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NATIONAL PARK SERVICE

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United States Department of the Interior
National Park Service

National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

__X__ New Submission ___ Amended Submission

A. Name of Multiple Property Listing

Auto-oriented Commercial Development in Albuquerque, New Mexico, 1916-1956

B. Associated Historic Contexts

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

Auto-oriented Commercial Development in Albuquerque, New Mexico, 1916-1956

C. Form Prepared by

name/title Chris Wilson

organization Consulting Cultural Historian date September 15, 1996

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city or town Albuquerque state New Mexico zip code 87106

D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (☐ See continuation sheet for additional comments.)

Lynn Sebastian SHPO — 6-6-97

Signature and title of certifying official — Date

State Historic Preservation Division, Santa Fe

State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper — Date of Action

E. STATEMENT OF HISTORIC CONTEXT

Summary Paragraph

Four pivotal events have punctuated the history of architecture and settlement in New Mexico:

- the arrival of agriculture from central Mexico and the subsequent development of above-ground puebloan villages about A.D. 1,000;
- Spanish colonization, and the introduction of metal tools, the horse, the wheel and so forth, beginning in 1598;
- the incorporation of the Southwest into the United States, begun in 1846 but the effects of the Industrial Revolution not fully realized until after the arrival of the railroad in 1880; and
- the emergence of the automobile as the primary form of transportation after 1920.

These developments--permanent Native American settlements, European colonization, the Industrial Revolution, and the automobile--arguably constitute the defining events in the history of American architecture and settlement as well. The rise of the automobile was thoroughly intertwined with Albuquerque's rapid growth from a population of 15,157 in 1920 to 201,189 in 1960. Not surprisingly, the automobile was the single most important factor shaping the city's sprawling suburban subdivisions and commercial strips. (A companion historic context, currently in the beginning stages of preparation, will trace the development of Albuquerque's subdivisions and the residential architecture during this era.) This historic context, in each of its four chronological sections, outlines the major economic factors affecting the city's development, then traces the development of highways and automobile arterials, the emergence of specialized, auto-oriented building

types, the architectural styles of these buildings, and the strong correlation between transportation corridors and auto-oriented commercial buildings, and resulting growth of new, linear business districts.

Environment, Settlement and Transportation Routes up to 1915

In 1915, on the eve of the automobile revolution, Albuquerque stood near the middle of the largest agricultural valley in the state. The location there of a railroad roundhouse and major locomotive shops in 1880, the addition of the state university in 1889, and the construction of TB sanitariums and a major railroad hotel at the turn of the century had contributed to its emergence as a regional center of commerce, education and transportation, and largest city in the state.

The primary factor in determining the location of settlements in semi-arid north central New Mexico has always been the availability of water. Settlement concentrations combined with topographic obstacles such as mountains, rivers and canyons to determine the location of regional transportation routes from prehistoric times well into the 20th Century. The north-south-flowing Rio Grande and its broad irrigable valley supported the growth of a string of farming villages beginning during puebloan pre-history and continuing through the Spanish and into the Mexican and American eras. During the Spanish Colonial era, the primary road for the region ran north-south through the valley, and was designated a Camino Real because it connected the Viceroy in Mexico City with the territorial capital to the north in Santa Fe. In 1706, Albuquerque was established as a Spanish *villa*, the administrative center for the middle Rio Grande Valley (see Old Town on Map 1). It stood astride the Camino Real, near a passable ford of the river, and due west of Tijeras

Pass, the best route through the mountains twelve miles to the east. The Camino Real stayed east of the river north of Albuquerque, while south of the village it crossed to the west side of the river by a ford near the present day Barelas Bridge. For fifty miles west of the valley, the lack of anything more than intermittent streams, limited settlement and the need for major roads. East of the river, the Sandia and Manzano Mountains impeded travel, while the land-locked Estancia Valley and its salt lakes further east presented a further impediment to settlement and travel. A secondary trail nevertheless developed east through Tijeras Canyon, which bisects the Sandias and Manzanos. In the 1850s, the U.S. Army improved this route with connections north and northeast to the Santa Fe Trail and Marcy's Road, a military road to Ft. Smith, Arkansas. (Williams, 111-13, 117-19; Simmons, 162).

When the Santa Fe Railroad surveyed possible routes across the New Mexico Territory in the mid-1870s, they considered establishing an east-west alignment either through Tijeras Pass, or Abo Pass, forty miles to the south at the heel of the Manzano Mountains. Mountainous terrain, the questionable sources of water for the steam locomotives, and the lack of settled populations along these two routes caused the railroad to chose instead an alignment down the Rio Grande Valley, which offered dependable water, rolling to flat terrain and the most significant trade area in the territory. In 1880, the Santa Fe finally constructed its tracks west into the Territory southwest along the old Santa Fe Trail alignment, but turned south before reaching the capital at Santa Fe. This brought the main line near the Madrid coal fields before reaching the Rio Grande at Santo Domingo Pueblo, thirty-five miles north of Albuquerque. Building south down the valley a total of sixty miles, the railroad reinforced the predominant, historic transportation corridor. At Albuquerque, it hugged the eastern side of the flood plain, leading to the founding of a railroad New Town a mile east of the old Spanish plaza founded in 1706. Only at

Belen, twenty-five miles south of Albuquerque, were the tracks turned northwest up the Rio Puerco to Laguna Pueblo and from there due west to California. (Weidel; Merrick, 1-11; Williams, 123-25)

Now, old wagon roads and trails, often little more than heavily rutted dirt tracks, served primarily to link farms and villages to the nearest railroad depot. Within the valley, a road from Old Town, now known as Rio Grande Boulevard, reached the farming villages to the north, while Barelas Road wound south to the Barelas ford and the old Camino Real south along present-day Isleta Boulevard. Along the east side of the valley, just above the old irrigation ditches, Bernalillo Road (now North Edith) provided a dependable dry route north. Mountain and Tijeras Roads made their way east from Old Town, up arroyos through the sand hills at the edge of the flood plain, and onto the vast plateau that slopes gradually upward for ten miles to the mountains. A major new road, Railroad Avenue, ran east from the old plaza to the railroad New Town, and then up another small arroyo to the plateau where the University of New Mexico and many of the tuberculosis sanitariums would appear over the next three decades. A streetcar system, powered first by mules, then by horses, linked the plaza to the depot and the Barelas neighborhood. The system was electrified in 1904, and by 1908 reached out along four fingers to platted subdivisions (Map 1). Two bridges built over the Rio Grande west of the Old Town plaza in 1876 and 1881 both proved short lived. Not until 1898 was a permanent wooden truss bridge erected at the old Barelas ford. The railroad yards with their multiple, split tracks, provided another kind of impediment for local carriages, freight wagons, pedestrians and those on horseback. Recognized grade crossings existed at the old Mountain and Tijeras Roads, and Railroad Avenue, while a wooden viaduct built in 1900 lifted Coal Avenue over the rail lines. (Simmons, 204, 228, 278, 333-41; Statz; Ross Engineering; Wilson, 10)

The national bicycle craze reached Albuquerque in the 1890s, freeing some from streetcars and carriages, and stirring a desire for better roads. The first automobile arrived in 1897, although by 1910 there were only thirty-two in town. While not enough in themselves to remake the face of the city, they were owned by political and business leaders who banded together with boosters from around the territory to form a Good Roads Association, which campaigned vigorously for highway improvements. Chief among Albuquerque's good roads boosters was Col D.K.B. Sellers, developer of the University Heights and other platted additions on the plateau to the east, owner of the Southwest Automobile Company, and for one term in the 1910s, mayor of Albuquerque. In 1909 he sponsored the first Albuquerque to Santa Fe auto race--won in nine-and-a-half hours--and the following year founded the Ocean-to-Ocean Highway Association, which was devoted to the creation of a dependable highway from Kansas City to Los Angles. (Pratt et al., 197-200, 204-207; Kammer 204)

In 1904, the territorial legislature designated the first highway, New Mexico Route 1. It followed the old Santa Fe Trail from Raton in the northwest to Santa Fe, where it picked up the Camino Real, which it followed down the Rio Grande to El Paso Texas. Route 1 came into Albuquerque down North 4th Street, jogged over to Second Street at Central, turned west at Bridge Street to the Barelas Bridge, and finally continued south on Isleta Boulevard (Map 1). The territory concentrated its limited resources on "this backbone highway," among other improvements replacing the Barelas Bridge with a new steel truss bridge in 1910. When a full set of highways were designated after statehood was achieved in 1912, Central Avenue to the east through Tijeras Canyon became N.M. Route 10, which turned north at Moriarty to Santa Fe, but remained of secondary importance. Albuquerque continued to lack any highway to the west. The adoption of the Federal Aid Post Road Act of 1916 provided federal funds to match state expenditures, and coordinated

the development of a national highway system. This act responded to the lobbying of good roads groups around the country and to surging automobile sales. This legislation recognized and began to respond to the broad shift underway around the country, as in Albuquerque: the shift from travel by train, local streetcars and buggies to reliance on automobiles. As such, 1916 has been chosen as the beginning date of this context. (Kammer, 25-30; New Mexico State Highway Commission; Seligman; Simmons 278; Pratt et al., 200-204; Clauson)

Although the number of automobiles registered in New Mexico jumped from 470 in 1910 to 17,720 in 1920, their impact on Albuquerque's built environment was at first limited. The 1905 city directory included no automobile related listing, although by 1909 the city had two auto dealers. City Directory listings for 1915 included 25-30 dealers, repair shops, garages and "auto liveries" (but no service or filling stations); nearly all were located within four blocks of the intersection of Central and North Fourth. Few if any of these remain, and since they were incorporated into the existing commercial district, they did not respond in their form to the auto. Specialized auto buildings were slow to appear. (While the styles of these buildings are discussed in this section, the evolution of their plan forms are discussed more fully in the property type discussion in Section F). As late as 1921, for instance, no tourist courts (the precursor to motels) were listed. Instead, early auto tourists found only the Albuquerque Open Air Hotel, a campground, which boasted in its advertisement "Running Water, Shower Baths, Camping Supplies," and "Attendant on duty day and night." A few Ma-and-Pa groceries and shops were beginning to locate away from the two and three story commercial downtown in one story buildings situated along the street car lines and emerging auto arterials (Map 1). (Biebel, 3; Ives; Worley, 1909, 1916, 1921)

These first auto-oriented commercial buildings included traditional adobe stores with front-facing gable roofs and wooden false fronts--the commercial version of the type identified by the New Mexico Historic Building Inventory (NMHBI) Manual as New Mexico Vernacular. Other examples belong to a Utilitarian Commercial type: one story, flat roofed buildings with large plate glass display windows, typically flanking a single door. Below the windows was a kick-plate, and above, transom windows and a large parapet panel reserved for a painted business sign. This is essentially the Decorative Brick type identified by the NMHBI, although the term Utilitarian Commercial is applied here because as many examples were built of cast stone or wood frame with clapboard or stucco as were built of brick. (NMHBI Manual terminology, with the addition of this Utilitarian Commercial type, is used throughout this multiple property form.) Most examples of both types also boasted shade canopies, usually hung off the facade on iron rods, although some of the earlier New Mexico Vernacular examples have full porches supported by wooden posts. All stood at the sidewalk's edge, sometimes in connected groups of two to four shops that rarely made special provision for auto parking. (Kammer 20, 52-4; Rifkind, 34-48; Wilson, 22)

Dawn of the Automobile Era, 1916-1931

Between 1914 and 1922 the Santa Fe Railroad completely reconstructed its locomotive shops in the yards south of Coal Avenue. This state-of-the-art industrial plant drew its 900 employees from the San Jose neighborhood east of the tracks and Barelas to the west. The Albuquerque Lumber Company mill drew residential development north from New Town and northeast from Old Town. The TB sanitariums continued to expand while federal regional offices began to open. With Albuquerque's growth from 15,157 people in 1920 to 26,570 in 1930, the construction industry also became a significant employer. The city

solidified its position as the wholesale goods distribution center for the state during this period. As roads improved and car ownership spread, farmers up and down the valley began to travel to the city for major purchases. As a prominent way station on a major national highway, Albuquerque's tourist related business also began to emerge.

The speed with which automobile ownership spread during the 1910s and 1920s is astounding. Nationally, automobile registrations jumped from a half-million in 1910 to over eight million in 1920, before finally leveling off at around twenty-three million by 1930. Similarly, registrations in New Mexico jumped from 470 in 1910 to 17,720 in 1920, and to nearly 84,000 in 1930. By the mid-1920s, with the emergence of a used car market, ownership reached all classes. Daily traffic counts on Central Avenue one mile east of town in 1928 averaged 1,346 autos, but only 27 horses and teams. Even at the Barelas Bridge, which not only carried the most heavily-traveled highway in the state, but also connected Albuquerque to the agricultural South Valley, the average of 188 horses and teams daily were far overshadowed by the 3,451 autos and 272 trucks and buses. With one auto for every five New Mexicans by 1930, the shift to this new mode of transportation was substantially completed. (Biebel, 3; St. Clair, 13; Bennett)

All levels of government struggled to respond to this social transformation. Using fifty percent matching funds from the Federal Aid Project (FAP) program, New Mexico worked steadily to make its system of highways on paper into a reality of new bridges and improved roadways. In 1926, a uniform system of national route numbers was adopted, designating major north-south routes with odd numbers, and east-west highways with even ones. New Mexico Route 1 became U.S. Route 85. The major east-west highway across the middle of the state--Route 66--forced to make do with existing roads, at first followed a circuitous

route. Just west of Santa Rosa, it turned north and reached the old Santa Fe Trial alignment (now Route 85) just west of Las Vegas, New Mexico. This dual Route 66/85 dipped into Santa Fe before turning south down the Rio Grande Valley to Albuquerque. It passed through Albuquerque on Fourth Street (N.M. 1 had been shifted onto South Fourth about 1924), crossed the river at the Barelas Bridge and, like the railroad before it, continued south down the valley to the area of Belen before it turned northwest up the Rio Puerco for Laguna, where it resumed a more proper east-west alignment. (Kammer, 42-45, map; Pratt et al., 254-58)

The Albuquerque Chamber of Commerce began immediately to campaign for the straightening of Route 66 across the middle of the state. Most prominent of the city's road boosters was Clyde Tingley, district maintenance supervisor for the highway department, and also chairman of the city commission, which made him ceremonial mayor under the city-manager form of government. Tingley and the Chamber envisioned an extension of the highway out along Central Avenue, through Tijeras Canyon, and directly east to Santa Rosa--the so-called Santa Rosa Cut-off. They sought an equally direct route west to Laguna Pueblo. During the late 1920s they lobbied resources for a well graded dirt road in each direction, which many cross-country motorists used in good weather. But the all important FAP designations, which carried federal matching funds, were only received for the Santa Rosa Cut-off in 1931, and the Laguna Cut-off two years later. This emerging, more-nearly east-west route, designated New Mexico 6, nevertheless continued to use South Fourth street and the Barelas Bridge until 1931 when a Central Avenue Bridge was finally constructed. (Kammer 56-61; Pratt et al. 249-59; B.P.R.)

Residential growth within Albuquerque during the first two decades of the century had occurred primarily in the railroad era subdivisions between New and Old Town, directly north of the commercial district as

far as Mountain Road, south into the Barelas neighborhood, and east of the tracks, but still below the sand hills, in the Matineztown, Huning-Highlands, South Broadway and San Jose neighborhoods. The two largest new subdivisions of the 1910s and 1920s had been platted on the great plateau to the east, near the University of New Mexico. Although served by a street car line after 1908, these eastern subdivisions only began to grow in the 1920s as auto ownership rapidly expanded. The 56 new subdivisions platted by developers in the 1920s were overwhelmingly in the Heights, as the eastern plateau above the sand hills began to be called. (Biebel, 3-8; Wilson, 2-6)

The city moved to annex the developing Heights in 1925, and to improve its roads for the city's burgeoning automobile traffic. In 1918, the Commission had purchased a scarifier for breaking up ruts in the city's dirt roads, and a ten-ton steamroller for completing new gravel surfaces. The push to pave streets in the 1920s saw a total of forty miles completed in the old core and along the emerging arterials north, east and south to the city limits. As streetcar rails had to be torn up to prepare for paving, the decision was made to convert the system to buses. The combination of existing railroad/street crossings and the more-gradual grades available up old arroyos to the Heights saw arterials develop along routes already laid out in 1918--Grand, Central and Coal (Map 1). New York Avenue (now known as Lomas Boulevard) received the only new railroad grade crossing and grew in importance. Edith, 2nd and 12th Streets, which had once had streetcar lines, also emerged as auto corridors. With South Fourth Street booming as U.S. Route 66/85, Barelas Road declined in importance. A motel and a scattering of groceries and filling stations on William Street suggest that it carried auto traffic south along the east side of the river. (Biebel 3-4; Gousha, 1931, 1934; Hudspeth 1931)

The 1933 Conoco New Mexico road map insert for Albuquerque (Map 2) provides a useful overview of the city's main auto roads, which correlate very strongly with 1931 city directory listings for grocery stores, filling stations and tourist camps. (Only North 12th Street appears to have been overlooked by the map maker.) Over ninety percent of the groceries were located along these arterials, where they could attract the new motoring clientele. At the same time, they were spread relatively evenly throughout the neighborhoods, where they also served a pedestrian clientele. Filling stations concentrated more clearly where the traffic was heaviest along the designated highways: North 4th (18 stations), South 4th (11), East Central (10), West Central (4), South 2nd (3), but no more than one or two stations located on each of twelve secondary arterials. The Conoco Stations denoted by triangles on the 1933 map also conform to this distribution pattern. As the most-clearly tourist-oriented businesses, tourist courts located almost exclusively along Route 66/85. Fourteen of the city's seventeen tourist camps in 1931 were located along North Fourth Street, where relatively-inexpensive, former-agricultural lands were abundant. Another two could be found on South Fourth and Bridge Streets, and two or three more on South Isleta, outside the city limits and not listed in the directory. (Gousha, 1931, 1934; Hudspeth 1931; Pratt)

These were overwhelmingly sole proprietorships developed by local entrepreneurs: Ma-and-Pa tourist courts, groceries, and filling stations. Indeed, the lack of profiles of significant individuals in this historic context stems from the fact that literally hundreds of individuals and families ran individual roadside businesses. Every one of the tourist courts, for instance, were small scale business, most with eight to twelve cottage rooms. Chains and franchise arrangements had begun to make headway in the other two fields, however. The 142 stand alone groceries had been joined in 1931 by ten Piggly-Wigglys, five Safeways,

and six J.A. Skinner Stores, the one local grocery chain. Forty-eight independent service stations competed with four Magnolia (the Southwest affiliate of Standard Oil), five Conoco, and eight Phillips 66 stations. (Hudspeth 1931)

Because the first generation of auto-oriented businesses were built primarily by independent entrepreneurs, and the chains were only beginning to standardize their designs, there was variety in architectural style and only broad patterns in the forms of the emerging building types. Most groceries and the specialty stores that located along the auto arterials followed the pattern of one story structures with Utilitarian Commercial facades standing in groups at the sidewalk's edge--the pattern that had begun to develop after the turn of the century. The grocery store chains led the way in providing parking lots at the sides of their stores. These markets, nevertheless, were located at the sidewalk, thereby continuing the commercial street wall. These chains, and the tourist-oriented service stations and tourist courts were most likely to make use of Modernistic or Southwestern styling to attract the motorists eye. Angular Art Deco forms, along with Mission or Mediterranean styling predominated.

Where major arterials passed through already developed neighborhoods (especially Central from the railroad tracks east to UNM and west of downtown to Old Town, and South Fourth Street through the Barelas neighborhood), people began to take advantage of the twenty-foot setback of houses to add a one-, or occasionally, two-story Utilitarian Commercial storefront. With filling stations and supermarkets filling in the occasional undeveloped lot, and some houses demolished to make way for store-front strips, a distinctive form of commercial corridor emerged. The layering of later commercial forces over earlier neighborhood residential ones produced a mixed density with a variety of set backs and

architectural styles from the previous fifty years. As early as the 1906 University Heights Addition (south of Central and east of Yale), Col. D.K.B. Sellers initiated a form of ad hoc land use zoning (the city would not institute zoning until 1959). By placing deed restrictions on individual lots as he sold them, he designated Central Avenue and portions of Yale and Coal for commercial development, and the balance of the subdivision for residential uses. Although Sellers and other developers continued this practice, commercial development in the eastern portions of the Heights was at first scattered, and the growth of purely commercial strips only occurred after 1931.

Emergence of the Cross Roads Grid, 1932-1945

During the 1930s and early 1940s, the expansion of the federal presence became the most significant factor in the city's economic and physical development. WPA and other New Deal public works employment stimulated the economy, and by concentrating on infrastructure development, laid the ground work for subsequent, suburban growth. A large Veteran's Administration hospital (begun in 1931), a new city airport (1937), state fair grounds (1938), and Kirtland Army Air Force Base (1941) all pulled development further east toward the Sandia Mountains. During the struggle to recover from the Great Depression, roadside auto tourist businesses were the fastest expanding component of the private economy. Employment at the locomotive shops reached its all time peak of 1,500 as the Santa Fe Railway sought to nurse every available engine into service for the effort to move men and material to the West Coast and the Pacific Theater of World War II. Between 1942 and 1945, private construction nearly ceased, but the mushrooming of the Army Air Force base brought a significant new component to the city's economy. The city grew from 26,270 in 1930, to 35,449 in 1940, and had passed 50,000 by the end of the war--a doubling of population in fifteen

years. (Biebel, 21-34, 63-70; Kammer, 61-63; Williams, 237-37; Wilson, 10; Simmons, 359-69)

After the completion of the Central Avenue Bridge in 1931, traffic on the secondary east-west highway from Santa Rosa to Laguna (variously designated Route 6, 366, and 470) gradually increased. With Clyde Tingley as Governor from 1935 to 1938, a flurry of WPA-funded construction upgraded the highway, so that it could finally be designated Route 66 in 1937. The original meanders of Route 66, which made it some 125 miles longer than the ultimate straightened route, had caused many cross-country travelers to seek alternate routes. Texas traffic sought out Highways 60, 70 and 80, while much Midwest-California traffic made its way around the Rockies via Cheyenne and Salt Lake City. But with the straightening of Route 66, it became the preeminent, fair weather route from the Midwest to California. By 1941, the average daily traffic count crossing Rio Grande Bridge had reached 5066, 1220 of which had out-of-state license plates. With the opening of Route 66 along Central Avenue, Albuquerque transcended its centuries-long reliance on predominantly north-south transportation corridors and became the cross-roads of two major highways. (Kammer 81-2, 98; Pratt et al., 259-78; McCann)

Federal funding also helped develop local automobile arterials and fueled residential subdivision growth. In 1937, a four-lane railroad underpass on Central, and a two-lane underpass at Tijeras were built. New Deal largess flowed into the construction of sewers, water mains, streets and sidewalks as well, focused especially in the numerous Heights subdivisions platted the previous decade. As the University of New Mexico and the four new institutions mentioned earlier expanded, and the newly-formed FHA made home loans widely available, residential construction in the Height boomed. Traffic rose substantially not only on Central, but also on Coal and Tijeras/Grand--the three safe railroad crossings, and primary

links from Downtown to the Heights. Further east, Yale, Carlisle-Ridgecrest, and San Mateo grew in importance as connections to the city airport, veterans hospital, and air force base. (Biebel 44-62, 82-3; Kammer 70; McCann; Wilson 11; Rae 60)

Urban Geographer Franklin McCann made a field survey of Albuquerque tourist courts and business districts in August of 1940. The first motels had not been built on East Central until 1932, but McCann found half of the city's 84 tourist courts now located along Central east and west of the city limits, with most of the rest concentrated on Fourth, Bridge and Isleta--the route of Highway 85. The original railroad era downtown at the middle also extended north and south along the tracks, First and Second Streets. McCann also found the oldest auto business along North Fourth Street, with a commercial cross roads at Mountain (A1 on his map). While North Fourth relied heavily on auto tourism, McCann observed that along the highway south from Central to the Barelas Bridge "this growth of business is due largely to the trade of the people who lived nearby rather than to the tourist courts." Similar mixed commercial-residential development flanked Central east of the railroad tracks up to the university. The first purely auto commercial district was just beginning to take shape further east in the Nob Hill area. Of Old Town, McCann reported, it's "stores have all moved over to Highway 66 and new ones have been added." The 1941 city directory confirms these business concentrations, although it also shows a scattering of filling stations, groceries and even specialty stores along the secondary auto arterials--those that also appear in the Albuquerque insert to the 1941 Standard Oil New Mexico Road Map (Map 3). (McCann, 64; Hudspeth 1941)

As in 1931, local entrepreneurs operated all of the tourist courts and the majority of service stations and groceries. With Piggly Wiggly and the Skinner stores having ceased local operations, chains accounted

for a smaller percentage of markets; now 8 Safeways were joined only by the local Barber's Food Store chain of 5 stores. (Managed by part owner Vernon L. Barber, the majority owner was the Charles Ilfeld Co., the state's leading mercantile firm since the 1880s. The chain would grow to fifteen stores around the state by the 1950s.) Similarly, of the city's 134 service stations, 97 were independent operations. National chains operated 17 stations (10 Standard, 4 Phillips, and 3 Conoco), while 7 local stations had affiliated with chains (3 Conoco, 2 Sinclair and 2 Texaco). A number of small local chains of two or three stations each accounted for the remaining 13: Calhoun, Hedges, Tank Car, Zia and Horn Brothers, which subsequently developed into a regional chain. (Hudspeth 1941; Ripp)

Building forms present in the 1920s (strips of commercial storefronts at the sidewalks edge, commercial additions to already existing residences, U-shaped tourist courts, and supermarkets with parking to the side) continued in popularity. The shift in city directory headings from "Filling Stations" to "Service Stations" reflected the one significant change in roadside building forms. In the 1920s, automobile service and repairs had occurred in separate garages or auto repair shops. After about 1930, existing filling stations began to add one or two service bays at the side of their existing office and canopy building, and to offer tires, batteries and standard replacement parts in an effort to increase their income. Meanwhile new stations normally included service bays from the start. While new supermarkets and other stores increasingly provided parking to their sides, they nevertheless maintained the traditional commercial front at the sidewalk's edge. By comparison, service stations, often located on corner lots, departed from this pattern with their covered drive-thru lanes and large parking areas for vehicles waiting to be serviced, and also to move their fuel pumps a safe distance from the roadway. A few drive-in restaurants, with or without curb service, also began to be built back from the roadway to provide adequate

parking for their customers. At night at least, the new street lights put in with WPA funds, and the increasing use of neon and back-lit signs began to redefine the street's edge with light.

As merchants struggled to recover from the Great Depression, they grew more aggressive in their use of architectural image to attract business. In Albuquerque's old commercial center, as in downtowns across the country, two- and three-story commercial blocks were given fresh Modernistic, storefronts on the first floor. As the auto manufacturers streamlined their designs beginning in 1932 in an attempt to revive sales, a new rounded form of modernism, now termed Streamlined Moderne, gained popularity for roadside businesses, particularly service stations and car dealerships. Flat-roofed buildings, with white stuccoed surfaces, rounded corners and raised "air flow lines," porthole windows and pipe railings evoked the aerodynamic, wind-tunnel-tested forms of the new designs for airplanes, ocean liners, locomotives, toasters and radios, as well as cars. The increasingly common sign towers recalled space ships about to lift off. (Craig; Albuquerque Progress 1935-45)

With its strong sense of regional identity and the local importance of tourism, Albuquerque's businessmen and builders were just as likely to employ Southwestern and Spanish styling for roadside businesses. Tourist courts, in particular, turned to the Spanish Pueblo Revival style. The style's flat roofs and rounded corners resembled Streamlined Moderne forms, but the addition of projecting vigas and rustic ladders, along with business names like the Aztec, El Vado, La Mesa, and Zia outlined in neon projected the romance of the Borderlands. Here and there, buildings with crisp, stepping parapets and terra cotta tile accents continued the Mission-Mediterranean genre. Barber's Food Stores chain adopted a rustic Spanish Colonial Revival idiom as it trademark: buff stuccoed walls, brick capping

stepping parapets, one tall and one short tower each with a hipped tile cap, and a small, cantilevered balcony with rough log railings. (Albuquerque Progress; Ripp)

Utilitarian Commercial buildings increasingly shifted from brick or frame stucco to stucco over hollow clay tile. Around 1940, the addition of ornamental brick cornices reflected the emergence of a second local idiom-- the Territorial Revival. Fixed, sidewalk canopies became less common; some were given a more modern look with aluminum edging and by being cantilevered without visible support from metal rods. Most storefronts of whatever style employed glazed tile over the kick plate, and, occasionally on the piers framing the display windows. Business signs became more prominent, whether hung perpendicular to the face of the building, or mounted on an eye-catching tower or a metal armature on the roof. Raised letters in modern, san serif type faces were also mounted on both modern and regional style buildings.

Automobile Boom Town, 1946-1956

Albuquerque's population tripled during the 1940s to 96,815 people, and doubled again to 201,189 by 1960. Not only did the new Kirtland Air Force Base expand during the Cold War, but the Sandia Laboratory was founded beside the base at the close of the world war, giving the city one of the nation's three nuclear weapons research laboratories. Additional regional federal offices opened, the state university grew rapidly, and the construction sector boomed as the Heights suburbs pushed east another five miles toward the mountains. (Simmons, 369-72)

Albuquerque's extraordinary growth only compounded the traffic problems then being faced by every American city as automobile registrations jumped from twenty-six million in 1945 (little more than it

had been in 1930) to over forty million only five years later. State and federal highway construction had long emphasized construction through rural areas to link urban areas. Cities were left to their own devices. To receive any outside help they typically designated their major streets as FAP routes. This served to funnel regional and cross-country traffic into the older sections of towns where local traffic also concentrated. Albuquerque's old downtown reached gridlock by the late 1940s, as fifty thousand east and west bound vehicles attempted to cross with nearly as many north and south bound cars on a typical day. "In your own car," Albuquerque writer Erna Fergusson warned unsuspecting tourists, "you will dash into a town that seems to have ways in but none out. You will encounter every motor car, jalopy, jeep, truck trailer, moving van, ambulance and hearse between Kansas City and Los Angeles, El Paso and Denver." (St. Clair, 13; Fergusson, 4)

So acute were Albuquerque's problems that the city joined with the State Highway Department, the U.S. Bureau of Public Roads and the private Automobile Safety Foundation to conduct a state of the art transportation study and long range traffic management plan. Detailed studies of the intersections with the most accidents, and origin-destination interviews with one in every ten households complemented traffic counts and traffic flow maps (Map 4). The two most pressing problems were predictable. Highways 85 and 66 needlessly brought regional and cross-country traffic into the congested downtown. While various east-west alternate routes for 66 were considered, and a stopgap truck route was marked out on San Pedro Drive and Menaul Boulevard, this problem remained unsolved until the construction of Interstate Highways 40 and 25 in the late 1950s and early 1960s. (Transportation Survey; Albuquerque Planning Commission; Owen)

The second major traffic problem was the bottle necking of traffic on the few arterials that connected the older parts of town on the flood plain of the Rio Grande with the burgeoning Heights east of the sand hills. New York Avenue and Mountain Road were funnelled together into Campus Boulevard at about the sand hills, which was then linked to Las Lomas Road further east. (New York and the Campus and Las Lomas extensions to the east were later renamed Lomas Boulevard.) Menaul and Gibson Boulevards to the north and south also emerged rapidly as east-west arterials. In the Heights, Yale, Carlisle and Ridgecrest served the most traffic. New commercial construction in the decade after the end of World War II understandable located along undeveloped portions of streets with over 2,000 cars a day (Map 4). Both city directories and a reconnaissance survey confirm the strong correlation between the 1950 traffic flow map and commercial construction. (Transportation Survey; Hudspeth 1956)

Commercial design patterns present before the war continued after. All of the previous building types continued to be built: commercial strip, residential/commercial hybrid, supermarket, drive-in restaurant, and tourist court. The one new form--the strip center--grouped several stores together like the older commercial strip, but made special provisions for customer parking. The inclusion of a supermarket or other anchor store and a variety of shops stemmed from the desire to create a self-sufficient neighborhood shopping center. The 1946 Nob Hill Center is considered a classic of the type by historians of the American roadside, and has been placed on the National Register. Its U-shaped store building wraps around a small parking lot visible from Central Avenue, while the bulk of the parking is located to the rear. Like the supermarket type, which had provided convenient parking while still partly maintaining the street wall, both wings of the Nob Hill Center reach up to the sidewalk.

In 1950, George Agrapides put up the Carlisle Village Center in the 1100 block of Carlisle S.E., which housed a drug store and barber shop among its six shop spaces. With the entire small block behind made into a parking lot, and the surrounding lots reserved for nonresidential uses, the complex attempted to define a neighborhood plaza. Over the next ten years, the center succeeded in attracting a new Piggly Wiggly, a church, three service stations, and a half dozen additional office and commercial buildings. The similar Hoffmantown Center developed at Menaul and Wyoming between 1952 and 1956. The construction of the Hiland Center housing a Piggly Wiggly and movie theater in 1951, followed over the next six years by a commercial strip directly across the street and a J. C. Penny's, and a White's department store on adjoining blocks of East Central marked the emergence of a true competitor to downtown. A related development type experiment was the early 1950s Encino Medical Plaza, which wrapped medical offices around a parking plaza and positioned a pharmacy at the entrance to the complex.

The Spanish Pueblo Revival remained most popular for tourist courts (and on the University of New Mexico campus, on the redeveloping Old Town plaza and in the residential sections). But with the growing air force base and weapons lab, an early astronaut testing center, and the general progressive-scientific tenor of the period, many began to think of Albuquerque not as a quaint regional village like Santa Fe, but as a thoroughly forward-looking, Space Age city. While many buildings continued to employ rounded Streamlined Moderne forms through the late 1940s, the more precise, and angular International Style rose in popularity. The windows, doors, the ends of walls, large unbroken sections of walls, and cantilevered canopies were articulated as discrete components in asymmetric compositions. Some builders and businessmen departed from purely-right-angled forms by pulling windows diagonally back into the body of the building, or canting windows and piers outward

as they rose. Others modulated the austerity of pure white stucco and glass with contrasting rustic stone and brick surfaces, while still others included a modest Territorial Revival style brick cornice as a single regional inflection. (Albuquerque Progress)

Developments Since 1956 and Their Impacts on Historic Auto-Oriented Commercial Properties

Albuquerque has continued to grow steadily over the past forty years to a current metropolitan population estimated at near 600,000. Federal employment in regional offices and at Kirtland Air Force Base and Sandia National Laboratory has continued to be the linchpin of local employment. Likewise, the city has continued to grow as a regional commercial, medical, educational, service and transportation center. Home of the airport serving Santa Fe, Albuquerque's tourism and travel services have boomed along with Santa Fe's emergence as an international tourism destination. Since 1980, local high tech research and manufacturing have also developed into significant components of the local economy. (Masley; Williams, 236-38)

In the decade after 1956, new commercial construction increasingly accommodated the automobile with parking lots covering two or three times the area of the building itself. Supermarkets and strip center buildings no longer touched the sidewalk, but now stood surrounded by parking. A new phase of marketing began with the completion of the Winrock Shopping Center in 1961 followed by the Coronado Mall two years later--both located near an early section of interstate highway in the rapidly expanding, far Northeast Heights. Anchored by J. C. Penny, Montgomery Wards, and Sears and Roebuck department stores, these malls favored well-capitalized outside businesses and chain stores over local family-run shops. (Hudspeth 1956, 1961, 1966; Simmons 372)

In 1956, the only business sector with significant national brand presence was the service station; just over half of the 270 local stations were run by chains or their franchisees. During the next decade, Barber's Food Stores flourished briefly, then began to decline; Safeway, Piggly Wiggly and Furr's all grew. Convenience stores appeared in the late 1950s, and by 1966 the city had a total of 29 Speedway, PDQ and Quick & Handy outlets. Not only did chain markets increase from 24 to 63, but they grew larger. As a result, independent groceries declined precipitously from about 175 to 80 during this ten year period. In 1956 Albuquerque had two A&W root beer stands, while the only significant fast food chain was the local Blake's LotaBurger with five outlets. By 1966 A&W had grown to six stands, there were eleven Blake's drive-ins, and these had been joined by McDonald's, Henry's, Burger Chef, Pizzarama, Village Inn, Vip's Big Boy, Chicken Delight and Dairy Queen. These chains typically provided more parking than earlier cafes and restaurants, and had begun to experiment with curb and drive thru service. (Hudspeth 1956, 1961, 1966)

All of the city's approximately 100 tourist courts remained independent operations in 1956, although the next year they would appear in the city directory for the first time under the heading "Motels." With the construction of the Desert Sands and Grand Western Motels in 1953, the one-story, frame-stucco tourist courts of eight to twelve units began to give way to two story, steel and brick motels of twenty to forty units. Located primarily on far east or west Central, these employed a faintly Miesian (Corporate) International Style, some displaying their steel I-beams in what Chester Liebs has termed the "Exaggerated Modern" style. With names like the Sahara, Trade Winds, Sundowner, Oasis and Tropicana displayed on their prominent neon signs, they evoked Las Vegas casino motels. (Hudspeth 1956, 1957, 1961, 1966; Kammer, 98)

Compounding the impact of the franchise chains on the local family-owned businesses was the construction of the interstate highway systems. The city and the state highway department had long sought a way to route cross-country traffic around the downtown. So, following the passage of the federal Interstate Highway Act of 1956, they quickly began alignment acquisition. By 1960, forty percent of the Interstate through Albuquerque had been finished, and with the completion of the "Big I" interchange between I-25 and I-40 in 1966, old Routes 85 and 66 lost their through traffic. I-40 diverged north as much as two miles from Route 66, while I-25 took advantage of the old sand hills at the edge of the Rio Grande flood plain, which had remained largely undeveloped because of their irregular slopes. As the interstates were built through the city, the first national motel chains, Holiday Inn and Travelodge, made their first appearances. Indeed, as tourist-oriented business began to cluster around the interstate interchanges, chains further eclipsed local family-run businesses. Where interstate exits connected to first generation auto corridors (Fourth Street north of downtown, and Central Avenue in the Huning Highlands neighborhood) some older buildings were demolished to make way for the new highway, and others to allow the construction of new businesses and larger parking lots. (Kammer 94-95; Simmons 373; Pratt et al. 282-87; Hudspeth 1966)

Two changes in the arterial system also affected the historic auto corridors. When Coal Avenue was rerouted and developed along with Lead Avenue as a pair of one way arterials about 1960, the historic alignment of Coal between University and Yale became a quiet backwater designated Coal Place, while east of Yale what had been Coal became part of the new alignment of Lead. The construction of Civic Plaza in 1974, closed North Fourth Street between Tijeras and Marquette, thereby ending through traffic on the original Route 66/85. (Wilson, 11)

The first generation of auto-oriented commercial corridors had developed in the 1920s and 1930s, although they continued to receive in-fill construction into the 1950s. Easily the most intact of these corridors is South Fourth Street. As a result it has been chosen to be developed as the first district nomination under this historic context. North Fourth Street and East Central in the Huning-Highlands area, because they were connected to interstate exits, saw substantial changes after 1966, and therefore, are not good candidates for historic district designation. Perhaps 15-20, little modified, individual buildings along North Fourth may be eligible under this context. The existing Huning-Highlands National Historic District, because it focuses on the Railroad Era development of the area, only rates a handful of auto-oriented commercial buildings along Central Avenue as contributing. Another 6-10 buildings there may be eligible under this context. Other intact and potentially eligible individual structures from this first phase are scattered along the auto arterials identified on historic maps 1, 2 and 3, most notably Mountain Road, Coal Avenue, Isleta Road, Broadway Boulevard, and Edith Boulevard.

A second generation of auto-oriented commercial corridors began to develop during the 1930s, but matured and filled-in in the 1940s and early 1950s. The blossoming of Route 66 businesses along Central Avenue after 1938 has been thoroughly examined as part of the 1993 National Register historic context, "The Historic and Architectural Resources of Route 66 Through New Mexico, 1926-1953." The original submission included 10 properties in Albuquerque, all along Central Avenue: the Aztec Auto Court, Cottage Bakery, El Campo Tourist Courts, El Vado Auto Court, Jones Motor Company, La Mesa Motel, Maisel's Indian Trading Post, Modern Auto Court, Pig 'n Calf Cafe, and the Tower Courts. A second set of nominations currently in preparation includes 6 additional properties on Central: the Enchanted Mesa Trading Post, Hill Top Lodge, Horn Lodge and Horn Oil

Service Station, La Puerta Motel, Luna Lodge, and Tewa Lodge. While the accompanying Barelas-South Fourth Historic District nomination addresses the first phase of Route 66 through Albuquerque from 1926 to 1938, the remnants of the first generation of tourist courts further south on Isleta Road and on North Fourth hold only marginal potential for registration because of their degree of remodeling. (Kammer; Pratt)

The Route 66 context chose to omit general strip commercial development in part because it was oriented more to local customers than to auto tourists, but also because their inclusion would have necessitated a much more extensive building survey. As a result, this historic context functions in part as a complement to the Route 66 context. Of the more-locally-oriented commercial development from this second phase, the Nob Hill section of Central Avenue from Girard to Washington is a good candidate for future historic district designation, as is the Highland district further east from Washington to San Mateo. But because both received substantial in-fill construction in the late 1940s and early 1950s, buildings which are not quite 50 years old, they are being left for a fuller assessment and possible nomination in a few years. Other intact and potentially eligible individual structures from this second phase are found along the auto arterials identified on the 1950 traffic flow map (Map 4), most notably along Menaul, Lomas, Gibson, Yale, Ridgecrest, Carlisle, and San Mateo and Wyoming. (Wilson et al.; Kammer)

F. ASSOCIATED PROPERTY TYPES

I. Name of Property Type: Automobile-Oriented Commercial Buildings in Albuquerque, New Mexico, 1916-1956

This property type is divided into eight subtypes reflecting the common auto-oriented building types found in Albuquerque. The historic evolution and physical characteristics of each subtype are described separately. Then, because these subtypes derived from the same historic forces, the discussion turns to the shared components of significance, and finally to the qualities of association and degree of integrity they must possess for registration.

II. Description:

A. Property Subtype, Commercial Strip Buildings:

This commercial building type can be traced to the mid-19th century, commercial main street. Buildings in these moderately-dense commercial areas had shops on the ground floor supplied with separate entrances and large display windows; above were typically one or more floors supplied with smaller windows and serving a variety of functions from fraternal lodge halls and offices to rooming houses and hotels. When cities began to suburbanize, buildings replicating the first story of early main street buildings, but dispensing with any upper floors, began to be built along street car lines and main automobile routes. Like their main street ancestors, these versatile commercial spaces hosted groceries, cafes, drug stores, barber and beauty shops, tailors, meat markets, news stands, a dozen other varieties of shops and, sometimes, professional and business offices. Chester Liebs terms this type the "Taxpayer's Strip" for the practice of building such modest structures to generate enough income

to pay property taxes while waiting for rising property values to justify the construction of multi-story buildings. The automobile so decentralized American cities, however, that few of these early strips ever developed to main street density. (Longstreth, 14, 17, 54-62; Liebs, 10-24)

The basic store facade consists of large display windows with a door either at the center or pushed to one side. Below the windows is a solid kick plate, and above the door and windows, transom windows or a canopy (most often hung on metal rods) or both (ill. 11). (Note: illustration numbers refer to the attached Barelas-South Fourth Street Historic District nomination.) On corner lots and beside alleys, one bay of windows was often wrapped around the side of the building (ill. 9, 10). The parapet wall is also generally extended high enough to provide space for a painted sign. Such stores were typically about twenty-five feet wide and extended back from the street fifty to a hundred or more feet. Most have a flat roof sloping to the rear, although a few early examples have front-facing gables behind false fronts. (4).

Often built one or two at a time in Albuquerque during the 1920s and 1930s, they occasionally grew into long strips resembling one story main streets. Typically no special provision was made for parking, the street and, perhaps a nearby vacant lot being sufficient. These are generally utilitarian buildings of brick, cast stone or wood frame with stucco, with infrequent use of architectural style or detailing. From the mid-1930s into the 1950s, it became more common to build four to ten shops in a single business center facing a thoroughfare and perhaps wrapping around onto one or two side streets. Sometimes office spaces were provided on these side streets, or even the first street parallel to the auto arterial. Such offices, whether integrated into a commercial strip building, or erected separately, often resemble the store front buildings except with

smaller windows. A limited amount of parking was often located at the rear of large commercial strip buildings. These later commercial strip buildings are often unified by a few architectural details such as rounded corners, glass block and flow lines, or a Territorial Revival brick cornice.

B: Property Subtype, Commercial/Residence Hybrid Buildings:

This hybrid building form emerged as a result of highways and automobile arterials being developed through already-existing residential neighborhoods. As an ad hoc development, employed by numerous individuals, a wide range of solutions were built. Occasionally, a large porch was glassed in and the residence converted to commercial purposes. The fifteen to twenty-five foot set-back of most single family houses provided an ideal space for the addition of a small shop (ills. 13, 15-17). Flat-roofed, one story additions of structural clay tile (or after 1945, concrete block) covered with stucco were most common. Facades were generally treated similar to those of the commercial strip type, although because many of these were small scale projects, domestic windows were sometimes used.

In some cases, a family continued to live in the house and operate a small business--shoe repair, cafe, barber shop, or the like--in the addition and perhaps one adjoining formerly residential room (Ill. 15). In a sense, this type keeps alive the residence-craftsman shop form that dates back to the Colonial Era. A flurry of such commercial additions onto residences immediately after World War II suggests that some returning soldiers saw this as a way to quickly put themselves into business. Other remodelings, sometimes reaching to two stories, attempt to hide the old residence. If the residence and therefore the narrow end of the lot faced a side street, a larger commercial addition was often added to the rear of

the house, but facing onto the newly developed auto route (ill. 14). Occasionally, new buildings combined commercial and residential functions, either with a clearly commercial portion at the street and distinctive residential section to the rear, or a home office or shop included in a seemingly residential structure (ill. 4).

C. Property Subtype, Tourist Courts and Motels:

Early automobile tourists camped by the roadside, and by the early 1920s the first open air camp grounds offered a few amenities, then cabin courts with small rental units began to appear along the roadside. No remnants of these early phases have been identified in Albuquerque.

By the mid-1920s a distinctive tourist court form had emerged. These long, narrow buildings alternated small units and carports under a single, unifying roof. Organized as double files, U- L- and crescent-shaped forms, these buildings defined courtyards, which were typically enhanced with patios, picnic tables, trees, swing sets, and, after World War II, small swimming pools. The owner's house--for these were overwhelmingly family operations--were positioned near the front of the complex, contained the office and sometimes a small store that sold groceries and pumped gas. In 1935, for instance, 57 of the 213 tourist courts in New Mexico included filling stations. (As filling stations around town added garages in the 1930s to become full service stations, tourist courts gave up this function.) Although tourist courts, as their name implies, first served auto tourists, many traveling salesmen, whose expense accounts were trimmed during the Great Depression, also began using these accommodations. Indeed, roadside accommodations were the only type of construction that increased during the height of the depression. Sunbelt states, because of their moderate winters weather and reliance on the automobile, most aggressively adopted this new form

of lodging. Although New Mexico was approximately 45th among the states in population, it was sixth in gross receipts from tourist courts in 1935 and seventh in 1940. (Belasco; Liebs, 169-92; Wilson et al, 207-09; McCann, 50, fig. 3; Albuquerque Progress; U.S. Census)

Tourist courts were typically located on inexpensive land at the edge of town, the better to intercept travelers before they reached the congested business district. In Albuquerque by 1940, this meant that tourist courts were found overwhelmingly east of Carlisle and west of 12th Street on Central, north of Mountain Road on Fourth Street and south of the Barelas Bridge on Isleta Road. Although courts with carports remained the norm up to World War II, some entrepreneurs began in the late 1930s to construct continuous blocks of rooms with parking provided in front of each door. In the 1920s, because of their reliance on tourism, most early courts employed Southwest revival styles--Mediterranean-Mission and a simple interpretation with stepping parapets identified in the NMHBI Manual as Southwest Vernacular. By the 1930s, the Spanish Pueblo Revival had replaced these in popularity. Streamlined Moderne ran a distant second, although after World War II, Moderne and the International Style grew in popularity. Prominent neon business signs were attached to the office, or mounted on free-standing poles.

In 1953, larger two-story motels came to Albuquerque, and as national motel chains began to make inroads in the city the following decade, many of the aging tourist courts enclosed their carports and began renting rooms by the week and month. Because nearly all of Albuquerque's historic tourist courts were built along Route 66 (beside its early Fourth Street alignment and along Central Avenue after 1936), the best remaining examples have been assessed under the "Route 66 in New Mexico" context, and have either been placed on the National Register, or have nominations in process. (Kammer, 101-09)

D: Property Subtype, Gas Stations:

At first motorists had their vehicles repaired at blacksmiths and livery stables, and gassed up from siphoned barrels or hand pumps set out in front of general stores and stables. Specialized filling stations began to be constructed in Albuquerque only during the 1920s (ills. 19, 20). They typically consisted of a small office set well back from the street with a canopy reaching out to cover the gas pumps located on a small, raised concrete island. At the roadside stood a metal pole with a horizontal arm projecting toward the street with attached lights shining downward onto the hanging sign (ill. 19). Some filling stations were located at the edge of town along with the tourist courts, but to attract a local clientele, other stations were constructed on vacant lots in existing residential sections, and on cleared lots in the downtown. In an attempt to fit into this existing city fabric, most stations assumed a domestic guise, appearing like small French Provincial, Mediterranean or Bungalow style cottages, although a few adopted Art Deco modernism.

During the 1920s, independent garages had developed to repair vehicles. By 1930, filling stations began to take on this function when they added garage bays beside their original office, or, perhaps only a concrete lined grease pit (ills 19, 20). Newly-constructed service stations packaged an office, rest rooms, a storage room, and one or two service bays into a rectangular box, fronted by a drive-thru canopy. Rotary lifts run by compressed air also began to replace drop pits during the 1930s. To compensate for lagging sales in the Great Depression, some stations began to sell auto supplies and accessories, signalled by large plate glass windows and a tire display rolled out each morning. Some builders continued to employ one or two Southwestern details such as a bit of tile trim or a row of projecting vigas, although, by the late 1930s,most of those building new service stations embraced Streamlined

Moderne styling with flat roofs, rounded corners, white stucco, corner windows, flow lines, and attached san serif lettering. Walter Teague's 1937 oblong box design for Texaco was being built in Albuquerque by 1941, and after the war standardized Texaco, Conoco and Phillips 66 stations helped introduce the International Style to the city. In the early 1950s, regional chains Horn and Shamrock began to exaggerate the International and Wrightian versions of modernism by tipping their windows outward and adding brick piers that also tapered outward. Large, free-standing canopies over a growing number of pumps also began to appear at this time. (Liebs, 95-116; Jakle; Wilson et al., 209-11; Kammer 109-17; Pratt et al. 315-18; Albuquerque Progress)

E. Property Subtype, Service Garages and Auto Dealerships:

Dispensing gasoline, routine vehicle service, major repairs and car sales occurred in a variety of buildings and were combined in a variety of ways. Independent repair garages were common in the 1920s, and, as just recounted, the filling station and routine oil changes, tune-ups and some repairs were accommodated in the service station form that emerged by the 1930s. Another combination of functions that became increasingly common in the 1930s was the auto dealership with attached repair shops, and, occasionally even a filling station. The garages were easily identifiable by the regular progression of garage doors and their higher mass, made necessary by the hydraulic lifts inside. Usually, but not always, located to the rear, garages typically had open air parking nearby for vehicles awaiting service (ill. 31, left). The building often stepped down a bit toward the street or the corner. There, a large expanse of plate glass windows wrapping around a round, streamlined form housed the eye-catching car showroom. It was usually pulled back a bit from the roadway to offer car shoppers parking. The addition of a modernistic tower, designed to catch the motorists eye, was often positioned above the gas

pumps. Only after World War II were new dealership showrooms constructed well back from the roadway, thereby turning the intervening space into a large open air showroom. (Liebs, 75-93;Albuquerque Progress)

F. Property Subtype, Supermarkets:

If the tourist court and gas station responded directly to the new requirements of auto travel, the emergence of the supermarket pulled functions out of the older main street-derived commercial strip into a new, more accessible building type. Groceries (and many other kinds of stores) had traditionally occupied the typical twenty-five-foot-wide commercial spaces. The customer strolled down a center aisle with counters to either side and shelves along the side walls. Clerks pulled products at the customer's request and rang up these purchases at registers on the counters. In 1916, a new system was created in Memphis and marketed under the name Piggly Wiggly. This consisted of aisles leading to open shelves; customers served themselves and took the goods to cashiers back at the front of the store. The concept spread rapidly thorough the South and Midwest, and reached Albuquerque by the late-1920s. The first of these were little more than oversized stores in commercial strip buildings, carrying only canned and packaged goods, and making no additional provisions for auto parking. But produce and meat departments were soon added, which required additional space.

East of the Mississippi, two or three shops in an existing taxpayer's commercial strip were often remodeled by inserting new roof trusses, removing interior walls, and adding a new, unified facade. But in California and the Southwest, which was growing rapidly and relied more heavily on the auto, it became common by about 1930 to build new free standing supermarkets with adjoining parking lots covering approximately the same area as the building. By using steel trusses on masonry piers, it

was possible to economically create open spaces fifty or more feet wide. These buildings, nevertheless, were constructed at the sidewalk's edge, and faced the street with large display windows and an entrance pushed over to the corner nearest the parking lot. Piggly Wiggly, Safeway and the local Barber's Food Store chains pioneered this development in Albuquerque. Independent grocers that wished to remain competitive, had begun to erect supermarkets of their own in Albuquerque by the late 1930s (ills, 1 left, 22, 23). Mediterranean or Streamlined Moderne detailing was concentrated on the facade and typically wrapped around the corner one structural bay. Marching down the sides, structural piers might be capped by tile or stepping Art Deco motifs. As the 1950s progressed, the sharp-edged International Style predominated, as supermarkets were increasingly built as free-standing buildings surrounded by parking. (Liebs, 117-36; Albuquerque Progress)

G. Property Subtype, Drive-in Restaurants:

Of all the building types discussed here, this showed the least standardization, and has the fewest remaining examples. A cafe contained in the typical shop space of a commercial strip was the most common early roadside eatery in the city. People experimented with a variety of other approaches to providing meals to motorists. Simple food stands offered a limited menu--hot dogs, hamburgers, barbecue--passed through a window over a small counter to the customer. Picnic tables were sometimes provided, although people mostly ate the food in their car or carried it to home or motel room. Some restaurants added curb service with food brought by a carhop on a tray to the car, where it was consumed. These took the most characteristic form: a small building with a large, overhanging roof, often trimmed in lights for nighttime visibility. Cars typically parked around this building like the spokes of a wheel. After World War II, some drive-ins added canopy shelters for autos. (ill 24)

While this is the classic form of the drive-in, the name was also applied during the 1930s and 1940s in Albuquerque to restaurants with inside seating, but located on the roadside and provided with ample parking. Some resembled a single, rectangular store unit lifted out of a commercial strip and standing at the road's edge with parking on either side. Other, more fashionably-designed restaurants were held back from the road with parking on the front and sides. Cocktail lounges, supper clubs and night clubs at the outskirts of town also commonly took this form. The rise of franchised fast food restaurants since the mid-1960s has so eclipsed drive-ins that only one or two from before World War II, and a few from the decade after, have been identified. (Liebs, 193-224; Kammer, 117-21; Hess, 19-29; Pratt et al. 318-21; Albuquerque Progress)

H. Property Subtype, Strip Center Building:

While tourist courts, gas stations, supermarkets and drive-ins had each adapted their forms to the automobile during the 1920s and 1930s, the commercial strip located at the edge of the sidewalk remained the predominant form for groups of smaller shops into the late 1940s. Developers began to respond, however, when automobile ownership leapt more than fifty percent in the five years following World War II--the first appreciable increase since 1930. The simplest and most commonly followed solution was to place a commercial strip building back far enough from the road to allow the parking for one, or sometimes two, files of cars (ill. 24). Another form that became popular in Albuquerque had been pioneered by the 1930 Stop and Shop center in Washington D.C., which placed an L-shaped block of shops on a corner lot, thereby providing parking in front, while the building still reached to the sidewalk's edge.

Albuquerque's 1946 Nob Hill Center was designed with a U-shaped plan that wrapped around a modest parking lot in front, allowing it to

define the street wall with its two arms, while keeping the bulk of parking to the rear. (It is already listed on the National Register.) The 1950 Carlisle Village Center stretches along the length of the 1100 block of Carlisle S.E. Its large parking lot, clearly visible to the rear, is surrounded by additional businesses to form a neighborhood plaza. In the Hiland Center of 1951, a similar strip of shops was pulled back from East Central to allow two files of parking in front, with the majority of spaces to the rear. Each of these centers sought out one or two anchor tenants--a department store, supermarket, drug store, movie theater--and proclaimed their importance over the surrounding strip commercial buildings by the provision of one or more prominent sign towers. In a period of transition and experimentation, buildings occasionally employed idiosyncratic solutions like the three-story White's Department Store one block west of the Hiland Center, which displays a glass curtain wall directly onto the street, while placing all parking at the rear. Until this point, all the major department stores had remained downtown, and everyone continued to do at least some of their shopping there. But now with the construction of these strip centers, the first credible rivals to downtown appeared, especially the Hiland district on east Central between Washington and San Mateo.

The arrival of the enclosed shopping mall form with the construction of Winrock and Coronado Centers in 1961 and 1963 rapidly eclipsed the old downtown and even the emerging strip center form. The shopping mall effectively abandons the struggle to reconcile large numbers of vehicles with shopping by parking cars around a massive building that brings two rows of shop spaces together under an enclosed atrium--spatially like an old main street brought under roof. (Longstreth 60, 62-5, 126-31; Liebs, 27-37)

III. Significance:

These auto-oriented commercial buildings are significant in local history for their direct associations with the rapid rise and preeminence of automobile transportation in Albuquerque between 1916 and 1956 (detailed in Section E). In the distinctive physical characteristics described above for each subtype they embody the historically specific evolution of their auto-oriented building type.

Unlike regional or ethnic traditions that shaped the property types of preindustrial societies, the broad cultural force shaping this property types was a national automobile-oriented society. Location and orientation of properties was determined not by natural resources, soil conditions or climatic response, but by the location of highways and arterial streets, and the greatest historic concentrations of vehicular traffic. The adaptation of commercial functions to the automobile routes was the primary consideration, expressed through the location and orientation of buildings, the plans of those buildings and the organization of their sites. Buildings addressed the street with display windows and large, eye-catching signs, while the various building types gradually evolved to accommodate the auto with drive-thru lanes and ever-expanding parking areas.

Architectural style was a significant, but secondary consideration. Since styles were employed for marketing and image-making purposes, a wide range can be found. Because of their close association with the automobile, filling stations and car dealerships most often were built in modernistic styles. Tourist-oriented businesses, especially tourist courts, more often employed regional revival styles. Every building type, however, can be found executed in a wide range of styles: Utilitarian Commercial, Streamlined Moderne and International Style, as well as

Commercial, Streamlined Moderne and International Style, as well as Mission-Mediterranean, Spanish Pueblo Revival and Territorial Revival styles.

The full range of construction materials and methods available at the time were employed in these buildings: adobe, brick, wood frames with wood or stucco siding, reinforced concrete, hollow clay tile and concrete block.

In general, properties will be eligible under either (or more often both) National Register Criterion A or Criterion C. The direct connection of most eligible properties to the rapid rise and preeminence of automobile transportation in Albuquerque between 1916 and 1956 will qualify them under Criterion A. Similarly, the presence of the distinctive forms and features of automobile-oriented commercial buildings also make most examples eligible under Criterion C.

IV. Registration Requirements:

Primary characteristics: Because of the importance of the location, orientation of buildings, and their adaptation to the automobile, all buildings must possess these characteristics to be considered eligible:

1. Location along one of the historic highways or automobile arterials (Maps 1-4), or if not so located, additional information is provided to demonstration that the building was designed and the business operated primarily for a motorized clientele,
2. The original site layout (relation of the building to the street and to parking areas, if any),
3. The original massing and roof shape,

4. The original door and window openings (even if covered or containing comparable window or door replacements), and
5. Be fifty or more years old.

Secondary characteristics. Because these properties stand on their own to convey a feeling of the period of their construction, they must also possess most of these additional significant historic characteristics:

1. Original facade materials,
2. Canopies, if part of the original construction,
3. Original signs, or sign poles or mounting brackets,
4. Architectural details and other feature that contribute to an identifiable architectural style.

Most of these buildings were erected in a single construction phase, although a significant minority grew by accretion: simple filling station offices with canopies that grew into service stations with the addition of garage bays, tourist courts that added units over time, and small shops that were constructed at the front of existing residences. So long as these alterations occurred within the period of significance, 1916-1956, and conform to the broad patterns and forms described for their building type, they are considered historically significant, and eligible for nomination.

I. Name of Property Type: Mixed Automobile Commercial and Residential Districts in Albuquerque, New Mexico, 1916-1956

II. Description:

This first generation automobile strip district type emerged out of the need to develop highways and arterial streets through existing residential neighborhoods. This distinctive form of historic development combines residences and residences converted to commercial functions with commercial strip buildings at the street's edge and a mixture of new building types, which provide small parking lots and drive-thru lanes to accommodate autos. Supermarkets, commercial strip buildings and hybrid commercial/residential structures typically predominate. Although these buildings define a street-wall, older residences and gas stations are set back from the road and modulate the streetscape. These strips usually extend only one building deep on either side of the road. This type largely took shape before World War II, although they often received a small amount of in-fill construction after the war, which followed the patterns and forms already present.

III. Significance:

These auto-oriented commercial districts are significant for their direct associations with the rapid rise and preeminence of automobile transportation in Albuquerque between 1916 and 1956 (detailed in Section E). In their combinations of automobile-oriented commercial buildings and residences they embody the historically specific evolution of primarily residential districts into predominantly commercial strips mixed with evidence of their earlier residential phase (described in the previous paragraph).

Unlike regional or ethnic traditions that shaped the property types of preindustrial societies, the broad cultural force shaping this property types was a national automobile-oriented society. Location and orientation of these districts and the buildings within them was determined not by natural resources, soil conditions or climatic response, but by the location of highways and arterial streets, and the greatest historic concentrations of vehicular traffic. The adaptation of commercial functions to the automobile routes was the primary consideration, expressed through the location and orientation of buildings, the plans of those buildings and the organization of their sites. Buildings addressed the street with display windows and large, eye-catching signs, while the various building types gradually evolved to accommodate the auto with drive-thru lanes and ever-expanding parking areas.

Architectural style was a significant, but secondary consideration. Since styles were employed for marketing and image-making purposes, a wide range can be found. Because of their close association with the automobile, filling stations and car dealerships most often were built in modernistic styles. Tourist-oriented businesses, especially tourist courts, more often employed regional revival styles. Every building type, however, can be found executed in a wide range of styles: Utilitarian Commercial, Streamlined Moderne and International Style, as well as Mission-Mediterranean, Spanish Pueblo Revival and Territorial Revival styles.

The full range of construction materials and methods available at the time were employed in these buildings: adobe, brick, wood frames with wood or stucco siding, reinforced concrete, hollow clay tile and concrete block.

In general, districts will be eligible under both National Register Criterion A and Criterion C. The direct connection of eligible districts to the rapid rise and preeminence of automobile transportation in Albuquerque between 1916 and 1956 will qualify them under Criterion A. Similarly, the presence of the distinctive forms and features of automobile-oriented commercial districts also make them examples eligible under Criterion C.

IV. Registration Requirements:

To be considered eligible for registration, such a district must exhibit enough of the characteristics associated with this historic theme to convey a feeling of an early mixed commercial and residential automobile strip. Eligible districts typically will possess:

1. A preponderance (at least 50 or 60 percent) of buildings belonging to any of the subtypes already described under the Property Type: Automobile-Oriented Commercial Buildings, in any proportion or combination of these building forms,
2. A minority of residential structures belonging to any of the historic styles recognized by the NMHBI Manual and found along Albuquerque's early highways and auto corridors, primarily New Mexico Vernacular, Queen Anne, Colonial Revival, Hipped Box, Bungalow, Mediterranean, Spanish-Pueblo Revival, Southwest Vernacular, and Streamlined Moderne.
3. A minimum (probably not more than 25 percent) of non-contributing structures, either historic buildings that have been greatly modified or buildings erected since the historic period. Whether or not these buildings complement the historic patterns in their massing and relationships to the street will be a key question. Few if any prominent

franchise fast food restaurants, free-standing supermarkets and other distinctively post-1956 developments should be included.

Such a district may also possess some (perhaps as many as 20 percent) buildings that belong to any of the automobile-oriented commercial building types but were built less than fifty years ago, so long as they were built during the clearly defined period of the district's significance and represent a clear continuation of patterns established more than fifty years ago (consistent with National Register Bulletin 22, Section VIII on nominating less-than-50-year-old properties in historic districts).

I. Name of Property Type: Automobile Strip Districts in Albuquerque, New Mexico, 1916-1956

II. Description:

This second generation automobile district type emerged out of the post-1916 development of subdivisions, in which residential development was separated from commercial areas, which were located along already designated highways and emerging auto arterials. Also contributing to this form of district was a form of ad hoc land use planning practiced by many developers who used deed covenants to prescribe commercial uses for some lots and residential for others. This distinctive form of historic development consists very largely of commercial buildings. Supermarkets and commercial strip buildings typically define a street-wall, while gas stations, tourist courts and strip centers pull back somewhat from the road, thereby modulating the streetscape. These strips often extend one block on either side of a major road. Some of these districts began to form before World War II, but were constructed mainly in the decade after the war. Other similar strips were built entirely in the years following the war. While this district type consists primarily of auto-oriented buildings similar to those found in the previous property type, this distinctive district form lacks residential structures, and contains an admixture of strip centers that demonstrate the continuing, gradual evolution of roadside commercial architecture just after the war.

III. Significance:

These auto-oriented commercial districts are significant for their direct associations with the rapid rise and preeminence of automobile transportation in Albuquerque between 1916 and 1956 (detailed in Section E). They embody the historically specific development of purely

commercial strips distinct from the surrounding residential suburbs (described in the previous paragraph).

Unlike regional or ethnic traditions that shaped the property types of preindustrial societies, the broad cultural force shaping this property types was a national automobile-oriented society. Location and orientation of these districts and the buildings within them was determined not by natural resources, soil conditions or climatic response, but by the location of highways and arterial streets, and the greatest historic concentrations of vehicular traffic. The adaptation of commercial functions to the automobile routes was the primary consideration, expressed through the location and orientation of buildings, the plans of those buildings and the organization of their sites. Buildings addressed the street with display windows and large, eye-catching signs, while the various building types gradually evolved to accommodate the auto with drive-thru lanes and ever-expanding parking areas.

Architectural style was a significant, but secondary consideration. Since styles were employed for marketing and image-making purposes, a wide range can be found. Because of their close association with the automobile, filling stations and car dealerships most often were built in modernistic styles. Tourist-oriented businesses, especially tourist courts, more often employed regional revival styles. Every building type, however, can be found executed in a wide range of styles: Utilitarian Commercial, Streamlined Moderne and International Style, as well as Mission-Mediterranean, Spanish Pueblo Revival and Territorial Revival styles.

The full range of construction materials and methods available at the time were employed in these buildings: adobe, brick, wood frames with

wood or stucco siding, reinforced concrete, hollow clay tile and concrete block.

In general, districts will be eligible under both National Register Criterion A and Criterion C. The direct connection of eligible districts to the rapid rise and preeminence of automobile transportation in Albuquerque between 1916 and 1956 will qualify them under Criterion A. Similarly, the presence of the distinctive forms and features of automobile-oriented commercial districts also make examples eligible under Criterion C.

IV: Registration Requirements:

To be considered eligible for registration, such a district must exhibit enough of the characteristics associated with this historic theme to convey a feeling of a second generation commercial automobile strip. Eligible districts typically will possess:

1. A preponderance (often 70 percent or more) of buildings belonging to any of the subtypes already described under the Property Type: Automobile-Oriented Commercial Buildings, in any proportion or combination of these building forms,
2. Few if any residential structures,
3. A minimum (probably not more than 15 percent) of non-contributing structures, either historic buildings that have been greatly modified or buildings erected since the historic period.

Such a district may also possess some (perhaps as many as 20 percent) buildings that belong to any of the automobile-oriented commercial building types but were built less than fifty years ago, so long as they were built during the clearly defined period of the district's

significance and represent a clear continuation of patterns established more than fifty years ago (consistent with National Register Bulletin 22, Section VIII on nominating less-than-50-year-old properties in historic districts).

G. GEOGRAPHICAL DATA

The incorporated limits of the City of Albuquerque, Bernalillo County, New Mexico

H. SUMMARY OF IDENTIFICATION AND EVALUATION METHODS

This multiple property listing of historic and architectural, automobile-oriented commercial resources in Albuquerque, New Mexico is based on archival research, existing historic resource surveys, a reconnaissance survey, and a partial historic building inventory conducted by architectural and cultural historian Chris Wilson during 1996 under the auspices of the Planning Department, City of Albuquerque, funded in part by a CLG grant from the New Mexico State Historic Preservation Division. Ed Boles of the City Planning Department was the primary supervisor for the project and reviewed the drafts of this historic context and the accompanying Barelas-Fourth Street district nomination, while Dorothy Victor and Mary Ann Anders of the State Historic Preservation Division also reviewed the drafts of both of these documents.

In addition to standard secondary sources on the history of the city, the state and American roadside architecture (see Section I), a range of excellent historic documentary sources were available: highway and street maps, Sanborn insurance maps, city directories, traffic counts and traffic flow maps, and *Albuquerque Progress*, a magazine that gave detailed covered to commercial developments in the city starting in 1934. The existing Albuquerque Landmarks Survey of historic buildings, because it was conducted ca. 1976-1981 when little significance was attributed to early roadside architecture, was of limited usefulness for this project.

Of substantial assistance were three more-recent studies. A cultural resources overview of transportation-related resources across central New Mexico prepared by the State Historic Preservation Division in 1988 (Pratt et al.) provided valuable background and context. A subsequent Preservation Division-funded survey of over 500 automobile tourism resources along Route 66 (including both its Fourth Street and Central Avenue alignments in Albuquerque), and a subsequent historic resources report (Kammer 1992) and National Register historic context proved invaluable. Finally, an intensive survey of 100% of the approximately 125 buildings along Central Avenue from Girard Boulevard to Washington Street, and a companion 1995 survey report (Wilson et al.) provided detailed information on the Nob Hill area, the city's most important late 1930s to early 1950s automobile strip.

After identifying the routes of historic highways and automobile arterials, a city-wide reconnaissance survey was conducted, noting building types, and concentrations of pre-1956 buildings. Because of economic redevelopment initiatives along South Fourth Street (described more fully in the attached historic district nomination), it was decided to conduct an intensive survey of 100% of the approximately 75 buildings lining the street from Coal Avenue to Bridge Street--the most intact 1920s, 30s and 40s automobile strip in the city. The desire of the Barelas neighborhood, through which South Fourth Street runs, and of some city agencies was to see the street considered for historic designation. It was decided that the preparation of this multiple property documentation form would provide the necessary context to evaluate South Fourth Street, and also lay the groundwork for future historic preservation initiatives, including public eduction and possible additional nominations covering the city's various auto-oriented commercial resources.

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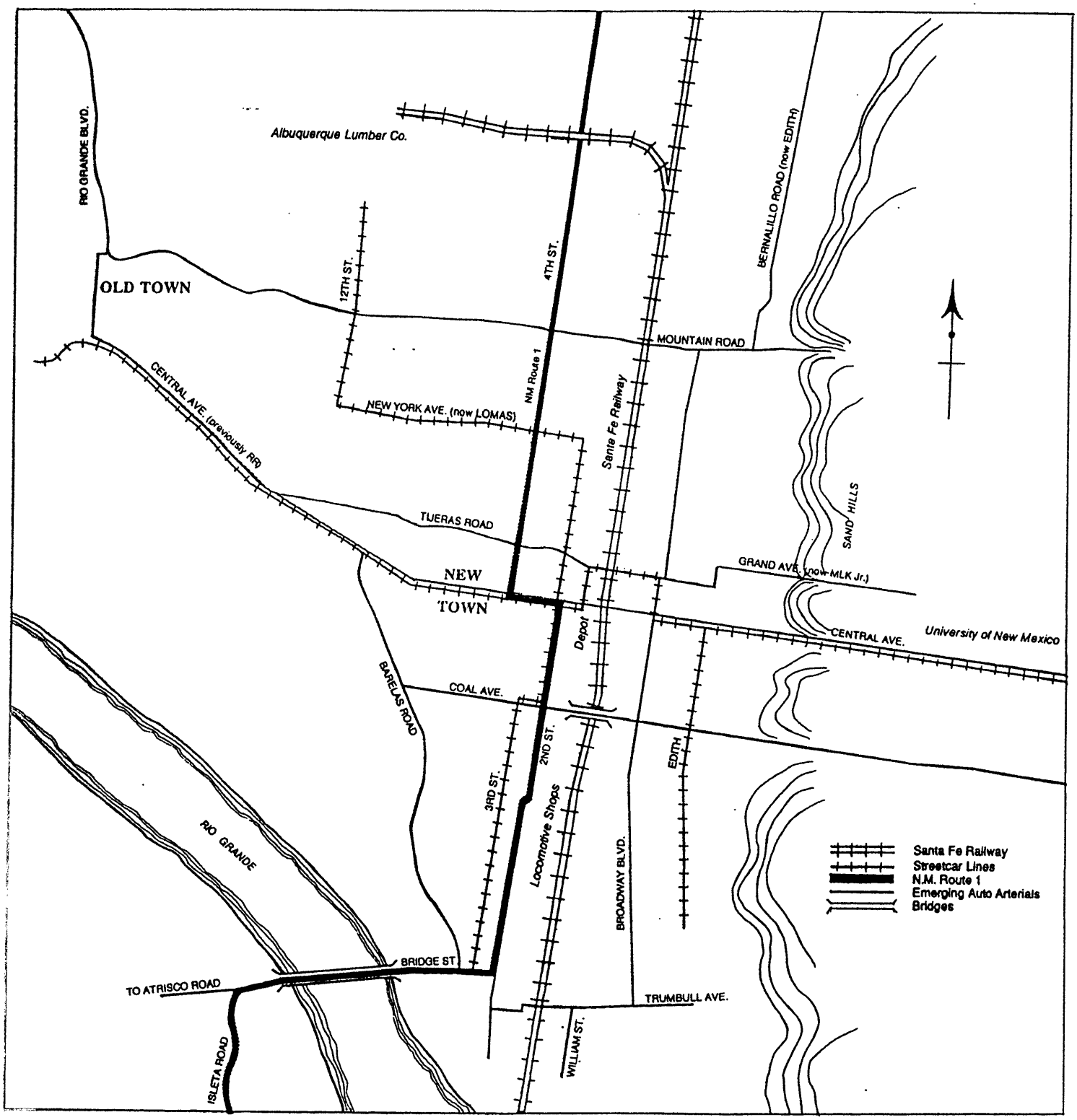
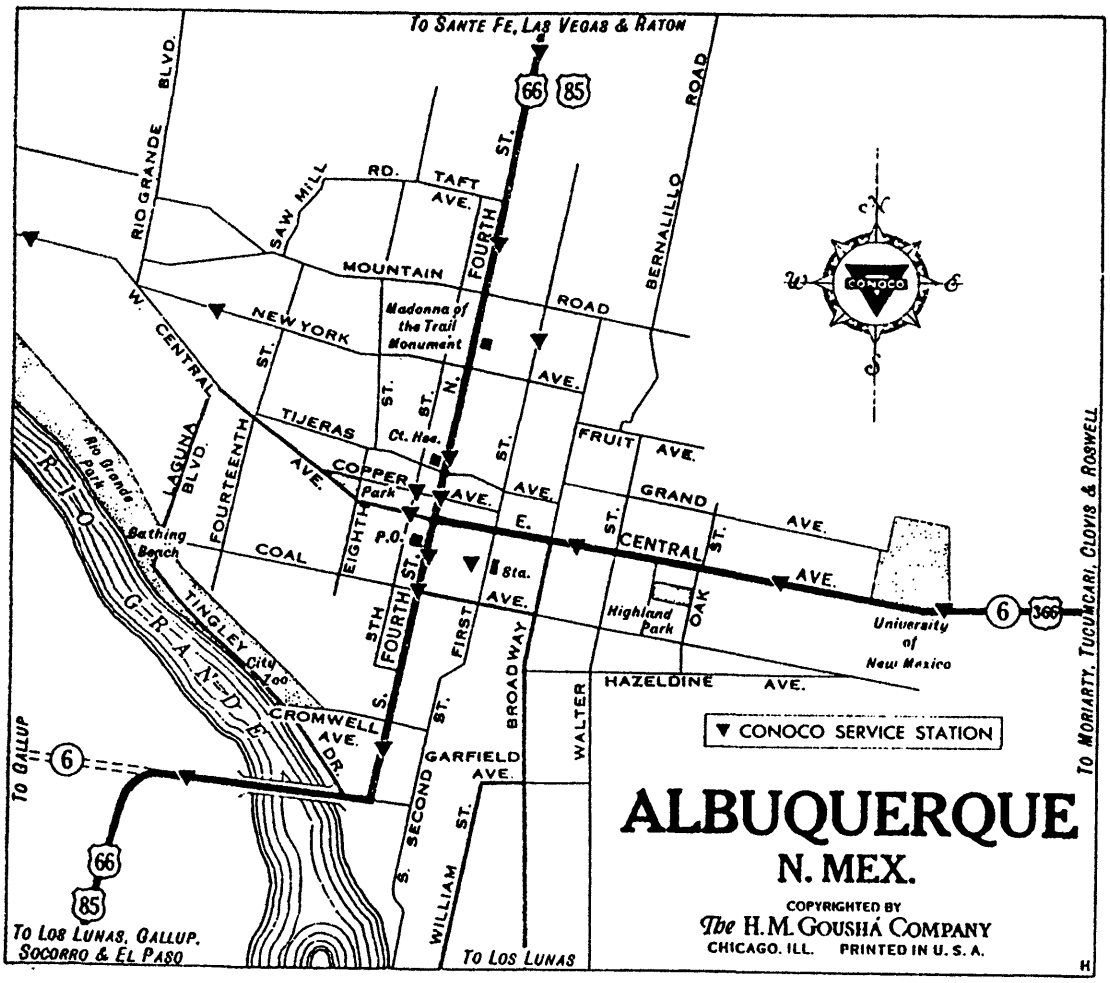
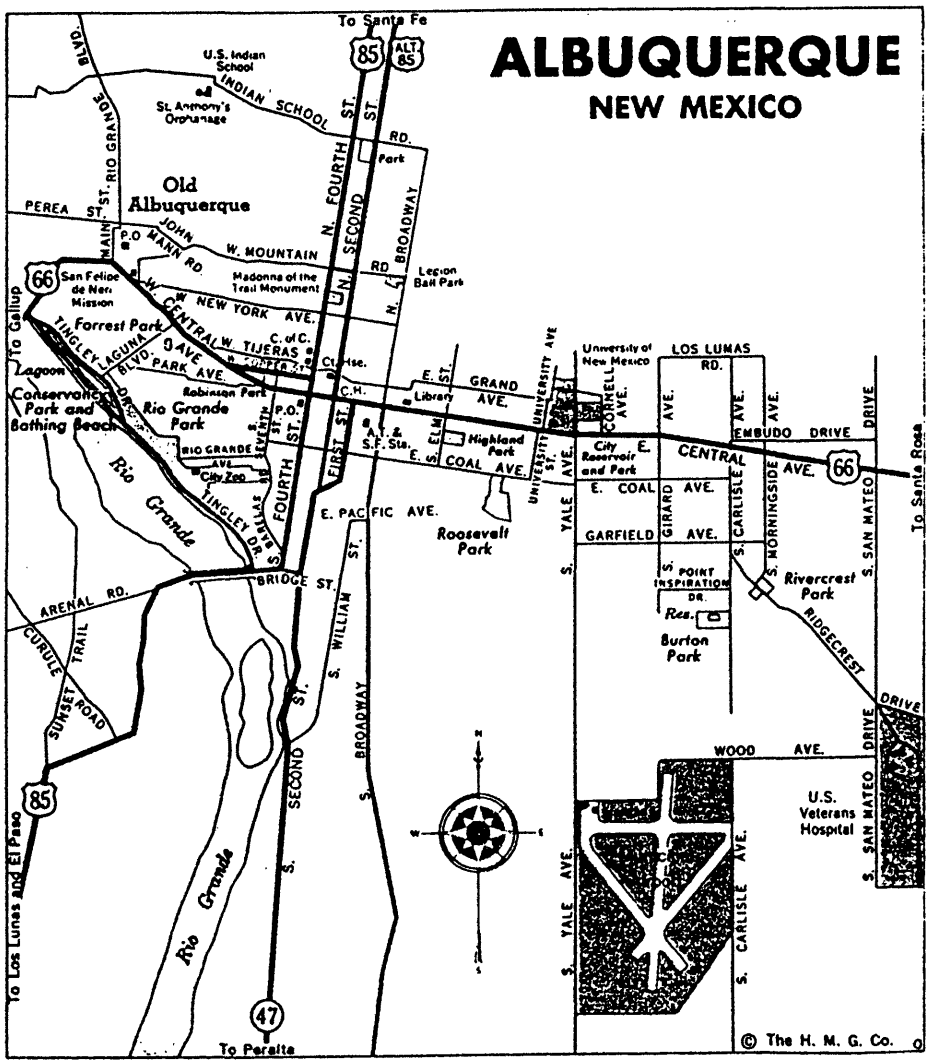


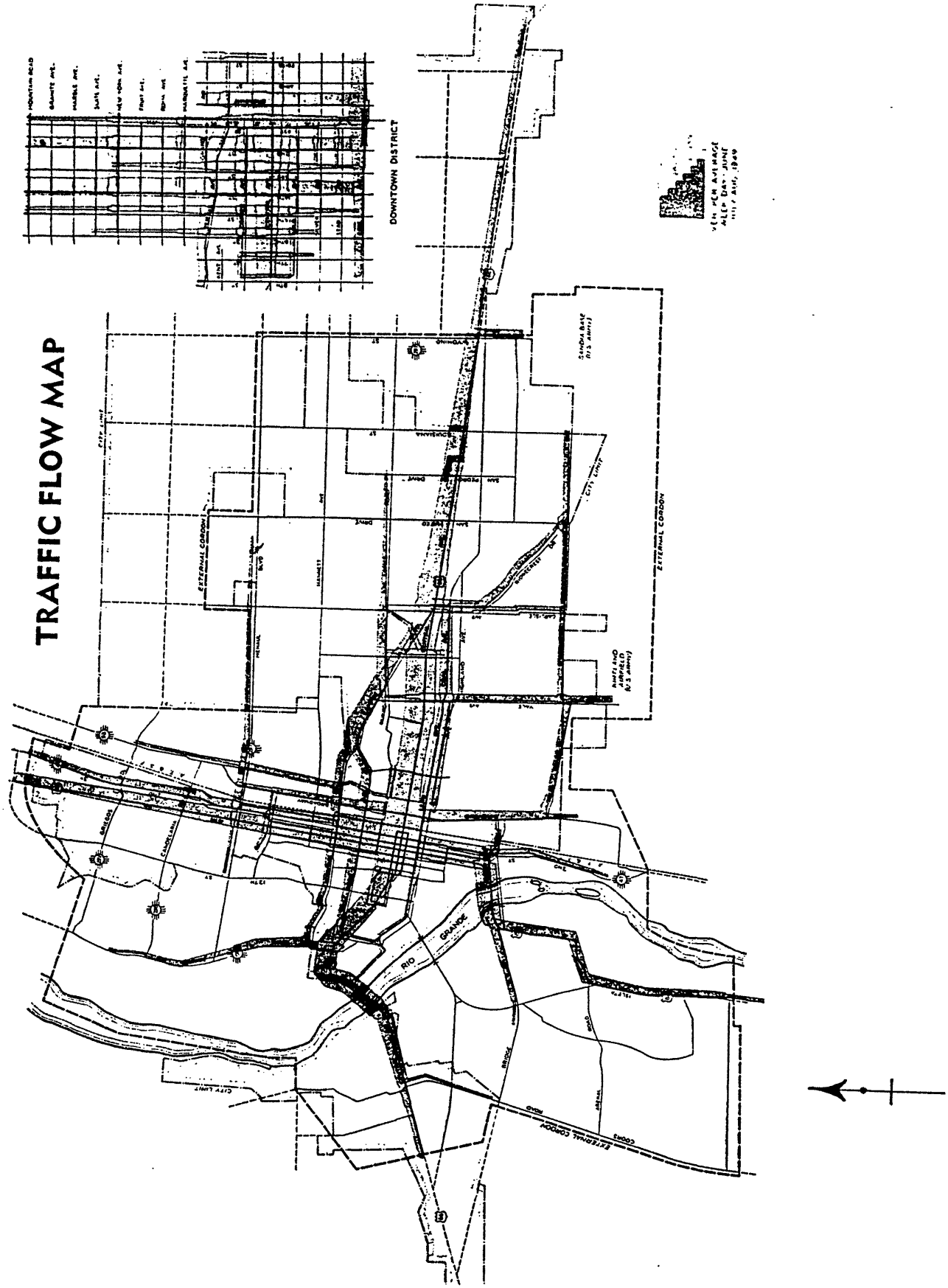
Map 1. Albuquerque in 1918. By Patty Pollock and Chris Wilson, 1996, based on Ross Engineering Map of Albuquerque, 1918.



Map 2. Albuquerque insert map from "Travel New Mexico With Conoco" state highway map. (Chicago: H.M. Gousha Co., 1933).



Map 3. Albuquerque insert map from "New Mexico Standard Oil Road Map" state highway map. (Chicago: H.M. Gousha Co., 1933).



Map 4. Albuquerque Traffic Flow Map, 1950. *Albuquerque Progress* magazine, November, 1950. Daily traffic volumes shown in increments of 5,000 vehicles up to 30,000 a day. Proposed 3rd bridge not built.
(Auto-Oriented Commercial Development in Albuquerque, New Mexico, 1916-1956, page 58)