United States Department of the Interior National Park Service

National Register of Historic Places Inventory—Nomination Form

For NPS use only AUG - 1 1983 received date entered

1. Nam	e				
historic	Garden Theater Block				
and/or common	same				
2. Loca					
street & number	353-367 Main St reet	e		n/anot for publication	
city, town	Greenfield	$\frac{n/a}{a}$ vicinity of			
state	Massachusetts code	025 county	Franklin	code 011	
3. Clas	sification				
Category district _X building(s) structure site object	Ownership public private both Public Acquisition in process being considered	Status X occupied unoccupied work in progress Accessible X yes: restricted yes: unrestricted no	Present Use agriculture _X commercial educational entertainment government industrial military	museum park private residence religious scientific transportation other:	
4. Own	er of Proper Western Massachuset				
street & number	359 Main Street	7.00 7.00 7.00			
city, town	Greenfield	n/avicinity of	state	Massachusetts 0130	
5. Loca	ation of Lega	l Descripti	on	rin e digital	
courthouse, regis	stry of deeds, etc.	Franklin Count	y Registry of Deeds		
street & number	425 Main Street				
city, town	Greenfield		state	Massachusetts	
6. Repr	esentation i	n Existing	Surveys		
Invento	ory of Historic Asset of the Commonwealth	s, #18 has this pro	pperty been determined el	igible? yes _x_ no	
date	1979		federal _x_ stat	te county local	
depository for su	rvey records	Massachusetts	Historical Commissi	On	
city, town	297 Washington Stre	et. Roston	state	Massachusetts 0210	

7. Description Garden Theater Block, 353-367 Main Street, Greenfield, MA Condition Check one Check one x excellent deteriorated X unaltered X original site date n/a good ruins altered

moved

Describe the present and original (if known) physical appearance

unexposed

fair

Located east of Bank Row on the south side of Main Street, the Garden Theater Block is part of a row of commercial buildings in Greenfield's central business district. The block consists of three sections, namely a two-storey front (north) building containing offices, stores and a lobby, a one-storey lobby (middle) and an auditorium (south). All sections are built of brick and concrete with steel supports; roofs are flat and covered with tar and gravel.

Of the block's three sections, only the north elevation of the front section contains a finished facade which is visible from the street. Built of red brick laid in Flemish bond and trimmed with cast-stone, this facade is symmetrical about a central pavilion. This pavilion is framed by paired pilasters which support a decorated cornice and pediment. At the pavilion's first storey are display cases flanking a deep lobby which is panelled with dressed stone (marble) and has three bronze doors (east, west and south) as well as three pairs of French doors leading to the theater lobby; this lobby has been altered only by the removal of its octagonal ticket kiosk(1960s). At the pavilion's second storey are three 6/1 windows set in arched surrounds with cast-stone fans. The pavilion's pediment is decorated with a central shield and swags executed in bas-relief in cast-stone. Extending out from the pavilion is a pressed metal marquee decorated with a variety of classical motifs and some opaque art glass. Above the marquee and set out from the facade on metal supports is an original electric sign bearing the name "GARDEN" on each side.

Flanking the central pavilion are two narrow bays and four wider bays divided by single pilasters which support a decorated cornice at the roofline. Each of the narrow bays contains a single storefront at the first storey and a single 8/1 window set in a rectangular frame with a keystone at the second storey. Wider bays each contain a single storefront at the first storey (except for the westernmost bay where it has been closed), and two 6/1 windows in rectangular frames with keystones at the second storey. Each storefront contains a recessed center entry in front of which plate-glass windows with copper trim are set on bases of polished green marble. Store entries are paved with orange, buff and black tiles; doors are of wood with single fixed lights.

East and West elevations of the block's front section are mostly concealed by neighboring structures; its rear (south) elevation is partially exposed at the first storey and fully exposed at the second. Rear elevations of all sections of the building are of undecorated utilitarian design.

Retaining nearly all of its original Colonial Revival style fittings, the theater contributes to the historical significance of the building. Entered through a deep lobby at the facade's central pavilion, the theater contains an outer lobby with a panelled wainscot and moulded plaster cornice; moving south from this lobby is a two-level inner lobby. The upper level of the inner lobby is decorated with one wall of raised panelling (west) and a sham timber-frame ceiling. The lower level of the inner lobby contains three sets of raised-panel doors leading into the theater, a wainscot of feathered boards and three eared door frames with pediments.

The theater itself is a large, open hall with a shallow balcony and walls which curve inward to a stage. The proscenium arch is framed by fluted Corinthian pilasters which rise to support a decorated cornice and elliptical fan. Set on either side of the stage are oriels with lattice-filled arches and domed roofs. Side walls of the theater are decorated with imitation stone walls above which is a large painted mural of houses, churches

(Continued)

United States Department of the Interior National Park Service

National Register of Historic Places Inventory—Nomination Form

For NPS use only received date entered

Continuation sheet

Greenfield:

Garden Theater

Item number

Page

1

Block.

and other buildings meant to represent "Colonial Village"; windows of these buildings are backlit to give the appearance of being three-dimensional. Exits from the theater are treated as garden gates except at the lobby where the exits are flanked by sham facades of seventeenth-century houses with overhanging second stories and diamond-pane casements. The theater's ceiling is illuminated by many small lights set in star-shaped surrounds. Painted blue-black, the ceiling was originally partially illuminated by a "cloud machine" which cast a dim, varied light to give the appearance of clouds moving across the night sky. Behind the proscenium arch is a stage with equipment to house and move scenery; beneath the stage is an orchestra pit and dressing room.

8. Significance Garden Theater Block, 353-367 Main Street, Greenfield, Mass.

Period prehistoric 1400–1499 1500–1599 1600–1699 1700–1799 1800–1899 1900–	Areas of Significance—C archeology-prehistoric archeology-historic agriculture x architecture art commerce communications	community plan conservation economics education engineering		e religion science sculpture social/ humanitarian theater transportation other (specify)
Specific dates	1928-1929	Builder/Architect	Mowll & Rand of Boston,	Architects

Statement of Significance (in one paragraph)

The Garden Theater Block possesses integrity of location, design, setting, materials and workmanship, in addition to historical associations as the location of Greenfield's largest and most ornate theater.

Designed by Mowll & Rand of Boston, and constructed at a cost of \$500,000 by the contracting firm of George H. Reed of Greenfield, the Garden Theater Block was built in 1928-1929 for Nathan and Samuel Goldstein of Springfield, then the owners of twenty-two theaters throughout Western Massachusetts. Nearly unaltered from its original design, the block preserves one of Greenfield's finer examples of Colonial Revival style architecture in its Main Street facade (north). The block's major significance, however, is derived from the theater around which it was planned. Thus, the theater block meets criterion C of the National Register of Historic Places.

Opened on March 3, 1929, the Colonial Garden Theater, as it was then called, was an "atmospheric" theater, designed to create on its interior the effect of being outside in a "colonial garden". To this end, the lower portions of the theater's walls are covered with rough-cast plaster, scored to give the appearance of a stone garden wall. Above the rough-cast are painted murals depicting a Greek Revival style church, a brick house with a gambrel roof, a "saltbox" house and other buildings and plants which are characteristic of New England. These murals were painted by Frederick Marshall, a theatrical mural painter living in California, and were designed to have cut-out windows, a steeple clock, and other features which are back-lighted to simulate the appearance of real buildings. The theater's ceiling is equipped with lights set in star-shaped frames, some of which "twinkled"; two cloud machines are set in the orchestra pit to create the illusion of clouds moving across the ceiling. At present, all of these features remain in addition to a large variety of Colonial Revival style details in the theater's lobbies.

The theater's opening in 1929 was greeted with scepticism that Greenfield could support a third theater. Previous local theaters, however, had been built at a smaller scale to accommodate silent movies and vaudeville performances. Typical of these other theaters were the Bijou that was built into a pre-existing commercial block in 1911-1913 and that closed shortly thereafter. More successful were the Lawler and Victoria Theaters, both of which were built in 1913 within commercial blocks at a much smaller scale than the Garden Theater. Of these earlier theaters, only one remains in altered condition. Local enthusiasm for the newly completed Garden Theater was manifested in the parade that preceded the opening and in the sellout audience of 1,900 which attended the opening night. In a program which was characteristic of the type of entertainment for which the theater was planned, the opening night included several newsreels, "three vitaphone specialty vaudeville acts", a film comedy entitled "The Newly-weds" and "George M. Cohan's 'The Home Towners', an all-talking film". In addition, the theater was equipped with an organ and employed Mary Hallinan of Greenfield as its regular organist. Despite the inclusion of a stage, dressing rooms and storage space for theatrical backdrops, the Garden Theater was rarely, if ever, used for live entertainment and, within a few years of its opening, was used exclusively as a movie theater.

Greenfiel Blair & H	ld Recorder G Ketchum's Cou	rder. March 12, azette. 200th Ar ntry Journal. Vo History of Gree	nniversary Edi	tion. June 9 December 19	ield: Town of Greenfie
10. G	eograpl	nical Data			*
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:			D	J []	
The nomin	nated property	on and justification y includes only t and described at			building stands; its sors' Map #U-51.
		s for properties over		county boundari	
tate	n/a	code	county		code
tate		code	county		code
11. F		pared By			
name/title		kins, Preservatio eiffer, Architect			sachusetts
organization	Massachuset	ts Historical Com	mission	date May, 1	983
treet & num	ber 294 Wash	ington Street	3	telephone (617)	727-8470
ity or town	Boston			state Massa	achusetts 02108
	tate His	toric Pres	ervation		Certification
				- Omcer	<u>ocitinoation</u>
he evaluate		this property within the			
As the design	national nated State Histor	state	_X local for the National Hi	storic Preservation	Act of 1966 (Public Law 89-
65), I hereby	nominate this pr	operty for inclusion in rocedures set forth by	the National Regis	ter and certify that i	
State Historic	c Preservation Off	icer signature	tu. 1/10	slowki	
		eservation Office		see where	1 1
	chusetts His	torical Commissio	n	date	7/20/13
For NPS					
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United States Department of the Interior National Park Service

National Register of Historic Places Inventory—Nomination Form

For NPS use only received date entered

Continuation sheet Greenfield:

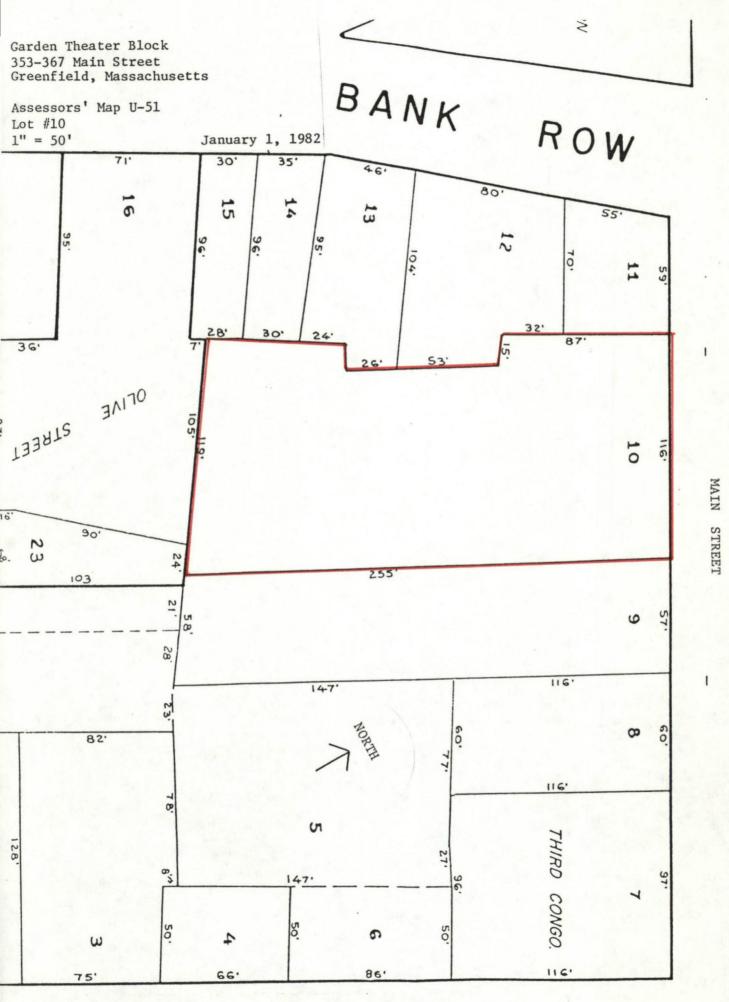
Garden Theater

Item number

Page

Block.

In 1930, the management of the theater passed from the Goldstein Brothers to another group, (Publix-Lawler), due to the terms of a merger agreement between the Goldsteins and Paramount-Publix Corporation. Following the bankruptcy of Publix-Lawler in 1933, the management of the Garden Theater reverted to the Goldstein family, which has operated it as a motion-picture theater since then.





Garden Theater Block Greenfield, Massachusetts

B.R. Pfeiffer, photographer

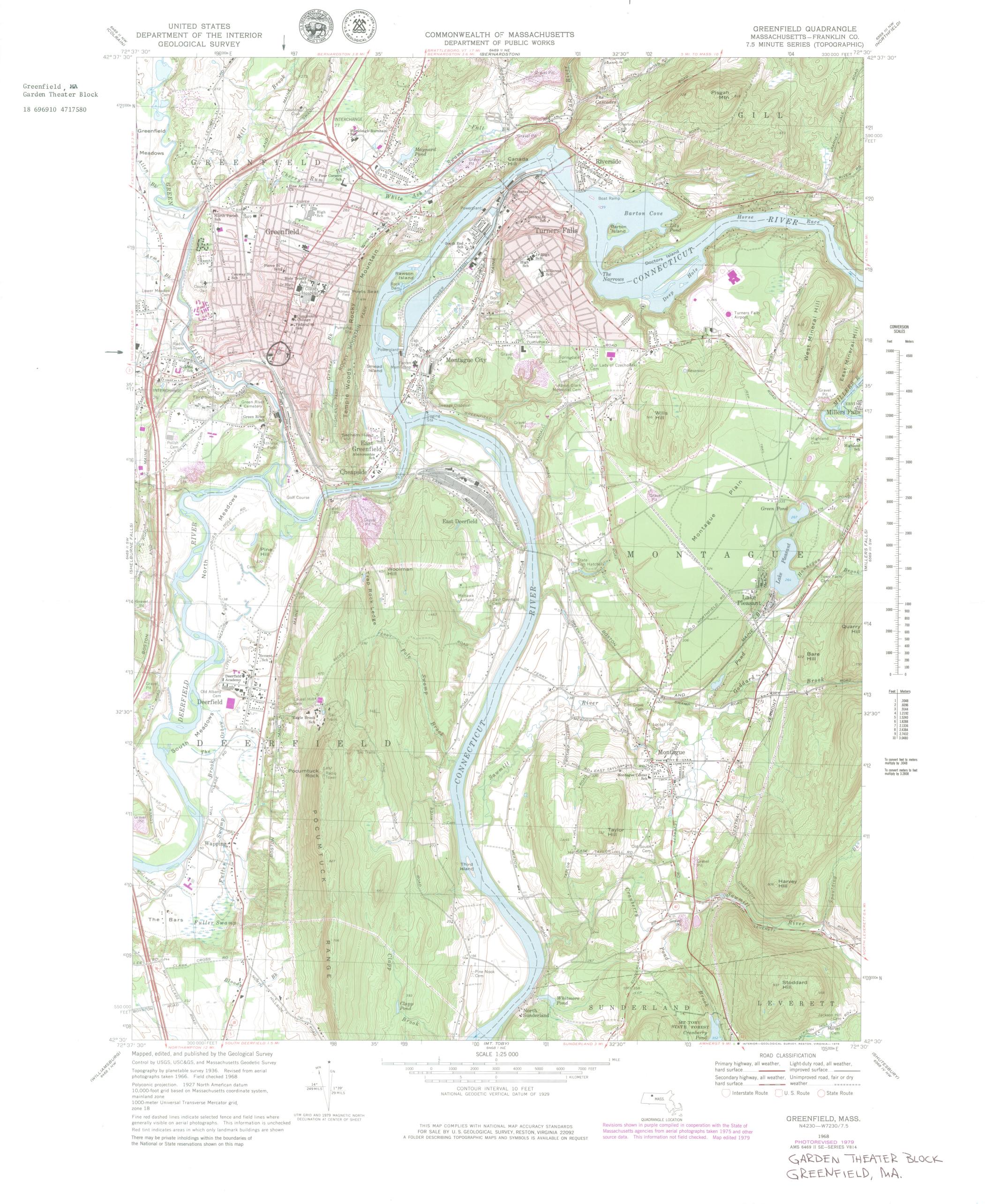
May 14, 1981

negative at: ACT for Massachusetts

45 School Street

Boston, Massachusetts 02108

view of the building's north elevation taken from a position facing southwest



National Register of Historic Places

Archivist note to the record

Additional Documentation: 2013

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION
PROPERTY Garden Theater Block NAME:
MULTIPLE NAME:
STATE & COUNTY: MASSACHUSETTS, Franklin
DATE RECEIVED: 2/01/13 DATE OF PENDING LIST: DATE OF 16TH DAY: DATE OF 45TH DAY: 3/20/13 DATE OF WEEKLY LIST:
REFERENCE NUMBER: 83000591
NOMINATOR: STATE
REASONS FOR REVIEW:
APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N
COMMENT WAIVER: N
ACCEPTRETURNREJECTDATE
ABSTRACT/SUMMARY COMMENTS:
RECOM./CRITERIA

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

REVIEWER

TELEPHONE

DISCIPLINE

DATE

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



The Commonwealth of Massachusetts

William Francis Galvin, Secretary of the Commonwealth Massachusetts Historical Commission

January 10, 2013

Mr. J. Paul Loether
National Register of Historic Places
Department of the Interior
National Park Service
1201 Eye Street, NW 8th floor
Washington, DC 20005



Dear Mr. Loether:

Re: Technical Amendments for National-Register listed properties in Greenfield (Franklin County) MA

As we digitize our inventory of historic resources, we are discovering discrepancies in property addresses due to renumbering, changing the address to a side street that abuts the parcel, or assigning a precise addresses where none had existed. We are, therefore, writing to request technical corrections in the National Register records for the following:

Franklin County Fairgrounds (NRIND 6/15/2011)—correct address is 85 Wisdom Way (formerly 89)

Garden Theater Block (NRIND 9/1/1983; NRDIS 10/13/1988)—correct address is 361 Main Street (formerly 353-367)

Newton Street School (NRIND 10/27/1988)—correct address is 99 Mohawk Trail (formerly Shelburne Road)

Main Street Historic District (10/13/1988)—the correct address for Avenue Lighting is 2 Fiske Avenue (formerly 10). A corrected copy of the relevant page of the district data sheet is enclosed for your file.

Please let me know if you need additional information to correct your records.

Sincerely,

Betsy Friedberg

National Register Director

Massachusetts Historical Commission

Enclosure

XC: Greenfield Historical Commission

National Register of Historic Places

Archivist note to the record

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

WASO Form - 177 ("R" June 1984)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Garden Theater Block Franklin County MASSACHUSETTS Working No. __AUG Fed. Reg. Date: _/ Date Due: 9/1/83 -Action: __ACCEPT __ resubmission Entered in the ____RETURN_ nomination by person or local government National Register REJECT_ owner objection Federal Agency: ___ appeal request appeal ☐ NR decision ☐ sample Substantive Review: Reviewer's comments: Recom./Criteria_____ Reviewer Discipline ___ Date__ ____ see continuation sheet Nomination returned for: _____technical corrections cited below ___substantive reasons discussed below 1. Name 2. Location 3. Classification Ownership Category Status Present Use **Public Acquisition** Accessible 4. Owner of Property 5. Location of Legal Description 6. Representation in Existing Surveys ☐ yes ☐ no Has this property been determined eligible? 7. Description Condition Check one Check one excellent deteriorated unaltered original site ruins altered good ☐ moved date. ___ fair unexposed Describe the present and original (if known) physical appearance summary paragraph completeness clarity alterations/integrity dates boundary selection

8. Significance	A Charles and Andrews Andrews and the second and th	
Period Areas of Significant	icance—Check and justify below	
	Sales and the companies that the action of the con-	
Specific dates	Builder/Architect	
Statement of Significance ((In one paragraph)	
summary paragraph		Carden Treater Block
completeness		Franklin County MASSA ORUSETTS
clarity		CIIIGOIGE
applicable criteria		
☐ justification of areas ch	necked	
relating significance to		
☐ context		
relationship of integrity		
justification of exception	on and the same of	
other		
9. Major Bibliographical R	References	
10. Geographical Data	Commence of the second of the	
Acreage of nominated prop	nerty	
Quadrangle name		
UTM References		
- Thir motoronous		
Verbal boundary description	on and justification	
11. Form Prepared By	general gas	
12. State Historic Preserva	ation Officer Certification	and the second supplies
The evaluated significance	of this property within the state is:	
national	statelocal	
State Historic Preservation	Officer signature	
title	date	
13. Other		
□		
Maps		
Photographs		
☐ Other		
0		
Questions concerning this	nomination may be directed to	TOWNS CONTROL FOR THE PROPERTY OF THE PROPERTY
Signed	Date	Phone:



Town of GREENFIELD, MASSACHUSETTS

14 Court Square Town Hall, Greenfield, Massachusetts 01301 (413) 774-2884

RECEIVED

March 10, 1982

MAR 1 9 1982

MASS. HIST. COMM.

Pat Weslowski Massachusetts Historical Commission 294 Washington Street Boston, Massachusetts 02108

Dear Ms. Weslowski:

The Town of Greenfield is consdering applying to the State for a grant for the conversion of the Garden Theatre in the Town of Greenfield as a civic center. It is our intention to do this as a preservation project. As such, we need to get this site on the National Register of Historic Places as quickly as possible.

We have been in contact with representatives of Senator Olver's office and Senator Tsongas's office and have asked their cooperation in seeking designation to the National Trust. Our consultant has prepared an application which I have enclosed. Please advise if this application is complete or if any additional information would be requried at this time.

I will be contacting you in the next couple of days for your advice. If you have any questions, please do not hesitate to contact me at my office in Greenfield. We look forward to working together with you in preserving this historic building in the Town of Greenfield.

One further note, we have approximately \$250,000 in CDBG funds towards this project already that must be spent in this fiscal year.

Sincerely,

R. John Ryan, Jr., Director

Planning & Community Development

RJR/sjn

cc: Doug McGarrah, Sen. Tsongas's Office

Sen. Olver's Office Rep. Benson's Office HOWARD H. BAKER, JR., TENN.
JESSE HELMS, N.C.
S. J. HAYAKAWA, CALIF.
RICHARD G. LUGAR, IND.
CHARLES MC C. MATHIAS, JR., MD.
NANCY L. KASSEBAUM, KANS.
RUDY BOSCHWITZ, MINN.
LARRY PRESSLER, S. DAK.

CLAIBORNE PELL, R.I.
JOSEPH R. BIDEN, JR., DEL.
JOHN GLENN, OHIO
PAUL S. SARBANES, MD.
EDWARD ZORINSKY, NEBR.
PAUL E. TSONGAS, MASS.
ALAN CRANSTON, CALIF.
CHRISTOPHER J. DODD. CONN.

EDWARD G. SANDERS, STAFF DIRECTOR
GERYLD B. CHRISTIANSON, MINORITY STAFF DIRECTOR

United States Senate

COMMITTEE ON FOREIGN RELATIONS

WASHINGTON, D.C. 20510

Room 2003F J. F. K. Federal Building Government Center Boston, MA 02203 March 19, 1982

RECEIVED

MAR 2 4 1931

MASS. HIST. COMM.

Patricia Weslowski Executive Director Massachusetts Historical Commission 294 Washington Street Boston, MA 02108

Dear Pat:

The town of Greenfield has recently submitted an application to your office to nominate the "Garden Theatre" for the National Register of Historic Places. I am familiar with a special aspect of this project and wanted to share this with you.

As you know, the Garden Theatre is in the heart of downtown Greenfield. Due to the economics of operating large, old movie theatres in today's market, the building is substantially under utilized and in somewhat rundown condition. However, as documented in the application, this 1929 Colonial Revival style structure is still largely intact and is a key to downtown revitalization efforts.

The Town has committed \$250,000 of Community Development Block Grant funds to this project. Funding from other local groups is being organized around a coherent development strategy that considers the needs for the entire Greenfield community. The leadership from all sectors has arrived at an agreement on the priorities for the town's development. It is an important step for Greenfield and this project represents the first thrust of this effort. For the Garden Theatre project to be successful, local officials must be able to show rapid progress on the project. For this reason, quick approval of this important property for historic designation is essential.

I hope you will be able to give this application your immediate attention. Please contact Doug McGarrah in my Boston office for further information. Thank you.

Sincerely

PAUL E. TSONGAS

United States Senator

PET:adm



COMMISSION

COMMONWEALTH OF MASSACHUSETTS Office of the Secretary of State

294 Washington Street Boston, Massachusetts 02108 617-727-8470

MICHAEL JOSEPH CONNOLLY Secretary of State

July 20, 1983

Ms. Carol Shull, Chief National Register of Historic Places National Park Service Department of the Interior 18th and C Streets, N.W. Washington, D.C. 20240

Dear Ms. Shull:

Enclosed you will find the following nomination forms:

Boston - Charles Street African Methodist Episcopal Church (local)

Boston - Harrison Loring House (local)

Chicopee - Valentine School (local)

Gardner - Heywood-Wakefield Complex (local)

Greenfield - Garden Theater Block (local)

Monterey - Rock Ridge (local)

Pittsfield - Allen Hotel (local)

Williamstown - Col. Benjamin Simond House (local)

All have been voted eligible by the State Review Board and have been signed by the State Historic Preservation Officer. Owners were notified of pending State Review Board consideration 30-75 days before the meeting and were afforded the opportunity to comment. Comments received to date are attached to the nomination forms.

Sincerely,

Candace Jenkins

Registration Director

Candace Lenkins

Massachusetta Historical Commission

rue'd

AUG - 1 1983

CJ/hi Enclosure