

Prior to conducting a field survey of the project area, a URS Historian and Architectural Historian visited the Delaware SHPO in Dover. They reviewed the SHPO's historic building inventory file to identify any properties that had previously been surveyed, listed in, or determined eligible for listing in the National Register of Historic Places, or had been recorded at any level for the Historic American Buildings Survey (HABS) or Historic American Engineering Record (HAER).

Research objectives for this survey project were to identify above-ground historic resources fifty years or older in the project area; develop an appropriate historic context, research design and evaluation criteria; and apply specific evaluation criteria to identified historic resources. The survey project identified significant historic resources in the project area that are recommended as eligible for listing in the National Register of Historic Places.

In an effort to provide a contextual history of the project area, including the nineteenth and twentieth-century residential and economic development of the Governor's Avenue corridor, the URS Historian conducted general and specific research at local and regional repositories in December 2001 and January 2002. These repositories included the Delaware State Archives, Delaware State Historic Preservation Office, the Kent County Recorder of Deeds Office, the Hagley Museum and Library, the Historical Society of Delaware, and the Kent County Public Library.

Survey work was completed in November 2001 and consisted of completing Cultural Resource Survey (CRS) forms for each property within the APE that appeared to be fifty years of age or older. Forty-six properties meeting this minimum age requirement were identified and surveyed. For each surveyed property, the Architectural Historian completed a Property Identification form (CRS-1) and a Main Building form (CRS-2). Additional forms, primarily Related Outbuilding forms (CRS-3), were completed as necessary. The Architectural Historian also visited previously surveyed properties within the APE and completed CRS Update (CRS-10) forms where necessary. Determination of Eligibility forms were prepared for those properties that appeared to meet one or more of the National Register Criteria for Evaluation.

The research design for this project focused upon analysis of Governor Avenue's historical development as compared to other known and predicted survey results, in which property types relating to *Commercial Roadside Architecture and Early Suburbanization* are located in regional proximity to major thoroughfare and automobile routes. Governor Avenue's proximity to U.S. Route 13, as well as the historic pattern of local and regional growth, led to a predictive expectation that a variety of property types relating to *Urbanization and Early Suburbanization 1880-1940+/-*, as well as later related permutations of those property types, would be located in the proximity of Governor's Avenue. However, given the primarily agricultural character of the community and region, it would be reasonable to expect a light scattering of older agricultural property types from the early twentieth or late-nineteenth centuries that demonstrate rural and proto-urban organization, as described in the theme *Industrialization and Early Urbanization 1830-1880+/-* for the Upper Peninsula in the Historic Context Master Reference and Summary. However, given the rate of expansion of property types associated with the theme *Urbanization and Early Suburbanization 1880-1940+/-*, which often took place at the expense of earlier property types, it could be concluded that later, non-agricultural residential and commercial property types related to the later theme would be the most prevalent within the APE. Additional

contexts were located and research which provided specific criterion for the evaluation of these property types.

There are several established contexts and secondary scholarly studies that are useful in identifying and evaluating property types related to Urbanization and Early Suburbanization. Background information regarding the theme of *Urbanization and Early Suburbanization* in the Upper Peninsula is found in the statewide Historic Context Master Reference and Summary as well as the Delaware Comprehensive Historic Preservation Plan. Both of these statewide summaries provide preliminary information regarding both the theme and property types. The use of the regional context, *Suburbanization in the Vicinity of Wilmington, Delaware, 1880-1950+/-*, and the draft National Register bulletin *Context and Guidelines for Evaluating American's Historic Suburbs for the National Register of Historic Places*. These two contexts provide specific information on the chronological development of associated property types and specific evaluation criteria for residential property types associated with regional and national suburbanization in the early twentieth century. In addition, two additional contexts, *Cultural Resource Survey of U.S. Route 113, Milford-Georgetown, Sussex County, Delaware* and *Facilities for Motorists, 1900-1940 Historic Context Study & Property Type Analysis* also provided specific contextual information on the development of commercial suburban roadside architecture in the early to mid-twentieth century. In addition to descriptions and evaluation information in the above contexts, several standards texts were used in the identification and evaluation of associated property types (including John Jakle and Keith Sculle's *The Gas Station in America*, Daniel Vieyra's "*Fill 'er Up*" *An Architectural History of America's Gas Stations*, John Margolies' *Pump and Circumstance*, Gwendolyn Wright's *Building the Dream: A Social History of Housing in America* and Virginia and Lee McAlester's *A Field Guide to American Houses*). Together, these and other resources provided sufficient information to make informed, contextual evaluations of significance for particular associated property types.

This information is presented according to the Delaware Comprehensive Historic Preservation Plan (Ames et al.). This historic context information assists in determining the significance of a particular property.

Geographic Zone: Upper Peninsula

Chronological Period(s): 1880-1940+/-, Urbanization and Early Suburbanization

Historic Themes and Property Types:

Settlement Patterns and Demographic Change

Urban Sites–Form–Grid Plans

Urban Sites–Districts–Residential Districts–Single

Rural farm sites–farmhouse

Architecture, Engineering, and Decorative Arts

Architecture and Building–Late Victorian

Retailing and Wholesaling

Stores

Repair Shops

Transportation and Communication**Transportation Routes—Land—Road and Highways—Service Stations*****Agricultural Development***

Although the chronological period 1880-1940+/-, *Urbanization and Early Suburbanization* is the predominant chronological period associated with expected property types in the project area, it is instructive to examine the period from *Industrialization and Early Urbanization 1830 – 1880 +/-* to understand the earlier precedent of agricultural activity.

The agricultural industry in the southern Upper Peninsula is considered the “mixed farming region” and consists of small-scale family farms. According to Bernard Herman:

The mixed farming region consisted mostly of self-sufficient family farms. The soil was wet and exhausted, forcing a much less intensive use of the land. Farm size in this region averaged about 50 acres, with much of it still in woodland. Wheat was grown only for family use, with corn being the only real market crop (Herman 31).

The northern portion of the Upper Peninsula Zone experienced a much more intensive use of the land and development of agricultural industry. This expansion was a result of both soil conditions and the expansion of the railroad in the 1850s and Chesapeake and Delaware Canal in 1829. Accordingly, by the 1870s, agricultural land values in the southern “mixed farming” region of the Upper Peninsula surrounding Dover. In particular, “economic pressure on landholders intensified along the transportation routes” and a more intensive residential settlement of marginal farmlands proximate to town or city boundaries began to occur (Herman 33). Grain production began to shift towards larger farming operations and to the Upper Midwest, which furthered the decline of small-scale farming in the “mixed farming” region of the Upper Peninsula. While the northern portion of the Upper Peninsula, which grew grains and peaches, benefited more from transportation improvements and industrialization, the southern “mixed farming” region surrounding Dover failed to realize such prosperity.

As farming progressed in the Upper Peninsula in the late-nineteenth century, farmers became increasingly aware of national trends that standardized agricultural methods. In addition to providing a broad audience with advice regarding better farming practices, industry-standard literature promoted the use of standardized construction and building techniques. Construction materials became standardized and available through mail-order catalogues.

There were several basic reasons for this decline. Inexpensive standardized building materials were available nationwide; it no longer made economic sense to dig stone or make brick on one’s own property. In the late-nineteenth century an extraordinary variety of steam-powered tools industrialized woodworking, and steam-powered manufacture of bricks, hardware, ornamental trim, glass, interior lath, and plaster became speedier and more centralized. So marked was the transformation that construction sites were no longer strewn with shavings. The builder’s job was now to assemble, not to fabricate (McMurry 210).

Whereas farmers had once served as their own designers and architects, they came to rely increasingly upon published plans and whole structures that were prescribed by domestic authorities, and could be delivered by freight train.

One way to take advantage of mass production and to avoid the inconvenience of coordinating the flow of materials was to order an entire house by mail. The mail-order housing business was a logical outgrowth from the capacity to mass produce building materials. By the late 1800s, the agricultural periodicals had begun to publish plans sold by the large mail-order firms of Pallisers and Shoppells. By the early twentieth century at least four different mail order companies were advertising entire precut homes in the farm press. These were conventional stick-built (balloon-frame) homes designed from professional plans, with precut pieces numbered and shipped by rail to their destination. There they were assembled by the purchaser or by a local contractor. To a farm public already well acquainted with the pleasures of buying from catalogs, mail-order houses must have had considerable appeal. The possibility of selecting a house, complete down to the doorbell) from a catalog dramatically demonstrated the shift from production to consumption (McMurry 212).

Transportation improvements, both in Delaware and across the nation, led to dramatic upheavals in the structure of agricultural industry. Standardization in the production of agriculture also led to the standardization of agricultural construction. The twilight of the nineteenth century witnessed many farmers building farmhouses and outbuildings with “ready made” construction kits. Late-nineteenth-century-agricultural life became increasingly standardized. However, many smaller farmers, in regions such as the “mixed farming region” surrounding Dover, were unable to keep pace with the rapid pace of industrial agriculture. Land values began to fall for agricultural areas in the late-nineteenth century for smaller farming operations, although rural settlement patterns remained consistent.

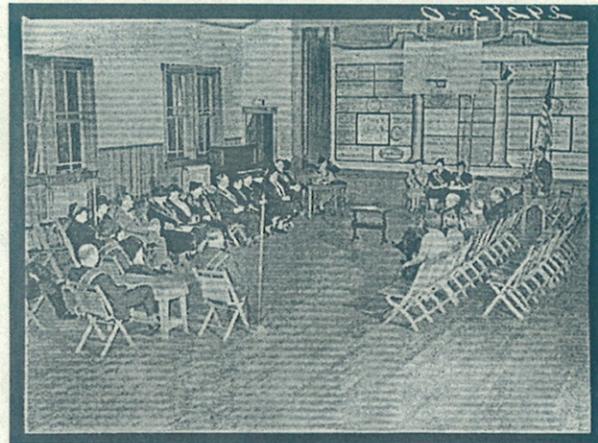


Figure 12. Even in areas undergoing suburbanization, Grange meetings continued to be an important part of agrarian social and political life into the twentieth century, as seen in this 1940 photograph of a Grange Meeting Hall in Fairfax, Virginia (From: Farm Security Administration).

One means of counteracting industrialization, falling land values, and the consolidation of farming operations, was through the establishment and perpetuation of Grange Halls. The Grange movement functioned as both a cooperative political union and fraternal organization.

The Grange, envisioning unified agrarians arrayed against merchants and railroads, sought out large planters to lead its fight. At the annual meetings of the Grange much of the talk turned around ways to control laborers and tenants more effectively, ways to reduce government spending, ways to prevent those who owned no land from voting on fence laws, and ways to prevent merchants from cutting in on the trade with tenants. To avoid established commercial networks as much as possible, the Grange sponsored cooperative buying and selling in the organization’s own stores, gins, warehouses and brickyards (Ayers 214-215).

The Grange movement was a means for rural America to play an important role in the rise of populist politics during the late-nineteenth and early twentieth centuries.

By the time of the agricultural census of 1880, agricultural land values had plummeted below their 1850 levels in the Upper Peninsula. This trend was furthered by national economic recessions in the 1890s and 1930s, which forced land sales and resulted in new ownership (and residential or commercial subdivisions). In the late-nineteenth and early twentieth centuries, the Upper Peninsula's agricultural economy became increasingly dominated by large, commercialized canning operations. These operations utilized inexpensive labor and modern farming machinery to reduce the cost of production. Small, family-operated farms were unable to compete with large-scale commercial farming operations, and often turned to local markets to sell fresh produce. Accordingly, the Grange movement in Delaware, and other local rural social movements, continued to be active. Produce types were diversified, and new standardized multi-use buildings resulted (Herman 35).

The relationship between the commercialization of large-scale farms, and the declining land value of agricultural land in the Upper Peninsula, had a direct impact upon the growth of residential suburbs and commercial roadside architecture in the early to mid twentieth century.

Early Suburbanization

Ames et al. note that research gaps may exist in contextual information that specifically discusses early suburbanization.

To date, scholars have made only limited efforts to conduct a systematic examination of the process of suburbanization, especially as it occurred prior to 1940. While considering portions of the sequence by which large parcels of farm land were transformed into suburban lawns and home sites, no study has pursued a step-by-step analysis of the process from the acquisition of rural acreage to its division into blocks, then lots with roads, the provision of utility, water, and sewerage services, the building of houses, and finally its residential occupancy (Ames et al. 5).

The *Historic Context Master Reference and Summary* also notes that, in the discussion of "Architecture, Engineering and Decorative Arts" for the Early Suburbanization period of the Upper Peninsula, that "examples of property types for this theme include bungalows, and suburban tract housing. This theme requires more intensive research and the identification of property types" (Ames et al. 12). In addition, the *Historic Context Master Reference and Summary* notes the relative lack of previous regional documentation for this theme.

The greatest architectural growth occurred around the edges of most towns in the form of extended residential neighborhoods in an early suburban settlement pattern. . . .

Architectural integrity should be critically evaluated for all historic cultural resources from this period. This is the period for which there is the least amount of comprehensive cultural resource survey documentation (Ames et al. 34-35).

While some useful information has been produced (following the production of the *Historic Context Master Reference and Summary*) in studies and contexts regarding the identification and evaluation of property types related to Early Suburbanization, additional future research will continue to further our understanding of the significance of this theme.

Identifiable themes and sub-themes related to Early Suburbanization are:

- Architecture, Engineering and Decorative Arts
 - Examination of both sub-divisions and dwellings
- Settlement Patterns and Demographic Change
 - Restrictive covenants and attempts to engineer populations
 - Idealized domestic lifestyles
- Transportation and Communication
 - Suburban form, design and location is related to the development of different transportation systems
- Finance
 - The development of federal funding through the Federal Housing Administration is related to the growth of large-scale subdivisions

The theme *Urbanization and Early Suburbanization for the Upper Peninsula* relates a substantial period of population growth to the expansion of standardized building forms which were built on the periphery of urban areas. Often, these suburban settlements were situated near major transportation corridors. As automotive travel became more popular and standardized in the early twentieth century, an outer ring of suburban residential and commercial building types evolved in specific response to the automobile. Automotive travel collapsed the previous separations of distance, allowing for agricultural goods to be more quickly transported to urban markets and for urban residents to easily commute to outlying residential developments.

Specifically, the Upper Peninsula experienced transformation in both agricultural economy and residential community. "The advent of the automobile and accompanying road improvements intensified the markets for truck farming, enabling many farmers to carry their own goods to street markets in Wilmington and Philadelphia, bypassing commission merchants" (Herman 35). Although truck farming offered increased advantages to individual farmers, it also signaled the rise of a fundamental change in land-use patterns for Upper Piedmont areas such as Dover, which were proximate to both major transportation routes and urban areas. Early suburban residential development paralleled a fall in agricultural land values. The newly incorporated City of Dover annexed outlying areas as suburbanization increased. Herman notes that:

The region was no longer so completely dependant upon farming for the economy, although the majority of the land was still used for farming. . . . Although early suburbanization began around established towns, the large-scale pattern of suburban development was to be a product of the post-World War II era. . . . The result [of falling agricultural land values] that many farm families were reoriented to a less profitable (but financially less risky), diversified agricultural pattern stressing the cultivation of cereals, truck crops, and dairy products. Examples of property types for this theme include the removal of hedge rows, loss of agricultural structures, peripheral town growth, and early suburbs (Herman 36).

Early peripheral town growth and the remnants of agricultural properties would later both be subsumed by the strong tide of postwar suburban development. As suburban development in the Upper Peninsula took place on top of land already developed for agricultural uses, the resultant

mix can provide a broader historical view. Kent and Sussex counties did not experience substantial change between 1790 and 1940:

This would suggest that changes in historic resources related to settlement patterns and demographic change occurred slowly on the landscapes of Kent and Sussex Counties—old settlement patterns were reinforced rather than being displaced, and new development was integrated with the old, creating a historic landscape of incremental change (Herman 44).

As agricultural spaces declined in value, or were unable to compete with rising residential suburban land values, larger tracts of farmland were divided up into smaller parcels and sold to developers and residents. Early suburbanization would be marked by subdivisions, a collection of planned residential property types laid out in a deliberate pattern. The growth and evolving form of subdivisions would parallel the rise in automotive travel. In the first stage, suburbanization was relatively modest in scale. Early residential subdivisions served as precursors for the larger interwar and postwar settlement. The first stage of Early Suburbanization, from the late-nineteenth century to the 1940s, was marked by the development of belts of proximate but lower density residential communities dependant upon urban development. "In this stage, the rate of suburbanization was modest and the central city remained dominant. It was in this stage that the subdivision was developed and refined" (Chase et al. 2).

Ames defines this early automobile-driven suburbanization in a larger context of transportation-related settlement (and distinguishes between rail and automotive transportation systems), noting that the:

third stage of suburbanization was launched by the introduction in 1908 of the mass-produced automobile by Henry Ford. Its rapid adoption by Americans led to the creation of the automobile-oriented suburb of single-family houses sited in subdivisions that became the quintessential American landscape of the twentieth century (Ames 6).

Even the earliest suburban dwellings were influenced by industrial processes. Their designs were often adapted from widely-published plans. Much of the actual craftsmanship that characterizes suburban and semi-rural dwelling of the late-nineteenth and early twentieth centuries was in fact machine-made. The use of industrial processes was critical in the development of suburban residential communities. Not only did mass-transportation and mass-produced automobiles transport residents to the emerging suburbs, but their dwellings themselves were industrial products. According to Gwendolyn Wright:

By the late 1870s, most of the supposedly individualized craftsmanship on a Victorian house consisted of ornament that had been made in a factory, shipped to the site along the railroad routes, and then tacked or glued into place by a carpenter. The new industrialism did encourage extravagant, even garish, display, as many architects charged, because it made abundant ornament accessible to American builders and homeowners of all classes (Wright 102).

Developers, railroads and financing agencies frequently drew upon naturalistic images, which promised domestic freedom from urbanized (and standardized) society in their published promotions. However, such individualism promised in both late Victorian-era housing and later associated residential property types was created using "templates":

In many ways, the Victorian dwelling embodied both an ideal and its antithesis. These supposedly individualized and expressive homes depended on industry for their naturalistic effect and their wide availability. New machinery accelerated and systemized the production of construction materials. Using exacting templates, factory workers now cut flat, recessed panels or rough blocks of stone for foundations and facades. Brickworkers also shifted to machine production (Wright 100).

Builders and promoters of early suburban settlement used rural landscapes (much of it former agricultural land) as a means of promising individual freedom to a mass audience. Early Victorian-era suburbs (and their later twentieth-century successors) were sold as natural and healthy antidotes to a crowded and urbanized industrial life:

Builders claimed that architecture could assert almost as much natural imagery as the landscape itself. They considered the irregular shape of a house as a sign of organic complexity, and writers of popular literature echoed that sentiment. Rough limestone, wide clapboards, cedar shingles, green patina on slate tiles, all used for a single façade, gave the look of natural materials and venerable aging to a new house. . . . Porches, too were being handled in a new way to accentuate the house's relationship to the natural environment (Wright 106).

The new Victorian-era suburban house was presented as an integral component of a well-ordered natural life, seemingly opposed to "unnatural" and unsanitary urban life. Accordingly, key character-defining features include both mass-produced features as well as elements (such as porches and shared common "green space"), which may refer to naturalistic elements.

As the automobile grew in popularity and affordability—and as infrastructure improvements continued to shorten the distance and distinction between urban and suburban space, the earlier suburban building boom continued to expand upon previous development forms and property types:

The early 1940s marked the prelude of a suburban building boom that would house veterans returning from World War II and was continued by post-war economic and population growth. This building in the periphery of American cities produced a far reaching change in American urban settlement patterns by creating a distinctive, dispersed suburban landscape The growth of suburbia after World War II reflected significant cultural, social and economic trends in twentieth-century American society (Wright 102).

Ames notes that in the development in suburban property types may be directly associated with transportation improvements:

The fourth and largest surge of suburbanization in the United States came after World War II and was fueled by advances in transportation technology and a demographic event, the Baby Boom, coupled with a housing shortage. This most rapid spread of suburbs in the nation's history was facilitated by freeway construction culminating in the interstate highway system. The post-World War II suburban housing, manifested in the so-called freeway or bedroom suburbs, were further creations of rubber tire transportation, as trucks joined cars to support growing commercial and even industrial activities at the city fringes. In this period, Federally subsidized housing mortgages, especially for veterans, greatly spurred the growth of homeownership (Wright 101).

Multiple straight streets/multiple access roads/moderate architectural variety was the second most common subdivision property type [featuring a grid pattern, shorter construction time]; or

Multiple curving streets/multiple access/moderate architectural variety [less common] (Chase et al. 33).

Many early subdivisions were platted or started but never completed for decades. As developers assumed the role of builder, and the market for subdivisions expanded, the length of construction time decreased considerably. Newer suburbs were built faster, and with less of a variety of housing styles:

There has been a general decline in the variety of architecture found in all the hundreds over the half century examined. Due to the limited availability of financing for construction, dwellings in the earliest subdivisions were constructed over a long period of time, in many cases over several decades. This resulted in a high degree of variety, since houses from different periods tended to follow changing fashion (Chase et al. 30).

While later subdivisions featured more distinctive street patterns, earlier subdivisions featured a greater variety of housing property types.

INDIVIDUAL PROPERTY TYPES

Agricultural Properties – “House-and-Garden” Farmstead

“House and Garden” farmsteads were repeatedly identified through nineteenth century tax assessment records in Delaware. With English antecedents, these small cottage farmsteads were used to provide housing for farm workers during the nineteenth century.

These dwellings included a small plot of land, or garden, where laborers were free to raise vegetables to sustain themselves and to sell any surplus at local markets. Bordley specified that the garden plot attached to the house should not be so large as to cause the cottager to put his effort into his own crops rather than his employer’s (Siders et al. “Agricultural Tenancy” 38).

These were typically small buildings set upon quarter-acre lots, often with attached kitchens and extant evidence of plantings.

Nineteenth-century agricultural residences for small scale or tenant farmers vary in style and “ran the gamut from one-story, one-room-plan, log structures through two-story, three- or five-bay frame houses to two-and-a-half-story brick dwellings with rear service wings” (Siders et al. “Agricultural Tenancy” 37). Accordingly, farmstead residences may be expected to be of a wide variety of residential property types, including Folk Victorian and gable-front. Later examples may be expected to be constructed with pre-cut materials.

In addition, some farms contained only a dwelling while others had more extensive collections of agricultural outbuildings. “There is no requirement as to the minimum number of outbuildings that must remain standing, although a higher priority for preservation should be placed on those properties where the majority of the buildings from the period of significance remain extant in good condition and with most of their integrity intact (Siders et al. “Agricultural Tenancy” 37).

between 1915 and 1925. . . . The simplicity and modest expense associated with the style insured that its popularity would be rekindled and the style re-emerged as a frequently built type in the 1940s. . . . Built most often with three-bays, the one-story dwelling is generally of frame with clapboard siding. The roof has an average pitch, lacks any exaggerated over-hanging eaves, and is unadorned by dormers. In some versions, there is no porch or roof protecting the door (Chase et al. 48-50).

Colonial Revival House

Referred to at the time of its greatest popularity as simply the “colonial” house, the style now called colonial revival presents a balanced, proportioned and restrained impression. A 1924 plan book characterized the style, which Virginia and Lee McAlester suggested originated around 1880, as “simple, hospitable.” It was marketed by catalogue companies as early as 1918 and as late as 1941. According to Gwendolyn Wright, the style was encouraged by the advent of government financing during the New Deal. “Traditional design, particularly colonial styles, prevailed,” she asserts, “as FHA officials were quite conservative when considering potential resale values.” The side-gable five bay dwelling frequently has a one-story wing or porch on one or both gable ends and may also have dormers which admit light to the top floor. Two or two-and-a-half stories in height, the style can be constructed of any material or combination of material – frame, brick, stucco or a combination of materials. Similarly, the exterior may be of any material or combination of materials. The fenestration is nearly always symmetrical, with the front door clearly emphasized by a decorative pediment and pilasters, usually of classical design, or by an entry-door porch whose flat or gabled roof is supported by classical pillars. The door may be further ornamented by a fan light and/or side lights. Traditionally, the clapboard versions of the style were painted white and were accented by dark green shutters (Chase et al. 46).

Tudor

The irregularly massed houses appear in one-story, one-and-a-half story and two-story versions but all present the same basic image. The front of the side-gable dwelling displays a substantial cross-gable with a steeply-pitched, asymmetric roof that extends toward the center line of the building. The entry door is located within the cross-gable under the shelter of the sweeping roof. There is rarely a porch or hood over the entry door, although the door may be recessed so that it nestles in a protective niche. Frequently, the exterior chimney for the house’s fireplace is also placed at the front of the dwelling adjacent to the cross-gable. The high, steep roof of the dwelling itself matches the pitch of the cross-gable. Dormers of a variety of styles, gable, hipped, shed – frequently provide light to the upper floor. Various materials are used in the construction and exterior of the English/Tudor cottage and the exterior materials themselves often serve as important decoration. Frame versions of the style may be clad in ornamental shingle, brick versions may have stucco and half-timbering to highlight the second floor, and brick and stucco have been used to achieve other interpretations (Chase et al. 55).

Bungalow

The bungalow is easily identified based on its distinctive characteristics. A one or one-and-a-half story house with ground hugging outline, it may be constructed of any material—frame, brick, stone, concrete block—and may be clad in wood siding, or any

combination of these materials. The low-pitched roof may be a side-gable with the line of the roof oriented parallel to the street, a front-gable roof with the line of the roof perpendicular to the street, or a hipped roof. Regardless of the roof style, it will have deep, over-hanging eaves usually supported by simple, substantial brackets. The bungalow characteristically is graced by a broad porch across the front façade and anchored by corner pillars. . . . Bungalows are found in virtually every Wilmington subdivision laid out prior to 1930, a favorite house style for suburban dwellers (Chase et al. 50).

Front-Gable Cottage

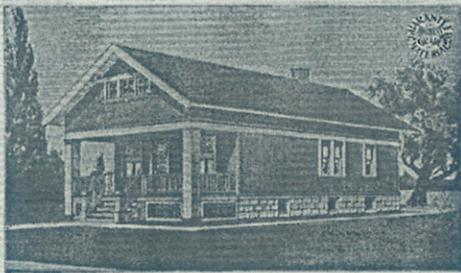
The front-gable cottage (see Figure 15) was another plain, inexpensive dwelling style popular in the early years of the twentieth century. . . . Marketed by Sears and Roebuck between 1908 and 1916, the one-and-a-half story dwelling has two or three bays. The roof, which has an average pitch, is occasionally broken by a modest cross-gable dormer. Most commonly of frame construction with a clapboard exterior, the house may also be of concrete masonry with stucco or brick exterior. The entry door is often sheltered by a porch that may extend across part or all of the front façade. . . . The earliest versions of the style are noteworthy for their lack of decoration. Many Wilmington subdivisions have interpretations of the front-gable cottage, but almost all are the more modest one-and-a-half story version (Chase et al. 52).

\$683⁰⁰ PAYS FOR ALL THE MATERIAL TO BUILD THIS SIX-ROOM COTTAGE OR BUNGALOW

For this price we furnish the MEASUREMENTS, BUILDING PAPER, LISTS, TRENCH, HARDWARE and FINISHING MATERIAL. By allowing a fair price for labor this bungalow can be had for \$1,200.00.

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MODERN HOME No. 147

This is a very popular style of bungalow and is being built in large numbers in a great many localities. Note the convenient arrangement and size of the rooms, which are as follows:

Vestibule	4 feet by 5 feet
Living Room	11 feet 6 inches by 14 feet
Dining Room	11 feet by 12 feet
Kitchen	11 feet by 10 feet 10 inches
Chamber	11 feet 6 inches by 10 feet 10 inches
Chamber	11 feet by 10 feet
Nook or Library	7 feet by 8 feet
Bathroom	7 feet 6 inches by 6 feet

Two closets and a combination chest and cupboard which opens into the dining room, also into the kitchen with doors on the dining room side glazed with leaded glass, and panel doors on the kitchen side. The entire measurement of the house is 26 feet 6 inches long by 24 feet wide, not including porch. The porch is 8 feet by 24 feet.

There is an attached basement under the entire house, 7 feet high, with cement floor. Height of ceiling on first floor is 6 feet. We specify the most popular pattern of each trim and covered knock doors.

Complete Hot Water Heating Plant, \$125.00
 Complete Electric Heating Plant, \$125.00
 Complete Hot Air Heating Plant, for full coal, \$45.00
 Complete Hot Air Heating Plant, for hard coal, \$37.50
 Complete Plumbing Unit, \$22.50

Sears, Roebuck & Co., Chicago, Ill. BOOK OF MODERN HOMES

FOUR ROOMS AND PORCH

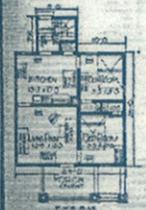


The Dundee
 \$1,128.00
 \$311.00

At the price quoted we will furnish all the mill work, kitchen equipment, heating, wiring, finishing lumber, porch ceiling, building paper, roof, stone, gravel, roofing, soil, suitable hardware, painting material, lumber and felt to build this four-room house. It guarantees enough material to build this house. Plans don't include cement, brick or plaster.

IN these four rooms there is good comfort and convenience. Each room has a window or two, giving plenty of light and fresh air.

Main Floor Notice that while the front porch is of good size and a welcome way to the living room. Large open space, the main floor is very bright and cheerful. The kitchen, dining and living rooms are all on one level, making it very convenient to the front door. This is because the main entrance and porch are all on one level. The kitchen is separated from the living room by a partition wall, so that the light will shine into the room. Windows and opening doors are so arranged that the light will shine into the room. Windows and opening doors are so arranged that the light will shine into the room. Windows and opening doors are so arranged that the light will shine into the room.



Let us show you this house, near other of our. Write and want file for literature. Send for literature, page 111.

We have not lost "Quality Construction" but we have added more to it. Lumber and mill work, hardware, plumbing, and electrical work, all better than in the past. Windows are made of clear glass, white trim, and good quality glass. All dimensions 2 feet from floor to joist.

Put on a concrete foundation, frame construction, and clad with weather board, shingles, and roof. Windows are made of clear glass, white trim, and good quality glass. All dimensions 2 feet from floor to joist.

This house can be built for \$1,128.00. It is a very popular style of bungalow and is being built in large numbers in a great many localities. Note the convenient arrangement and size of the rooms, which are as follows:

Complete Hot Water Heating Plant, \$125.00
 Complete Electric Heating Plant, \$125.00
 Complete Hot Air Heating Plant, for full coal, \$45.00
 Complete Hot Air Heating Plant, for hard coal, \$37.50
 Complete Plumbing Unit, \$22.50

Our Customers Prefer to Order Their House From This Book

Plans include Plans and Specifications.

SEARS, ROEBUCK AND CO., CHICAGO-PHILADELPHIA Page 22

Figure 15. Representative examples of a Sears mail order front-gable cottage (left) and a bungalow (right) (Craven).

Minimal Traditional (ca. 1935-1940)

With the economic depression of the 1930s came this compromise style, which reflects the form of traditional Eclectic houses, but lacks their decorative detailing. Roof pitches are low or intermediate, rather than steep. . . . Eaves and rake are close, rather than overhanging as in the succeeding Ranch style. . . . These houses were built in great numbers in the years immediately preceding and following World War I they commonly dominate the large tract-housing developments of the period. . . . They were built of wood, brick, stone or a mixture of these wall-cladding materials (McAlester 478).

Ranch (ca. 1935-1975)

[Ranch houses] gained popularity during the 1940s to become the dominant style throughout the country during the decades of the '50s and '60s. The popularity of "rambling" Ranch houses were made possible by the country's increasing dependence on the automobile. Streetcar suburbs of the late-nineteenth and early twentieth centuries still used relatively compact house forms on small lots because people walked to nearby streetcar lines. As the automobile replaced streetcars and buses as the principal means of personal transportation in the decades following World War II, compact houses could be replaced by sprawling designs on much larger lots. Never before had it been possible to be so lavish with land, and the rambling form of the Ranch house emphasizes this by maximizing façade width Asymmetrical one-story shapes with low-pitched roofs dominate. Three common roof forms are used: the hipped version is probably the most common, followed by the cross-gabled, and finally, side-gabled examples. Builders frequently add bits of traditional detailing. . . . Ribbon windows are frequent as are large picture windows in living areas. Partially enclosed courtyards or patios, borrowed from Spanish houses, are a common feature (McAlester 479).

Commercial Roadside Property Types

In addition to residential building types located within a subdivision, a wide variety of early twentieth-century commercial building types developed in relation to automotive development. LeeDecker et al. define commercial roadside architecture as reflective of transportation enhancements, both in proximity to the roadside (and major conduits) but also in historic use which directly promotes automobile travel. In addition, commercial roadside architecture should also feature site plans and secondary design elements, such as parking lots, which directly relate to automotive use.

In general, properties qualifying under this context should reflect the impact of the automobile on community growth and development after 1903, the first year of this context. In urban areas and larger towns, properties should reflect the shift of commercial development from Main Street to outlying zones more readily accessible by car, and to larger property lots offering sufficient space for customer parking. In rural areas, examples of roadside architecture may be found as isolated examples or in small groupings (such as a complex including cabin court, family restaurant, and pump island). Whether found singly or multiply, the properties should illustrate commercial activity that occurred in direct response to automobile use and travel. The most significant change affected by the automobile was the incorporation of the automobile into site plans. Qualifying properties should feature site layouts that facilitate customers arriving by car, such as drive courts or parking lots (LeeDecker et al. 311).

Auto Support Facilities—Service Stations and Auto Parts Stores

LeeDecker et al. define the earliest prototypical models as a small brick building with a paved yard and four gas pumps on a normal city lot. Prefabricated and standardized gas station designs became more common. While oil companies often promoted the use of distinguished signage and color schemes, the form of the property type itself was essentially a “decorated shed” notable for the lack of ornamentation. The building type design relied upon the repetition of primary “elementary forms” to convey automotive efficiency and cleanliness. Expansive glass surfaces were used to display (rather than conceal) the building’s primary purpose. Popular early stylistic variations on the service station property type include a rusticated “cottage style” and a “box-with-canopy.”

Many old gas stations can be identified by the building’s location on a corner lot, the canopy, and the islands where the pumps stood. Some stations no longer sell gas but still serve automotive needs; others have been converted into offices. Many stations have retained their original locations, but have constructed modern buildings on the sites. . . . Repair garages evolved from blacksmith shops and livery stables that offered repairs for wagons and carriages. The styles of these buildings remained similar, usually very plain brick or concrete block structures, with overhead doors replacing double doors in the late 1920s and 1930s. Frequently, garages were associated with automobile dealerships and gas stations, just as they are today. Surviving garages often retain their characteristic doors and often have piles of derelict parts of the premises. Some garages have been adapted to other uses, but the outline of the doors is generally an indication of an earlier auto-related function (Fischer 30-31).

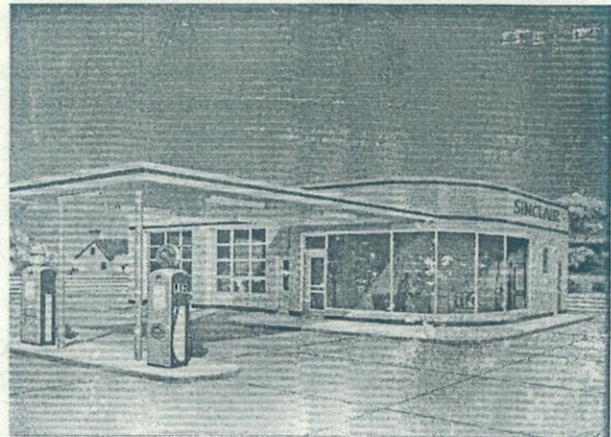


Figure 16. This post WWII-era standard Sinclair gas station design demonstrates the use of unornamented basic geometric forms. The site plan demonstrates the complete integration of architecture and roadway (Craven).

Later variations of the property type feature the use of rounded corners, the abstraction of basic geometric forms, and curvilinear forms. However, both early and later service stations are visually significant for their use of signage, which may be considered a primary character-defining feature.

In an effort to attract customers, oil companies developed standardized station designs and identifiable company colors and logos so that travelers away from home would feel comfortable purchasing their usual brand name gasoline from a familiar-looking station. Oil companies invaded the market of the auto repair shops and parts stores when they expanded their services to include oil and lubricants as well as tires, batteries and accessories. The addition of pits and lifts to the assemblage at the gas station encouraged customers to view the station as an alternative to the repair shop, making the full-service station a commonplace entity by the end of the 1920s (LeeDecker et al. 292).

It is important that auto service facilities demonstrate integrity through the retention of original or historic signage, interior fixtures, and fenestration.

Automobile Showroom

According to Grimes:

The precursor to the automobile showroom was the commercial garage. These buildings were typically one or two stories in height and constructed of masonry or wood frame. In either case, the simplest of commercial designs was employed. Storefronts were one or more bays wide, depending on the size of the business, with doorways for pedestrians and larger openings for vehicles. In other cases, pedestrian entryways were located on the primary street facades, while vehicular access was relegated to side streets and alleys.

Generally, these buildings were one-story or two story structures of masonry construction with wood or steel truss roofs. Automobile showroom areas invariably occupied the front portion of these buildings, while service facilities were located in the rear and accessed from alleys or side streets. Architectural styling and ornamentation was concentrated on the showroom portion, particularly around the formal entrances. Expansive plate glass windows were also a dominant feature of the primary façade. Exterior cladding such as concrete and stucco was often scored, carved or cast to create the appearance of stone. High ceilings, waiting rooms and decorative floors distinguished the interior showroom spaces. In some cases, fireplaces provided a place around which conversation was centered. The interior of the service facilities were characterized by bare concrete floors, exposed roof trusses and skylights (Grimes 18-19).

Other Resources

In addition to service facilities and automobile showrooms, a variety of secondary property types are often found.

Related property types may also include car washes, commercial garages, parking structures, drive-in businesses such as markets, restaurants and laundries, and auto-related signage such as road markers, street signs and commercial signage (Grimes 18).

Illuminated commercial signage in particular had a transformative effect upon architecture, creating new nocturnal landscapes in which visual information was understood more readily from behind a



Figure 17. This Washington, D.C. auto showroom interior, circa 1946, demonstrates how expansive plate glass windows were used to minimize the difference between the interior showroom and exterior streetscape (Theodor Horydczak).

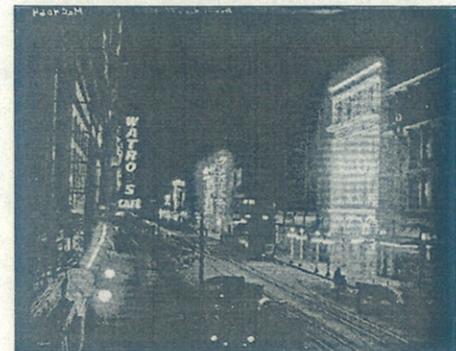


Figure 18. This nighttime photograph of Curtis Street in Denver, circa 1913, demonstrates the significant influence of illuminated commercial signage in creating a "nocturnal landscape." (Farm Security Administration).

moving windshield. In striving to respond to the automotive landscape, illuminated signage took on an increasingly important role in postwar commercial architectural design.

Other Commercial Buildings

In addition to automobile-related commercial buildings, roadside commercial architecture also contributed to the development of new forms for commercial buildings. Suburban fringe developments often located along auto and trolley lines in the late-nineteenth and early twentieth centuries. Known as "Taxpayer Strips," this form of commercial development was built with the intention of being demolished for more profitable development as suburban expansion continued. Like the showrooms along automobile rows, the buildings were designed to be viewed at a higher rate of speed. "Taxpayer Strips" were rarely deliberate community centers, and gradually began to accommodate increasing automobile traffic. Many existing "Taxpayer Strips" still retain their original commercial use. They may often be surrounded by later generations of retail centers and fast food complexes, but in many suburban towns and cities also may form contributing elements to historic districts. While commercial buildings in "Taxpayer Strips" may take several forms (often reflective of surrounding density), they are notable for their location and setting (relationship to the roadside), parking and other automobile-related features, commercial signage, and large expanses of glass that showcased goods and services offered inside.

One Part Block

Generally found only in one-story buildings, the design of the one-part commercial block is treated as if it were simply the lower portion of a two-part commercial block and usually appears as a simple box with a decorated façade . . . Because the street facades of these buildings are characteristically narrow and relatively small, the front walls are sometimes extended upward to provide a space for advertising and make the buildings seem larger than they actually are (Lanier & Herman 233).

Enframed Window Wall

This type of commercial façade is generally seen in one-story or slightly taller buildings and is most often associated with retail stores. Composed of a large glass center section surrounded on three or four sides by a wide, almost continuous border, the front is visually treated as one compositional unit. Border decoration is usually minimal. When multistory buildings of this type occur, they are characterized by very wide front bays. More frequently associated with urban business districts than smaller towns, this type of commercial building began to appear early in the twentieth century and remained popular through the 1940s (Lanier & Herman 237).

EVALUATION CRITERIA

Agricultural Properties

Agricultural properties from the mid- to late-nineteenth century in the Upper Peninsula have been well documented. Previous survey work has identified a considerable number of extant agricultural rural landscape from this chronological period, which demonstrates considerable integrity:

This was the period of the greatest surviving rural architectural activity with the largest relative number of extant representative dwellings, farm buildings, churches, public

buildings, towns and villages, and work places. Survival rates for the Upper Peninsula Zone in the 1830-1880 +/- period are among the best for historic resources throughout the state. Several National Register of Historic Places listings and nominations have recognized the integrity and significance of entire landscapes. Integrity, relative to significance, condition, developmental pressures, and rarity therefore should be reviewed more critically for all cultural resources (Herman 30).

Accordingly, integrity for agricultural properties from this chronological period should be afforded considerable scrutiny. It is vital that primary farmstead residential properties be evaluated in the context of relative landscape features and associated outbuildings:

The evaluation criteria for agricultural complexes stipulate that to be eligible for nomination to the National Register a property must contain a farm dwelling plus outbuildings and some of the farm land that establishes the setting for the resources. The farm buildings should reflect a level of architectural integrity for the period of significance. The boundaries of the nominated parcel should include any evidence of historic hedgerows, drives, tree lines, or established planning practices (Siders et al. "Agricultural Tenancy" 34).

Specifically, setting for "house and garden" farmsteads is of particular importance:

Setting is particularly as a criteria for evaluation of this property type. Since it is the combination of the dwelling and its accompanying garden that makes it a distinctive property type, any resource nominated to the National Register of Historic Places under this type should retain the same property boundaries that it had in its period of significance – i.e., the entire historic area of the house and garden should be nominated (Siders et al. "Agricultural Tenancy" 47).

Suburban Residential Properties

The residential housing types may also be evaluated according to traditional National Register criteria, including integrity. Property types eligible for the National Register of Historic Places would, at a minimum, retain or possess specific extant character-defining features as described above. Accordingly, an example of a Queen Anne property type would be expected to retain decorative features and forms (such as turrets) that interrupt flat wall surfaces, while a Ranch property type would be expected to feature expanses of glass (including ribbon windows or large picture windows) and would be distinguishable for having relatively flat wall surfaces.

In addition, subdivisions considered for eligibility as districts under Criterion C, should demonstrate character-defining features, including street patterns and communal, common spaces, which clearly distinguish the settlement from surrounding features or residences. Typically, later subdivisions will have a more curvilinear plan but with less diversity in architectural style. General design characteristics within the subdivision need to remain intact.

The overall design and organization of space within a suburb's design may be defined by the arrangement of streets, the size and location of housing lots, the siting of dwellings within a building lot, and the disposition of common spaces such as walkways, playgrounds or parks. These design features may reflect picturesque naturalistic style, elements of the garden city or county club movements, or curvilinear patterns distinctive of the 1940s and 1950s. Distinctive architectural design may be present in a variety of building types, primarily dwellings, but also garages, carriage houses, community

buildings, gatehouses and sheds. Buildings may reflect a cohesive architectural type and style with some variation (e.g. Cape Cod or foursquare) or they may reflect a variety of period styles such as revival or bungalow. Information about the developer and the various architects and landscape architects and their interrelationship is important to understanding the evolution of the suburb and its design significance; it is also important for placing the suburb in the overall history of suburban development in the United States. . . . Significance under Criterion C will generally be based on design characteristics and require that distinctive design features remain intact (Ames 42).

In addition to evaluation under Criterion C, Ames provides further guidance for the interpretation of Criterion Consideration G, for resources that are less than 50 years. Ames notes that “As a general rule, a majority of resources (more than 50 percent) must have achieved fifty years of age before the district as a whole can be considered to meet the fifty year requirement” (43). Property types that may appear to possess exceptional significance should be evaluated in specific regional contexts, alongside other comparable properties.

In addition to meeting specific criteria for age and design elements, National Register-eligible properties should also be expected to retain key character-defining features specific to each property type and site, as well as general integrity features. Below are summarized integrity criteria for property types related to residential subdivisions described in the theme “Urbanization and Early Suburbanization”:

- Location—defined by location to transportation and periphery of urban areas;
- Design—a large subdivided parcel, housing as single family detached dwellings, planned variation of house types, self-contained interior road system, park-like landscaping;
- Setting—open, low-density park-like appearance;
- Materials—“whenever built, the great majority of dwellings in the subdivision must retain the key exterior materials”;
- Workmanship—reflected in the attention to detail in the infrastructure of the subdivision; and
- Feeling—later automobile suburbs show lower density, more architectural uniformity, and features reflecting the automobile (Ames 40).

In addition to evaluation criteria for larger suburban developments, specific evaluation criteria for several associated residential suburban building types have also been provided. The evaluation of certain residential architectural styles and building types rely upon the identification of unique character-defining features. Some residential styles are defined by characteristics of overall form, while others may be recognized through the identification of key materials, setting or detailing:

A **bungalow** must be a one- or one-and-a-half story house with a low pitched roof, deep, overhanging eaves, and a broad porch dressing the front façade. The construction of such a dwelling is further strengthened if the eaves are supported by brackets and if there are bay windows included in the design.

To be considered eligible, a **Colonial Revival house** should present a balanced impression. It should be a two or two and a half story, five bay side-gable dwelling, usually with symmetrical fenestration. While the materials may vary, a Colonial Revival

dwelling's eligibility will be strengthened if it follows traditional decorating conventions with classically-designed ornamentation around the entry door and window shutters.

The **side-gable cottage** must be a simple, modest dwelling of one or one and a half stories and generally three bays. The building should be oriented, as the name suggests, so the roof line runs parallel to the street and the gables are on the sides. If there are dormers into the upper floor, they must be of the simplest style as must any porch used to ornament the front of the dwelling.

To be considered eligible, the **front-gable cottage** must adhere to standards of simplicity similar to the side-gable cottage. It must be one- or one-and-a half stories in height and constructed with two or three bays. It should be oriented so that the roof line is perpendicular to the street and the gable forms the front façade of the building. The roof must have average pitch and may be broken with a modest cross-gable dormer. The entry door should be sheltered by a front porch.

The **English/Tudor cottage** allows for substantial variety in design, but to be eligible for consideration must meet certain basic criteria. The dwelling should be irregularly massed and may be one-, one-and-a-half, or two-story in elevation. Side-gable in orientation, the style has a substantial cross-gable with a steeply-pitched roof which extends from the central block of the building. The entry door should be located in the cross-gable; the exterior chimney for the dwelling's fireplace is frequently placed next to the cross-gable. The house itself should have a steep roof, often pierced by dormers (Chase et al. 62-63; emphasis added).

Commercial Roadside Property Types

The evaluation of roadside commercial architecture rests largely upon extant associative properties with automobiles and the roadside landscape. Sites that reflect parking are particularly important.

In urban areas and larger towns, properties should reflect the shift of commercial development from Main Street to outlying zones more readily accessible by car and to larger property lots offering sufficient space for customer parking. LeeDecker et al. note that the properties should illustrate commercial activity that occurred in direct response to automobile use and travel. The most significant change effected by the automobile was the incorporation of the automobile into site plans. Qualifying properties should feature site layouts that facilitate service to customers arriving by car such as drive courts or parking lots.

Guidance for the National Register Criteria is also provided:

Under Criterion A, eligible properties should be associated with patterns of settlement and development that occurred in response to the automobile. This includes the development of secondary commercial districts along newly constructed state highways, and eating and lodging facilities for tourists in areas not commonly associated with colonial or railroad era travel.

Under Criterion B, eligible properties should be associated with a particular individual or family who was significantly involved with the development of roadside architecture.

Under Criterion C, eligible properties should embody the architecture of the automobile era. This includes early, traditional designs for service stations, tourist cabins and motels,

as well as later, streamlined designs, or buildings that exhibit identifiable traits of specific companies that developed or flourished during the automobile era. Properties that exhibit the use of modern construction techniques and materials such as enameled porcelain, stainless steel, aluminum, and glass blocks, would also qualify under this Criterion.

Under Criterion D, building plans and data on construction technology are commonly available for twentieth-century buildings and fewer properties will qualify (LeeDecker et al.).

In addition to the National Register Criteria, the LeeDecker context also addresses the issues of integrity for roadside architecture. In particular, property types should maintain an association, location and setting consistent with historical use:

The association with the automobile as seen in a property's location and setting are intrinsically important to roadside architecture. The property should be located with direct access to an improved road in a setting that incorporates the automobile as evidenced by a drive court and/or on-premises parking. Since later twentieth-century, development often encroached on early examples of roadside architecture, a setting originally rural or exurban in character many now be the center of a suburb or commercial strip. While this does reflect a change in the property's setting, it does not have a negative impact on the integrity of the property and perhaps even enhances it. Similarly, road alignments often were, and continue to be, altered over time. A property that was once sited on a principal thoroughfare may now be located a distance from the main flow of traffic or may have been moved to accommodate the road expansion.

The original design of a property should be visible in the plan and form of the building(s) and the property's original materials should be intact. This includes framing, exterior wall sheathing and the rhythm and size of openings, as well as the details and quality of workmanship that went into the original construction. Similarly, building interiors should retain original elements, including fixtures, tilework, and woodwork, and the original plan should be unaltered. The removal of original details and the application of new materials weaken the property's integrity of materials and workmanship. If the original elements remain intact below the new materials, the damage to the property's integrity is less severe. Likewise, structural additions and removals weaken a property's integrity of design. Only if alterations were made prior to 1940 can they be considered historic. Alterations to interior plans are acceptable if the changes are reversible and if the original lay out of the building can still be understood. The property's original function (restaurant, service station, auto show room, motel) should be identifiable, as should the company if the property belonged to an architecturally standardized chain (such as a Texaco or Gulf gas station or a Howard Johnson restaurant).

The historic feeling of a property is extremely subjective to characterize and more accurately reflects an amalgamation of the aforementioned characteristics in varying degrees. While a still functioning, 1940 service station may retain its setting and plan, it may have been significantly remodeled and expanded so that its original appearance (including the design, materials, and workmanship) is no longer discernible. On the other hand, the exterior sheathing of a court of tourist cabins may have been replaced, either to update the property's appearance or to transform the individual units into a "single building" of connected motel units. While the exterior materials and design have been

altered, the individual units remain intact below the new sheathing and the property could still be considered eligible.

A property's association with an important person or event would typically be derived from the overall building or site plan as well as any architectural details that are particularly unique to that individual or occurrence (LeeDecker et al. 26).

Accordingly, it is vital that commercial roadside architecture be closely examined according to association and feeling. It is critical that historic roadside architecture convey information related to significance. A service station or similar building that acts as a specific marketing tool needs to maintain exterior features, which help the observer to identify it as a particular "brand" or like corporate affiliation. Alternately, properties which also consist of multiple buildings within a roadside setting may be able to convey their association despite some alteration in materials. However, setting and location to the roadside landscape are critical features in conveying an understanding of historic significance.

The National Register of Historic Places Multiple Property Nomination Form for Early Auto-Related Properties in Pasadena, California provides additional guidance on applying National Register Criteria to the evaluation of gas stations:

Gas stations are significant under National Register Criterion C for being early and important examples of roadside architecture. As gas stations added more and more services and amenities such as products, maintenance and repair shops, refreshments, and restrooms, they became the nucleus of drive-in culture. Gas stations were also early examples of architecture being used for marketing purposes. The design of affiliate gas stations became standardized as oil companies saw the buildings as a vehicle for advertising and method for developing product identification.

To be eligible under Criterion C, the resource may be a good example of a standardized gas station developed by a major oil company from the period, a good example of a particular architectural style, or a good example of the work of a master architect. The absence or replacement of original pumps is typical but should not detract from the eligibility of resources as long as they possess integrity of association and design from the period of significance (Grimes 24).

The Pasadena Multiple Property Form also provides specific criteria for evaluating Automobile Showrooms:

Under Criterion A, the resource must have had a strong association with a particular dealership or automobile company. They may also be eligible under Criterion A as contributors to districts if they are located in historic auto rows, clusters of showrooms. Resources must possess sufficient stylistic and structural integrity to be identified with the original use and period of significance.

For Criterion B to be applied, the resource must be the only building remaining associated with the significant individual when he or she was active in the automobile sales business. To have a strong association, the resource must have been used by the individual for a significant period of time.

To be eligible under Criterion C, the resource should be a good example of a particular style or architect's work with few or no alterations. In either case, it must possess the

distinct characteristics of an automobile showroom from the period of significance. Chiefly among these are the location of the sales area in the front portion of the building with large display windows and pedestrian entryways along the primary street façade. The original exterior wall cladding should also be evident. The replacement of original windows is typical in many of the remaining automobile showrooms, but should not detract from the significance of the building as long as the original pattern of the fenestration remains largely intact. Interior features such as high ceilings, exterior and spatial arrangements which are visible through expansive showroom windows are also important. The service facilities, typically located to the rear of the property, should retain their original openings (or if infilled should be apparent), wall finish, roof form and skylights. Additions to the buildings are acceptable if they are clearly subsidiary to the original. Alterations on non-street facing elevations are acceptable (Grimes 20).

In addition, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, includes specific information that details the application of evaluation criteria. At a minimum, these criteria must be used in evaluating historic properties. According to the bulletin:

Criterion A recognizes properties with single events . . . or with a pattern of events . . . The event or trends, however, must clearly be important within the associated context: settlement, in the case of the town. . . Moreover, the property must have an important association with the event or historic trends, and it must retain its historic integrity (National Register Bulletin 15 12).

To be eligible under Criterion A, a property must have a close, important association with events and trends defined in the historic context. Furthermore, eligible properties must retain key design features which define its property type:

Design is the combination of elements that create the form, plan, space, structure, and style of a property. Design includes such elements as organization of space, proportion, scale, technology, ornamentation and materials. . . . A property must retain the key exterior materials dating from the period of its historic significance. If the property has been rehabilitated, the historic materials and significant features must have been preserved (National Register Bulletin 15 44-45).

To be eligible under Criterion B, a property must be clearly identified with individuals who have played an important role in State, local or national history. According to National Register Bulletin 15:

Criterion B applies to properties associated with individuals whose specific contributions to history can be identified and documented. "Persons significant in our past" refers to individuals whose activities are demonstrably important within a local, State, or national historic context. The criterion is generally restricted to those properties that illustrate (rather than commemorate) a person's important achievements (National Register Bulletin 15 14).

To be eligible under Criterion C, a property must be a distinctive representation of recognized design features. According to National Register Bulletin 15:

A property must meet at least one of the following requirements: embody distinctive characteristics of a type, period, or method of construction; represent the work of a

master; possess high artistic value; represent a significant and distinguishable entity whose components may lack individual distinction (National Register Bulletin 15 17).

To be eligible under Criterion D, a property must have the demonstrated potential to contain important information useful in the understanding of history or prehistory. According to National Register Bulletin 15:

Criterion D has two requirements, which must both be met for a property to qualify. . . . Under the first of these requirements, a property is eligible if it has been used as a source of data and contains more, as yet un-retrieved data. A property is also eligible if it has not yet yielded information but, through testing or research, is determined a likely source of data. Under the second requirement, the information must be carefully evaluated within an appropriate context to determine its importance. Information is considered "important" when it is shown to have a significant bearing on a research design that addresses such areas as: 1) current data gaps or alternative theories that challenge existing ones or 2) priority areas identified under a State or Federal agency management plan.

While most often applied to archeological districts and sites, Criterion D can also apply to buildings, structures, and objects that contain important information. In order for these types of properties to be eligible under Criterion D, they themselves must be, or must have been, the principal source of important information (National Register Bulletin 15 21).