United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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NATIONAL REGISTER OF HISTORIC PLACES

677

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name Grand Theater

Other names/site number Rialto Theater, Cinema Theater (MD06-517)

Name of related multiple property listing N/A

2. Location

Street & Number 120 South Third Street

City or town Norfolk State Nebraska County Madison

Not for publication [] Vicinity []

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [X] nomination [] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property [X] meets [] does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: [] national [] statewide [X] local

Applicable National Register Criteria: [X] A [] B [X] C [] D

Michael J. Smith SHPO/Director — July 9, 2013

Signature of certifying official/Title: — Date

Nebraska State Historical Society

State or Federal agency/bureau or Tribal Government

In my opinion, the property [] meets [] does not meet the National Register criteria.

Signature of Commenting Official — Date

Title — State of Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

[✓] entered in the National Register.
[ ] determined eligible for the National Register.
[ ] determined not eligible for the National Register.
[ ] removed from the National Register.
[ ] other, (explain):

Signature of Keeper — Date of Action

9/4/2013

Grand Theater | Madison County, Nebraska
Name of Property | **County and State**

5. Classification

Ownership of Property

[X] Private
[ ] Public-local
[ ] Public-state
[ ] Public-federal

Category of Property

[X] Building(s)
[ ] District
[ ] Site
[ ] Structure
[ ] Object

Number of Resources within Property

Contributing	Noncontributing	
1		Buildings
		Sites
		Structures
		Objects
1		Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions	Current Functions
RECREATION AND CULTURE	Theater

7. Description

Architectural Classification (Enter categories from instructions.)

LATE 19th AND EARLY 20th CENTURY AMERICAN MOVEMENTS: Commercial Style

Materials (enter categories from instructions.)

Principal exterior materials of the property: Brick and Terra Cotta

Description

Summary Paragraph

The Grand Theater is located in the downtown commercial area of Norfolk, Nebraska. It was designed in a commercial style of architecture featuring a primary façade composed of brick with terra cotta trim. The theater conveys its period of significance from 1920, the year of its construction to 1965 when the theater was extensively remodeled. These alterations have been successfully reversed revealing a remarkably intact exterior and most of its interior details. It retains the composition, ornamental details, and materials of its original primary exterior elevation and an intact auditorium space. As such, the building retains excellent integrity.

Narrative Description

Although the building had been extensively remodeled, removal of these alterations revealed a remarkably intact exterior and interior. The exterior brick and terra cotta remarkably saw little damage caused by placing framing and slipcover over the entire facade. Original windows were found on the second floor and the flanking first floor storefronts were discovered intact. When the projection screen was removed, the former stage was revealed. With these and other elements uncovered and reversed, it retains a remarkable level of integrity in design, materials, setting, workmanship, feeling, and association.

Exterior
The theater is located in the middle of the block facing South Third Street, just one-half block south of Norfolk Avenue, the city's commercial main street. The primary facade faces east immediately along Third Street. To the south is a small building stepped back from Third Street and Madison Avenue (once a gasoline station). To the west is an alley, which provides access to a backstage door. Attached to the building to the north is a small commercial storefront faced in permastone. Also to the immediate north is an alley and further to the north, a parking lot (once the site of a large commercial building). Rising above the building at the rear is a gabled fly loft covered and faced with asphalt shingles. The side and back walls are of common brick.

The primary facade of the theater features brick facing with terra cotta trim in a commercial style of architecture. A course of terra cotta tops the parapet. A terra cotta panel just below the parapet features theater motifs, including a lyre. Terra cotta is also used as a belt course between the first and second stories, featuring decorative brackets, which extend beyond the belt course. A set of three symmetrically placed six-over-one double hung windows are at the second floor. These are topped by a flat arch and terra cotta keystone. Above the marquee is a large semicircular window.

The marquee, which has now been reconstructed, is supported by cables that connect to the building at the location of decorative terra cotta rosettes. A box office flanked by a pair of entrance doors was originally located under the cover of the marquee. The opening has now been refigured with sets of entry doors topped by transom windows and flanked by plate glass windows with transoms. To each side of the main entrance are small storefronts, each composed of a single picture window and doorway, all topped by transom windows.

The 1965 remodeling included a curtain wall covered in panels, which obscured all of the primary façade including the two small storefronts. At this time, the main entrance was also reconfigured, and the original marquee was replaced.

Interior

When entering the building, one is greeted by a lobby space, which was extensively remodeled in 1965 for a ticket counter and concession stand. It remains in its original space but with little original fabric. From the lobby is a hallway which splits to enter the two main entrances to the auditorium. Off each of these hallways are restrooms.

The auditorium space is estimated to be 60 feet wide and 115 feet long. On the ceiling is a series of plaster beams, terminating in decorative brackets. These survive above a dropped ceiling. The auditorium features a raked (sloping) floor, four aisles, and rows of seating. The auditorium faces a stage, surrounded by a proscenium with elaborate plaster reeded details. Above the stage is a large fly loft that rises on the exterior above the main roofline to the rear of the building. For live performances, the stage was large enough for curtain controls, backstage drops, and dressing rooms. A door exits into the alley, which was used for loading stage sets and equipment.

While the auditorium takes up the full two stories, a second story retains four offices, relatively unchanged, and the projection booth.

In 1965, the theater was extensively remodeled by the Cinema Entertainment Group and renamed the “Cinema” theater. In the interior, the ceiling was lowered to cover the decorative beams. Fabric covered the side walls of the auditorium and new seats were installed. The stage was covered by a large projection screen.

In 1979 the theater was renamed the “Cinema II” when it was converted to two screens, made possible by dividing the main auditorium in half. The dividing wall has been removed. In 1981 the theater was expanded into the adjacent building to add yet another screen, becoming a tri-plex, the “Cinema III.” After being closed for several years, the building was purchased by a local benefactor in 2002 and transferred to Norfolk Community Theatre, Inc. two years later. A rehabilitation of the interior is still in progress.

Grand Theater | Madison County, Nebraska
Name of Property | **County and State**

8. Statement of Significance

Applicable National Register Criteria

X **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.

____ **B** Property is associated with the lives of persons significant in our past.

X **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

____ **D** Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations

Property is:

____ **A** Owned by a religious institution or used for religious purposes.

____ **B** Removed from its original location.

____ **C** A birthplace or a grave.

____ **D** A cemetery.

____ **E** A reconstructed building, object, or structure.

____ **F** A commemorative property.

____ **G** Less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

ENTERTAINMENT/RECREATION
ARCHITECTURE

Period of Significance

1920-1965

Significant Dates

1920, 1965

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

E.B. Watson, Architect
G.M. McCracken, Associate Architect
Thomas Eastergard, General Contractor

Statement of Significance Summary Paragraph

The Grand Theater is locally significant under Criteria A and C as an excellent example representing evolution of early entertainment in Norfolk and as a "transitional" theater built specifically for showing movies but also accommodating some live performances. It also is associated with a period of dramatic growth in the city, contributing to entertainment history in this regional trade center for northeast Nebraska. The theater was the city's first permanent or "purpose-built" movie theater when constructed in 1920.

Narrative Statement of Significance

The significance of Nebraska theaters can be justified in the context of both the evolution of entertainment (Criterion A) and as a property type that evolved with changing forms of entertainment (Criterion C).[1] The Grand Theater in Norfolk is an excellent representative of both.

Early Entertainment

Opportunities for entertainment in the mid- to late-19th century in Nebraska were sparse in smaller towns due, in part, to lack of places where people could congregate in large numbers. People in rural areas were hungry for education, culture, and entertainment. In the newly-formed towns, places of assembly included fraternal halls, commercial buildings, courthouses, churches, and schools. Many communities were served occasionally by traveling revival meetings, circuses, fairs and the Chautauqua circuit, all held outdoors but only semi-occasionally. The Chautauqua provided the most extensive of music, lectures, political speeches, and educational topics. These shows travelled by circuit, stopping in towns, and housed in tents pitched in parks and campgrounds. In some cases, permanent pavilions were built in parks, such as those built in Hastings in 1907 (AD04-154, listed National Register of Historic Places) and Beatrice, built in 1889 and hosting annual summer sessions until 1916 (GA03-87, listed National Register of Historic Places). Soon, communities realized the value of providing a permanent place for entertainment venues by constructing community halls and opera houses.

Community Halls and Opera Houses

Multipurpose, or "community halls" were built as towns grew and developed. They hosted local activities, traveling shows, and provided a variety of other entertainment and recreational outlets, especially local events. This included a variety of events such as dancing, roller-skating, plays, dinners, and other community activities. Sometimes the upper floors of larger commercial blocks had halls that could be used for entertainment.

About the same time, the "opera house" came to Nebraska communities, which offered entertainment venues on a routine basis. First arriving in the 1870s, opera houses soon began to be built in towns both large and small. Most times they were located in an upper story of a commercial building. Unlike the largest of opera houses, many were built without raked (sloping) floors or permanent seating. This accommodated multiple types of functions. A stage allowed live productions and a balcony, if present, would accommodate larger audiences. They served as the most popular of entertainment outlets needed in growing communities and operated on a regular basis, hosting both traveling entertainers and local events.

[1] Context and property types are taken from "Historical Development of Iowa Movie Theaters: 1880-1975," National Register of Historic Places Multiple Property Documentation, prepared by Sally Fullerton Schwenk, 2013.

The functional distinction between the community hall and the opera house, however, is somewhat blurred. But they were the first to be devoted to entertainment. Both the community hall and opera house hosted community gatherings, dinners, musical concerts, lectures, meetings, educational programs, minstrel shows, variety and novelty acts, and local productions.

By 1917 the opera house and community hall as a venue for entertainment faded as did the variety acts that travelled across the country, competing with the new moving picture shows. Also, fire codes signaled the end, since many were located on the second floor of commercial buildings.

The Movies Arrive

By the turn of the century, the technology of motion pictures began with the "Kinetoscope," developed by Thomas Edison and an assistant between 1889 and 1892. To use the Kinetoscope, one person at a time would look through a magnifying lens as a sequence of pictures moved continuously through a light source. A rapidly rotating shutter created an illusion of motion. This was followed by the "Vitascope," which projected by means of flexible film and light on a wall or screen, making the movie accessible to multiple viewers. A traveling movie by Vitascope was shown in Lincoln in 1896. Movies advanced by the widespread adoption of 35mm flexible photographic film, introduced by the Eastman Kodak Company.[2]

Movies provided outlets for working and middle class families and rural residents. As one pioneer Colorado filmmaker said in 1907, "(t)he picture show business has developed into a most astonishing industry throughout the country. Everywhere it is flourishing…It is the poor man's grand opera."[3]

Although the community hall and opera house converted easily to show movies, by the early 1900s, places specific to viewing movies were introduced.

Nickelodeons

These were often locating in small commercial-type buildings or even converted stores and were inexpensive to open. Most were built without raked (sloping) floors or permanent seating. The location of theaters in commercial areas allowed maximum exposure to downtown trade. Sometimes called "nickelodeons," they exhibited continuous shows of fifteen to twenty minutes in length. Along with movies, live entertainment was offered. In Lincoln, for example, the Lyric movie house opened in 1902 in a remodeled store. It featured four short movies a day, interspersed with vaudeville acts.[4]

The Movies Come of Age

Movies quickly transitioned from a novelty to become a cultural phenomenon. By 1914, every town in America with a population of over 5,000 had at least one movie theater.[5] Large numbers of Nebraska towns of this size built a movie theater, especially those that had become regional trade centers. In 1917, for example, the number of movie theaters in Nebraska had almost doubled in number from the previous few years to nearly

[2] Wishart, David J., editor, *Encyclopedia of the Great Plains,* Lincoln and London: University of Nebraska Press, 2004, page 266.
[3] Ibid.
[4] "Early Day Movies Had Lincoln in Stitches…" *Lincoln Sunday Journal Star,* November 12, 1939, Section D, page 3.
[5] "Historic Movie Theaters of Iowa," National Register of Historic Places Multiple Property Documentation form, prepared by Sally Fullerton Schwenk, n.d.

600, and in 1915, the *Omaha World-Herald* launched a weekly movie review page.[6] By now, the movies were increasingly squeezing out live entertainment. However, vaudeville and travelling productions often went hand-in-hand with the movies, although the cheaper movies dealt the strongest blow beginning in the middle 1910s.

The years immediately before World War I became a period of growth and prosperity in the state. The growing number of working and middle-class families created a significant demand for movies. Every larger town capitalized on movies as an entertainment venue.

The "Transitional" Movie Theater

This period signaled the arrival of "purpose-built" or "transitional" theaters, built mainly to show motion pictures, but also as venues for live entertainment. Theaters included raked floors for better viewing, fixed seating, projection booths, screens, and sometimes orchestra pits for organs or the musicians that accompanied the silent films. Stages were sometimes built to accommodate live performances, indicating a transition from live entertainment to movies, which became the main attraction. The small-to-moderate sized theaters held up to 1,000 seats and were located in commercial business areas to attract local traffic and those coming to trade in the cities. Theaters of this period boasted central heating and even air-conditioning.

Fire-proof construction was a significant requirement, given the number of people that congregated in a theater. A theater fire in Chicago in 1903 resulted in the loss of life for hundreds of people and prompted municipalities across America to enact building and fire codes for places of large assemblies. These included exits that opened outward, use of fireproof construction materials, multiple fire exits, and wider aisles to assure rapid evacuation. Because of the incendiary quality of early celluloid film stock, projection booths were made to confine a fire. The 1917 Nebraska Legislature amended the Fire Commission Law and gave the office of the Chief Deputy Fire Commissioner jurisdiction over "moving picture shows, theatre[s], school houses, hotels and all public buildings," placing the supervision under that office.[7] In 1919 specifications were promulgated for the fireproofing of projection booths. The office of the Chief Deputy Fire Commissioner reported in 1920 that his inspectors conducted a "very thorough and careful examination of moving picture theatres in the state."[8] Perhaps as a result, the Chief Deputy Fire Commissioner recommended the passage of a law requiring licensing of all moving picture houses in the state by filing a permit.

The Golden Age of the Movies

Going to the movies became an event. Feature-length films of grand Hollywood production and the "talkies," introduced in 1926, attracted more and more to the movie theater. One of the draws became the elegance and comfort of the grand theaters.

Picture "Palaces"

By the mid-1920s, grander "picture palaces" were arriving in cities with larger populations. These opulent buildings appealed to all, since they gave a feeling of richness and elegance. Luxurious carpeting and drapes, grand interior spaces, and lavishly decorated auditorium spaces were designed, all

[6] Wishart, David J., editor, *Encyclopedia of the Great Plains,* Lincoln and London: University of Nebraska Press, 2004, page 266.
[7] *Eighth Annual Report of the Chief Deputy Fire Commissioner of the State of Nebraska for the Year 1917, page 17.*
[8] *Twelfth Annual Report of the Chief Deputy Fire Commissioner of the State of Nebraska for the Year 1920, pages 29-30.*

giving the feeling that going to the movies was a special event. Pipe organs and orchestras accompanied the showing of movies.

Norfolk's Grand Theater: "The Latest Word in Movie Houses"

In early Norfolk, local entertainment was held in schools, churches, and fraternal halls. With the economic boom and prosperity of the 1880s, large commercial blocks were built. The third story of the Mast Block, located on the south side of Norfolk Avenue between Third and Fourth Streets (now altered), included a hall for events and the three-story Elks Building (Marquardt Block, 1888, MD06-006) hosted groups and local events in an upper story. The Cotton Block (335 Norfolk Avenue, no longer extant) included a stage and was sometimes used as a roller skating rink on one of its three stories. It was not until 1900, however, that a large scale building was constructed as a venue for entertainment, called simply the "Auditorium." It hosted a range of live entertainment, and later in the decade, began showing movies. The Auditorium (118 North 4th Street, no longer extant) could seat 1,100 people and had a large stage and orchestra pit.[9]

But the movie theater, as a property type, can be traced to two small storefront operations. City directories indicate that the Crystal Theatre (509 Norfolk Avenue, no longer extant) and the Lyric Theatre (424 Norfolk Avenue, no longer extant) were operated by 1911 on Norfolk Avenue, the city's commercial main street. The Lyric appears to have had a long survival. According to city directories, it became the "New Lyric" by 1919 and changed names again to the Lyric and later the "Rialto." It remained in operation through about the mid-1940s, a remarkably long period for such a small theater. The Crystal operated until about 1917 or 1918.[10]

Norfolk had become a regional trade center for much of northeast Nebraska. The years preceding and immediately after World War I were a period of dramatic growth for the city. In 1920 it had a population of 8,634, an increase of over one-third of its 1910 population of 6,025. With its growing population, Norfolk was ready to open a large-scale movie theater. In 1920, the Grand Theater was built by Dan Craven, a local businessman. It was located just one block south of Norfolk Avenue in the city's commercial district. The building was the first "purpose-built" movie theater in Norfolk. The theater was designed by E.B. Watson in association with G.M. McCracken, Norfolk architects.

The theater's grand opening in January 1921 was announced in the *Norfolk Daily News* under this headline: "Latest Word in Movie Houses…"[11] It was described as one that "rivals theaters in cities twice the size of Norfolk." It had a seating capacity of 1,081, and cost about $80,000.[12] An additional amount of approximately $20,000 was expended for "lighting apparatus, fixtures and most modern motion picture machine…"[13] Among the "many features which are important to the general public" was an elaborate air handling system.

> The one which is paramount in the estimation of experts who have examined the building is the ventilating system by which 25,000 feet of air is drawn into the building every minute through a system of air-washing air-heating fans…Here air is sucked down through a tower. It is washed with a spray of

[9] Schmeckpeper, Sheryl, *Images of America: Norfolk, Nebraska,* Chicago: Arcadia Press, 2000, page 33.
[10] Personal correspondence, lu Carter to Bob Puschendorf, August 30, 2010.
[11] "Grand Theater Open to the Public Next Thursday," *Norfolk Daily News,* January 10, 1921, page 2.
[12] *Ibid.*
[13] *Ibid.*

> water, heated to the right temperature and forced into the theater by a series of fans. In the summertime the air is washed and cooled with ice."[14]

Upon its opening, the local newspaper described that upon entering a "spacious lobby" were "modern rest rooms for ladies and children."[15] Additionally, one newspaper advertisement that was aimed to appeal to women theater goers, which described them as " 'comfy' rest rooms where milady may powder her dainty nose."[16] When theater goers entered the auditorium space they found "spacious aisles which eliminate danger of crowding…Looking toward the stage…the eye takes in the full view of a room measuring sixty feet in width and 115 feet long, containing 1,081 leather upholstered seats…placed far enough apart to insure comfort."[17] Another feature was an indirect lighting system, which could be "adjusted to every need of the picture."[18]

Like some theaters, the Grand still held to the potential of hosting live performances, which were fading in popularity. For live stage productions the stage area was:

> …equipped with dressing room, stage for lectures or addresses and possibly enough room for small vaudeville, although the entire purpose of the specifications is to make it an exclusive motion picture house. The silver screen is of the latest type surrounded by draperies and looks down upon an orchestra pit in which the builders made comfortable plans for musicians.[19]

The orchestra pit was designed with room to accommodate a future pipe organ suggesting "the treat that is in store sometime in the future."[20] The raked seating could "afford a perfect view of the picture – no more stretching your neck to see around your neighbor in the seat ahead. Real joy, eh?"[21]

Fire safety was paramount in theaters and the Grand was no exception. A newspaper advertisement boasted. "The Grand is Norfolk's first and only fire-proof Theater in the city – do you appreciate what that means to you in safety?"[22] The auditorium space had "spacious aisles which eliminate danger of crowding…[t]he floors and walls are of fire-proof material and the entire interior is so constructed as to make it as near fireproof as possible."[23] The wiring was placed in conduit, imbedded in the concrete walls during construction. The projection booth was fireproof, "entirely shut off by re-inforced concrete walls…Four openings through the thick wall are constructed for the eyes of the operator and two of them for the eyes of the picture machine. Automatic shutters are fitted over these four openings. Fire proof doors shut the operator in."[24] The theater's fireproof construction was so complete that the state fire marshal praised it after a personal inspection. He was quoted as saying "[i]t is the only theatre north of the Platte river that complies in every way (material,

[14] *Ibid.*
[15] *Ibid.*
[16] Advertisement, *Norfolk Press*, January 6, 1921.
[17] *Ibid.*
[18] "New Grand Theater Opened Today," *Norfolk Press*, January 13, 1921.
[19] "Grand Theater Open to the Public Next Thursday," *Norfolk Daily News,* January 10, 1921, page 2.
[20] *Norfolk Press*, January 13, 1921.
[21] *Norfolk Press*, January 6, 1921.
[22] Ibid.
[23] *Norfolk Daily News,* January 10, 1921.
[24] *Ibid.*

construction, electric wiring, and exits) with the state laws."[25] Furthermore, the theater boasted that "you can take your children and enjoy the afternoon or evening and feel sure that you are perfectly safe."[26]

In 1927, the Grand was dwarfed by the opening of Norfolk's spectacular Granada Theater (MD06-007, no longer extant). The Granada featured an opulent lobby, draperies, and "smoking room." The auditorium, which seated over 1,100, emulated an outdoor Venetian courtyard. Lighted stars and clouds projected on the ceiling added to the illusion. "First-run" movies were shown and premieres signaled the arrival of grand Hollywood productions.

Perhaps the competition by the Granada led to a period between about 1930-1934 when the Grand was closed. It was purchased in 1934 by the Central States Theatre Corporation and by about 1940 was renamed the "Rialto." Perhaps it took its name from the other Rialto Theater at 424 Norfolk Avenue, since all of Norfolk's theaters were then being managed by the Central States Theater Corporation of Norfolk. Lesser quality "B" movies by then were being shown. Beginning in 1965 a series of significant remodels occurred and the renaming of the theater as the "Cinema."

Significance

The Grand is associated with a period of dramatic growth in the city, representing the evolution of the entertainment history in this regional trade center for northeast Nebraska. The Grand Theater is locally significant under Criterion "A" for its association with this historical trend in entertainment in the city, culminating in the Grand being built as Norfolk's first "purpose built" movie theater.

The Grand Theater also is significant under Criterion "C" as an excellent example of the "transitional" movie theater built specifically to house movies, but occasional live entertainment. It also reflects changes in design due to fire and safety regulations, specifically its fire-proof construction.

The period of significance runs from 1920, the date of its construction, to 1965 when the theater was remodeled.

[25] *Norfolk Daily News*, January 11, 1921.
[26] *Ibid.*

Grand Theater | Madison County, Nebraska
Name of Property | **County and State**

9. Major Bibliographic References

Bibliography

Annual Reports of the Chief Deputy Fire Commissioner of the State of Nebraska, 1917, 1920.

Schwenk, Sally Fullerton, "Historic Movie Theaters of Iowa," National Register of Historic Places Multiple Property Documentation form, n.d.

Wishart, David J., editor, *Encyclopedia of the Great Plains,* Lincoln and London: University of Nebraska Press, 2004

Schmeckpeper, Sheryl, *Images of America: Norfolk, Nebraska,* Chicago: Arcadia Press, 2000.

City Directories, Keiter Directory Company, Inc. (research courtesy of lu Carter, Norfolk)

Telephone Directories, Northwestern Bell Telephone Company.

Norfolk newspapers:
Norfolk Daily News
Norfolk Press
Lincoln Sunday Journal Star

Deed records: Madison County Register of Deeds.

Previous documentation on file (NPS):

___ preliminary determination of individual listing (36 CFR 67 has been requested)
___ previously listed in the National Register
___ previously determined eligible by the National Register
___ designated a National Historic Landmark
___ recorded by Historic American Buildings Survey #
___ recorded by Historic American Engineering Record #
___ recorded by Historic American Landscape Survey #

Primary location of additional data:

_X_ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
___ Other (Name of repository)

Historic Resources Survey Number (if assigned): MD06-517

Grand Theater | Madison County, Nebraska
Name of Property | **County and State**

10. Geographical Data

Acreage of property: Less than one | USGS Quadrangle: Norfolk Quadrangle

(Use either the UTM system or latitude/longitude coordinates. Delete the other.)

Latitude/Longitude Coordinates

Datum if other than WGS84:

1. Latitude: 42.031777 | Longitude: -97.41046
2. Latitude: | Longitude:
3. Latitude: | Longitude:
4. Latitude: | Longitude:

Verbal Boundary Description
Tract 1 consisting of Part Lots 14, 15 and 16, Block 3, Mathewson's Addition. Less than one acre.

Boundary Justification
Includes all historically associated property.

11. Form Prepared By

name/title: L.Robert Puschendorf, Deputy State Historic Preservation Officer
organization: Nebraska State historical Society | date: 3/19/13
street & number: PO Box 82554, 1500 "R" Street | telephone: (402) 471-4769
city or town: Lincoln | state: NE | zip code: 68501
email: bob.puschendorf@nebraska.gov

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Additional items:** (Check with the SHPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Grand Theater | Madison County, Nebraska
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Photo Log

Name of Property: Grand Theater

City or Vicinity: Norfolk County: Madison State: Nebraska

Photographer: Dana Mimick Date Photographed: February 2013

Description of Photograph(s) and number, include description of view indicating direction of camera.

Photo 1 of 9. NE_MadisonCounty_GrandTheater_001
Main (east) façade. Camera facing west.

Photo 2 of 9. NE_MadisonCounty_GrandTheater_002
Main (east) and north façades of Grand Theater and building abutting the northern façade. Camera facing southwest.

Photo 3 of 9. NE_MadisonCounty_GrandTheater_003
North and west (rear) facades. Camera facing southeast.

Photo 4 of 9. NE_MadisonCounty_GrandTheater_004
Rear (west) and south facades of Grand Theater and building abutting the southern facade. Camera facing northeast.

Photo 5 of 9. NE_MadisonCounty_GrandTheater_005
South façade. Camera facing northwest.

Photo 6 of 9. NE_MadisonCounty_GrandTheater_006
Interior, from the auditorium looking onto the stage. Camera facing west.

Photo 7 of 9. NE_MadisonCounty_GrandTheater_007
Interior, from the stage looking into the auditorium. Camera facing east.

Photo 8 of 9. NE_MadisonCounty_GrandTheater_008
Detail of plaster work on the proscenium of the southern side of the stage. Camera facing southwest.

Photo 9 of 9. NE_MadisonCounty_GrandTheater_009
Inside the front entrance, former lobby and concession area. Camera facing southwest.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Grand Theater
Name of Property
Madison County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information Page 1

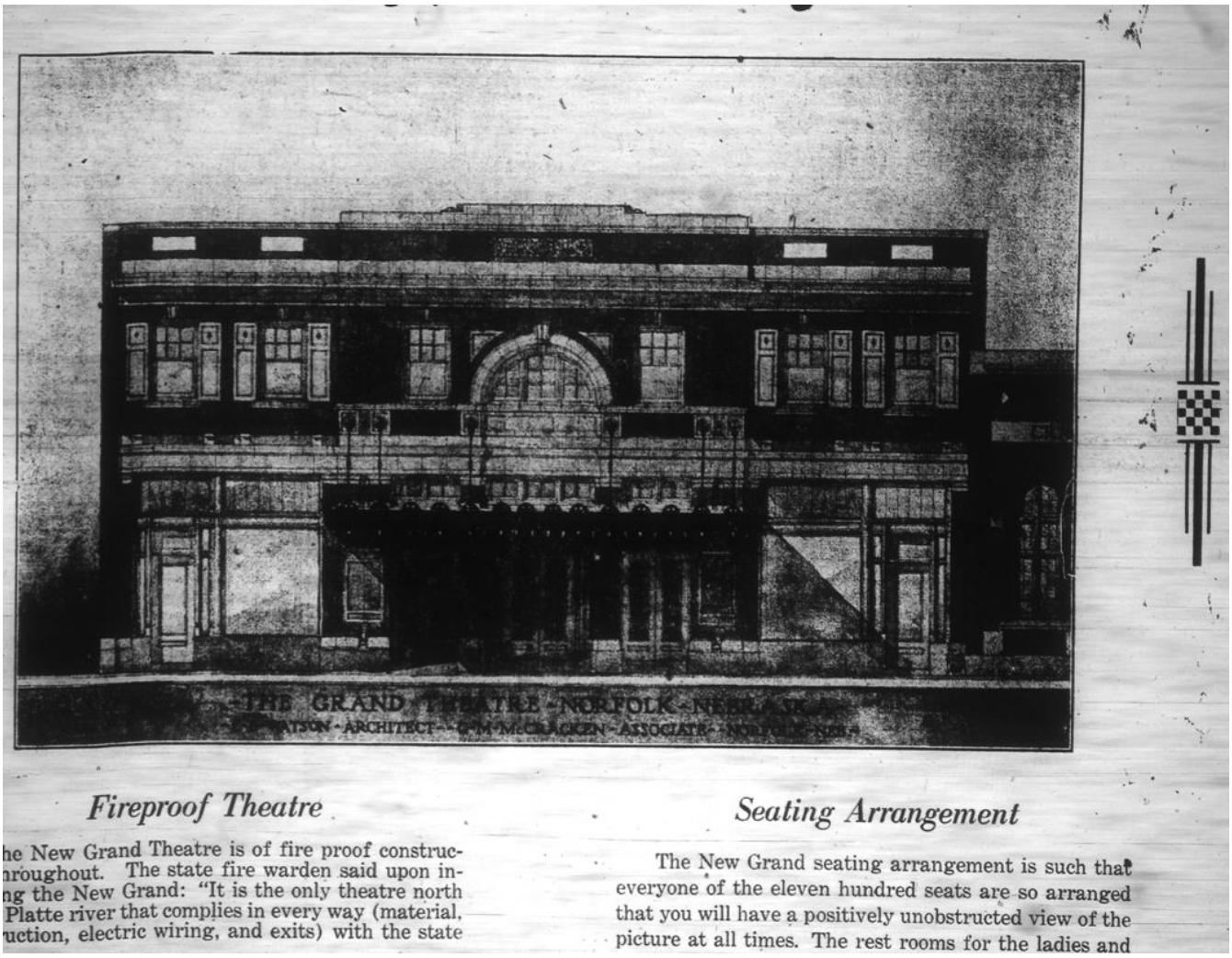

Figure 1. Photo of the Grand Theater at its opening in 1921. Norfolk Daily News. 11 January 1921.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Grand Theater
Name of Property
Madison County, Nebraska
County and State

Name of multiple listing (if applicable)

Figure 2. Artist's rendering of the Grand Theater before the façade was added. Davis Design of Omaha, 2005. Image used with permission of Norfolk Community Theatre.

Figure 3. Grand Theater during rehabilitation, March 6, 2008. Photo by LuAnnCarter. Photo used with permission of Norfolk Community Theatre.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Grand Theater
Name of Property
Madison County, Nebraska
County and State

Name of multiple listing (if applicable)

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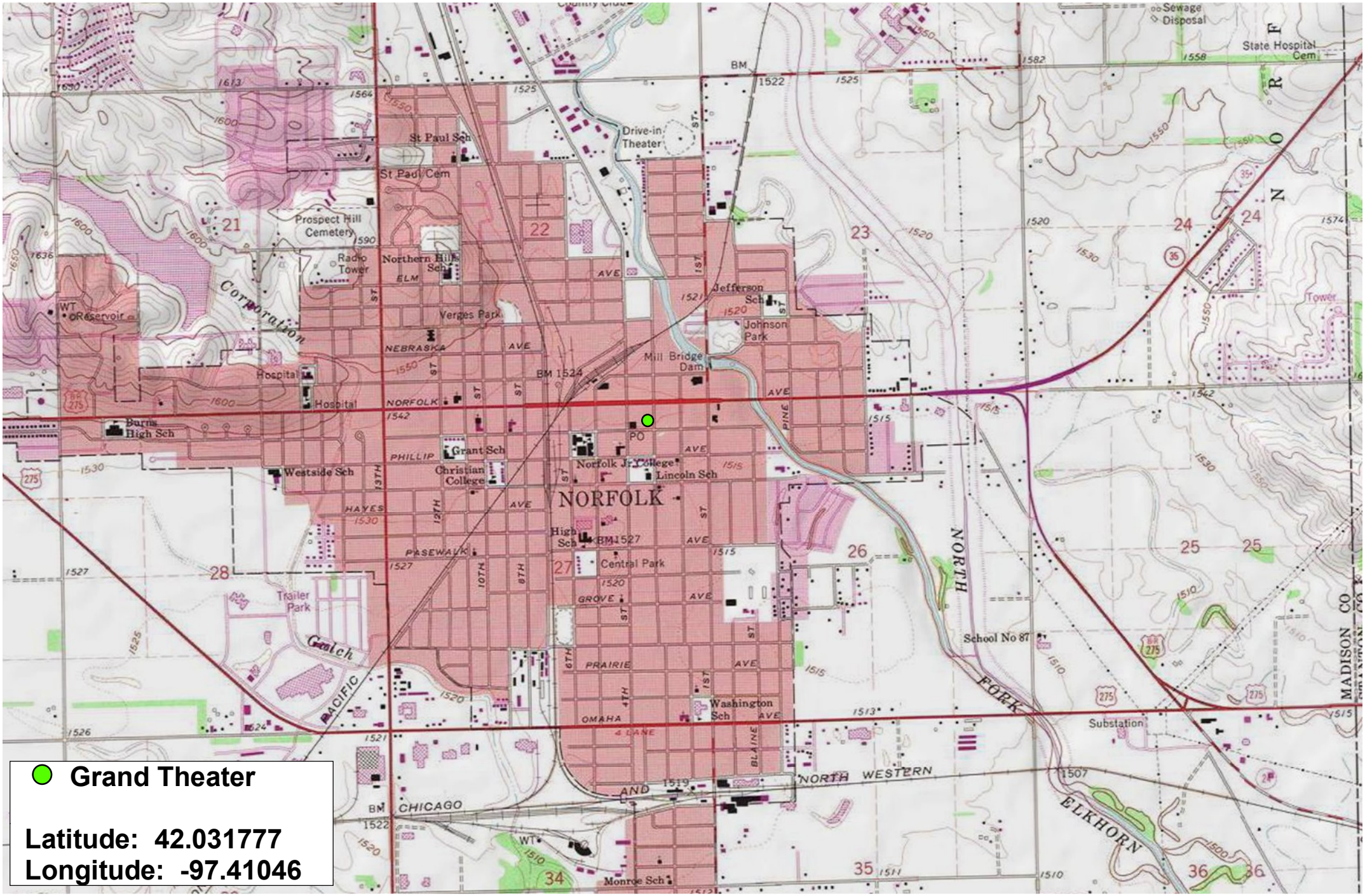
Figure 4. Grand Theater during renovation, March 6, 2008. Photo by LuAnnCarter. Photo used with permission of Norfolk Community Theatre.



Norfolk USGS Quadrangle 1:24,000

Norfolk, Madison County, Nebraska

0 0.125 0.25 0.5 Miles

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COMMUNITY
THEATRE

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