

*Salinas*

# ART DECO

& moderne

*a wealth of architecture*



## ART DECO ARCHITECTURE

Streamlined shapes, shimmering ornaments, zigzags & ziggurats, the spirit of the jazz age symbolized everything that was exotic & progressive about the new century. Deco's emphasis on geometric and organic patterns drew its inspiration from modern art isms such as French Cubism, Russian Constructivism and Italian Futurism. Its more functional forms came from the German Bauhaus movement (site 38), and much of its exoticism came from the Ballet Russe and its stage sets.

It represented a revolt against the historicism and picturesqueness of architectural conventions--looking for a new vocabulary to express the modern "scientific" age by creating a more logical relationship between design and new building materials.

Salinas started the decade of the 1930's with a bang in the form of an Art Deco bank (21). The building is not only the tallest commercial structure in town, but also the jazziest with its chevron shaped terracotta surface tiles. Perhaps Art Deco attained its most exuberant expression in the blatant populism of movie houses of which Salinas still has two (16 & 25). The show really does begin on the sidewalk.

The 1932 California National Guard Armory (6) employed both Art Deco and Art Moderne elements, initiating the use of the style in several important civic buildings including the National Register Monterey County Courthouse (3). Streamline Moderne emphasized the horizontal and movement through its "speed lines" and sensuous curves (12 & 37).

They are all here in Salinas, which may have the largest collection of Art Deco to Moderne buildings for a city of its size between San Francisco and Los Angeles.

Kent Seavey, Historian

## SALINAS DURING THE GREAT DEPRESSION

Agriculture, Salinas's major industry, expanded greatly during the Depression, fueled by ideal soils and climate, and sustained by innovations such as irrigation systems developed for sugar beets. Carload shipments of lettuce went from a few dozen in 1922 to 26,650 in 1940. Agriculture brought considerable wealth to the Salinas Valley during the Depression.

Between 1930 and 1940, Salinas proper grew almost 13% from 10,263 to 11,586. But that doesn't tell the full story. Some 3,500 or more migrants arrived during this era, most taking up residence outside of Salinas in "Little Oklahoma," the Alisal district, where they weren't counted as part of the population of Salinas.

Gary S. Breschini, Ph.D.  
Monterey County Historical Society, Vice President

In 1924, Salinas had the highest per capita income of any city in the United States. During the produce seasons of the Great Depression, the volume of telephone and telegraph business originating in Salinas was greater than that of San Francisco.

In the heart of downtown Salinas, the intersection of Main St. and Gabilan St., every corner had a fine 2-story bank building. And those buildings are still there. The strength of our agricultural economy carried Salinas through the depression without severe hardship. Money was available for building and expansion, and Salinas benefited from the construction of many buildings by excellent architects.

Carol Robles, Historian

## WELCOME TO SALINAS

This is the first brochure published by the Historic Resources Board of the City of Salinas. It's mainly of the Deco genre, but we've included a few sites listed on the National Register of Historic Places, just because we're so proud of them. Please enjoy the tour.

Mark Edwin Norris, Chair



1

Built: c 1930's

Style: Streamline Moderne

Architect: Unknown



5

Built: 1938

Style: WPA Moderne

Side Wing Annexes Built: 1958

Federal Building, US Post Office



Architect: Louis A. Simon

Architect: Jerome Kasavan



3



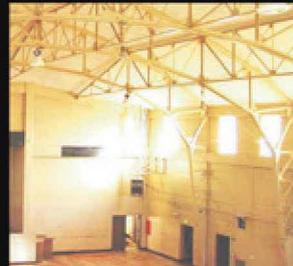
6

Built: 1933

Style: WPA Moderne

Architect: Guy Koepp

California National Guard Armory



National Register of Historic Places listed Monterey County Courthouse  
 Built: 1937 Style: WPA Moderne Architect: Robert A. Stanton & Thomas B. Molvin



8

Oldest continuously operating U.S.O., now Salinas Recreation Center  
 Opened: December 9, 1942 Architect: Charles Butner or Major A.H. Griffin

Style: International



4



9

Built: c 1930's

Style: Streamline Moderne

Architect: Unknown



Built: 1948

Salinas Californian (Newspaper)  
 Style: Moderne

Architect: Charles Butner



10

Built: c 1930-1945

Style: Art Deco with Egyptian Elements

Architect: Unknown





11

Built: 1938-1940

Style: International

Architect: Unknown

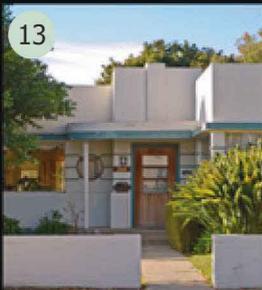


12

Built: c 1930

Style: Streamline Moderne

Architect: Unknown



13

Built: c 1924

Style: Art Moderne

Architect: Unknown



14

Remodeled: 2000  
Built: c 1939

Style: Streamline Moderne

Architect: Belli Architectural Group

Architect: Charles Butner



16

Built: 1935 Architect: Mark T. Jorgenson

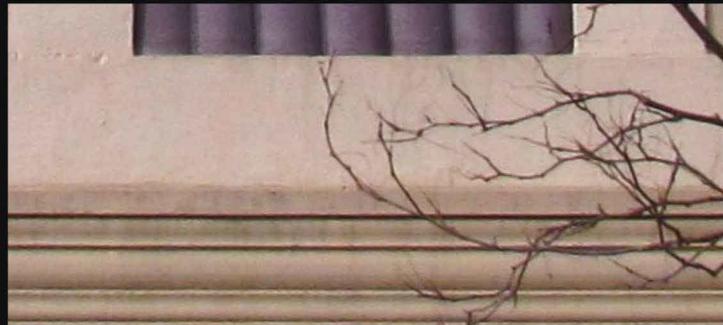


33

Designed: 1946 Designer: Raymond Loewy



17



Built: c 1935

Style: Art Deco

Architect: Unknown





18

Built: c 1930-1945 Architect: Unknown



19

20

Built: c 1930-1945 Architect: Unknown



21



24

Built: c 1930-1945 Architect: Unknown



40

Built: c 1930-1945 Architect: Unknown



25

Built: 1921 Remodeled:1936 Style:Moderne



Architects:Elmer C. Hanks & Al Hopper



38

Built: c 1930-1945 Style: Bauhaus Architect: Unknown



39

Built: c 1930-1945 Style: Perhaps more Bauhaus Architect: Unknown



Built: c 1930 Style: ZigZag Moderne



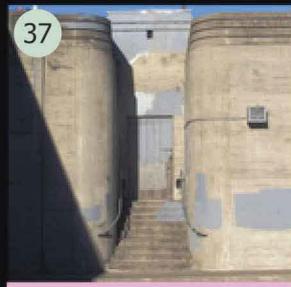
Architect: Ryland & Shwartz

42



Built: 1938 Style: Deco Architect: Unknown

37



Built: 1935 Style: Streamline Moderne Architect: Unknown

50



National Register of Historic Places listed Old Jail (Monterey County) where Cesar Chavez was jailed for 3 weeks in 1970  
Remodeled: 1955 Style: Unknown Architects: Butner, Holm & Waterman  
Built: 1931 Style: Deco with Gothic Elements Architects: Reed & Cortlett

26



Remodeled: 1989 Architects: Jerome Kasavan Associates, Peter Kasavan, Project Manager  
Built: c 1945 Style: Streamline Designer: Walter Dorwin Teague

28



Built: c 1930-1945 Style: Art Deco with Fin Architect: Unknown

29



Built: c 1930-1945 Style: Bauhaus Architect: Unknown

51

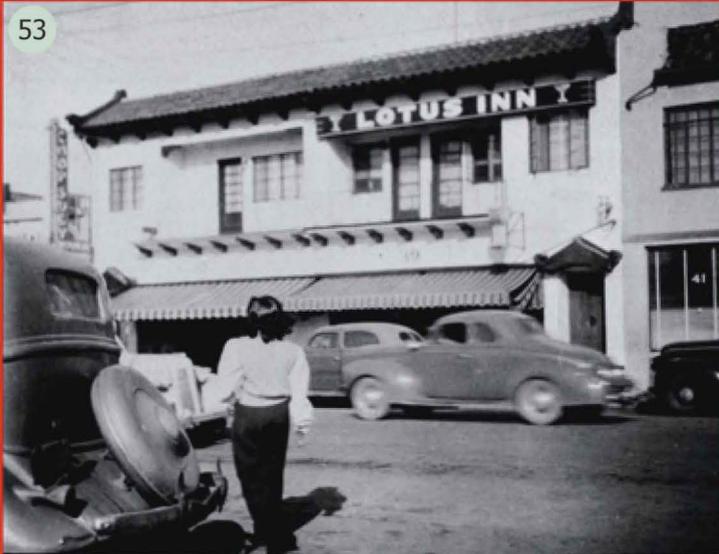


National Register of Historic Places, birthplace of John Steinbeck, Nobel Prize winning novelist  
Built: 1898 Style: Queen Anne Victorian Architect: Unknown

52



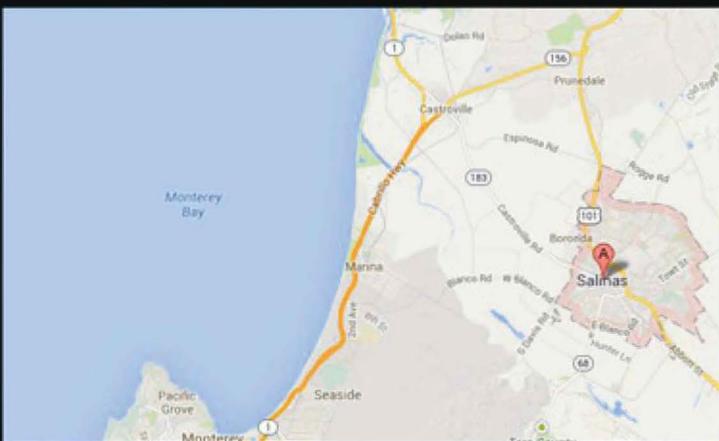
National Register of Historic Places listed home for B.V. Sargent who introduced the photograph as admissible evidence in court  
Built: 1896 Style: Modified Colonial Victorian Architect: William H. Weeks



Built: 1942 Style: Perhaps "Oriental" Revival Architect: Charles Butner



National Register of Historic Places listed Republic Café



## INDEX

Site	Location	Description
①	203 W. Alisal St.	Apartments
②*	238 Capitol St. (in back)	Apartments
③	240 Church St.	County Courthouse
④	123 W. Alisal St.	The Californian (newspaper)
⑤	100 W. Alisal St.	U. S. Post Office
⑥	100 Howard St.	California National Guard Armory
⑦*	231-235 Salinas St.	Rosita's building block
⑧	320 Lincoln Ave.	Salinas Recreation Center/USO
⑨	422 Church St.	Apartments
⑩	117 Clay St.	YMCA
⑪	618 Riker St., 202-204 Geil St.	Triplex
⑫+	225 E. Acacia St.	Residence
⑬	714 Pajaro St.	Residence
⑭	110 John St.	Swenson & Silacci, Florist
⑮*	412 Soledad St.	Apartments
⑯	363 S. Main St.	Cinema I (was El Rey Theater)
⑰	344 S. Main St.	Beverly's Fabrics
⑱	341 S. Main St.	Office
⑲	313 S. Main St.	Offices
⑳	307 S. Main St.	Offices
㉑	301 S. Main St.	Rabobank
㉒*	258 S. Main St.	Dudley's Restaurant
㉓*	254 S. Main St.	Store
㉔	248 S. Main St.	Store
㉕	239 S. Main St.	Fox Theater
㉖*	202 Monterey St.	Bakery Station
㉗*	33 W. Market St.	Store
㉘	343 W. Market St.	Store
㉙	420 W. Market St.	Thor Electronics of California
㉚*	543 W. Market St.	Store
㉛*	815 W. Market St.	Food Bank for Monterey County
㉜*	Martella St. at W. Lake St.	Vacant
㉝	19 W. Gabilan St.	Greyhound Bus/dog logo
㉞	118 E. Gabilan St.	Maranatha/The Potter's House
㉟*	210-216 Soledad St.	Courtyard Apartments
㊱*	233 Monterey St.	Wise Music
㊲	Main St. Railroad Overpass	Retaining Wall
㊳+	1111 Abbott St.	Salinas Valley Wax Paper Co.
㊴+	1255 E. Market St.	Fremont Elementary School
㊵+	730 E. Alisal St.	Lavanderia
㊶+	22 Midway Ave.	Residence
㊷	19 W. Market St.	Market Cleaners

### NATIONAL REGISTER OF HISTORIC PLACES listed sites

⑤①	142 W. Alisal St.	Monterey County's Old Jail
⑤②	132 Central Ave.	The Steinbeck House
⑤③	154 Central Ave.	The Sargent House
⑤④	37 Soledad St.	The Republic Café
⑤④*+	940 N. Main	Rodeo Grounds/Temporary Detention Center

\* No photo included +Not located within map boundaries

## WE HOPE YOU FOUND YOUR TOUR ENRICHING

The Historic Resources Board was created by the City of Salinas to protect historic resources and promote "heritage tourism." We hope this brochure does that and that it will nurture a pride of place.

We can't say we included the entire local *Deco* genre, although we tried to get the best and some of the rest. Please let us know of others as you find them; it's a kind of treasure hunt. And we welcome your feedback, so the future may help improve the past.

Please do not trespass on private property or disturb residents. The listing of any private property in this brochure does not give the user permission to enter the grounds or the building at any time.

This publication could not have been accomplished without the support of the City of Salinas ([www.ci.salinas.ca.us](http://www.ci.salinas.ca.us) 831.758.7206) and of the following partners in historic and cultural preservation;



**The Alliance of  
Monterey Area Preservationists**  
[www.amap1.org](http://www.amap1.org)

**The Architectural Heritage Association  
of Monterey County (AHA!)**  
831.320.0498



**The Historic Preservation Foundation  
of the Native Sons of the Golden West**  
[www.nsgw.org](http://www.nsgw.org) 1.800.337.1875

