

THE HISTORIC HOLLYWOOD BUSINESS DISTRICT



The Historic Hollywood Business District, which encompasses Hollywood Boulevard from 21st Avenue to the west border of Young Circle, is the core of the first platted area of Central Hollywood. Hollywood founder Joseph Young designed this planned Commercial district in 1921. Today, the pedestrian friendly downtown area is visually harmonious and maintains many of Young's original

design features.

The recent revitalization of Harrison Street as a hub of art and music and Young Circle's growing popularity for organized events are helping to enhance the neighborhood's appeal. Residents are developing a renewed appreciation of our mild climate by street-side dining, strolling along the sidewalk, window shopping and enjoying other amenities offered by the area.

In 1999, the Historic Hollywood Business District and Young Circle were approved by the National Parks Service for listing in the National Register of Historic Places. The benefits of this prestigious honor include rehabilitation tax credits for property owners.

The District has played an integral part in the City's social, civic and economic life since its development. Many of Hollywood's most prominent early buildings, though altered, continue to serve the community.

THE TOWN PLAN

In 1921, innovative developer Joseph W. Young foresaw a "dream city" with 30,000 residents. Young's new town would be based on the scientific methods of controlled development fashionable during the 1920's "City Beautiful Movement." Young believed in new zoning techniques which designated separate sections for residential, business and industry but permitted some mixed use with apartments and hotels in the single family neighborhood and apartments above retail stores.



Hollywood's original town plan is its most important historic resource. The original town boundaries were Washington Street on the south, Johnson Street on the north, 44th Avenue on the west and the beach on the east. The first plat filed for Hollywood By the Sea (Hollywood's original name) was Central Hollywood, the nucleus of Young's new town. A large parcel of land was set aside for the Hollywood Golf and Country Club.

Prior to settlement, Hollywood was a vast wilderness of pinewoods, marshlands and mangroves. Wild tangles of swamp growth were diligently removed to create Young's envisioned tropical paradise. Untamed vegetation was replaced with trees and shrubs that included Coconuts, Royal Palms, Bougainvillea, Pithecellobium, Hibiscus, Pandanus, Ixora, Poinsettias, Eucalyptus, Oleanders, Mangos, Citrus and Avocado.

Hollywood was to be a city made beautiful through creation of parks, landscaped boulevards, harmonious architecture, focal points and vistas. Young selected Spanish and Moorish architecture as being compatible with South Florida's climate and his landscape preferences. The buildings, featuring arches, domes, balconies, red tile roofs, pastel-hued stucco wall and tile floors, were a source of pride to early residents.

Young designed a hierarchy of boulevards, avenues and streets. Hollywood Boulevard, upon its completion, was termed "Florida's widest paved street." Lined with Royal Palms and ornamental lights, Hollywood Boulevard became a grand entrance to the town center and created an axial view to the beach. Three circles were integrated into the boulevard to create focal points.

Known as the "Diamond" of Florida's Gold Coast," today the City of Hollywood encompasses 27 square miles along the Atlantic Ocean. In 1994 the city adopted a Historic Preservation Ordinance and appointed a Historic Preservation Board for the purpose of preserving the fine examples of Joseph Young's original Hollywood. A conservation effort has begun to protect those properties which have historical, architectural and archaeological merits by designating local historic districts and sites. The Historic Hollywood Business District, Harrison and Tyler Streets Historic District, Historic Lakes Section, and six individual sites have been designated as local historic resources.

ARCHITECTURAL STYLES

The architectural characteristics of the Hollywood business district represent a range of architectural features widely used during the 1920's Boom Time and the Depression/New Deal Eras.

One-Part Commercial Block



One-part and two-part commercial blocks were popular features of many main street commercial districts in small towns across the United States in the early 1900's. The one-part commercial block consists of single story buildings, usually simple boxes with decorative facades, which house either a single store or many units. Facades that face the street have large windows and recessed entryways. These modest buildings have Mission style raised parapets. 1940 Hollywood Boulevard and 1927 Hollywood Boulevard are early examples of the one-part commercial block that can be found in the Historic District.

Two-Part Commercial Block



A two-part commercial block consists of two to four story structures. Ground floor use was the same as the one-part commercial block; broad picture windows displayed merchandise or available services and the entryway was recessed. Ground floors were public while the upper areas were private meeting halls, apartments or offices. Art Deco features such as vertical projections, sculpted bas-relief and geometric patterns embellish some of these buildings. 1924 Hollywood Boulevard, 2032-2055 Hollywood Boulevard and 1912 Hollywood Boulevard are examples of the two-part commercial block with Art Deco or Art Moderne features.

Mediterranean Revival



The Mediterranean Revival style was popular in the early stages of South Florida development. This style is derived from a combination of architectural features found in countries bordering on the Mediterranean Sea, primarily Italy and Spain. The most common features include barrel tile hipped roof, arched windows, cornices, brackets, applied decoration and decorative columns. Despite the poor condition of the building, the Great Southern Hotel at 1858 Hollywood boulevard is a good example of the use of Mediterranean Revival features.

Arcade

Another popular design in the early 1920' and 1930' was the arcade. Either one or two stories in height, this design is often characterized by open spaces within the buildings used by the individual retailers or tenants. These various side openings within the arcade lie perpendicular to the street and were the predecessor of early shopping centers. Two examples of arcade are 1926 Hollywood Boulevard and 2033-2051 Hollywood Boulevard. Both of these buildings have been greatly altered.

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