

Elks Temple, Los Angeles, 1922 - done in the Neo-Gothic style, was created by renowned art deco architect Claud Beelman. The pool area hosted many indoor swimming events during the 1932 Summer Olympics. Eventually, the Elks sold the building, and the building ended up being transformed into a luxury hotel, set perfectly then on the shores of what was a very glamorous MacArthur Park. The City of Los Angeles thought the architecture significantly important enough to warrant a City of Los Angeles Cultural Affairs Department Historic-Cultural Monument No. 267. This is significant in that many other Wilshire Boulevard area landmarks have fallen prey to the wrecking ball over the years. Luckily, despite the demolition of important landmarks all around it, the grand entrance and ballroom of the Elk's No. 99 / Park Plaza building still bears its old "jazz age" grandeur, much to the relief of Los Angeles architectural aficionados.

The Park Plaza

An architectural tour de force, the opulent Park Plaza embodies the rich and decadent boomtown times of Los Angeles before the 1929 stock market crash. Built in 1925 (it was originally an Elks Lodge), the Hotel languished into a lamentable state of disrepair during the 80s and 90s. Finishing touches on the extensive facelift were completed in October of '99.

Hold onto your hat when exploring our facility, because much of your time will be spent with head tipped back, ogling its many wonders. Occupying almost an entire city block, the building's facade is embellished by a series of arches, pilasters, cornices and majestic friezes featuring intriguing statuary of Roman women. This neoclassical motif is carried over to the inside as well. Enchanting you from the moment you step across the transom is the Park Plaza Lobby, a cathedral-like space with a Romanesque vaulted ceiling at least three stories high. Sunlight streams through the immense Palladian glass doorway and fanlight, burnishing the Tennessee-rose granite floor.

The Park Plaza offers a plethora of exhilarating event sites. On the ground floor is the Gold Ballroom, the Park's most intimate space. Just right for cocktails or small seated dinners, this space boasts dark wood wainscoting, tasseled antique chandeliers and Corinthian pilasters whose tops are crowned in gleaming gold leaf. Equally gorgeous is the Bronze Ballroom, featuring burgundy wall-to-wall carpeting, a mammoth Art Deco bar, hand-stenciled ceiling beams and fantastic columns gilded in copper leaf. On the room's south side, glass doors open out onto the Tuscan Garden. This private open-air courtyard, filled with greenery and flower planters, is a beautiful setting for exchanging vows.

Take the magnificent stairway up from the Lobby, turn left and you will encounter the Grand Ballroom. It is, in a word, spectacular. On either side of the room twin colonnades create a linear dynamism, drawing the eye along the length of the room. The meticulously restored beamed ceilings showcase hand-painted floral designs, patterned after a palace ceiling in Florence. Chandeliers suspended from the beams spotlight these amazing works of art. Not to be outdone is the Terrace Room, the hotel's most capacious ballroom. Art Deco in motif, and featuring elaborate wall sconces and a ceiling of dizzying height, this vast multilevel space can accommodate almost any kind of pageantry you can dream up.

One of Los Angeles' best kept secrets, the Park Plaza has become THE place for film shoots, record launchings, wrap parties and Hollywood bashes. In fact, at a birthday party for a "recently arrived" star, the hotel was packed with glitterati. And even these jaded, been-everywhere-done-everything luminaries could be overheard exclaiming: "I never knew this place existed; it's SO beautiful!"

The secret is out...