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

Proposed by CPED-Planning, Preservation & Design
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The local designation of the Hollywood Theater includes both the exterior and the interior of the theater. The purpose of this document is to provide clarity on the treatment of the theater and its specific features that contribute to the historical significance of the structure. It should be used to supplement the Neighborhood Movie Theater Thematic District Guidelines for Rehabilitation which was adopted for the Hollywood and four other theaters in 1991. This framework provides guidance for the treatment of significant features of the Hollywood. Features that are not specifically mentioned in the following document may still be significant to the theater and their treatment requires consideration. This guidance offered in this document is divided into the following categories, which are loosely derived from the typology of treatments used by the Secretary of the Interior.

- **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.

The document is organized by addressing the exterior features and then addressing the interior of the structure by dividing the interior into three areas:

- The Outer lobby, which includes the entrance vestibule by the ticket booth and the main lobby.
- The Inner Lobby, which is the space that connects the outer lobby to the auditorium and the basement
- The Auditorium, which includes the balcony, main floor, and stage areas.

Exterior

The Hollywood Theater is architecturally significant as an urbane and large scale example of theater design in the Streamline Moderne style. The Streamline Moderne style was popularized by the 1933 Chicago Century of Progress Exposition. The style was an outgrowth of streamlined industrial design used for ships, planes and cars. Designed to look as if they were moving the design elements became smooth, linear and functional. Formerly disparate components-- entrance and exits, box office, sign and marquee – were welded into an organic whole. The original façade of the Hollywood Theater is an excellent example of this form marked by asymmetrically balanced parts and the unified marquee-sign combination.

The theater’s primary façade is clad in Kasota stone with a base of brown and tan polished rainbow granite. The secondary facades are made of common brick. Punctuated only by the entrance, exits, and three small rectangular windows on the second story, which serve the projection booth, the façade’s only applied decoration is a series of low-relief incised horizontal and vertical lines, which meet to form four right angles. On the left of the façade is a concrete pillar, now covered in green tile and Kasota stone that once supported the theater’s vertical projecting “Hollywood” sign. This sign was removed in 1948 when the canopy was remodeled. In that same year a new triangular canopy was designed under the supervision of Liebenberg and Kaplan. This replacement canopy still exists

and has a illuminated block letters which spell “Hollywood” top the canopy. The present marquee is a simple backlit strip affixed to the theater’s façade directly below the canopy.

New Openings

To allow for a sensitive reactivation of the theater new openings may be desired to increase natural light. 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.

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.

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

The Hollywood's interior design is representative of the zig-zag art deco style with streamline moderne accents. The Outer Lobby of the structure is divided into two spaces: the first is the entrance vestibule and the second is the main lobby. These spaces are segmented by a partition wall. The connection between these two spaces is reinforced through the design of a multicolored terrazzo floor inlaid in grey, yellow, black and pink. In the entrance vestibule of the theater the terrazzo is designed in a semi-circle pattern and in the main portion of the outer lobby the multicolored terrazzo five striped banding that terminates at the base of a fountain on the south wall of the lobby.



* All historical photographs from the Northwestern Architectural Archives, University of Minnesota

Terrazzo Floor



Description

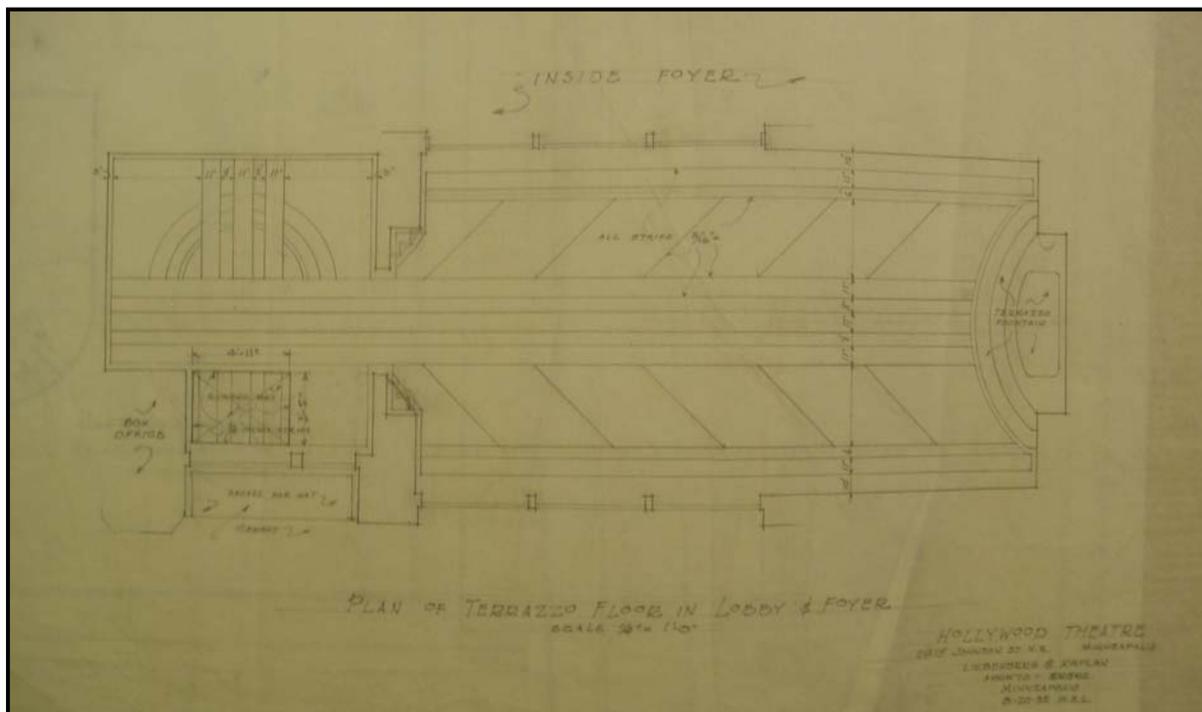
The multicolored terrazzo floor inlaid in grey, yellow, black and pink is covered in dust and dirt.

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.

The floor of the entrance vestibule is flat, while the main lobby floor has a slight rake that slopes away from the main auditorium toward the exit doors. The terrazzo floor is one of the few original interior finishes that is intact and exemplifies the original design aesthetic. All efforts shall be made to rehabilitate the floor and showcase it in proposed reuses of the Hollywood.

If a proposed rehabilitation requires the leveling of the outer lobby floor to activate the space, a sensitive and reversible leveling of the floor may be considered if the following criteria can be demonstrated. First, the proposed leveling will not result in the damage or destruction of the floor and adjacent original features and can be reversed without causing damage to the floor. Second, financial information, such as a pro forma, demonstrate that this space must be utilized to make the rehabilitation and activation of the theater viable. Furthermore, 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 Feature



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

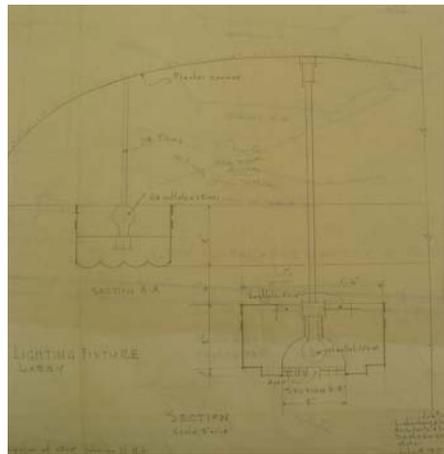
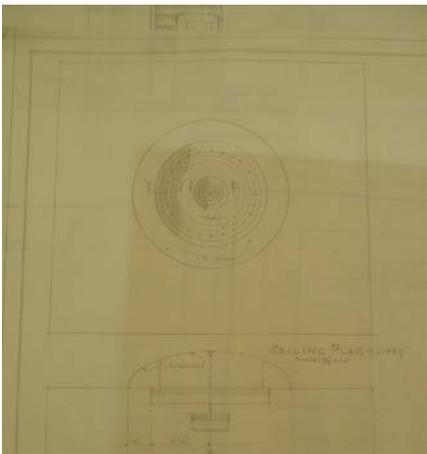


Description

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

The configuration of the inner lobby space of the theater remains fairly intact. The vaulted ceilings remain and many of the original details such as the poster cases, wall lights, and moldings remain intact. In the 1960s the reconfiguring of the refreshments counter resulted in the opening of a display case and counter into the inner lobby. One of the most prominent inner lobby features is the decorative railing along the spiral stairway that leads to the basement. The railing uses the same design as the railings demarcating the balcony and main floor of the auditorium.



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

The auditorium showcased the nautical and industrial themes of the Streamline Moderne style. This is evident in the porthole lights and the columns that flanked the stage and rear corners of the auditorium. Due to time and damage caused by water infiltration the auditorium does not exhibit the same ornate finishes it was once adorned with. However, many of these design details remain in a various conditions. Most importantly the volume of space remains intact as do the columns flanking the stage and the frames for the porthole lights.

To use the auditorium for an interim reuse may require the removal of the seats and the leveling of the auditorium floor. The seats are original and their loss shall be mitigated by salvaging and storing of the end panels of the seats and the submittal of drawings of a typical seat. The floor can be leveled and shall be done in a manner that is demonstrated to sensitive, reversible and that will not damage the walls, stage, or decorative columns of the auditorium.

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.

The vastness of the auditorium space is an important feature of the theater and is historically significant. For an adaptive reuse of the theater it is likely that the auditorium space will need to be subdivided to accommodate tenants. The subdivision of the space can be done, however, the sense of space and feeling associated with the volume of the space and theater activity shall be conveyed in the subdivision. This can be done by subdividing the space at a natural division point between the balcony and the main floor. The rendering of the interior on the next page shows one design option that conveys the sense of space, while still allowing for the subdivision of the auditorium.



Recoloring



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 Maintain

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



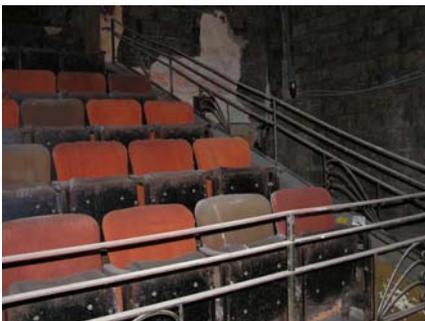
Description

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.

Balcony Light Fixtures



Description

Located in the rear of the balcony these two light fixtures appear to have been mounted into the corner of the dropped ceiling and the outside wall.

Guidance Removal Allowed

These fixtures can be removed with proper mitigation steps.

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.