RECEIVED 2280 OMB No. 1024-0018

**United States Department of the Interior** National Park Service DEC 1 1 2015

1002

## National Register of Historic Places Registrational Register of Historic Places

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. 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.

1. Name of Property		
Historic Name: Gem Theater		
Other Names/Site Number: N/A		
Name of related multiple property lis	sting: N/A	
2. Location		
Street & Number: 3940 Thalia St		
City or town: New Orleans	State: LA	County: Orleans
Not for Publication:	Vicinity:	
	<u> </u>	
3. State/Federal Agency Certif		
that this nomination request to standards for registering properties	for determination of e in the National Regis ments set forth in 36	Preservation Act, as amended, I hereby certify eligibility meets, meets the documentation ster of Historic Places and meets the CFR Part 60. In my opinion, the property
I recommend that this property be contained in a state in the state i	onsidered significant	at the following level(s) of significance:
Applicable National Register Criteria	a: 🛛 A 🔲 B 🗀	]C □D
Signature of certifying official/Title	e: Phil Boggan, State H	storic Preservation Officer Date
Louisiana Department of Culture,	Recreation, and To	ourism .
State or Federal agency/bureau or	r Trihal Governmen	t
State of Federal agency/bureau o	Tilbai Governinen	
In my opinion, the property  meet	s  does not meet t	he National Register criteria.
Signature of commenting official:		Date
Title:	State or Fed	eral agency/bureau or Tribal Government

Ge	m Theater	
-		

Name of Property

Orleans Parish, LA County and State

4. National Park Certific	ation
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I hereby certify that the property is:

✓ entered in the National Register 1-26- 206

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

other, explain

1-27-2014

Due to government Closure

Signature of the Keeper

**Date of Action** 

#### 5. Classification

Ownership of Property (Check as many boxes as apply.)

X	Private
	Public - Local
	Public - State
	Public – Federal

#### Category of Property (Check only one box.)

X	Building(s)	
	District	
	Site	
	Structure	
	object	

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

Contributing	Non-contributing	
1		Buildings
		Sites
		Structures
		Objects
1	0	Total

Number of contributing resources previously listed in the National Register: 0

#### 6. Function or Use

Historic Functions (Enter categories from instructions.): Recreation and Culture: Theater

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Current Functions (Enter categories from instructions.): Vacant/Not in Use; Work in Progress

#### 7. Description

Architectural Classification (Enter categories from instructions.): Modern Movement: Moderne

**Materials:** (enter categories from instructions.)

foundation: concrete

walls: brick

roof: Bitumen over concrete panels

other:

#### **Narrative Description**

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

#### **Summary Paragraph**

The Gem Theater is located at 3940 Thalia Street, just a few blocks outside of the Broadmoor National Register Historic District. Designed in the Art Moderne style, the theater was buit in 1951 as an African American Theater. It is a two story space with a stepped stucco façade with yellow and maroon tiles along the bottom of the façade and a projecting aluminum marquee flanked by movie poster display windows on each side. The side walls have multi lite metal windows and there are two small one story non-contributing additions added to the rear in the 1960s. The interior has lost many of its finishes, but the overall, bones of the building comprising the large theater space with second floor mezzanine is intact. The original bathroom spaces and concession space are also still intact. The building has suffered significant structural damage to the floor necessitating its removal and leveling. The removal of original finishes has affected the integrity of materials to a degree, but the Gem Theater retains the other aspects of integrity and remains eligible for listing on the National Register.

#### **Narrative Description**

The façade (see photos 1-4) is mostly stucco with decorative raised vertical bands on the central portion. A projecting aluminum awning comes out from the center in a polygonal shape. Originally, below the awning, there was a central ticket booth and three doors on each side (see Figure 2). These are no longer extant. Above the awning were two neon lit signs that said "Gem." On each side of the central entrance bay are three movie poster openings. The central one is skinnier than the two flanking it. The large central entrance bay is recessed and the side walls of the recess are angled. Each of these also holds a movie poster with signage above that says "Now," to show what movies were currently playing. These are intact.

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Each side elevation is exposed masonry with three window openings. Most of these have their original 24 light metal windows (see Photo 10). One on the left side has been boarded over. As stated previously, a small one story concrete block addition is located on the rear of the right side. This was for a 1960s autoparts store that used the Gem for storage. It connects via the rear entry on this side. Its façade faces S. Broad Street and is a typical 1960s brick veneered façade with an aluminum and glass storefront. This addition is non-contributing as it does not relate to the overall theater's recreation and entertainment significance. There is a second non-contributing addition off the rear, which was constructed at the same time as the other addition based on the matching brick used in its construction.

The interior has been stripped of most original material finishes, but the overall large volume of space and layout remains intact. The first floor had a central ticket booth, which is no longer standing. On the left side of the entrance are two small bathrooms and on the right side was the concession stand. To the right of the concession stand are the stairs leading up to the mezzanine (see Photo 12). In the main theater space, there is a large central stage with dressing rooms on each side. The walls of the dressing rooms are curving walls. The ceiling would have been finished and is currently exposed metal structural framing. The mezzanine level features a projection room. The floor has been removed as the foundation was not properly laid and split. It is being repaired with concrete to match, but poured correctly.

While the interior has suffered damage due to roof leaks and structural instability of the floor, thus diminishing the integrity of materials, the overall historic integrity of the building is intact. It retains integrity of location, setting, feeling, association, design, and craftsmanship and would be recognizable to patrons who frequented it during the years it was open.

#### 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.)

X	Α	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	В	Property is associated with the lives of persons significant in our past.
	С	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:**

Α	Owned by a religious institution or used for religious purposes
В	Removed from its original location
С	A birthplace or grave
D	A cemetery

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Е	A reconstructed building, object, or structure
F	A commemorative property
G	Less than 50 years old or achieving significance within the past 50 years

Areas of Significance (Enter categories from instructions.): Ethnic Heritage: Black

Period of Significance: 1951-1960

Significant Dates: 1951

Significant Person (Complete only if Criterion B is marked above): N/A

Cultural Affiliation (only if criterion D is marked above): N/A

**Architect/Builder (last name, first name):** Dreyfous, Felix Julius, and Seiferth, Solis (as Dreyfous and Seiferth)

**Period of Significance (justification)**: The period of significance begins with the year of construction and ends with the year the theater ceased being used as an African American theater – 1951-1960.

Criteria Considerations (explanation, if necessary): N/A

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Gem Theater is eligible for the National Register under Criterion A: History because it was an important source of entertainment and recreation for the Uptown/Broadmoor neighborhood's African American residents. Additionally, it is a good example of a first class theater built specifically for African Americans in their respective neighborhood. Theaters such as the Gem were symbolic during a time of segregation and allowed for the African American residents to have their own theater where they were not specifically relegated to one section due to segregation. The period of significance for the Gem is 1951-1960 representing the years it functioned as an African American theater.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

#### History of the Gem Theater (Criterion A: Ethnic Heritage: Black)

Segregation was in place throughout the country in the 1940s and 1950s and as with other public establishments, theaters had separate entries for whites and African Americans. They also had separate ticket booths as well. These entry routes bypassed the main lobbies and usually included a steep, narrow stair that led to an upper balcony where they sometimes had more uncomfortable seats and fewer amenities than the white theatergoers. As the popularity of movie theaters grew throughout the country, traditionally African American neighborhoods began to get their own theaters, such as

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the Gem. One source notes that this trend served to keep African American patrons in the neighborhoods where they lived.<sup>1</sup>

Of the 21 theaters that were once located in the Uptown area of New Orleans, 11 have been torn down, 6 are significantly altered and have been adapted for business use, 2 have been converted to residences, and 2 are vacant and ready for adaptive reuse. Of these last two, The Gem is the subject of this application. And other than the recently restored Carver Theater, this appears to be the last example of a single screen neighborhood theater targeting an African American audience in New Orleans. Of the original 21 in the Uptown/Broadmoor area, only two were designed for African Americans – the Gem and the Ritz.

The Gem Theater opened in 1951 and was the last African American theater to be built in the area. It was initially conceived in 1948 by the Bijou Amusement Company of Memphis, Tennessee, as the company's third theater in New Orleans. Their other two theaters, the Ritz on LaSalle in Central City and the Palace on Iberville, both catered to African American audiences. Like these theaters, the Gem was purposely built to target the residents at the Calliope (later called B.W. Cooper and now demolished) Housing Project and the surrounding Broadmoor area with a place where they were not relegated to the balcony.

The Gem was designed by local architecture firm of Dreyfous and Seiferth in 1948. Its heavy masonry construction and deep pilings have helped this building survive through the decades. Very few theaters of this type remain as noted above, and most have been demolished or redeveloped for other uses to where they are no longer recognizable as historic African American theaters.

The theater itself sat 1000 people and had wood laminated seats. It included a first floor of seating and a mezzanine where the projection booth was located. It was certainly state of the art at the time as it was cooled with 60 tons of air conditioning. In addition to films, the theater also had live shows on its 31'x14' stage. Two adjacent dressing rooms, which are still intact, were designed for each side of the stage.

As with the Ritz and the Palace, the Gem Theater rarely advertised. Word of mouth was sufficient enough to get attention for the theater. While it did not actively advertise, it still sometimes made the news with the performers and celebrities who stopped by. Famous African American baseball star Roy Campanella was in New Orleans with his team and while there, he and his other team members competed in a quiz show at the Gem Theater. Hundreds of African American children got to hear these famous players answer questions and talk about opportunities that were available to them.

In addition to sports stars, the Gem also attracted stars from the music genre. Avery "Kid" Howard, a Jazz trumpeter and bandleader, played at the Gem. Acts like Alton Purnell, a singer and dancer, and "Lollipop" Jones, a comedian, also performed at the Gem.

1 C : M : TI

Craig Morrison. Theaters. New York and London: W.W. Norton & Company, 2006; pg. 288.

<sup>&</sup>lt;sup>2</sup> The Ritz is still extant today, but has been significantly altered and is now home to the New Hope Baptist Church. The Palace Theater is no longer extant.

<sup>&</sup>lt;sup>3</sup> Rene Brunet, Jr. and Jack Stewart. *There's One in Your Neighborhood: The Lost Movie Theaters of New Orleans*. Pg. 103.

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Some of the films that ran at the Gem include "Giant from the Unknown," with Edward Kemmer and Sally Fraser and "She Demons," with Irish McCalla and Ted Griffin. An advertisement announcing these two films offered them as a double feature and patrons could get in free if they brought in the actual advertisement. A similar promotion was run for free admission for "Baby Face Nelson" and "Wings of Eagles." The Gem and The Palace both ran "Adam and Eve" at the same time in wide screen Eastman Color. 4

The Gem Theater closed and was put up for sale on February 2, 1960. Just eight months later, it was being offered for rent for \$700 per month. By the end of the year, it had sold for \$65,000 to radio station WBOK. In January 1961, plans were drawn up to level the floor, double the mezzanine, and lower the ceiling, likely for use as studio space for the radio station. However, this work was never done. The station began selling off the theater seats for \$1.50 each and the theater was listed for sale again in 1964. Meyer's Auto Parts eventually bought the building and added on an addition for a store at the rear corner. They used the actual theater for storage space.<sup>5</sup> In 2011, the New Orleans Historic District Landmarks Commission designated the building as a city landmark.

#### The Architects

During the second quarter of the 20<sup>th</sup> century, the firm of Weiss, Dreyfous, and Seiferth was prolific and important designing buildings of smaller scale, such as the Gem Theater, up to very large scale, such as Charity Hospital in New Orleans, and the new State Capitol and Louisiana State University in Baton Rouge. The firm's name varied over the course of the early 1900s and by the time the Gem was designed in 1948, they were known as Dreyfous and Seiferth as Weiss had moved on to a new firm with Edward B. Silverstein. Dreyfous retired in 1960 and Seiferth continued practicing until 1970.6

#### Conclusion

From 1951-1960, the Gem Theater was the only neighborhood theater for the area's African American residents. It was an important source of entertainment and a significant place where they could, for a few hours at a time, escape the day to day rules that came with segregation in New Orleans. It was a first class theater built specifically for the neighborhood's African American residents and gave them a chance to have their own theater where they were not required to sit in a specific place. For this reason, it is eligible for listing on the National Register.

#### **Developmental History/Additional historic context information**

See above

#### Major Bibliographical Resources

<sup>&</sup>lt;sup>4</sup> Brunet and Stewart, pg. 104.

Ibid, pg. 105.

<sup>&</sup>lt;sup>6</sup> "History/Biographical Note." Weiss, Dreyfous, and Seiferth Office Records. Southeastern Architectural Archive, Collection 53.

Gem Theater Name of Property	Orleans Parish, LA County and State	
	·	
Bibliography (Cite the books, articles, and other	er sources used in preparing this form.)	
Brunet, Rene, Jr. and Jack Stewart. <i>There's</i> of New Orleans.	One in Your Neighborhood: The Lost Movie Theaters	
"History/Biographical Note." Weiss, Dreyfous Architectural Archive, Collection 53.	s, and Seiferth Office Records. Southeastern	
Morrison, Craig. <i>Theaters</i> . New York and Lo	ndon: W.W. Norton & Company, 2006.	
Previous documentation on file (NPS):		
<ul> <li>x preliminary determination of individual previously listed in the National Register previously determined eligible by the Number designated a National Historic Landma</li> </ul>	er ational Register	
recorded by Historic American Building recorded by Historic American Engineer recorded by Historic American Landsca	s Survey #ering Record #	
Primary location of additional data:		
<ul><li>x State Historic Preservation Office</li><li>Other State agency</li></ul>		
Federal agency		
Local government		
University x Other		
	rchitectural Archives, Tulane University	
Historic Resources Survey Number (if ass	signed):N/A	
10. Geographical Data		
Acreage of Property: less than an acre		
Latitude/Longitude Coordinates Datum if other than WGS84:		
(enter coordinates to 6 decimal places) 1. Latitude: 29.952179 Longitu	ıde: -90.097509	

**Verbal Boundary Description** (Describe the boundaries of the property.) Lots 9, 10, 11, 12, 13, and part of Lot 23, Square 482A (AKA 482), First District, City of New Orleans. See submitted plat map for boundary.

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#### **Boundary Justification** (Explain why the boundaries were selected.)

The original boundaries of the theater encompassed only lots 10, 11, 12, and 13 as seen on the submitted plat map. When the property was sold in 1960, the other lots seen within the boundaries were acquired when the Meyers Auto Parts store was created via the non-contributing additions. Thus, the current boundaries were used as Bulletin 16A requires all additions, historic or contemporary, to be included within the boundaries of the entire resource.

#### 11. Form Prepared By

name/title: Greg Ensslen and National Register Staff

organization: Broad Strokes, LLC street & number: 2436 Valence St

city or town: New Orleans state: LA zip code: 70115

e-mail: Greq@gomangonola.com

telephone: 504-236-5527 date: November 2015

#### **Additional Documentation**

Submit the following items with the completed form:

- Maps: A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- Additional items: (Check with the SHPO, TPO, or FPO for any additional items.)

#### **Photographs**

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

#### **Photo Log**

Name of Property: Gem Theater City or Vicinity: New Orleans County: Orleans Parish

State: LA

Name of Photographer: Jessica Richardson Date of Photographs: September 21, 2015

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County and State

- 1 of 20: Façade of the theater; camera facing northeast.
- 2 of 20: Close up view of left side of façade showing original tile and poster displays; camera facing north.
- 3 of 20: Close up view of original poster displays; camera facing northwest.
- 4 of 20: Close up view of the original poster displays on other side of entrance; camera facing east.
- 5 of 20: View of main theater space; camera facing northeast.
- 6 of 20: View looking up towards projection room on balcony; camera facing southwest.
- 7 of 20: View from balcony looking towards stage; camera facing northeast.
- 8 of 20: View from upstairs film storage room looking towards the hallway on the balcony; camera facing southeast.
- 9 of 20: View from balcony looking towards stage and dressing rooms; camera facing northeast.
- 10 of 20: View of an original window on the side elevation; camera facing northwest.
- 11 of 20: View looking down the original stairs; camera facing southeast.
- 12 of 20: View from stage towards front of theater; camera facing southwest.
- 13 of 20: View of the former concession area; camera facing southwest.
- 14 of 20: View of non-historic additions at the rear; camera facing southwest.
- 15 of 20: Another view of the rear non-historic addition; camera facing south.
- 16 of 20: View of side elevation (west); camera facing south.
- 17 of 20: View of northeast corner of non-historic side addition; camera facing west.
- 18 of 20: View of southeast corner of non-historic side addition; camera facing northwest.
- 19 of 20: View of side elevation (east); camera facing west.
- 20 of 20: View of façade of theater and side addition; camera facing north.

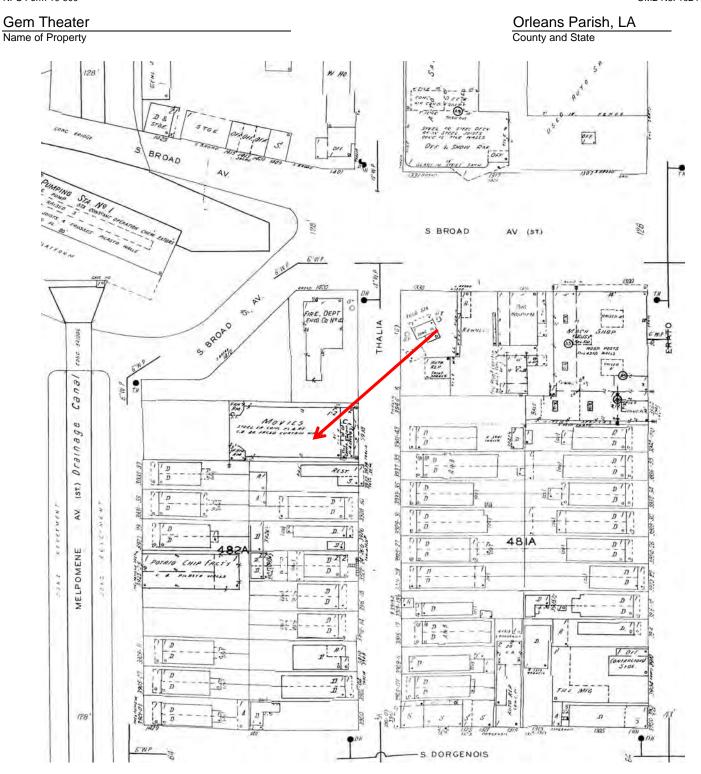


Figure 1. 1940 Sanborn Map – the arrow points to the Gem Theater. Image courtesy of the State Library of Louisiana's Digital Sanborn Map Collection.

Gem Theater

Name of Property

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Figure 2. Historic Photo of the Gem Theater c. 1951. Image courtesy of *Uptown Messenger*. Original is housed in the Charles L. Franck collection, Historic New Orleans Collection and Louisiana Digital Libraries.

**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.460 et seq.).

**Estimated Burden Statement**: Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

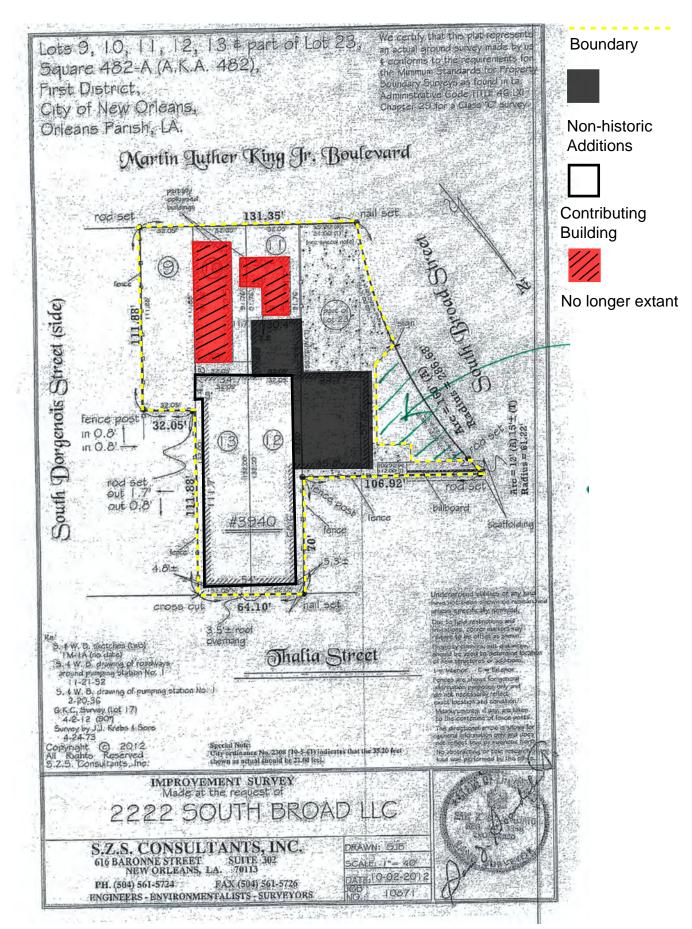


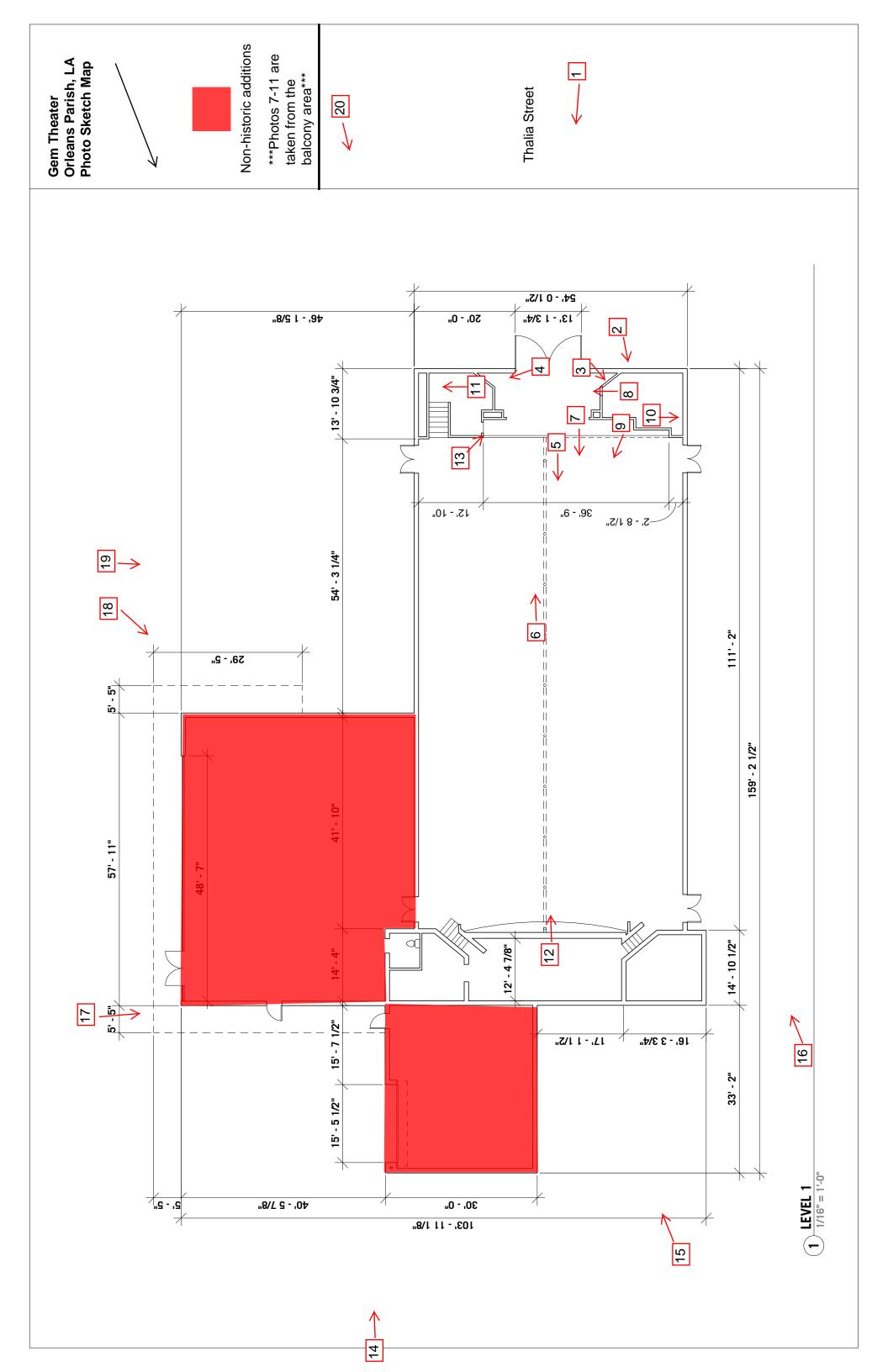
Latitude: 29.952179 Longitude: -90.097509



Latitude: 29.952179 Longitude: -90.097509

Gem Theater Orleans Parish, LA Boundary and Contributing/Non-Contributing Map













































### UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

## NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION	
PROPERTY Gem Theater NAME:	
MULTIPLE NAME:	
STATE & COUNTY: LOUISIANA, Orleans	
DATE RECEIVED: 12/11/15 DATE OF DATE O	F PENDING LIST: 1/08/16 F 45TH DAY: 1/26/16
REFERENCE NUMBER: 15001002	
REASONS FOR REVIEW:	
APPEAL: N DATA PROBLEM: N LANDSCAPE: N OTHER: N PDIL: Y PERIOD: N REQUEST: Y SAMPLE: N SLR DRAFT: N	LESS THAN 50 YEARS: N PROGRAM UNAPPROVED: N NATIONAL: N
COMMENT WAIVER: N  ACCEPTRETURNREJECT	2016 DATE
ABSTRACT/SUMMARY COMMENTS: This properly was automatically Listed on 1-26-20 170 vernment Shotdown. The Numinatur For	on was Reviewed + accepta
RECOM./CRITERIA Accept A  REVIEWER J. Gabbert DISCIPLIN	
REVIEWER & GISCIPLIN	NE
TELEPHONE DATE	
DOCUMENTATION see attached comments Y/N/se	ee attached SLR Y/N
If a nomination is returned to the nomination is no longer under consideration	



#### **RECEIVED 2280**

DEC 1 1 2015

# Nat. Register of Historic Places State of Louisiana National Park Serving Les R. Davis

JAY DARDENNE LIEUTENANT GOVERNOR

# OFFICE OF THE LIEUTENANT GOVERNOR DEPARTMENT OF CULTURE, RECREATION & TOURISM OFFICE OF CULTURAL DEVELOPMENT

PHIL BOGGAN
ASSISTANT SECRETARY

December 10, 2015

TO:	Mr. James Gabbert National Park Service 2280, 8 <sup>th</sup> Floor; National Register of Historic Places 1201 "I" Street, NW; Washington, DC 20005
FROM:	Jessica Richardson, National Register Coordinator Louisiana Division of Historic Preservation
RE:	Gem Theater, Orleans Parish, LA
Jim,	
the National R	disk contains the true and correct copy of the nomination for the Gem Theater to register of Historic Places. The second disk contains the photographs of the format. Should you have any questions, please contact me at 225-219-4595 or crt.la.gov.
Thanks,	
Jessica SPL	-
Enclosures:	CD with PDE of the National Posicion of Historic Places namination form
X	CD with PDF of the National Register of Historic Places nomination form CD with electronic images (tif format)
X x	<ul><li>Physical Transmission Letter</li><li>Physical Signature Page, with original signature</li><li>Other:</li></ul>
Comments:	Discos analyse that this pomination receives substantive review
x	Please ensure that this nomination receives substantive review This property has been certified under 36 CFR 67
	The enclosed owner(s) objection(s) do do not constitute a majority of property owners.  Other: