

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) 239 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 Location: ☐ Not for Publication ☒ Unrestricted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: 239 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. 002-234-031-000

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

The Fox Theatre is a two-story stuccoed, reinforced concrete structure of the Art Deco/Streamline Moderne style. The building has three basic parts: two outer wings each containing stylized ornamentation consisting of fluted vertical columns culminating in a chevron design. The center section houses the projecting theatre sign and has a stepped and curvilinear cornice. The first floor space contains shops at each side of the centrally located theatre entrance. The theatre entrance is recessed and an art deco design box office sits out front. The original building (1921) was a Beaux Arts temple front affair with a large central arcaded window flanked by paired round headed windows, all between massive composite columns supporting and ornate entablature. The stepped roof parapet held four large urns. The building was remodeled into the Art Deco/Streamline style in 1936.

*P3b. Resource Attributes: (List attributes and codes) HP10: Theater

*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

1921-1936: Monterey Cty. Assessors Record

*P7. Owner and Address:

Allen D. Ariano, Tr. Et. Al

225 Main Street

Salinas, CA 93901

*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):

DPR 523A (1/95)

*Required information

BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP Status Code 5D1

*Resource Name or # (Assigned by recorder) 239 Main St.

B1. Historic Name: Turner & Danen Theatre

B2. Common Name: Fox California Theatre

B3. Original Use: Commercial

B4. Present Use: Commercial

*B5. **Architectural Style:** Two part Comercial (Moderne)

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

Complete removal of beaux arts based temple front in 1936 remodel

*B7. **Moved?** ☒No ☐Yes ☐Unknown **Date:**

Original Location: Same

*B8. **Related Features:** N/A

B9a. Architect: A.W. Cornelius (San Francisco) (1921)

b. Builder: Elmer C. Hanks (1936), Al Hopper (1936)

*B10. **Significance: Theme:** Commercial Architecture

Area: Salinas

Period of Significance: Circ-1936 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:**

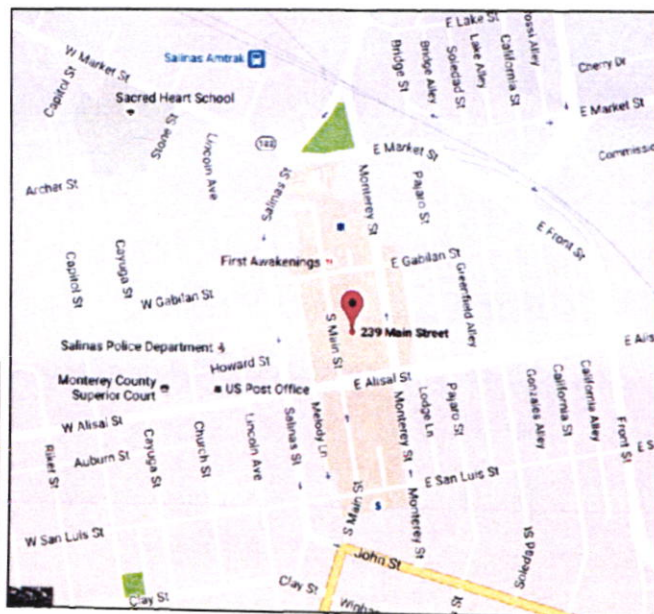
- City of Salinas, Building and Planning Department files, Salinas, CA
- Monterey County Assessors Records, Assessors Office, Salinas, CA
- *Polk's Salinas City Directories, 1925 - 1966*
- Seavey, Kent. 1989 *Historical and Architectural Resources Survey and Preservation Plan, City of Salinas, September 1989*
- Sanborn Fire Insurance Maps: 1886-1925
- Salinas Daily Index, 11/1/21
- Salinas Morning Post, 5/19/36

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-1921 image of the Beaux Arts design.



Figure 2. Circa-1988 image of the west elevation.

*Recorded by: Kent L. Seavey

*Date: 10/20/16

☒ Continuation

☐ Update

B10. Significance:

Historic Significance Summary Evaluation

The Fox California replaced Brown's New Opera House as Salinas' premier theatre when constructed by the Apoleton Investment Company in 1921 and leased to the Turner & Danken circuit. Several newspapers called it, the finest show house between San Francisco and Los Angeles. It was especially commended for the quality of its organ. Its modernization in 1936 included a new façade of architectural concrete formed with milled wooden molds and painted white to form a background for its new sign. The new marquee was three-faced with more than 500 incandescent lamps and a flashing colored neon border. A new material called "accoustipulp," invented by Mario Valdastris of Hawaii was used in this theatre for the first time in America. The material remained soft when applied and absorbed sound like a blotter, but could be painted. The Fox California continued for a number of years as the community's leading movie house. It qualifies as a contributing Salinas historic resource.

2017 Historic Integrity Summary Evaluation

The building has not changed substantially since the 1988 survey and maintains sufficient character-defining features to establish its historic integrity.