

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED MAR 23 1982

DATE ENTERED

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC  
Strand Theatre  
AND/OR COMMON

**LOCATION**

STREET & NUMBER  
400 Clifton Avenue N/A NOT FOR PUBLICATION  
CITY, TOWN  
Lakewood N/A VICINITY OF CONGRESSIONAL DISTRICT  
3rd  
STATE  
New Jersey CODE  
034 COUNTY  
Ocean CODE  
029

**CLASSIFICATION**

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<b>PUBLIC ACQUISITION</b>	<b>ACCESSIBLE</b>	<input checked="" type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
	N/A	<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

**OWNER OF PROPERTY**

NAME  
Ocean County Center for the Arts  
STREET & NUMBER  
P.O. Box 315  
CITY, TOWN  
Lakewood N/A VICINITY OF STATE  
New Jersey 08701

**LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC. Ocean County Clerk's Office  
STREET & NUMBER  
118 Washington Avenue  
CITY, TOWN  
Toms River STATE  
New Jersey

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE  
New Jersey Historic Sites Inventory has this property been determined eligible?  
yes  no   
DATE  
9/1979 FEDERAL  STATE  COUNTY  LOCAL   
DEPOSITORY FOR  
SURVEY RECORDS Office of Historic Preservation  
CITY, TOWN  
Trenton STATE  
New Jersey

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED      DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

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DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

This theatre was erected in 1919 from the design of Thomas Lamb, the celebrated theatre architect, whose office was in New York City. The theatre is, in plan, the "Stadium" type without a balcony. The architectural style inside is the dignified and tasteful Lamb "Adam" style. The stage is large and complete, as the house was designed for Vaudeville, Plays, Musicals and other stage presentations.

The entrance lobby is at the intersection of Clifton Avenue and Fourth Street, which are important streets in Lakewood. The original Marquee is in place, though it has been refaced; and the original lighting patterns are still under this aluminum facing. The entrance lobby and the main lobby were re-done during a "Modernization" in the late forties (1947). Air conditioning was installed in the lobby areas with the result that the original wall treatments were covered with plywood paneling. However, the arched ceiling still retains its Adam plaster ornament. Except for a classic fountain, this is the only part of the original lobby design that is visible. On the paneled walls are interesting wall sconces salvaged from the Shipwrecked "Normandy".

Passages from this lobby lead up into the crossover of the main auditorium. This divides the Orchestra from the upper part of the Stadium which extends to the rear wall of the theatre. This condition accounts for the tunnel-like Lobby, as it is under the Stadium.

The Auditorium is in an excellent state of preservation, and is a pleasing example of the simple, though elegant, Adam styling that Lamb's office was capable of producing. It is a clean, airy and uncluttered interior. The main ceiling is in the shape of a graceful ellipse which extends from the proscenium. The proscenium arch is decorated with formal, subdued Adam plaster mouldings.

Flanking the proscenium are the "Stage Boxes" in arched recesses. During the forties renovation, the boxes were removed, the arches filled in with lath and plaster, and a mural was painted on the plaster surface. The mural is "Moderne" and is in contrast with the overall Adam design. The side elevation continues with a series of three arches whose vaults intersect the curve of the main ceiling in a most pleasing manner. Originally

# 8 SIGNIFICANCE

## PERIOD

## AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input checked="" type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input checked="" type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1919

BUILDER/ARCHITECT

Thomas W. Lamb

## STATEMENT OF SIGNIFICANCE

The Strand Theatre in Lakewood is probably the last vintage theatre in Ocean County and is one the finest remaining examples of an entertainment facility dating from the second decade of the 20th century in the state. Designed in 1919 by noted theatre architect Thomas W. Lamb (1871-1942), the simple exterior fenestration of the Strand hides the fine and elegant Neo-classical Adamesque and Art Deco interior details.

On May 9, 1919, the property on the corner of Fourth Street and Clifton Avenue was sold to the Ferber Amusement Corporation operators of the Capitol Theatre on Clifton Avenue. A contract was let to move the Clifton Hotel from the site and a theatre was erected with a seating capacity of 1800. The theatre was advertised as Lakewood's "Beautiful New Playhouse." The Strand opened with a billing of a big star line up of vaudeville acts as a regular fare on Friday and Saturday evenings. During the week there were current Broadway shows and pre-Broadway tryouts. A unique feature of the time was bringing a currently running Broadway Show to the Strand for a one night only performance. All this occurred while Lakewood was still in its Golden Era, when the hotel register read like a social register, and prominent people came from far and wide. Many of the large Lakewood Hotels such as "Laurel-in-the-Pines" would reserve three or four hundred seats at the Strand for their guests during the weekend performances.

Over the years the theatre has experienced many changes, starting with live theatre, then silent films, followed by sound movies. It was the scene of a Forest Fire Relief Performance (Benefit) in 1941, with the well-known columnist Ed Sullivan as Master of Ceremonies. The theatre helped in the selling of two and a half million dollars of War Bonds. In April, 1956, the United States Senator Estes Kefauver spoke from the stage of the Strand at an Ocean County Democratic political rally.

**9 MAJOR BIBLIOGRAPHICAL REFERENCES**

UTM NOT VERIFIED  
ACREAGE NOT VERIFIED

See Continuation Sheet

**10 GEOGRAPHICAL DATA**

ACREAGE OF NOMINATED PROPERTY .34

QUADRANGLE NAME Lakewood Quadrangle

QUADRANGLE SCALE 1:24,000

UTM REFERENCES

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**VERBAL BOUNDARY DESCRIPTION**

Block 93, Lot 14 - Lakewood Township Tax Maps. Revised 1977.

**LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES**

STATE	CODE	COUNTY	CODE
N/A			
STATE	CODE	COUNTY	CODE

**11 FORM PREPARED BY**

NAME / TITLE

Herbert J. Bing, Executive Director

ORGANIZATION

Ocean County Center for the Arts, Inc.

DATE

Sept. 24, 1979

STREET & NUMBER

P.O. Box 315

TELEPHONE

(201) 364-2500

CITY OR TOWN

Lakewood

STATE

New Jersey

**12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION**

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

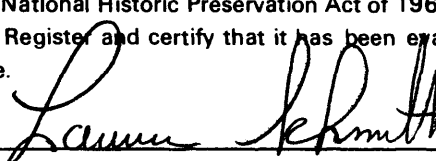
STATE  XX

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

Deputy

STATE HISTORIC PRESERVATION OFFICER SIGNATURE



TITLE

Deputy SHPO

, Dept. of Environmental Protection

DATE

3/27/81

**FOR NPS USE ONLY**

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

Entered in the  
National Register

DATE

4/22/82

  
KEEPER OF THE NATIONAL REGISTER

ATTEST:

DATE

CHIEF OF REGISTRATION

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

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Strand Theatre, Ocean County, NJ

CONTINUATION SHEET

ITEM NUMBER

7

PAGE

1

Description (continued)

there were chandeliers in each of these arches, in front of the stage box arch and from the center of the main ceiling, where it was located is a large dome-like motif. (The winch for this chandelier is still in place.) Under the forties wall coverings in the arches, the original red damask still exists and gives a hint of the original color schemes of the theatre which probably employed cream and Wedgewood blue.

The sight lines are exceptionally good, and the stage is in excellent view from all seats. Acoustics are also fine as this was designed for stage presentations before the age of electronic amplification.

The stage, designed for stage productions which was the scene of many pre-Broadway shows, is very large with ample wings. The stage house, too, is large and was capable of handling the most complex scenery. The fly-gallery once boasted of fifteen lines. However, the stage equipment is in most cases antiquated from disuse and age. (An enormous movie screen and its speakers now take up most of the actual stage).

The orchestra pit exists but was floored over during the renovations. Under stage area, including some of the dressing rooms, is presently out-of-date and mal-functioning. New systems, if they were installed would take up much less space--and should be relocated.

The proscenium opening is forty feet wide, and is thirty-five feet high at the center of the arch. The stage opening plus the wings is seventy-five feet and the stage is twenty-five and a half feet deep from the curtain line. The asbestos curtain has been removed but the rigging still remains. The curtains now in use are from the nineteen forties and are operable.

The exterior construction is brick with the main ornamentation being arches of contrasting brick. The building's massive simplicity on its corner site gives it a very commanding appearance. There are stores on the Clifton Street side (under the back of the Stadium) and on the Fourth Street side there are stores with apartments above.

UNITED STATES DEPARTMENT OF THE INTERIOR  
HERITAGE CONSERVATION AND RECREATION SERVICE

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Strand Theatre, Ocean County, NJ

CONTINUATION SHEET

ITEM NUMBER 7

PAGE 2

### Description (continued)

It must be noted that the theatre has been in use since nineteen twenty-two and has been well maintained. It is a clean attractive theatre building, is structurally sound, and is a fine example of the Lamb "Adam" period. It was not conceived as a "Movie Palace" thus the simplicity of design. It was not until the forties renovation that it was turned over to movies completely, though not in such a manner as to impede its return to its original purpose.

There is ample chamber space in the old Stage Box areas, where the interior walls curve inward to meet the proscenium to replace the theatre pipe organ. Such an installation would add another dimension to the future use of this fine theatre.

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## NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

Strand Theatre, Ocean County, NJ

CONTINUATION SHEET

ITEM NUMBER 8

PAGE

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### Significance (continued)

The Strand architect was Thomas W. Lamb, whose career spanned the whole panorama of movie house design, from the pre-history of the nickelodeon days, through the golden age, and into the blue-mirror-and-chrome-stair-rail era of the decline and fall. Lamb was born in Dundee Scotland in 1887 and came to the United States when he was twelve. After graduating in architecture from Cooper Union in New York, he went to work for the city as a building inspector. In 1909, as his first assignment, he was engaged by William Fox to design the City Theatre on Fourteenth Street, then New York City's movie midway. During his lifetime, Lamb designed more than three hundred theaters in all parts of the world, and had several notable achievements in non-theatrical architecture as well: Madison Square Garden, and his unexecuted design for the Palace of the Soviets in Moscow for which he won an award in an international competition held in 1932.

Three years later, Lamb was retained by H.N. Marvin to design the Regent Theatre, the remarkable house in lower Harlem.

Moe and Mitchell Mark retained him to design their new theatre at Forty-Seventh Street and Broadway, New York City, the Strand. For the Strand Lamb went classical and planned an auditorium with Corinthian columns on either side of the proscenium and a huge pancakes Wedgewood bowl of a dome over the balcony. The next Lamb success was the Rialto, here the style was pure Adam. In 1917, Lamb's next theatre was the Rivoli. The auditorium was a pleasant example of his by-now-familiar Adam style, with the arched organ grilles, the dome and the bas-relief sounding board of the orchestra platform. In 1918, Lamb was chosen to design the Capitol, and from that time on his fortunes were made. Lamb's Fox and Stanley Theatres in Philadelphia, the Albee Theatres in Cincinnati and Brooklyn, Strand in Brooklyn, Keith's 86th Street, Loew's State and Academy of Music in New York--in addition to the Strand in Lakewood, New Jersey, are all prime examples of Lamb's Adam Period. The Strand in Lakewood is the only vintage theatre remaining in the entire county of Ocean and certainly one of the very few examples of this style of architecture in existence in this state.

**United States Department of the Interior  
Heritage Conservation and Recreation Service****National Register of Historic Places  
Inventory—Nomination Form**

Strand Theatre, Ocean County, NJ



Continuation sheet

Significance

Item number 8

Page

2

Preserving the Strand Theatre will provide facilities for cultural and performing arts. This cultural arts complex will provide rehearsal halls for Music, Theatre Arts, Drama, Dance and Children's Theatre. An Art Gallery will also be maintained. The theatre will be home to the fine performing organizations in Ocean County as well as a showcase for the best performers from around the world.

Ocean County, caught in a very fast growing pace, and busy meeting the basic services of its population has not been able to create a strong cultural atmosphere. Restoring the Strand Theatre to its original state will give county residents the perfect place to stage the Arts as well as a most desirable theatre for an audience to view the performances. The public will receive an additional pleasure from the Strand as it is both historical and unique in design and the only one of its kind in Ocean County.

The operation of this center will offer low cost high quality entertainment to the people which would normally not be available. It is anticipated that this center will be the focal point for the redevelopment of downtown Lakewood. Lakewood is an area that has been targeted by the government for urban renewal.



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Strand Theatre, Ocean County, NJ

CONTINUATION SHEET Bibliography ITEM NUMBER 9 PAGE 1

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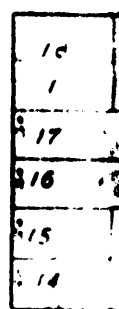
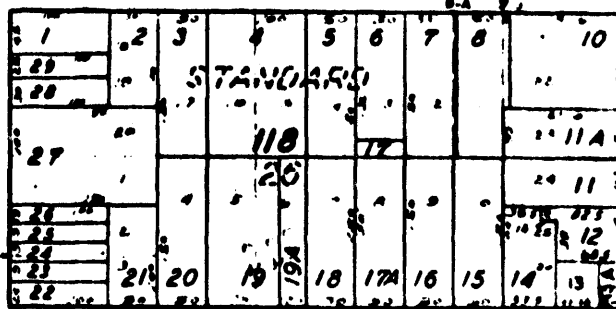
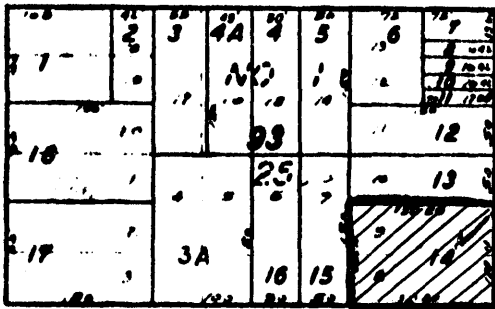
Asbury Park Press. Asbury Park, New Jersey, May 7, 1941, May 11, 1922.

Lakewood Daily Times. Lakewood, New Jersey, May 10, 1977, July 10, 1966.

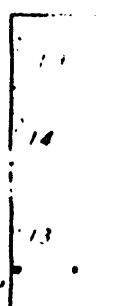
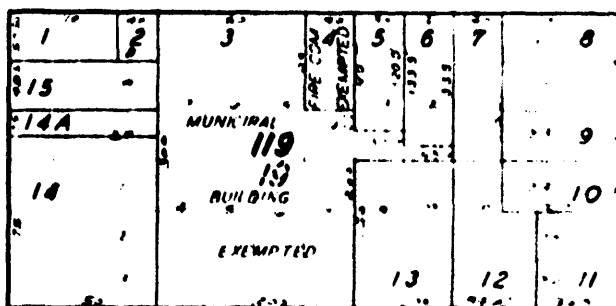
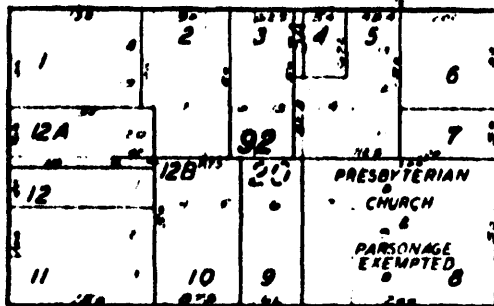
Withey. Biographical Dictionary of American Architects Deceased (p. 360-1).

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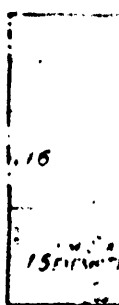
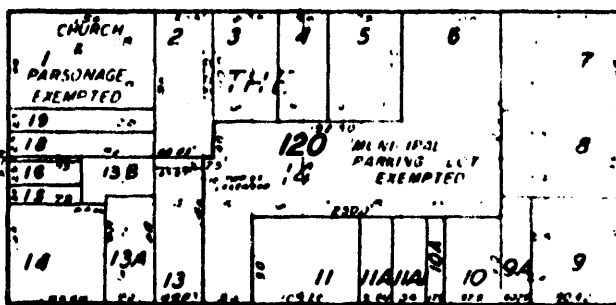
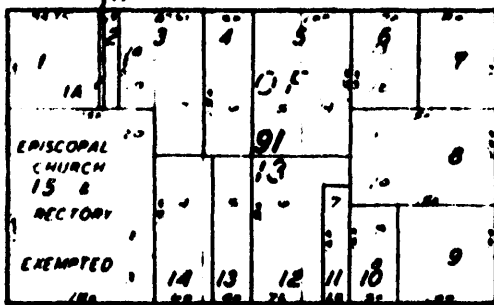
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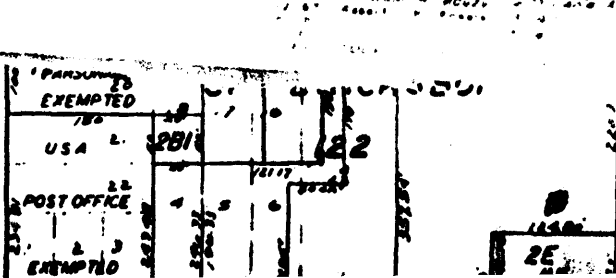
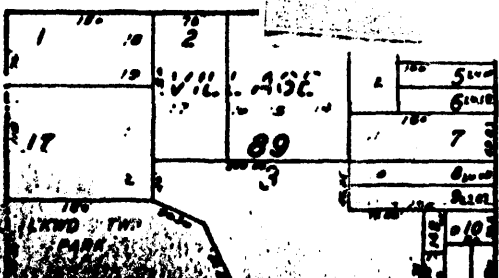


STATE TAX DEPARTMENT  
Approved as a Tax Map  
For the Purpose of Taxing  
J. H. BAKER, MARSHAL

TAX MAP  
LAKEWOOD TOWNSHIP  
OCEAN COUNTY, N. J.

1939  
GEORGE B. WADDILL  
LICENSED ENGINEER & SURVEYOR  
LAKEWOOD, N. J.

FIRST



AVENUE

AVENUE

AVENUE

SHEET 30

SHEET 27

ADISON

CLIFTON

XINGTON

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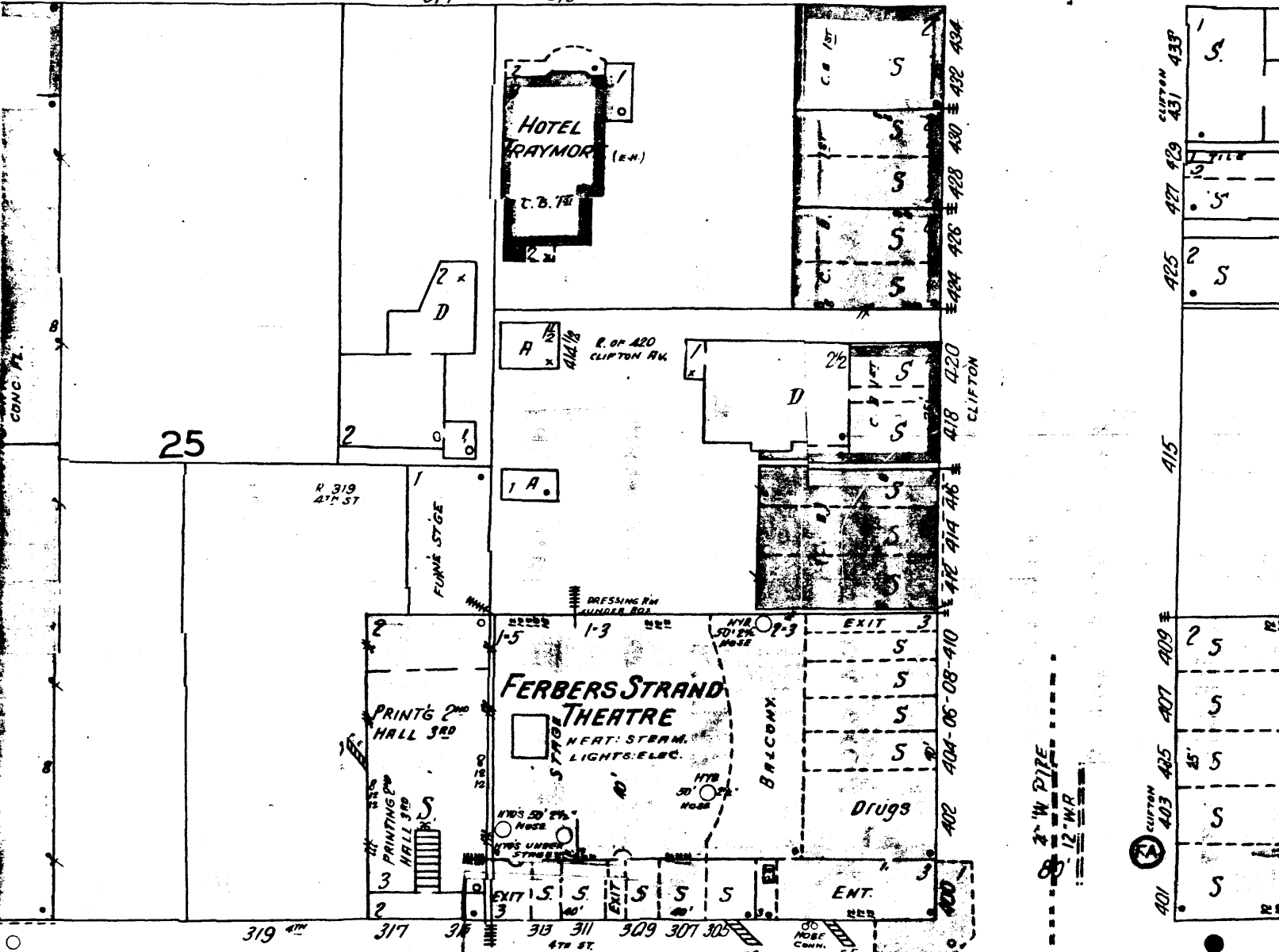
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HOTEL  
RAYMOND (E.H.)  
C.B. 7th

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CLIFTON AV.

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FERBERS STRAND  
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PRINTING  
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Scale of Feet

50 100 150

4