Selkirk, employs the Italian Renaissance Revival style, albeit in a rather modest form, along with design flourishes reminiscent of the Beaux Arts.

Architectural Style³¹

During the period of rapid commercial growth in Hollywood that was particularly intense between 1924 and 1929, the architectural styles of buildings constructed were representative of those most popular between the World Wars. Whereas banks and government buildings were typically designed in the more formal Beaux-Arts styles, other buildings constructed in Hollywood took on more fanciful or exotic images. Ornamental revival styles such as Spanish Colonial Revival and Italian Renaissance Revival reflected Hollywood's self-conscious extravagance, while the new Art Deco and Moderne styles fit the community's aspirations for glamour and sophistication.

During the 1920s, period revival styles borrowing heavily from other cultures were the most popular architectural mode in Los Angeles. These period revival styles were basically a contemporary interpretation of various European and sometimes Asian architectural types and styles, which were adapted and combined to suit modern uses, tastes, and building types. The cityscape of Los Angeles (as well as the image of the city to outsiders) became defined in this period by the fantasy architecture that was created with the construction of such buildings.

The film industry and its products are thought to have contributed in large measure to this perception, with movies set in exotic locales being very popular and produced in great number in the 1920s. The Hollywood dream factory was erecting lavish sets for the movies it produced, providing an escape for millions of movie-goers. In the 1920s, that same concept began carrying over into the housing stock, as the exotic or fanciful designs portrayed on the silver screen were made attainable for Hollywood residents: "The result was the transformation of Los Angeles into Wonderland in one decade."³² Just as the movies attracted large numbers of Hollywood hopefuls, they also influenced and inspired the very buildings being erected to house them.

While much of the resultant eclecticism of Los Angeles architecture was a result of movie-set design, the connection between Los Angeles' real world architecture and its back-lot architecture was most likely a reciprocal association:

Dreaming about and pursuing various states of fantasy have been part of the southern California lifestyle since its earliest days. It was this supportive and encouraging attitude toward novelty and cultural hyperbole, as much as the perpetual spring, which brought the movie

³⁰ "High Figure Involved In Site Lease," *Los Angeles Times*, June 15, 1924, p.D2.

³¹ Portions of this text have been adapted from the City of Los Angeles Historic-Cultural Monument application for the Nirvana Apartments, prepared by Historic Resources Group, 2005.

³² Ovnick, 168.

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*industry to Los Angeles in 1910. The relationship between the building of movie sets and the building of the city that surrounded the studios is one of mutual dependence.*³³

In the 1920s, Los Angeles was still a very young city whose character, architectural and otherwise, was just beginning to take shape. The tremendous growth of the film industry during this period would profoundly influence that character. This environment would lead to what has been called "architecture of diversion":

*Diversion took place through delight and deceit. In the absence of any established academic architectural tradition, Los Angeles became a proving ground for the development of all kinds of theatrical architecture.*³⁴

During this period, architects were largely looking to Europe for inspiration. The myth of an indigenous architecture in Los Angeles, and the romanticization of the region's Spanish roots, led to a proliferation of Spanish and Mediterranean Revival styled buildings throughout Los Angeles. While not as numerous, this period also saw revivals of the French Norman and the English Tudor styles. Although evocative of a different time and place, these designs were not always whimsical. Rather, they were often sincere attempts to adapt the designs of the Old World to the new frontier. Characterizing the architecture of Los Angeles from this period, architectural historians David Gebhard and Robert Winter state: "The truth is that the spirit of the 1920s recognized that architecture, like the other arts, is an art of effect. If the effect is good, try anything."³⁵

The creative climate of Hollywood in the 1920s found expression in "unrestrainedly imaginative housing styles."³⁶ Previously, the use of exotic styles had been the exclusive domain of the wealthy and well traveled. Suddenly "fantasy revivals" were brought to the average person as apartment houses resembling English castles, French chateaus, Middle Eastern harems, Egyptian temples, Tudor manors, and Hopi Pueblos sprang up throughout Hollywood.³⁷

Architects/Builders

The original building permits for The Bricker note H.D. Frankfurt as the architect and contractor for the building.³⁸ Frankfurt's address as stated on the permits was 1096 N. Western Avenue. However, articles describing the original construction of the building state that Los Angeles architectural engineers and designers Arthur G. Lindley and Charles R. Selkirk were chosen by developer J.J. Morgan to design the building. Upon further research it has been found likely that H.D. Frankfurt was responsible for the on-site management and construction of the project, while Lindley and Selkirk provided the design Frankfurt executed.

Lindley & Selkirk were involved in many key developments across Los Angeles in the 1920s, including two that brought increased attention to the nearby community of Glendale, California. The architects were chosen to design the six-story Hotel Glendale in August 1924. The impressive structure was built at the corner of East Broadway and Glendale Avenue and was touted as one of the more significant Glendale buildings to be built in the 1920s.³⁹ Spanish architectural flourishes were used by Lindley & Selkirk to distinguish the hotel from others in the area. The structure cost \$600,000 and utilized fireproof materials in the form of reinforced concrete for framework and cement stucco for exterior facing and trimming. The ground floor featured six stores for various business concerns.⁴⁰

A second project completed in Glendale, California by Lindley & Selkirk was The Alex Theater, at 268 N. Brand Boulevard, which has dominated the busy thoroughfare since 1925. Though the dramatic central pylon of the building was added after their

³³ Polyzoides, Stephanos, Roger Sherwood, and James Tice. *Courtyard Housing in Los Angeles*. New York: Princeton Architectural Press, 1992, 14.

³⁴ Ibid, 14.

³⁵ Gebhard, David and Robert Winter. *Los Angeles: An Architectural Guide*. Salt Lake City: Gibbs- Smith, Publisher, 1994, xx-xxi.

³⁶ Ovnick, 162.

³⁷ Ibid, 168.

³⁸ Permit No. 61446, 12/21/1923; Permit No. 894, 1/7/1924.

³⁹ Hotel Glendale to Rise, *Los Angeles Times*, August 17, 1924, p.D6.

⁴⁰ Plan Distinctive Hotel, *Los Angeles Times*, April 15, 1923, p.V4.

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involvement in the project, the landmark structure was otherwise designed by the pair and is a key landmark in Glendale today.⁴¹ Lindley & Selkirk prepared plans for various other projects Southern California, including schools and church buildings. Another major assignment they were chosen for was the Masonic temple in Glendale, California, to be built at the intersection of Maple and Central Avenues. Their plans were selected in September 1925, after the building committee deliberated over design submittals for two years, and included the construction of a structure valued at \$300,000. Selkirk had previously won a prestigious competition with the Masons to determine the architect of the National Masonic Temple in Washington, D.C., which was completed in 1925.⁴²

⁴¹ Retrospect—LA, August 18, 1985, p.H20.

⁴² Masons to Build Temple, Sept. 20, 1925, p.F9.

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Photograph Log Page

Name of Property: The Bricker Building, 1671 North Western Avenue
City or Vicinity: Los Angeles (Hollywood)
County: Los Angeles County
State: California
Name of Photographer: Elizabeth Hilton, ICF International
Date of Photographs: December 2009
Location of Original Digital Files: ICF International, 811 W 7th St., Suite 800, Los Angeles, CA 90017

Photo #1 (CA_LosAngeles_Bricker_001), East (main) façade, camera facing west.

Photo #2 (CA_LosAngeles_Bricker_002), East (main) façade (left) and south elevation, camera facing northwest.

Photo #3 (CA_LosAngeles_Bricker_003), East (main) façade, detail of molding and 4th floor windows, camera facing west.

Photo #4 (CA_LosAngeles_Bricker_004), East (main) façade, detail of fire escape and upper floors, camera facing west.

Photo #5 (CA_LosAngeles_Bricker_005), East (main) façade, detail of the primary entrance, camera facing west.

Photo #6 (CA_LosAngeles_Bricker_006), West elevation, camera facing east.

Photo #7 (CA_LosAngeles_Bricker_007), North elevation, camera facing southeast.

Photo #8 (CA_LosAngeles_Bricker_008), Roof, camera facing southeast towards the downtown skyline.

Photo #9 (CA_LosAngeles_Bricker_009), Interior of east façade, detail of window and fire escape, camera facing northeast.

Photo #10 (CA_LosAngeles_Bricker_010), Interior of east façade, detail of original window, camera facing east.

Photo #11 (CA_LosAngeles_Bricker_011), Interior of west elevation, detail of hallway and rear windows, camera facing west.

Photo #12 (CA_LosAngeles_Bricker_012), Interior detail of staircase and hallway, camera facing east towards the main façade.