Form No. 10-300 REV. (9/77)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

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

FOR NPS USE ONLY

DATE ENTERED

RECEIVED JUN 2 0 1978

STATE

1979 FEB 9

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

1 NAME

HISTORIC For Oakland Theater AND/OR COMMON Fox/Oakland Theater and Complex LOCATION STREET & NUMBER 1807-1829 Telegraph Avenue NOT FOR PUBLICATION CONGRESSIONAL DISTRICT CITY, TOWN Oakland (downtown) 9thVICINITY OF STATE CODE COUNTY CODE California 06 Alameda 001 • • **CLASSIFICATION** CATEGORY **OWNERSHIP STATUS** PRESENT USE X_OCCUPIED (partial) __DISTRICT __PUBLIC AGRICULTURE ___MUSEUM X_BUILDING(S) X PRIVATE X_COMMERCIAL __UNOCCUPIED PARK ___STRUCTURE __вотн -WORK IN PROGRESS __EDUCATIONAL __PRIVATE RESIDENCE ___SITE PUBLIC ACQUISITION ACCESSIBLE __ENTERTAINMENT -RELIGIOUS __OBJECT X_YES: RESTRICTED _IN PROCESS .__GOVERNMENT ___SCIENTIFIC X BEING CONSIDERED ___YES: UNRESTRICTED _INDUSTRIAL __TRANSPORTATION ___NO ___MILITARY __OTHER: OWNER OF PROPERTY NAME Mann Theater Corporation STREET & NUMBER 9200 West Sunset Boulevard CITY, TOWN STATE California Los Angeles VICINITY OF LOCATION OF LEGAL DESCRIPTION COURTHOUSE REGISTRY OF DEEDS, ETC. City Planning Dept, City Hall STREET & NUMBER 14th and Washington Streets

6 REPRESENTATION IN EXISTING SURVEYS

Oakland, CA

TITLE

CITY, TOWN

"Oakland Central District Study-Design Resources Survey" DATE

August 1963		FEDERALSTATECOUNTY X_LOCAL
DEPOSITORY FOR SURVEY RECORDS	City Planning Departme City Hall, 6th Floor,	nt, City of Oakland, 1421 Washington Street
CITY, TOWN		STATE
	Oakland	California

94612



CONDITION

__EXCELLENT _XGOOD __FAIR

__DETERIORATED __RUINS __UNEXPOSED

CHECK ONE

CHECK ONE

LORIGINAL SITE

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

PLEASE SEE ATTACHED FORM.

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PAGE

ORIGINAL

Building permit number A27902, was issued in Oakland on July 7, 1927 for "permission to build a theater on the west side of Telegraph Avenue 84 feet north of 18th Street". 1.) Descriptive information was terse: "Exterior wall construction of steel frame, reinforced concrete; interior construction of same with metal lath and planter; roof construction of steel frame, reinforced concrete; roof covering of composition roofing." 2.) The gross dimension of the structure were listed as "118 feet (wide) by 256 feet (long): the entrance foyer was 50 feet across. 3.) No mention was made of the 2 Hindu gods that would flank the stage, the 100 foot tall entrance hall, the "Goddess of Fire" mural in the foyer, the marble pier bases on the ground floor, etc, etc.

By the time construction was completed in 1928 Oakland was the proud recipient of a Hindu-Deto mixed use complex of 37 shops, 91 offices and a theater that originally seated almost 4000 patrons. The 3 story commercial perimeter of street level shops and offices above expanded the overall dimensions of the project to 218 feet (along Telegraph Avenue) by 256 feet deep.

The actual theater space was 118 feet wide and 198 feet deep. The foyer was 92 feet wide and 34 feet deep. The surmounting tower was 50 feet by 50 feet and rose to 115 feet. Other relevant heights were as follows: the theater roof, 82 feet; the office block, 52 feet; the shop wings, 25 feet.

The main entrance was culminated by a color tiled dome with supported verticle towers "typical of the Brahamanian Temple of Northern India"¹ and climaxed by a neon glass ball beacon atop the dome. The entrance foyer, faced with a gilded marquee, rises 100 feet to the colored dome above Maynard Dixon's mural "The Goddess of Fire". The remaining exterior of ground floor shops and 2 levels of offices above, are masonry with marble pier bases, and possesses decorative features and panels with a parapet that harmonizes with the central towers and interior designs. The exterior shell of the theater proper is poured in place concrete which is enclosed by the masonry wings descrived above.

The interior lobbies, stairways and lifts can only be described as remarkable exibits of decoration and craftsmanship difficult or impossible to match today. The large sweeping balcony and main theater and generous stage utilize cast plaster that have been designed, decorated and painted to give one a sense of several religious civilizations passing before one's eyes, including two large Hindu gods to the left and right of the stage.

The sweeping expanse of ceiling that is made up of an overpowering maze of seemingly islamic patterns set in plaster castings and highly decorated to appear as wood is illuminated by huge colored light chandeliers based on East Indian motifs. All of these elements could never be reproduced today. The artisans no longer exist.

1. "San Francisco Chronicle" Oct. 26, 1928, 'New Oakland Theater Opens Its Doors'

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OAKLAND THEATRE

CONTINUATION SHEET	ITEM NUMBER 7	PAGE	2	
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Exotic imagery associated with the movies of the early 20th century inspired movie palaces of Moorish, Baroque, Neo Classical, Spanish, Italian Renaisaance and Oriental design. The Fox Oakland utilizes the imagery of a Northern Indian temple and combines it with Art Deco elements of the late 1920's. The commercial complex flanking the main theatre portion ecohes design elements of the temple theme in a manner which suggests the Zig Zag Moderne of the 1920's; Art Deco lettering styles were also used throughout the original complex. The complex was soon surrounded by other (more refined) Art Deco masterpieces. "The Fox's" economic success spurred development of the now restored "Paramount". The tiled "Oakland Flower Market" was (and still is) diagonally across Telegraph Avenue and the elegant green tiled I. Magnin was (and still is) nearby.

PRESENT

Most of these precious elements remain in good condition today. The glass becon which served as an airplane signal was removed after World War II. On January 8, 1946 Cahill Brothers, a San Francisco construction firm received a builing permit (based on plans by O. A. Deiehmann) to close off the 100 foot tall entrance foyer with a false (suspended) ceiling and remodel the vestibule by sheathing it in stainless steel.

The building is in sound physical condition. The chandeliers, Maynard Dixon mural, organ and original theater seats have been removed. Otherwise, with minor exceptions, the theater remains as it was when built.

8 SIGNIFICANCE

SPECIFIC DAT Built 19	· · · · · · · · · · · · · · · · · · ·	INVENTION	Maury L. HITECT Weeks & J	
X_1900-			POLITICS/GOVERNMENT	OTHER (SPECIFY)
1800-1899		EXPLORATION/SETTLEMENT	PHILOSOPHY	TRANSPORTATION
1700-1799	ART	ENGINEERING	X_MUSIC	X_THEATER
1600-1699	X_ARCHITECTURE	EDUCATION	MILITARY	SOCIAL/HUMANITARIAN
1500-1599	AGRICULTURE	ECONOMICS	LITERATURE	SCULPTURE
1400-1499	ARCHEOLOGY-HISTORIC	CONSERVATION	LAW	SCIENCE
PREHISTORIC	-ARCHEOLOGY-PREHISTORIC	COMMUNITY PLANNING	LANDSCAPE ARCHITECTURE	RELIGION
PERIOD	AF	REAS OF SIGNIFICANCE CH	HECK AND JUSTIFY BELOW	

STATEMENT OF SIGNIFICANCE PLEASE SEE ATTACHMENT.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

PLEASE SEE ATTACHMENT.

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QUADRANGLE NAME Oaklan			QUADRANGLE SCALE <u>7.5 min.</u> series
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		FLI L	
GL L		нЦЦ	
VERBAL BOUNDARY DESCRIF East: Telegraph Avenue			
North: 19th Avenue South: 18th Avenue			y adjacent, existing parking area & south, open access space at
		IES OVERLAPPINC	G STATE OR COUNTY BOUNDARIES
STATE N.A.	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE
	sign Center of Oak	:land	
STREET & NUMBER		land	TELEPHONE
	Rm. 722		(415) 83 4-7 990
CITY OR TOWN Oakland			STATE CA 94612
12 STATE HISTORIC P	RESERVATION	N OFFICER	CERTIFICATION
THE EVALU	ATED SIGNIFICANCE OF 1	THIS PROPERTY W	VITHIN THE STATE IS:
NATIONAL	STATE	E	LOCAL X
-	inclusion in the National Re the National Park Service.	egister and certify	eservation Act of 1966 (Public Law 89-665), I that it has been evaluated according to the
STATE HISTORIC PRESERVATION OFFI	CER SIGNATURE	(noy ME	
	reservation Office	r	DATE 3/9/78
FOR NPS USE ONLY I HEREBY CERTIFY THAT THIS P	ROPERTY IS INCLUDED	IN THE NATIONAL	REGISTER
1. Chai	made	<u>~</u>	DATE 2-9-19
ATTEST.	REGISTER	A	DATE 2- 9-19 DATE 2/9/45
- CHIEF OF REGISTRATION		<i>7</i> ,	7.17

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM



CONTINUATION SHEET

ITEM NUMBER 8. PAGE 1.

STATEMENT OF SIGNIFICANCE

At the time of it's completion in 1928 (4 years before the completion of the Paramount), the Fox Oakland was the premiere "deluxe" theater of Oakland. "The Fox" was the last "grand theater" completed before the "crash of '29". The enormous expenditure for extensive details would never be repeated again.

The Fox Oakland represents "The Movies", the medium of entertainment for all Americans in the three decades that preceded the development of T.V. "Let's take in a show"; "Movies, downtown, Saturday night"; and "The Fox" are indicative of a way of life that has now passed. "The Fox" carried many Oakland residents through the depression and allowed them to "forget their troubles and (let's) get happy" for awhile. This was especially true for Oakland's many minority residents who were not allowed in other "deluxe" theaters.

"The Fox" is an early example of a current popular trend, "the mixed use complex". The combination of theater, office and street level shops, in 1928 was Oakland's first mixed use complex. It is a small scale predecessor of Oakland's vision for tomorrow, its new "City Center".

The Fox Oakland was unique at the time of its openning. Not only did it present first class vaudeville acts accompanied by a 20 piece band, but also it was one of the few downtown theaters to present first run pictures exclusively. Celebrity performers included Ginger Rogers, Frank Sinatra with the Jimmy Dorsey Band and Bing Crosby.

At the time of its construction, the Fox Oakland was the largest theater west of Chicago. While its seating capacity was soon surpassed by the Fox San Francisco, the Fox Oakland was unique in that during its first years of operation, first run films continually played to full houses. In fact, the financial success of the Fox Oakland spurred development of the Paramount (now the home of Oakland's Symphony and Ballet).

While downtown Oakland was once filled with Art Deco buildings, only a scattered few now remain. "The Fox" complex, in conjunction with the refurbished Faramount, I. Magnin and the Oakland Flower Market represent the only remaining nucleus for an image of how downtown Oakland "used to be".

NOTE: See additional packet of information.

NPS Form 10-900-a (3-82)			OMB No. 1024-0018 Exp. 10-31-84
United States Department of the National Park Service	e Interior		M:37-3 For NPS use only
National Register of H Inventory—Nominatio		S	received date entered
Continuation sheet	Item number	8	Page 2
Takoma Park Historic District	Counties		4 April 1984

Montgomery and Prince George's Countles Maryland

HISTORY AND SUPPORT (continued)

"Because of its natural beauty, affording rare opportunity for investigation along many special lines, Takoma Park is becoming a favorite dwelling place for scientists connected with the great government work in Washington. Already there is quite a colony of these gentlemen established here,...."

Mrs. Alice Bruan, daughter of Dr. William Ortan, who researched plant use for diabetes, has compiled a list of scientists who lived in Takoma Park between 1900 and the present, and this includes Dr. Albert F. Woods, one-time Dean of Agriculture and President of the University of Maryland, Dr. B. Y. Morrisson, hybridizer of the Glendale Azalea, and Dr. Stuart Armstrong, developer of the "Takoma" azalea. The work of Dr. Morrisson and Dr. Armstrong bring into the 1940's an historic relationship between the suburb of Takoma Park and especially strong horticultural and landscape concerns.

The following Department of Agriculture employees were residents of Takoma Park, 1900 - 1950's.

Dr. William Ortan, 1905-1930 600 Cedar Avenue researched plant use for diabetes Dr. Albert F. Woods, 1900-1909 Dean of Agriculture and President of University of Maryland, 1909 Piney Branch and Highland Avenue Dr. Werner Stockberger, early 1900's 500 block Cedar Dr. Corbet 500 block Cedar Dr. Hedgecox Cedar Avenue between Eastern and Tulip Dr. Humphrey Tulip and Cedar Mr. Gore Holly Avenue Dr. Skeels Holly Avenue Dr. Galloway Piney Branch near Dahlia

Mr. or Dr. Whitney 7100 Cedar Dr. B. Y. Morrisson 1920's to 1949 Hybridizer of the Glendale Azalea Piney Branch Road Dr. E. H. Siegler 201 Tulip Avenue Dr. or Mr. Griffiths Maple and Carroll Mr. Levitz 500 block Cedar Dr. Stuart Armstrong developed the "Takoma" azalea Dr. or Mr. LeClare Tulip and Cedar Dr. Fred Myers, current resident internationally known plant taxonomist Buffalo Avenue March 24, 1984 Source: Mrs. Alice Bruan daughter of Dr. Wm. Ortan 726-1449

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CONTINUATION SHEET

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MAJOR BIBLIOGRAPHICAL REFERENCES

Newspapers: San Francisco Chronical Oakland Tribune Montclarion, Oakland San Francisco Examiner East Bay Voice, July 1976

Magazines: The Console, November 1965 p. 11

Books: <u>Panorama - Harry Gray, 1973 p. 74-77</u> <u>The Earliest Entertainment and Theaters - William Wente, p. 28-43</u>

Places: Oakland Public Library, California Room. Oakland Museum, History Department.

Oral Traditionlist: Mr. H. Minehart, Manager of Grand Lake Theatre, Oakland (Fox owned). Mr. R. Raglan, native of Oakland.

Page 38-S.F. EXAMINER ** Thurs., Jan. 19, 1978 The limelight may shine ective again for Oakland's Fox

By Brenda Payton When 'Oakland's Fox Theater opened in October 1928, it was likened to the Temple of Chaw-mukh in India. Today it is abandoned and dark and scheduled to be auctioned Jan. 24. The building may be demolished after it is sold.

But a group of about 50 Oakland residents is organizing an effort to save the 50-year-old art deco building at 18th Street and Telegraph Avenue. According to one of the organizers, Marie Con-verse, the Save the Fox Group hopes to have the building declared an historic landmark.

"It could be considered a land-1.1 mark for both historic and architectural reasons," said Converse, president of the Board of Directors of the Oakland Citizens Committee for Urban Renewal (OCCUR).-"The theater represents an era in film making we will never see again. And that wild, fancy kind of architecture can't be duplicated today." 、行动者 南部

Yesterday Oakland's Historical Preservation and Landmarks Commission voted to recommend landmark status for the building, and placed it on a study list, which protects it from destruction for 60 days. During that period, the Save the Fox group intends to go to the planning commission and then to the City Council in an attempt to save the building.

Jacque Goudeau, a community planner for the Neighborhood Environmental Design Center, said the state Landmarks Commission and the National Trust for Historic Preservation have already expressed interest in saving the Fox.

If the building is declared an historic landmark, Converse said, the auction would be postponed and the building would be protect-sit ed from demolition and it might be eligible for government grants. A submit a bid, If that fails, she said information about the pending sale

raise the money to bid on the Goudeau said the Save the Fox Meanwhile, the group hopes to

Some Side to the tool

the group hopes to influence the partnership might be formed to Group has had difficulty obtaining

To write ingere a disco

and metalographic strength of the strength of

from the building's owner, the Mann Corp. of Los Angeles. She said the corporation is asking for a starting bid of \$500,000.

. . . .



COLLEGY.

Dahimak II ribute

Oakland Cribune Thurs, Jan 19, 1978

A Bid to Save the Fox Theater

Fighting against time and the marks Preservation Advisory Board has launched action to designate the famous but vacant For Oakland Theater at 1817-23 Telegraph Ave. as a landmark to prevent its demolition.

The theater is scheduled to be. sold at auction on Jan. 24. At 12 ning. Commission and approval this point, no one can predict who the new owner will be or what will happen to the building.

As requested by the Neighborhood Design Center of Oakland, with strong endorsement from Mavor Lionel J. Wilson, the board twice voted 7-0 yesterday to give the 3,200-seat facility the Beckerman said the theater is m greatest protection possible at this time.

• On a motion by board member Virginia Lawler, the board

voted to place the theater on its unknown, the Oakland Land the interim list for potential designation as a landmark.

> 5 • On a motion by board member Marie Converse, the board voted to initiate the procedure. for landmark designation, af process which will require concurrence by the Oakland Plant's right away to prevent its deby the Oakland City Council."

Andrew Beckerman, coordinator of Neighborhood Design Center, told the board the Fox is "a form of art deco structure that has never been reproduced else-) Vnate demolition for 60 days." where. It's worth saving for that reason alone."

still in good condition was a compared

planner with the center, said: "I don't see getting rid of old

things that are still good ... " She also pointed out that the Paramount Theatre of the Arts was built because of the success of the Fox.

Ms. Goudeau, Ms. Lawler said "I think it's important we do it struction" and offered the motion to place the theater on the interim list.

Carl Anglin, secretary to the board, said this action would be "a safeguard against indiscrimi-

After the meeting, he explained that if the council ultimately approves an ordinance to grant landmark designation Jacque Goudeau, community in the theater, it does not mean that the facility cannot be demolished.

Such an ordinance, he said, means that demolition can be delayed for four months and extended another four months.

The board, in approving the After hearing Beckerman and two motions, also asked Anglin to notify the auctioneer and the owner of the theater, the Mann Theater Corp. of Los Angeles, of vesterday's developments.

> The Neighborhood Design Center is a non-profit organization, at 1419 Broadway, funded by the city of Oakland to provide free architectural and landscape architectural planning to a community groups.

Among the speakers at the meeting was Bill McCrary, involved with several non-profit organizations, who proposed utilizing the Fox as a center of popular music in Oakland,

"The Fox could mean to this community what the Grand Ole Opry means to Nashville." McCrary said.

Besides the theater itself. which has a bigger stage than the Paramount, the steel and concrete structure houses 37 retail stores on the ground and has 91 offices on the second and third floors.

It has been vacant for several years. At one time, the city considered buying the property to use as a parking lot.

Ms. Converse, who heads a committee of about 20 residents trying to save the theater, said she has received "three full pages" of phone calls from people trying to join the committee ever since its activities became known.





The Fox stage with graceful mass of archite

14 She said no effort is being made urday Oct. 27, 1925 with block the sale by the Mann Thea. man as manager, The Th to block the sale by the Mann Thea- man as manager ter group but her committee hopes a ged much space buyer will come forth who is willing what was then the lar to restore the 3,200-seat theater auditorium to its once-glorious splendor and use it again as a center for mov ie attractions film festivals and oth er related uses.

"It is a spectacular piece of ar-chitecture," said Mrs. Converse. "We need to get everybody excited about preserving such structures. This one is particularly vital to the downtown area. It is near the Grove-Shafter Freeway, a BART station, one block from Capwell's, and walking distance to the whole downtown." 民都可以非民俗对于福 日間 She said her committee has "lots of ideas" for future use of the theater and urged prospective buyers to call her at 547-2025 for details. 10.5867 "We are more than willing to work with any buyer in an effort to restore the old theater and find uses for it," Mrs. Converse said. DERICT-M. M. LOIMERS IN M. TOTAL The auction will be held at 2 p.m.; at Jan. 24 on the site of the theater complex between 18th and 19th streets on Telegraph Avenue.

The steel and concrete building houses 37 retail stores on the ground level and has 91 separate offices on the second and third floors. Many of the offices are vacant. The theater has been dark for several years fol-, theater complex and turning it into a lowing an abortive attempt to revive municipal parking lot. The proposal lowing an abortive attempt to revive it as a showcase for soul and rhythm was shelved, but Mr and, blues, entertainment in 1973, certain the city had and blues entertainment in 1973, certain Two fires that same year left the idea in theater's elaborate electrical system set She and seats extensively damaged. But it wasn't always like that of tear do the upper an and on Sale tive old build

The Tribun the Pacific Coast

Its exterior high and graceful dome was said to be typical of a Brahamanical Temple of Northern India." The descriptions mentioned the colored tile inlays on the face o the main facade, mahogany doors, rich tapestries, a vestibule flanked by imported marble, four massive chandellers of East Indian design, and above the screen itself a "grace ful mass of carved architecture re-sembling the Temple of Chawmukh at Palitana in India 2005

Opening day featured five show-ings of the film "The Air Circus" a show about young America's at-tempts to imitate Col Charles Lind-bergh It starred Sue Carol Arthur Lake, David Rollins and Louise Dressers The stage shows had went along with the movie was a production by Fanchon and Marco, the second Depression but in 1940 George White's Scandals came back to th Fox. And over the years all the greats" have appeared either in on the screen Derson or

- 1 a Several years ago the city of Oakland seriously considered buying the Converse is not the

"It would b



