

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

DEC - 5 2001

Aug 6 8 2001

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NATIONAL REGISTER OF HISTORIC PLACES

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 46A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any 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 CASCADE THEATRE

other names/site number \_\_\_\_\_

2. Location

street & number 1731 Market Street  not for publication

city or town Redding  vicinity

state California code CA county Shasta code 089 zip code 96001

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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.)

*K. M. Ellen*

11/28/01

Signature of certifying official/Title  
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 commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- entered 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): \_\_\_\_\_

*Edson H. Beall*

Signature of Keeper

Date of Action

1.17.02

CASCADE THEATRE  
Name of Property

Shasta County, 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
		sites
		structures
		objects
1		Total

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

N/A

**Number of contributing resources previously listed in the National Register**

none

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

Recreation & Culture: Theater

Commerce/Trade; Business; Office

Commerce/Trade; Specialty; Gen. Store

Commerce/Trade; Specialty Store; Cafe

**Current Functions**  
(Enter categories from instructions)

Industry; Communications Facility

Work in Progress [to be Theater]

Work in Progress [to be Business; Office]

Work in Progress [to be Specialty; Gen. Store]

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

Modern Movements: Art Deco

**Materials**  
(Enter categories from instructions)

foundation Concrete

walls Concrete

Stucco

roof Asphalt

other Glass, Tile

**Narrative Description**

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

*Please see attached continuation sheets*

**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 a 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 Record # \_\_\_\_\_

**Areas of Significance**

(Enter categories from instructions)

Architecture  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1935  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

9-August-1935 (Opening)  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete if Criterion B is marked above)

n/a  
\_\_\_\_\_

**Cultural Affiliation**

n/a  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Conrich, J. Lloyd Architect [SF]  
Salih Brothers Builders, [SF]

**Primary Location of Additional Data**

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

Name of repository:

Shasta County Historical Society  
Shasta County Library

CASCADE THEATRE  
Name of Property

Shasta County, California  
County and State

**10. Geographical Data**

**Acreeage of Property** less than one acre (.321 acres +/-)

**UTM References**

(Place additional UTM references on a continuation sheet)

1 [ 1 | 0 ] [ 5 | 5 | 1 | 7 | 8 | 0 ] [ 4 | 4 | 9 | 2 | 3 | 3 | 0 ]  
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 George Kramer, M.S.

organization Historic Preservation Consultant date 1-August-2001

street & number 386 North Laurel telephone (541)-482-9504

city or town Ashland state Oregon zip code 97520-1154

**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 the SHPO or FPO.)

name Oregon St. Board of Higher Education, c/o Paul Westhelle, Assoc. Dir., Jefferson Public Radio.

street & number 1250 Siskiyou Blvd telephone (541) 552-6301

city or town Ashland state Oregon zip code 97520

**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 the 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 Project (1024-0018), Washington, DC 20503.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 1

CASCADE THEATRE, Redding, Shasta Cty, CA

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The Cascade Theatre was designed for the T. & D. Jr., Enterprises theater chain by San Francisco-based architect J. Lloyd Conrich and opened on August 9<sup>th</sup>, 1935. The building is the best identified example of the Art Deco architectural style in the City of Redding, California and has been a prominent visual landmark in that community for more than sixty years.

### LOCATION:

The Cascade Theatre is located at 1731 Market Street, mid-block on the east side of Market between Placer and Sacramento streets, in the downtown core of Redding, California. The 100' x 140' parcel is designated as Tax Lot 23 on Shasta County Assessor's Map 101, page 12 and consists of lots 9 and 10 of Block 39 of the plat of the Original Town of Redding. The area is essentially flat, with neighboring uses including historic and non-historic commercial volumes, paved parking lots and similar uses. The downtown Redding Mall, created by the construction of a roof enclosing a two-block portion of Market Street, is located north of Placer Street and the theater site. While many potentially significant resources are located in downtown Redding only the Pine Street School (1135 Pine Street) and the Old City Hall (1313 Market Street) are currently listed on the National Register of Historic Places.

### ARCHITECTURAL DESCRIPTION:

The Cascade Theatre is a multi-story bearing masonry volume, essentially rectangular in shape. The building is largely built upon a slab foundation with minor portions excavated for mechanical equipment and back-of-house uses in the area of the stage. The exterior walls, other than the façade as described in detail below, are largely unadorned cast-in-place concrete, the majority of which still show form markings from the original pour. The roof the Cascade is asphalt composition, over a modified truss, with single-slope wings flanking the primary auditorium/office volume. Non-historic HVAC and other systems are roof mounted, all dating from the 1970s-1980s remodeling periods.

Two single-story wings are located on both the south and north elevations of the volume. The southern wing, approximately 9'-0" wide, serves as the entryway to the mezzanine office spaces. The northern entry, approximately 20'-0" wide, houses one of the three storefronts facing Market Street. Both wings boast simpler versions of the detailed frieze that defines the parapet of the façade. "Across the top of the front façade is a wide frieze,

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number:   7   Page:   2  

CASCADE THEATRE, Redding, Shasta Cty, CA

---

the gilded figures of which are symbolic of northern California's resources" (*Searchlight*, 9-August-1935, Cascade Theatre Special Section, 1:7).

The central portion of the façade above the recessed entryway to the auditorium, is defined by a cast concrete panel in what architectural historian Richard Longstreth calls an "enframed wall" (Longstreth, 2000:75). A large neon pylon rises above the parapet, meeting two flanking neon-lit panels.<sup>1</sup> Fluted pilasters (lined with recently-restored neon piping) flank a ribbed cast-concrete panel above the second floor window bank.

Three storefronts face Market Street. Original construction of these entries featured a transom band above wood-sash storefront systems, and tiled bulkheads.<sup>2</sup> Circa 1960, possibly as late as 1979, the original storefronts were entirely removed and aluminum storefronts were installed, replacing the transoms with plaster panels that hid mechanical equipment above new T-bar ceilings on the interior spaces. The tile bulkheads were also removed at this time and the columns were clad with a natural-color stone.

Like most movie theaters of the 1930s, the primary design focus on the Cascade's exterior was surrounding the entryway, beneath the elaborate marquee and large neon pylon.

The marquee, centered with the little box office, is tiled in red and gold, with a modernistic ceiling in cream, green, and silver and entrance doors in exquisite tones of blue and rose. (*Searchlight*, 9-August-1935).

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<sup>1</sup> The original neon pylon had been substantially modified in the 1960s and much of the original detail was removed. In the 1990s, while the theater was closed, the sign suffered severed vandalism and was non-functional. In December 2000, following extensive renovation by Pat Corey of McHale Signs, Redding, the neon pylon, flanking panels, and sequentially fired "Sally Rand" fan projections were re-lit. Repainted and re-wired based upon physical and photographic information, the pylon sign and raised can letters of the original sign are again fully functional.

<sup>2</sup> All comments relating "original" construction are based on either available historic photographs or were depicted in original plans for the theater prepared by J. Lloyd Conrich, copies of which are in the collection of the California Historical Society.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 3

CASCADE THEATRE, Redding, Shasta Cty, CA

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The recessed entry to the theater itself retains dark brown tile flooring in a duo-toned triangular pattern, apparently original to the building.<sup>3</sup> The walls of the entryway were originally tiled with burgundy and gold ceramic tile, a feature that was also removed in the 1960s and clad in the same natural stone as the columns. The elaborate ticket booth, designed by Conrich, was also removed, probably at this time.

Lining the upper parapet of the façade is a cast-concrete frieze depicting figures related to traditional northern California industry — logging, ranching, and similar scenes. As originally designed, this feature was “gilded.”

Redding is well acquainted with the austere lines of the theater’s exterior, a modernistic theme executed in reinforced concrete. Across the top of the front façade is a wide frieze, the gilded figures of which are symbolic of northern California’s resources (*Searchlight*, 9-August-1935, 1:7-8).

The frieze extends across the entire façade, including the simpler detail of the twin attached wings.<sup>4</sup> The wood and glass doors of the entry way led to a small foyer, with an additional set of bi-fold wooden doors, which in turn led to the lobby and the theater’s grand interior spaces. This feature, clearly visible in historic photographs, survived at least through the 1950s and was subsequently painted in body color for unknown reasons. The small bas relief panel originally located above the southern entry to the mezzanine has also been removed (n.d.).

The original projecting marquee of the Cascade Theatre was a finely detailed design with similar elements as the pylon, highlighted in neon with projecting corners and a multi-light soffit area as described above. The original display system was white letters on a black background, soon changed to black letters on white as theater technology advanced. Still later the marquee was enlarged and the original framework re-used to support a substantially streamlined design that obliterated most of the original surface detail. The marquee is currently undergoing restoration and will be returned to the original neon-lined

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<sup>3</sup> Portions of this surface were removed to allow installation of a ground-beam in Jun 2000, a required element of the seismic upgrade of the structure.

<sup>4</sup> The original frieze was almost certainly clad with “Dutch Metal,” a non-precious material that visually imitates the appearance of gold leaf.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 4

CASCADE THEATRE, Redding, Shasta Cty, CA

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exterior appearance with white lettering on a black background, based upon the original 1935 design.

The office spaces of the mezzanine level, accessed via the southern entrance, are lit by a series of window banks nested into the basic divisions of the façade. As originally designed these windows were 2/2 double-hung painted wood sash. At some undetermined time, probably circa 1960s, the original wood windows were replaced with 1/1 aluminum windows which remain

### **INTERIOR: THEATER-RELATED SPACES**

As originally designed, a series of exterior doors lead to a small foyer, with a second series of wooden doors leading to the lobby proper. Both sets of doors were removed in the 1970s (or earlier) and the present single series of modern aluminum commercial doors installed in their place. The original foyer area, approximately 6' side, was incorporated into the main lobby space, including the construction of a small interior ticket booth on the south side of the former foyer.

The lobby of the Cascade Theatre is a long rectangular space. The highly figured detail of the ceiling, with original finishes, survives virtually intact. Two stairwells lead to the balcony level and retain the original wrought metal balusters. A mural depicting gold mining scenes remains above the entryway, flanked by two original wall sconces.

The ceiling is truly splendid, a Byzantine grandeur gone modernistic, a score of blending colors worked into a gorgeous whole (*Searchlight*, 9-August-1935, 1:7-8).

An original tile drinking fountain remains at the southern end of the lobby, near the entrance to the women's restroom and "office." At the north, beneath the stair flight, a small recessed niche, was originally decorated with a painted mural of two stylized female figures. A raised ceiling retains some decorative banding.

The main auditorium of the Cascade Theatre is a large full-height space with a projecting balcony. The proscenium arch is decorated with bas relief detail including leaping stags, floral patterns and other stylized natural elements. Additional bas relief panels flank the proscenium with fluted pilasters continuing along the side walls of the auditorium space. According to historic photographs the bas relief panels were originally a metalized surface,



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 5

CASCADE THEATRE, Redding, Shasta Cty, CA

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as were the fluted columns. "Rising smoothly at the sides of the auditorium are slender groups of pilasters, the first groups in gold with central panels of rose..." (*Searchlight*, 9-August-1935, 1:7-8). These features, which remain, were painted at some undetermined time, probably in conjunction with the partitioning of the auditorium into four smaller venues that occurred in 1979. A fine cornice detail, similar in treatment to the multi-colored metallic surface of the lobby ceiling remains, lining both the sidewalls of the auditorium. The ceiling, now painted, was originally highly figured.

The ceiling under the balcony is charmingly done in blue, with a curving outer edge in tones to represent water and waves breaking on the shore. Then the lofty ceiling breaks on one's view, a terra cotta forming the background for the modernistic design of many shades (*Searchlight*, 9-August-1935, 1:7-8).

Original metal balustrades in the balcony area were removed, possibly in connection with the modification to the stairwell entrances to this area. The projection booth, at the top of the auditorium, remains.

### **INTERIOR: STOREFRONT AREAS:**

As noted above, there are three storefronts facing Market Street on the ground floor of the Cascade Theatre, flanking the main recessed theater entrance. While the original plans of these spaces survive, only a single historic image of the storefront interiors remains, depicting the "Golden Bird Confectionary" in the extreme northern storefront space. Prior to the present renovation, these spaces retained little historic character, with dropped ceilings, typical stucco walls and minimal trim or detailing. The former Golden Bird Confectionary space was completely renovated in 1999-2000 for use by the new owners, Jefferson Public Radio, as the site of their Redding studios. This space is described in more detail below.

### **INTERIOR: MEZZANINE OFFICES:**

Located behind the balcony level and inaccessible other than from the Market Street entrance, the mezzanine office area originally consisted of eight office spaces with a central, arched, corridor. These offices, overlooking Market Street and lit via the banked windows described earlier, were detailed in typical fashion according to the original plans. No historic photographs of this area are known and little original appearing detail beyond the single-light wood and glass entry doors remains.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 6

CASCADE THEATRE, Redding, Shasta Cty, CA

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### **1979 REMODELING:**

Although various aspects of the Cascade exterior were altered or remodeled prior during its first four decades of use, the major alteration to the original character of the theater occurred in 1979 when United Artists, the successor corporation to T & D. Jr. Enterprises, undertook major alteration in an effort to better compete for audiences. San Francisco architect George K. Raad, AIA designed the project, which extended the original balcony forward to accommodate the installation of two additional screens. The main auditorium floor was partitioned in two with the construction of a full-height wall, creating a total of four individual theatres within the original space. As noted above, it was likely at this time that alterations to the stairwells, balcony balustrade and other original interior detailing occurred although this is not entirely clear. Exterior alterations, while not conclusively dated, likely included the removal of the original ceramic tile bulkheads, the reconstruction of the storefronts (including transom removal), installation of aluminum theater entry doors and the application of the split stone facing on the façade.

### **POST-1999, REHABILITATION PLANS:**

The Cascade Theatre, built by T & D. Jr., continued in its original function under the ownership of the United Artists Theater Circuit until September 1997 when theater was closed. In early 1999 the building was purchased by the Oregon State Board of Higher Education, acting through a lease arrangement with Jefferson Public Radio, an NPR-affiliated associated with Southern Oregon University in Ashland, Oregon. JPR, which operates a radio station in the Redding area announced plans to renovate one of the storefronts for use as its Redding studios and began a fundraising campaign to completely rehabilitate the Cascade Theatre auditorium for use as a first class performance space. Trilogy Architecture, of Redding, will design the restoration.

In December 1999 the new JPR studios were opened in the northernmost storefront, with restored interiors that include full height ceilings, historically compatible lighting, Art-Deco based door and window surrounds, historically based trim, carpet, and other detailing that reinforces the architectural character of the theater.

The JPR studio project included the entire reconstruction of the storefront with reinstalled transom bands. Similar treatments are planned for the remainder of the façade, with burgundy tile bulkheads and wall treatments, new second floor windows, restoration of the

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 78 Page: 7

CASCADE THEATRE, Redding, Shasta Cty, CA

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façade frieze, re-creation of the removed bas relief panel above the second floor entry and a rebuilt ticket booth all planned for. Interior study by David Wessell of Architectural Resources Group, San Francisco, will provide the basis for repainting or restoring the original auditorium ceiling. (Wesell/ARG, 25-January-2000). Research is on-going regarding the original surface treatments of the pilasters, proscenium, carpeting and walls. Designs for the original light fixtures in the auditorium and lobby, designed for T & D. Jr. by Boyd Lighting, have been located and will serve as the basis for the reconstruction of these features. The interior partitions dividing the auditorium have been removed and the original single volume has been re-established. Seismic work and related structural improvements to the foundation were completed in June 2001.

The in-process restoration of the Cascade Theatre, supported by the City of Redding, has already been recognized by the Art Deco Society of California, which gave the project a preservation award on March 18<sup>th</sup> 2000. The Mitchell Fund of the National Trust for Historic Preservation has helped underwrite the interior restoration planning of the theater. At this time the completion date for the restoration of the Cascade Theatre is anticipated in Fall-Winter 2002.

### **SUMMARY:**

The Cascade Theatre, designed by J. Lloyd Conrich with interior features designed and executed by the firm of Chevalis and Santocono, opened in 1935 as one of the most elaborately decorated buildings ever constructed in Redding, California. Although somewhat modified in succeeding years, the building retains substantial integrity in all seven aspects of integrity as defined by the National Park Service and effectively relates both its original design and character. As the best identified example of the Art Deco architectural style in the City of Redding, California, the Cascade Theatre is nominated for listing on the National Register of Historic Places under Criterion "C" as an exemplar of that style. Currently undergoing a comprehensive restoration that will further enhance the buildings' exterior and visual character, the Cascade Theatre remains a primary visual landmark in the community, a role it has played for more than sixty years.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 1

CASCADE THEATRE, Redding, Shasta Cty, CA

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The Cascade Theatre was designed by San Francisco-based architect J. Lloyd Conrich and opened to the public in 1935. The building is the best identified example of the Art Deco architectural style in the City of Redding, California and has been a prominent visual landmark in that community for more than sixty years.

### DEVELOPMENT HISTORY:

Construction of a new and significantly larger movie theater than had ever been built in Redding, California was confirmed in the local media in August 1934. Michael J. "Mike" Kassis, manager of the earlier Redding Theater, announced that the "...final plans have been approved, the last line being drawn within seven days and the setting of a date for the ground breaking now awaits the return of M. Naify...from Reno (*Searchlight*, 14-August-1934, 1:2).

Michael Naify (1886-1975) was the president and general manager of T. and D. Jr. Enterprises, the operator of the Redding and the developers of the new Cascade Theatre. Mike Kassis, who would leave the Redding Theater to become the manager of the Cascade at its opening, was Naify's brother-in-law. Kassis' belief in Redding's future growth and the important statement the construction of a new and modern theater would make regarding the area's economic potential during the Depression were a key element in the project.<sup>1</sup>

This splendid, fireproof building, . . . safe, sanitary, comfortable...and capable of holding a large number of persons, is symbolic of what the city government has in mind for the future of this city...New buildings always mean progress and measuring Redding by this rule indicates the city is progressing...(Mayor William B. Mensel, *Searchlight*, 10-August-1935, 1:4).

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<sup>1</sup> The seating capacity of the Redding Theater is unknown however the Cascade was clearly much larger. When it opened in 1935 the Cascade's auditorium could accommodate more than 30% of Redding's estimated 6100 residents. The building's scale, and its grandeur, were accordingly seen as strong statement regarding Redding's bright future. As late 1940, even while the population of Shasta County had more than doubled in ten years, the Cascade could still seat 5% of Shasta County and nearly 10% of Redding, at a single showing (US Dept of Commerce/Bureau of the Census).

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 2

CASCADE THEATRE, Redding, Shasta Cty, CA

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T & D. Jr. president Michael Naify and his brother James arrived in the United States as immigrants from Lebanon, and first settled in Atlantic City, where they operated a linen importing business. In 1915 they opened a booth at San Francisco's Pan-Pacific Exposition.

[A]ccording to the story passed down in the family, they had the ill luck to be assigned a location directly opposite a nickelodeon. They observed with considerable envy the much greater traffic of patrons to the nickelodeon and decided to switch businesses. (Weissberg, 1998:94)

From this beginning, the Naifys were soon running a small chain of theaters and eventually they acquired a similar operation from the team of Turner and Duncan. Retaining the T & D., Jr. Enterprises name, the Naify family quickly became one of the largest regional theater operators on the Pacific Coast. Theaters called "T & D" were located in Lodi and Oakland while the company also operated as the "State Theater" in Sacramento, Oroville, and Martinez, as the "Castro" and "Royal" in San Francisco, the "Senator" in Chico, the "Granada" and "Majestic" in Reno and the "California" in Dunsmuir. In 1935, when the Cascade was opened, T. & D., Jr. was a major component of the dominate independent theater operation in central and northern California, operating an estimated 100 movie theaters. T. & D., along with two related circuits, Golden State Theaters and San Francisco Theaters, were eventually merged into "United California Theaters," and finally, under the leadership of Mike Naify, into United Artists Theater Circuit (Levin, 2001).<sup>2</sup> Eventually the company was renamed United Artist Communications and diversified into various other ventures outside the theater chain. Michael Naify, as CEO of United Artists, is considered a founder of the cable television industry in America and his sons, Robert and James, remain active in the movie business.<sup>3</sup> United Artists Theaters, now based in Colorado, remains one of the nation's largest theater chains with more than 2000 screens.

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<sup>2</sup> An "independent" theater circuit here refers to a company not directly aligned with a movie studio. Fox West Coast, for example, was the other major theater circuit operating in competition with T & D. Jr., but was owned by 20<sup>th</sup> Century Fox. With the merger into United Artists, a company that traces its roots to the United Artists Studios founded by Douglas Fairbanks and Mary Pickford, the independent status of the original T. & D. Jr. venture gained a studio association.

<sup>3</sup> [http://amalid.com/prominent\\_lebanese\\_americans.htm](http://amalid.com/prominent_lebanese_americans.htm)

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 3

CASCADE THEATRE, Redding, Shasta Cty, CA

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### J. LLOYD CONRICH, ARCHITECT

The architect of the Cascade was San Francisco-based Joseph Lloyd Conrich, who designed several theaters for T & D. Jr., Enterprises during the 1930s.<sup>4</sup> Conrich was born in San Francisco in 1903 and studied briefly at the University of California (1920-1922) after first working in a architectural firm in 1919, at the age of sixteen (Marquis, 1949:189). He later worked in the offices of Hyman and Appleton (1924-1927) and Bakewell and Brown (1930-1932) before establishing his own practice.<sup>5</sup> Conrich's theater work for Naify, all during the 1930s and 1940s, includes projects in Chico, Lodi, Susanville, Santa Rosa, Visalia, the Theater Del Mar in Santa Cruz, and the State Theater in Auburn. Conrich also recorded work on the Strand Theater in Alameda, for the Nasser Brothers, the Capitol Theater in Sacramento, for Fox West Coast, and the Balboa and Alexandria theaters in San Francisco, both for S. H. Levin, among the nearly 200 "Job Numbers of J. Lloyd Conrich, A.I.A." <sup>6</sup> In his later life, Conrich apparently concentrated on residential design and other forms of artistic expression. His most notable residence is apparently his own home, located at 146 Beaumont Avenue, in San Francisco, completed in 1953. Included in the 1958 House Tour of the San Francisco Real Estate Board, Conrich's house was reportedly featured in five internationally distributed magazines. (*SF Real Estate Board*, 11-November-1958). Lloyd Conrich died on November 22<sup>nd</sup> 1987 at the age of eighty-four, leaving a substantial archive of his personal and professional work. Despite more than six decades of architectural practice few of Conrich's buildings appear to have been formally identified within known survey and inventory projects.<sup>7</sup>

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<sup>4</sup> Earlier documents, including the Cascade's nomination for the California Register of Historical Resources (approved in November 1999), have incorrectly identified the architect of the Cascade Theatre as "Richard Conrick," based upon an erroneous report in the local newspaper.

<sup>5</sup> J. Lloyd Conrich Collection, Environmental Design Archive, (<http://www.oac.cdlib.org/dynaweb/ead/berkeley/ceda/conrich>)

<sup>6</sup> The professional papers and office records, along with numerous original blueprints (including those of the Cascade Theatre) are maintained in the archival collection of the California Historical Society. In addition Conrich left other documents related to his architectural practice at the Environmental Design Archives, UC Berkeley and materials related to his personal and financial affairs to the Judah L. Magnes Museum, also in Berkeley, California.

<sup>7</sup> A 1999 request for any listings attributed to either "Conrick" or "Conrich" in the California Register of Historic Places failed to identify any buildings recognized as the work of the architect.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 4

CASCADE THEATRE, Redding, Shasta Cty, CA

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### **SALIH BROTHERS, BUILDERS**

The contractors of the Cascade Theatre were Salih Brothers, of San Francisco, builders of many of the T & D., Jr. Enterprises theaters. The Salihs, like Mike Kassis, were relative's of the Naify Family and the family connection made for a long-standing business relationship between the firms.<sup>8</sup> The Salih Brothers built both the State Theater in Red Bluff and the Senator Theater in Chico for T & D., and advertised themselves as "Specializing in Modern Theater Construction" in the opening night program for the Cascade.

Other contractors and artisans known to have worked on the original construction of the Cascade Theatre include, most notably, the B. F. Shearer Company, specialists in theater and stage equipment and William Chevalis and Matteo Santocono, interior designers who executed all the wall and ceiling decorations of the new theater. "William Chevalis was a well-known theater decorator in California...Matteo Santocono was another. He did much of the painting in the San Francisco Fox" (Levin, 3-July-2001).<sup>9</sup> Interior light fixtures were designed and provided by Boyd Lighting, also of San Francisco. These firms, working with a variety of architects including Conrich, Timothy L. Pflueger and J. R. Miller, all based in San Francisco, regularly worked on T & D. Jr. projects during and enabled the company to quickly expand during the 1930s and 1940s.

### **OPERATION: 1935-1975**

Construction of the Cascade Theatre began in late November 1934 and proceeded rapidly. Opening night was set for August 9<sup>th</sup>, 1935. "The finishing touches are now being placed on the big building...the decorating is now almost complete and ....the magnificent sign has been tested and found in working order (*Courier-Free Press*, 30-July-1935, 4:1-2).

In a special section of the Redding *Searchlight* published on 9-August-1935 the theater was praised as "...the finest cinema house in northern California." Nearly 2000 people

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<sup>8</sup> Evon George, personal communication with the Author, 16-October-1999. Mrs. George is Lee Salih's daughter.

<sup>9</sup> Matteo Santocono (1885-1947) was born in Italy on March 15, 1885. He settled in San Francisco shortly after the earthquake of 1906. He died there on July 12, 1947 (<http://www.california-art.com>).

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 5 CASCADE THEATRE, Redding, Shasta Cty, CA

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attended the grand opening, watching ceremonies that included Naify, Kassis and Redding's mayor.

With every one of the 1348 seats in the house occupied and hundreds of persons standing in the lobby awaiting admittance, brilliant, gorgeously blending multi-colored lights faded off beautiful mural decorations to the soft darkness of a modern motion picture house. (*Searchlight*, 10-Aug-1935)

The Cascade quickly became, and remained, a focal point of downtown Redding. Under the strong guidance of Mike Kassis the Cascade developed a reputation as "...the undisputed entertainment showplace of Redding."

Its rich, dramatic, Art Deco architecture and interior décor imparted a sense of luxury to the ritual of moviegoing enjoyed by all ages, and patrons could be assured of a generous pick of first-run features" (Weissberg, 1999:47)

The Cascade continued as Redding's premier motion picture venue for the next four decades, the site of annual free Christmas shows, "dinner china giveaways on Thursdays and wheel-o-fortune games that were a regular part of the industry in the pre-television era. Mike Kassis, who's bright vision of Redding's future led to the construction of the Cascade, retired as the theater's manager in 1968 after having served in that position for thirty-five years (Weissberg, 1999:49).

### **OPERATION: 1975-1997**

Like many large, single screen, theaters, the Cascade's fortunes began to decline in the 1960s and 1970s. In 1975 United Artists, the successor company to T. & D. Jr., opened a three-screen complex in the Mt. Shasta Mall that provided serious competition to the aging Cascade. In 1979 the large single auditorium was partitioned into four smaller theaters, two on the main floor and two in the modified balcony. In May 1990 the once grand Cascade Theatre was reduced to a venue for second run films, offered at \$1 admission. Still the theater struggled with declining attendance and despite various efforts at creative marketing and pricing, including foreign and "art-house" film festivals, remained a financial



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 6

CASCADE THEATRE, Redding, Shasta Cty, CA

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drain on United Artists. Finally, in 1997, the Cascade Theatre was closed and soon the property was advertised for sale.

A downtown Redding landmark will close its doors Sunday. The 62-year old Cascade Theatre will not show movies after this weekend...While the news of the Cascade's closure surprised some people, most said the art deco building has too much potential to remain shuttered (*Record Searchlight*, 24-September-1997, 1:3-7).

### **ART DECO ARCHITECTURE:**

The 1930s, Hollywood's so-called "Golden Age," brought with it the maturing of the movie theater as a specific building type and coincided temporally with the popularity of the Art Deco style. Art Deco and the movie theater were virtually made for each other — Hollywood's exuberance and the futuristic overtones of Art Deco were perfectly meshed in the grand movie palaces of the period. "Theatricality pervades the Art Deco style. What Deco building doesn't conjure up visions of sleek automobiles parked in front with fashionable, elegantly dressed people emerging and ambling up to the well-appointed lobby?...[T]hese associations with glamour and modernity [were] fully realized in movie houses of the twenties and thirties" (Crowe, 1995:1).

The style of Art Deco traces its roots to the broader trends in the decorative arts of the early 20<sup>th</sup> century. "During its heady in the 1930s and 1940s, art deco was known as the *style moderne*" (Weber, 1985:11, emphasis as original). The first Art Deco-designed movie palace is reportedly the Hollywood Pantages, designed by B. Marcus Priteca, in 1931. The style proved instantly popular and was employed for numerous other theaters nationwide. In urban areas movie palaces, interior and exterior were blended into a complete "atmospheric" experience that enhanced the escapist overtones of the movies during the Great Depression.

### **THE DECO STYLE IN THE REDDING AREA:**

In the smaller towns of northern California, modest versions of the great movie palaces of the big cities soon became a common feature on Main Street. Such buildings brought an

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 7

CASCADE THEATRE, Redding, Shasta Cty, CA

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infusion of Hollywood's glamour to smaller communities. Art Deco, while acceptably "modern" for smaller town theaters, was in many communities apparently considered inappropriate for other, more traditional, building types. As a result, with the exception of the Cascade Theatre, no other example of the Art Deco style is known to have been built in Shasta County. Examples of several related styles, notably the W. P. A. Moderne United States Post Office (c1935), the Veterans Memorial Building (1939) and the extremely fine Streamlined Moderne Redding Fire Station (1939) were developed.<sup>10</sup>

Two Art Deco-style movie theaters survive in communities near Redding, notably the *State Theater* in Red Bluff and the *Senator Theater* in Chico. Both were originally developed and operated by T. & D. Jr. Enterprises and designed by the architectural firm of Pflueger and Miller. Lloyd Conrich, architect of the Cascade, designed later alterations for the *Senator* according to his job list. Like virtually any 1930s-era theater in a smaller town, both the *Senator* and the *State* remain important visual elements within their respective cities.<sup>11</sup>

The Cascade represents the only example of the Art Deco Style in downtown Redding and may well be the only example of the style ever constructed in Shasta County. A largely intact example of its type, retaining substantial exterior detailing including the cast concrete figures of the parapet and the fluted panels created the "enframed" façade, the Cascade remains an excellent example of the 1930s Art Deco theater style developed by J. Lloyd Conrich. The elaborate interior features of the Cascade lobby retain high integrity, with the highly decorative ceilings, several original light fixtures, tiled drinking fountain and the metal balustrades that lead to the balcony area. The auditorium, while partially painted, retains its decorative cornice and bas relief panels. Taken as a whole, the Cascade Theatre successfully and effectively relates its original design, exemplifying the Art Deco style.

### SUMMARY:

The 1935 Cascade Theatre, designed by J. Lloyd Conrich for the T. & D. Jr., Enterprises theater chain, is significant under the theme of commercial architecture within the

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<sup>10</sup> See Gebhard, Montgomery et al, 1973:335-336. This inventory of northern California architecture includes the Cascade Theatre on page 336, categorized as "Streamlined Moderne" and dated c1938.

<sup>11</sup> The *Senator Theater* has been Determined Eligible for listing on the National Register. The *State Theater's* nomination is in process at this writing but has not been finalized.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number:   8   Page:   8  

CASCADE THEATRE, Redding, Shasta Cty, CA

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Redding area. Currently undergoing extensive renovation, the Cascade Theatre retains excellent integrity and successfully conveys its original character and design in the Art Deco style. As the best known example of that style in the Redding area, the Cascade Theatre is significant under evaluation Criterion "C" for listing on the National Register of Historic Places.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 9 Page: 1

CASCADE THEATRE, Redding, Shasta Cty, CA

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 9 Page: 2

CASCADE THEATRE, Redding, Shasta Cty, CA

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 10 Page: 1 CASCADE THEATRE, Redding, Shasta Cty, CA

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### VERBAL BOUNDARY DESCRIPTION:

The nominated area is defined at Tax Lot 23, as shown on the Shasta County Assessors Map Book 101, page 12 and consists of lots 9 and 10 of Block 39 of the Original Town of Redding. The parcel is roughly 100' x 140' in size, with 100' frontage facing Market Street.

### BOUNDARY JUSTIFICATION:

The nominated parcel includes the entire area parcel historically associated with the the Cascade Theatre since its original construction and development in 1935.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: PHOTOGRAPHS Page: 1 CASCADE THEATRE, Redding, Shasta Cty, CA

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1. Historic View: Façade, showing original marquee and frieze treatments  
Looking: NE, from Market Street  
Photographer: Unknown  
Date of Photograph: 1935  
Negative: Shasta County Historical Society
2. Historic View: Façade, showing modified marquee  
Looking: NE, from Market Street  
Photographer: Unknown  
Date of Photograph: 1941  
Negative: Courtesy of Steve Levin
3. Historic View: Façade, at night, showing neon and entry treatments  
Looking: SE, from Market Street  
Photographer: Unknown  
Date of Photograph: 1942  
Negative: Courtesy of Steve Levin
4. Current View: Façade, showing restored pylon, exposed marquee structure and restored JPR Studio storefront (at extreme left)  
Looking: NE, from Market Street  
Photographer: Paul Westhelle  
Date of Photograph: June 2001  
Negative: Collection of the photographer
5. Current Detail: SW corner frieze, showing painted figures and wing treatment  
Looking: NE, from Market Street  
Photographer: Paul Westhelle  
Date of Photograph: June 2001  
Negative: Collection of the Photographer
6. Current Detail: Entry way, showing exposed marquee structure pre-restoration, entryway, display cases, facade details  
Looking: East, from Market Street  
Photographer: Paul Westhelle  
Date of Photograph: June 2001  
Negative: Collection of the Photographer
7. Historic Interior: Lobby  
Looking: North, showing murals, lighting, and snack cart  
Photographer: Unknown  
Date of Photograph: April 1942  
Negative: Courtesy of Steve Levin

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: PHOTOGRAPHS Page: 2

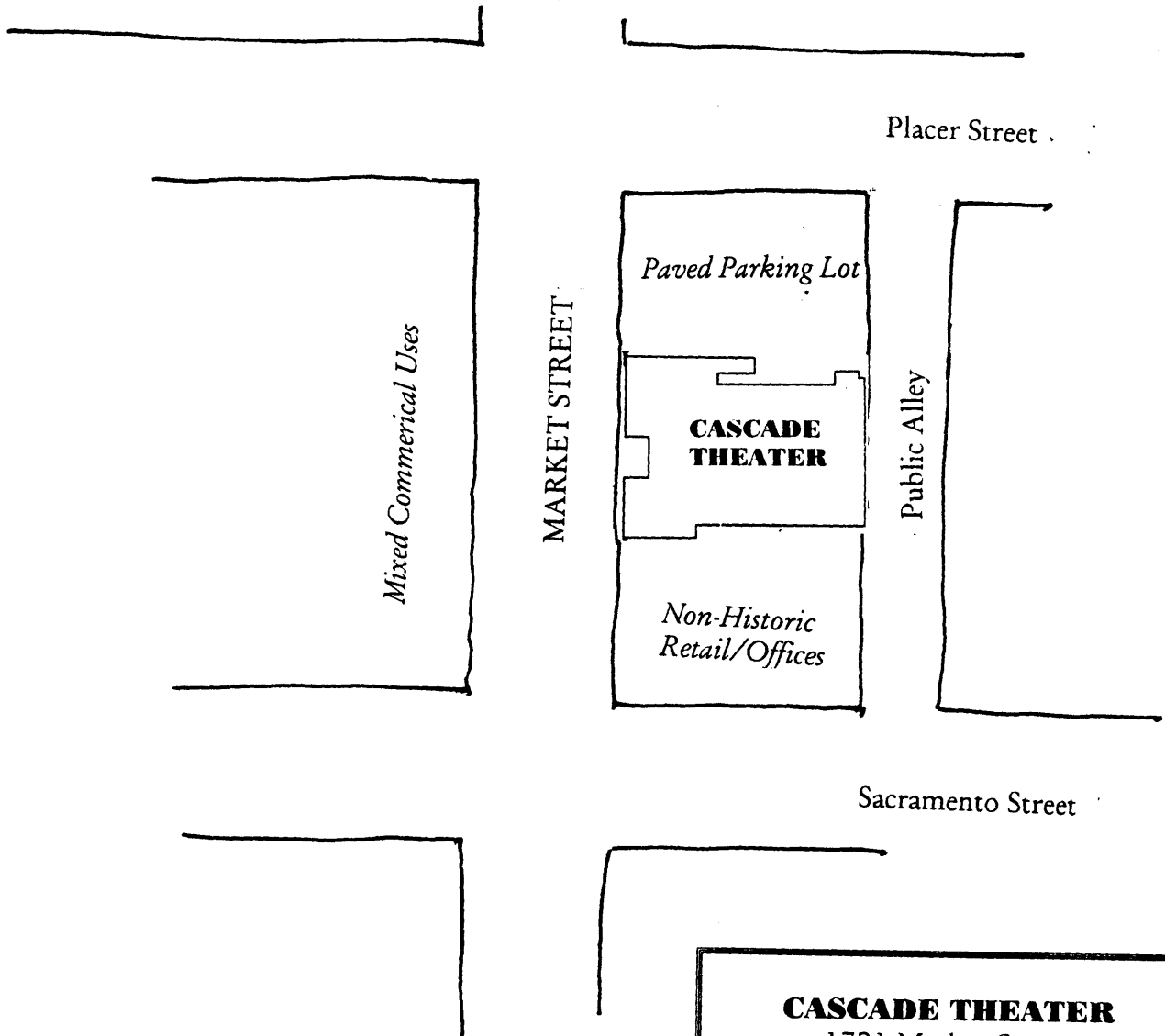
CASCADE THEATRE, Redding, Shasta Cty, CA

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8. Current Interior: Lobby  
Looking: North  
Photographer: G. Kramer  
Date of Photograph: July 2001  
Negative: Collection of the Photographer
9. Current Interior: Lobby  
Looking: South  
Photographer: G. Kramer  
Date of Photograph: July 2001  
Negative: Collection of the Photographer
10. Current Interior Detail: Lobby, decorative ceiling treatment  
Looking: North, from southern stairwell  
Photographer: G. Kramer  
Date of Photograph: July 2001  
Negative: Collection of the Photographer
11. Current Interior Detail: Balustrade  
Looking: West  
Photographer: G. Kramer  
Date of Photograph: July 2001  
Negative: Collection of the Photographer
12. Current Interior Detail: Lobby Mural [southern portion], by Chevalis and Santocono  
Looking: West  
Photographer: G. Kramer  
Date of Photograph: July 2001  
Negative: Collection of the Photographer
13. Current Interior: Main Auditorium, showing cornice, bas relief details [stage left]  
Looking: SE, from center of auditorium  
Photographer: G. Kramer  
Date of Photograph: July 2001  
Negative: Collection of the Photographer



Entrance to Downtown  
Redding Mall



Placer Street

*Mixed Commercial Uses*

MARKET STREET

*Paved Parking Lot*

**CASCADE  
THEATER**

Public Alley

*Non-Historic  
Retail/Offices*

Sacramento Street



NORTH

**CASCADE THEATER**  
1731 Market Street  
Redding [Shasta Cty] California  
**SITE & VICINITY MAP**