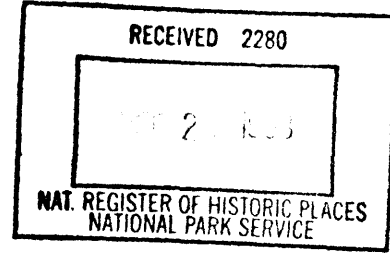


1633

United States Department of the Interior
National Park Service



**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

=====

1. Name of Property

=====

historic name Warner Brothers Theatre

other names Warner Bros. San Pedro Theatre, Warner Grand Theater

=====

2. Location

=====

street & number 478 W. 6th Street not for publication NA
city or town San Pedro vicinity _____
state California code CA county Los Angeles zip code 90731

=====

3. State/Federal Agency Certification

=====

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X 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 X meets _____ does not meet the National Register Criteria. I recommend that this property be considered significant _____ nationally _____ statewide X locally. (_____ See continuation sheet.)

Manuel Abeyta

Nov. 30, 1998

Signature of certifying official

Date

California Office of Historic Preservation
State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

=====

4. National Park Service Certification

=====

I, hereby certify that this property is

Edson H. Beall 1.21.99

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): _____

Signature of Keeper

Date of
Action

=====

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

Contributing	Noncontributing	
<u> 1 </u>	<u> 0 </u>	buildings
<u> 0 </u>	<u> 0 </u>	sites
<u> 0 </u>	<u> 0 </u>	structures
<u> 0 </u>	<u> 0 </u>	objects
<u> 1 </u>	<u> 0 </u>	Total

Number of contributing resources previously listed in the National Register 0

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

N/A

=====

6. Function or Use

=====

Historic Functions (Enter categories from instructions)

Cat: RECREATION AND CULTURE Sub: Theater
COMMERCE Specialty (Retail) Stores

Current Functions (Enter categories from instructions)

Cat: RECREATION AND CULTURE Sub: Theater
COMMERCE Specialty (Retail) Stores

=====

7. Description

=====

Architectural Classification (Enter categories from instructions)

MODERN MOVEMENT: Moderne and Art Deco

Materials (Enter categories from instructions)

foundation CONCRETE
roof _____
walls CONCRETE
other Marquee METAL
Storefronts GLASS

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

SEE CONTINUATION SHEET

=====
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.)

- 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.

Areas of Significance (Enter categories from instructions)

Architecture
Entertainment

Period of Significance 1931 - 1949 Significant Dates 1931

Significant Person
 (Complete if Criterion B is marked above) N/A
 Cultural Affiliation N/A

Architect/Builder Priteca, B. Marcus

Narrative Statement of Significance (Explain the significance of the property or one or more continuation sheets.)

=====

9. Major Bibliographical References

=====

(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 # _____

Primary Location of Additional Data

___ State Historic Preservation Office

___ Other State agency

___ Federal agency

Local government

___ University

___ Other

Name of repository: City of Los Angeles, Cultural Heritage Commission

=====

10. Geographical Data

=====

Acreage of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	11	380870	3733740	3	_____	_____
2	___	_____	_____	4	_____	_____

___ See continuation sheet.

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

Tract MP22 89, Lot 10, Block 6, Subdivision of Block 6 & 2, Block 13, town of San Pedro, District Map 015B197

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

=====
11. Form Prepared By
=====

name/title Timothy J. Brandt, AIA / Jay M. Oren, AIA
organization City of Los Angeles, Cultural Affairs Department date 4/17/98
street & number 433 S. Spring St., 10th Floor telephone 213-485-2433
city or town Los Angeles state CA zip code 90013
=====

=====
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 City of Los Angeles, Cultural Affairs Department (ATTN: Jay M. Oren, AIA)
street & number 433 S. Spring Street, 10th Floor telephone 213-485-2433
city or town Los Angeles state CA zip code 90013
=====

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 107 Page 7 Warner Brothers Theater
San Pedro, California

Narrative Description

The Warner Grand Theater is a large, two story motion picture palace, constructed for the display of movies and vaudeville performances. Built in 1931 at a cost of \$500,000, the 1,600 seat theater was the first sound-equipped theater in the South Bay area of Los Angeles. The Warner Grand, a prominent building located in the middle of the downtown commercial district of San Pedro, retains its exterior and interior form and features essentially intact from its original construction.

The Warner, originally known as the Warner Brothers Theatre and also known for a brief time as the Juarez Theater, is divided into a two-part commercial block composition at its theater entrance bay and a long retail wing in a larger scale one-part commercial block type. The reinforced concrete building was designed in a Moderne style with Art Deco ornamentation. It is clad in cement plaster on the primary facades facing 6th Street, with the poured form concrete construction exposed on the north, west, and east elevations.

The theater was purchased by the City of Los Angeles in 1995 to be operated as a local movie house and performing arts center by the City of Los Angeles Cultural Affairs Department. The building is in the process of undergoing a phased rehabilitation in accordance with the *Secretary of the Interior's Standards*.

Exterior:

The Warner Grand Theater is asymmetrical in massing and composed of a predominantly 50'-0" two story theater portion partially set back from the street and rising to 70'-0" or three stories at the fly loft, and a 20'-0" high, one story retail component in the southeast corner. Rectangular in plan, the building measures 125'-0" x 149'-10." A reinforced concrete "Class A" commercial structure, the main facade extends along 6th Street and is dominated by a stepped tower at the west end. The roofing system is composition type over concrete, with a large steel trusswork system used to span the theater auditorium.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 107 Page 8 Warner Brothers Theater
San Pedro, California

Narrative Description (continued)

Building facade surfaces facing 6th Street are finished in a cement plaster with a tooled texture and joints to resemble granite stone panels. The side and rear facades are board form poured concrete construction which has been painted. There are multiple egresses at different floor levels from the building on the north and south facades as a result of its occupancy.

The south elevation is the primary facade and entry for the theater and stores located along 6th Street. The building is surrounded by a one story commercial building to the west, a public alleyway to the north, and a pedestrian walkway created by the removal of one bay from the building to the east. The north and both side elevations are utilitarian in design with no ornamentation. The north elevation contains a number of exit doors from the main lobby, theater, and stage as well as an exterior fire escape concrete stairway with metal pipe railing from the balcony level. A second exterior exitway from the theater is provided by a south elevation walkway over the storefront roofs which exits down through the eastern most exit passage.

Designed in the Moderne style, with elaborate Art Deco ornamentation and vertical massing, the concrete exterior character-defining features include cast-in-place fluted columns; low relief chevron, zigzag, spiral, and frond patterns; stylized floral panels above second floor windows; and Art Deco parapet cresting. Building fenestration is limited to six-light steel casement windows at the second floor southwest office space and the plate glass windows at the storefronts.

The five storefront bays are interrupted by two exit alleyways for the theater. Each storefront is composed of a low bulkhead clad with black and white chevron patterned ceramic tile, thin-profile metal frames for large glass display windows, and recessed entryways with single light glass and wood doors and transoms. A horizontal plaster relief panel is located above each storefront bay.

United States Department of the Interior
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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 107 Page 9 Warner Brothers Theater
San Pedro, California

Narrative Description (continued)

The theater marquee and vertical "Warner" blade sign are cast iron and sheet metal with neon letters. The surrounding trim is predominantly detailed in a chevron pattern. The marquee is partially supported by metal rods tied back to the north elevation with the connection covered by a metal rosette. The metal ceiling of the exterior vestibule and marquee extends over a portion of the sidewalk and is composed of octagon and square shaped coffers containing rosettes and studded with myriad lights. The freestanding octagon shaped ticket booth is composed of a marble base, a marble wainscot etched with floral patterns, a center portion of plate glass framed by vertical metal corner supports which culminate in ornamented finials, and capped by low relief ornamented metal friezes.

Character-defining features of the vestibule include: a checkerboard patterned white and dark gray terrazzo sidewalk, marble clad walls, cement plaster low relief panels, three decorative metal showboard cases flanking the theater entrance, twelve Philippine mahogany paneled wood doors with decorative stenciling, and the ornate marble and nickel metal ticket booth.

Interior:

The floor plate of the Warner is divided into five storefronts along 6th Street, or the south elevation, a covered exterior vestibule, a rectangular lobby which permits side-loaded access into the theater as well as basement and balcony areas, and the main auditorium space and stage areas. Most stairways are utilitarian in nature, with the exception of the double stair to the second floor. Back of house and exit stairs are of plain concrete or metal construction.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 107 Page 10 Warner Brothers Theater
San Pedro, California

Narrative Description (continued)

The foyer lobby is divided into five bays defined by pilasters and columns on the east and west elevations and a beamed ceiling. Character-defining features include: low relief plaster ornamentation on pilasters, columns, and around stairway and door openings, bronze and etched glass pendant style chandeliers, etched glass wall sconces above each set of doors to the theater, edge-lit "Lounge" signs above the openings to the basement stairs, a large recessed mirror with metal frame within a stepped plaster surround on the second floor stair landing, an 8'-0" high decorative drinking fountain niche with cast stone surround on the east elevation, decorative plaster grilles, chevron paneled Philippine mahogany wood doors, wood base, and a beamed ceiling.

The original decorative stenciling on the ceiling beams has been painted over, however future rehabilitation may include restoration of the original stencil work. The floor is paved with hexagonal shaped quarry tile. Historic photographs indicate an Art Deco inspired carpet pattern. Original drawings indicate, and early photographs confirm, that this area as well as most public areas such as the stairs, lounges, and aisleways, originally had carpeted floors.

A double staircase leads up to an equally ornate mezzanine promenade which in turn leads to restrooms and the balcony. Secondary stairs lead down to a lounge and restroom facilities. The lobby side of the stair railing leading to the second floor as well as the promenade guard railing is cast iron and consists of decorative spindle newel posts, alternating braided and square balusters, and inset decorative scrollwork. The railing along the west wall and the stair railing to the basement level consists of single tube cast iron pipe railing.

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National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 107 Page 11 Warner Brothers Theater
San Pedro, California

Narrative Description (continued)

The mezzanine promenade contains a flat arched ceiling finished in decorative stenciling, flat beams and pilasters, which step in low relief detail, and a continuous cast plaster crown moulding frieze. A stylized capitol medallion is centered on each pilaster. The ceiling is punctuated by three plaster grille openings from which hang bronze and etched glass pendant style chandeliers. A decorative polychrome tile fountain is located on the west elevation. Second floor offices are located at the south end of the promenade. Side aisle tunnels lead to a cross aisle, which accesses the lower loge area and the upper balcony seating area. The projection room is located along the west elevation at the top of the balcony level.

Basement areas consist of a large public lounge area and restrooms for theater public use; storage facilities for the retail stores; back of house dressing areas underneath the stage; and storage, work, utility, and mechanical rooms. The public lounge character-defining features include: a beamed and stenciled ceiling similar to the promenade and original lobby with geometric patterns and metallic colors, bronze and etched glass pendant chandeliers, plain cement plaster walls with ornamental plaster grilles, wood base, and a black and red checkerboard pattern vinyl tile floor. The restrooms contain original ceramic tile and toilet partitions. All other areas are utilitarian in nature with finishes in exposed concrete construction.

The 15,000 square foot theater auditorium highlights the exuberance of the Art Deco period. The auditorium also reflects an American interpretation of the Moderne and Art Deco style influenced by North and South American Indian Art. Finishes include: the extensive use of gold and silver leaf into rich shades of brown, red, and blue color and ornate plaster or painted design on the ceiling, walls, and in the foyers. The main walls of the auditorium are cast plaster to simulate stone with a tooled texture. The South American influence on the Art Deco detailing is visible in the stepped block form and beveled surfaces of the side colonnade columns.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 107 Page 12 Warner Brothers Theater
San Pedro, California

Narrative Description (continued)

The 70'-0" x 80'-0" auditorium is dominated by a large stepped and layered starburst patterned ceiling in cast plaster, a prominent perimeter decorative frieze, and the ornamental cast plaster proscenium arch. The stage is flanked by sidewalls, each dominated by an elaborately stepped cast plaster frontispiece. Radiating decorative grillework conceals the original organ pipe rooms. Decorative lighting is provided by four pendant style chandeliers and stylized starburst pattern wall sconces. Historic photographs indicate a central chandelier which is rumored to have been only installed in Warner Theaters for opening nights then moved to the next theater inauguration. Art Deco ceiling detailing is also extensively evident in the stepped and coffered ceiling located underneath the balcony. The low relief plaster ornamentation of the balcony rail front continues as a beltcourse on the two story sidewalls. The rail cap atop the balcony wall is wood. Original fabric tapestries hang on side walls above the loge section.

Main floor seats are accessed by two sloping center aisles and perimeter aisles located behind the columned arcades. Although recovered in new fabric, the seat configuration, construction, and ornamented metal end panels, with built-in light screens, are intact. A 1941 permit indicates the total number of seats as 998 on the first floor, and 600 in the balcony.

Each two story sidewall flanking the stage is dominated by an elaborate plaster ornamentation, symmetrical in design, which incorporates a second floor intricate organ screen and a first floor exitway. The 50'-0" wide x 40'-0" tall flat proscenium arch is flanked by fluted stylized columns and surmounted by a plaster frieze with Art Deco inspired chevrons, zigzags, and frond low relief details. Paint finishes are highlighted in metallic shades of copper, gold and silver. The original asbestos fire curtain with a Warner Brothers emblem remains operational.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 107 Page 13 Warner Brothers Theater
San Pedro, California

Narrative Description (continued)

A semi-circular orchestra pit remains in place, although covered over with a wood platform, in front of the stage. The 20'-0" deep wood stage is 3'-6" above the auditorium floor and contains a number of removable sections and trap doors. Stairs at either side of the stage allow access from the auditorium. The original rigging system, switchboard, and stage lights remain in place. Loading access is provided at the southeast corner through a sliding metal door accessing 6th Street through the eastern most exterior passageway.

Alterations:

The building exterior, interior layout, circulation pattern, and most original materials remain intact. Alterations include: the installation of a candy counter in the lobby which will be removed, painting over of original stencil work which may be restored, recovering of theater seats, minor modifications to the marquee and blade signs, loss of carpet in the public areas, removal or relocation of original lobby chandeliers, and tenant improvements within the interior of the retail store areas. On the marquee, the "BROS" portion of neon has been changed to "GRAND" and the "WB" letters have been removed from the corners. Cast iron sign boards on the front theater entrance piers have been removed.

Since acquiring the property, the City has performed limited stabilization and rehabilitation work, including: removal of non-original elements, rehabilitation of the vestibule ceiling, repair of theater seats, miscellaneous electrical, plumbing, and mechanical repairs, and restoration of the neon blade sign and marquee.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7, 8 Page 14 Warner Brothers Theater
San Pedro, California

Narrative Description (continued)

Work underway includes the rehabilitation, reconstruction, and reinstallation of the original chandeliers in their original locations, and fabrication of missing decorative stair railing. Scheduled rehabilitation work includes installation of dressing rooms in the basement, disabled access toilet rooms on the first floor, disabled seating and associated companion seating within the theater auditorium, and new compatible candy counters in the theater lobby.

Statement of Significance

The Warner Grand Theater is an outstanding example of the grand neighborhood movie palaces built in the Los Angeles area during the 1930s, and is the only remaining one of three sister theaters still intact. It was one of the flagship theaters built by a major Hollywood movie studio for distribution of its films and designed by one of the foremost theater architects and an equally renowned interior designer and muralist in the United States. The building is essentially intact and has maintained its integrity due to the quality of original construction. Its rehabilitation and reuse have been a centerpiece of redevelopment efforts in downtown San Pedro.

Area History:

The area that was to become San Pedro was inhabited by the Gabrieliño Indians for thousands of years, with an important and large village, Suang-na (Place of the Rushes) situated above what is now Anaheim Street near Gaffey in San Pedro. Rancho San Pedro was granted in 1784. By the time San Pedro was named a U.S. Port of Entry in 1853, the town was comprised of only a few houses and commercial structures. In the 1870s the San Pedro town site tracts and streets were laid out and the Southern Pacific Railway extended to a new wharf at the waterfront, setting the stage for major shipping activity.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section ~~8~~
10 Page 15 Warner Brothers Theater
San Pedro, California

Statement of Significance (continued)

The population boomed during the 1880s and the area became a favorite beach resort for Los Angeles vacationers. In 1897, it became the site of an expanded deep water harbor, with petroleum shipments rapidly increasing. The harbor and its related industries such as fishing, canning, shipping, and ship building, kept the community somewhat insulated and growing, even during the Depression. During the 1930s, the Los Angeles Harbor became the world's leading fishing center and World War II caused the shipyards to be flooded with contracts.

Theater Design:

The Warner design followed the 19th century practice in legitimate theater design of including retail and office space, in a limited way, by providing retail storefronts along its 6th Street facade. However, the presence of the theater is still prominently marked by a wide lobby sheltered by a large marquee and an elaborate vertical blade sign above.

The Warner Grand embodies the distinctive characteristics of the neighborhood movie theater, a genre which flourished in Southern California for only a few years; from 1925 to 1932. Because of extensive alterations, neglect, and demolition, few examples of this genre remain intact today. The neighborhood movie palace was an outgrowth of two trends in the Los Angeles of the 1920s. Suburbs were being established in proximity to the Red Car rail lines, and the movie going audience itself was growing. Up to this time, movie theaters had been concentrated in the downtown area, and movies were considered a diversion of the lower social class. However, with the increased recognition of cinema as an art and the astronomical growth in the movie going audience, a theater building boom began in the early 1920s, peaked about 1927 and ended by 1932. Many of the neighborhood theaters constructed during this period were comparable to the downtown Broadway movie palaces in size, design, and function. The construction of a major movie palace in burgeoning San Pedro led credence to the growing success and importance of the area.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 108 Page 16 Warner Brothers Theater
San Pedro, California

Statement of Significance (continued)

The business of movie-palace building construction had evolved by the late 1920s into a predictable formula for neighborhood theaters. It contained between 1,200 and 2,000 seats, a full stage, an orchestra pit, a pipe organ, dressing room facilities, and a balcony. The architectural style varied, but was always a combination of historic and fantasy, often with elements of several styles and periods. In a departure from the larger and grander downtown theaters, neighborhood theaters typically did not provide box seating and would concentrate the most elaborate architectural detail at the proscenium area where the audience's attention would be focused.

Association with Warner Brothers:

When it opened on January 20, 1931, the Warner Grand was billed as "The Castle of your Dreams." The theater continued the expansion of the Warner Brothers theater circuit and was one of three similar theaters constructed in suburbs of Los Angeles by a major motion picture studio. One theater in Huntington Park remains standing, although the first floor has been divided into two theaters and the balcony level is closed. A third theater in Beverly Hills was demolished in 1989. As part of the burgeoning growth of the Los Angeles Harbor, the development of this theater marked a significant commitment to the development and people of San Pedro.

Ground was broken on the Warner on June 18, 1930, with Jack Warner, Jr. lifting the first shovel. On opening night, Barbara Stanwyck and Joan Blondell were on hand to laugh at Joe E. Brown in *Goin' Wild*. The theater was operated under the Warner name until the theater was sold to new owners in the 1950s. Downtown San Pedro fell into decline during the 1960s, and the theater was operated as the Juarez Theater, featuring Spanish language films. At that time most of the ornament was painted purple, lavender, and brown and the seats were recovered in red, green, and gold fabric.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 10-8 Page 17 Warner Brothers Theater
San Pedro, California

Statement of Significance (continued)

In 1984, the theater was sold to Ray Howell, a former managing director of Mann's Chinese Theater, who renamed the theater the Warner Grand and painted the foyer lobby in white and gold. The theater was sold again in 1991, and the theater reopened as the Warner Grand, a variety arts center, on February 18, 1993. The City of Los Angeles bought the property in 1996.

Association with B. Marcus Priteca:

The Warner Grand was designed by B. Marcus Priteca, one of the most prominent and prolific theater designers in the country. The world renowned theater architect established a worldwide trend with his use of the Moderne and Art Deco styles in theater architecture. The prolific architect mastered the art of theater design for both live productions and motion pictures. Theater patrons were provided with a total experience, where the fantasy began at curb side and was amplified with each succeeding progression of spaces into the theater.

Priteca was employed by a Seattle architect E.W. Houghton when he met vaudeville entrepreneur Alexander Pantages, a fellow Greek. Priteca would eventually become the sole architect of the burgeoning Pantages Theater chain for nearly 20 years. Known as a superb interpreter of style, rather than an innovator, Priteca's designs began with the San Francisco Pantages in 1912 and followed the vaudeville circuit to theaters in Seattle, Tacoma, and Salt Lake City. He designed the Pantages Theater in downtown Los Angeles in 1920, where Alexander Pantages eventually relocated his headquarters. Like most of Priteca's theaters from this period, it featured a corner entrance and a standardized Beaux-Arts design with gold gilt finish often referred to as "Pantages Greek."

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 108 Page 18 Warner Brothers Theater
San Pedro, California

Statement of Significance (continued)

By 1924, Pantages allowed Priteca to design theaters in styles other than Beaux-Arts. Churriqueresque styles were used in San Diego and San Francisco, Italianate in Fresno, and Art Deco for the Hollywood Pantages. Priteca referred to the design of the Hollywood Pantages as "Art Deco Byzantine." The 1929 project marked the end of his long association with Pantages who was then fighting legal battles.

Subsequently, Warner Brothers acquired the Pantages chain and also hired Priteca as their chief architect. His association with movie theater design dated to 1916 with the Coliseum Theater in Seattle, one the nation's first motion picture palaces. The theater's innovative Italian Renaissance design and superb acoustics became a prototype for subsequent movie palaces across the county. Under Warner Brothers, Priteca created a number of opulent Art Deco movie palaces in the Los Angeles area including three sister theaters: the Warner Brothers Theater in Huntington Park (1930), now a duplex; the Beverly Hills (1931), later the Beverly Theater (demolished); and the San Pedro, now the Warner Grand.

This noted architect designed over 200 theaters and is credited with assisting in the design of neon theater marquees and early examples of a portable refrigerator unit that later evolved into the snack bar. Maintaining his offices in Seattle, his output also included designs for apartment houses, offices, and a synagogue. Priteca was the first theater architect to become designated as a Fellow in Architecture by the American Institute of Architects.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 108 Page 19 Warner Brothers Theater
San Pedro, California

Statement of Significance (continued)

Association with A.B. Heinsbergen:

The original interior stenciling and decorative painting in the Warner Grand was performed by A.B. Heinsbergen & Company, one of Los Angeles' most prominent muralist and decorating companies of the 1920s and 1930s. Heinsbergen had been trained as an assistant to Giovanni Smeraldi, the muralist responsible for the decorative painting in the Los Angeles Biltmore Hotel. Anthony T. Heinsbergen was also a renowned theater decorator, working with such equally prominent theater architects such as Priteca and Porreca, Weeks and Day, and Timothy L. Pflueger. The firm also maintained a solid working relationship with many of the significant architectural firms of the period, working on the interior finishing of many major buildings in the Southern California region. The Warner Brothers Western Theater (Wiltern Theater), the A.B. Heinsbergen & Company Building, the Hollywood Athletic Club, the Culver Hotel in Culver City, Los Angeles City Hall, the Los Angeles Main Public Library, and the Roosevelt Hotel in Hollywood are just a few of the firm's many projects.

Other theater projects included interior design services and murals for the Orpheum Theater in Vancouver, British Columbia, creation of a wooden rendition of the city's mountainous setting for the 4th Avenue Theater in Anchorage Alaska, and being the chief designer for the Paramount Theater in Oakland and the Fox in San Diego. Heinsbergen worked with B. Marcus Priteca as the muralist and decorator on the original Mercy Theater (later the Capitol) Theater in Yakima, Washington. He returned, at the age of 83, after a disastrous fire to plan new murals for the Capitol's auditorium dome. A.B. Heinsbergen's son, Anthony T. (A.T.) Heinsbergen, also became an interior designer and muralist in his own right, and took over the firm. During his career, A.T. Heinsbergen had the opportunity to restore much of his father's decorative work before retiring in the mid-1990s.

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 108 Page 20 Warner Brothers Theater
San Pedro, California

Statement of Significance (continued)

Summary

The Warner Grand Theater is an outstanding example of the grand neighborhood movie palaces built in the Los Angeles area during the 1930s, and the only one of three sister theaters still intact. It was one of the flagship theaters built by a major Hollywood movie studio for distribution of its films and designed by one of the foremost theater architects and an equally renowned interior designer and muralist in the United States. The building is essentially intact and has maintained its integrity due to the quality of original construction. Its rehabilitation and reuse have been a centerpiece of redevelopment efforts in downtown San Pedro.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 109 Page 21 Warner Brothers Theater
San Pedro, California

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OMB No. 1024-0018

United States Department of the Interior
National Park Service

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San Pedro, California

Verbal Boundary Description

Tract MP22 89, Lot 10, Block 6, Subdivision of Block 6 & 2, Block 13, town of San Pedro, District Map 015B197, County of Los Angeles, CA.

Boundary Justification

The nominated property includes the entire lot historically associated with the theater.

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Warner Brothers Theater

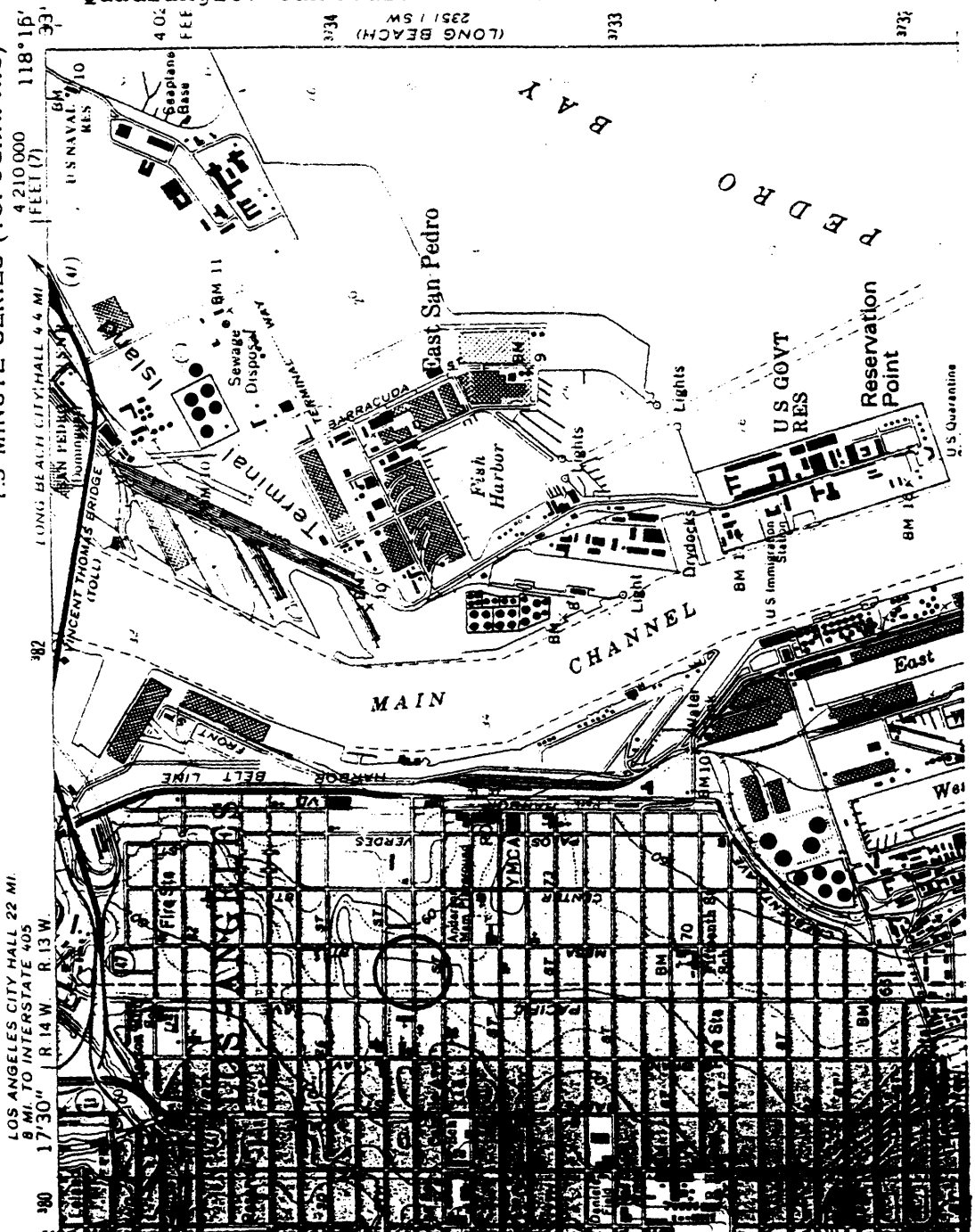
San Pedro, California

UTM Map

Quadrangle: San Pedro

Scale: 1:24,000

SAN PEDRO QUADRANGLE
CALIFORNIA—LOS ANGELES CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)



United States Department of the Interior
National Park Service

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Section 10 Page 26 Warner Brothers Theater
San Pedro, California

Photographs

Warner Grand Theater
478 W. 6th Street
San Pedro, CA 90731
Los Angeles County

Photographer: Timothy J. Brandt, AIA

Date of Photographs: February 9, 1998

Location of Original Negatives: City of Los Angeles, Cultural
Heritage Commission, Los Angeles, CA

- | | | |
|----------|-------------------|--|
| #1 of 17 | View/Description: | South elevation; view northwest. |
| #2 of 17 | View/Description: | East and north elevations; view southwest. |
| #3 of 17 | View/Description: | South elevation theater entrance; view north. |
| #4 of 17 | View/Description: | South elevation storefront; view northwest. |
| #5 of 17 | View/Description: | Theater lobby; view northeast. |
| #6 of 17 | View/Description: | Second floor promenade at double stairway; view southeast. |
| #7 of 17 | View/Description: | Theater ground floor and balcony; view southwest. |
| #8 of 17 | View/Description: | Theater overview from balcony; view northeast. |
| #9 of 17 | View/Description: | Basement dressing room and corridor area; view south. |

Photographs

Photographer: Dwyer Studios (archival photographs)

Date of Photographs: 1932

Location of Original Negatives: B'Hend & Kaufmann Archives,
Pasadena, CA

- | | | |
|-----------|-------------------|---|
| #10 of 17 | View/Description: | South elevation at theater entrance; view northwest. |
| #11 of 17 | View/Description: | South elevation; view northeast. |
| #12 of 17 | View/Description: | South elevation theater entrance and marquee; view north. |