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INTERAGENCY RESOURCES DIVISION
NATIONAL PARK SERVICE

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name FRESNO MEMORIAL AUDITORIUM

other names/site number VETERANS MEMORIAL AUDITORIUM

2. Location

street & number 2425 FRESNO STREET

not for publication

city or town FRESNO

vicinity

state CALIFORNIA

code CA

county FRESNO

code CA

zip code 93721

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Cheryl Zidell

3/26/94

Signature of certifying official/Title

Date

California Office of Historic Preservation

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

listed in the National Register.

See continuation sheet.

determined eligible for the National Register

See continuation sheet.

determined not eligible for the National Register.

removed from the National Register

Other (explain):

Signature of the Keeper

Date of Action

Paul R. Ferguson

5/10/94

FRESNO MEMORIAL AUDITORIUM
Name of Property

FRESNO, CALIFORNIA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public State
- public Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
1		sites
	1	structures
2		objects
4	1	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed
in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Recreation and culture,
Social

Subcategories; Auditorium, sports facility,
music facility, playhouse, and civic.

Current Functions
(Enter categories from instructions)

Recreation and culture

Subcategories; theater and museum

7. Description

Architectural Classification
(Enter categories from instructions)

Moderne, Art Deco

Materials
(Enter categories from instructions)

foundation concrete

walls concrete

roof concrete

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

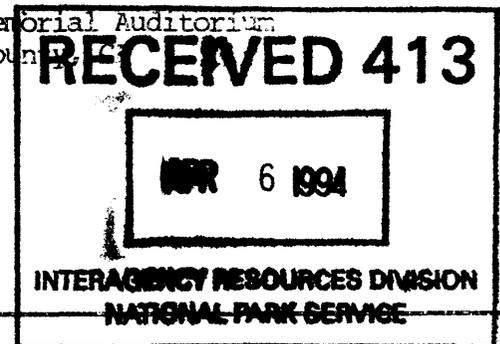
The Fresno Memorial Auditorium is located in the central area of the city, and is the single structure occupying a site that covers a city block. It is surrounded by substantial lawn and landscaped areas. This site adjoins a fourteen block civic center area, which contains eighteen government buildings which house City, County, State and Federal agencies. The site faces Fresno Street, a principal street and is opposite from Eaton Plaza, a one block open space area. The building is of the Moderne and Art Deco Styles, rectangular in form, with massive plane surfaces and small openings for windows and doors, and a restrained use of bas relief decoration. The entire structure is of reinforced concrete. The structure and site are basically unchanged from their original

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Building

The front elevation faces southeast and contains most of the detailed ornamentation. The large plane surfaces are accented with bevelled and raised bands, both vertical and horizontal, and with inset or raised panels. There are bands of shallow bas relief with agricultural themes, and a band of dentil detail underlines the building's name which is made of formed concrete letters. The inset entry doors, surmounted by tall windows, are paired and separated by massive, square, fluted columns. A significant decorative element are the art deco light fixtures mounted on the columns. The many different surfaces create a variety of ever changing shadow patterns.

The sides of the structure, which face southeast and northeast are identical except for minor details. Small wings near the front and back contain restrooms and stairwells, respectively. Between the wings there are, at the ground level, one story office wings, the roof of which has a parapet wall and is accessible by double doors from the second floor corridors. Windows lighting the second and third floor corridors and the octagon shaped windows lighting the auditorium are a major element of the side elevations. There are three entrances on either side, each of which has a small bas-relief panel above the doors and is lighted by smaller art deco style light fixtures.

The rear of the building faces northwest and is the highest part of the structure, being 70 feet from grade to the top of the parapet wall. There are no windows above the ground floor level. Extra stage access is provided by exterior stairways at each corner. The rear wall has no decorative elements. There are two identical fountains flanking the entrance plaza, which have been converted to planters. The upper basin sits on a three foot high pedestal, with an eight foot diameter octagonal basin at its base. Although these fountains are very small, they contain elements of the overall design theme. Photograph No. 9, shows one of the fountains.

The Fresno Memorial Auditorium is located in the center of Block B, Fresno City Blocks, bounded by Fresno, "N", "O", and Merced Streets, and 0.10 miles north of the Fresno County Courthouse. The auditorium was constructed in 1935-36 on 2.94 acres, and was designed to accommodate extremely varied public and private uses. The completed structure was dedicated on December 31, 1936. Structure included a partial basement, the main or ground floor, a mezzanine or second floor, and a third floor. The overall dimensions of the building are 170 feet by 236 feet. There are three main parts to the structure including the foyer, auditorium, and the stage. The original auditorium could accommodate 2,000 people with portable seats on the main floor and seating of an additional 1,500 permanent seats was located in the

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balcony. Ancillary rooms provided space for such uses as meeting rooms, ticket booths, coat check, dressing rooms and storage. The foyer is a grand space with 25 foot high ceiling, and five double door entrances surmounted by 14 foot high windows. The foyer walls and ceiling were decorated with *Heinsbergen Art Deco style abstract murals. The stage area is 39 feet by 75 feet with a loft height of 64 feet. The building consists of a steel frame with concrete walls and floors, including the cantilevered balcony.

The exterior of Moderne and Art Deco design is predominately an arrangement of varied sizes of plane surfaces with a minimum of detailed elements. A band of bas-relief and the name of the building above the entrance were created by poured-in-place concrete. The doors and front windows are wood framed while other windows are steel casement type. The front entry doors are divided by rectangular columns, with fluted facing. One of the major Art Deco elements is the large bronze light fixtures mounted on the columns. The building contains the original light fixtures in the foyer and corridors and room identification signs back lighted and with Art Deco style lettering.

The original interior of the auditorium contained very few expensive or decorative materials. The woodwork door frames were milled with grooves, similar to the fluted decor of the columns. The ticket booth windows were trimmed with black marble. The restrooms have marble walls and one inch hexagonal tile flooring. The only other decoration is the signs and light fixtures.

Interior Changes

The completion in 1966 of a new convention center complex led to several changes in usage and modification of the interior spaces. The major change was the creation, within the main auditorium, of a 500 seat theater with a sloped floor and improved acoustics. The theater occupies about two-thirds of the auditorium and the rest of the auditorium area is used for rehearsal activities. Most of the meeting rooms have been converted to offices, which for many years housed various City administrative functions.

Exterior Changes

The auditorium has had several minor changes to its exterior which have occurred incrementally over a long period of time. The entrance doors were originally wood with large glass panels. They have been replaced by anodized aluminum doors with glass panels. The wood door frames have been retained.

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The central entrance on the west facade was changed by the addition of a canopy to shade the landing and the doors from the afternoon sun. This was done when the area accessed by this entrance was made into offices for the City's Personnel Department. The addition was very simple and does not add to or detract from the original character of the building.

Another minor addition to the structure, is the placing of a Civil Defense siren and several antennae on the roof. The Civil Defense siren, added in 1960, is small and is centered near the front of the building. Three antennae are located at the rear of the roof of the stage loft. The largest is a triangular truss style structure which is approximately fifty feet tall, with a six foot wide base and narrowing to about 18 inches at the top. Three single poles add about ten feet to the height of the tower. The structure is made of lightweight material, open and airy design, of minimal mass considering its size and height. A microwave dish, eight foot in diameter is mounted at the base of the larger antenna. The smaller antennae are single pole structures about ten feet in height. The antenna as a group have a minimal impact on the overall structure due to their size compared to the main building and their commonness in the area. Most of Fresno's taller buildings, old and new alike, have antenna clusters on their roofs. (Also mounted on the roof, at the time of original construction, is a nine thousand gallon water storage tank which supplies the fire sprinkler system.)

SITE

The Fresno Memorial Auditorium is located on a naturally elevated site which slopes downward from front to back with an eight foot change in elevation. The auditorium is the only structure on the site which consists of an entire city block. A City well and pump station are located near the northeast corner of the site away from the auditorium structure. * There is a broad paved plaza in front of the main entrance with steps running the full width of the plaza. The auditorium is reached from the plaza via steps running the full width of the five pairs of entry doors. The building is set back approximately 75 feet from the front property line. The site includes a number of mature trees planted during the year of construction and dedicated to leading women in our nation's history. The auditorium faces Fresno Street, one of the city's principle thoroughfares. Across Fresno Street the auditorium faces the 1894 George Maher, Fresno City Water Tower. The Water Tower is the first structure in the City of Fresno to be placed on the National Register (1971) and it is designated as an American Water Works Association Landmark. South and west of the Water Tower is an open space, Eaton Plaza, which is surrounded by a number of government buildings collectively known as the Civic Center. The site was purchased by the City from the school district. The Fresno Memorial Auditorium site was formerly

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the location of two school buildings. A wood frame structure, the White School, was built circa 1880, and a brick structure, the Hawthorne School, was added to the site circa 1898. Prior to the construction of the White School, the site was in residential and farming uses. As the City grew outward from its center--new schools were built in developing areas.

Trees planted on the site in 1936, and continuing to flourish as part of its historic fabric are: Date Palm, Deodar Cedar, Atlas Cedar, Weeping Mulberry, Cork Oak, Magnolia, Holly Oak, and Cypress.

Related National Register Listed Structures

Within two blocks of the Fresno Memorial Auditorium are three other National Register listed structures including the Twining Laboratories, the Physician's Building and Fresno City Water Tower. Twelve additional National Register structures are located within six blocks.

Master Plan for Future Reuse and Restoration

The Patrons for Cultural Arts joined the League of Historic American Theaters, and also obtained a grant to evaluate the theater and auditorium building, with the goals of creating a master plan for reuse and restoration. This led to a visit from theater historian Robert Baily who said "the Veterans Memorial Auditorium is of extra value to the community because of its size which can include much more activities than just a theater. . . Fresno's beloved Memorial Auditorium can be a major asset to this City."

* The well and pumping station are considered a non-contributing structure.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
B Property is associated with the lives of persons significant in our past.
C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
B removed from its original location.
C a birthplace or grave.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property.
G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
previously listed in the National Register
previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey
recorded by Historic American Engineering

Areas of Significance

(Enter categories from instructions)

ENTERTAINMENT/RECREATION

Period of Significance

Criteria A 1936-44

Significant Dates

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Allied Architects of Fresno/ Trehwitt & Shields Company

Primary location of additional data:

- State Historic Preservation Office
Other State agency
Federal agency
Local government
University
Other

Name of repository:

City of Fresno

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Statement of Significance, Criterion A

The Fresno Memorial Auditorium was, from 1936 to 1966, Fresno's most significant cultural facility, with a regional service area of an eighty mile radius. The auditorium building has significance because of the many political and entertainment personalities who have appeared before its audiences.

The development of plans for the Fresno Memorial Auditorium was begun in 1933 and in 1934, the City's voters approved a \$252,000 bond issue, to which was added a Public Works Administration grant of \$190,000. The editorial writer urging the voters to support the bond issue wrote.

"Such a building will become almost a community center in the true sense, a focal point of civic aspiration and local pride."

The auditorium has more than lived up to that expectation as the list of events is as varied as it is long and performers are a who's who of the entertainment world. M.E. Griffith delivered the dedication address which included the following statement:

"The earliest settlement at the present site of Fresno dates back to 1872, only sixty-five years ago. From that rude and humble beginning has sprung our beautiful and prosperous city of today, a city of artistic homes, churches and schools and substantial business structures that would be a credit to any metropolis; of imposing and enduring public structures to which we have recently made two notable additions in our Hall of Records and School Administration building, and to which we add this beautiful auditorium. Now we are equipped with an auditorium commensurate with our dignity as a city, our wealth, our homes and our culture."

Events held in the auditorium include Broadway plays and musicals, Metropolitan Opera, high school graduations, circuses, fashion shows, fraternal conventions, automobile shows, square dance and folk dance conventions, roller derbies, Harlem Globe Trotters basketball, ballet, religious rallies, London, Japanese and Fresno Philharmonic Orchestras, fund raising events, travelogues, lectures, public and private dances, political rallies, and others. The 1956 California Democratic Convention was held there with Presidential and Vice-Presidential candidates Adlai Stevenson and Estes Kefauver attending.

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Some of the most notable performances include the following:

Ballet Russe De Monte Carlo, January 27, 1937
Northern California Symphony (WPA) December 12, 1940
Tallulah Bankhead, "Little Foxes," January 9, 1941
Frank Sinatra, October 18, 1946
Eddie Cantor, "Fresno State College Varsity Varieties," April 26, 1947
(Published, Look Magazine, August 19, 1947)
Alfred Lunt, Lynn Fontaine, "O Mistress Mine," April 8-9, 1948; "I know My Love," April 21-22, 1949
Henry Fonda, Lloyd Nolan, "Caine Mutiny Court Martial", October 21, 1953.

Additional performers have included Jose Iturbi, Eddie Cantor, Frank Sinatra, Ricky Nelson, The Platters, Ray Charles, Lloyd Nolan, Jose Greco, Henry Fonda, Tallulah Bankhead, Sonny and Cher, Gene Krupa, Fats Domino and Fred Waring's Pennsylvanians.

Local groups which have used the auditorium on a regular basis include the Fresno Philharmonic Orchestra, Fresno Community Theater, Fresno Children's Playhouse, Fresno Civic Opera, Fresno Community Chorus, Fresno Dance Repertory Group, Cultural Arts for You Classes, and others. The Cultural Arts for You, a division of the City's Parks and Recreation Department, had offices in the auditorium and were also responsible for its management from 1967 to 1992 (except for a brief period in the late 1970s).

The Patrons for Cultural Arts was formed in 1983 to provide a non-profit sponsor for the Cultural Arts program and also to provide resources to maintain and improve the facilities.

In 1992 an association of U.S. War Veterans Organizations requested that the City rename the building to Veterans Memorial Auditorium and allow them to use office space which was vacated when the City's data processing division moved into the new City Hall. The veterans also established the National Legion of Valor Museum, which also utilizes vacated space in the auditorium. It contains an outstanding collection of military memorabilia, and pays special tribute to personnel receiving the four highest military honors, The Medal of Honor, the Distinguished Service Cross, the Navy Cross and the Air Force Cross.

Architects, Engineers, Artist, Contractor, Cornerstone

There were a number of significant persons involved in the development of the auditorium.

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Charles H. Franklin (1891-1983), who trained with Reid Brothers, was associated with the design of several of Fresno's outstanding buildings including the Bank of Italy (1917), the nationally acclaimed City Hall (1941), and Kearney Boulevard Gates (1933).

W.D. Coates, Jr. (1881-1958), a Fresno native, and a graduate of the University of Pennsylvania, was the California State Architect from 1909-1913. He was associated for many years with the Fresno firm of Coates and Traver whose work included a variety of buildings, residential, commercial and public. One of his best known works was the 1923 Fresno High School.

Fred L. Swartz (1885-1953), a graduate of the University of Pennsylvania, was the son of long time Fresno architect A.C. Swartz, and is especially noted for the design of the Fresno City College Library (1933), the Scottish Rite Temple (1937), both of which have been designated as eligible for the National Register, and many public school buildings.

Ernest J. Kump, Sr. (1888-1939) designed many homes and schools throughout Central California. He was noted for use of the Mission Revival Style. He is considered the most prolific architect in this area from 1919 to 1940.

H. Rafael Lake (1894-1957), a graduate of M.I.T., was associated with a number of partnerships including the contractor Trewhitt-Shields. He is noted for the designs of the Hotel California (1923), Wilson Theater (1926), the Hotel Roosevelt, Hollywood, Wilshire Garage, Los Angeles, the Stillwell Apartments, Long Beach, * the National Register Eligible Fresno County Hall of Records, (1935), and First Presbyterian Church (1950). He also designed many residences.

E.W. Peterson (1888-1977), was for many years with the California Department of Engineering and assisted in the reconstruction of state buildings in San Francisco following the 1906 earthquake. He designed the Art Moderne Fire Station No. 3 in Fresno (1938).

CONTRACTOR

W.D. Trewhitt (1863-1945) and Harry A. Shields (1881-1957) formed their partnership in San Francisco, CA in 1910, with Shields establishing an office in Fresno in 1912. The firm became one of the leading diversified contractors in California, completing work on 267 projects in California and Nevada from 1910-1953. Fresno work included the Bekins Warehouse, Pacific Southwest Building, Phelan Garage, Liberty, Wilson and Tower Theaters, Christian Science, Trinity Methodist, and First Presbyterian Churches. Their work also included the Johnson Hotel in Visalia, Pacific Telephone Building in Bakersfield, Grain Terminal Warehouse in Stockton, Coronado

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and Wilshire Garages in Los Angeles, the Roosevelt Hotel in Hollywood, and the Stillwell Apartments in Long Beach. In addition, they built numerous schools, retail stores, industrial plants, bridges, canals, and military facilities.

CORNERSTONE

Earl Warren (1891-1974) was grand master of California Masons when he laid the cornerstone of the auditorium in ceremonies held on December 21, 1935. He was at that time the District Attorney of Alameda County, California. He later was Governor of California (1943-1953), and was the 1948 Republican candidate for Vice-President of the United States, and served as Chief Justice of the Supreme Court (1953-1969).

ARTIST

Anthony Heinsbergen (1895-1981) was a nationally acclaimed, Dutch-born muralist whose work in Fresno included the Pacific Southwest Building (1923), Fresno City College Library (1931), and the Tower Theater (1939). Heinsbergen, who emigrated to Los Angeles in 1906, began his craft as an apprentice in his native Holland. He continued his art studies as an apprentice in Los Angeles and received his first major commission from Alexander Pantages in 1924. During his career he decorated over 750 theaters nationwide, and the United States Department of Commerce Building in Washington, D.C. Heinsbergen's firm continues with the leadership of his son William, who has coordinated restoration of his father's work in Fresno's Tower Theater.

In addition to the above, the following individuals made important contributions to the development of the auditorium.

Clarkson, Swain, F.W. Kollenberg, - Structural Engineer
Carl F. Wolf - Electrical Engineer
Albert Coddington - Mechanical Engineer

The auditorium has been the subject of numerous controversies from the day it was first proposed. Issues debated included the site location, who to memorialize, design of acoustics, military displays, rent fees, dance regulations, rock music, and use by unamerican organizations or speakers. In 1935 citizens fought against the display of military equipment on the grounds. The Women's Army Corps (WACS) was denied permission, in 1943, to hold a dance. (The decision was later reversed.) There was a proposal to sell it for use as a commercial structure and another to demolish it and sell the site for a new commercial use. The City Commission established a policy which stated that "no exhibit or display tending to create any racial or religious strife would be permitted in the Auditorium" (October 6, 1936).

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BIBLIOGRAPHICAL REFERENCES

1. Anonymous, "School Property is Mentioned as Site," The Fresno Bee, November 23, 1933, page 1B.
2. Anonymous, "City's \$800,000 Auditorium Site Bid Accepted," The Fresno Bee, October 9, 1934, page 1B.
3. Anonymous, "New Auditorium Plan Gets OK of City Board," The Fresno Bee, December 27, 1934, page 1B.
4. Anonymous, "First Earth Turned for New Civic Auditorium," The Fresno Bee, August 28, 1935, page 1B.
5. Anonymous, "Auditorium Dedication Set for Tomorrow," The Fresno Bee, December 30, 1936, page 3B.
6. Anonymous, "Auditorium Dedication," The Fresno Bee, January 1, 1937.
7. Anonymous, "Allied Architects News," The Fresno Bee, February 23, 1937, page 1B.
8. Hadley, Homer M., "New Public Buildings in Fresno," The Architect and Engineer, April 1937.
9. Wilson, Richard Guy, "Public Buildings, Architecture, Under the Public Works Administration, 1933-1939," Vol. 1, page 105.
10. Minick, Russell, "New Chapter in An Old Story," The Fresno Bee, September 8, 1991.
11. Patnaude, William, Listing: City of Fresno Local Official Register of Historic Resources, No. 52, (June 25, 1978).
12. Anonymous, "Modernistic Decorations Are Incorporated in New City Auditorium Building," The Fresno Bee, September 12, 1936, page 1B.
13. Anonymous, "'Demos' Council Parley Will Be Fresno's Biggest," The Fresno Bee, January 29, 1956.
14. Selland, Mabelle, "Veterans Memorial Auditorium Report," 1993
15. Powell, John Edward, "Edward T. Foulkes," Fresno Past and Present, Spring 1983.

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16. Powell, John Edward, National Register of Historic Places, Registration Form Tower Theatre, Fresno, California, 1992.
17. "Movie Palace Modern" *Drawings of A. B. Heinsberger, photographs from Mott Studies, program, Pomona College Art Gallery, Dec. 1, 1969 to January 10, 1970; Pasadena Art Museum, January 27 - March 1, 1970.

Note: A partial list of newspaper articles contains 96 citations. Given additional time for research, it is believed that substantially more articles could be located.

10. Geographical Data

Acreage of Property 2.94

UTM References

(Place additional UTM references on a continuation sheet.)

1	11	251100	4069440
	Zone	Easting	Northing
2			

3			
	Zone	Easting	Northing
4			

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Roger Bordeaux Taylor

organization City of Fresno date 9/14/93

street & number 2600 Fresno Street telephone (209) 498-1299

city or town Fresno state California zip code 93721-3605

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name City of Fresno

street & number 2600 Fresno Street telephone (209) 498-1299

city or town Fresno state CA zip code 93721-3605

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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One (1) city block, Block B, Fresno City Blocks, platted in 1872, the original subdivision of the City. Identified by County records as Assessor's Map Book 466, Page 08, Block 4, Parcel 01T.

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Veterans Memorial Auditorium, Fresno, California
Construction Date: 1935-1936

PHOTOGRAPH IDENTIFICATION

1. View from roof of 1941 City Hall
2. Closeup of friese and other details
3. Foyer
4. Front of auditorium view from front property line
5. View of the rear of the auditorium
6. View of east facade
7. View of west facade
8. View of west facade, rear entrance
9. Fountain, converted to planter, each side of main entrance
10. Plaque commemorating trees in honor of famous women
11. Closeup view, one of twelve side entrance light fixtures
12. Closeup view, light fixtures at main entrance
13. View from auditorium plaza of 1894 Water Tower, with Federal and State office buildings in the background
14. View looking west from the northeast corner of site
15. View form Auditorium Plaza looking southwest toward the center of downtown business district, including the 1941 City Hall, 1964 County Courthouse, and 1925 office building
16. View looking south, showing the 1964 Del Webb Building, and Eaton Plaza, landscape area
17. View of detail flanking the main entrance
18. Additional view of the 1894 Water Tower, George W. Maher, Architect, Chicago; National Register

All photographs by Roger Bordeaux Taylor, July 1993, original negatives located at Fresno City Hall. Exhibit D

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FRESNO MEMORIAL AUDITORIUM

TREES PLANTED ON GROUNDS FOR AMERICA'S

12 GREAT WOMEN LEADERS DURING THE PAST 100 YEARS

Sponsored by the Parlor Lecture Club

(Mrs. C.S.) Zella A. Taylor, Chairman and Originator

Organizations Participating

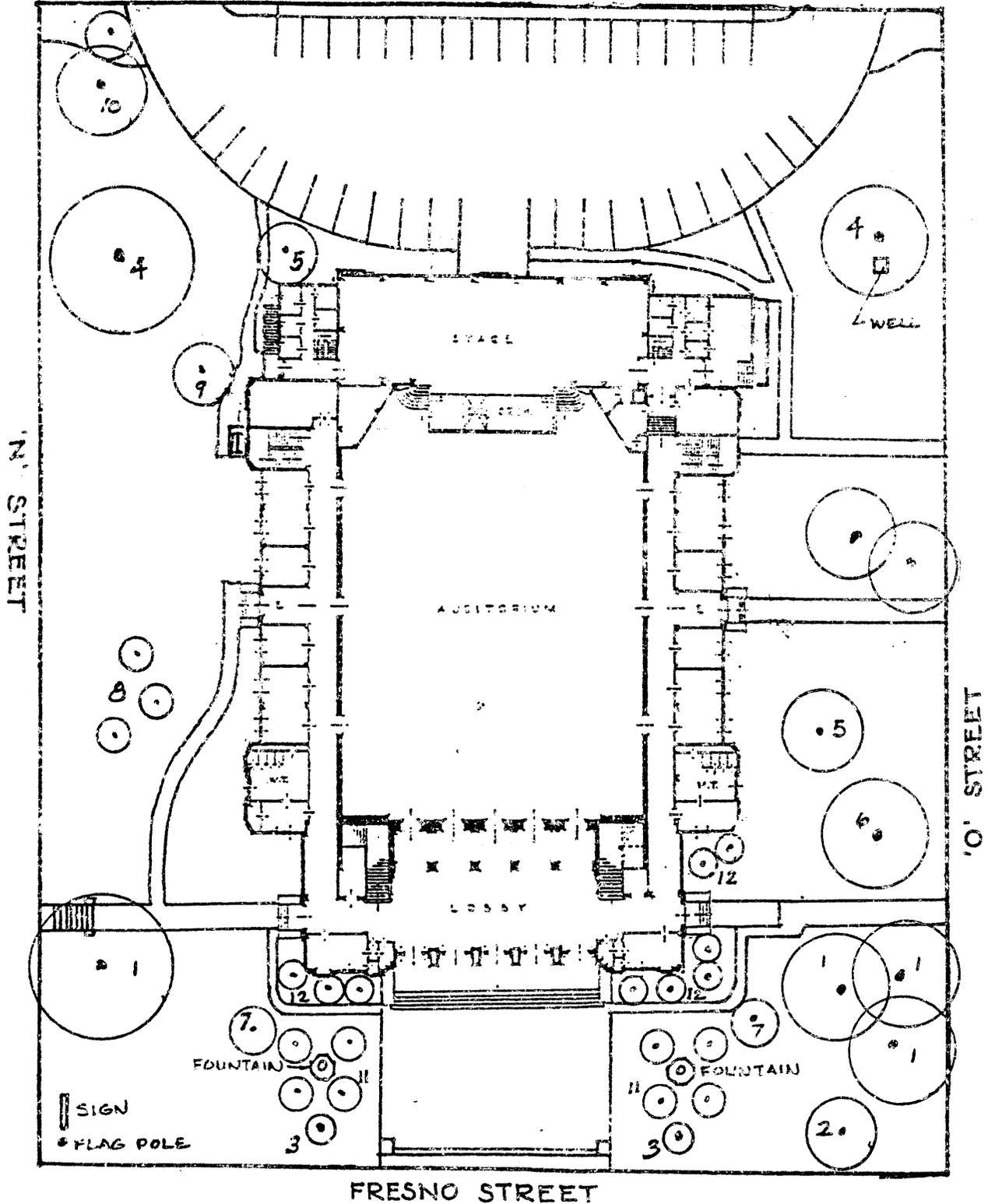
- Jane Adams - Fig Garden Women's Club
- Susan B. Anthony - Native Daughters
- Clara Barton - American Red Cross
- Carrie Chapman Catt - Friday Club
- Mary Baker Eddy - First Church of Christ Scientist,
Fresno
- Julia Ward Howe - Fresno Women's Post American Legion
- Helen Keller - Progressive Home Club
- Mary Lyon - Business and Professional Women
- Amelia Earhart Putnam - Zonta Club
- Harriet Beecher Stowe - American Legion Auxiliary
- Francis Willard - Women's Christian Temperance Union
- Dr. Mary E. Wooley - University Women

Plaque located at entrance to the Fresno Memorial Auditorium.

Trees: Dendrar Cedar, Atlas Cedar, Weeping Mulberry, Cork Oak,
Date Palm, Magnolia, Holly Oak, and Monterey Pine

930832S.RBT

MERCED STREET



TREE LEGEND

- | | | |
|-----------------|---------------------|-----------------|
| 1. Deodar Cedar | 5. Magnolia | 9. Liquid Amber |
| 2. Atlas Cedar | 6. Holly Oak | 10. Maple |
| 3. Date Palm | 7. Weeping Mulberry | 11. Cypress |
| 4. Cork Oak | 8. Virginiana Oak | 12. Podocarpus |

SCALE 1" = 50'

SITE PLAN
FRESNO MEMORIAL AUDITORIUM

Prepared by G. C. ...