

## #38 – F.W. WOOLWORTH BUILDING

- Zone: CBD
- Use: Commercial
- Style: Streamline Moderne
- Year built: 1942
- Designations: Glendale Register



201 North Brand Boulevard. The F.W. Woolworth was originally a one-story commercial building constructed of masonry and concrete in 1942. C.L. Peck, a contractor, built it for \$100,000. In 1999 the original truss ceiling and domed roof were removed and a second story was added. The building is representative of the late Moderne style of architecture with details that lend a low, horizontal emphasis to the massing. Each entrance incorporates a geometric design in contrasting colors of terrazzo with the name “Woolworth” embedded in gold metal letters.

The addition of the second floor, entry features, and window treatments are compatible with the architecture of the building which incorporated elements of the Streamline Moderne style of the 1930s. The design is typical of the 1940s and post-World War II era.

The F.W. Woolworth building is designated a historic resource because it identifies interest or value as part of the heritage of the City; it exemplifies one of the best remaining architectural elements of attention to architectural design, details, materials or craftsmanship of a particular historic period; and it is in a unique location or contains a singular physical characteristic representing an established and familiar visual feature of a neighborhood.