






















COLOR BY NUMBERS

 1	 4	 7	 10	 13	 16	 19
 2	 5	 8	 11	 14	 17	 20
 3	 6	 9	 12	 15	 18	 21

About the Los Angeles Conservancy

The Los Angeles Conservancy is a private nonprofit membership organization that works through education and advocacy to recognize, preserve, and revitalize the historic architectural and cultural resources of Los Angeles County. Formed in 1978 as part of the effort to save the Los Angeles Central Library from demolition, the Conservancy is now the largest local historic preservation group in the United States, with more than 8,000 members. For more information, visit www.laconservancy.org.

About This Guide

This *Kids' Guide* to Wilshire Boulevard is part of a new educational initiative of the Los Angeles Conservancy, *Curating the City*. This program treats the city as a living museum, presenting a fresh framework for seeing L.A.'s architectural and cultural heritage in new ways.

This pilot program encourages you to take a new look at one important aspect of Los Angeles — the great Wilshire Boulevard — by touring the boulevard with this booklet in hand, attending cultural events along the way, and using new resources such as this guide and a website devoted solely to this project.

Visit www.curatingthecity.org to learn about the people, architects, and buildings that made Wilshire the great boulevard it is today. You can also create your own customized tour, browse through photo galleries, read personal stories and contribute your own, and find more educational activities for kids and teachers.



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WELCOME TO **WILSHIRE BOULEVARD!**

Many people think of this street as one of the most important in Los Angeles. It's been called the spine, or backbone, of the city, connecting different parts of Los Angeles. At over 100 years old, Wilshire Boulevard has lots of stories to tell about the people and the places that have made Los Angeles famous.

Wilshire Boulevard is lined with office buildings, stores, theaters, churches, apartments, and hotels. You won't see too many stand-alone houses, but you will see short and tall buildings, old and new. As you walk along the sidewalks, you'll hear many different languages, from English to Spanish to Korean to Tagalog. Wilshire Boulevard is like the rest of Los Angeles — an exciting mix of people from different backgrounds and different parts of the world.

But watch out — Wilshire Boulevard can surprise you! Don't just look at a part of Wilshire and think that you've seen it all. One thing that makes this street so

interesting is that it's home to a collection of very different neighborhoods. Take some time to explore Wilshire and its incredible buildings. You'll find that the story of Wilshire Boulevard is also the story of how Los Angeles has grown and changed over the years.



Security Pacific Collection / Los Angeles Public Library

A VERY LONG LINE

Wilshire Boulevard is a pretty long street — almost 16 miles. It stretches from downtown Los Angeles all the way to the Pacific Ocean. The fact that Wilshire is linear, or in a long line, is one of the things that makes it special.

Really old cities — like London, Paris, or even New York — started with clumps of tiny streets crowded closely together. That's because these cities developed before there were cars, when people traveled mostly by foot or by horse. The small, winding streets were good for walking but not for driving.

By the time Wilshire Boulevard — and the rest of Los Angeles — really started to grow, the car had become an important part of life in Los Angeles. People didn't want small, winding streets for walking. Instead, they wanted wide, straight roads for driving.

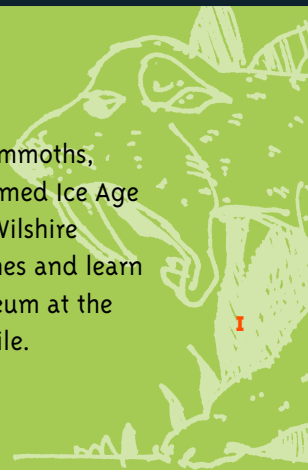
Los Angeles was one of the first modern cities purposely designed with cars in mind. Remember this as you explore Wilshire Boulevard.

WHAT'S A BOULEVARD?

The word *boulevard* is originally from the German word for a wall-like structure. The first boulevards in Europe marked the boundaries of cities. Over time, the definition changed to be a wide street with many lanes and beautiful views. Do you think Wilshire Boulevard fits this definition?

ANCIENT HISTORY

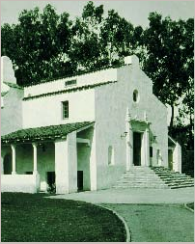
Thousands of years ago, prehistoric mammoths, mastodons, and saber-toothed cats roamed Ice Age Los Angeles. A lot of them lived where Wilshire Boulevard is now. You can see their bones and learn their history at the George C. Page Museum at the La Brea Tar Pits, on Wilshire's Miracle Mile.



TAKING IT ALL IN

There's one problem with such a long street. It's hard to see everything in a day! Use this guide to help you explore Wilshire Boulevard in small pieces. The numbers on this map look backwards, but they're just listed going east to west, like the descriptions in this guide.

21
Miles Playhouse
1130 Lincoln Blvd.



19
Westwood &
Wilshire Blvds.



17
Beverly Wilshire Hotel
9500 Wilshire Blvd.



15
May Co. Building
6067 Wilshire Blvd.



13
Dominguez-Wilshire
5410 Wilshire Blvd.



11
The Darkroom
5370 Wilshire Blvd.



22
Palisades Park



20
Wadsworth Chapel
Eisenhower &
Bonsall Aves.



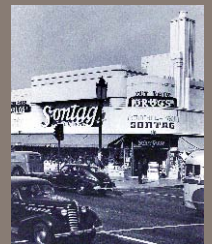
18
Beverly Hilton Hotel
9876 Wilshire Blvd.



16
Johnie's Coffee Shop
6101 Wilshire Blvd.



14
Petersen Automotive
Museum
6060 Wilshire Blvd.



12
Sontag Drug Co.
5401 Wilshire Blvd.

Each section will tell you about one of the neighborhoods on Wilshire.
Use the buildings in this guide as a starting point to do some exploring of your own.

9
Scottish Rite Masonic
Temple
4357 Wilshire Blvd.



7
St. Basil's Catholic
Church
3611 Wilshire Blvd.



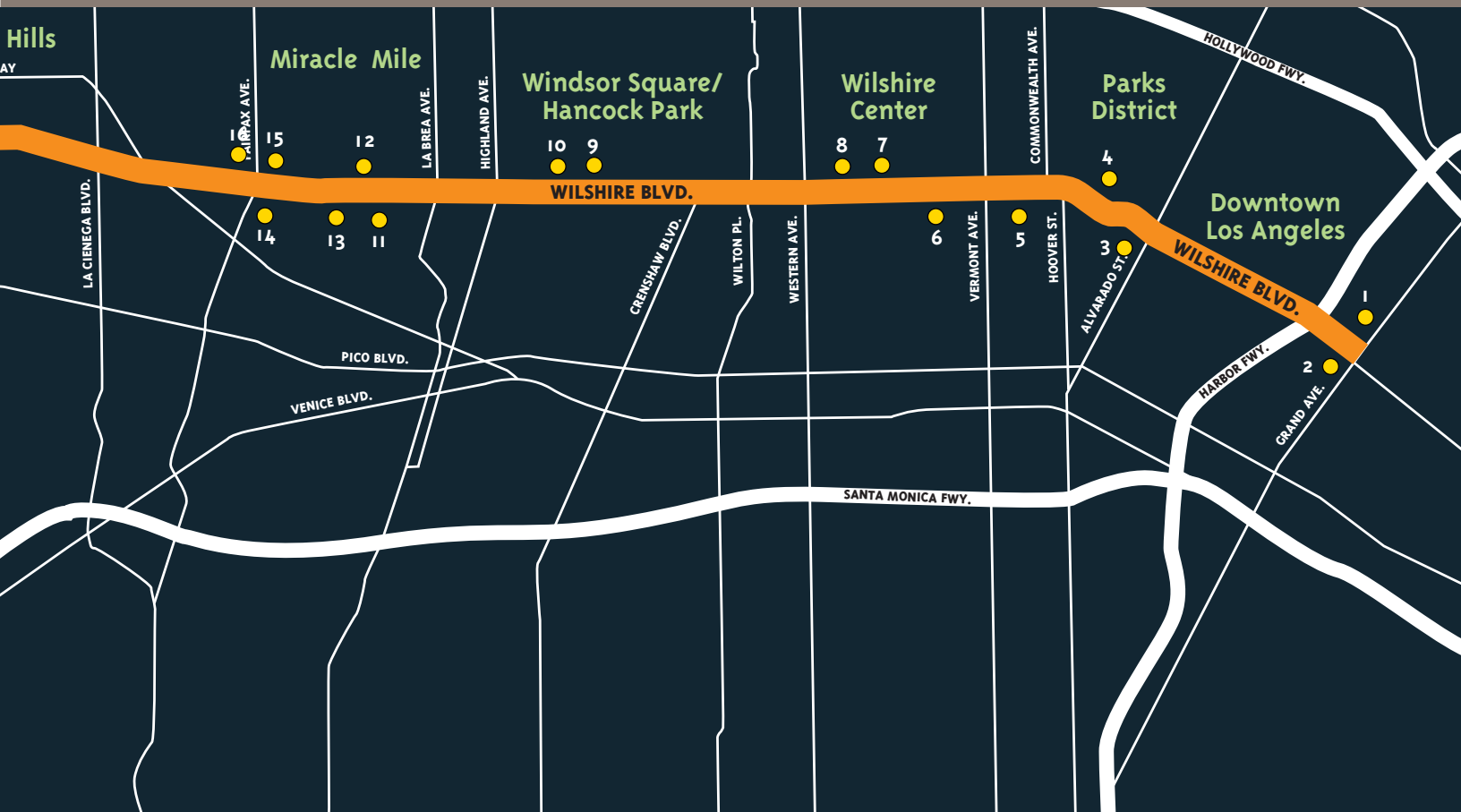
5
Bullocks Wilshire
Building
3050 Wilshire Blvd.



3
MacArthur Park
Alvarado St. to
Park View St.



1
Pegasus
731 Wilshire Blvd.



10
Higgins/Verbeck/
Hirsch Mansion
637 S. Lucerne Blvd.



8
Wilshire Boulevard
Temple
3663 Wilshire Blvd.



6
Ambassador Hotel
3400 Wilshire Blvd.

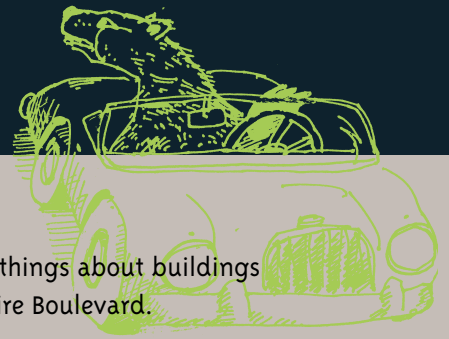


4
Elks Club/
Park Plaza Hotel
607 S. Park View St.



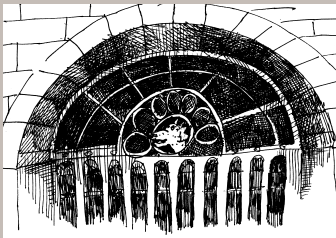
2
Roosevelt Building
727 W. 7th St.

HOW TO LOOK



Before you start your tour, take a look at some of these words. They describe things about buildings and materials that will help you to see and understand what you'll explore on Wilshire Boulevard.

adapt: to reuse an old building in a new way



arch: a curved structure found at an opening, like a doorway or window

architecture: the art and science of building structures



columns: the tall, straight "legs" that hold up or decorate a building, usually in the front

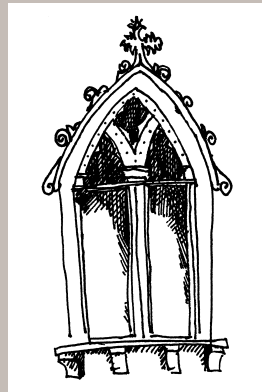


Anne Laskey

façade: the outside face of a building, usually the front



frieze: a sculptured or highly decorated band, or wide line



Gothic window: a window with a pointed arch, patterned after European styles of architecture used for cathedrals



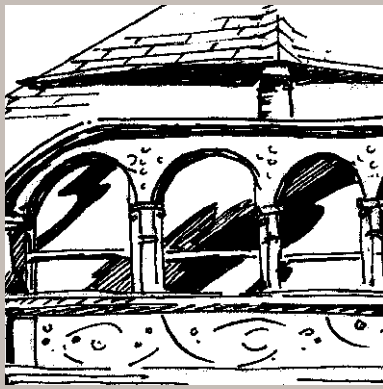
Tom Owen Collection / LAC Archives

landmark: a place or a building that is recognized for its architectural, historical, and/or cultural importance

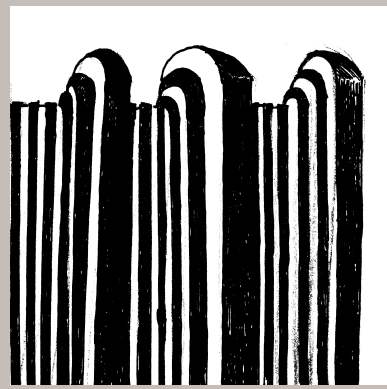


marble: a stone that often has multi-colored patterns and thin, branching lines called veins; it can be polished and used for buildings and sculptures

preservation: saving and reviving buildings, sites, and neighborhoods that are important to our history and culture



Romanesque window:
a window with a rounded arch, patterned after ancient Roman styles of architecture



streaming lines:
parallel lines in groups



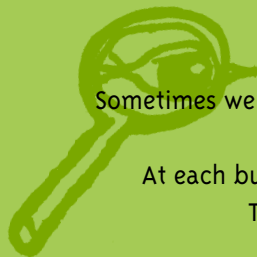
Tom Zimmerman Photography

setback: a series of raised levels on a building, with each one set back from the other, resembling steps



Anne Laskey

terrazzo: a type of floor design made of colored marble chips set in a mixture of sand, plaster, or cement, then ground and polished to be smooth and shiny



ARE YOU *REALLY* LOOKING?

Sometimes we walk down the street without really seeing what's right in front of us.

On this tour, pretend you're a detective.

At each building, look closely for the important details that make it special.

Try this checklist to help you make the most of your visit.

1. Observe.

- ☐ What does the building look like?
- ☐ What colors does it have?
- ☐ What materials is it made of?
- ☐ What details make this building different or special?

2. Compare.

- ☐ How is this building like other buildings that you've seen before?
- ☐ How is it different?

3. Ask a Question.

- ☐ How do people use this building every day?
- ☐ How can you tell the purpose of the building from the way it looks?
- ☐ Why do you think the architect made the building look this way?
- ☐ How has this building changed since it was built?

4. Make a Good Guess.

- ☐ Use what you've observed and what you already know to come up with some possible answers to your questions.

5. Form an Opinion.

- ☐ Do you like this building? Why or why not?
- ☐ What do you like about it?
- ☐ What would you change?
- ☐ What would we be missing if this building were gone?

Now you've got all the tools you need. *Let's explore!*



DOWNTOWN



Hi! My family (we're Ancient Bison) migrated through here a long time ago.

Wilshire Boulevard wasn't always Wilshire Boulevard. In the very beginning, this part of Wilshire was called Orange Street. Over time, city planners connected other streets and widened them into the boulevard that you see today.

Downtown is a good place to start exploring Wilshire. In the early days of Los Angeles, this is where

you'd find most of the action. All of Los Angeles' office buildings and big department stores were here. Over time, Los Angeles spread westward toward the ocean — and so did Wilshire Boulevard.

While this is one of the oldest parts of L.A., some of the most modern buildings on our tour are right here. Take a look.

I THE PEGASUS • 731 Wilshire Blvd.

You'll have to stand across the street to get a really good look at this building and to be able to see a few others nearby. Can you guess what this building is used for? If you guessed that it's an office building, you're right — sort of. Back in 1949, the General Petroleum Company built this structure for their main headquarters. In those days, it was the largest office building in Southern California! It was later used as Mobil Oil headquarters. Today, this building has a new name and a new use. It's called the Pegasus, and all those offices have been converted to apartments. The Pegasus is a great

example of how people can adapt, or reuse, old buildings in new ways.

There are a lot of details that make the Pegasus special. Check out the cube-shaped blocks, the hard, smooth base, and the grand entrance. Like many modern buildings, the Pegasus has a lot of horizontal and vertical lines. Look at how the metal columns stretch up into the sky and how the windows stretch around the building like a horizontal band. Did you notice that the windows fold like accordions?



Anne Laskey



WHAT'S IN A NAME?

The Pegasus was a winged horse from ancient Greek and Roman mythology. The Mobil Oil Company used a drawing of the Pegasus as their logo for many years. When the Mobil offices were adapted to apartments, the new owners thought it would be a great idea to name the building after the Mobil logo.



Security Pacific Collection / Los Angeles Public Library

WHAT'S MODERN?

The Pegasus is a good example of what is called *modern* architecture. So what is modern architecture? Maybe you can figure it out by comparing it to something that's *not* modern.

Take a look at the Roosevelt Building at Seventh and Flower, built in 1923. Observe the details closely and compare them with the Pegasus below. Then try to come up with your own definition of "modern" architecture!

Stand here to see
both buildings at
the same time



Pegasus

WILSHIRE

FLOWER STREET

Roosevelt Building

7TH STREET

Bruce Bohner



Describe the building's "blocks":

• What's their shape?

• What's their color?

• Are they rough or smooth?

Describe the building's:

• entryways

• decoration

• materials used

• overall "feel"

Pegasus

2 Roosevelt Building • 727 W. Seventh St.

My definition of modern architecture: _____

WELTON BECKET AND ASSOCIATES

Architects like Welton Becket helped come up with a brand new look for buildings in the years after World War II, when business boomed and a lot of construction was taking place in Los Angeles. He and his partner Walter Wurdeman designed the General Petroleum building (now Pegasus). They created buildings that were very strong but looked light rather than heavy. You can find many buildings by Becket in Los Angeles, including more than 20 on Wilshire Boulevard alone.

Herald-Examiner Collection / Los Angeles Public Library



THE PARKS DISTRICT

With its green grass, playgrounds, and lake, MacArthur Park is quite a change from downtown! In the old days, this was Westlake Park — the city changed its name during World War II to honor Army General Douglas MacArthur. The neighborhood is still called the Westlake district.

The park's name might have changed, but other things have stayed the same over the years. People still use this park every day for exercise, for play, and for meeting friends. Sunset (now Lafayette) Park nearby is another historic gathering place.

3 MACARTHUR PARK

Wilshire Blvd. between
Alvarado & Park View Sts.

Take a look at this picture of Westlake Park a hundred years ago. Observe closely and take some notes. How did people use the park long ago? How do we use the park today?

Westlake Park, LOS ANGELES, Cal.



J. Eric Lynxwiler Collection

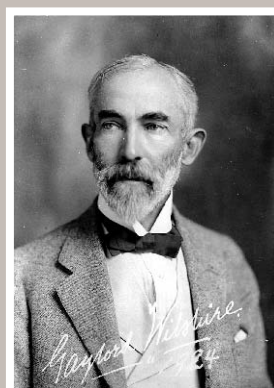


Westlake Park, early 1900s

MacArthur Park today

HENRY GAYLORD WILSHIRE

You might be wondering how this boulevard got its name. Henry Gaylord Wilshire came to California from Ohio in the 1880s. One of the first things he did was to buy a large piece of land near a swamp that had been recently transformed into Westlake Park. In 1895, he built a wide street through the property and named it after himself. At first, his boulevard only



went between Westlake (now MacArthur) Park and Sunset (now Lafayette) Park a few blocks away. But over the next thirty-nine years, it stretched west toward the ocean and eventually connected with other streets that were stretching east into downtown. The whole long boulevard got Mr. Wilshire's name.

Security Pacific Collection / Los Angeles Public Library

CUTTING THE PARK IN TWO

Westlake (now MacArthur) Park was a beautiful green space that many Angelenos loved. There was only one problem: it blocked Wilshire Boulevard from stretching from downtown to the ocean in one unbroken line. In 1934, the city of Los Angeles decided to cut Westlake Park in two by adding a new strip of Wilshire. By dividing the park, the city could create a long, more direct straight street (called a thoroughfare) that would be better for cars. Traffic would be smoother because people wouldn't have to drive all the way around the park.



Do you think the city did the right thing in dividing the park? Make a list of the benefits and disadvantages.

Benefits

Disadvantages

4 THE ELKS CLUB / PARK PLAZA HOTEL

607 S. Park View St.
(between Wilshire Blvd.
& Sixth St.)



Anne Laskey

Check out the elk over the entranceway — it's an important clue to this building! When this structure opened in 1925, it was a gathering space for a men's club called the Benevolent and Protective Order of Elks. The Elks got together for fun as well as to plan charity projects to help people in need.

Look at the statues on the front of the building. They show some figures that look like they could be from ancient cultures. Others are dressed in military uniforms from the early twentieth century.



Choose three of the characters you like best, and sketch each one below. Then make a guess: what do you think each figure represents?



Exterior & detail: Tom Zimmerman Photography



WILSHIRE CENTER



Security Pacific Collection / Los Angeles Public Library

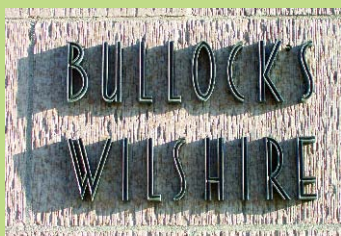
Try to imagine a dirt road and fields of beans and barley. That was Wilshire Center in the early 1900s. Few people back then could imagine what it looks like today!

What changed everything? The automobile! Once people had cars, they could travel more quickly and easily than ever before. Businesses didn't need to stay in the overcrowded downtown areas. They could spread out. But how could businesses attract customers to the "countryside" of Wilshire Center?

The corner of Wilshire and Western Ave. in 1931. It was once the busiest corner in the U.S.!

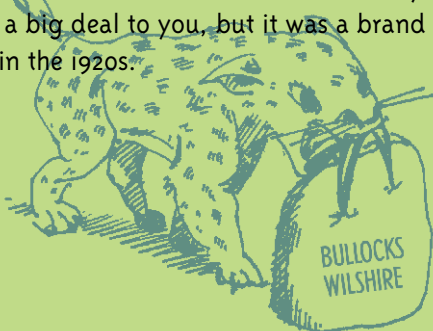
5 BULLOCKS WILSHIRE/ SOUTHWESTERN LAW SCHOOL

3050 Wilshire Blvd.



In 1929, a new department store called Bullocks opened in Wilshire Center. It was way out in the suburbs then, and was the first department store built with cars in mind. Its stunning design featured terra cotta and copper, and a 240-foot tower.

How did the owners of Bullocks make customers want to drive all the way out to their store to shop? They gave them parking! They also built really big new windows along the front of the store, so that people driving by could see what was inside. That may not sound like a big deal to you, but it was a brand new idea back in the 1920s.



Anne Laskey

Today, this building is the jewel of the Southwestern Law School campus. That's a great reuse of a historic space. Southwestern spent a lot of time and money fixing the building up so that it could work as a school. But they also worked hard to keep the beautiful, original details of the building.

WORSHIP ON WILSHIRE

Wilshire Boulevard is a street full of churches, temples, and other sacred spaces. Just as Los Angeles is a mix of people from many different backgrounds, Wilshire has places of worship for many different faiths. At some of the churches in this area, there are as many as five languages spoken – English, Ethiopian, Korean, Spanish, and Tagalog!

Anne Laskey



7 ST. BASIL'S CATHOLIC CHURCH

3611 Wilshire Blvd.

This church was built in 1969 to replace an older wooden church that looked very different. Its architects chose to use modern

materials, like concrete, with steel and stained-glass sculptural towers on the outside.

8 WILSHIRE BOULEVARD TEMPLE

3663 Wilshire Blvd.



© Laszlo Regos Photography

This Jewish temple was built in 1929. Many of its features reflect ancient architecture, like the Romanesque doors and enormous dome.



LAC Archives

6 THE AMBASSADOR HOTEL

3400 Wilshire Blvd.

The Ambassador used to be the fanciest hotel in Los Angeles. Everyone stayed here: presidents, movie stars, even kings and queens. You could move in and never leave – it was like its own little city, with a post office, travel agency, restaurant, and hair salon!

Like Bullocks, the Ambassador was special because of its location. It was an easy spot for drivers to get to in their cars, and the hotel looked very impressive from the boulevard. Soon, many hotels sprang up along Wilshire, hoping to be as successful as the Ambassador.

The hotel closed in 1989. Groups like the Los Angeles Conservancy worked hard for almost 20 years to save this important landmark from being torn down. When the school district bought the property in 2001, the Conservancy and lots of volunteer architects and real-estate people figured out how to use the main hotel building as part of a terrific new school campus. Unfortunately, the hotel's demolition was approved in 2005 to make way for all-new school buildings. Just think how great it would have been to go to school in the same place where world leaders and movie stars once stayed.

Take a closer look at these two places of worship. See if you can find some of their similarities and differences.



	St. Basil's Catholic Church	Wilshire Boulevard Temple
Materials		
Colors		
Windows		
The highest point of the building		
Clues that tell you it's a place of worship		

WINDSOR SQUARE / HANCOCK PARK

So far, you've seen spots on Wilshire where people have worked (like downtown), played (like the park), shopped, and worshipped (like Wilshire Center). Wilshire Boulevard is also a place where people live.

In the early 1900s, many parts of Wilshire were full of huge mansions, or large, impressive houses. Wilshire Boulevard was the fashionable address to have. But as more businesses popped up on Wilshire, people moved to different neighborhoods — and so did their houses! Some wealthy people actually put their homes on large trucks and moved them to new spots in Hancock Park and Beverly Hills.

In 2005, the residents of Windsor Square had their neighborhood declared a historic district, known in Los Angeles as a Historic Preservation Overlay Zone (HPOZ). HPOZs help keep historic neighborhoods from changing too much, so that you can enjoy them for years to come — and so can your own children someday!

PAUL REVERE WILLIAMS

Paul Revere Williams was a popular architect who designed over 2,000 houses and other buildings during his long career, which started around the 1920s and 1930s. He designed many of the beautiful homes in Hancock Park, and his architectural office was on Wilshire Boulevard. He is among the most important architects who worked in L.A., and the first African American to join the American Institute of Architects.



LAC Archives

IO HOME SWEET HOME

637 S. Lucerne Blvd.

(between Wilshire Blvd. & Sixth St.)

Imagine waking up every morning in this beautiful house! This is the Higgins/Verbeck/Hirsch Mansion, and you can find it just half a block off of Wilshire. This neighborhood is called Windsor Square, where you can find lots of homes from the early 1900s to the 1920s. As Wilshire grew, this became a popular residential area, or a place for people to live.

This style of architecture is called Victorian. It's named for the time period when Queen Victoria ruled England, from 1837 to 1901. Like many Victorian homes, this house is made of wood. It has a big front porch and large windows to let in a lot of light. At first, this house stood down the street near Bullocks Wilshire, but in 1924 Howard Verbeck moved it to its current spot. Builders cut it into three parts for the move, and Mr. Verbeck held a party in one of the parts as it rolled down the street. Even the mayor was there!

Why do you think the house has three names?



Larry Underhill

ANSWER: It is named for the three owners of the house over time; the Hirsch family lives there now.

9 SCOTTISH RITE MASONIC TEMPLE

4357 Wilshire Blvd.

Like the Elks Club downtown, the Scottish Rite Masonic Temple is a place for people to come together. Millard Sheets designed this building in 1961 for the Masons, a men's society.

It is located on an interesting corner. Across the street are two other important meeting places: the Wilshire United Methodist Church and the Ebell of Los Angeles, which was once the country's largest women's club.

Who are the Masons? Hundreds of years ago, stoneworkers, or masons, joined together as a group. They helped each other find work and taught each other the skills of their trade. Today, you don't have to work with stone to become a Mason. Mostly, Masons meet for fun and help others in need. But they've kept many of their ancient traditions.

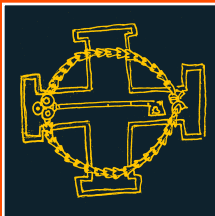


Larry Underhill

Some Mason traditions and symbols are still secret and mysterious. Make your own guesses below about what the symbols on the façade (face) of the temple mean.



The symbols include:









JOIN the CLUB!



A clubhouse is a place where people who have things in common (a social cause, a craft, etc.) can meet. If you were to design a clubhouse, what would it look like? Draw the symbols or decorations you would use.



MIRACLE MILE



I'm a saber-toothed CAT (not tiger).
We are extinct and our fossils are the
official state fossils of California.

What made **Miracle Mile** a miracle? Here's the story. During the 1920s, a man named A. W. Ross bought a bunch of land on Wilshire. He planned to build stores and other places where people would come spend their money. Some people thought he was crazy. Who would want to travel so far just for shopping? They called his property on Wilshire "Ross' Folly." (A *folly* is a ridiculous mistake.) But they were wrong, and Ross was right. Shoppers *did* come, stores made money, and suddenly, Ross' Folly became "Miracle Mile."

Miracle Mile is a very special section of Wilshire. Here, you'll find an exciting collection of buildings in a

range of architectural styles. How do you know what to look for? Here are a few pointers.

Larry Underhill

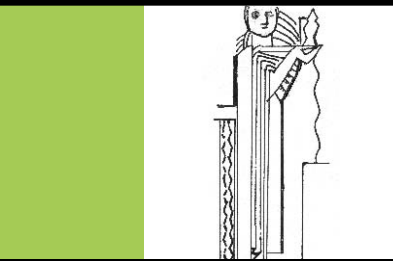


ART DECO

Art Deco buildings were very popular in the 1920s, when people had a lot of money to spend on buildings with extra decoration and expensive materials. Here are a few details that can help you identify an Art Deco building:



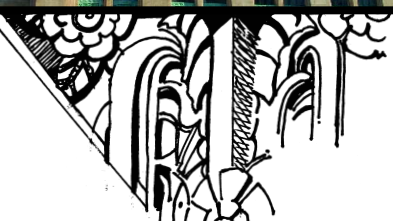
- zigzag shapes with jagged lines



- vertical lines to draw your eye upward to the sky



- setbacks (when the upper levels are shaped like the steps on a staircase)



- designs with images from nature, like leaves and vines

STREAMLINE MODERNE

The Streamline Moderne style became popular during the Great Depression of the 1930s. This was a time when people designed simpler buildings with less expensive materials but still made them look beautiful. Here's what you might see in a Streamline Moderne building:

you-are-here.com



- more horizontal lines than vertical lines, with buildings appearing to "hug" the ground
- horizontal bands of windows



Anne Laskey



Photo by Julius Shulman, © J. Paul Getty Trust, The Getty Research Institute

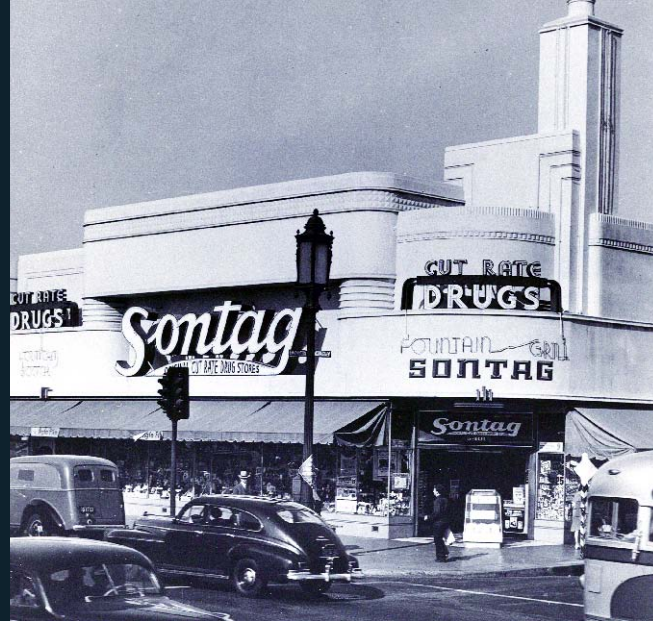
- streaming lines
- curved corners or rounded windows



13 DOMINGUEZ-WILSHIRE BUILDING • 5410 Wilshire Blvd.

What do you think is the style of this building?

What "clues" did you use?



Security Pacific Collection / Los Angeles Public Library

12 SONTAG DRUG CO. BUILDING 5401 Wilshire Blvd.

What do you think is the style of this building?

What "clues" did you use?

II THE DARKROOM • 5370 Wilshire Blvd.

With a name like "The Darkroom," can you guess what this store sold? Take a look at the front of the store, and it's a dead giveaway! This building is from 1926, but in 1938 the owners redesigned the front of the store to look

like a camera, down to all the knobs and buttons. A fun design like this was a sure way to get those car-driving shoppers to pull over for a second look!



Tim Street-Porter



Try designing your own store so that its exterior looks like the product it sells. What would a candy store look like? How about a hot dog stand?



MORE OF MIRACLE MILE



15 THE MAY COMPANY BUILDING

6067 Wilshire Blvd.

When this was built in 1939, everyone agreed that it was beautiful. With smooth, horizontal lines, curved edges, and bands of windows, it was an exciting example of Streamline Moderne architecture. The May Company was a fancy department store — and the gold cylinder on the building's corner looked a lot like a perfume bottle!

The department store closed its doors in 1993. The building's owner planned to tear it down and build office towers and a hotel. But preservation organizations, such as the Los Angeles Conservancy, fought to save it. They worked with county officials to make sure it would be reused instead of torn down. Today, this building is being reused as part of the Los Angeles County Museum of Art.

Tim Street-Porter

14 THE PETERSEN AUTOMOTIVE MUSEUM

6060 Wilshire Blvd.

What could be more perfect than a museum for cars on a street where driving is the name of the game? This museum is another great example of how an old building can be reused. Originally, this was the Seibu Department Store, a store that sold special products from Japan. Then, it was Ohrbach's Department Store. In 1994, the Petersen Automotive Museum took over the space. Architects made some changes before the cars moved in.

BEFORE



Anne Laskey

Take a look at the "before" and "after" pictures. Can you identify what's different? Use the picture of the car as a clue. Why did the architects make these changes? Write your ideas below.



16 BLAST OFF TO JOHNNIE'S!

6101 Wilshire Blvd.

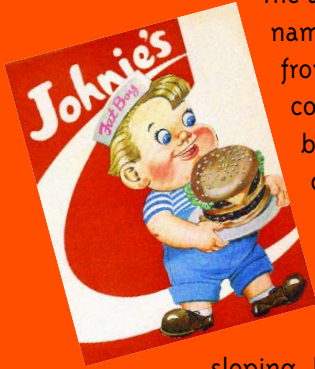
This coffee shop opened in 1955, when Americans were interested in space travel and anything having to do with the future. This futuristic style of architecture is called "Googie" architecture.

The unusual name comes from a

coffee shop named "Googie's" that used to be on Sunset Boulevard and that was designed in a similar style.

You can find all kinds of coffee shops, motels, and bowling alleys from the 1950s that were designed in this way.

At Johnnie's, look for the upward-sloping, butterfly-shaped roof — it makes the building look like it's hanging from the sky!



ADAPT IT!

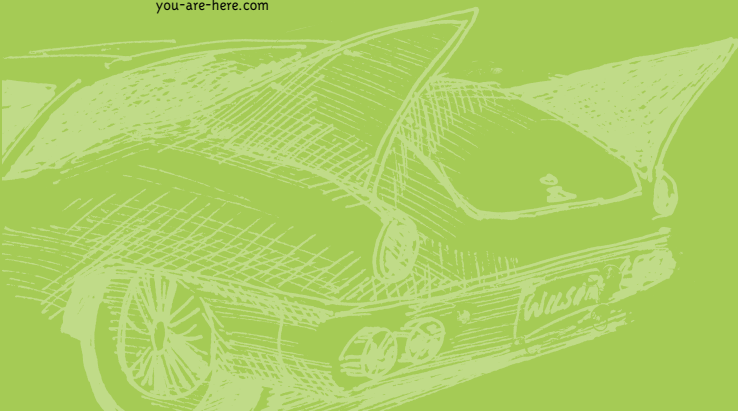


Johnnie's is no longer used as a coffee shop. (It is mostly used for filming movies.) Come up with your own idea for how to adapt, or reuse, this building. Be sure to think of a creative way to keep and use the big windows and cool sign!

AFTER



you-are-here.com



Courtesy Petersen Automotive Museum

BEVERLY HILLS

This stretch of Wilshire is world-famous as a ritzy shopping district. Would you believe that before these stores and hotels were here, this land was used for a car racetrack?! Today, you can find some very glamorous hotels in this neighborhood.

17 Beverly Wilshire Hotel
9500 Wilshire Blvd.



B. Doggett

18 Beverly Hilton Hotel
9876 Wilshire Blvd.



© 2005 The Beverly Hilton

Take a good look at the Beverly Wilshire Hotel and the Beverly Hilton. How is one different from the other? Use the chart below to compare them.

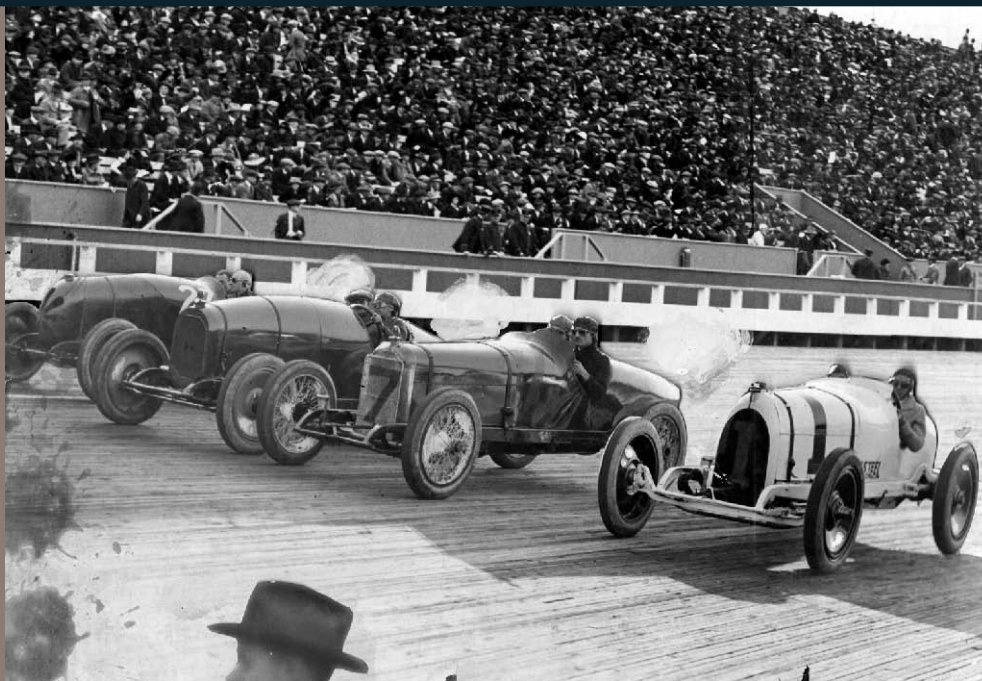


Does it look old or new?

What shapes and textures do you see?

What details make this building special or different?

What do you like about each?



Can you believe there used to be a racetrack in Beverly Hills? This photo was taken at the track in 1921.



WESTWOOD

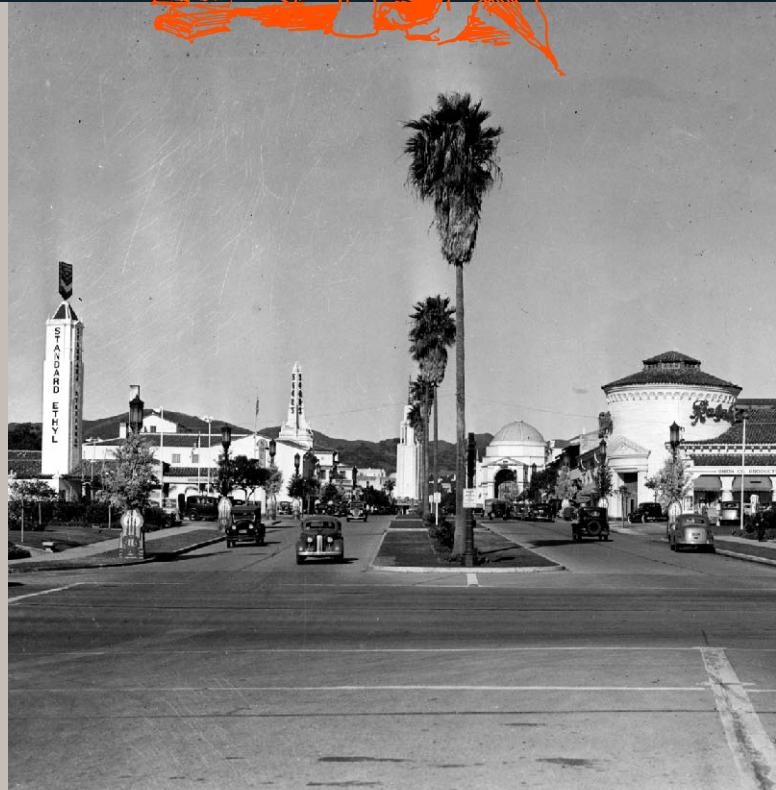


19 Westwood is a little bit like a college town within a big city – it's home to the University of California, Los Angeles. One thing that makes this part of Wilshire special is the huge number of high-rise towers that you see as you travel down the boulevard.

Stop at the corner of Wilshire and Westwood Boulevards. How is your view different from what you see in this photograph from the 1930s? How do the many high-rise buildings in this area compare to the other parts of Wilshire that you've seen so far?



Security Pacific Collection / Los Angeles Public Library



VETERANS AFFAIRS



Security Pacific Collection / Los Angeles Public Library

20 THE WADSWORTH CHAPEL

Eisenhower & Bonsall Aves. (just north of Wilshire Blvd.)

This is the oldest building on Wilshire. It's a *chapel* – a place for people to pray and worship. When it was built in 1900, the architects designed it to have two chapels inside. One side is a Catholic chapel, and the other side is Protestant. It was built as part of what is now Veterans Affairs, which serves veterans, former members of the U.S. military.

There are big plans underway to restore, or fix up, Wadsworth Chapel. Take a good look at it yourself, from the bricks at the base of the building to the paint job on the exterior. If you were in charge of the restoration, what steps would you take to fix up this structure? List them here.



SANTA MONICA

Santa Monica is where Wilshire meets the Pacific Ocean. Just like downtown, this part of Wilshire had a different name in the early days — it was called Nevada Avenue. That was no accident — Senator John P. Jones, who named the street, represented the state of Nevada, even though he spent a lot of his time in California. Back in the 1870s, he had the great idea of setting up a *resort town* — that's a town where people come to rest, relax, and play. He thought that people would love to be by the ocean, where the weather was good and the scenery was beautiful. He was right, and Santa Monica was born.



Courtesy of the Santa Monica Public Library Image Archives / Thompson Photo

21 MILES MEMORIAL PLAYHOUSE

1130 Lincoln Blvd.

(between Wilshire Blvd. & California Ave.)

A man named J. Euclid Miles donated money for this building to be used as a theater for young people. It is in a style called Spanish Colonial Revival. See the red-tiled roof, plain plaster walls, arches, and iron decorations? You would never believe that this building was badly damaged in an earthquake more than ten years ago. It was repaired and now offers art, dance, and theater classes, as well as performances.



Senator Jones' wife planted a Moreton Bay fig tree by their house in Santa Monica. The Miramar Hotel is now where the house was, but the fig tree is still there — and guess what? The tree is a city landmark!

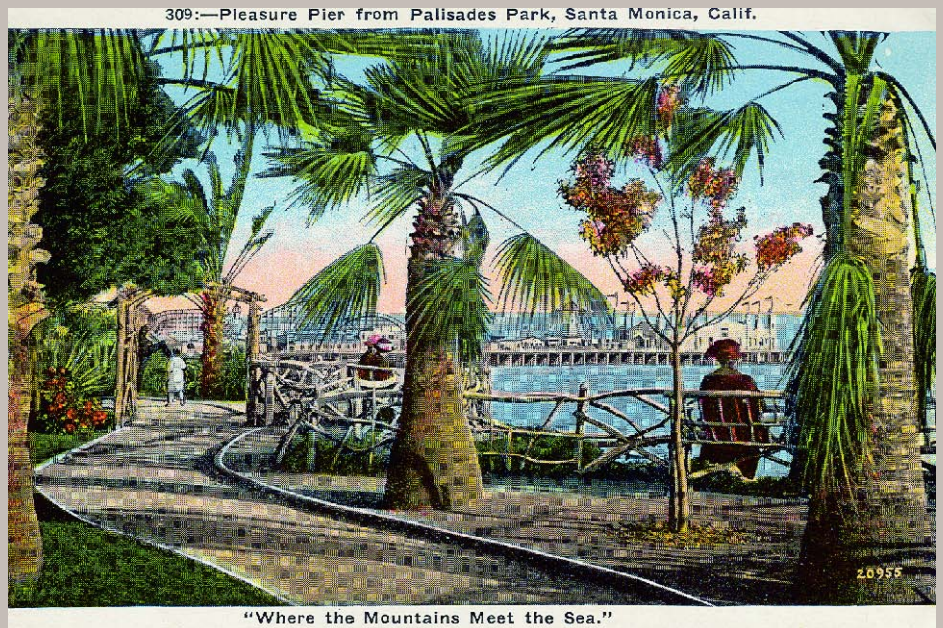


Imagine what play you would present here, and draw a poster to advertise it.

22 PALISADES PARK

Wilshire Blvd. at Ocean Ave.

Every resort town needs a good park. Palisades Park is a very special place in Santa Monica. (A *palisade* is a series of steep cliffs along the ocean or a river.) It runs along the coast for fourteen blocks from Colorado Ave. to Adelaide Dr., and gives visitors a place to stroll and enjoy the view.



Eric Evavold Collection

Herald-Examiner Collection / Los Angeles Public Library



SAINT MONICA STATUE • Palisades Park

This statue honors Saint Monica, for whom Santa Monica is named. It was built by the WPA in the 1930s. The WPA (Works Progress Administration) was a government organization that hired artists, writers, and other workers who were out of work because of the Great Depression. These people worked on many projects that improved life in cities across America.

WISH YOU WERE HERE!

Try to imagine what Santa Monica looked like back in the 1870s. Pretend that you're a visitor, and write a postcard to your family back home about this amazing place.



How would you describe Santa Monica to people who had never seen it before? What do you like about it?

Santa Monica Beach

POST CARD

TO:

PLACE
STAMP
HERE



AFTER YOUR TOUR

Who would have thought that one street could tell so many different stories? We hope that after you've explored some of these spots on Wilshire Boulevard, you'll appreciate how Los Angeles has grown

and changed over the years. Once you've finished exploring Wilshire, think about what you've seen, from buildings, to parks, to homes. Then try some of these activities.

WHAT'S YOUR FAVORITE?



Which space on Wilshire did you like the best? Can you explain why you like it? Use the "How to Look" checklist on page 5 to describe your favorite building.

I may look like an elephant, but I'm an American Mastodon.



MORE LANDMARKS!

The City of Los Angeles has identified places that they call Historic-Cultural Monuments. These sites are considered important, and worth saving for generations to come, because of their architecture and history.

Think about other buildings that you know in Los Angeles. Which building would you nominate to be a Historic-Cultural Monument? Write a letter describing the place that you love and give good reasons for why you think it should be declared a landmark. Draw a picture to go with it!





1920s

LOOKING AHEAD

Try to picture Wilshire Boulevard 100 years from now. Some of those modern buildings that you saw won't be so modern anymore! Draw how you imagine Wilshire Boulevard in the future.

Courtesy Alyce Williamson



c. 1940

Marc Wanamaker, Bison Archives



2015



2005

Larry Underhill

MORE TO THE STORY

Believe it or not, there's more to the Wilshire Boulevard story than what you see in this guidebook! Go to the Los Angeles Conservancy's *Curating the City* website at www.curatingthecity.org. Check out another building and compare it to your favorite.



NOTE TO TEACHERS

We hope you find this book useful as you explore Los Angeles with your students. Since this tour covers so much ground, consider dividing Wilshire Boulevard into smaller sections that you can explore on different field trips.

You might also consider using this guide before visiting Wilshire Boulevard to prepare students for their trip. You could divide your class into small groups and make each group responsible for being the "docents" on one stop of your tour.

Be sure to visit www.curatingthecity.org for ideas and lesson plans to support your curriculum. Lessons have been created to enrich students' understanding of California history, incorporate reading and writing skills, and satisfy state standards.

Richard Misrach, Courtesy Fraenkel Gallery



CREDITS

- Text: Erin Ash Sullivan
- Design, Color-by-Numbers, Wilshire Bingo:
Future Studio Los Angeles • www.chickenboy.com
- Illustrations: Stuart Rapeport

Curating the City: Wilshire Boulevard is made possible by a grant from the Getty Foundation, the philanthropic division of the J. Paul Getty Trust in Los Angeles.




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Los Angeles Conservancy educational programs are made possible in part by a generous grant from The Ralph M. Parsons Foundation.

For more information about Wilshire Boulevard, see:

Hines, Thomas S. "Wilshire Boulevard, Los Angeles, California." In *The Grand American Avenue, 1850-1920*. San Francisco: Pomegranate Artbooks, 1994.


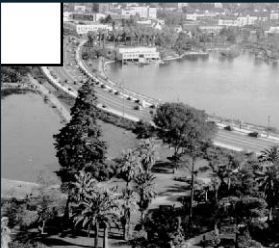
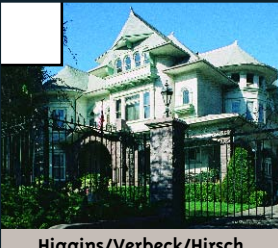



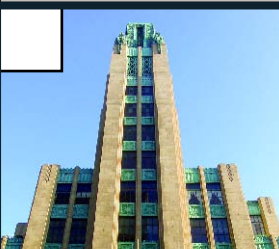

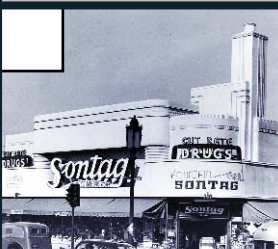

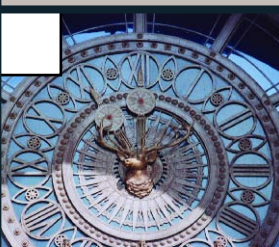





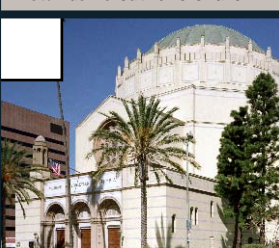

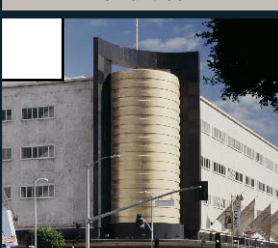
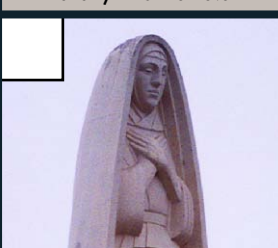
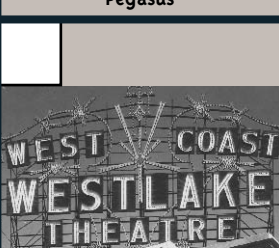
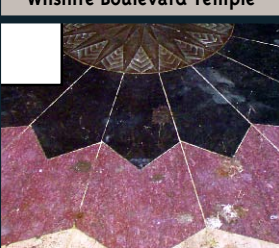


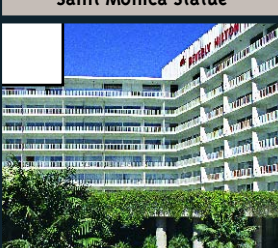
Roderick, Kevin, with J. Eric Lynxwiler. *Wilshire Boulevard: Grand Concourse of Los Angeles*. Los Angeles: Angel City Press, 2005.

Suisman, Douglas R. *Los Angeles Boulevard: Eight X-Rays of the Body Public*. Los Angeles: Los Angeles Forum for Architecture and Urban Design, 1989.

WILSHIRE BLVD. BINGO

You choose which way to play Wilshire BINGO — find all the items in any row (up or down), a diagonal, an “X” or all the items on the card. As you ride along Wilshire

Boulevard and you see any of the places or items on the BINGO card, fill in the upper corner. Find all the items in your game and you win! Don’t forget to yell BINGO!

B	I	N	G	O
 Elks Club Angel	 MacArthur Park	 Higgins/Verbeck/Hirsch Mansion	 Dominguez-Wilshire Building	 Wadsworth Chapel
 Roosevelt Building	 Bullocks Wilshire Building	 Scottish Rite Masonic Temple	 Sontag Drug Co. Building	 Miles Memorial Playhouse
 Elks Club Entryway	 St. Basil's Catholic Church	 Scottish Rite Symbol(s)	 The Darkroom	 Beverly Wilshire Hotel
 Pegasus	 Wilshire Boulevard Temple	 Miracle Mile Sign	 May Co. Building	 Saint Monica Statue
 Westlake Theatre Sign	 Bullocks Terrazzo	 Johnie's Coffee Shop	 Petersen Automotive Museum	 Beverly Hilton Hotel