

Holiday Bowl
3730 Crenshaw Boulevard
Los Angeles
Los Angeles County
California

HABS No. CA-2775

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PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

**Historic American Buildings Survey
National Park Service
Department of the Interior
San Francisco, California**

HISTORIC AMERICAN BUILDINGS SURVEY

Holiday Bowl

HABS No. CA-2775

Location: 3730 Crenshaw Boulevard, Los Angeles, Los Angeles County, California. Property is situated at the northeast corner of the intersection of Coliseum Street and Crenshaw Boulevard. It is bounded by Crenshaw Boulevard on the west, Coliseum Street on the south, a shopping center on the north, and residential development on the east. Holiday Bowl is located approximately 4.4 miles west of downtown Los Angeles, and one mile south of the Santa Monica Freeway (I-10).

Hollywood, California 7.5-minute USGS Quadrangle,
Universal Transverse Mercator (UTM) Coordinates:
Zone 11, Easting 376864, Northing 3764864

Present Owner: Axiom Real Estate Services, Incorporated
16432 Vanowen Street
Van Nuys, CA 91406

Original Use: Bowling alley with attached coffee shop

Present Use: The building is currently vacant.

Significance Summary:

Constructed in 1958, and operated by Japanese businessmen, the Holiday Bowl became an ethnically diverse community center to area residents. It was originally open 24 hours a day to accommodate the irregular schedules of many industrial workers, especially aerospace employees. Though ineligible for the National Register of Historic Places, the Holiday Bowl is locally important for its historic and cultural associations with the Japanese-American and African-American communities of Los Angeles. Built in the Crenshaw District of Los Angeles, the Holiday Day Bowl is significant as a local landmark to the rise of Nisei bowling and the development of new venues for social life in the post-World War II period. The “attached” coffee shop stands out as a good architectural representative of the Googie style. On December 19, 2000, the coffee shop portion of the Holiday Bowl was formally designated a City of Los Angeles Historic-Cultural Monument.

PART I. HISTORICAL INFORMATION

A. Physical History

1. Date of Erection:

Original construction: 1958

Alterations and Additions: 1969, 1970s, 1990s (exact dates of most alterations unknown).

2. Architect:

The Ted R. Cooper Company, a Los Angeles based construction, engineering, and general contracting firm, is the architect of record for the bowling alley portion of the Holiday Bowl building.

The Los Angeles based architectural firm of Armet (Louis) and Davis (Eldon) is the architect of record for the coffee shop portion of the building. Their design for the coffee shop was incorporated into the overall project plans of The Ted R. Cooper Company. Helen Fong designer associated with the architectural firm Armet and Davis, assisted in the interior design and arrangement of the original "Sakiba" bar and restaurant and Gooie style coffee shop.

3. Original and subsequent owners:

Property (parcel) owner: Leo Siskin/Marshall Siskin (1930 – 2002)

Leasee/third party operator: Crenshaw Park, a Co-Partnership (established c.1957)

Property (parcel) owner: Axiom Real Estate Services, Incorporation (2002 – present)

4. Builder(s), contractor(s), supplier(s):

Builder(s): The Ted R. Cooper Company, 149 West 22nd Street, Los Angeles, CA

Contractor(s): The Ted R. Cooper Company, 149 West 22nd Street, Los Angeles, CA

Supplier(s): AMF Bowling equipment, otherwise unknown.

5. Original plans and construction:

No original plans exist. However, a limited number of blue line photographic copies of reproduced construction drawings exist, as do copies of preliminary concept plans of the bowling alley and a hand-sketched rendering of the proposed coffee shop. All copies of the existing drawings are in good condition and are privately kept by the previous property owner, Marshall Siskin, Los Angeles, California.

6. Alterations and additions:

A 500-square foot addition was attached to the southern portion of the coffee shop in 1969.

With the implementation of this addition, the original front entry approach into the bowling alley and coffee shop was altered, as was the landscaping along this elevation. However, the addition was compatible with the original coffee shop design and material. At some unspecified date, the interior space of “The Sakiba” bar and restaurant was completely altered and reconfigured. This alteration included the removal of the original fire pit in the center of the restaurant area, the circular shaped booths surrounding the fire pit, Oriental influenced light fixtures, Japanese style interior garden areas, and Japanese themed wall treatments and decorations. The J-shaped bar, which was originally parallel with the west wall of the restaurant space, was move to run parallel along the east wall. The original ceiling ornamentation, comprising of rows of the wooden beams, are still intact. Other changes to the building include the removal of the single-path, automatic doors which once punctuated the north and east elevations. These doors were replaced, at some unspecified date, with aluminum framed, glazed double doors (now boarded over). Additionally, small storage rooms were added (date unknown) along the north side of the property line west of the porte cochere (specific date of addition unknown). Within the past few years (2000-2003, exact dates unknown), the interior of the bowling alley portion of the Holiday Bowl building has been completely gutted. All bowling related fixtures, furniture, and features have been removed. Within the interior of the coffee shop, only the L-shaped counter with attached stools, bar back/service area, saw tooth shaped ceiling, and ornamental light boxes along the north portion of the east wall are intact.

B. Historical Context:

Early Los Angeles

Prior to the arrival of the Spanish in California, the Los Angeles area was inhabited by the Gabrielino Indians. The earliest explorers to the region arrived in 1769, with the Gaspar de Portola Expedition. In 1781, Mexican settlers under the direction of Spanish Governor Felipe de Neve founded El Pueblo de La Reina de Los Angeles. Land to the west of the pueblo comprised four large ranchos. The largest of these was Rancho San Vicente y Santa Monica, encompassing most of the Santa Monica Mountains, Brentwood, West Los Angeles, and the City of Santa Monica. Rancho Boca de Santa Monica comprised the Pacific Palisades and Santa Monica Canyon. The present-day Palms area was situated within Rancho Rincon de los Bueyes while Rancho San Jose de Buenos Ayres encompassed present-day Westwood, land near Bel Air, Beverly Hills, and land to the north of Pico Boulevard. During the 1800s, many of these rancho lands were sold to several individuals and families.

Japanese Americans in Los Angeles

In 1850, California was admitted as the 31st state in the Union. Many Americans flocked to California in hope of finding gold. During the 1860s and 1870s, land outside the downtown area of Los Angeles was settled as the City began to expand. Little Tokyo in Los Angeles began modestly in

1885, when an ex-seaman named Kame opened a small restaurant on the west side of Los Angeles Street, in downtown Los Angeles. At the time, only two dozen Japanese were living in Los Angeles. According to the 1890 U.S. Census records, 590 Japanese were in San Francisco, with 184 in Alameda County, and 51 in Sacramento. A scattering of Japanese residents appeared throughout the rest of California with the smallest number in the southern California area. During the 1890s, Los Angeles' total population doubled from 50,000 to 102,000 people due in part to the completion of the Transcontinental Railroad, which opened the West to the rest of the United States. By 1900, southern California had a Japanese population of approximately 500, with the largest concentration in Los Angeles County. Many of Los Angeles' first Japanese immigrants worked for the railroad cleaning boxcars and maintaining the tracks. Opportunities in agriculture also helped to attract the Japanese to the southland. However, it was the establishment of Japanese-owned employment agencies and business associations that brought life and promise to the Los Angeles based Japanese community. With the continued migration of the Japanese population to the southern California during the 1910s and 1920s, the Japanese community of Los Angeles continued to grow. This population increase was also due to the number of immigrant women and the birth of nisei children. Many immigrants moved to Los Angeles County during the 1930s, because of the increased economic opportunities during the depression. As the local population grew, Little Tokyo continued to expand.

Little Tokyo and its Japanese community flourished until World War II, when Japanese Americans were incarcerated in U.S. Army detention camps. Following the war and the end of the internment, many of the internees resettled in the East and Midwest to rebuild their lives. Those who did return to California also had to rebuild their lives. This period was one of intensive efforts to re-establish Japanese American communities, not only in the city center but elsewhere. The decade between 1950 and 1960 saw almost a doubling of the Japanese population in California. Los Angeles County once again led the state with 77,314 Japanese residents. This large increase was attributed to the births of sansei, the third generation of Japanese. A secondary but far less important reason was the gradual return to the West Coast of individuals who had resettled to other areas during the World War II internment. By this time, the Japanese population had made the transition from a rural to an urban population with the economic base less oriented to agriculture.

The Crenshaw District

Local streetcars made possible development of residential neighborhoods further west during the late 1880s and early 1890s. In the early 1900s, a narrow gauge railroad known as the Green Car Line followed a route west along Santa Barbara Avenue, southwest along Leimert Boulevard and south along Crenshaw Boulevard connecting downtown Los Angeles with Inglewood and Manhattan Beach.

The railroad and local electric railway system provided greater access to the Crenshaw District, including the Leimert Park area. Leimert Park was developed by Walter H. Leimert Sr., a real estate

developer who purchased 240 acres of land known as Rancho Cienega O Pao de la Tijera in the early 1920s. Leimert envisioned a development project, which was to become a planned unit community with single and multiple family dwellings, a retail center, a school, and a park. In 1925, Leimert commissioned Frederick Law Olmsted Jr., for the design of Leimert Park. It was one of the City's first planned communities.

The late 1920s and 1930s, was a period of airport development in the area. There were four airports located between Exposition Boulevard and Santa Barbara Avenue (now called Martin Luther King Boulevard). Los Angeles International Airport was located a considerable distance from the Holiday Bowl, to the southwest. Though left undeveloped during most of the 1930s and early 1940s, the four nearby airports eventually closed and much of the land was subdivided for residential and commercial development.

In 1947, the Crenshaw Regional Shopping Center, located a few blocks south of the Holiday Bowl, was opened. Two well-established department stores, the May Company and Broadway, served as anchors at the corners of Crenshaw Boulevard and Santa Barbara Avenue. Constructed on undeveloped land, the shopping center was built in anticipation of population to follow. The Crenshaw Shopping Center gave impetus to the development of other neighborhood shopping areas in the Crenshaw District. Shopping centers sprang up at Washington Boulevard and 10th Avenue, along La Cienega Boulevard, at Coliseum Street and Crenshaw Boulevard, and on Rodeo Road at its intersection with La Brea Avenue.

At this time, Japanese Americans, many of which had been interned during World War II, began moving into the area west of Arlington Avenue, and north of Santa Barbara Avenue (Martin Luther King Jr. Boulevard). During the 1950s and 1960s, a thriving Japanese community developed with many businesses located along Crenshaw Boulevard, on Jefferson Boulevard, and in the Crenshaw Square shopping center. The Holiday Bowl, a bowling center operated and managed by Japanese Americans, opened in 1958 at 3730 Crenshaw Boulevard. In the late 1940s, African Americans also began moving into the area north of Jefferson Boulevard and east of Crenshaw Boulevard. By the late 1950s and early 1960s, African Americans moved further west into the Crenshaw District, Leimert neighborhood, and Baldwin Hills.

By the end of the 1960s, other changes began occurring within the African American and Japanese American ethnic groups that had become established in the area. When young Japanese Americans left the community to enter college, few returned to the old neighborhoods after graduation. Redlining by banks, insurance companies, and other related funding institutions made it difficult for young minorities to acquire homes and businesses in the area, though it was possible.

The 1980s saw a boom in the construction of mini-malls. Mini-malls dominated many corner locations and made the strip commercial development along some of the major arteries, including Crenshaw Boulevard, less viable. Because of physical limitations to the property and absentee

landlords, the introduction of mini-malls in the area further contributed to the decline of strip commercial development. With difficulty maintaining a client base, many businesses closed, boarded up their storefronts, and abandoned their buildings.

Within the past decade the neighborhood has seen an upswing in the revitalization of the area. Through creative and innovative land use guidelines and stable financial backing the commercial development within the Crenshaw District is being revitalized with new business ventures and greater economic growth.

Holiday Bowl Bowling Center

In the 1950s, the Siskin family leased the Holiday Bowl property to a third party operator for further development. What followed was the formation of a co-partnership between the Siskin family and four Japanese businessmen (Hanko Okuda, Paul Uyemura, Harley Kusumoto, and Harry Oshiro) called “Crenshaw Park, A Co-Partnership.” Opened in 1958, and operated by the Japanese businessmen, the Holiday Bowl quickly became a community center to area residents. It was originally open 24 hours a day to accommodate the irregular schedules of many industrial workers, especially aerospace employees.

By the late 1950s, the Crenshaw district was home to one of the largest Japanese communities in Los Angeles. For Japanese-Americans, returning from World War II internment camps, bowling became a social focus for the community. Before and after the war, Nisei leagues such as the Japanese-American Citizens’ League and the Japanese-American National Bowling Association bowled competitively in Los Angeles, San Francisco, San Jose, Seattle, and Honolulu. Local leagues such as the Produce League, Floral League, and the 442nd League competed at the Holiday Bowl.

African-Americans had a strong voice in the bowling community as well. The National Bowling Association (formerly known as the Negro Bowling Association) was founded in 1939, when African American bowlers could find few places to bowl or had to bowl at odd hours. The association boasts approximately 50,000 members today.

Non-whites were barred from competition in the American Bowling Congress (ABC) and the Professional Bowling Association until 1950. Both the Japanese and African American organizations had important roles in opening competition to everyone. Masao Satow, a Los Angeles native and ABC Hall of Fame member, is regarded as the person who did the most for Japanese American bowlers in the United States.

The Holiday Bowl opened its doors just eight years after the ban was lifted and was accessible to all bowlers. It quickly became a strong source of social capital for surrounding neighborhoods. Japanese American and African American bowlers from the Holiday Bowl have competed together in league tournaments as far away as Hawaii.

Googie Architecture

Googie is an architectural style that first appeared in Los Angeles in the late 1940s and early 1950s. The buildings most closely associated with the Googie style are the Modern coffee shops, car washes, and bowling alleys. This was an architectural style uniquely adapted to the needs of the postwar automobile environment. Characteristics of the style include large exaggerated and angled roofs that appear to float over large expanses of plate glass walls. Abstracted geometric plans and site specific themes, the integration of natural and synthetic materials such as stone walls, terrazzo flooring, Formica counter tops, plate glass, stainless steel, plastic and fiberglass.

The architectural firm of Louis Armet and Eldon Davis (Armet & Davis) are credited in establishing the Googie Style as a recognized and popular architectural style. Both graduates of the School of Architecture at the University of Southern California, they opened an office together in 1947. Their work for several restaurant chains, including Bob's Big Boy and Denny's colonized the style and its image throughout the United States and Canada.¹ Locally they took liberty of the Coffee Shop Modern style, extending their designs to include bowling alleys, offices, and supermarkets.²

¹ Hess, Alan, *Googie: Fifties Coffee Shop Architecture*, p. 71.

² Los Angeles Conservancy Modern Committee website.

PART II. ARCHITECTURAL INFORMATION:

A. General Information:

1. Architectural Character:

Completed in 1958, the Holiday Bowl building is designed in a utilitarian style with restrained Modern influences slightly visible in its massing, lines, and composition. The “attached” coffee shop situated at the northwest corner of the Holiday Bowl building, on the other hand, incorporates the architectural style known as Googie in its design. That same Googie style is also evident throughout the interior portion of the coffee shop.

2. Condition of the Fabric:

Bowling Alley – The physical location of the bowling alley has not changed over the years, nor has its setting within the Crenshaw District of Los Angeles. Much of the original exterior cladding and features of the building, including the porte cochere, are intact. However, the interior spaces of the structure have been extensively modified in recent years by the removal of all physical features associated with the activity of bowling and the building itself. The interior space of the bowling alley no longer adequately reflects the original intent and use of this particular property type. In addition, the historic feeling and association of the building are lacking since it is no longer open for business and all of the interior spaces have been extensively altered or removed. Because this portion of the building retains little, if any, of its historic physical features and attributes sufficiently enough to convey its historic character and use, the condition of its fabric is considered poor.

Coffee Shop – The “attached” coffee shop retains its original location, design, setting, feeling, and association, as well as much of its historic materials and workmanship. The property retains many of the important historical physical features and characteristics, which define this particular property type and architectural style. Alterations include the removal of a portion of the original Japanese garden located to the south of the coffee shop and along the front (west elevation) of the bowling alley portion of the building in 1969 for the addition of a 500-square foot expansion of the coffee shop. Though modified, the coffee shop appears to retain a high degree of physical integrity and, therefore, the condition of its fabric is considered good.

3. Summary Description:

This large, unassuming one-story Modern style building is constructed on a slab on grade foundation. The bowling alley portion of the building is capped by a slightly pitched double

gable roof that is surrounded by a low-rise parapet. The two roof ridges of the double gable roof are parallel and run in an east/west direction. Rectangular in plan, most of the building's elevations are devoid of fenestration. The Holiday Bowl building's primary elevation (west) faces out onto Crenshaw Boulevard and contains the main, double door entry into the bowling alley; a secondary entry that leads to the back of the bowling lanes; the "attached" coffee shop; and a long brick wall consisting of modular panels highlighted with stylized lettering spelling out "Holiday Bowl." The long wall along this elevation is composed of seventeen modular panels sheathed with a common red brick veneer set in a running bond. Originally, a Japanese garden consisting of white rocks, circular pavers, flagstone, yuccas, palm trees, and succulents was situated south of the main front entry doors into the building. However, today half of the garden has been infilled with inappropriate ground cover and dirt, and only a few yuccas and palm trees remain from the original landscaping.

The Holiday Bowl building's primary elevation is dominated by the coffee shop, which extends out (west) from the main building's principle façade to meet the public sidewalk along the street. Designed in the Googie style, the coffee shop's primary exterior features include large glass windows, a wrap-around cast concrete flagstone base wall, and an exaggerated roofline. The front (west elevation) of the coffee shop contains 13 bays, each framed by thin, metal window frames that secure the large plate glass sheets. The coffee shop structure is capped by a shed roof that is saw toothed shaped on the underside. This roof cantilevers out over the sidewalk approximately eleven feet beyond the glass walls. The underside of the cantilever is punctuated by recessed lighting. On the interior, the saw toothed shaped underside defines the ceiling form. The prominent fascia board along the west side of the coffee shop is divided into thirteen sections by thin, steel beams (non-structural). This fascia was designed to act as the coffee shop's marquee, with each section containing a letter of the restaurant's name. Though this lettering was removed at some unspecified date, the last two sections at the south end of the fascia still contains the original neon signage spelling out "always open" in stylized lettering.

The north elevation of the Holiday Bowl building contains a secondary entry into the coffee shop (currently boarded over), a secondary main entry into the bowling alley (currently boarded over), large expanses of modular paneled brick walls, and a driveway that leads to the large parking lot at the rear of the building. A flat roofed porte cochere, which is supported by cast concrete flagstone walls at the north and south ends, shelters the secondary main entry into the bowling alley and what was once "The Sakiba" bar and restaurant. Much of the north elevation consists of side by side modular panels sheathed with a common red brick veneer set in a running bond; however, portions of this wall are also comprised of cast concrete flagstone walls and stacked concrete blocks with slightly projecting individual block units. There are some remnants of original landscaping elements along this elevation consisting of mature philodendrons and the secondary entry into the bowling alley.

The east (rear) elevation of the Holiday Bowl building is finished with oversized common red brick and contains a canopy covered entry into the bowling alley and a approximately three large, multi-pane metal framed windows (currently boarded over). The south elevation of the building abuts the property line to the south and is also clad with oversized common red brick, but is completely devoid of fenestration.

B. Description of Exterior:

1. Overall Dimensions:

The bowling alley portion of the Holiday Bowl building is a one-story structure with a rectangular shaped plan. This portion of the building measures approximately 210 feet wide by 154 feet long and 16 feet high. The one-story “attached” coffee shop is also rectangular in plan and measures approximately 20 feet wide by 84 feet long and 11 feet high.

2. Foundations:

The Holiday Bowl building has a concrete slab on grade foundation, which sits on compacted fill.

3. Wall Construction:

The building has a semi-structural steel framing system, with 8x8x16 inch reinforced concrete blocks, oversized common brick walls, and 6 foot wide modular brick panels infilled between the steel frames. The oversized bricks were textured by light sandblasting and set in a running bond pattern. The concrete block units were stacked vertical with colored mortar. The modular brick panels were set in a running bond and featured deep rake horizontal joints and flush vertical joints. These panels were also sand blasted to add texture.

4. Structural System, Framing:

The structural system of the building is steel frame consisting of tapered I beams.

5. Chimneys:

There are no chimneys; however, the roof is punctuated by a number of large, rotary roof vents.

6. Openings:

a. Doorways and Doors:

The Holiday Bowl building has three main public exterior entries: one accessed the

front (west) elevation, one off the north elevation, and one along the rear (east) elevation. The west elevation entry is located at the southern end of the coffee shop. This entry allows access into both the coffee shop and the bowling alley and consists of an aluminum framed double door with clear glazing flanked by sidelights and a transom. Currently, this door entry is boarded over. The north elevation entry is sheltered underneath the projected porte cochere. This entry allows access into the bowling alley and the bowling alley's "The Sakiba" bar and restaurant. This entry currently consists of an automatic, aluminum-framed double door with clear glazing; however, it is non-functional and boarded over. This entry area was originally designed with two separate aluminum-framed glazed doors: one to provide entry into the building, the other an exit. Both doors opened automatically when approached. The east elevation entry is approached from the large parking lot situated at the rear of the building. This public entry consists of an automatic, aluminum-framed double door with clear glazing, side lights and transom. A projecting, flat roof canopy supported by thin metal posts shelters the exterior of this entrance area. As with the building's north entrance, this entrance area was originally designed with two separate aluminum-framed glazed doors: one to provide entry into the building, the other an exit. Both doors were designed to open automatically when approached. As with the other openings in the building, this entry is currently non-functional and boarded over.

b. Windows:

The west, north, and south portions of the Holiday Bowl building that comprise the bowling alley are devoid of fenestration. The south end of the east elevation of the building is punctuated by three metal-frame, multi-pane hopper windows. These windows are currently boarded over.

The exterior portion of the coffee shop is comprised primarily of large expanses of glass plate windows. Large, ¼ inch thick plate glass sheets are framed by four inch wide square pipe columns placed at regular intervals (average length approximately five feet) along the west, south and north elevations. The large expanses of glazing and the window frame system are secured to the underside of the roof and the top of the cast concrete flagstone covered base wall that wraps around the coffee shop's west, north, and south elevations.

7. Roof:

a. Shape, Covering, Cornice:

The Holiday Bowl building is capped by a composition roofing system. The bowling alley portion of the building is capped by a large, slightly pitched double gable roof that is surrounded by a low-rise parapet wall. The two roof ridges of the double

gable roof are parallel and run in an east/west direction. HVAC equipment is located with a small structure situated at the northeast corner of the roof. The roof is punctuated by a number of large, rotary roof vents.

The coffee shop portion of the building is capped by a shed roof that is saw toothed shaped on the underside. This roof cantilevers approximately 8.5 feet beyond the glass walls. The underside of the cantilever is punctuated by recessed lighting. The coffee shop's west, north and south fascia are metal lath and plaster set on metal decks with a mica finish.

The composition roof of the porte cochere is flat.

8. Porte Cochere:

A porte cochere measuring approximately 20 feet by 31 feet projects out from the north elevation of the Holiday Bowl building. It has a flat roof, which is supported at the north end by a dark brown cast concrete flagstone wall. The underside of the porte cochere is punctuated by recessed, circular shaped light fixtures and is sheathed in plaster with a mica finish.

9. Architectural Details:

The bowling alley portion of the Holiday Bowl building contains no unique architectural details. Designed in a utilitarian style, it is primarily devoid of any architectural treatments or details worthy of note. The "attached" coffee shop was designed in the Googie style. It still reflects many of the architectural characteristics and details which define that style, including the large, exaggerated angled roof form, abstract geometric plans (saw tooth ceiling), large expanses of plate glass walls, cast concrete flagstone elements, and terrazzo flooring.

Bowling Alley – Signage includes the remnants of a tri-level pylon, metal frame sign at the northwest corner of the property. This sign, constructed in a triangular shape was comprised of three sections stacked on one another. It originally advertised the building's function and activities. The upper section originally read "bowl," the mid section read "dining, coffee shop, cocktails," and the bottom section read "The Sakiba" with room beneath for changing announcements. Today, only the bottom section of the pylon sign exists on the property, at its original location. An additional sign, a tall internally illuminated pole sign with the word "BOWL" on it, was installed along the building's west elevation in 1983.

Coffee Shop – A small portion of the coffee shop's east wall at the north end is exposed outside. This wall contains a projecting ornamental light box, similar to those contained on the east wall of the coffee shop's interior.

10. Parking Lot:

The large parking lot occupies the eastern half of the parcel and also wraps around the north elevation. The surface area is entirely paved and originally contained approximately 158 angled parking stalls demarcated by painted strips. Approximately seven parking spaces were eliminated when small storage rooms were added (date unknown) along the north side of the property line west of the porte cochere.

C. Description of Interior:

1. Floor Plans: First Floor

Bowling Alley – The expanse space of the bowling alley portion of the Holiday Bowl building is separated into two distinct areas by a long, wide concourse that runs in an east/west direction. The area south of the concourse is a large open space that contains directly related bowling functions and features such as bowlers sitting area, public viewing areas, spectator sitting, ball racks, bowling lanes, scoring equipment, ball return equipment, and pin setting equipment. The bowling area is set at a lower grade than the concourse and adjoining rooms, and is accessed via a number of stairways off the main walkway. The area north of the concourse contains complementary features such as players' locker room, restrooms, conference room, offices, billiard room, restaurant and bar, kitchen, service counter, phone booths, and league room. The "attached" coffee shop is located at the west end of the concourse. The original cocktail bar and restaurant was called "The Sakiba." Located in the same room as the current bar, it was designed in a Japanese theme and featured a fire pit, circular booths situated around the fire pit, a J-shaped bar, Japanese indoor garden, and elaborate decorative elements with Asian influenced characteristics. This room today, is dark and empty. All of the original interior design features of "The Sakiba," except the exposed wood beams along the ceiling, have been removed over the years (specific dates of alteration unknown) and the bar space re-configured and modernized. It is currently an open, square-shaped space accessible directly from the main concourse area of the bowling alley and two side entries along the adjacent passageway to the east. See attached floor plan sketch.

Coffee Shop – The attached coffee shop is a smaller "self-contained" space with much of its basic floor plan configuration still intact. Surrounded by large plate glass windows surmounted on cast concrete flagstone base walls along its north, west, and south elevations, the entire interior space of the coffee shop is on display to the public outside. The saw tooth shaped ceiling is the most dramatic aspect of the coffee shop's interior space. The flooring, originally terrazzo throughout, has been removed over the years thereby exposing the concrete slab on grade foundation underneath. The specific dates when the terrazzo was removed is unknown. Within the interior space of the coffee shop is an "L" shaped counter

with attached cantilever stools on one side (west side) and a service area on the other. The shorter leg of the “L” runs east and west with the longer leg running north and south, parallel to the sidewalk. The Formica covered counter sits atop a six-inch terrazzo clad concrete base. Each counter stool is supported by an angled post mounted to the counter’s base. Along the south interior wall of the coffee shop is a small exhibition cooking area with pass through service window. This service window connects the coffee shop to the kitchen situated behind the south wall to the north. The east interior wall of the coffee shop is comprised of two sections that are distinctly divided by a large service door, which leads to the kitchen, and design materials. The north half of this wall, designed as a public dining space, features alternating projecting concrete blocks and decorative light boxes. The light boxes are of metal construction with the fronts of the light boxes enclosed with translucent plastic resin panels. These resin panels have been embedded with dried flowers typical of Japanese design. The south portion of the back (east) wall is more utilitarian in design and is covered with square, industrial type ceramic tiles. The original booths and associated tables have been removed from the interior space of the coffee shop. Futuristically inspired hanging lamps by designer George Nelson provided the original interior lighting. However, these light fixtures have all been removed from the coffee shop (exact date of removal unknown). In 1969, the coffee shop was expanded at the south end by 500-square feet to accommodate thirty additional diners. This additional space was created by the enclosure of the southwest corner of the cantilevered roof with glass. See attached floor plan sketch.

2. Stairways:

Bowling Alley – Nine short stairways spaced at regular intervals along the main concourse lead from the concourse down (south) to the players sitting area and bowling lanes. The stairways are constructed of concrete and consists of one tread, three risers, a separating landing, a top landing, and no stringer. There is a short flight of stairs at the eastern end of the main concourse that leads to the rear exit. This stairway is of concrete construction and consists of two treads, three risers, a top landing, and no stringer.

Coffee Shop – There are no stairways within the interior space of the coffee shop.

3. Flooring:

Bowling Alley – Within all of the rooms and along the main concourse, much of the original flooring (carpet) has been removed and now consists of concrete. Both the men’s’ and ladies’ restrooms have some extant ceramic floor tiles, but most of the floors now reflect the exposed concrete underneath. Each bowling alley lane is 41 ½ inches wide and is made up of approximately 39 individual pine boards. The approach area, the first fifteen feet of the alley, and the pin deck of each lane are constructed of maple. All of this flooring material is in very poor condition, due to missing pieces and/or holes within the flooring itself.

Coffee Shop – Much of the coffee shop retains its original terrazzo flooring material, though the concrete slab is exposed in a few areas.

4. Wall and Ceiling Finishes:

Bowling Alley – The original interior walls were constructed of wood-frame construction sheathed with a putty coat plaster and Zolatone finish. Today, most of the original wall finishes have been removed, painted over, or covered (specific alteration dates unknown). The Holiday Bowl building was originally designed with an acoustic tile suspended ceiling system that covered the entire bowling area, main concourse, and all rooms north of the concourse. That suspended ceiling system is still in place; however, many of the ceiling tiles have been damaged or are currently missing. The ceiling of “The Sakiba” bar and restaurant was designed with rows of exposed wood beams (saw-sized all wood redwood beams) over a dropped ceiling. This ceiling treatment is still in place within “The Sakiba.”

Coffee Shop – The east wall of the coffee shop is composed of concrete block brick. The north, south, and west elevations of the coffee shop are of cast concrete flagstone. The saw toothed shaped ceiling within the coffee shop is comprised of an acoustical tile suspended ceiling.

5. Openings:

a. Doors:

Bowling Alley – Originally, the bowling alley portion of the Holiday Bowl building contained over thirty interior doors, all of which lead into and out of a variety of rooms, including restrooms, “The Sakiba” bar and restaurant, the coffee shop, conference room, kitchen spaces, offices, league room, and janitors’ closets. Most of these interior doors were single panel, wood core swing out doors. Within the past few years (2000-2003) most of the doors have been removed. A glazed, aluminum-framed door, once located at the west end of the main concourse north of the cast concrete flagstone wing wall, has also been removed (specific date unknown). Of special note, however, is the single panel core door located at the north end of the old “The Sakiba” bar and restaurant. This door is covered with wood veneer and features pull hardware consisting of a fixed, vertically aligned door handle of resin and an ornate metal hand plate inscribed with Japanese lettering.

Coffee Shop – A single door way with swinging door is situated midway along the east wall of the coffee shop. This doorway leads to the building’s common kitchen area. At the west end of the main concourse, where the coffee shop joins the bowling alley, there is a single, aluminum framed glazed door positioned south of the cast concrete flagstone wing wall.

b. Windows:

Bowling Alley – The interior spaces within the bowling alley do not currently contain any window openings. Originally, the area surrounding the billiard room was enclosed by plate glass windows and wood panels. However, most of these plate glass windows have been removed and infilled with solid wall panels.

Coffee Shop – There are no interior windows within the coffee shop space. However, three sides of the coffee shop, north, south, and west, are framed with large expanses of plate glass (exterior) windows. These windows are currently boarded over and are not visible from the public right-of-way.

6. Decorative Features and Trim:

Bowling Alley – The interiors of the bowling alley portion of the Holiday Day building originally featured Japanese themed murals painted on the wall surfaces along the main concourse and Japanese themed ornamentation in “The Sakiba” bar and restaurant. All decorative features and trim within the building have been removed, except for the exposed wood beam treatment (saw-sized all wood redwood beams) on the ceiling of “The Sakiba” bar/restaurant.

Coffee Shop – The north side of the coffee shop’s east wall contains several decorative light boxes. These original decorative features are of metal construction with the fronts of the light boxes enclosed with translucent plastic resin panels. These resin panels have been embedded with dried flowers typical of Japanese design. Other decorative features included the George Nelson designed suspended light fixtures, which are now gone.

7. Hardware/Bowling Equipment:

Most of the original hardware throughout the Holiday Bowl building has been replaced or removed over the years. The bowling equipment had been continuously updated over the years with the latest modern technology, with the last major upgrade of equipment occurring in 1975. However, within the past few years (2000-2003, exact date unknown) all bowling related equipment, including ball returns, gutters, back masking, pins, balls, foul line system, tele-scorers, and pin setters, was removed from the building.

8. Mechanical Equipment:

a. Heating, Air Conditioning, Ventilation:

Heating: The Holiday Bowl building was designed with a central heating system that warmed the entire bowling alley area, adjacent rooms, and restaurants.

Air Conditioning: The building was designed with a central air-conditioning system that cooled the entire bowling alley area, adjacent rooms, and restaurants. The air

conditioning system is currently housed within a small structure on the top of the roof.

Ventilation: Ventilation throughout the building was provided by the air-conditioning system. Roof vents ventilated the attic/crawl space area of the building.

b. Lighting:

Bowling Alley – The Holiday Bowl building’s original electric lighting was incandescent. Much of the interior lighting features, which included recessed, suspended, or attached fixtures, have been replaced over the years by attached or suspended fluorescent fixtures. Many of the interior light fixtures have also been removed and never replaced.

Coffee Shop – Futuristically inspired hanging lamps by designer George Nelson provided the original interior lighting within the coffee shop space. However, these light fixtures have all been removed from the coffee shop (exact date of removal unknown). Currently, a number of small plastic covered light fixtures of recent vintage suspend from the coffee shop’s saw toothed ceiling.

c. Plumbing:

Bowling Alley –There is running hot and cold water available in many areas of the building including the kitchen, bar and restaurant, and restrooms. These areas also have sewage drains for the disposal of various waste products. At various intervals along the concourse and in a few of the function rooms there is plumbing for drinking water. Additionally, portions of the kitchen floor contain large covered drain openings for the quick disposal of excess water caused by spills, etc.

Coffee Shop – Plumbing fixtures within this space are restaurant related in function. The small sink (back bar) behind the coffee shop’s counter is piped for hot and cold water. Additionally, the floor contains a large covered drain opening also behind the counter area. The coffee shop does not contain its own restroom facilities.

C. Site:

1. General Setting and Orientation:

The Holiday Bowl is located within an active commercial business strip along the east side of Crenshaw Boulevard, within the West Adams-Baldwin Hills-Leimert Community of the City of Los Angeles. It is adjacent to residential development to the east, a shopping center to the north, and a defunct automobile dealership to the south. The primary (front) elevation of the building faces west and is currently accessed from a one-way frontage road, which runs parallel along Crenshaw Boulevard. The topography of the site is flat.

2. Landscaping, Enclosures:

Originally, a Japanese garden consisting of white rocks, circular concrete pavers, flagstone elements, yuccas, palm trees, and succulents was situated along the southern end of the primary (west) elevation. However, a large portion of this garden was removed in 1969, to accommodate a 500-square foot expansion of the coffee shop. At some unspecified date since the addition in 1969, the Japanese garden was completely modified and today no longer reflects the original design or intent. There are additional landscaping elements along the north elevation of the building consisting of mature split-leaf philodendrons. A high chain link fence currently surrounds the property and all doors and windows are boarded over.

3. Outbuildings:

None.

PART III. SOURCES OF INFORMATION

A. Architectural Drawings:

Copies of a limited number of original as-builts for the building were located during the current research investigation. These as-built plans were photographed and included in this document. In addition, copies of preliminary plans were also found, as well as, a hand-sketched rendering of the coffee shop.

B. Early Views:

View of original landscaped area and exterior of coffee shop along western elevation, looking north, c.1957. "All Three Sides of the Story," *The Los Angeles Times*, November 2001.

View of coffee shop interior, looking north, c. 1958. *The Architectural Forum*

View of original Shika bar and restaurant, looking northwest, c.1958. *The Architectural Forum*.

Photographic copy of reproduced construction drawing: Roof plan, 1957. (CA-2775-29)

Photographic copy of reproduced construction drawing: Elevations, 1957. (CA-2775-30)

Photographic copy of reproduced construction drawing: Cross section details, 1957. (CA-2775-31)

Photographic copy of reproduced construction drawing: Floor plan, north portion, 1957. (CA-2775-32)

Photographic copy of reproduced construction drawing: Interior elevations, 1957. (CA-2775-33)

Photographic copy of reproduced construction drawing: Restaurant and bar specifications, 1957. (CA-2775-34)

Photographic copy of reproduced construction drawing: Coffee shop roof specifications, 1957. (CA-2775-35)

Photographic copy of reproduced sketch drawing of coffee shop, 1957. (CA-2775-36)

C. Interviews/Videos:

None.

D. Bibliography:

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Hong, Peter Y. "Another Kind of Holiday Bowl Tradition." *Los Angeles Times*, February 2, 1996, Home edition: B2.

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PUBLIC RECORDS

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Los Angeles City Directories.

Los Angeles County Tax Assessors Records.

U.S. Census Records.

E. Likely sources not yet investigated:

National Archives: Laguna Niguel, CA and Washington, DC

F. Supplemental Material:

The Coliseum Center: Final Environmental Impact Report, vol. 1 and 2. State Clearing House No. 2002051043. Prepared for the Los Angeles Redevelopment Agency by PCR Services Corporation, October 2002.

PART IV. PROJECT INFORMATION

The project applicant, Axiom Real Estate Services, Inc., proposes to improve the existing project site as a retail center that would include a Walgreens (pharmacy store), Denny's (restaurant), Starbucks (coffee shop), and other retail uses. The proposed project would support redevelopment of the City of Los Angeles Mid-City Recovery Redevelopment Area. The Coliseum Center project would require demolition of existing on-site uses that once supported the Holiday Bowl bowling alley and the adjacent Majestic Pontiac car dealership. The project would, however, retain and rehabilitate the bowling alley's coffee shop for use as a Starbucks Coffee shop. The proposed project would consist of 63,590 square feet of retail uses and a 235-space surface parking lot with access off of Crenshaw Boulevard and Coliseum Street. Additionally, a portion of the one-way frontage road between Crenshaw Boulevard and the existing properties would be vacated and included as part of the proposed project site.

As a component of the established mitigation measures outlined in the Historic Resources Technical Report prepared for the project pursuant to the California Environmental Quality Act (CEQA), HABS Level II recordation for the Holiday Bowl and coffee shop was recommended. It was stipulated that the recordation package include large-format photo documentation, documentation of any existing drawings, and written relevant text.

This HABS recordation document conforms with the standards of the Historic American Buildings Survey guidelines set forth by the National Park Service, U.S. Department of the Interior, and is being donated to the Library of Congress to partially satisfy the mitigation measures required by the project applicant for CEQA compliance and project implementation.

Agency: City of Los Angeles, Los Angeles Redevelopment Agency, Los Angeles, CA

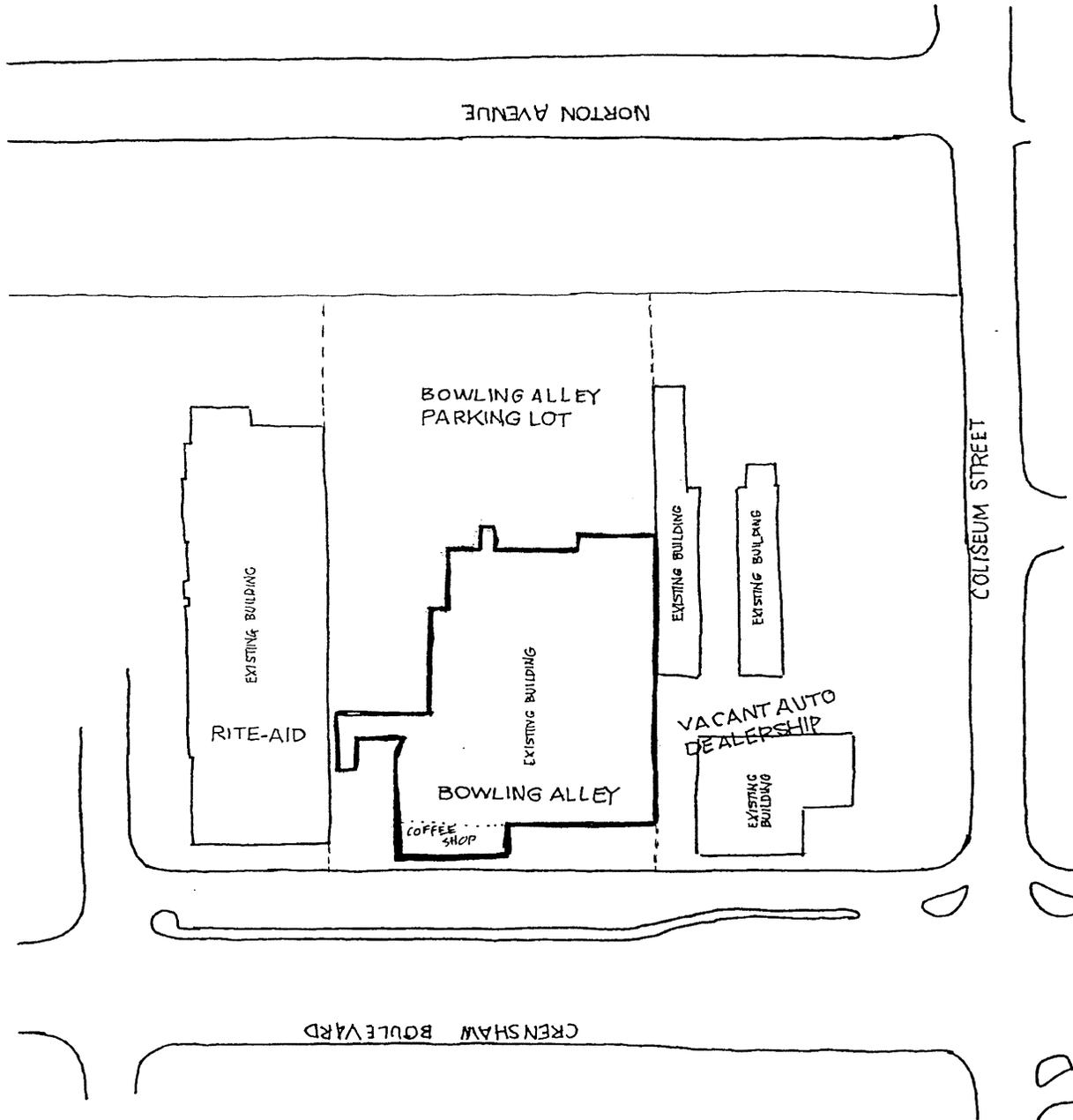
Applicant: Axiom Real Estate, Incorporated

Project Name: The Coliseum Project

Prepared by: Janet Ostashay, Director of Cultural Resources Management
PCR Services Corporation
233 Wilshire Boulevard, Suite 130
Santa Monica, California 90401

Date: September 2003

SKETCH PLAN - CURRENT SITE PLAN



SKETCH PLAN – CURRENT INTERIOR FLOOR PLAN

← NORTH

- KEY**
1. Maintenance Shop
 2. Pin Setting Area
 3. Walkway
 4. Alley Area
 5. Bowler's Settee Area
 6. Spectator Seating Area
 7. Main Concourse
 8. League Room
 9. Patio Area
 10. Restrooms
 11. Locker Room
 12. Offices
 13. Billiard Room
 14. Conference Room
 15. North Entry
 16. Porte Cochere
 17. Bar/Restaurant "The Sakiba"
 18. Kitchen Area
 19. Coffee Shop

