

GOLDEN GATE THEATER
909 & 933 South Atlantic Boulevard and 5176 East Whittier Boulevard
Los Angeles
Los Angeles County
California

HABS CA-2879
HABS CA-2879

PHOTOGRAPHS
WRITTEN HISTORICAL AND DESCRIPTIVE DATA
FIELD RECORDS

HISTORIC AMERICAN BUILDINGS SURVEY
National Park Service
U.S. Department of the Interior
1849 C Street NW
Washington, DC 20240-0001

HISTORIC AMERICAN BUILDINGS SURVEY

GOLDEN GATE THEATER

HABS NO. CA-XXX

Location: Constructed in 1928, Golden Gate Theater is located at 909 & 933 S. Atlantic Boulevard and 5176 E. Whittier Boulevard, unincorporated East Los Angeles, County of Los Angeles, California (Assessor's Parcel Number 5245-001-019). It is located at the southwest corner of the intersection of Atlantic and Whittier Boulevards, both major commercial thoroughfares. Golden Gate Theater faces northeast; for purposes of this documentation, the façade is described as facing north. The latitude and longitude are 34°01'11.98"N 118°09'27.66"W.¹ Property addresses have also historically included 5170-5188 E. Whittier Boulevard. The parcel previously contained two other buildings that were demolished: the Vega Building, a two-story commercial building constructed in 1928 and designed to wrap the north and east elevations of Golden Gate Theater; and Jim's Burgers restaurant, a single-story restaurant building constructed in 1970 and located at the southeast corner of the property.²

Present Owner: M & A Gabae, a California Limited Partnership
9034 West Sunset Boulevard
West Hollywood, CA 90069

Present Use: The present use is vacant, although the subject property is currently being rehabilitated for reuse as a CVS/Pharmacy, which is expected to open in summer of 2012. This documentation describes the building prior to rehabilitation.

Significance: Golden Gate Theater is significant for its architecture and as a rare example of an early neighborhood playhouse/movie palace, an important property type in Los Angeles. It was listed in the National Register of Historic Places (National Register) on February 23, 1982 with its companion retail and office building, the 1928 Vega Building. The Vega Building was damaged by a 1987 earthquake and demolished in 1992, leaving the Golden Gate Theater building alone on the property. On April 27, 1995, a petition was issued on behalf of the owners to remove the property from the National Register, on the grounds that loss of the Vega Building rendered Golden Gate Theater no longer eligible for listing. In response, on June 26, 1995, the Keeper of the National Register confirmed eligibility of Golden Gate Theater for continued listing under Criterion C, as a local example of Spanish Churrigueresque architecture. In the same correspondence, the Keeper determined the significance of the property is not justified under Criterion B, in association with builder Peter N. Snyder and emphasized the importance of the theater as an example of a "neighborhood theater building." The term "neighborhood theater building" is used interchangeably with "neighborhood playhouse/movie palace" in this document to describe the combination of live stage and movie theater facilities that Golden Gate Theater was designed to house. Jim's Burgers, constructed in the southeast corner of the property in 1970, has never been identified as historically significant and was demolished in 2012 as part of the construction work to rehabilitate and reuse Golden Gate Theater as a CVS/Pharmacy.

¹ Latitude and longitude measured by Google Earth, 2012.

² Date of construction for Jim's Burgers is 1970, according to the Los Angeles County Assessor. While a previous report prepared by Carey and Company, Inc. states the building is from the 1960s, a 1966 Sanborn Fire Insurance map does not include the Jim's Burgers restaurant, indicating the 1970 construction date is likely correct. (Golden Gate Theater Re-Use Draft Environmental Impact Report, Section 3.2 Cultural Resources, page 19, prepared for County of Los Angeles Department of Regional Planning, prepared by MG Resolutions, Inc., March 2009; Sanborn Fire Insurance Map, Volume 5, Sheets 3567, 3568, 3577 and 3578, corrected through 1966, provided by Environmental Data Resources, Inc.).

PART I. HISTORICAL INFORMATION

A. Physical History

- 1. Date of erection:** 1928 (Los Angeles County Assessor); 1927 (National Register of Historic Places nomination)
- 2. Architect:** Balch Brothers (Clifford Allison Balch and William Glenn Balch)³

Clifford Allison Balch (c. 1880-1963)⁴

Clifford Allison Balch was born c. 1880.⁵ He graduated high school in Oakland in 1897 and from Throop College in Pasadena in 1901.⁶ He worked as a draftsman for R.D. Johnson in Pasadena for three years, followed by seven years as draftsman for W.C. Pennell in Los Angeles.⁷ Architects he worked for include: William B. Edwards (Pasadena, 1911-13); Greene and Greene (Pasadena, 1913-14); Reginald D. Johnson (Pasadena, 1914-16); W.C. Pennell (Los Angeles, 1920-28); and in his own practice (Los Angeles, 1928-46).⁸ Clifford was granted admission into the American Institute of Architects (AIA) on January 17, 1946.⁹ Despite the fact that Clifford was older than his brother William Glenn Balch, his application to join the AIA was proposed by William, who joined the AIA several years before him, in 1943.¹⁰ Clifford lived in Los Angeles, California and had an office at 1725 Silver Lake Boulevard in 1946.¹¹

In addition to Golden Gate Theater, Clifford is associated with design of at least sixteen other theaters in Southern California, including:¹² Sunbeam Theatre, Highland Park (1914); California Theatre, San Diego (1919); Alameda Theatre, East Los Angeles (date unknown); Imperial Theatre, Long Beach (1925); Four Star Theatre, Los Angeles (1931-32); United Artists Pasadena Theatre, Old Town, Pasadena (1931-32); Adams Theater, San Diego (1935); Brawley Theatre, Brawley (1936-37); Lido Theatre, Los Angeles (1936-37); Lido Theatre, Newport Beach (1939); Newport Theatre, Newport Beach (1939); River Theatre, Bakersfield (date unknown); Rivoli Theatre, Van Nuys (date unknown); San Gabriel Theatre, San Gabriel (1941); and State Theatre, Pomona (1939-41). Several websites credit Clifford with design of over thirty Southern California movie

³ "Whittier Boulevard Unit Rising," *Los Angeles Times*, 13 Feb 1927, E2 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*, Los Angeles Public Library, www.lapl.org).

⁴ "Obituary 2," *Los Angeles Times*, 18 Dec 1963, B15 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*, Los Angeles Public Library, www.lapl.org).

⁵ The American Institute of Architects Application for Corporate Membership for Clifford Allison Balch, dated 1 Nov 1946, 1 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

⁶ The American Institute of Architects Application for Corporate Membership for Clifford Allison Balch, dated 1 Nov 1946, 2 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

⁷ *Ibid.*

⁸ Date based on handwritten correspondence from Clifford Allison Balch stamped as "received" on 23 Dec 1946 by the American Institute of Architects. The correspondence is presumably in response to a letter to Balch regarding his membership status in the American Institute of Architects, and the need to document his previous relevant work experience (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

⁹ The American Institute of Architects Record of Registration for Clifford Allison Balch, 19 Nov 1946, signed by Jeanette Dolsberry of the California State Board of Architectural Examiners (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

¹⁰ The American Institute of Architects Application for Corporate Membership for Clifford Allison Balch, dated 1 Nov 1946, 3 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

¹¹ *Ibid.*, 1.

¹² List of projects taken from the Pacific Coast Architecture Database (PCAD), Balch, Clifford A., <https://digital.lib.washington.edu/architect/partners/421/>, accessed 30 Apr 2012.

theaters, although more research is needed with primary sources to confirm extent of Clifford's work.¹³ Clifford is also associated with design of Sardi's Restaurant #1, Hollywood (date unknown).¹⁴

Clifford worked with his brother William on design of Golden Gate Theater through a partnership at the time called Balch Brothers. The number of designs completed under this partnership is unknown.¹⁵

William Glenn Balch (1901-1989)

William Glenn Balch was born June 26, 1901 in Pasadena, California.¹⁶ He graduated from Pasadena High School in 1919 and attended the University of Southern California, School of Architecture for one year, and Pacific Coast University College of Arts and Science for one year.¹⁷ He worked as a draftsman for LA. Smith (1922-27), for his brother Clifford Allison Balch (1927-30), and for Walker & Eisen (1930-33). He worked as chief draftsman for H.L. Gogerty (1933-37), Walker & Eisen (1938), and again for H.L. Gogerty (1939-42).¹⁸ He also served as draftsman briefly for Claud Beelman (1942), and as chief draftsman for the H.L. Gogerty Organization (architects and engineers (1943)).¹⁹ His next position was as Design Coordinator for the Naval Ordnance Test Station, China Lake, California (1943-45); then he worked as Associate Architect of the H.L. Gogerty Organization (1945-46) and as a practicing architect (presumably for himself, after 1946).²⁰ In 1961, his firm name was Balch-Hutchason-Perkins.²¹

William is associated with design of the following: Golden Gate Theatre, East Los Angeles (1927);²² and Rancho Theatre, Arvin (1948-49); and William Glenn House, La Canada (his own home, 1956).²³ It appears that in the 1950s and 1960s, his work focused on public schools; he is associated with design of Colfax Avenue Elementary School, North Hollywood (1951) and La Canada Unified School District, Oak Grove Elementary School, La Canada (1952).²⁴ He is also credited with designing the

¹³ "Clifford Balch," Cinematreaasures.org, <http://cinematreaasures.org/architects/188>, accessed 30 Apr 2012; "Clifford Balch," Sanclementetheatre.com, <http://www.sanclementetheatre.com/Architect.html>, accessed 30 Apr 2012.

¹⁴ List of projects taken from the Pacific Coast Architecture Database (PCAD), "Balch, Clifford A.," <https://digital.lib.washington.edu/architect/partners/421/>, accessed 30 Apr 2012.

¹⁵ National Register of Historic Places Inventory—Nomination Form for Golden Gate Theater, prepared by GELA Cultural Heritage Survey Team of the TELACU/CRG organization of 5327 E. Valley Boulevard, Los Angeles, 90032.

¹⁶ The American Institute of Architects Application for Membership Record of the Secretary of the Institute for William Glenn Balch, dated 22 April 1943, 2 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012); The American Institute of Architects Nomination for Fellowship by Chapter for William Glenn Balch, received 30 Oct 1961, granted 2 Mar 1962, 2 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

²¹ The American Institute of Architects Nomination for Fellowship by Chapter for William Glenn Balch, received 30 Oct 1961, granted 2 Mar 1962 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

²² "Whittier Boulevard Unit Rising," *Los Angeles Times*, 13 Feb 1927, E2 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*, Los Angeles Public Library, www.lapl.org).

²³ "Balch, William," Pacific Coast Architecture Database (PCAD), <https://digital.lib.washington.edu/architect/architects/743/>, accessed 30 Apr 2012.

²⁴ "Balch, William," Pacific Coast Architecture Database (PCAD), <https://digital.lib.washington.edu/architect/architects/743/>, accessed 30 Apr 2012.

following:²⁵ William Howard Taft High School in Canoga Park (1960); School District Administration Office in Palmdale (1959); Junior High School in Fontana (1960); Golf Club Modernization in La Habra (1958); and High School Additions in Fontana (1959). He also designed the Drendel and Magnolia elementary schools in Azusa (1956 and 1957), the Juniper and Tamarisk elementary schools in Palmdale (1959), and a swimming pool and bath house for a public park in Los Angeles (1960).

Balch was granted admission into the American Institute of Architects (AIA) on June 12, 1943. He lived in La Canada, California at the time. His application to join the AIA was proposed by H.L. Gogerty and Theodore Criley, Jr. He served on many committees and delivered a number of speeches on issues of architecture and construction in the late 1950s and early 1960s. He was involved with the AIA, holding thirteen leadership positions in the California Council and Southern California Chapter in the 1950s and early 1960s.²⁶ In 1961, he was nominated for Advancement to Fellowship in the AIA, for Achievement in Service to the Institute. In 1971, he transferred his AIA membership from the Southern California to the Arizona Chapter,²⁷ and in 1972 he was elected a Member Emeritus of The Institute.²⁸

3. Original and subsequent owners, occupants, uses:

Use History

Golden Gate Theater was designed as a playhouse and motion picture theater, and the companion Vega Building was designed for commercial and residential tenants. Construction on both buildings started the week of February 13, 1927.²⁹ A *Los Angeles Times* article from that week notes that the Vega Corporation was constructing the Golden Gate Theater and Vega Building to house a theater, stores and apartment units.³⁰ The theater's opening night performance was held September 21, 1928 and featured several live stage performances followed by a screening of the Fox Film Corporation motion picture, *The River Pirate*, starring Victor McLaglen.³¹

A 1927 *Los Angeles Times* article announcing construction of Golden Gate Theater also described a business partnership between property developer P.N. Snyder (biography below) and Harry M. Sugerman, President and General Manager of West Coast Junior

²⁵ The American Institute of Architects Nomination for Fellowship by Chapter for William Glenn Balch, received 30 Oct 1961, granted 2 Mar 1962 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012), 3.

²⁶ The American Institute of Architects Nomination for Fellowship by Chapter for William Glenn Balch, received 30 Oct 1961, granted 2 Mar 1962 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

²⁷ Correspondence from William Glenn Balch, FAIA to Maureen Marx, Membership Procedures, The American Institute of Architects, 16 Feb 1971 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

²⁸ Correspondence from Preston M. Bolton, FAIA, Secretary of The American Institute of Architects to William Glenn Balch, FAIA, of West Sedona, Arizona, 22 Feb 1972 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

²⁹ "Whittier Boulevard Unit Rising," *Los Angeles Times*, 13 Feb 1927 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*, Los Angeles Public Library, www.lapl.org).

³⁰ Ibid.

³¹ Golden Gate Theater, opening night brochure (Academy of Motion Picture Arts and Sciences Library, Bhend and Kaufmann Collection).

Circuit, Inc.³² The opening night brochure provides the following welcoming note from Sugerman:

“We bid you welcome to this new and beautiful theatre—your theatre, dedicated to your entertainment. We have tried to build for you an amusement institution of which you might be proud—a safe, clean and handsome theatre. We have hoped to make that Theatre a center of the community in which we now take a part—we want to grow with you; to share in your progress and in your success. More than anything else, we want to have you know West Coast Junior Circuit, Inc. intimately—to know of our ideals in the conduct of a theatre. Whatever we do during the opening week of the Golden Gate Theatre for your amusement—please be assured that it is not just “an advertising flash,” it is the forerunner of the many splendid programs which will be arranged. Thank you.”³³

The types of movies shown and performances held at Golden Gate Theater through the 1980s are summarized in the National Register nomination for the subject property as follows (written prior to demolition of the Vega Building):

“The Vega Building and Golden Gate Theater have changed very little in terms of its present use and intended use when the structure was built over fifty years ago. The shops have always included small-scale service-oriented businesses such as tailor, shoe repair, barber, photography, drug store, and other similar shops. Over the years these businesses have been sold to new proprietors, but the nature and scale of the shops have remained the same. The apartments on the second and third floors are small bachelor and one-bedroom apartments that provide housing for approximately fifty elderly and low-income family residents. The theater first presented silent films, hence there was an organ console and orchestra pit. With the advent of sound pictures, organs and orchestra pits became obsolete. In the case of the Golden Gate Theater, the orchestra pit was eventually filled with a concrete platform staircase. However, the theater’s early years experienced variety acts programmed in between film screenings, as well as common during the twenties and thirties. During the sixties, there were occasional rock concerts and when box office receipts sagged, there was even an amateur variety series before film screenings to attract a larger audience. Since the sixties, the theater has screened movies that were already six to twelve months old or revivals. Since the mid-seventies, all films have been screened with Spanish subtitles thus reflecting a community where easily half of its residents are immigrants from Mexico. The theater also observes marketing policies similar to other neighboring Spanish-speaking cinema houses, such as “two for one” on certain nights, keno, etc. The Theatre currently attracts a steady audience from the local area.”³⁴

³² “New Playhouse Planned at Whittier and Atlantic Boulevard Corner,” *Los Angeles Times*, 11 Sept 1927, E1 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*, Los Angeles Public Library, www.lapl.org).

³³ Golden Gate Theater, opening night brochure, Academy of Motion Picture Arts and Sciences Library, Bhend and Kaufmann Collection, page 5.

³⁴ National Register of Historic Places Inventory—Nomination Form for Golden Gate Theater, prepared by GELA Cultural Heritage Survey Team of the TELACU/CRG organization of 5327 E. Valley Boulevard, Los Angeles, 90032.

The theater closed to theater uses in the mid-1980s and remained vacant for many years;³⁵ during this time it was exposed to the elements due to a damaged roof and was vandalized by intruders. The property was purchased by M & A Gabae, a California Limited Partnership, in 2003.³⁶ M & A Gabae installed a new roof to guard against deterioration. On February 17, 2010, the Regional Planning Commission of the County of Los Angeles certified the Final Environmental Impact Report (EIR) for a proposed rehabilitation and reuse project, which involves restoration of certain historic features and tenant improvements to accommodate a new user, CVS/Pharmacy. Certification of the Final EIR was appealed by a local advocacy organization, the Mothers of East Los Angeles (MOELA). The project went on appeal to the County of Los Angeles Board of Supervisors in a public hearing held May 25, 2010; the Board of Supervisors voted to certify the Final EIR with conditions regarding treatment of historic fabric and interpretation of the historical resource. Building permits for the proposed project were issued by the County of Los Angeles Department of Public Works on November 7, 2011.³⁷

Ownership History

The original owner of Golden Gate Theater and the Vega Building was P.N. Snyder (c. 1882-1940). Referred to as the "Father of the East Side,"³⁸ Snyder is associated with several development projects in East Los Angeles and owned a significant amount of land in the area. In 1924, he was elected to be a director of the newly formed East Side Organization, whose membership at the time included more than twenty chambers of commerce and civic bodies.³⁹

As president of the Vega Corporation, Snyder began development of the Golden Gate Theater in 1927, which was located in what was then referred to as the "Golden Gate Square" area.⁴⁰ A 1928 *Los Angeles Times* article notes that Snyder developed the Golden Gate Square "community."⁴¹ Little information was found in a search of the *Los Angeles Times* describing the geographic extent of Golden Gate Square, although this area is also referenced in the opening night brochure for Golden Gate Theater.⁴²

A 1928 *Los Angeles Times* article also describes the "unprecedented growth on the East Side," at the time, highlighting the importance of another Snyder development underway, Midwick View Estates, located in an area referred to as Golden Gate Hills (on Atlantic boulevard between Whittier and Garvey Boulevards). Midwick View Estates was

³⁵ There is a 1980 movie advertisement for a showing of the motion picture, *The Dragon Lives*, at the Golden Gate Theater ("Calendar Movies," *Los Angeles Times*, 6 Jul 1980, O34 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org)).

³⁶ Michael T. Jarvis, "Cut to Whittier Boulevard," *Los Angeles Times*, 31 Aug 2003, <http://articles.latimes.com/2003/aug/31/magazine/tm-optheatre35>, accessed 10 May 2012.

³⁷ Building permits for the proposed project were issued 7 Nov 2011 by the County of Los Angeles Department of Public Works. Permit numbers are: 1010080031 (Tenant Improvement); 1111070088 (Demolition); 1010120027 (Mechanical); 1010120037 (Electrical); and 1108020006 (Plumbing).

³⁸ "East Side Realty Leader Succumbs," *Los Angeles Times*, 17 Jun 1940, A2 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

³⁹ "East Side Body Gets New Heads," *Los Angeles Times*, 4 Oct 1924, 6 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁴⁰ "Three Millions Go To Building," *Los Angeles Times*, 9 Feb 1927, A5 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁴¹ "Industry Aids Home Tract," *Los Angeles Times*, 13 May 1928, E4 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁴² Golden Gate Theater, opening night brochure (Academy of Motion Picture Arts and Sciences Library, Bhend and Kaufmann Collection).

described as a residential area being planned for development with housing tracts by local industrial leaders. Snyder's Midwick View Estates development opened as part of the same ceremony as the Atlantic Boulevard opening in October 1929.⁴³ Midwick View Estates was developed as an extensively landscaped, planned community, to provide housing for executives of East Side factories; it was strategically constructed by Snyder the same year Atlantic Boulevard opened as a major thoroughfare, to enhance local economic development and encourage people to move to the area.⁴⁴

In 1929, Snyder sold the property on the northwest corner of Whittier and Atlantic Boulevards (across the street from the subject property) to a San Francisco capitalist, Selah Chamberlain.⁴⁵ In the same year, Snyder was involved in locating the new Samson Tire and Rubber Corporation plant, an \$8,000,000 facility, in the neighborhood, within the Union Pacific industrial tract on Telegraph Road.⁴⁶ Another article from 1929 indicates Snyder owned land located near the intersection of Garfield Avenue and Atlantic Boulevard in the "P.N. Snyder Tract."⁴⁷ Groundbreaking for a new \$100,000 Snyder administration building occurred in the same year.⁴⁸

A 1931 article announced liquidation of the hundred-acre Midwick View Estates property, noting liquidation was "of a friendly nature actuated by a request of the trustee for immediate cash," and that Snyder's connection with the property would not be severed as a result of liquidation.⁴⁹ Few articles about Snyder's work in the 1930s were found through research in the *Los Angeles Times*, indicating Snyder may not have been actively developing properties during the Great Depression. It is also possible Snyder was suffering from health problems in the 1930s, as a 1940 article announced his death at age 58 from heart disease.⁵⁰ He was survived by his widow, Amalia; a son, Nicholas P. Snyder; a daughter, Mrs. Robert L. Smith; two brothers; and two sisters.⁵¹

While a full chain of title identifying all owners of the property has not been reviewed, previous historic resource survey evaluations and correspondence provide that later owners, major alterations and changes in use are as follows:

- 1979: Alex Wenger of 4552 E. Whittier Boulevard is listed as the owner on a Historic Resources Inventory form for the subject property.⁵²

⁴³ "Long Beach and Pasadena Road Link Dedicated," *Los Angeles Times*, 7 Oct 1929, A2; Midwick Estates was developed with a large permanent recreational building called El Encanto ("Display Ad 79," *Los Angeles Times*, 13 Oct 1929, D2 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁴⁴ "Recreational Development Opens in Residence Area," *Los Angeles Times*, 13 Oct 1929, D5.

⁴⁵ "East Side Property Sale Made," *Los Angeles Times*, 27 Oct 1929, D1 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁴⁶ "East Side Area Has Gala Fete," *Los Angeles Times*, 24 Jan 1929, A1 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁴⁷ "Governor May Speak: Young Invited to Address Celebration for Opening of Garfield Avenue-Atlantic Boulevard," *Los Angeles Times*, 30 Sep 1929, A10 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁴⁸ *Ibid.*

⁴⁹ "Display Ad 68," *Los Angeles Times*, 25 Oct 1931, D3 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁵⁰ "East Side Realty Leader Succumbs," *Los Angeles Times*, 17 Jun 1940, A2 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*), Los Angeles Public Library, www.lapl.org).

⁵¹ *Ibid.*

⁵² Historic Resources Inventory form for Golden Gate Theater/Vega Building, prepared by GELA Cultural Heritage Survey Team of TELACU/CRG, 5327 Valley Boulevard, Los Angeles, 90032, June 1979.

- 1982: Mr. James N. Angelopoulos, et.al. of 937 S. Atlantic Boulevard, Los Angeles, CA 90022, is listed as the owner on the National Register of Historic Places nomination for the subject property.⁵³
 - 1984: James N. Angelopoulos Co., along with George & Maria Frousaikis, 9131 Gainford Street, Downey, CA 90240 are listed as the owner on a California Department of Parks and Recreation Building Structure and Object record for the subject property.⁵⁴
 - 1987: The Vega Building was damaged in the October 1, 1987 Whittier Narrows Earthquake, which had a magnitude of 5.9.⁵⁵ Tenants were evicted from the Vega Building soon after. The owner at the time was George Frousiakis. Due to alleged unwillingness to pay for the cost of repairs, he did not repair the building.⁵⁶ After a structural engineer issued a report documenting that the building was in “imminent danger,” a permit was issued by the County of Los Angeles Public Works Department for its demolition.⁵⁷ However, the demolition was temporarily halted by the local District Supervisor, Ed Edleman.⁵⁸
 - 1992: After much local controversy, the Vega Building was demolished.⁵⁹
 - 2003: The subject property was purchased by M & A Gabae, a California Limited Partnership.⁶⁰
 - 2010: The Los Angeles County Board of Supervisors approved a project to rehabilitate and reuse the building as a CVS/Pharmacy, which is expected to open in summer 2012. The current owner is M & A Gabae, a California Limited Partnership, of 9034 W Sunset Boulevard, West Hollywood, CA, 90069.
4. **Builder, contractor, suppliers:** Vega Corporation (builder); A.B. Heinsberger, Heinsberger Decorating Company (interior design); Julius Dietzmann’s Ironcraft Works (lighting); Winter Ironworks (ornamental wrought iron); Westinghouse Electric and Manufacturing Company (manufactured) original projection motor generator sets; Consolidated Steel Corporation (original structural steel).⁶¹

⁵³ National Register of Historic Places Inventory—Nomination Form for Golden Gate Theater/Vega Building, prepared by GELA Cultural Heritage Survey Team for TELACU/CRG organization, 25 Aug 1980.

⁵⁴ California Department of Parks and Recreation Primary Record (523A Form) and Building, Structure and Object Record (523B Form) for Golden Gate Theater, recorded by Richard Starzak of Myra L. Frank & Associates, Inc for the Metro Red Line East Section 106 Eligibility Report, 1994.

⁵⁵ “Curtain Call for a Landmark Theater,” *Los Angeles Times*, 17 Mar 1988, D3; U.S. Geological Survey Historic Earthquakes website, http://earthquake.usgs.gov/earthquakes/states/events/1987_10_01.php, accessed 10 May 2012.

⁵⁶ “Curtain Call for a Landmark Theater,” *Los Angeles Times*, 17 Mar 1988, D3 (*ProQuest Historical Newspapers: Los Angeles Times (1881-1988)*, Los Angeles Public Library, www.lapl.org).

⁵⁷ *Ibid.*

⁵⁸ *Ibid.*

⁵⁹ Letter from Cherylyn E. Widdell, State Historic Preservation Officer to Carol D. Shull, Keeper of the National Register of Historic Places regarding petition to remove Golden Gate Theater from the National Register, 27 Feb 1995.

⁶⁰ Michael T. Jarvis, “Cut to Whittier Boulevard,” *Los Angeles Times*, 31 Aug 2003, <http://articles.latimes.com/2003/aug/31/magazine/tm-optheatre35>, accessed 10 May 2012.

⁶¹ National Register of Historic Places Inventory—Nomination Form for Golden Gate Theater/Vega Building, prepared by GELA Cultural Heritage Survey Team for TELACU/CRG organization, 25 Aug 1980.

5. **Original Plans and Construction:** No original plans of Golden Gate Theater have been located. Early exterior photographs typically show only the uppermost portion of the Golden Gate Theater visible above the Vega Building. This is likely because the two buildings were situated close together, which would have made photography of the façade of Golden Gate Theater difficult. Two early interior photographs that appeared in *Architectural Digest* magazine in 1928 feature views of the stage and proscenium, and the mezzanine lobby. Those and all other historic photographs located have been included in the attached supplemental documentation.

The building envelope is constructed of reinforced concrete and exterior façade ornament is cast stone. The interior balcony acts as a diaphragm that provides structural support for the exterior walls.

6. **Alterations and additions:** Golden Gate Theater was originally wrapped with an L-shaped, 2-story commercial and office building known as the Vega Building. The Vega Building was demolished in 1992 due to damage caused by the 1987 Whittier Narrows Earthquake. The remaining Golden Gate Theater building does not have any significant additions or alterations. The wood casement window above the main entrance is not original. There have also been alterations to openings at the side and rear elevations. While the interior has suffered extensive damage to many materials and finishes due to vacancy and vandalism, it retains high integrity of historic materials, although it should be noted that the original decorative interior paint has generally been overpainted.

B. Historical Context:

The following Statement of Significance is excerpted from the 1982 National Register nomination form for the Golden Gate Theater and Vega Building (prepared prior to demolition of the Vega Building):

“The Golden Gate Theater is the most monumental secular building complex in unincorporated East Los Angeles. It is significant not only for its size and architecture, but also for its physical and social interrelationship with the surrounding community. The building complex is well-known and has always been considered a landmark by local residents since it was built. The Golden Gate Theatre and Vega Building complex retain much of their significant architectural integrity and design intent. Many of the structures’ important decorative design elements are well preserved and require minimal restoration. The alterations on the first floor of Guadalajara Jewelers have disturbed the symmetry of the structure’s south wing but have not detracted from the architectural uniqueness and impressiveness of this property as it relates to the community. The large theatre with its elaborate façade and interiors, reflects a period in history when cinema houses were movie palaces capable of producing complimentary live acts.

Constructed in 1927 by the Vega Corporation, P.N. Snyder, the president and original owner, envisioned a Spanish Renaissance design. Plans by the Balch Brothers prominent theatre architects in Southern California during the pre-World War II era, called for the entrance to replicate the portal of the University of Salamanca in Spain. The theater was designed both as a legitimate playhouse,

seating 1,500 and a movie house with the most up-to-date equipment. Total construction costs were \$500,000 for the complex. The original 12 stores, also of Spanish design, were housed on the first floor of the Vega Building. The courtyard contained two fountains of decorative Spanish tile. Interior designs were created by A.B. Heinsberger of the Heinsberger Decorating Company, famous for their contributions to the interiors of the Los Angeles City Hall and Pantages Theatre in Hollywood. Lighting was created by Julius Dietzmann's Ironcraft Works, and ornamental wrought iron was created by Winter Ironworks. Original projection motor generator sets were manufactured by Westinghouse Electric and Manufacturing Company, while Consolidated Steel Corporation contributed the building's structural steel."

Providing a more current assessment, the following is excerpted from a 1994 evaluation of the subject property prepared after demolition of the Vega Building:

"The Golden Gate Theatre was formerly listed on the National Register of Historic Places along with its companion retail stores—the Vega Building. The Vega Building was damaged by the 1987 Whittier earthquake and was demolished in 1992, leaving only the detached theater building on the property. This remaining portion, however, still appears eligible for inclusion in the National Register under Criterion C, as it embodies the characteristics of the Spanish Churrigueresque style and because it possesses high artistic values. Gebhard & Winter did not qualify their remarks about the Golden Gate Theatre when they wrote in 1985: "The entrance to the theater is one of the finest examples of the Spanish Churrigueresque to be found in Southern California." It was designed for the Vega Corporation in 1927, by the Balch Brothers who were also responsible for the design of the apartments for Edward C. Williams at 920 South Hobart (1927) and the Gore Market at 4315-41 Beverly Boulevard (1930). The subsequent partnership of Balch and Stanbury designed the El Rey Theatre at 5519 Wilshire Boulevard (1928); the Fox Theater, Pomona (1931); the Boulevard Theatre, 4549 Whittier Boulevard; the Metro Goldwyn Mayer Film Exchange Building at 1620 Cordova Street (1929); and the Powell Apartments at 520 South Hobart Blvd. (1928)".⁶²

PART II. ARCHITECTURAL INFORMATION

A. General Statement:

- 1. Architectural character:** The theater façade is highly decorative with strong vertical and Churrigueresque elements, while the side and rear elevations are utilitarian in character, as they were originally wrapped by the Vega Building and not meant to be seen from the street.
- 2. Condition of fabric:** The overall condition of the building is fair due to damage caused to materials and finishes by vacancy and vandalism. Although integrity is high, the original decorative interior paint has generally been overpainted.

⁶² California Department of Parks and Recreation Primary Record (523A Form) and Building, Structure and Object Record (523B Form) for Golden Gate Theater, recorded by Richard Starzak of Myra L. Frank & Associates, Inc for the Metro Red Line East Section 106 Eligibility Report, 1994.

B. Description of Exterior:

1. **Overall dimensions:** The front and rear (north and south) elevations are approximately 90-feet wide, while the side (east and west) elevations are approximately 148-feet, 5-inches wide. The north façade is 50-feet high with a 3-foot parapet. The roof slopes downward toward the auditorium to the south, and rises just south of the proscenium to accommodate a 58-foot fly tower over the stage.
2. **Foundations:** Foundations consist of concrete footings below perimeter walls and at the line of the proscenium and curved walls flanking the proscenium; concrete footings are also below the eight columns in the main entrance lobby and the two columns supporting the balcony.
3. **Walls:** Exterior walls are constructed of cast-in-place concrete. Historic photos indicate exterior walls were originally painted white or a light color. At the façade, the ground floor level contains a band of rusticated stonework at its base; above is a band of decorative plaster ornament with vertical elements. The verticality continues upward in slender decorative concrete elements, terminating at a cornice and parapet with plaster ornament. The side and rear elevations are utilitarian and unadorned.
4. **Structural system, framing:** The primary structural system is provided by load bearing concrete perimeter walls and concrete footings. The balcony acts as a diaphragm supporting the perimeter walls.
5. **Porches, stoops, balconies, porticoes, bulkheads:** At the façade, the theater has a decorative balcony centered above the main entrance and set within an ornamental surround. A second, smaller decorative balcony is positioned higher on the façade, set partially within and below the decorative cornice. Utilitarian metal stairs stretch diagonally across the east and west elevations, containing landings providing access at ground and mezzanine levels.
6. **Chimneys:** No chimney exists, nor does evidence indicate there was one historically.
7. **Openings:**
 - a. **Doorways and doors:** The main entrance at the façade contains three sets of wood double doors with a decorative three-arch canopy above. The east elevation contains four sets of double doors and two single doors, while the west elevation contains three sets of double doors and one single door. The south elevation contains three doors that have been infilled and/or boarded up.
 - b. **Windows and shutters:** The decorative balcony immediately above the main entrance contains a multi-light wood sash window that does not appear to be original. A variety of utilitarian openings with metal screens and grills, serving

purposes for light, venting, and mechanical equipment are extant at the east, south and west elevations.

8. Roof:

- a. Shape, covering:** Extending south from the façade, the roofline is flat over the balcony, and slopes slightly downward over the auditorium; it then rises at its south end in a fly tower.
- b. Cornice, eaves:** The theater façade has a decorative cast-stone cornice containing strong vertical elements extending above the roofline. There is also a band of cast-stone decoration at the ceiling height of the ground floor level. The three sets of primary entrance doors have a three-arch canopy above that is in poor condition.
- c. Dormers, cupolas, towers:** At its south end, the theater has a fly tower extending above the roofline to a height of approximately 58-feet.

C. Description of Interior:

- 1. Floor plans:** The theater is rectangular in shape. At its ground floor, it contains three primary spaces: main entrance lobby, auditorium and stage. The main entrance lobby is rectangular with restrooms at its northeast and northwest corners. At its center is a large plaster shell that provided a backdrop for the concession stand; the shell is attached at its rear to a pair of curved concrete stairs providing access to the mezzanine level. On either side of the shell are walls containing two sets of double doors each to the auditorium. The auditorium features a raked concrete floor. Seating has been removed. The underside of the balcony seating contains decorative venting, light fixtures and other decorative features. Beyond the balcony edge, the auditorium is a high-volume space. The stage is framed by a decorative proscenium arch with curved walls on either side. The stage extends up to 58-feet to accommodate a fly tower.

At its mezzanine level, the theater contains two primary spaces, the mezzanine lobby and the balcony seating. The mezzanine lobby is a rectangular space with restrooms at its northeast and northwest corners, located above the ground floor lobby restrooms. The balcony contains raked seating and a projection booth. There were approximately 1,500-1,700 seats in the theater (ground and balcony floors) when the building was constructed.⁶³

- 2. Stairways:** The interior contains concrete stairs in several locations. Providing primary access to the mezzanine lobby are two curved staircases flanking the central concession shell in the ground floor lobby. The staircases have a wrought iron handrail. On east and west ends of the mezzanine lobby are concrete stairs leading up to the balcony seating. In the balcony, there are four columns of stairs evenly spaced across the balcony, providing access to the uppermost seating and

⁶³ A 1927 *Los Angeles Times* article notes that the plans call for seating for 1,700 seats, while the National Register nomination for the property states there were 1,500 seats ("Theater's Cost Will Be \$250,000," *Los Angeles Times*, 11 Sept 1927, E1).

the projection booth. Also, at the ground floor of the auditorium, there are six steps leading from the low point of the auditorium floor up to the stage. A historic photograph indicates these steps are an alteration, and that there was originally an orchestra pit below the stage.

3. **Flooring:** Interior flooring is generally concrete. In the ground floor lobby, there is evidence of red floor tile under the concrete. There is white hexagonal floor tile in ground floor and mezzanine lobby bathrooms.
4. **Wall and ceiling finish:** The theater was originally highly ornate, with decorative wall and ceiling finishes, although most finishes have been overpainted and are in poor condition. The lobby contains decorative gold-painted column capitals and crown moldings. Decorative gold-painted cornices and wall-mounted ornament is extant throughout.
5. **Openings:**
 - a. **Doorways and doors:** Extant interior doors are generally unremarkable, although historic photographs indicate they may have once been ornate carved wood doors. At the ground floor level, there are four sets of double doors in the wall dividing the lobby from the auditorium. Those doors are simple, wood panels. Sets are evenly spaced, aligning with aisle ways between rows of auditorium seating. Providing access to lobby restrooms are wood doors adorned with eight recessed square panels and openings for venting below. Similar wood doors are located at the mezzanine lobby, providing access to restrooms and balcony seating.
 - b. **Windows:** There are no interior windows. Exterior windows are described above.
6. **Decorative features and trim:** Although parts of the interior are in poor condition, the interior was designed as a highly decorative space. Decorative features include but are not limited to:
 - clamshell concession stand in the ground floor lobby;
 - two tile fountains on east and west ends of the ground floor lobby;
 - leading edge of the balcony adorned with decorative gold-painted medallions;
 - curved walls flanking the stage with ornate plaster grills and shallow balconies;
 - proscenium arch bordered by an elaborate, ornamental frame; and
 - light fixtures (described below in section on lighting).
7. **Hardware:** Generally, the building does not contain extant historic hardware that is of note.
8. **Mechanical equipment:**
 - a. **Heating, air conditioning, ventilation:** The building was not designed with central heating or air conditioning. Ventilation has historically been provided

through vents and openings in the side elevations and through windows and doors.

- b. Lighting:** While historic photographs show that there were originally many types of light fixtures throughout Golden Gate Theater, three known types are extant: wall sconces located in the auditorium, square-shaped fixtures mounted to the underside of the auditorium balcony, and at least two sizes of ceiling-mounted chandeliers hanging in the auditorium. Some of the fixtures are still mounted to the walls and ceilings, while others have fallen to the ground and are broken and in parts on the floor.
- c. Plumbing:** The building is equipped with plumbing to service restrooms in the ground floor and mezzanine lobbies.

D. Site:

- 1. Historic landscape design:** Golden Gate Theater was originally designed to be wrapped by the Vega Building, creating an entry sequence through arcades off Atlantic and Whittier boulevards. It is unknown if plantings or designed landscape were historically part of the setting, as there are no historic photographs or other evidence describing the courtyard between Golden Gate Theater and the Vega Building.
- 2. Outbuildings:** There are no outbuildings associated with Golden Gate Theater. As previously noted, the Vega Building and Jim's Burgers restaurant that once occupied the property have been demolished.

PART III. SOURCES OF INFORMATION

A. Architectural drawings:

As-built drawings as well as drawings of the proposed project to reuse Golden Gate Theater as a CVS/Pharmacy, dated February 2011, were prepared by Robert Kubicek Architects and Associates (RCAA) and are on file with the County of Los Angeles.

B. Early views:

Architectural Digest

Golden Gate Theater, interior view northeast of mezzanine lobby, *Architectural Digest*, 1928, vol 7, no 3, p 144.

Golden Gate Theater, interior view southeast of stage and proscenium, *Architectural Digest*, 1928, vol 7, no 3, p 144.

Academy of Motion Picture Arts and Sciences Library, Tom B'hend and Preston Kaufmann Collection, 1866-1990s

Golden Gate Theater (left) and Vega Building (demolished), early photograph, date unknown (photograph of negative).

Golden Gate Theater and Vega Building (demolished), view southwest showing entrance to theater through Vega Building, 1955.

Golden Gate Theater, opening night souvenir program, 21 Sept 1928.

Vega Building (demolished), view southwest of north elevation fronting Whittier Boulevard, 1955.

Los Angeles Public Library Photo Collection

Photo No. 0015321, no date, exterior view southwest, photographer unknown.

Photo No. 0015322, 1980, exterior view southwest, photographer William Reagh.

Los Angeles Times (early sketches of proposed plans):

"Theater's Cost Will Be \$250,000," *Los Angeles Times*, 11 Sept 1927, E2.

"Whittier Boulevard Unit Rising," *Los Angeles Times*, 13 Feb 1927, E2.

Sanborn Fire Insurance Maps

Sanborn Maps for years 1928, 1948 and 1966, Volume 35, Sheets 3567, 3578, 3577, and 3578 (Environmental Data Resources, Inc.).

Spence Air Photo Archives, University of California, Los Angeles

Historic aerial photograph looking northwest, showing Golden Gate Theater and Vega Building (demolished), 1935.

Tom Zimmerman (photographer)

c. 1980, exterior view south, detail of main door

c. 1980, exterior, view north, detail of Vega Building wicket

c. 1980, location unknown, detail view of movie advertisement signage

c. 1980, location unknown, detail view of light fixture

c. 1980, location unknown, detail view of light fixture

c. 1980, location unknown, detail view of light fixture

C. Interviews:

None

D. Sources:

Previous Evaluations

Carey & Co., Inc., "Golden Gate Theater, East Los Angeles, California, Impacts and Mitigations Analysis," 3 Feb 2003.

California Department of Parks and Recreation Historic Resources Inventory form for Golden Gate Theater/Vega Building, prepared by GELA Cultural Heritage Survey Team, TELACU/CRG, June 1979.

California Department of Parks and Recreation Primary Record (523A Form) and Building, Structure and Object Record (523B Form) for Golden Gate Theater, recorded by Richard Starzak of Myra L. Frank & Associates, Inc. for the Metro Red Line East Section 106 Eligibility Report, 1994.

Draft Environmental Impact Report, Golden Gate Theater Re-Use, prepared for County of Los Angeles Department of Regional Planning, prepared by MG Resolutions, Inc., March 2009

Final Environmental Impact Report, Golden Gate Theater Re-Use, prepared for County of Los Angeles Department of Regional Planning (Lead Agency), prepared by MG Resolutions, Inc., January 2010.

Lusignan, Paul R., National Register of Historic Places Evaluation/Return Sheet re requested action to remove Golden Gate Theater from National Register of Historic Places, 26 June 1995.

Mellon, Knox, State Historic Preservation Officer, letter to Carol D. Shull transmitting National Register of Historic Places nomination form for Golden Gate Theater, 6 Jan 1982.

National Register of Historic Places Inventory – Nomination Form, “Golden Gate Theater,” prepared by GELA Cultural Heritage Survey Team, TELACU/CRG, 25 Aug 1980.

Shull, Carol D., letter to Cheryl E. Widell regarding “Keeper of the National Register of Historic Places decision to deny removal of Golden Gate Theater from the National Register,” 26 June 1995.

Widell, Cheryl E., State Historic Preservation Officer, letter to Carol D. Shull regarding “Keeper of the National Register of Historic Places regarding petition to remove Golden Gate Theater from the National Register,” 27 Feb 1995.

Los Angeles Times Articles

Unless otherwise noted, the following articles are located in the Los Angeles Public Library ProQuest *Historic Los Angeles Times (1881-1988)* on-line database:

“Calendar Movies,” *Los Angeles Times*, 6 Jul 1980, O34.

“Curtain Call for a Landmark Theater,” *Los Angeles Times*, 17 Mar 1988, D3.

“Display Ad 68,” *Los Angeles Times*, 25 Oct 1931, D3.

“Display Ad 79,” *Los Angeles Times*, 13 Oct 1929, D2.

“East Side Area Has Gala Fete,” *Los Angeles Times*, 24 Jan 1929, A1.

“East Side Body Gets New Heads,” *Los Angeles Times*, 4 Oct 1924, 6.

“East Side Property Sale Made,” *Los Angeles Times*, 27 Oct 1929, D1.

“East Side Realty Leader Succumbs,” *Los Angeles Times*, 17 Jun 1940, A2.

“Governor May Speak: Young Invited to Address Celebration for Opening of Garfield Avenue-Atlantic Boulevard,” *Los Angeles Times*, 30 Sep 1929, A10

“Industry Aids Home Tract,” *Los Angeles Times*, 13 May 1928, E4.

Jarvis, Michael T., "Cut to Whittier Boulevard," *Los Angeles Times*, 31 Aug 2003, <http://articles.latimes.com/2003/aug/31/magazine/tm-optheatre35>, accessed 10 May 2012.

"Long Beach and Pasadena Road Link Dedicated," *Los Angeles Times*, 7 Oct 1929, A2

"New Playhouse Planned at Whittier and Atlantic Boulevard Corner," *Los Angeles Times*, 11 Sept 1927, E1.

"Obituary 2," *Los Angeles Times*, 18 Dec 1963, B15.

"Recreational Development Opens in Residence Area," *Los Angeles Times*, 13 Oct 1929, D5.

"Theater's Cost Will Be \$250,000," *Los Angeles Times*, 11 Sept 1927, E1.

"Three Millions Go To Building," *Los Angeles Times*, 9 Feb 1927, A5.

"Whittier Boulevard Unit Rising," *Los Angeles Times*, 13 Feb 1927, E2.

Maps

Sanborn Fire Insurance Map, Volume 5, Sheets 3567, 3568, 3577 and 3578, corrected through 1966 (Environmental Data Resources, Inc.)

Websites

U.S. Geological Survey Historic Earthquakes, http://earthquake.usgs.gov/earthquakes/states/events/1987_10_01.php, accessed 10 May 2012.

"Balch, Clifford A. and William Balch," Pacific Coast Architecture Database (PCAD), <https://digital.lib.washington.edu/architect/partners/421/>, accessed 30 Apr 2012.

"Clifford Balch," Cinematreaasures.org, <http://cinematreaasures.org/architects/188>, accessed 30 Apr 2012.

"Clifford Balch," [Sanclementetheatre.com](http://www.sanclementetheatre.com), <http://www.sanclementetheatre.com/Architect.html>, accessed 30 Apr 2012.

AIA Historical Directory of American Architects

Balch, Clifford Allison, handwritten letter regarding relevant work experience, stamped as "received" on 23 Dec 1946 by the American Institute of Architects (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

Balch, William Glenn Balch, FAIA, letter to Maureen Marx, Membership Procedures, The American Institute of Architects, 16 Feb 1971 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

Bolton, Preston M., FAIA, Secretary of The American Institute of Architects, letter to William Glenn Balch, FAIA, 22 Feb 1972 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

“Clifford Allison Balch,” American Institute of Architects Application for Corporate Membership, 1 Nov 1946, 1 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

“Clifford Allison Balch,” American Institute of Architects Record of Registration, 19 Nov 1946, signed by Jeanette Dolsberry of the California State Board of Architectural Examiners (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

“William Glenn Balch,” American Institute of Architects Application for Membership Record of the Secretary of the Institute, 22 April 1943, 2 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012)

“William Glenn Balch,” American Institute of Architects Nomination for Fellowship by Chapter, received 30 Oct 1961, granted 2 Mar 1962, 2 (The AIA Historical Directory of American Architects, <http://www.aia.org/about/history/aiab082017>, accessed 30 Apr 2012).

Building Permits

Building permits for the proposed project to reuse Golden Gate Theater as a CVS/Pharmacy were issued 7 Nov 2011 by the County of Los Angeles Department of Public Works; permit numbers are: 1010080031 (Tenant Improvement); 1111070088 (Demolition); 1010120027 (Mechanical); 1010120037 (Electrical); and 1108020006 (Plumbing).

E. Likely sources not yet investigated:

- The location of the Balch Brothers papers is unknown, but it is possible a repository holding those papers, or papers for either William Glenn Balch or Clifford Allison Balch, may contain original drawing of the Golden Gate Theater and Vega Building.
- Few historic photographs of the Golden Gate Theater facade were found, likely because the façade was originally difficult to photograph, as it was closely wrapped by the Vega Building. The 1979 Historic Resources Inventory form prepared in 1979 by the TELACU/CRG organization includes a low-quality photocopy of the courtyard between Golden Gate Theater and the Vega Building before the Vega Building was demolished. Attempts to locate the original photograph by contacting TELACU at their corporate headquarters in Los Angeles failed, although it is possible the photograph could be found through additional research. Earlier images of the façade and courtyard may also be available.

F. Supplemental material:

The following are included in the attached package of supplemental material:

- Maps
- Historic Photographs
- Opening Night Brochure
- Current Photographs (2009-2012)
- HABS Photographs (2011)
- Previous Evaluations and Related Correspondence
- *Los Angeles Times* articles

PART IV. PROJECT INFORMATION

A Final Environmental Impact Report to satisfy requirements of the California Environmental Quality Act was prepared for a proposed project to rehabilitate and reuse the National Register-listed Golden Gate Theater. The Final EIR was certified by the Los Angeles County Board of Supervisors on May 25, 2010 and included a Cultural Resources Mitigation Measure requiring Historic American Buildings Survey (HABS) documentation. The language requiring HABS documentation is as follows:

“A “Historic American Building Survey” (HABS) documentation shall be prepared to the satisfaction of the DRP. Such a procedure involves the recording of the structure through a written report and large-format photographs. The documentation would be completed on standardized forms and would be accurate in detail to such an extent that after alteration, the structure could be restored/reconstructed from the survey data. Copies of the documents shall be filed with the appropriate State (State of California, Office of Historic Preservation) and local repositories (Los Angeles County Central Library).”⁶⁴

Thus, this documentation has been prepared in fulfillment of the Cultural Resources Mitigation Measure described above. Parts I through IV were prepared by Robert Chattel and Kathryn McGee of Chattel Architecture, Planning & Preservation, Inc. (Chattel), using the sources listed above in section III.D.

The black and white photographic documentation prepared to accompany this report was completed in October 2011 by Tom Zimmerman of Tom Zimmerman Photography.

⁶⁴ Cultural Resources Mitigation Measure 3.2.3, Final Environmental Impact Report for Golden Gate Theater Re-Use, dated January 2010, prepared by environmental consultant M.G. Resolutions, Inc., with County of Los Angeles as Lead Agency (certified May 25, 2010).