

HISTORIC RESOURCES INVENTORY

UTM: A 10/627348/4096556 C _____
 B _____ D _____

IDENTIFICATION

1. Common name: Strand Theater
2. Historic name: Strand Theater
3. Street or rural address: 7588 and 7578 Monterey Street
- City Gilroy Zip 95020 County Santa Clara
4. Parcel number: 85100564
5. Present Owner: Gilroy Theater Company Address: 7588 Monterey Str
- City Gilroy Zip 95020 Ownership is: Public _____ Private X
6. Present Use: Theater & Jewelry St Original use: Theater

DESCRIPTION

- 7a. Architectural style: Neoclassical
- 7b. Briefly describe the present *physical appearance* of the site or structure and describe any major alterations from its original condition. This two-story formed reinforced concrete building was erected as an extension of the Masonic Lodge next door to the north. It features many similar flourishes such as a cornice with decorated frieze and windows with circular dividers. Unique to the building is the parapet roofline with spindled baluster railing on top. The large, arched deco marquee which extends over the sidewalk on Monterey Street is supported by cables and has large neon letters spelling "STRAND". The structure reinforces the neo-classic elements of design which help unify the architectural melange which is Gilroy's old commercial core. In addition, the marquee adds one of the few projecting forms along the Monterey Street streetscape. The building helps anchor, with the masonic lodge to the north, the best commercial block in the city and adds immeasurably to the unique unity of design and form which is one of Gilroy's most lasting impressions in terms of the built environment. Although only in satisfactory condition, the quality of original design shines through on this building, as it does on a half dozen others on the surroundings blocks of Monterey Street, to give the city a genuine sense of time and place - a rare commodity amid the sprawl of Santa Clara County.



8. Construction date: Estimated _____ Factual 1921
9. Architect Reid Brothers
10. Builder William Radtke
11. Approx. property size (in feet)
 Frontage 78 Depth 193
 or approx. acreage _____
12. Date(s) of enclosed photograph(s)
Mar. 1986

13. Condition: Excellent ___ Good Fair ___ Deteriorated ___ No longer in existence ___
14. Alterations: _____
15. Surroundings: (Check more than one if necessary) Open land ___ Scattered buildings ___ Densely built-up
Residential ___ Industrial ___ Commercial Other: _____
16. Threats to site: None known Private development ___ Zoning ___ Vandalism ___
Public Works project ___ Other: _____
17. Is the structure: On its original site? Moved? ___ Unknown? ___
18. Related features: _____

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

The Strand Theatre, when it was completed and opened on December 3, 1921, was the most elegant entertainment center in the area. The architects who drew up the plans were the Reid brothers of San Francisco. William Radthe, a well known local builder was the contractor. The builders expressed pride that the theatre was modern in every way.

The audience at the new theatre could sit in one of nine hundred plush opera seats and listen to the fifteen thousand dollar pipe organ. Stars appearing in the live productions were able to use one of the four dressing rooms at stage level. Lesser performers had dressing facilities in the basement. In addition to legitimate theatre productions, the Strand showed current films. Admission was ten cents for children and twenty cents for adults.

Although the Strand was separate from the Masonic Temple next door, the second floors of the two buildings were connected. Masonic lodge members used the second story of the Strand as a social hall.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
Architecture 1 Arts & Leisure 2
Economic/Industrial ___ Exploration/Settlement ___
Government ___ Military ___
Religion ___ Social/Education ___

21. Sources (List books, documents, surveys, personal interviews and their dates).

American Architecture Since 1780
Whiffen

Sanborn Map 1888, 1908
Gilroy Museum File- Strand Theater
April 1986

22. Date form prepared _____
By (name) The Firm of
Organization BONNIE L. BAMBURG
Address: 247 N. Third Street
City San Jose, CA Zip 95112
Phone: (408) 971-1421

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):

