

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
HRI #  
Trinomial  
NRHP Status Code

Other Listings  
Review Code

Reviewer

Date

Page 1 of 4

\*Resource Name or #: (assigned by recorder) 363-365 S. Main St.

**P1. Other Identifier:**

\*P2. Location: ☐ Not for Publication ☒ Unrestricted

\*a. County: Monterey

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad: N/A

Date: N/A T ; R ; ¼ of ¼ of Sec ; M.D. B.M.

c. Address: 363-365 S. Main Street

City: Salinas

Zip: 93901

d. UTM: Zone: 10 ; mE/ mN (G.P.S.)

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) Elevation: A.P.N. 002-233-010-000

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

A two-story reinforced concrete commercial building, rectangular in plan. Its simple Modern design concentrates on the facade which is built skyward from the structure's corners toward the center fin, which dominates the building. The wall cladding is a combination of glazed tile in a raised geometric pattern along the first floor level and stucco above. The building steps up from the marquee in two levels with simple pilasters repeating the movement. The main recessed theater entry is flanked by small office spaces. The El Rey Barber shop to the south is still basically intact as it was in the 1930's. The marquee appears to be of more recent vintage although thoroughly in keeping with the rest of the structural ensemble.

\*P3b. Resource Attributes: (List attributes and codes) HP6: 1-3 Story commercial building

\*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5b. Description of Photo: (View, date, accession #) West Elevation, 2016

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



\*P6. Date Constructed/Age and Sources:

☒ Historic

☐ Prehistoric

☐ Both

1935: Monterey Cty. Assessors Record

\*P7. Owner and Address:

Deborah K. Jamil

1176 Greenwood Avenue

Aptos, CA 94301

\*P8. Recorded by: (Name, affiliation, and address)

Kent L. Seavey, Historical Consultant

310 Lighthouse Avenue

Pacific Grove, CA 93950

\*P9. Date Recorded: 10/20/16

\*P10. Survey Type: (Describe)

Salinas Historic Resources Survey

\*P11. Report Citation: None

\*Attachments: ☐ NONE ☐ Location Map ☐ Sketch Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record  
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record  
☐ Artifact Record ☐ Photograph Record ☐ Other (List):

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 5D1

\*Resource Name or # (Assigned by recorder) 363-365 S. Main St.

B1. Historic Name: El Bay Theatre

B2. Common Name: C

B3. Original Use: Movie theatre

B4. Present Use: Movie theatre

\*B5. Architectural Style: 2-part Commercial

\*B6. Construction History: (Construction date, alterations, and date of alterations)

The storefronts have been replaced since the 1988 survey.

\*B7. Moved? ☒No ☐Yes ☐Unknown Date:

Original Location: Same

\*B8. Related Features: N/A

B9a. Architect: Mark T. Jorgenson (S.F.)

b. Builder: Harold C. Geyer

\*B10. Significance: Theme: Commercial Architecture

Area: Salinas

Period of Significance: Circa-1935 to 1970

Property Type: Commercial Building

Applicable Criteria: Local

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

See continuation sheet, page 4.

B11. Additional Resource Attributes: (List attributes and codes)

\*B12. References:

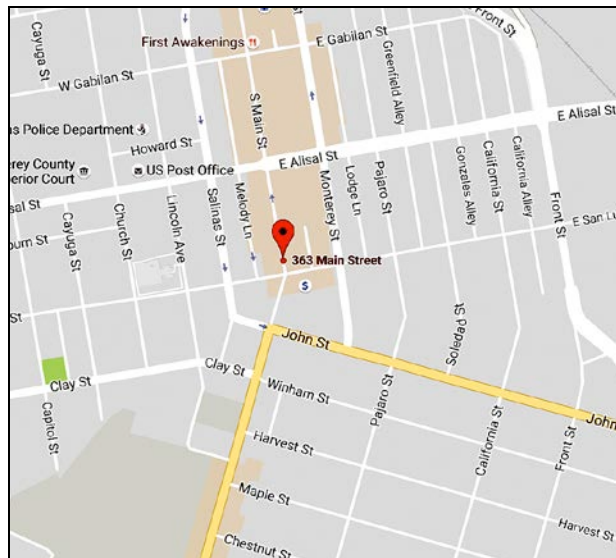
- City of Salinas, Building and Planning Department files, Salinas, CA
- Monterey County Assessors Records, Assessors Office, Salinas, CA
- Polk's Salinas City Directories, 1925 - 1966
- Seavey, Kent. 1989 *Historical and Architectural Resources Survey and Preservation Plan, City of Salinas, September 1989*
- Salinas Index Journal, 8/15/35

B13. Remarks:

\*B14. Evaluator: Kent L. Seavey, Historical Consultant

\*Date of Evaluation: 10/20/16

(This space reserved for official comments.)



\*Recorded by: Kent L. Seavey

\*Date: 10/20/16

☒ Continuation

☐ Update

**P3a. Description: Photographs**



**Figure 1.** Circa 1988 image of the west elevation.



**Figure 2.** Circa-1988 image of the south storefront.

**CONTINUATION SHEET**

Primary #

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\*Resource Name or # (Assigned by recorder) 363-365 S. Main St.

\*Recorded by: Kent L. Seavey

\*Date: 10/20/16

☒ Continuation

☐ Update

**B10. Significance:**

**Historic Significance Summary Evaluation**

One of three theaters along Main Street in Salinas, which represent the growth and popularity of the entertainment form during the 1930s. Each takes on a different aspect of the evolving Art Deco-Moderne movement in architecture making it possible to follow its development overtime in this Main Street microcosm of the form. Despite some changes in signage, the theatre is an excellent example of the Moderne architectural form, and with the Foresters Building to its south, become the only historic anchor to the 300 block of Main Street at its southern entry. It qualifies as a Salinas historic resource.

**2017 Historic Integrity Summary Evaluation**

The storefronts have undergone a replacement since the 1988 survey. However, the building maintains sufficient character-defining features to establish its historic significance.