A decorative graphic consisting of a thin gold circle on the left side. A thick black bracket is positioned on the left side of the circle, and a thick gold bracket is on the right side. A horizontal bar with a gold-to-white gradient is overlaid across the middle of the circle, containing the title text.

# Framework for the Treatment of Character Defining Features for the Reactivation of the Hollywood Theater

CPED Staff Presentation to the  
Heritage Preservation Commission  
March 10, 2009

# Treatment of Features

- **Reconstruct** – Feature is integral to defining the character of the theater and is either missing or in a severely deteriorated condition. The feature needs to be reconstructed to original design.
- **Rehabilitate** – Feature is integral to defining character of the theater and is need of general repair and maintenance.
- **Maintain** – Feature is important to defining character of the theater, but its rehabilitation or reconstruction is not a priority in reactivating the theater. The feature requires maintenance, but does not to be restored to its original state. However, the feature shall not be enclosed or removed.
- **Removal Allowed with Mitigation** – This addresses two scenarios. First, the feature may be important to defining the character of the theater; however, the removal of the feature is integral to the reactivation of the Hollywood. Second, the feature is not integral to the character of the theater and the condition of the feature is poor.

# [ Exterior ]



- **Materials**
- **Ticket Booth**
- **Poster Cases**
- **Marquee, Canopy, & Signs**
- **Green Tile**

# Materials



## ***Description***

The front façade is wrapped in Kasota stone with a granite base. The sides and rear are common brick with brick details in toward the front of the sides of the structure. The stone around the chimney is reinforced with steel banding, which is not original.

## ***Guidance Rehabilitate***

The materials shall be rehabilitated and repaired as needed. New or enlarged openings in the front façade shall be prohibited.

## **New Openings**

- New openings shall not be allowed in the primary façade.
- New openings will be allowed on the north auditorium wall.
- New skylights in the roof may also be considered to allow for additional natural light into the auditorium space.
- Material removed for new openings shall be retained onsite.

# [ Ticket Booth ]



## ***Description***

The ticket booth is a character defining feature of the Hollywood as it depicts the significance of the structure as a theater. The original materials for the ticket booth appear to be missing. It is currently plywood and other structural materials.

## ***Guidance Reconstruct***

The ticket booth shall be reconstructed.

# Poster Cases



## ***Description***

This original feature is mostly intact; however the glass is missing. Much like the ticket booth, the poster cases are a design feature that depicts the significance of the structure as a theater.

## ***Guidance Rehabilitate***

The poster cases are historically significant and shall be rehabilitated and new glass shall be installed.

# [ Marquee, Canopy, & Sign ]



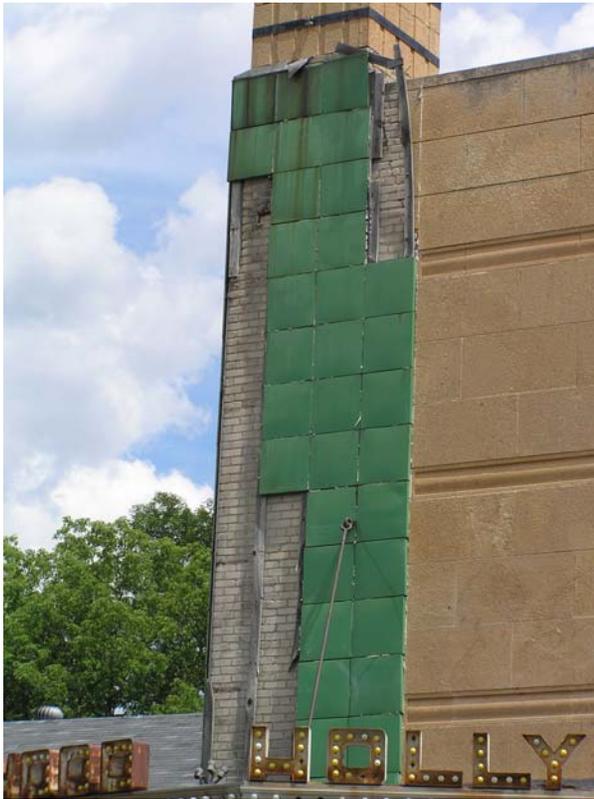
## ***Description***

The current canopy, sign and marquee are not original; however they were designed by Liebenberg and Kaplan, the original architects, and installed in 1948. While they are not original they are historically significant features that warrant preservation and shall be rehabilitated.

## ***Guidance Rehabilitate***

While they are not original they are historically significant features that warrant preservation and shall be rehabilitated.

# [ Green Tile ]



## ***Description***

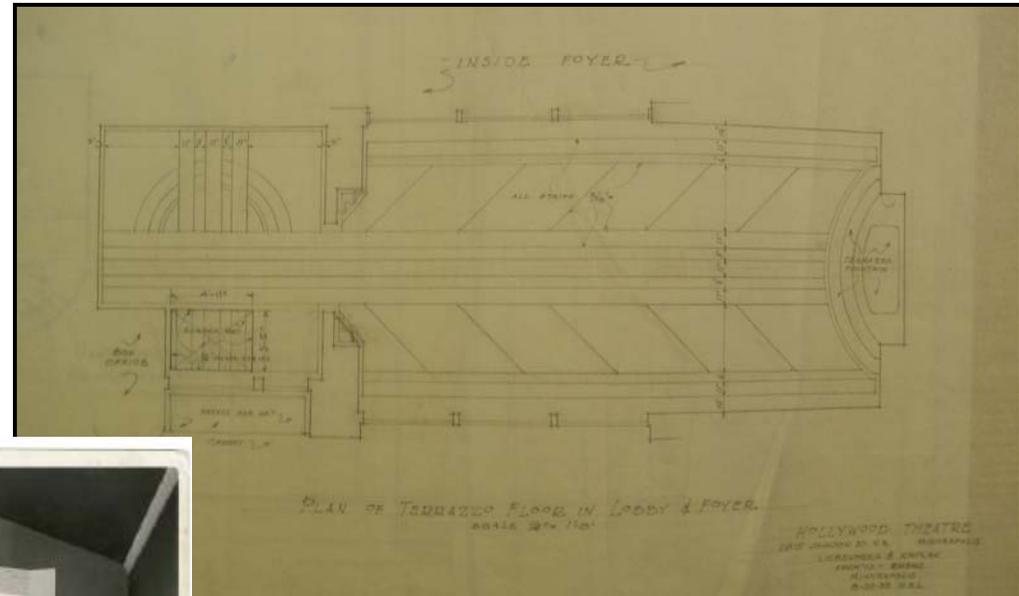
The green tile system was added in 1948 when the original sign and marquee were removed. The green tile above the canopy has been removed to protect the structure from damage caused by falling tile due to the failure of the system used to fasten the tile to the building.

## ***Guidance Rehabilitate/Reconstruct***

The green tile may not be original, but it is historically significant and warrants preservation. Green tile system shall be reinstalled with rehabilitated tile or replacement tile.

# Outer Lobby

- Terrazzo Floor
- Volume of Space
- Alcove Features
- Tulip Detail



- Circular Ceiling Light in Entrance Vestibule
- Crown Molding in Entrance Vestibule
- Crown Molding in Main Lobby

# [ Terrazzo Floor ]



## ***Description***

The multicolored terrazzo floor inlaid in grey, yellow, black and pink is covered in dust and dirt.

## ***Guidance Rehabilitate***

All efforts shall be made to rehabilitate the floor. It may be covered up if proven necessary, that it is reversible, and that it won't damage the floor. See below for further guidance.

## **A sensitive and reversible leveling of the floor may be considered if:**

- The proposed leveling will not result in the damage or destruction of the floor and adjacent original features
- It can be reversed without causing damage to the floor
- Financial information demonstrates that this space must be utilized to make the rehabilitation and activation of the theater viable
- It is demonstrated that utilization of this space must require the floor to be leveled

# [ Volume of Space ]



## ***Description***

The entrance vestibule and main lobby have a unique feeling which is created by the height of the ceiling and the scale of the features contained in these spaces

## ***Guidance Maintain***

This volume of space is important to convey in future reuse of the structure. The volume of space shall be maintained and dropped ceilings shall be avoided.

# [ Alcove Features ]



## ***Description***

Symmetrically designed architectural alcove features flank the north and south walls of the main lobby. The northern feature contains the entrance to the main lobby from the entrance vestibule. The south feature contained an engraved mirror and water fountain; both of which are gone.

## ***Guidance Maintain***

The features do not have to be reconstructed to original levels including the mirror and fountain details. The features shall not be enclosed and shall be maintained and repaired as necessary. The plaster fluting above the feature shall also be maintained and repaired as necessary. The features can be painted as desired

# [ Tulip Detail ]



## ***Description***

Flanking the north and south wall alcove features are stenciled tulip details. Analysis of the pictorial evidence suggests that the current tulip is not the same as the original tulip.

## ***Guidance Removal Allowed***

These features could be are not required to be preserved or maintained.

# Circular Ceiling Light in Entrance Vestibule

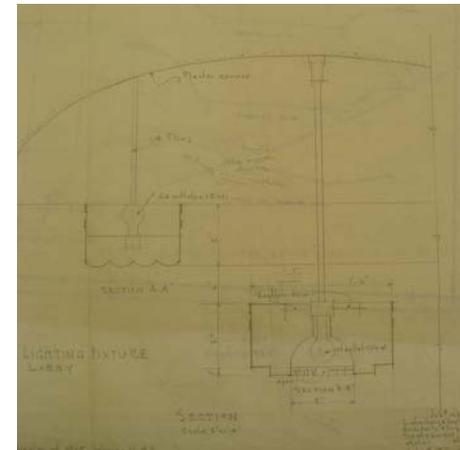
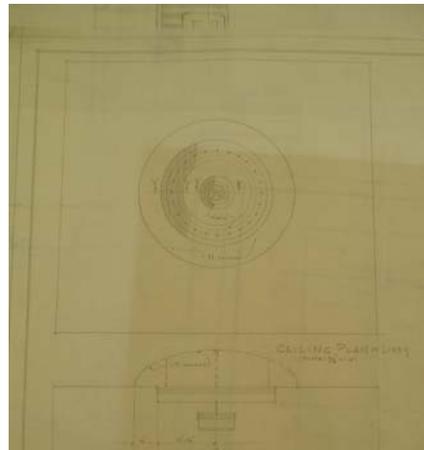


## *Description*

An elaborate circular light feature sits above the entrance vestibule. The feature, shown below in the original drawings by the architect, consists of a circular feature with indirect light that shines onto a concaved plaster ceiling. In the center of the circle a light fixture provides direct light. The portions of this feature are intact.

## *Guidance Rehabilitate*

The design of the light is important as it is indicative of the streamline moderne design of the Hollywood Theater. Efforts shall be made to rehabilitate the fixture and plaster.



# [ Crown Molding in Entrance Vestibule ]



## ***Description***

The moldings in the entrance vestibule are missing in some locations and severely deteriorated in others.

## ***Guidance Removal Allowed with Mitigation***

The molding can remain its current state or be removed.

If the molding is removed, profile and pattern drawings of the molding shall be done to mitigate the loss.

# [ Crown Molding in Main Lobby ]



## ***Description***

The crown molding is original and appears intact.

## ***Guidance Rehabilitate***

Moldings shall be rehabilitated

# [ Inner Lobby ]



- Volume of Space
- Railing
- Poster Cases
- Linear Light Feature
- Crown Molding

# [ Volume of Space ]



## ***Description***

The volume of space is intact. The feeling created by the lower vaulted ceilings in the inner lobby is more intimate than other areas of the theater which contain larger volumes of space

## ***Guidance Maintain***

The feeling created by the vaulted ceilings is important to convey in future reuse of the structure. The volume of space should be maintained and dropped ceilings shall be avoided.

# [ Railing ]



## ***Description***

The railing is one of the most prominent features of the inner lobby. The railing is intact.

## ***Guidance Rehabilitate***

The railing shall not be enclosed or obscured; it shall be maintained and rehabilitated as necessary

# [ Poster Cases ]



## ***Description***

The poster cases are characteristic of the zig-zag art deco design themes that influenced the streamline moderne style of the theater.

## ***Guidance Rehabilitate***

The features appear to be original and shall not be removed or enclosed. The features shall be repaired and incorporated into the reuse of the structure.

# [ Linear Light Features ]



## ***Description***

The light features are characteristic of the original design aesthetic of the Hollywood. The metal on the top and bottom of the feature needs repair and cleaning. The glass may not be original- the original plans from 1935 called for glass rods.

## ***Guidance Rehabilitate***

Features shall be rehabilitated and incorporated into the reuse of the space

# [ Crown Moldings ]



## ***Description***

Much like the poster cases and light features the crown moldings are characteristic of the art deco design themes. The moldings remain fairly intact with the exception of a few locations.

## ***Guidance Rehabilitate/Reconstruct***

Missing features shall be reconstructed and existing moldings rehabilitated.

# [ Auditorium ]



- Volume of Space
- Porthole Lights
- Stage
- Pillars
- Rear-wall
- Cornices
- Balcony Railing
- Seats

# Volume of Space



## ***Description***

The volume of the auditorium is intact. The plaster of the roof was removed during remediation and roof replacement- this slightly changes the feeling of the volume of the space.

## ***Guidance Maintain- Convey volume with sensitive subdivision***

The subdivision of the space can be done, however, the sense of space associated with the volume of the space and theater activity shall be conveyed in the subdivision. See below for details.



Rendering

# [ Porthole Lights ]



## ***Description***

The porthole lights are important feature that exemplify the streamline moderne design of the Hollywood. The metal frames of the porthole lights are intact. The condition of some of the metal is deteriorated due to moisture exposure. The finish materials are missing.

## ***Guidance Maintain***

The existing features shall be stabilized to prevent further deterioration and the frames repaired. The features do not have to be reconstructed to their original finish.

# [ Stage ]



## ***Description***

The original proscenium appears to be intact, but in serious disrepair. A plywood addition has been made to the stage and the pillars surrounding the stage appear to be intact

## ***Guidance Maintain - Removal Allowed with Mitigation***

The removal of the proscenium will be allowed with proper mitigation and documentation. The addition to the stage can be removed. The configuration of the stage shall be maintained. A reconfiguration of the stage may be considered to allow for an entertainment reuse of the Hollywood.

# [ Pillars ]



## ***Description***

The ten pillars that flank the stage are important in conveying the nautical themes of the streamline moderne design that Hollywood is significant for.

## ***Guidance Rehabilitate***

The pillars do not have to be restored to their original finish, but they shall be maintained and shall not be enclosed or covered up. The leveling of the floor shall be done in a way that is sensitive to the pillars.

# [ Rear-wall Cornices ]



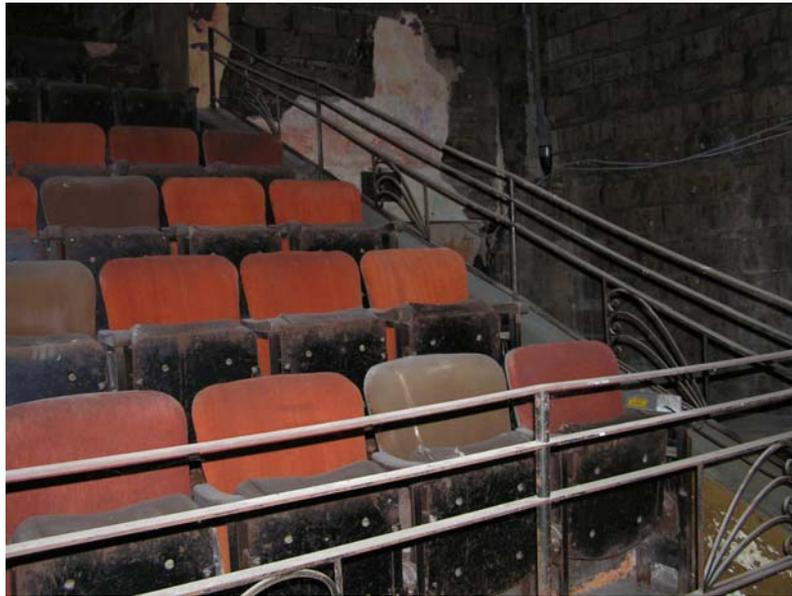
## ***Description***

Two wall cornices flank either side either side of the balcony wall. As is evident in the historical photographs these cornices had horizontally banded metal mounted below which was used for decorative lighting. What remain of these features are the plaster cornices.

## ***Guidance Maintain***

These plaster cornices shall be maintained.

# [ Balcony Railing ]



## ***Description***

A decorative metal railing separates the balcony from the auditorium. The design of the railing is the same as the railing in the inner lobby stairway.

## ***Guidance Rehabilitate***

The balcony railing shall be rehabilitated as needed. The railing shall be rehabilitated. The installation of walls to separate the balcony from the auditorium space shall be inset from the balcony railing.

# [ Seats ]



## ***Description***

The seats appear to be original and have survived the water intrusion and years of deferred maintenance. The metal end panels appear to be intact and in good condition. Some seats have been removed leaving metal framing

## ***Guidance Removal Allowed with Mitigation***

The removal of the seats is allowed with mitigation measures that include drawings of a typical seat, photographs of configuration, and the salvage and storage of the decorative metal end panels.