

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 6 *Resource Name or #: (Assigned by recorder) 2565 Franklin Boulevard

P1. Other Identifier: The Blue Moon

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County Sacramento and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad Sacramento East, CA Date 2021 T 8N; R 5E; ☐ of Mt. Diablo ☐ of Sec 00; B.M.

c. Address 2565 Franklin Boulevard City Sacramento Zip 95818

d. UTM: (Give more than one for large and/or linear resources) Zone __, __ mE/ __ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)

*P3a. **Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)
2565 Franklin Boulevard (APN 010-0247-040) is a one-story, 2,554-square-foot brick masonry commercial building located in the Curtis Park neighborhood of Sacramento on the east side of Franklin Boulevard between Broadway to the north, 2nd Avenue to the south, and State Highway 99 to the east. The building was constructed in 1925 and has a rectangular footprint with a low-pitched hipped roof with built-up roofing that is surrounded on the north, south, and east sides by a flat parapet wall and on the west (front) side by a projecting false hipped roof with red clay tile roofing and boxed wood eaves. The west and south façades are clad with vertically scored red facing bricks laid in a running bond, while the north façade is clad with smooth bricks laid in a common bond. The west (front) façade faces Franklin Boulevard and has two bays. The main entrance is centered in a recessed opening in the right (south) bay and consists of a flat metal door with a diamond-shaped peephole window (**Figure 1**). The facade appears to have originally had large storefront window openings, which were infilled at an unknown date with vertically grooved plywood cladding. A vinyl picture window with flat wood trim is located in the plywood infilled opening to the left (north) of the entrance (Continued on Page 3).

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



*P3b. **Resource Attributes:** (List attributes and codes) HP6. 1-3 story commercial building

*P4. **Resources Present:**

☒ Building ☐ Structure ☐ Object
☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5b. Description of Photo: (view, date, accession #) View northeast of 2565 Franklin Blvd., taken August 25, 2024.

*P6. **Date Constructed/Age and Source:** ☒ Historic ☐ Prehistoric ☐ Both 1925, Source: LoopNet.

*P7. **Owner and Address:**

Campus Plaza Assoc, Care Of
Brocchini Partners,
3801 W. Pacific Ave. Ste. A
Sacramento, CA 95820

*P8. **Recorded by:** (Name, affiliation, and address) Page & Turnbull, Inc., 1007 7th Street, #404, Sacramento, CA 95814

*P9. **Date Recorded:** October 8, 2024

P10. **Survey Type:** (Describe) Intensive

*P11. **Report Citation:** (Cite survey report and other sources, or enter "none.")

Sacramento LGBTQ+ Experience History Project Historic Context Statement (LGBTQ+ HCS)

*Attachments: ☐ NONE ☐ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record

☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record

☐ Artifact Record ☐ Photograph Record ☐ Other (List): _____

BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP Status Code 3CS, 5S3

*Resource Name or # 2565 Franklin Boulevard

B1. Historic name: The Blue Moon

B2. Common name: _____

B3. Original Use: Commercial

B4. Present use: Commercial

*B5. Architectural Style: 20th-Century Commercial

*B6. Construction History: (Construction date, alterations, and date of alterations)

2565 Franklin Boulevard was constructed in 1925 for property developers Anderson-Govan Company by an unknown architect and builder. Research did not uncover any historic photographs of the building. A fire insurance map published by the Sanborn Map Company in 1950 shows the building as a masonry building with a roughly rectangular footprint with an angled front façade aligned with Franklin Boulevard. At the time, the building contained two commercial units and its south façade faced 1st Avenue (now a surface parking lot). The building's earliest known tenant was a lighting and ornamental iron work designer and manufacturer in 1931. By 1935, the building was in use as Leejo's Tavern, a Prohibition-era bar that was raided for possessing an illegal cache of untaxed alcohol in a secret cabinet behind sliding doors.¹ Various bars, including the lesbian bar The Blue Moon from 1985 to 1990, occupied the building through 2021, when the interior of the building was remodeled to convert it into a drive-in style restaurant.

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: _____ Original Location: _____

*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme Out & Proud: Development of Visible Sacramento LGBTQ+ Community Area Sacramento, California
Period of Significance 1985-1990 Property Type Commercial Applicable Criteria 1/I

Historic Context:

Lesbian Bars in Sacramento (ca. 1969-2000)

Gay white men were historically, and continue to be, the most visible and recognized LGBTQ+ subgroup both in Sacramento and the broader LGBTQ+ population nationwide. As in other cities, lesbians in Sacramento often felt angered, embittered, and alienated by the treatment they received from gay men and the lack of recognition or representation they often received. Some gay businesses and organizations explicitly did not welcome lesbians. Many gay bars, which catered to a majority white male clientele, did not welcome and often rejected lesbian patrons. The practice of “carding” lesbians and LGBTQ+ persons of color to discourage their presence was not uncommon. If carded, those seeking admission would have to produce multiple forms of personal ID to secure entrance, making it difficult if not impossible for them to be admitted.² As a result, lesbians in Sacramento were forced to establish their own safe spaces, social gathering places, clubs, and organizations where they could openly and comfortably express themselves. Known lesbian bars that operated in the City of Sacramento during the formative period of the LGBTQ+ community's development from the late 1960s to approximately the year 2000 included the Crescent Moon at 1704 Broadway (extant but extensively altered), the Blue Moon (the subject property), the Buffalo Club at 1831 S Street (demolished), The Mirage at 601 15th Street (extant, primarily a bar for Black lesbians), and Jammin' Jo's Sports and Dance Bar at 2721 Broadway (extant). (Refer to continuation sheet, Page 4.)

B11. Additional Resource Attributes: N/A

*B12. References: Refer to footnotes

B13. Remarks: N/A

*B14. Evaluator: Page & Turnbull, Inc.

(This space reserved for official comments.)

Source: Sacramento County Assessor, Online Parcel Viewer, 2024. Subject Parcel shown outlined in red.



¹ “Caches Uncovered in Liquor Raids,” *Sacramento Bee*, 8 March 1935: 5.

² Carson Anderson, “Comments on Draft LGBTQ HCS,” July 9, 2024.

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***P3a. Description (continued):**

The south façade faces a large surface parking lot and has another large window opening that is infilled with plywood cladding and a vinyl picture window (**Figure 2 and Figure 3**). An exit door with a metal security door is at the east end of the façade. The north façade is clad with brick laid in a common bond and has iron ties across the upper courses (**Figure 4**). The rear (east) façade is not visible from the street. 2565 Franklin Boulevard is zoned C-2 (General Commercial).



Figure 1. South facade, view northeast.



Figure 2. Parking lot south of the building, view north.



Figure 3. North facade, view southeast.

***B6. Construction History (continued):**

Building permit records document few exterior alterations to the building over time aside from the installation of various exterior signs, reroofing in 1991, and the installation of new concrete paving in 1999.³ Based on visual observations made during an August 2024 site visit, additional exterior alterations include infilling large storefront window openings at the front (west) and south facades with vertically grooved plywood siding and vinyl picture windows and installing hanging metal pendant lights from the projecting hipped roof at the front façade.

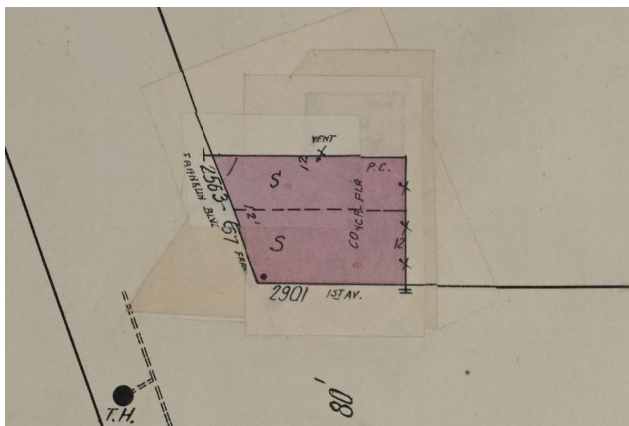


Figure 4. 1950 fire insurance map by the Sanborn Map Company, showing the subject building.
Source: Library of Congress.

***B10. Significance:**

Historic Context (continued)

The Blue Moon (1985-1990)

A lesbian bar called The Once Upon a Blue Moon, more commonly known as the Blue Moon, opened around 1985 at 2565 Franklin Boulevard. The bar was owned and operated by Shannon Morgan, an out lesbian and local blown-glass artist who played in the local women's sports leagues. Lesbian residents of Sacramento have described that Sacramento historically could only support one lesbian bar at a time. If a new bar opened, it would pull patrons away, and the previous lesbian bar would close soon after. The Blue Moon was the only lesbian bar in Sacramento for much of the 1980s and became one of the most prominent and popular social gathering places for Sacramento's lesbian community during that decade.

Members of the local women's slow and fast pitch softball leagues and other sports teams often gathered at the bar after weekly Sunday games to socialize.⁴ Morgan was a member of the local women's rugby team the River City Ruggers, which also gathered at the Blue Moon after games and practices for food, entertainment, and socializing. The first Ms. Leather Sacramento competition, a leather title competition that was a feeder to the International Leather Competition in Chicago, was held at the Blue Moon in 1987 and annually until the bar closed in 1990.⁵

³ Building permit records, 2656 Franklin Boulevard, City of Sacramento Planning Department.

⁴ Jolanne Tierney, conversation with Clare Flynn and Henry Feuss, August 7, 2024, Sacramento, CA.

⁵ Haines Criss-Cross Directory, Sacramento, 1990, Sacramento Public Library.



Figure 5. Artwork from an advertisement for The Blue Moon (1986).

Source: *The Patlar Gazette*, January 1986.

Statement of Significance:

In order for a property to be considered eligible for the California Register of Historical Resources (California Register), or the Sacramento Register as a landmark, the property must possess significance and retain integrity to convey that significance. Refer to the *Sacramento LGBTQ+ Experience History Project Historic Context Statement (LGBTQ+ HCS)* and *Survey Methodology & Framework* for evaluative criteria of each theme.

California Register of Historical Resources Evaluation

The California Register of Historical Resources (California Register) is an inventory of significant architectural, archaeological, and historical resources in the State of California. The evaluative criteria used by the California Register for determining eligibility are closely based on those developed by the National Park Service for the National Register of Historic Places.

In order for a property to be eligible for listing in the California Register, it must be found significant under one or more of the following criteria:

1. (Events): Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
2. (Persons): Associated with the lives of persons important to local, California or national history.
3. (Architecture): Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.
4. (Information Potential): Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

Sacramento Register of Historic and Cultural Resources

The Sacramento Register of Historic and Cultural Resources (Sacramento Register) is the City of Sacramento's official inventory of historic and cultural resources. In order to be listed as a local landmark, historic district, or contributing resource to a historic district, a building, structure, site, or feature must meet the following criteria and requirements for listing on the Sacramento Register, as outlined in Chapter 17.604.210 of the City's municipal code:

- A. **Listing on the Sacramento Register—Landmarks.** A nominated resource shall be listed on the Sacramento Register as a landmark if the city council finds, after holding the hearing required by this chapter, that all of the requirements set forth below are satisfied:
 1. Requirements.
 - a. The nominated resource meets one or more of the following criteria:

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- i. It is associated with events that have made a significant contribution to the broad patterns of the history of the city, the region, the state or the nation;
 - ii. It is associated with the lives of persons significant in the city's past;
 - iii. It embodies the distinctive characteristics of a type, period or method of construction;
 - iv. It represents the work of an important creative individual or master;
 - v. It possesses high artistic values; or
 - vi. It has yielded, or may be likely to yield, information important in the prehistory or history of the city, the region, the state or the nation;
 - b. The nominated resource has integrity of location, design, setting, materials, workmanship and association. Integrity shall be judged with reference to the particular criterion or criteria specified in subsection A.1.a of this section;
 - c. The nominated resource has significant historic or architectural worth, and its designation as a landmark is reasonable, appropriate and necessary to promote, protect and further the goals and purposes of this chapter.
2. Factors to be considered. In determining whether to list a nominated resource on the Sacramento register as a landmark, the factors below shall be considered.
- a. A structure removed from its original location is eligible if it is significant primarily for its architectural value or it is the most important surviving structure associated with a historic person or event.
 - b. A birthplace or grave is eligible if it is that of a historical figure of outstanding importance and there is no other appropriate site or structure directly associated with his or her productive life.
 - c. A reconstructed building is eligible if the reconstruction is historically accurate, if the structure is presented in a dignified manner as part of a restoration master plan, and if no other original structure survives that has the same association.
 - d. Properties that are primarily commemorative in intent are eligible if design, age, tradition, or symbolic value invests such properties with their own historical significance.
 - e. Properties achieving significance within the past 50 years are eligible if such properties are of exceptional importance.

California Register Criterion 1/Sacramento Register Criterion i (Events): Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.

The property at 2565 Franklin Boulevard appears eligible under Criterion 1/i as the location of The Blue Moon, a lesbian bar that opened in 1985 when Sacramento's LGBTQ+ community became a visible and recognizable part of the city's population for the first time. During this formative period, gay bars served as the center of social life for many in the LGBTQ+ community and were the place where people went to form social and sexual connections, exchange news, share life experiences, discuss important topics to the community, and openly express themselves at a time when being gay was still not generally accepted by mainstream society. Rejected from most of the gay bars and spaces in Sacramento, which catered primarily to gay white men, lesbians in Sacramento were forced to establish their own spaces, including their own lesbian bars, where they could socialize safely and openly. According to numerous community members, Sacramento typically only had one lesbian bar at a time. During the 1980s—a highly potent era in the development of Sacramento's LGBTQ+ community when many LGBTQ+ businesses, clubs, and organizations were founded—The Blue Moon was the most prominent, and perhaps the only, lesbian bar in the city. The bar was the place where lesbian social groups and organizations, including local women's sports teams, gathered and the annual Ms. Leather competition was held. As such, it became an important incubator and connective force for Sacramento's lesbian community. The property, thus, is significantly associated with establishing, supporting, and increasing the visibility of Sacramento's LGBTQ+ community and is eligible under Criterion 1/i.

California Register Criterion 2/Sacramento Register Criterion ii (Persons): Associated with the lives of persons important to local, California or national history.

The property at 2565 Franklin Boulevard does not appear to be eligible under Criterion 2/ii for association with an individual of historic significance to local LGBTQ+ history. The owner of the Blue Moon, Shannon Morgan, was well-known within the lesbian community for her connection to the bar and was active socially in local women's sports leagues and as an artist. However, research did not indicate that she was personally recognized as a leading figure in the establishment and development of Sacramento's LGBTQ+ community. As such, the property is eligible under Criteria 2/ii.

California Register Criterion 3/Sacramento Register Criteria iii-v (Architecture): Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.

The property at 2565 Franklin Boulevard does not appear to be individually eligible under Criterion 4/vi. The subject property has not been identified as the work of a notable architect or builder and does not possess high artistic merit. The building is a modest and undistinctive commercial building built in the early 20th century. The building is not exemplary representation of an architectural style. Therefore, it is not eligible for listing based on its architectural design under Criterion 3/iii-v.

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Criterion 4/vi (Information Potential): *Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.*

The property at 2565 Franklin Boulevard does not appear to be individually eligible for listing in the California Register or Sacramento Register under Criterion 4/vi as a building or property that has the potential to provide information important to the prehistory or history of the City of Sacramento, state, or nation. It does not feature construction or material types, or embody engineering practices that would, with additional study, provide important information. Evaluation of this property was limited to age-eligible resources above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information.

Sacramento Register Factor e.: Factor e. for consideration of properties for listing on the Sacramento register states that properties that achieved their historic significance less than 50 years ago should be of exceptional significance. The subject property was constructed in 1925 and is over 50 years old. However, its historic association with the LGBTQ+ community began in 1985, less than 50 years ago at the time of this evaluation. The property is exceptionally significant for its cultural importance to the LGBTQ+ community. Based on a reconnaissance-level survey of properties identified through the Sacramento LGBTQ+ Historic Experience Project in 2024, relatively few properties remain that have a strong individual association with the development of the City of Sacramento's LGBTQ+ community, particularly outside the Midtown area, and that retain sufficient historic integrity. Additionally, only a handful of lesbian bars existed in the City of Sacramento during the formative period of the community's development from the late 1960s to approximately 2000, several of which have been extensively altered. Properties that were significant as community social gathering spaces that were not gay bars are also rare. Therefore the property meets consideration Factor e.

Integrity

2565 Franklin Boulevard retains all seven aspects of integrity (setting, location, design, materials, workmanship, feeling, and association). The building remains in its original location and continues to be surrounded by a variety of commercial, residential, and mixed-use development, most of which was present during its period of significance (1985-1990). The building appears to have undergone minimal exterior alterations since the closure of The Blue Moon in 1990, primarily consisting of re-roofing and the installation of new concrete paving. The building would still be recognizable from the street to someone who visited the bar while it was in operation in the 1980s.

Character-defining Features of 2565 Franklin Boulevard

Character-defining features of 2565 Franklin Boulevard that reflect the period of significance (1985-1990) include but are not limited to the following features:

- One-story height
- Fluted and smooth brick masonry cladding
- Hipped false parapet roof with overhanging boxed wood eaves and red clay tile roofing
- Recessed front entrance

Conclusion

The property at 2565 Franklin Boulevard appears to be individually eligible for listing in the California Register and the Sacramento Register under Criteria 1/i (Events) for its association with the lesbian bar The Blue Moon. The bar was one of the most popular and well-known social gathering places for lesbians in Sacramento during the 1980s, when the LGBTQ+ community became a visible and recognizable part of Sacramento's population for the first time. It was the location of many social gatherings for local lesbian groups that fostered connections within the community and played an integral role in the community's development. 2565 Franklin Boulevard appears to retain all seven aspects of historic integrity from its period of significance. California Historical Resource Status Code (CHRSC) of "3CS, 5S3" has been assigned to the property, meaning "Appears eligible for CR as an individual property through survey evaluation" and "Appears to be individually eligible for local listing or designation through survey evaluation."⁶

References

Anderson, Carson. "Comments on Draft LGBTQ HCS." July 9, 2024.

Building permit records. City of Sacramento.

"Caches Uncovered in Liquor Raids." *Sacramento Bee*. 8 March 1935: 5.

⁶ California State Office of Historic Preservation Department of Parks and Recreation, *Technical Assistance Bulletin #8: User's Guide to the California Historical Resource Status Codes & Historical Resource Inventory Directory*, Sacramento, November 2004.

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Tierney, Jolanne. Conversation with Clare Flynn and Henry Feuss. August 7, 2024. Sacramento, CA.