FILL ‘ER UP: THE REHABILITATION OF EARLY TWENTIETH CENTURY GAS STATIONS

by

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(Under the Direction of JOHN WATERS)

ABSTRACT

The evolution of the sale of gasoline shows how Americans’ mode of transportation evolved through the twentieth century. The history of gas stations also shows the changing architectural tastes during this period. In recent years, gas stations have become popular subjects of rehabilitation and adaptive use. This paper attempts to explain that these projects are not as daunting as most people believe. Through the use of several examples, this paper demonstrates the problems associated with gas station rehabilitation and offers suggestions on how to effectively overcome these potential setbacks.

INDEX WORDS: Gas stations, Filling stations, Service stations, Rehabilitated gas stations, Early Twentieth Century gas stations

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CHAPTER 1

INTRODUCTION

Filling Station

Oh, but it is dirty!
--this little filling station,
oil-soaked, oil-permeated
to a disturbing, over-all
black translucency.
Be careful with that match!

Father wears a dirty,
oil-soaked monkey suit
that cuts him under the arms,
and several quick and saucy
and greasy sons assist him
(it's a family filling station),
all quite thoroughly dirty.

Do they live in the station?
It has a cement porch
behind the pumps, and on it
a set of crushed and grease-
impregnated wickerwork;
on the wicker sofa
a dirty dog, quite comfy.

Some comic books provide
the only note of color-
of certain color. They lie
upon a big dim doily
draping a taboret
(part of the set), beside
a big hirsute begonia.

Why the extraneous plant?
Why the taboret?
Why, oh why, the doily?
(Embroidered in daisy stitch
with marguerites, I think,
and heavy with gray crochet.)

Somebody embroidered the doily.
Somebody waters the plant,
or oils it, maybe. Somebody
arranges the rows of cans
so that they softly say:
ESSO—SO—SO—SO
to high-strung automobiles.
Somebody loves us all.[1]

This poem, written by Elizabeth Bishop in 1952, is one example of the American fascination with gas stations and the way in which they permeate our culture. There are many names for the building type that is the focus of this paper. "Filling stations", "service stations" and "gas stations" will all be addressed, but "gas station" will serve as the most used, catch-all phrase for identifying the subject of this paper. The gas itself is the common denominator. Whether or not the businesses that operated in these buildings ever sold tires or candy or changed oil, they are all tied together because they had pumps that filled cars with fuel in the form of gasoline. In addition, the term "gas station" is currently the most widely used moniker and will provide the most comfort for author and reader alike.

This thesis chronicles the historical background of the gas station and details the manner in which it followed the development of the automobile. It goes on to examine the preservation of early gas stations. The growth of the automobile necessitated the growth of gas stations and the development of the two went hand in hand. The history of the gas station deals with both form and function. Buildings that sold gasoline were very diverse and followed an interesting architectural evolution through the twentieth century. The earliest gas stations were actually stores that sold other goods and decided to add gasoline as an additional product in their inventory. Gas stations then began to specialize primarily in fuel sales, before adding simple services such as oil changes. As Americans began to travel more by car, the gas station became

[1] Elizabeth Bishop, Questions of Travel (New York: Farrar, Straus and Giroux, 1952), 85-86.

a store again, offering drinks, candy and tobacco products. Now, gas stations are ubiquitous throughout America and most of the developed world. Unfortunately, the changes in gasoline sales have left many of the older buildings unable to perform the basic task for which they were built because they cannot accommodate the large inventory of ancillary products.

As mega-truck stops and convenience stores that sell food and supplies become the norm, the gas stations of the first part of the twentieth century must be converted into new uses or they will face demolition. Gasoline sales produce such a small margin that retailers must rely on other goods; food, drinks, cigarettes, to make a profit. Therefore, the smaller gas stations cannot compete with convenience store gas stations.

> In general, the reasons for this have been the poor economics affecting the industry and marketing strategy of the major oil companies in developing self-serve express stations without repair services.[2]

Likewise, a gas station that also provides services for the automobile, such as oil and tire changes, usually cannot compete with more specialized garages that can offer services at a lower price.

The argument for this paper was not immediately clear when the author identified rehabilitated gas stations as a topic. The initial research included the identification of several examples in Athens, Georgia. The author contacted the owners and/or tenants of the buildings and scheduled preliminary interviews to gain an understanding of the necessary process inherent in rehabilitation. After compiling the information from the interviews, the author analyzed the data to identify the difficulties and benefits of rehabilitation.

The author then created additional questions to discover how the various owners and tenants dealt with the process of rehabilitation. After more interviews it became apparent that

[2] Leslie M. Geller, "Creative Conversions of Commercial Properties," Commercial Investment Real Estate Journal 16 (Spring 1987): 3.

the three most common problems were environmental remediation, funding and overcoming the hurdles of zoning, planning and parking. Concurrent with these interviews, the author consulted secondary sources to create an historic framework of the automobile and the gas station. Periodical research yielded several valuable resources that explained how this phenomenon has manifested itself throughout the country.

The author also sought out examples throughout Athens and Atlanta, Georgia to show how different owners and tenants have taken on these projects. The additional examples demonstrate several degrees of preservation and rehabilitation as well as help to provide ideas for readers who hope to undertake a project of their own. During this research, the author discovered several examples that were not rehabilitations, but were applicable to the topic of the paper. "Intermediate Uses," gas stations that are still used for some aspect of automobile care or sales, show the evolution of gas stations from dispensing fuel to later serving as a different use. The related examples discovered during this research demonstrate how a large corporation dealt with constructing a building that displayed elements of a traditional gas station and how an historically significant gas station has remained in the business of selling gasoline.

All is not lost for these familiar and well-placed buildings. There is a new trend, reflecting the growth of the historic preservation ethic, to convert early gas stations to new uses such as restaurants, cafés and small shops. Gas stations have long been converted to "intermediate" uses such as tire sales, car washes or service shops. More recently, conversions to uses that do not serve automobiles have become more popular as owners of these buildings and small business owners begin to understand the value of preservation. While these conversions usually require a good deal of clean-up (in some cases removing underground storage tanks) it is this paper's assertion that these costs are justified by the appeal of locating a

business in a unique building such as a filling station. These buildings are usually well-built, located in high traffic areas, and provide their patrons with a connection to the past. In addition, the process of rehabilitating a gas station is much less daunting than many believe. The many examples of gas stations serving new uses, several of which are detailed in this paper, show that rehabilitation is a very viable option to demolition.

CHAPTER 2

THE HISTORY OF THE AUTOMOBILE

When exploring the history of the gas station it is useful to point out two separate evolutions of this building type. First, the technological history of gas stations highlights the advancements and changes that took the process of fueling an automobile from a hand-held can to automatic machines and on to self-service pumps. Second, the architectural history of gas stations provides a rich story of the changing form of this building type. As with most building types, these two histories correlate in a "form follows function" evolution of styles. However, many of the architectural oddities of gas stations deviate from this rule because of the use of esoteric and fantastical design that served to boost advertising, but had little to do with functionality. Almost every architectural style that has become popular since the proliferation of the gas station has been used in the construction of gas stations.

The Automobile

To begin the examination of gas station history it is useful to discuss the history of the automobile, because without the automobile, there would be no need for the gas station. While many believe that the growth of the automobile caused the biggest impact in America, the internal combustion engine and the application of this engine to a personal vehicle are actually European in origin. In 1769, the Frenchman Nicholas Joseph Cugnot built a three-wheeled carriage powered by a steam engine.[1] Although, at that time the world was not ready for personal mechanized travel, Cugnot must be credited with the first attempt to build such a machine.

In Paris, in 1860, a Belgian mechanic named Etienne Lenoir built the first internal combustion engine. This first engine was a two-cycle model that powered a small vehicle. Again, while Lenoir is recognized as creating the first internal combustion engine, he is not associated with the widespread use of automobiles.[2] Twenty-five years later in Germany, Karl Benz and Gottlieb Daimler began developing a bicycle powered by a single-cylinder engine, which is often credited as leading directly to the gas-powered automobile.[3]

In fact, the real predecessors of the American automobile were bicycles. Advances in bicycle technology and the effort to motorize bicycles truly led to the proliferation of automobiles. In 1888, John B. Dunlop developed a pneumatic tire for bicycles.[4] This development led the way for automobiles to later compete with railroad travel in comfort and speed. In addition, at the end of the nineteenth century, the League of American Wheelmen, a bicycling group, led the campaign to improve American highways.

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[1] John B. Rae, The American Automobile: A Brief History (Chicago: The University of Chicago Press, 1965), 2.
[2] Ibid., 3.
[3] Ibid., 7.
[4] Ibid., 5.

In 1891, France's Emile Constant Levassor designed the prototype of the modern automobile. Known as a horseless carriage, Levassor's machine was in fact a buggy fitted with an engine. Throughout the 1890's, automobiles continued to be individually made using gasoline, electric or steam engines. Due to the custom design, and therefore custom repair work needed, the automobile remained an expensive toy.[5]

Most of the earliest efforts at motorized travel were undertaken in Europe, namely France and Germany. Great Britain, however had motorized travel as early as 1865 and might have progressed much further in automobile production if there had been no Red Flag Law. The Red Flag Law limited self-propelled vehicles to a speed limit of four miles per hour. In the 1860's in Britain, steam powered omnibuses began to threaten the use of railroads and stagecoaches. These railroad and stagecoach interests joined forces and lobbied for the Red Flag Law. In addition, a man carrying a red flag had to walk in front of the bus, further slowing its progress.[6]

The above-mentioned restriction on automobile travel in Great Britain allowed the Americans to take the lead in automobile innovation. On September 21, 1893, Charles E. and J. Frank Duryea drove a carriage with a one-cylinder gas engine around Springfield, Massachusetts. The next year, Elwood Haynes, with the help of Edgar and Elmer Apperson, produced a one-cylinder car whose first run was on July 4, 1894.[7]

Another American, Hiram Percy Maxim, working at about the same time, independently discovered that gasoline could power an internal combustion engine. While he was not the first to make this discovery, Maxim did receive the attention of the Pope Manufacturing Company of

[5] Ibid., 8.
[6] Ibid., 2.
[7] Ibid., 9

Hartford, Connecticut, the country's largest producer of bicycles. After going to work for Pope, Maxim built mostly electric cars, but produced several gasoline-powered models.[8]

Around this same time, Detroit was becoming the automobile center of America. In 1896, both Charles Brady King and Henry Ford drove cars in Detroit. Ford drove his quadricycle, which he then sold. Ford's Model T was still twelve years away from invention in 1908, but Ford was already establishing himself as a pioneer in the automobile industry.[9]

Some believe that 1897 marks the start of the automobile industry in America. It was in that year that Pope Manufacturing Company put Columbia Electric Cars and a few gas cars on the market. At the same time, the Stanleys were building Stanley Steamers for commercial sales.[10] Ransom E. Olds and Alexander Winton also formed companies for producing gasoline-powered automobiles.

The last decade of the nineteenth century and the first few years of the twentieth century saw a great deal of automobile innovation. The "Merry Oldsmobile," the Maxwell-Briscoe, the Hupmobile and the Hudson were all built during this period. These early autombolies all served to lead the way to Henry Ford's mass production of gasoline-powered automobiles.[11] In 1903, Ford founded the Ford Motor Company in Detroit, which was still growing as the motorcar capital of America.[12]

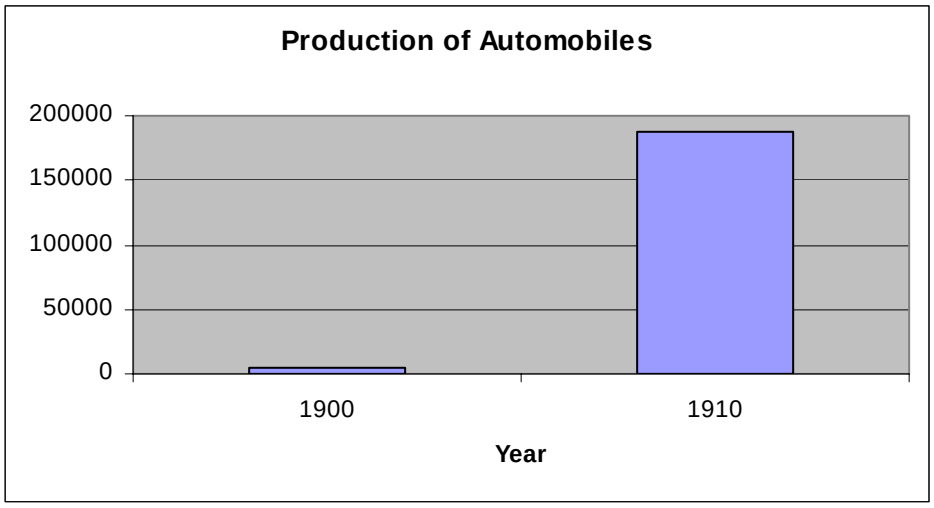
To assist in the proliferation of gasoline powered automobiles, the United States Post Office began experimenting with gas-powered trucks to deliver the mail as early as 1899. This gave an official use to the innovation of gas-powered automobiles. The next ten years saw an enormous increase in automobile usage. From 1900 to 1910, production of automobiles grew

[8] Ibid., 10.
[9] Ibid., 17.
[10] Ibid., 17.
[11] Ibid., 24-25.

from 4,000 per year to 187,000 (Table 1). In this same period, automobile registrations grew from 8,000 to 469,000 (Table 2).[13]

It is clear that there were many innovators in the automobile world both in America and overseas. Most people still point to Henry Ford as the father of the American automobile. His Model T was unveiled at the Chicago Automobile Show in 1907. The audience was so impressed that 15,000 of the machines were pre-ordered by dealers. Ford had finally built an automobile that changed the normal mode of human transportation.[14]

Table 1. Production of Automobiles in the U.S. in 1900 and 1910

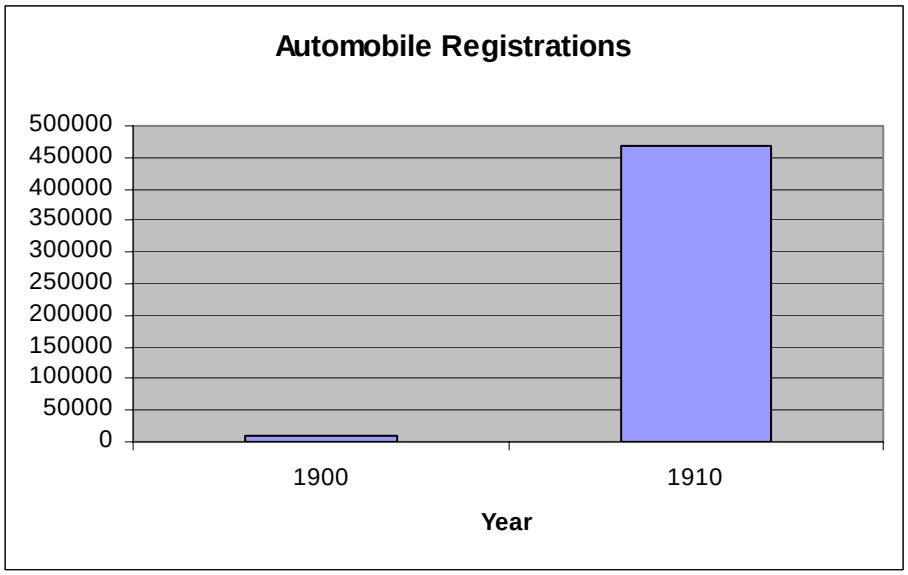


Along with this demand came the duty to produce. Ford's standardization of his factory and his product allowed him to mass-produce the Model T. His specialized machines worked more efficiently and more quickly than his competitors'. He was also dedicated to producing only the Model T, a course of action that was brilliant for the time, but became outmoded in subsequent years. Ford also believed in specializing his labor force to do small tasks. This

[12] Ibid., 25-26.
[13] Ibid., 32.
[14] Peter J. Ling, America and the Automobile: Technology, Reform and Social Change (Manchester: Manchester University Press, 1990), 136.

increased efficiency decreased costs, because he did not have to pay as many skilled laborers. On May 31, 1927 the last Model T was finished as number 15,007,003.[15]

Table 2. U.S. Automobile Registrations in 1900 and 1910



By 1911, Ford was the largest single American automobile manufacturer. However, Ford did have competition. In 1908 William C. (Billy) Durant founded General Motors as a combination of Buick, Cadillac, Oldsmobile and Oakland (eventually Pontiac). By this time, automobile engines had been built with six, eight and even twelve cylinder engines. 1908 had also seen the first four-wheel drive car.

The electric starter was second only to the standardization of automobile manufacture in American achievements to create widespread automobile use and ownership. Henry M. Leland and Charles F. Kettering are the two men responsible for this innovation. Electric starters first showed up on Cadillacs in 1912, but became more ubiquitous a year later with the addition of Vincent Bendix's starter drive. The electric starter made automobile operation much safer and

[15] Rae, 99.

easier than previous automobiles with crank starts. The electric starter is also credited with allowing women to become automobile enthusiasts.[16]

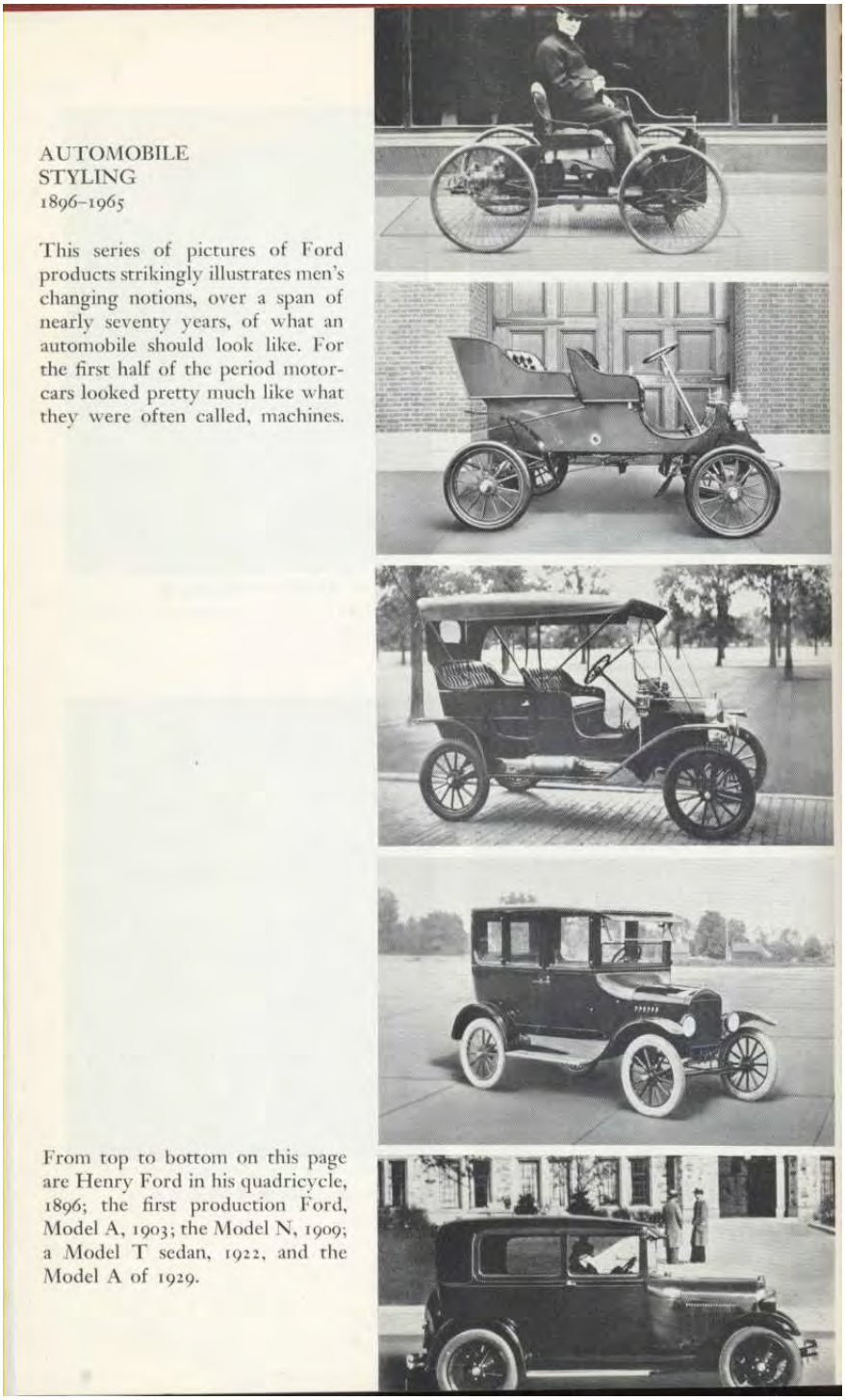


Figure 1. Early Ford Automobiles

[16] Ibid., 46-47.

For the purposes of this paper, it is important to note the contributions and changes that the evolving automobile industry made to the petroleum industry. Until widespread use of the gas powered internal combustion engine began, kerosene was the desired petroleum product and gasoline was a volatile by-product. Gasoline was known to burn quite well but was too dangerous for everyday use. This volatility made gasoline a superb fuel for the internal combustion engine after engineers discovered how to safely harness its power.[17]

The refining processes that produced kerosene only produced a small amount of gasoline per volume. When it became obvious that the automobile was on the brink of altering the American landscape, oil became a more prized commodity. In 1901, the first gusher in America shot up 160 feet at the Spindletop oil field in East Texas. By 1910, there were already fears that the automobile industry would outrun the ability of petroleum refineries to keep up.[18]

Increasing American use of automobiles also caught the attention of road builders and the federal government. In 1913 the Lincoln Highway Association was founded to provide a coast-to-coast highway. Several years later, the Federal Road Act of 1916 took over highway building. This congressional act provided federal funding to states to improve their road systems.[19] In 1921, the job was still not done and a renewed bill, called the Federal Highway Act, intended to complete the national system of highways by providing aid to the states for road construction. Some states took the initiative themselves. In 1919, Oregon started the first tax on gasoline – one cent per gallon – to pay for roads.[20]

[17] Ibid., 49.
[18] Ibid., 49.
[19] Ibid., 51.
[20] Ibid., 89

World War I

During the period of the First World War, domestic automobile production was scaled back but continued. The depression of 1920 and 1921 also failed to provide a setback to the automobile industry. In 1920 there were nine million cars in use and ten and a half million in use in 1921(Table 3). The early twenties depression only served to increase demand for automobiles as people began to spend again.[21]

Table 3. Automobiles in use during the Depression of the 1920's

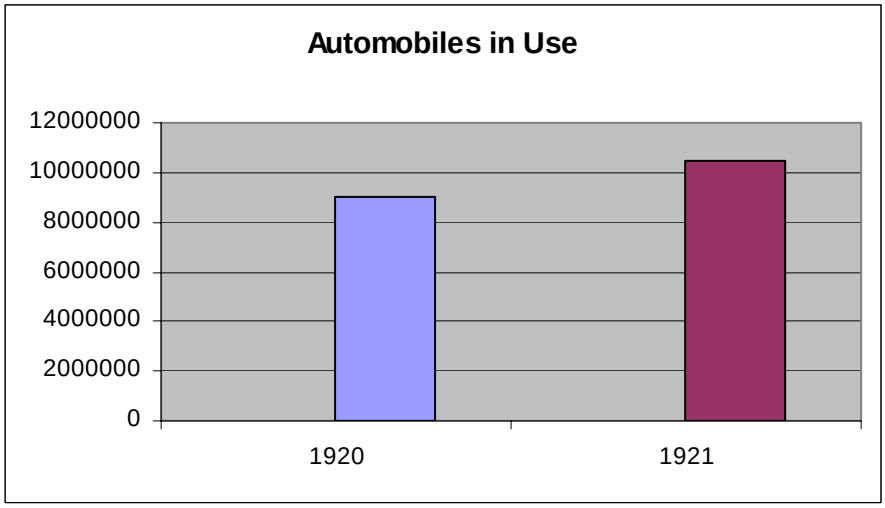
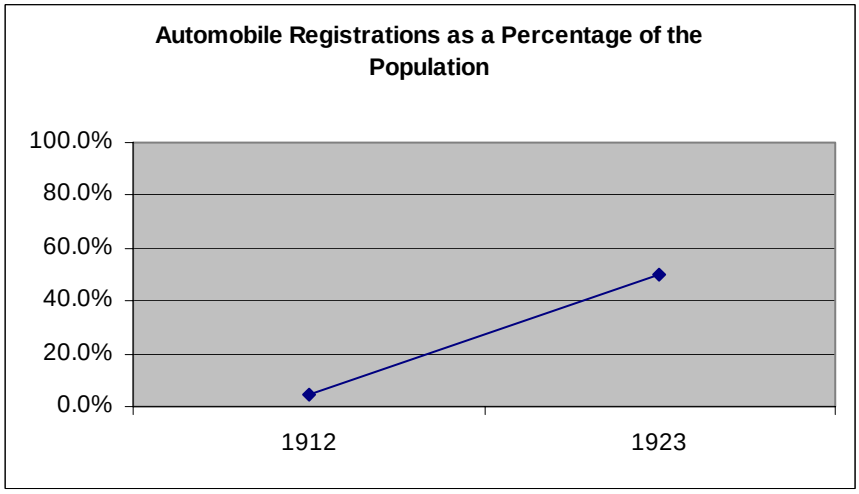


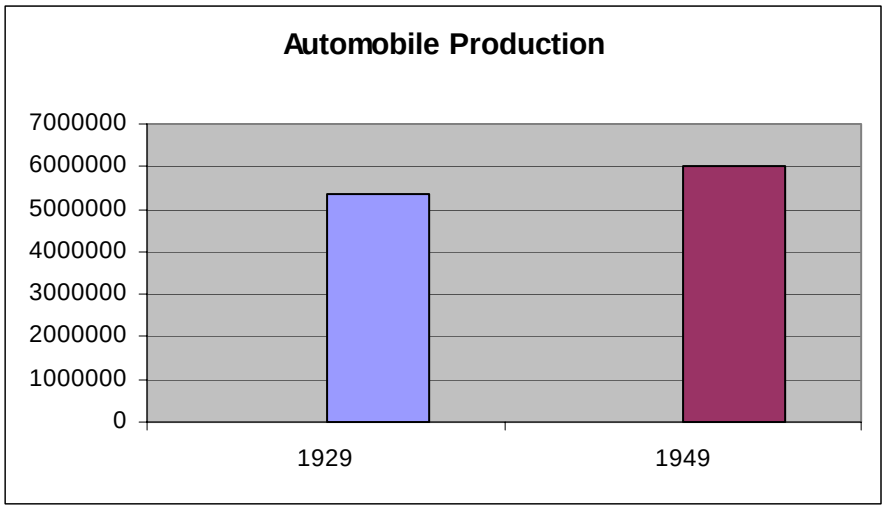
Table 4. Automobile Registrations as a Percentage of the Population



[21] Ibid., 73-74.

One source quotes automobile registrations as 4.2 % of the 1912 population, while they equaled 50 % of the population in 1923 (Table 4).[22] Another source contends that by the late twenties there was close to one automobile for every five people in the U.S. In addition, these automobiles were consuming 90 per cent of the country's petroleum products.[23] In 1929, 5,337,087 automobiles were produced, a record that stood for twenty years (Table 5). During this time, the U.S. was building 85 percent of the world's cars.[24]

Table 5. Automobile Production in the U.S. (1929 and 1949)



The 1930's and Depression

The depression of the early 1930's had a much more evident impact on automobile production than the depression of the early 1920's. While automobile production decreased a considerable amount, the number of automobile registrations only suffered a mild drop.[25] This shows that cars had become a necessity for households, not merely a luxury that could be abandoned in hard times.

[22] Ling, 127.
[23] Rae, 88-89.
[24] Ibid., 108.
[25] Ibid., 109.

The programs instituted by Franklin Roosevelt in the New Deal were developed to create federal jobs for the thousands of unemployed Americans. As the depression was deepening in 1933, the National Industrial Recovery Act (NIRA) of June 16, 1933 was created to resuscitate the ailing automobile industry.[26] The Civilian Conservation Corps (CCC) built access and fire roads in remote areas, while the Public Works Administration (PWA) undertook highway and bridge construction. In addition, the Works Progress Administration (WPA) built local roads, contributing to the web of interconnected highways throughout the country.[27] These initiatives served to create work for unemployed Americans but also helped to make the country more automobile-friendly.

World War II

As U.S. involvement in World War II became more of a reality, automobile production continued through 1940 and 1941, but this would end in 1942 when American production was converted to assist the war effort. As opposed to the use of automobiles during World War I, they were a necessity both at home and abroad during this conflict. Although domestic automobile production was suspended for the war, the automobile companies and Americans were also held back by other prohibitions. First, all non-military use of rubber was restricted, as this was an imported product that was impossible to get during the war. This greatly impeded the production of products vital to automobile production and use, such as belts and tires. Second, petroleum was used first for military purposes. This often left none for civilian use.[28]

One year after the United States became involved in the war, the United States government adopted a program of gas rationing (Fig.2). Such a program served to conserve scarce petroleum for the war effort and reduce wear on vehicles and tires that could not be

[26] Ibid., 123.
[27] Ibid., 138.

replaced. On August 15, 1945, the day after Japan surrendered, gas rationing ended and Americans could drive again.[29] Americans tore up their rationing cards, went on joy rides and placed orders for new cars. This attitude foreshadowed the boom in automobile production. After the war, there was almost unlimited demand for new cars and very little supply as the car manufacturers attempted to switch back to civilian production. By 1948 the automobile industry was progressing into full-scale production.[30] Output in 1949 was 5,000,000 cars and 1,000,000 other vehicles.[31]

Figure 2. Gas Rationing System During WW II

[28] Ibid., 145-152.
[29] Ibid., 159.
[30] Ibid., 174.
[31] Ibid., 176.

Post-War America

From the late nineteenth century to 1945, the story of the American automobile was one of mechanical and technical innovation that produced the normal mode of transportation. For the next twenty years, many of the advances attributable to the automobile were in highway design and construction. As such, the automobile influenced not only Americans' mobility, but also the American landscape.

While the first road intended for high-speed travel, the Pennsylvania Turnpike, was built on an abandoned railroad bed in 1940, large-scale road construction did not begin until after World War II.[32] Although brilliant in theory, they were extremely expensive to build. Many more toll roads were built using the Pennsylvania Turnpike as a model with the belief that those who benefited from the roads should pay for them. These high-speed roadways also included service areas that had gas and food so that traffic would not have to leave the toll road.[33]

The Federal-Aid Highway Act of 1956 provided for a nationwide system of toll free super highways. The federal government produced 41,000 miles of these highways, paying for ninety percent of their construction.[34] As Congress realized that the federal government would have to continue to pay for automobile related improvements, Congress began to impose excise taxes on automobile related products such as fuel and tires.[35]

By 1960, four out of every five American families owned at least one car, a thirty percent increase from 1940 ownership.[36] As late as 1955, the majority of Americans still owned mostly American cars. There were only 60,000 foreign cars sold in the United States that year, which

[32] Ibid., 138.
[33] Ibid., 184.
[34] Ibid., 185.
[35] Ibid., 187.
[36] Ibid., 192.

represented less than one percent of total sales.[37] In the late 1950's and early 1960's automobile companies began to produce compact cars.

Figure 3. Interstate Highway Interchange

From the 1960's to the present, innovations have continued in automobile design, construction and use, however they are beyond the scope of this paper. The suburban growth that occurred in the 1960's directly correlated to Americans' mobility due to automobile ownership. This mobility has remained over the past forty years, and Americans are even more mobile today. However, the way in which Americans use their cars and the impact on gas stations has remained the same.

[37] Ibid., 211.

CHAPTER 3

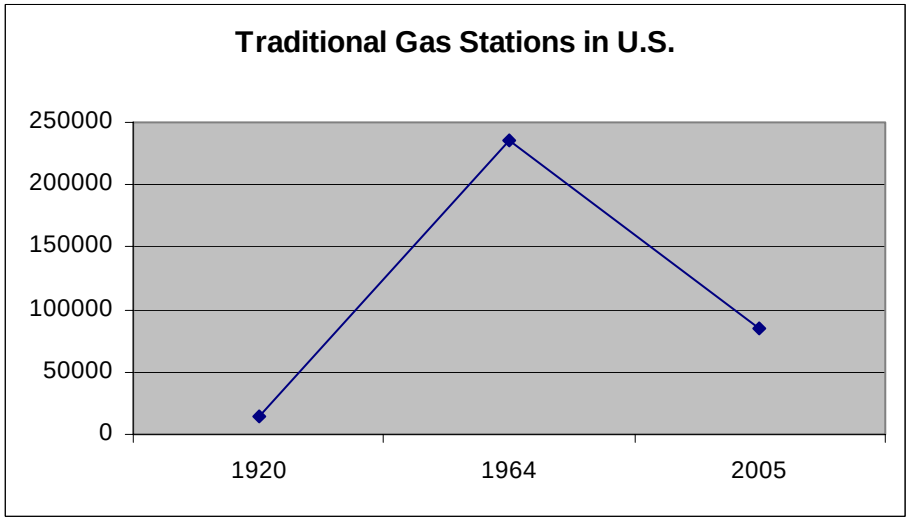
THE HISTORY OF THE GAS STATION

> "Gasoline stations (filling stations or service stations, as they also have been called) are roadside facilities specifically designed to sell gasoline and other closely related products, such as lubricants, tires, and batteries, for the automobile."[1]

The Gas Station

This definition, by the authors of *The Gas Station in America*, effectively explains the modern gas station, but does not fully encompass the origins or the evolution of the American gas station. From the same source, traditional gasoline stations, those that were built before the current age of convenience stores and self-service, now number fewer than 100,000 in the United States, whereas there were 236,000 as late as 1964 (Table 6).[2]

Table 6. Traditional Gas Stations in U.S. from 1920 to 2005



[1] John A. Jakle and Keith A. Sculle, The Gas Station in America (Baltimore: The Johns Hopkins University Press, 1994), 131.
[2] Ibid., 131.

Figure 4. Early Refueling Technique

To fuel the earliest automobiles in the United States, owners had to drive to the edge of town and get their fuel from oil distributors. Initially, gasoline was distributed like kerosene, pumped into hand-held tin cans and then poured into gas tanks. In 1885, Sylvanus F. Bowser applied a lever action pump to a kerosene tank for easy dispensing.[3] As demand increased, specific machinery was developed for the distribution of gasoline. The first gasoline pumps were created around 1905.[4] In that year, Harry Grenner and Clem Laessing founded the Automobile Gasoline Company. They designed a raised cylindrical tank, oriented vertically with a glass indicator for measuring the liquid. A flexible hose then fit on the side of the pump to transfer the fuel to the car's gas tank.[5]

In the earliest years of the twentieth century, before gasoline became the major petroleum product, merchants that already sold wet or dry goods began selling gasoline (Fig.5). During this

[3] Guido Fisogni, Gasoline (Milan: Electa, 1995), 7.
[4] Chester H. Liebs, Main Street to Miracle Mile: American Roadside Architecture (Boston: Little Brown and Company, 1985), 95.
[5] Fisogni, 8.

time oil companies used the existing kerosene network to market gasoline.[6] Because no huge demand existed, storekeepers could add gasoline as another product at their store. Gasoline could be found at carriage, hardware, bicycle, grocery and feed stores, as well as at garages, blacksmith shops and livery stables. The shopkeepers simply placed a pump on the sidewalk and helped customers as they drove up.[7] Since these stores already carried fuels such as coal and kerosene, it was natural for them to sell gasoline. Gasoline was not in high demand because driving was not a regular part of everyday life and America lacked the adequate roads and other facilities to facilitate the widespread use of automobiles.[8]

Figure 5. Gas Station Advertising

[6] Ibid., 7.
[7] Liebs, 96.
[8] James Moore former owner of Last Chance Liquors, interview by author, 14 April 2004, Athens, GA.

As driving became a more integral part of American life, sidewalk pumps became dangerous as long lines of cars waiting to fuel backed up into busy streets. As early as 1905, the Automobile Gasoline Company had a chain of stations specifically for gasoline in St. Louis. A few years later, the first Standard Oil gas station opened in Seattle. [9] In 1910, the Central Oil Company of Flint, Michigan built the first structure designed for gasoline distribution. This included a single hand-operated pump covered by a canopy.[10]

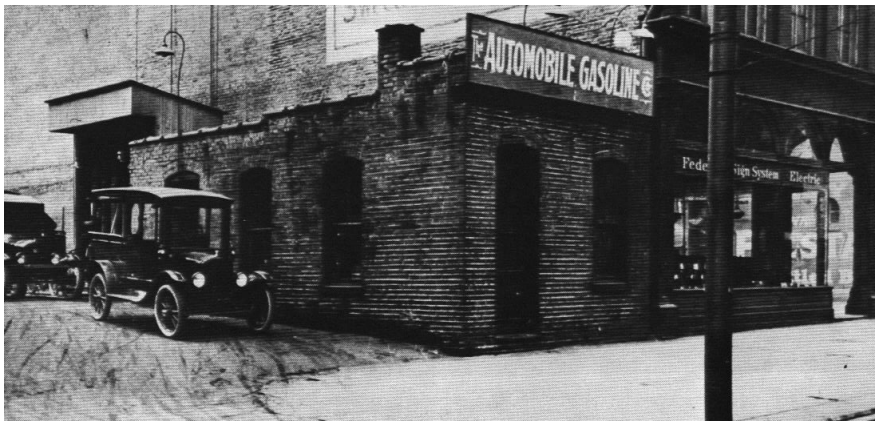


Figure 6. Early Gas Station With Off-Street Pumps

Gas stations designed specifically for fueling vehicles took up a large amount of room. Cars needed to pull in off of the street, pull next to a pump and then exit back onto the street. They usually also had a small shed for supplies and to shelter the attendant. In some urban areas, multi-storied buildings were demolished so that gas stations could take over prime urban real estate.[11] By World War I, there were 1200 or more stations added each year in America.[12] Before 1915, driving was a fair weather activity. Most cars were not covered or well insulated,

[9] Liebs, 97.
[10] Jakele and Sculle, 132.
[11] Liebs, 97.
[12] Liebs, 97.

and thus little driving took place in the winter. Consequently, most gas stations were closed in the winter. This meant that there was little need for elaborate buildings to serve gas stations.[13]

Gas station proliferation occurred in America at the same time as the City Beautiful movement. The City Beautiful movement was a reaction to industrial development and an effort to create bucolic, park-like settings in major cities. City Beautiful advocates detested gas stations. The large lots, small buildings and pumps greatly disrupted their ideas of grand boulevards, parks and park-like promenades. Before this time, gas station building design was very simple. At the height of the City Beautiful movement, oil companies decided to build "artistic stations" made of brick, cut stone and concrete to create attractive buildings.[14]

By the early 1920's, gasoline pumps were part of the American landscape. At this time there were 15,000 gas stations in the United States.[15] Furthermore, during this period, gas stations began to migrate into residential areas of cities. The first gas stations were built in commercial areas because they were often attached to existing commercial establishments. As the gas station moved into residential neighborhoods, owners and oil companies began to design them to look like small houses. The most recognizable of these is the English cottage-type stations built by the Pure Oil Company (Fig.7). Their unmistakable blue tile roofs are still prevalent throughout the country.[16]

Businesses that sold gasoline also began to diversify into other products and services. For the first two decades of the twentieth century, gas stations only provided fuel and oil. Mechanics performed car repair services at automobile company built garages, blacksmith shops or private garages. As automobiles became more complex and prevalent in America these

[13] Jakele and Sculle, 137.
[14] Ibid., 98-99.
[15] Fisogni, 9.
[16] Liebs, 100-101.

businesses lacked the skill to repair them. People were unable to do repairs themselves because they lacked the requisite knowledge.[17] By the late 1920's, the gas station evolved into a single-stop shop for automotive needs.[18]

Figure 7. Traditional English Cottage Type Gas Station

The new services also changed the design of gas station landscapes and buildings. The pumps were moved away from the building and placed on islands in the middle of the lot so that cars could pull up to both sides of the pump. This configuration also moved the pumps so that they would not block entry to service bays and the front door. At many stations, the canopies were also abandoned because the columns used as support took up too much room on the lot.[19]

The depression of the early thirties impacted both the automobile industry and the gasoline industry. While people continued to buy gasoline, many smaller stations were forced to close. During this time, however, owners of gas stations realized the potential to profit off of ancillary products. Tires, batteries and accessories became a large part of the gas station

[17] Moore, 14 April 2004.
[18] Liebs, 102.
[19] Ibid., 103.

business (Fig.8). Known as “TBA”, these necessities changed the entire gasoline industry, including the architecture.[20]

Figure 8. TBA sales at a Gas Station

During this period, oil companies began to move away from constructing house style stations that blended into the neighborhoods. Instead, the oil companies produced sleek, streamlined buildings that stood in stark contrast to their surroundings. After the depression, the oblong box became the norm in gas station design. Oblong boxes separated the service bays from the retail area and cashier. They normally had two or three bays on one side of the building and a door to the cashier on the opposite side (Fig.9). These stations, which included plenty of glass, were better suited to showcase products and the services performed at service stations. The exteriors of these stations were colorful and shiny because they needed to be very visible and easily cleaned.[21]

[20] Ibid., 104.
[21] Jackle and Sculle, 150.

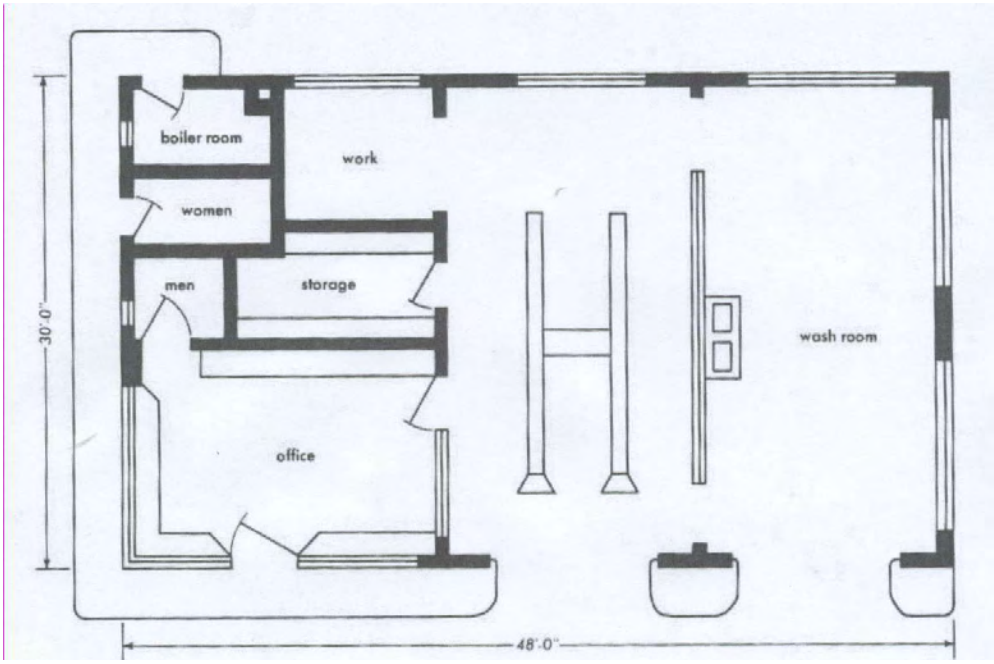


Figure 9. Typical Oblong Box Floorplan

At the same time, oil companies realized that the quality of service, friendliness of station attendants and cleanliness of their buildings reflected on their company more so than the quality of their gasoline. Most Americans were unable to tell the difference in gasoline performance, so the station became the public face of the oil company. With this emphasis on public image came a standardization of services and designs for most oil companies.[22] Texaco hired Walter Dorwin Teague to redesign their stations to reflect these new ideas. Texaco wanted stations that displayed the services rendered, were easy to clean, and provided a complete corporate image.[23] Later, in 1956, another well-known architect, Frank Lloyd Wright, designed a Phillips 66 gas station in Cloquet, Minnesota (see page 71).

Other oil companies also remodeled their buildings and corporate images in the 1930's. Later in that decade, Frederick Frost and Donald Dodge redesigned Socony Vacuum's station.

[22] Liebs, 104.
[23] Ibid., 105.

Their drum design building deviated somewhat from Texaco's corporate design. In their design, the corner of the building, which housed the office, was shaped like an oil can (Fig. 10). This literal association between building form and function occurred throughout the rest of the twentieth century.[24] By World War II, the box had replaced the house as the archetypal gas station.

Figure 10. Form and Function of the Gas Station

The 1930's also saw a change in the business of gasoline distribution. Independent vendors saw an opportunity in the booming gasoline business and began buying surplus gasoline from the large oil companies. These independent operators owned their own trucks and stores and sold the brand name gasoline as their own. Both independent operators and large oil companies emerged from World War II trying to sell more gasoline and capture a greater market share. Unfortunately for the independents, there was such demand for gas that the large oil companies usually had much less surplus to sell.[25]

[24] Ibid., 107.
[25] Ibid., 108.

The next real innovation in gas station design and operation came in California from an independent operator named George Urich. In 1947, Urich built the first self-service gas station. The self-service model accommodated more pumps because less supervision was needed. One attendant could monitor all of the pumps and make change for the customers. These self-service stations had many detractors. Several of Urich's contemporaries had windows broken at their stations and even received death threats. It seems that some people were threatened by the thought of Americans pumping their own gas. Today, this practice is the norm in gasoline sales, and full-service gas stations are much harder to find.[26]

Figure 11. Early Self-Service Gas Station

The self-service gas station also altered gas station design. Because customers would be out of their cars and exposed to the elements, the gas station owners brought back the canopy to protect them. As many of the self-service stations consisted solely of pumps and a small shed for the attendant, it was easy to cover the entire operation. The canopies also allowed for eye-catching signage. While this trend occurred among the independent operators, the large oil companies believed that it was a passing fad and waited until the mid-1950's to rework their designs to catch up with the independents.[27]

[26] Ibid., 108-109.
[27] Ibid., 110.

After World War II, many independents adopted the "Exaggerated Modern" style for their gas stations. They believed that flashy buildings made of predominantly glass and metal would set them apart and attract customers. This trend continued for many years and in 1964 even the *National Petroleum News* expressed concern about gas station proliferation and design. This industry journal believed that gas stations had become, "objectionable aesthetically because – in the public eye – there are too many of them and they are gaudy, cluttered, and made of unattractive materials."[28] In response to this growing objection to "gaudy" gas stations, Shell introduced the ranch style gas station in 1960 in Millbrae, California.[29] The fervent opposition to unsightly gas stations in Hempstead Long Island caused the city to ban the construction of new gas stations in 1971.[30] By this time, the small box had become popular with independents, while many self-service gas stations were still merely a canopy and booth.[31]

The early 1970's brought several changes to the gasoline industry. By this time, do-it-yourself mechanics and specialty repair shops were taking business away from the service stations. From 1973 to 1974, the Organization of the Petroleum Exporting Countries (OPEC) embargo and subsequent shortage in the United States caused the abandonment of thousands of marginally profitable stations. Again, the independents were hurt because the oil companies supplied their own stations first and often had no surplus.[32] In addition, the prime location for gas station placement shifted from commercial areas to more heavily traveled areas. The interstate system was showing its impact on the gasoline industry and many gas stations were locating at interstate interchanges.[33]

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[28] Ibid., 111.
[29] Jackle and Sculle, 152.
[30] Liebs, 113.
[31] Jackle and Sculle, 153.
[32] Liebs, 113.
[33] Moore, 14 April 2004.

Nonetheless, the independents had an advantage over the oil companies because of their widespread adoption of the self-service gas station. At the independent stations, one unskilled attendant could monitor five or ten gas pumps simultaneously. At the service stations, a mechanic would interrupt an oil change or some other service to fill up one car. To counter this, the oil companies tried adding pumps to existing stations but soon realized that they had to build the large self-service "pumpers."[34]

Throughout the 1980's, the convenience store became associated with gas stations. Convenience stores often carried some select food items, snacks, tobacco, beer and limited automobile accessories such as oil and windshield wiper fluid. As the marginal profit from gasoline sales continued to decline, many operators realized that they could make money only by selling convenience store goods.

> That's because while the global oil business – the realm of OPEC ExxonMobil and Royal Dutch Shell – may be a comfy clique the retail gas business is a battleground for scads of independent operators. Many make more money selling twinkies and fixing tires than they do peddling gasoline.[35]

These high volume, wide margin items were not staples, but products that motorists and passengers might desire while driving.[36] The gas station had come full circle from stores selling gasoline as another product to gasoline stations selling various other products.[37]

Gas Stations' Effects on America

The proliferation of the automobile and the gas station allowed for the geographic mobility that had long been a part of American life. The desire to fulfill one's manifest destiny may have made this mobility more widespread than in other parts of the world. The gas station

[34] Liebs, 114.
[35] Mike Hughlett, "Refineries, not gas station owners, profiting from hikes," Athens Banner-Herald, 20 June 2004, F5.
[36] Moore, 14 April 2004.
[37] Liebs, 115.

has also served to shape our landscape. Gas stations were the catalysts and colonists as commercial concerns moved into residential areas and then later spread out further from the urban core.[38] The gas station served many more purposes other than dispensing fuel. These stations were symbols of freedom. Any American with a car could travel throughout this country because of the periodic placement of gas stations. People could travel wherever and whenever they desired. The gas station was also a social center. While rarely a destination, the gas station was a place where Americans had to step out of their cars and deal with other people.[39] Gas stations were somewhat of a safe haven whether you needed fuel for your car, mechanical assistance or directions.

Although gas stations have always come in a variety of sizes and shapes, they are almost always recognizable as such. Even with the pumps removed, the distinctive architectural styles and landscapes of gas stations evoke emotions of familiarity in most Americans. This is one of the reasons that gas stations make such good conversions. They were designed as commercial buildings to display and sell products. It is fitting, then that people identify these buildings with consumerism and commerce. Any shop, café or restaurant located in a gas station will reap some of these benefits of identity.

Summary

The American gas station would not have been developed, and subsequently need to be preserved, without the automotive advances of the late nineteenth and early twentieth centuries. Men like Emile Levassor, Hiram Percy Maxim and Henry Ford made remarkable contributions to the history of transportation. Given the increasing ubiquity of the automobile during this time, these advancements also led to changes in the American landscape, not the least of which was

[38] Jackle and Sculle, 226-227.
[39] Ibid., 228.

the American gas station. The gas station evolved and advanced with the prevailing trends and technologies of the day. These buildings and the businesses that operated from them allowed Americans to travel independently, farther than they had gone before. Many Americans have emotional attachments to gas stations that remind them of their youth and development. This much was learned during the interviews and research associated with this paper. The buildings that housed these businesses are an important part of the American landscape and deserve to be preserved. While many are now unable to fulfill their original purpose, they make terrific shells for new businesses such as cafes and shops.

CHAPTER 4

EXAMPLES

This chapter presents several examples of rehabilitated gas stations. The three main examples are from in and around Athens, Georgia. Also included are images of several other rehabilitated gas stations throughout the state with comments on the appropriate and

inappropriate treatments. This is not meant to be an exhaustive survey of rehabilitated gas stations in Georgia. These are examples that show the different uses, level of rehabilitation and level of difficulty in rehabilitating gas stations. It is the intent of the author that the reader may learn some of the processes and considerations that are needed to rehabilitate a gas station, in case he or she is planning a rehabilitation project.

Also included in this section are examples of intermediate uses and related examples. "Intermediate uses" is a term that describes businesses located in gas stations that do not dispense fuel, but still deal with automobiles in some capacity. Examples of intermediate uses are tire sales, car washes and used car dealers. Related examples deal with gas stations, but not necessarily their rehabilitation. The Starbucks on Peachtree Road in Atlanta, Georgia is an interesting example of a corporation demolishing an older gas station to make way for a new building that closely resembles the demolished gas station. In addition, the one gas station that was designed by Frank Lloyd Wright, and actually built, presents a forum for discussing the preservation of culturally or architecturally significant gas stations.

The Downtown Development Authority (DDA) Office in the City of Commerce shows how a local government, concerned with historic preservation, decided to reuse a gas station as a city office. This project was undertaken with city funds and was the first preservation project in the renaissance of the Commerce downtown. The Jittery Joe's coffee shop in Five Points in Athens, Georgia sits on a prominent corner in one of Athens' most popular residential areas. The story of its rehabilitation shows how owner, tenant and local government can work together to achieve a mutually beneficial goal. Last Chance Liquors, in Athens, Georgia, has undergone rehabilitation to a different degree. The process from which it was converted from a gas station to a liquor store was very organic and market driven. Until very recently there was no specific

period of rehabilitation, but rather a prolonged adaptation of uses. However, since beginning this research, the building has changed hands and the current owner is undertaking an extensive rehabilitation of the building that includes several additions. While continuing to operate the gas station as a liquor store, the current owners decided that a significant rehabilitation would benefit their business. This further supports the argument that gas stations can easily accommodate new uses because multiple owners have recognized the value of the historic gas station.

Downtown Development Authority, Commerce, Georgia

Figure 12. Downtown Development Authority Office, Commerce, Georgia

In 1986, the city of Commerce, Georgia, approximately 20 miles north of Athens, implemented an extensive Mainstreet Program to beautify the city's historic core. The first building to receive the benefit of this revitalization was an historic gas station that sat on the main street very close to the city hall. The building originally housed the Lone Star Service Station that dealt Texaco gasoline and was operated by Mr. Penn McDuffie. As evidenced in a later picture the station also sold Sinclair Gasoline for a period of time (Fig.13). The station later

served as a taxi stand before its eventual rejuvenation as the Downtown Development Authority offices.

In a letter dated June 12, 1986, the Main street manager, Ann E. Beck wrote to city manager Doug Dorsey encouraging his cooperation in finalizing the project before the dedication of the office early the next month. "Not only is this building important because it houses the Commerce Main Street program, but also, because it is the first completed project in the downtown since the program began."[1] (See Appendix 3)

Figure 13. Commerce, Georgia

The office sits on a busy corner of downtown in the heart of a thriving retail district. The depot in this picture was lost, and the city was determined not to lose any more historic structures

[1] Ann E. Beck, Commerce, to Doug Dorsey, Commerce, 12 June 1986, Typewritten, Downtown Development Authority, Commerce, Georgia.

in the downtown (Fig.13). Jan Nelson, the former Downtown Development Authority (DDA) Director states that people who grew up in Commerce will tell her stories of when they were growing up and would buy gas, candy or drinks. While operating as a taxi stand, the building also contained the bootlegged liquor that the operator sold out of the building. During renovation, empty bottles and cans that had at one time contained illicit alcohol were found in the basement.[2]

The DDA office was not an expensive or extensive project. While the dramatic changes are evident, including the enclosing of a portion of the area under the canopy, no federal funds were used in the rehabilitation. The city recognized the building's significance and decided to save it using city money. To the city's relief, the tanks could stay in the ground. To prevent corrosion, the contractors filled the tanks with sand and water. Nelson points to the thriving landscaping encircling the building as proof of the absence of contaminated soil. In addition, the city used cast iron sewer pipes that had been turned on end to support the canopy. To conserve space, the builders decided to utilize the cramped basement below the building to house the central air systems.

Currently, the office consists of two small rooms and a bathroom. The Downtown Development Authority director's office is in the first room, with a small seating area. The rear room houses files, a copier, a spare desk and access to the small bathroom.

Parking is not an issue for this converted gas station. In Commerce's downtown, new businesses do not have to add parking due to the abundance of on-street parking. The city provides ample parking along the storefronts, and in the median of the road there is parking on either side of the central railroad tracks that run through the downtown. In addition, this building

[2] Jan Nelson, Downtown Development Authority Director, interview by author, 22 April 2004, Commerce, Georgia.

is not one hundred percent ADA compliant. Since the renovations occurred in the mid-1980's, the building has been grandfathered into the current code. If this renovation were to take place today, the building might be held to the standards of the Americans with Disabilities Act.

Figure 14. Before and After Restoration, Commerce, Georgia

Jittery Joe's Five-Points, Athens, Georgia

Five Points in Athens, Georgia is formed by the intersection of Milledge Avenue, Lumpkin Street and Milledge Circle. The five-point intersection has long served as a neighborhood commercial center. The area has several restaurants, a grocery store, two pharmacies, a fire station, gas stations and cafes. The Jittery Joe's at Five Points sits prominently between Lumpkin Street and Milledge Avenue, facing north towards downtown and the University of Georgia.

Figure 15. Jittery Joe's Café, Athens, Georgia

This building has undergone a typical progression for a gas station. From selling fuel and doing light repairs to becoming a full-service repair shop to a new use as a coffee shop, the building has remained almost constantly occupied. Keith and Karl Kortmeier followed the progression of the building, and when the auto repair shop vacated the space, decided to approach the owner and present a unique idea. The owner, Hal Hodgson, owns and runs the pharmacy known as Hodgson's directly behind the building. The Kortmeiers told Mr. Hodgson that they would clean the interior of the building if he would rent it to them for a coffee shop rather than demolish the building to create parking for the pharmacy.

Hal Hodgson's father bought the building from the Standard Oil Company in the early 1970's. The elder Hodgson bought the station in anticipation of revitalizing the five points intersection. This revitalization initially included demolishing the structure, but luckily he found a tenant who sold gas and performed simple auto repairs. In 1992, the tanks came out of the ground due to possible leakage from a pumping joint.

The Hodgsons hired a contractor from Atlanta who had experience in underground storage tank removal. The company removed the tanks and filled the holes with dirt and repaved the area. Unfortunately, that was not the end of the environmental remediation. Concurrent with the removal of the tanks, the Hodgsons coordinated with the state Environmental Protection Division (EPD) to implement a corrective action plan or CAP A. The CAP A included drilling monitoring wells around the property to monitor ground water for contamination (Fig.16). The wells are read periodically to ensure that any contamination is contained and not drifting through ground water flows.

Since the monitoring wells were implemented, the EPD has come back to Mr. Hodgson and alerted him to the fact that some contamination has migrated from the site. Luckily for Mr. Hodgson, the mild contamination is being recorded at a gas station across the street. He is not convinced that the contamination did not originate at the neighboring gas station. There was no immediate action needed at that time, however, the EPD continues to monitor the wells. In addition, the company that removed the tanks is no longer operating, so Mr. Hodgson is unable to take action against the contractor on the basis of negligence. He recommends that gas station rehabilitation projects should include the input and expertise of the EPD at a very early stage. Even though Hodgson has had some problems with this gas station, he claims that he would not hesitate to purchase another gas station or undertake another gas station rehabilitation.[3]

[3] Hal Hodgson, Owner of Hodgson's Pharmacy, interview by author, 20 April 2004, Athens, Georgia.

Figure 16. Monitoring Well

Another problem encountered with this project was ensuring that the gas station building and the new use complied with local ordinances. The Kortmeiers agreed to handle the rezoning and planning department requirements as part of the agreement to save the gas station from becoming a parking lot. They had little trouble convincing city officials that rezoning the property to accommodate the café was a good idea. One problem with the proposed plan was parking. The gas station had only one island for gas pumps, so the front parking area was not large enough for many cars. The Kortmeiers asked Mr. Hodgson to provide a few parking spaces out of his parking lot. He agreed because the typical customer visiting the café will park for only a few minutes to get a cup of coffee, then will vacate the space. Hodgson agreed to

allow café customers to park in a few designated spaces, while his customers could park in any space in the lot.

However, even with Hodgson's parking, the project still lacked the required number of spaces. The Kortmeiers went back to the planners and came up with a novel solution. A landowner who had an underutilized parking area across the street from the café gave the Kortmeiers parking rights for overflow parking (Fig.17). Given the nature of Five Points (with on-street parking) and the nature of the café (with many more quick visits than extended visits) this excess parking lot rarely gets used.

Figure 17. Overflow Parking for Jittery Joe's

Another issue with the rehabilitation and change of use was the water supply to the building. Under Athens-Clarke County building codes, a café is considered a restaurant and has to pass the appropriate building code inspections. During the planning stage, the inspector

determined that the water line that supplied the building was not sufficient for a restaurant. The gas station had only used water for the two bathrooms and a small sink in the garage. Again, the authorities were willing to work with the Kortmeiers to solve this problem. The City/County gave them a variance on the water supply because the café would not have to handle cleaning as many dishes as a full-service restaurant. Had this not occurred, the additional cost of running a larger water supply line to the building might have killed the project.

Even with these two major obstacles out of the way, the Kortmeiers still had a long way to go to before they could serve their first cup of coffee. Along with the rezoning efforts, the Kortmeiers also agreed to do all of the physical rehabilitation work on the building. Keith Kortmeier remembers that it took two weeks to simply remove grease from the walls. They also had to build a new floor structure in the bay areas to cover up the grease pits and build out the interior of the building. Kortmeier remembers the interior design and build out as an enjoyable process due to the blank nature of the space. They were able to create a new interior as they wanted it. After seven months of cleaning, construction and decorating the interior, Jittery Joe's opened for business in the summer of 1996.[4]

Jittery Joe's is a typical oblong box much like the diagram in figure 20. The floor plan is somewhat different, however, in that the front door is on the side of the building and the men's restroom is accessed from the exterior. The office has now become the serving counter where coffee beans, coffee machines and a deli case of baked goods. The two bay areas were converted to one large sitting room with tables, chairs and bookshelves. An elaborate circular chair and billowing cloth mask the central steel structural pillar.

The experience of both the Hodgson's and Kortmeiers show that gas station rehabilitation is very practical and can be accomplished. In this instance, the local government was willing to

[4] Keith Kortmeier, Owner of Jittery Joe's Coffee Shop, interview by author, 16 April 2004, Athens, Georgia.

work closely with the owner and tenant to accomplish the project. Jittery Joe's success is evidenced by Keith Kortmeier's decision to attempt to find more gas stations for Jittery Joe's franchises, and his partner, Bob Googe's decision to open another Jittery Joe's at a gas station across town from the Five Points location. As of August 14, 2005, the building was awaiting EPD approval of monitoring wells. Sixty days after the site passes the EPD inspection, the new Jittery Joe's should open at the site (Fig.19).[5]

Figure 18. Jittery Joe's

[5] Don Nelson, "Brief Cases: Joe's at Alps," Athens Banner-Herald, 14 August 2005, F1.

Figure 19. Jittery Joe's Next Location

Last Chance Liquors, Athens, Georgia


Figure 20. Last Chance Liquors

Last Chance Liquors is located in a converted gas station along Old Highway 441, also known as Macon Highway, in Athens, Georgia. While this location is not as desirable as the Five Points location of Jittery Joe's, Macon Highway is a heavily traveled road and the gas

station has good visibility. In this example, the "rehabilitation" was achieved in two phases. First, the building underwent an adaptation of uses over a prolonged period of time. Since beginning this research, the current owner has undertaken a substantial rehabilitation of this building. This example shows how a gas station can remain viable to house a number of different uses and prove valuable for different owners. The evolution of uses was a reaction to customer demand, rather than a deliberate repositioning of the building to accommodate alternate uses.

Figure 21. Texaco Station

In the picture on the previous page the building was operated as a Bay gas station (Fig. 20). The building probably began its life as a Texaco gas station sometime in the 1940's (Fig. 21). The picture on the previous page is most likely from the early 1970's, right before James Moore leased the building to sell gas under the independent Magnolia brand (Fig. 20). Mr. Moore had several gas stations throughout Northeast Georgia that operated under the Magnolia

name. He would buy surplus gasoline from the larger companies and transport it in his own tanker trucks. In 1974 Mr. Moore decided to convert the gas station to primarily beer sales. The previous few years had seen declining gas sales, but increased beer sales at this location. A few years later, Mr. Moore added liquor sales and renamed it Last Chance Liquors.[6]

The conversion of Last Chance Liquors was a very organic process that did not have a clearly defined period of restoration. The garage bays were converted to handle several beer coolers and some simple shelving was placed in the building. Until recently, the original sales/lobby area had become a liquor sales area and the bay area held several beer coolers as well as the cash register. Even though this was not a "proper" restoration, the environmental remediation still had to take place. While the current owner has confirmed that the Phase I Environmental Site Assessment showed that there was no contamination or tanks remaining in the ground, no one was sure when they were removed.

Parking is more of a concern for this building because it is located on the side of what was at one time a busy state highway. Luckily, Last Chance Liquors sits on a rather large piece of land and has ample parking for a retail establishment. This is necessary for the operation of a business in this location because there is no pedestrian traffic in this area.

Currently, the new owners of Last Chance Liquors, Jimbo Horn and Johnny DeFelice, are undertaking a considerable rehabilitation of the building and the property. Earlier this year, they bought the lease to the building that Bill Lyons held. They are planning on closing on the purchase of the property on October 14 of this year. While they had planned on opening the new Last Chance Liquors by September 1 of this year, to coincide with the beginning of the University of Georgia football season, their new estimated grand opening will occur before November 12, the final home football game. Horn hopes that the liquor store will receive a

[6] James Moore, Owner Magnolia Gas Stations, interview by author, 15 April 2004, Athens, Georgia.

steady flow of customers shopping for tailgating supplies before football games and that the customers will come back throughout the rest of the year.

Figure 22. Present-Day Last Chance Liquors

Horn and DeFelice were aware of the potential environmental problems associated with rehabilitation of an historic gas station and took the necessary precautions. Their first action during due diligence was a Phase I Environmental Site Assessment. A Phase I is required by most lenders before they will agree to finance any type of construction project. Luckily for Horn, the Phase I confirmed that there was no environmental contamination on the site and that the tanks had been removed sometime in the past. The consultant who performed the Phase I noted that the tanks were removed before detailed reports were kept on this type of activity, but soil boring confirmed that they were no longer in the ground.

This project is also a good example of the financial benefits of rehabilitating an historic gas station. Horn and DeFelice identified the location as a prime candidate for a liquor store given the historic sales of Last Chance Liquors and the considerable drive by traffic. While developing a plan for the site, they determined that demolition of the gas station, site work and construction work to build a new building would cost $500,000. This figure does not include the cost of the coolers and fixtures necessary for the new store. Their current figure, that includes the purchase of the land and building, as well as the rehabilitation work and the fixtures, is $300,000. Without knowing the potential costs of a new building and fixtures it is hard to show exactly how much money they are going to save, but it is definitely greater than $200,000. The funds for this project will be a mix of personal investment from Horn and DeFelice and a bank loan. They had no problem securing financing for the project because the Phase I study confirmed the lack of environmental contamination.[7]

Since the property had never undergone a significant rehabilitation, the layout of the gas station was not ideal for retail sales. Horn and DeFelice are in the process of building new walls and reconfiguring the layout of the space. They have opened a portion of the back wall of the building so that they can install a new area for the beer coolers that will not take up space in the existing floor plan (Fig. 23). They have also begun adding a small addition in front of one of the garage bay doors to accommodate a larger entrance to the store (Fig. 24). Before they began renovation, the drive-through window was located in this space, but cars had to drive past the front door to reach the drive-through window. To alleviate this potential safety hazard, they have opened a portion of the sidewall so that the drive through can be moved to side of the building (Fig. 24).

[7] Jimbo Horn, Owner of Last Chance Liquors, interview by author, 27 September 2005, Athens, Georgia.

Figure 23. Last Chance Liquors, Rear Wall, Beer Cooler Addition

Luckily for Horn and DeFelice, the gas station was already being used as a liquor store, so they did not have to rezone the property. In addition, there is no lack of parking on the site, so they did not have to worry about creative solutions to alleviate this potential problem. Horn believes that the local government is pleased that this work is occurring due to the recent decline in the immediate neighborhood. A nearby motel was demolished several years ago and a motel across the street was condemned as a hazard. Horn hopes that the work they are performing on Last Chance will spur additional investment in the area and lead to an even better return on his investment. The local government required the rehabilitation to include the addition of a sidewalk on the property and an extensive landscaping plan. As a condition of the rehabilitation work, they will have to plant several street trees to beautify the site.

Figure 24. Last Chance Liquors, New Entrance and Drive Through

When asked about the decision to undertake this project, Horn cited several reasons. First, DeFelice is involved in several liquor stores in Athens and identified this site as a good location for a new store. Horn and DeFelice also recognized the potential benefits from locating their liquor store in an historic gas station. As a reaction to impersonal warehouse type liquor stores they want to create a unique store that will attract customers as much through its novelty as its product. To that end, they are retaining as much of the historic fabric as possible. They are leaving the garage door hardware, walls and rafters exposed. They are also leaving an old safe in place to lend even more history to the interior. On Saturdays during the fall, when the University of Georgia football team is playing at home, they plan to open the garage door to give the space the character of an open market, another unique component.

The example of the Last Chance Liquors evolution and current rehabilitation shows the many benefits of rehabilitating an historic gas station. Since the site did not have any environmental contamination and the intended use did not require a rezoning of the property, the owners will have relatively few headaches during the rehabilitation. A quick economic analysis of the potential costs of demolition versus the budgeted costs of acquisition and rehabilitation shows that the current plan will save the owners a great deal of money. The owners stated that the two most important factors in deciding to use this building are the location and the opportunity to create a unique space. By saving this historic building they are hoping to create a unique retail experience for their customers that will lead to repeat visits.

Shell Number Seven, Winston-Salem, North Carolina

The treatment of the Shell Number Seven in Winston-Salem, North Carolina represents a restoration as opposed to a rehabilitation. A restoration attempts to return a property to a specific point in time, while a rehabilitation involves repairs and construction to prepare a property for a new use. Preservation North Carolina (PNC) became interested in this building in 1996 because it was the last remaining Shell station in Winston-Salem that included the original shell-shaped building. They acquired the property in April 1996 and undertook research and restoration to return the station to reflect its character as it stood in the 1930's.

The Shell number seven was built in the spring or summer of 1931 at the corner of Peachtree and Sprague Streets in Winston-Salem. This shell-shaped pattern had been patented in the summer of 1930, with J.H. Glenn and Bert L. Bennett receiving the credit for its design. Shell number seven operated as a gas station until 1964 when Don Watson began operating a small engine repair shop on the property. After PNC acquired the building in the Spring of 1996, the property was restored and well documented in a report titled, *The Restoration of Shell*

Number Seven: September 1996 – April 1997, compiled by Sarah Woodard and John Larson (See Appendix A).

The report detailed the acquisition efforts of PNC and the above-mentioned history. During the application for a building permit, PNC discovered that the property was zoned residential. The Winston-Salem/Forsyth County zoning board agreed to grandfather the building's use as non-conforming after reviewing signed affidavits attesting to the fact that it had not been used as a residential building since at least 1968. The report also chronicled the restoration of the building and cited the evidence that was used in the reproduction of the 1930's character of the site.

First, a small shed that had severely deteriorated was repaired and repainted. From interviews of past owners and neighbors, it was determined that the shed was in fact built in the 1950's, yet it had remained on the site long enough to attain historic status. Much of the landscaping that had sprouted on the site after the 1930's was removed so that restoration could occur on the original structures. A white picket fence was reconstructed from photographs from the 1930's. A later car wash that had been built beside the shell structure was removed and the original pergola was recreated. An environmental consultant confirmed that the underground storage tanks were not leaking so they were filled with inert foam. Removal of the tanks would have threatened the site and the structural integrity of the shell structure.

The restoration work also included treatment of the windows, glass and doors, the plumbing and electricity, installation of a security system and the hardware. Two of the three pump islands had remained in place and the third was recreated. A scar in the pavement revealed the location of the third pump. Two recreations of 1930's gas pumps were donated and installed by Quality Oil. In addition, the restoration included the acquisition and installation of a grease

rack to interpret the location and use of this component. The entire restoration of Shell Number Seven totaled $52,961.37. Included in this cost was $21,608.20 for a general contractor and $850.00 for the environmental consultant and inert foam used to fill the tanks.[8]

Typology and Treatments of Rehabilitation

Figure 25. Recommendations for Rehabilitation

The following pages contain pictures of rehabilitated gas stations that are located throughout the state of Georgia. These former gas stations now house restaurants, florists, jewelers, party stores, coffee shops, bars, a police station, a welcome center and a chamber of commerce. While there are many more rehabilitated gas stations throughout the state of Georgia, as well as the rest of the country, this sample of pictures should help to show how prevalent the trend has become. Many municipalities and private citizens have realized the benefits of rehabilitating gas stations. These examples are a testament to the volume of gas stations that have been rehabilitated throughout the country. This section should also serve to educate the

[8] John C. Larson and Sarah Woodard, "The Restoration of Shell Number Seven: September 1996 – April 1997" (Winston-Salem: Preservation North Carolina, 1997), Appendix, photocopied.

reader on the varying degrees of rehabilitation as well as offer design ideas to those hoping to undertake their own project.

While this paper argues that the rehabilitation of gas stations is beneficial on many levels, a typology of these rehabilitations is useful to understand appropriate treatments for these buildings. Character defining traits are the physical aspects of a building that make it recognizable in its many forms. As mentioned previously, gas stations of the twentieth century take many forms due to the evolution of uses and architectural styles. However, these buildings are recognizable because of their form. A streamlined modern oblong box is quite different from an English cottage style station, yet both are easily identifiable as gas stations.

Discussion of the following examples will comment on the character defining features that were kept or obscured during the rehabilitation. Avoiding subjectivity is important when discussing character-defining features, but nonetheless these comments are necessary as a guide for future rehabilitations of these types of buildings. Character defining features include, but are not limited to, siting of the building on the landscape, entrances and exits, glazing, canopies and glazing, or window treatments.

Universal Joint Restaurant, Atlanta, Georgia

This vernacular oblong box gas station, probably built in the 1930's or 1940's shows both appropriate and inappropriate treatments of rehabilitation. Without the benefit of an historic photograph to use for a comparison, it seems that the exterior has been covered in stucco, but may have originally been painted concrete block or brick. However, the retention of the garage bay doors is an effective clue to the building's previous use as a gas station. In addition, the pump island was retained when the gas pumps were removed. The main entrance to the building

remains in the original location. Another effective treatment was the replacement of the original pump island canopy with a latticework trellis (Fig. 26).

Figure 26. Universal Joint Restaurant, Oakhurst, Atlanta, Georgia

The Filling Station Restaurant, Dalton, Georgia

This vernacular gas station was probably built in the 1940's or 1950's as a full service station. The images of the station before and after rehabilitation are useful in identifying the appropriate and inappropriate changes to the building. First, the canopy was retained, but the brick pillars that were introduced are out of proportion and most likely bulkier than the original columns. The enclosure of the canopy area is an effective reclamation of space, but obscures the main entrance to the building. Placing the entrance in one of the original garage bays detracts from the divided light glazing that is a character-defining trait of these stations. The retention of the placement of the bays is effective for the interpretation of the building as a rehabilitated gas station, but it is unclear from the picture of the current day restaurant whether or not the divided

light glazing was retained. The current signage for the restaurant does evoke a gas station sign from the 1950's (Fig. 27 and 28).

Figure 27. The Filling Station Restaurant, Dalton, Georgia (Before)


Figure 28. The Filling Station Restaurant, Dalton, Georgia (After)

Elberton Chamber of Commerce, Elberton, Georgia

This rehabilitation shows an effective historic treatment of a Spanish colonial type gas station from the 1940's. All original openings and glazing was retained to effectively interpret

the origin of this building. The façade treatment and color palette are correct for the period in which this station was built. The gooseneck lights over the signage are effective recreations of the original lighting. The tile roofing on the parapet walls was well restored. In addition, no major additions to the parking area or canopy have obscured the exterior (Fig. 29 and 30).

Figure 29. Elberton Chamber of Commerce, Elberton, Georgia

Figure 30. Elberton Chamber of Commerce, Elberton, Georgia

Asian Express Restaurant, Hapeville, Georgia

This Asian restaurant in Hapeville, Georgia was built in the 1940's as a streamlined oblong box. The current rehabilitation effectively preserved the white enamel panels and horizontal red stripes that run across the façade. It appears from the current picture that little was changed during this rehabilitation. The garage bay doors were retained and seem to remain fully functional. The patio that was created in front of the bay doors does not obscure the doors from view. The original door was retained and the red canopy that wraps around the corner of the building replicates the original canopy that would have protected customers entering the station (Fig. 31).

Figure 31. Asian Express Restaurant, Hapeville, Georgia

McDonough Welcome Center, McDonough, Georgia

This plain gas station was probably built in the 1940's or 1950's. The rehabilitation went further than many in this paper and included the installation of replicated gas pumps and other period fixtures. The retention of the left garage bay door is effective for interpreting the building

as a filling station. However, the middle garage bay door was converted to a main entrance that detracts from the original glazing. The canopy area was effectively restored and the plantings in front of the pumps adds to the landscape without obscuring the pump island or the main entrance (Fig. 32).

Figure 32. McDonough Welcome Center, McDonough, Georgia

Taqueria del Sol, Decatur, Georgia

This gas station that has been rehabilitated to house a Mexican restaurant in Decatur, Georgia was probably built in the 1960's. This building is barely recognizable as a gas station due to the treatment of its features during rehabilitation. While the suggestion of garage bay doors remains, the glazing has been drastically altered and the main entrance now disrupts one of these doors. An oversized canopy and a large concrete wall facing the street obscure the original main entrance and canopy area. The popularity of this restaurant necessitates the large amount of parking in front of the building, but the parking arrangement does not reflect the original use of the landscape as a gas station (Fig. 33 and 34).

Figure 33. Taqueria del Sol, Decatur, Georgia


Figure 34. Taqueria del Sol, Decatur, Georgia

Go Bar, Athens, Georgia

The Go Bar, formerly a Magnolia gas station in Athens, Georgia also displays both appropriate and inappropriate treatments for rehabilitation. While the garage bay door and main entrance were retained in the rehabilitation, the diverse landscaping in front of the building now obscures these elements. The original use of this building is not evident from the street. The barrel tile roof treatment is attractive, but it is not clear from figure ? whether or not this was the original roof treatment. The rehabilitation did create a unique space and ensured the continued use of the building, but the original character is severely obscured (Fig. 35 and 36).

Figure 35. Go Bar, Athens, Georgia (Before)

Figure 36. Go Bar, Athens, Georgia (After)

Intermediate Uses

"Intermediate uses" is a term used for gas stations that no longer dispense fuel, but still contain services related to automobiles. Many rehabilitated gas stations go through at least one intermediate use on their way to rehabilitation and reuse. These intermediate uses include tire sales, used car sales, car washes and service shops. Jittery Joe's in Five Points Athens is a good example of a rehabilitated gas station that was first an automotive repair shop before it became a café.

Intermediate uses are beneficial for gas stations because the new business can operate almost immediately with little or no renovation. Many of these businesses merely take away the pumps and begin to operate in another capacity. A building in continued use that is generating rental or sales revenue for the owner is much less likely to be demolished than a gas station that

sits vacant. These intermediate uses give some gas stations a cushion of time between the end of their useful life as a gas station and the beginning of their life as a rehabilitated building with a new use.

Following are two such intermediate uses in the West Midtown area of Atlanta, Georgia. This area is undergoing a transformation from industrial and commercial uses to more residential and retail uses. In the near future, these buildings may become excellent candidates for rehabilitation to retail establishments as cafes, small shops or salons. As a good deal of new users and residents are added to this area these buildings may soon be within walking distance for potential customers.

Volset Volvo Specialists, Atlanta, Georgia

While the owners of this building have not carried out an extensive rehabilitation, the building is in good repair and it retains its original character. The original openings and glazing remain intact and what looks to be the original canopy over the main entrance remains. Barring any severe environmental contamination, this building could easily house a small shop or restaurant (Fig. 37 and 38).

Figure 37. Volset Volvo Specialists, Atlanta, Georgia

Figure 38. Volset Volvo Specialists, Atlanta, Georgia

Luxury Auto Body Shop and Detail, Atlanta, Georgia

Much like the Volset Volvo Specialists, this building has seen little rehabilitation work. There is an addition of two large garage bays, evident from their difference in size compared to the original bay doors. The addition also has a concrete block façade, while the original gas station retains many of its original enamel panels. An effective treatment of this station would include replacing the garage bay doors with divided light glazing, and retaining the addition. This station would yield a large interior space that could easily accommodate a restaurant or possibly a flea market setup with individual stalls (Fig. 39 and 40).

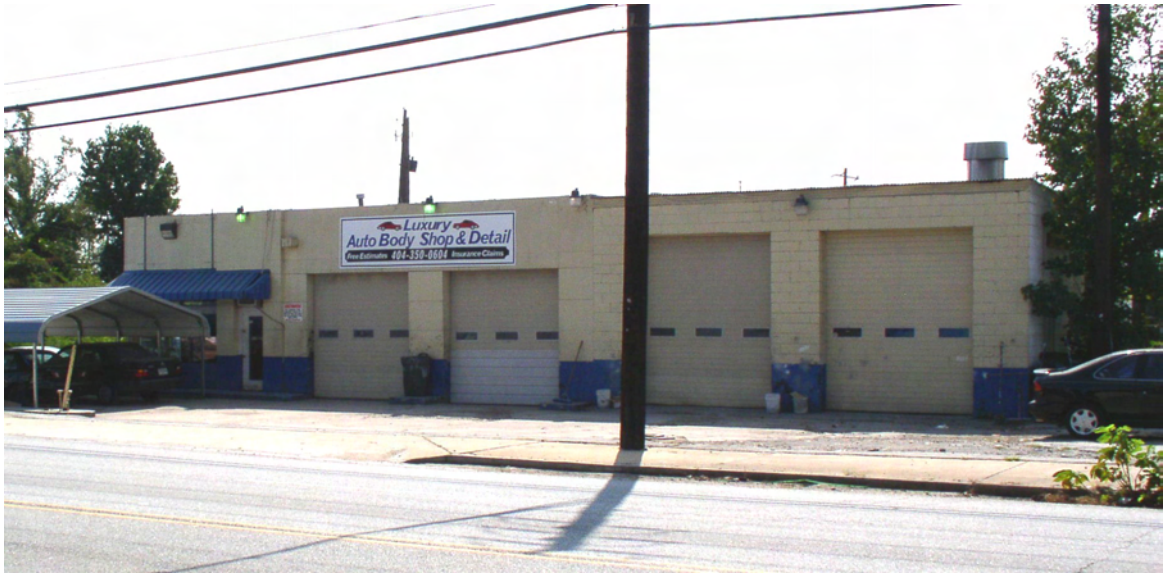

Figure 39. Luxury Auto Body Shop and Detail, Atlanta, Georgia

Figure 40. Luxury Auto Body Shop and Detail, Atlanta, Georgia

Related Examples

The following two examples are related to the topic of this paper in that they deal with gas stations. However, they are not rehabilitation projects. The Starbucks at 3901 Peachtree Road in Atlanta, Georgia is a gas station inspired building on the site of a demolished gas station (Fig. 41). This example shows how a corporate retailer has capitalized on the design of the gas station, while irresponsibly demolishing an existing gas station. The well-known American architect Frank Lloyd Wright designed the Phillips 66 gas station in Cloquet, Minnesota (Fig. 44). While the gas station is still functioning as a gas station, it shows that even a very accomplished architect was interested in the design of gas stations during the height of his career. This gas station is significant because it is the only gas station that Wright designed that was actually built. This presents the problem of preserving and interpreting culturally or historically significant gas stations.

Starbucks Coffee, Atlanta, Georgia

This building, which resembles a gas station, was in fact built on the site of a former gas station. This Starbucks is located on Peachtree Road, north of Buckhead in Atlanta, Georgia. The site contained a service station into the late 1990's that was probably built in the 1950's or 1960's. In the 1993 aerial photograph the original gas station is in the upper right hand corner of the large parking lot (Fig. 42). In the 2002 aerial photograph the Starbucks building has been built in the same location (Fig. 43).

The new building resembles a traditional gas station in several ways. First, the yellow piers separate the façade into four broad bays. The three on the right side of the building closely resemble garage bay doors with divided light windows. The bay to the left of the building has

larger panes of glass, much like the retail area of a traditional gas station. Functionally, they rearranged the interior to place the service area in the center of the building with seating to the sides.

Figure 41. Starbucks, Atlanta, Georgia

It is difficult to ascertain Starbucks' corporate policy in tearing down a gas station and building a structure that so closely resembles the lost building. Unfortunately, Starbucks considers this type of information proprietary and would not answer any questions via email or phone. The design of this building is an interesting testament to the appeal of the design of traditional gas stations. If Starbucks would take the time to design a building that resembles a gas station, rather than use a template building from another location, then they must realize the value inherent in the form of traditional gas stations. For Starbucks it may have made sense to

tear down the gas station and build a new building. Hopefully other companies will realize that the authentic building has much more allure than the imitation.

Figure 42. Peachtree Road, Atlanta, Georgia, 1993

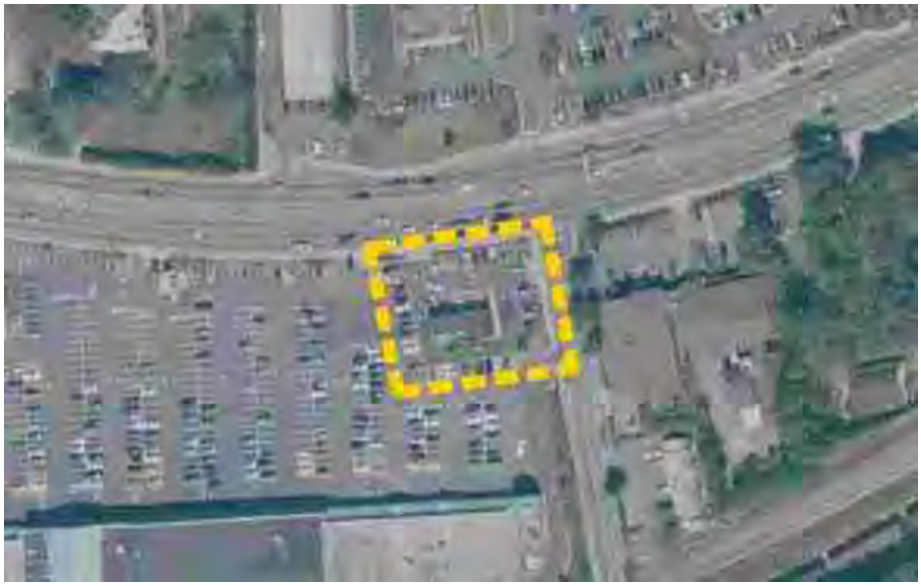

Figure 43. Peachtree Road, Atlanta, Georgia, 2002

Phillips 66, Cloquet, Minnesota

Figure 44. Frank Lloyd Wright Gas Station, Cloquet, Minnesota

This example of a gas station in Cloquet, Minnesota is pertinent to the subject of rehabilitated gas stations and preservation due to the architect that designed the building. This is the only gas station designed by Frank Lloyd Wright that was actually built. Designed in 1956, the station was built in 1958. Wright had designed a gas station for his Broad Acre City Project, but it had never been built, so he was happy to offer his services when Ray Lindholm asked him to help rebuild a Phillips 66 Station.[9]

Still in use as a functioning gas station, the Phillips 66 is not a good candidate for rehabilitation. Frank Lloyd Wright had particular ideas for his buildings and he designed this as a gas station. While the building shell would definitely be easily transformed for a new use, its continued operation as a gas station allows visitors to see the space and the structure as Wright had intended it. Placed on the National Register of Historic Places in 1985, the building is

[9] "Special Places: Frank Lloyd Wright Gas Station," (Cloquet: Cloquet/Carlton Chamber of Commerce, 2005), 27.

eligible for tax credits. Because the building is not designated as a landmark, however, it does not have any protections except a review process that is triggered by Federal projects that may impact the building.

Figure 45. Frank Lloyd Wright Gas Station, Cloquet, Minnesota

The owners, grandchildren of Ray Lindholm, tried to sell the building in 2003, but were concerned that the new owners would not honor its important past. On the market for $725,000 the station attracted several offers, but the family decided to continue to operate the gas station to ensure the building's survival.[10]

[10] www.preservationonline.org

Figure 46. Frank Lloyd Wright Gas Station, Cloquet, Minnesota

CHAPTER 5

DIFFICULTIES ASSOCIATED WITH REHABILITATION

While it has been argued in this paper that gas stations make excellent rehabilitation projects that can provide appealing locations for small businesses as well as enhance neighborhoods, these projects do not come without significant hurdles to preservation. Changing the use of buildings is often difficult due to design, location, building codes and governmental regulation. These three, among other obstacles, hamper rehabilitating a gas station. First, gas stations are believed to be a particularly difficult building type to rehabilitate for a new use due to environmental concerns. Many gas stations have been overlooked for rehabilitation because of the perceived difficulty and expense of environmental contamination. While these are valid concerns and need to be addressed, the expense and difficulty can be much less trouble than anticipated. Second, the price of rehabilitation is often cited as a reason for the demolition of gas stations. Even though environmental remediation and considerable cleaning must be undertaken, the process is much more economical than many people believe. The third major problem with rehabilitating a gas station is a lack of adequate on-site parking. Through creative cooperation this potential problem can easily be avoided.

Environmental Remediation

Gas stations sold a noxious product that seriously contaminates the environment. Many precautions have to be addressed when rehabilitating a contaminated site for a new use. Unfortunately many people believe that preservation of gas stations ends with this issue. It is

commonly believed that in every situation the underground storage tanks will have to be dug up and removed and replaced with a large amount of dirt. This is perceived to be a very expensive undertaking, making gas station rehabilitation impossible.

However, this is not always necessary or even the most effective process to deal with potential contamination. In addition, underground storage tanks have been regulated for many years and there are few left that are in serious danger of corrosion. Even with older gas stations, the tanks were most likely replaced in the 1980's or 1990's if the business continued to sell gas. Most tanks in the ground today are recent enough that they can stay in the ground and remediation may include filling the tanks with an inert substance to keep the tanks from contaminating the soil.

There are other devices as well that protect against possible contamination. At the Magnolia gas station on the Atlanta Highway in Athens, Georgia, the older tanks are still in the ground and cathotically protected. This method uses electric transmitters buried around the tanks to keep the metal from corroding. In theory, the metal will not corrode if continuously blasted with cathode rays. In this case, the tanks had to stay in the ground because removal would have threatened the foundation of the building.[1] Cathotically protecting in-place tanks is an ongoing process, but the expense can be spread out over the remaining life of the building instead of creating another large upfront cost.

Richard Strickfaden, with the Georgia Environmental Protection Division, suggests that the best way to deal with environmental remediation is to ask questions of the seller or landowner and involve the government in the process. Since the responsibility lies with the owner, buyers must thoroughly educate themselves during their due diligence. Due diligence is all appropriate inquiry into the previous ownership and uses of the property consistent with good

[1] Bill Lyons, former owner of Last Chance Liquors, interview by author, 10 April 2004, Athens, Georgia.

commercial or customary practice.[2] A Phase I and Phase II Environmental Site Assessment (ESA) should be completed to fully understand the state of the site. An ESA includes research of previous uses to determine if a site may contain environmental contamination. The ESA will also uncover adjacent sites that may contain contamination and the likelihood of this contamination migrating to the subject site. Since these are undertaken during the due diligence period, the seller is still responsible for the property and the purchaser can insist on remediation as a contingency of the sale.[3]

Strickfaden recommends contacting the state Environmental Protection Division or the Federal Environmental Protection Agency to determine whether or not a subject site is, or has been, contaminated. Strickfaden believes that since gasoline sales and gas stations are regulated businesses, many people are worried about dealing with the government because they are afraid they will find something wrong. He urges gas station owners to be honest with the government agencies that regulate this industry and seek their help in remediating any problems.[4]

Strickfaden also emphasized the case-by-case nature of environmental contamination and remediation. The level of contamination and subsequent clean up varies due to amount, distance from adjacent, uses and potential use of the site. He did not specify any guidelines for assessing the type of remediation needed, because he said that there were none. Some rehabilitated gas stations will require a good deal of replacement dirt due to contamination, while others may need to simply fill the tanks in place with an inert material such as an expanding foam product.[5]

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[2] http://www.techstreet.com/cgi-bin/detail?product_id=1246825
[3] Jo Allen Gause, New Uses for Obsolete Buildings (Washington, D.C.: ULI-the Urban Land Institute, 1996), 64 (Figure 1-18).
[4] Richard Strickfaden, Georgia State Environmental Protection Division, interview by by author, 19 April 2004, Athens, Georgia.
[5] Ibid.

At the Shell Number Seven restoration in Winston-Salem, North Carolina the tanks were abandoned in place and filled with an inert foam that solidified inside the tanks (See Appendix A). In this instance, the entire environmental remediation, from the environmental consultant hired to inspect the site, to the actual foam used to fill the tanks cost $850.00, a figure that would not make or break any rehabilitation project's budget.[6]

Economics of Rehabilitation

As with any preservation project, funding can make or break a deal. There are two pieces to the puzzle of funding with gas station rehabilitations. First, do gas stations represent the highest and best use of a piece of land? Many of the gas stations identified in this paper are in high traffic, high visibility locations that would be very desirable for any business. Therefore, the owner of a property that includes an historic gas station will have to wonder if demolition and replacement of the gas station may produce a higher yield from their property. If this analysis proves that the highest and best use of the property is for a gas station, then the historic gas station is doomed because they generally cannot compete with newer convenience stores with multiple self-service pumps. However, if a café or shop is a suitable use for the property, the rehabilitation of the existing gas station will often prove more economical and desirable than demolition and the construction of a new building.

Highest and best use analyses often are not the friend of the preservationist. They do not take into account the many beneficial aesthetic and cultural aspects of an historic property. A highest and best use analysis does not analyze the effect of the historic building on the streetscape or the intrusion of a new gas station.

[6] John C. Larson and Sarah Woodard, "The Restoration of Shell Number Seven: September 1996 – April 1997" (Winston-Salem: Preservation North Carolina, 1997), Appendix, photocopied.

Funding the rehabilitation of a gas station is also a source of concern for a property owner. While the initial rehabilitation costs may be less than the cost to demolish the building and build a new structure, some owners may wonder if the continued maintenance and repairs of the rehabilitated structure will add to the cost of owning an historic building. However, studies show that the initial rehabilitation work, the maintenance of the existing building will prove to be comparable to the maintenance of a new building.[7]

In the examples used in this paper, the rehabilitated gas stations used private money or city funds for the entire project, from environmental remediation to building rehabilitation. In rehabilitating gas stations, the effort put into securing government funding in any form may be more trouble than the value that it provides to the project. This does not mean that the lack of government funding makes gas station rehabilitations any less feasible. Fortunately for this building type, the environmental remediation and building rehabilitation are usually not excessively expensive. The sites are generally small compared to other contaminated sites, and the buildings are generally sturdy structures.

If needed to make a project feasible two possibilities for government funding are the Federal Historic Rehabilitation Investment Tax Credit and the Small Business Liability Relief and Brownfields Revitalization Act. Both of these programs require an extensive amount of documentation and are not guaranteed to every project that applies. The investment tax credits are only eligible to be applied against building rehabilitation work and cannot offset the cost of environmental remediation. The Brownfields Act is the inverse and will only apply to the costs of the remediation. In addition, both of these programs must involve some level of government participation.

[7] The Economics of Rehabiltation, by Elizabeth Byrd Wood, Editor (Washington, D.C.: National Trust for Historic Preservation), 9.

The first hurdle to securing the rehabilitation tax credits is securing the eligibility of the building for listing on the National Register of Historic Places. To qualify for listing on the register a building must be at least 50 years old and must possess one of three levels of significance; local, state or national. The process for listing a building on the national register involves a great deal of research into a building's history. While many private property owners undertake this process by themselves, there are many consultants who are familiar with the process and the state offices that administer the program. The use of a consultant can save the property owner a great deal of work when undertaking this task. These services are often very affordable and more easily handled by a professional who understands the process and is familiar with the appropriate agencies.

After the building is eligible for listing on the national register, the rehabilitation must comply with the Secretary of the Interior's standards for rehabilitation (See Appendix 2). These standards and guidelines ensure that the rehabilitation process will not destroy the integrity of the building or the significance under which it qualified. Members of the appropriate State Historic Preservation Office (SHPO) will review and evaluate the work and help the owner to stay within the guidelines.

Once the building is listed on the register and the rehabilitation work is certified by the SHPO, the owner can take a tax credit equal to 20% of the qualified rehabilitation expenditures that went into the rehabilitation. These expenditures include work performed on the building itself, but not the purchase price of the building or the land or any work performed on the site, such as parking or landscaping.

A tax credit is more valuable to a taxpayer than a deduction. A tax deduction reduces the taxpayer's income before the tax rate is applied. A tax credit is a dollar for dollar reduction of

the taxpayers tax liability, or the amount they owe the government in taxes. Therefore, these credits are valuable to a number of different organizations as well as individuals. If the tax credits are large enough, then the owner can often sell them to a bank or other tax-paying corporation. These sales usually take place for some fraction of a dollar and normally have to be fairly large. The tax credits produced by most gas station rehabilitations would not qualify for purchase by a large corporation.

However, the tax credit is money in the owner's pocket since it directly reduces the amount of money that they have to pay the government. If the tax credit amount is greater than the tax payer's tax liability, then the credit can be carried forward for twenty additional years to offset tax liability. The tax credit can also be carried back one year from the date that the rehabilitated building has passed the "substantial rehabilitation" threshold.[8]

An alternative to the 20% tax credit is the 10% tax credit for rehabilitation of non-historic buildings. This tax credit can be used on buildings that were built before 1936 and are not eligible for listing on the National Register. Guidelines for the rehabilitation include the retention of at least 50% of the building's exterior walls as external walls, the retention of at least 75% of existing walls as either external or interior walls, and the retention of at least 75% of the building's internal structural framework. This tax credit is more accessible because there is no formal review process for the rehabilitation of non-historic buildings.[9]

As mentioned before, the cost of rehabilitation will usually prove very competitive, if not better than, new construction. The Winston-Salem Shell station was rehabilitated for a total of $52,961. This figure included a great deal of money that went towards the historic research and marketing of the project. The actual construction costs billed to the general contractor were only

[8] http://www.cr.nps.gov/hps/tps/tax/
[9] Ibid.

$21,608. While this was a small building, the construction team did a great deal of work to restore the building to appear as it would have shortly after its construction. This included the construction of several elements, such as a grease rack, that would not have been necessary had the goal of the restoration been to place the building into service as a retail or office space as opposed to interpretation as a functioning gas station from 1931. From these numbers it is clear that the rehabilitation of a gas station can occur at a very reasonable price (See Appendix A).

Parking, Planning and Zoning

Patrons of gas stations, especially those that are prime candidates for rehabilitation, did not need to park their cars for long periods of time. These gas stations are in highly desirable areas where land values are at a premium. By their very nature, gas stations did not need parking, because their purpose was for fueling cars to keep moving on the roads. Therefore, customers would pull in to the station, fuel up, possibly check the tires and oil, buy a drink and drive off again.

Parking has become a serious concern for all types of development. Americans in most cities are so dependent on their cars that places of business must have adequate parking to continue to stay in business. Exceptions, of course, are businesses in pedestrian friendly areas and downtowns where public transit can deliver an adequate supply of customers, and public parking is ample. Traditional gas stations from the early twentieth century are often not in these areas. They are more likely to be in neighborhood shopping areas or less-densely developed areas. Therefore, parking is necessary.

As seen in the examples set forth in this paper, owners can often find creative solutions to deal with the lack of parking at a given gas station. Local governments might be amenable to a parking variance or other creative solution, especially if historic preservation is an identified goal

of the community. In the case of the Five Points Jittery Joe's in Athens, Georgia, parking was a great concern to the owners and potential tenants of the building. As explained in Chapter 4, this hurdle was overcome by a combination of the property owner providing parking in the lot that served his drugstore, the existence of ample public parking in the area, and the cooperation of the city in allowing the use of a nearby parking lot for overflow parking. In New Uses for Obsolete Buildings, Jo Allen Gause writes that participants involved in the research were, "encouraged by increasingly proactive and collaborative public, quasi-public, private, and non-profit efforts taking place to stimulate urban economic redevelopment and revitalization."[10]

When contemplating a gas station rehabilitation, a serious consideration is how the current and potential zoning of the site affects the intended use.

> Under the terms of local zoning ordinances, for example, gas stations are sometimes designated as nonconforming uses; therefore, any proposed change would have to be approved by the zoning board. On the other hand, a gasoline station may be located in a special or business zone and the permitted uses of that zone may well include the alternate use the purchaser has in mind.[11]

It will behoove the owner or purchaser of a gas station that is contemplating a rehabilitation and conversion of uses to work closely with the planning department and local government to keep this potential problem from impeding progress.

Summary

It is apparent from the examples above that the difficulties associated with preserving and rehabilitating an historic gas station are not insurmountable. The environmental remediation that is often necessary for these sites is often less expensive than most people believe and is facilitated by the inclusion of the appropriate state and federal agencies. These projects are often small in scope and therefore do not require the multiple levels of funding needed in more

[10] Jo Allen Gause, New Uses for Obsolete Buildings (Washington, D.C.: ULI-the Urban Land Institute, 1996), 17.
[11] Geller, 3.

extensive rehabilitation projects. Finally, most local governments recognize the value that is created by the rehabilitation of these properties and are willing to cooperate with owners.

CHAPTER 6

ARGUMENTS FOR PRESERVATION AND REHABILITATION

All of the typical arguments exist for the preservation and rehabilitation of gas stations. They are part of our past and built heritage. Through their various forms one can trace the evolution of an American building type. If we start to lose these important buildings, future generations will grow up only knowing bland modern gas stations. Given the important contributions of traditional gas stations to the formation of the landscape and the collective memory of Americans, it would be a great disservice to the country if these buildings were lost to demolition

Sense of Place

Many people have very strong attachments to neighborhood gas stations. In many communities the filling station was the social hub of an area. They dispensed gossip and candy as much as they sold fuel. Many people remember a particular gas station as being formative to their youth. Jan Nelson, the Director of the Downtown Development Authority in Commerce, Georgia, constantly entertains visitors who recount stories from their childhood when they would buy candy or cokes at the gas station that now houses her office. Others tell of the bootlegger who used to supply illicit alcohol out of his taxi stand that operated in the building during prohibition.[1]

Unfortunately, modern gas stations cannot serve the same function. First, they are mostly built by a handful of corporations that receive a benefit from having identical stations. Their

[1] Jan Nelson, Downtown Development Authority Director, interview by author, 22 April 2004, Commerce, Georgia.

brand of gasoline is tied to the physical manifestation of their stations and signage. Therefore, it pays to build the same station in each city and location. While this phenomenon began in the first half of the twentieth century, the traditional gas stations that were the norm for that time had a great deal more character than modern convenience stores. Second, modern gas stations, and most towns, are now made for cars, not for pedestrians. The reason that many people identify closely with gas stations in their hometowns is that they used to walk there for candy or drinks as children. The new corner gas station is so nondescript and impersonal that no one wants to have one as the basis of a childhood memory.

Stylistic Benefits

Architecturally, traditional gas stations offer a wide array of architectural styles that span almost a century. They range from classically inspired temple forms to Chinese pagodas to small cottages (Fig.47 and 48). Therefore, they add to the rich mixture of styles that contribute to a location's sense of place. A small café located in a former gas station built in the art deco style is much more interesting than a rectangular box building with a flat roof and applied ornament.

Figure 47. Chinese Pagoda Style Gas Station

Figure 48. Classically Inspired Gas Station

Neighborhood gas stations from the early twentieth century are also usually in highly desirable locations. Before the interstate highway system and the explosion of road building in the United States, many gas stations were built close to where people lived and shopped. These stations are usually on high traffic, high-visibility corners in small shopping districts or at major intersections in neighborhoods. These locations are ideal for uses that serve the resident population such as small cafes, restaurants or small shops.

While the highest and best use of many of these properties may be an updated gas station, preservationists are rarely interested in an economic definition of highest and best use. Razing a traditional gas station to build a more updated version may produce more income for the site, but it does so at the expense of the surrounding neighborhood. A café or small shop adds to the mixture of uses that create identifiable communities.

Benefits of Operation

The owner of the small business that operates out of a rehabilitated gas station also reaps some benefit. People enjoy patronizing businesses that are located in unique locations. A café or restaurant in an old gas station is more unusual than in a strip mall or nondescript commercial building. People may choose the business in the gas station over a similar business located nearby because of the interesting architectural elements or intriguing use of space. When interviewed on the subject of her carpet store located in a rehabilitated gas station, N. Atari told the St. Petersburg Times, "What attracted me was the location…all gas stations are on corners. This has a concrete roof and wall."[2]

These small buildings also lend themselves well to the space needs of small retail businesses or restaurants. For cafes or small restaurants, the entry/register area is a natural counter from which to order a cup of coffee or a sandwich. The bay area, where cars were greased or customers had their oil changed, becomes a nice seating area that is well served by the garage doors that can provide ventilation during nice weather. For a small shop, the same layout holds true. Therefore, minimal interior work, besides clean up, is needed to start serving coffee or food.

Gas stations also present sturdy, well-built blank slates for their new tenants. Most of these gas stations were built of brick or concrete block and have not reached the end of their useful life. Once the clean up is completed, the tenant has a very versatile space that is comfortable for several types of uses. The open nature of the bays provides ample room for seating or displaying goods. The following examples present several different types of uses in a variety of different types of gas stations.

[2] Sharon L. Bond, "Ghosts of Gas Stations Past," St. Petersburg Times 14 April 2002.

As with all historic buildings, rehabilitated gas stations offer tenants and patrons unique spaces in which to work, shop or eat.

> Older buildings can provide certain elements that most new buildings cannot afford to duplicate – high ceilings, well-proportioned layouts, old brick walls, the patina of old wood floors and metalwork – which can be used to advantage in marketing a new project. In reused buildings, these desirable elements are often simply left exposed, providing a double bonus: lower costs and greater marketing appeal.[3]

The owners and operators of the businesses of the three main examples preceding this section all agree with these sentiments.

[3] Gause, 44.

CHAPTER 7

FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

> Preservation does not, and emphatically should not, mean merely restoration. Probably the most important aspect of the preservation movement is recycling – adapting old buildings to uses different from the ones for which they were originally intended. This phenomenon goes under myriad names, not all of them entirely apt: renovation, rehabilitation, remodeling, recycling, retrofitting, environmental retrieval, extended use, and, possibly most precise of all, adaptive reuse. By whatever name, it has made available to the smallest town and the most modest commercial enterprise a practical means of preservation.[1]

Barbaralee Diamonstein begins her book New Uses, Old Places: Remaking America with this bold assertion. Is rehabilitation, in its many forms, really the most important aspect of preservation? While it is not the purpose of this paper to defend or refute her words, this quote explains the importance of reusing historic buildings. Gas stations fit into Diamonstein's explanation of how rehabilitation has helped to preserve modest commercial buildings. Gas stations, with the exception of examples such as Frank Lloyd Wright's gas station in Cloquet, Minnesota, are generally not candidates for preservation in their current capacity. This paper has attempted to show that the process of rehabilitating a gas station is not as daunting as many believe.

While gas stations are usually modest buildings that lack considerable aesthetic significance, they are a piece of American heritage and materially contribute to the American landscape. Through their connection to the history of the automobile, they are a physical manifestation and record of the changing use of automobiles in this country. From expensive

[1] Barbaralee Diamonstein, New Uses, Old Places: Remaking America, Crown Publishers, New York, NY, 1986, 14.

toys to be enjoyed by the wealthy, to a ubiquitous staple of American lives, the evolution of the automobile is an important aspect of American history. While few Model-T's are still in use, many gas stations are still standing in the location where they were built during the last century. Through rehabilitation efforts and new uses, these buildings can continue to contribute to their owners' bottom line, to the mixture of uses that produce desirable communities, and to varied landscapes.

Findings and Recommendations

Since beginning this paper, the author has become acutely aware of the many rehabilitated gas stations that house new uses. These buildings are found in practically every area of the country and in varied settings. From coffee shops in small neighborhood commercial areas to restaurants on busy streets, many owners and tenants have realized the benefits of converting historic gas stations to new uses. Hopefully after reading this work, the reader will become more proficient at identifying these rehabilitations and the benefits that come with locating a business in a unique building. In addition, it is the intent of this paper to encourage the identification and rehabilitation of gas stations that have yet to be converted.

The process of rehabilitating a gas station is not the daunting task that many believe but is usually a very rewarding experience. Keith Kortmeier's first attempt at rehabilitating a gas station to serve as a Jittery Joe's Coffee Shop convinced him of the merits of rehabilitation. He has since decided that he would like to link the identity of his coffee shops to rehabilitated gas stations. He has identified several gas stations throughout Georgia that fit his model and will provide perfect spaces for his cafes. His associate, Bob Googe has also been convinced of the benefits of the rehabilitated gas station plan and is undertaking a rehabilitation to house another Jittery Joe's location in Athens, Georgia.

The research has also shown that the process of rehabilitating a gas station is much easier and less expensive than many believe. Richard Strickfaden explained that the best way to ensure the success of environmental remediation is to involve the appropriate state or federal agencies that regulate the storage and distribution of gasoline. Hal Hodgson, the owner of the Jittery Joe's property in Athens, Georgia, echoed this sentiment. Due diligence will protect the potential purchaser of a gas station from liability associated with the discovery of contamination after the sale. The rehabilitation by Preservation North Carolina of the Shell station #7 in Winston-Salem, North Carolina shows that environmental remediation does not necessarily involve tens of thousands of dollars. Through the course of research, it was discovered that many people believe that environmental remediation usually costs at least $40,000 per under ground storage tank.

Any construction, preservation or rehabilitation work will include the involvement of local governments. All interviewees agreed that they found the respective local governments to be very accommodating during the process of rehabilitation. Again, the interviewees suggested involvement of the local government at the earliest possible stage of a rehabilitation effort. Most local governments have identified historic preservation as a worthwhile cause and are willing to cooperate to help prevent the demolition of historic buildings. In the case of the Jittery Joe's the local government allowed the owners to use creative solutions to solve the problem of inadequate parking. In this instance, they also granted the owner an exception to the building code to allow the business to operate with a water supply that did not conform to the building code.

Conclusion

Historic gas stations are an important part of our built heritage and provide Americans with a link to our heritage. Therefore, they should be preserved. While many of these buildings are incapable of competing with newer gas stations due to the lack of technology, space or

location, conversion to a new use will ensure their continued use and viability. Plentiful resources and experienced professionals make the process much less painful than many believe.

Rehabilitated gas stations make excellent buildings for a variety of new uses. From restaurants and cafes to florists and shops, there are a myriad of potential uses that can reap the benefits from their association with a historic gas station. Owners and tenants will find that their patrons are often drawn to their business because of memories of childhood and end up patronizing the business.

While this paper has outlined the many reasons for rehabilitation of gas stations and has provided examples of successful projects, there are many potential areas of study that relate to this topic. A thorough economic analysis comparing the costs of rehabilitation and the subsequent cash flow from a business located in a gas station to a similar business in a different type of building may further bolster the argument put forth in this paper. Another topic that deserves additional research and analysis is the preservation of culturally or historically significant buildings. A paper dealing with this topic should address the dilemma of interpreting a gas station in its original state while continuing to operate as a successful business.

It was the intent of the author to provide not only a history of gas stations and examples of successful rehabilitations, but to also provide a starting point for someone hoping to rehabilitate a gas station. Through the identification of common problems associated with the rehabilitation of gas stations and their solutions, this paper should serve as an introduction to the process and help the reader to formulate a plan that will lead to a successful rehabilitation.

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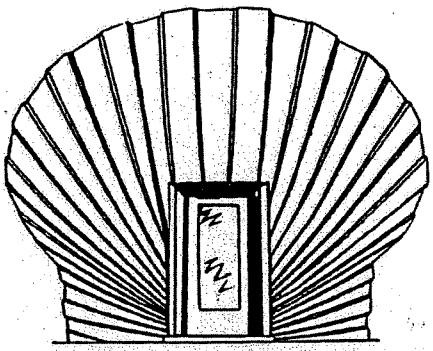
THE RESTORATION OF SHELL NUMBER SEVEN

SEPTEMBER 1996 - APRIL 1997



JOHN C. LARSON, PROJECT SUPERVISOR
SARAH WOODARD, PROJECT COORDINATOR

FUNDED BY:
NORTH CAROLINA DEPARTMENT OF CULTURAL RESOURCES
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PRESERVATION NORTH CAROLINA

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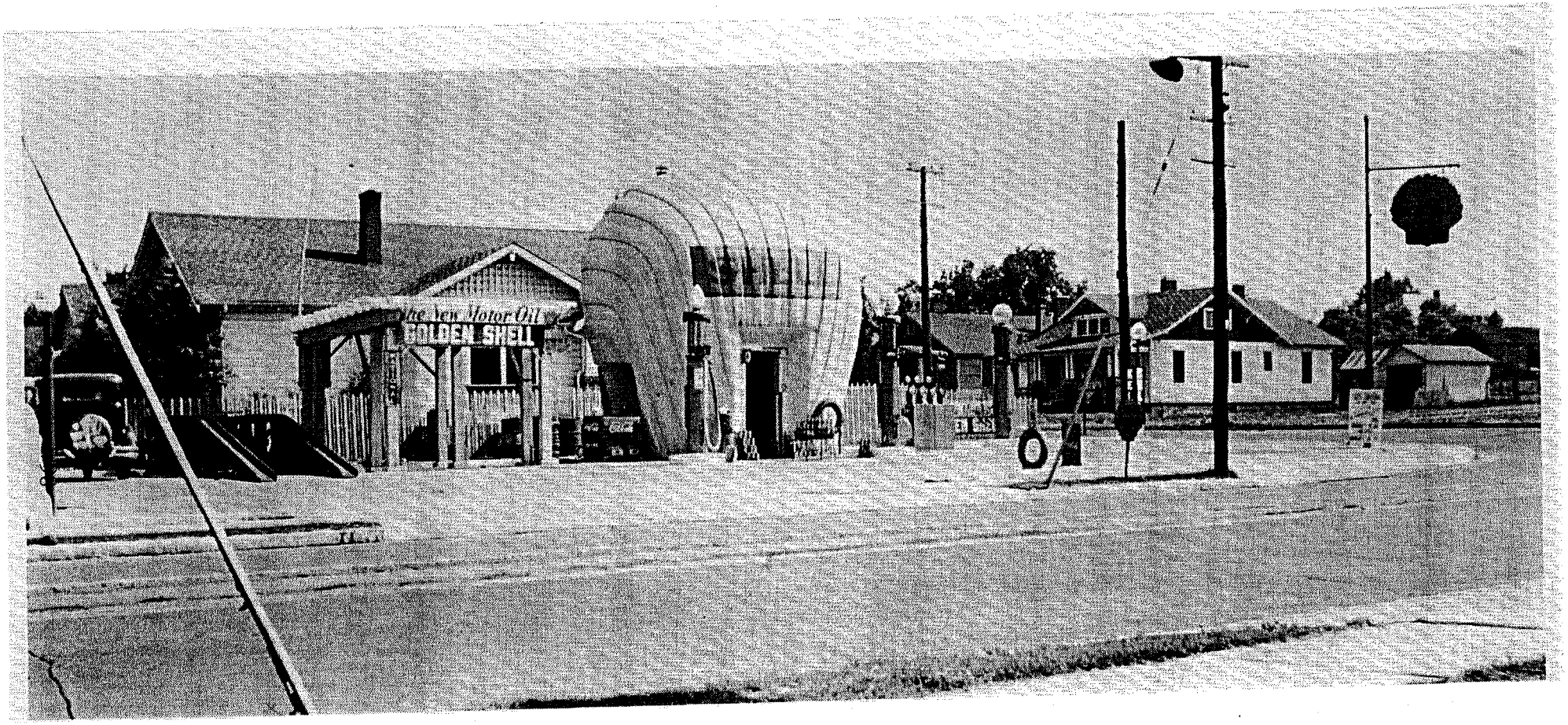
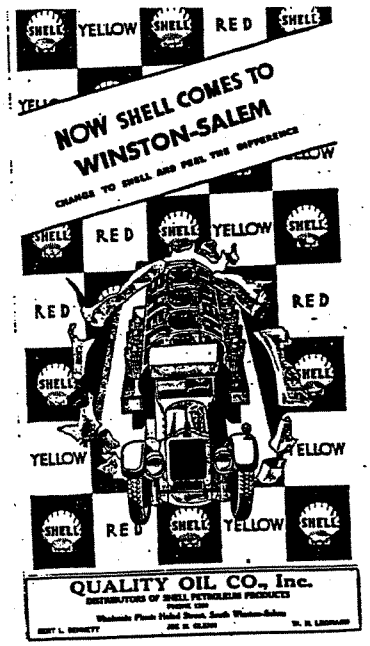


Number 7 as it appeared in 1934.
Note the street car rails on Sprague Street

Quality Oil Comes to Winston-Salem

Sliced bread and Shell Oil arrived in Winston-Salem in 1930; one under the name Wonder Bread and one under the name Quality Oil.[1] That same year, the United States averaged one passenger car for every 5.5 persons and had 694,000 miles of paved road. The country's gasoline consumption was nearly 16 billion gallons.[2]

On March 28, 1930, an advertisement in the Winston-Salem *Journal and Sentinel*[3] welcomed Shell Oil and Quality Oil to the city. Despite the raging Great Depression, advertisements in the newspaper for new gas stations were numerous, making it necessary for this young company to employ eye-catching tactics. In June of 1930, the *Journal and Sentinel* carried an advertisement pronouncing "Winston-Salem Again On Top" with the opening of the "First of its kind in the world," shell-shaped gas station.[4] Quality Oil constructed eight of these shell-shaped gas stations between 1930 and 1933 (seven in Winston-Salem and one in Kernersville). Quality Oil remains family operated and is the local Shell distributorship, serving much of North Carolina.



From the Winston-Salem *Journal and Sentinel,* March 28, 1930.

From the *Journal and Sentinel,* June 15, 1930

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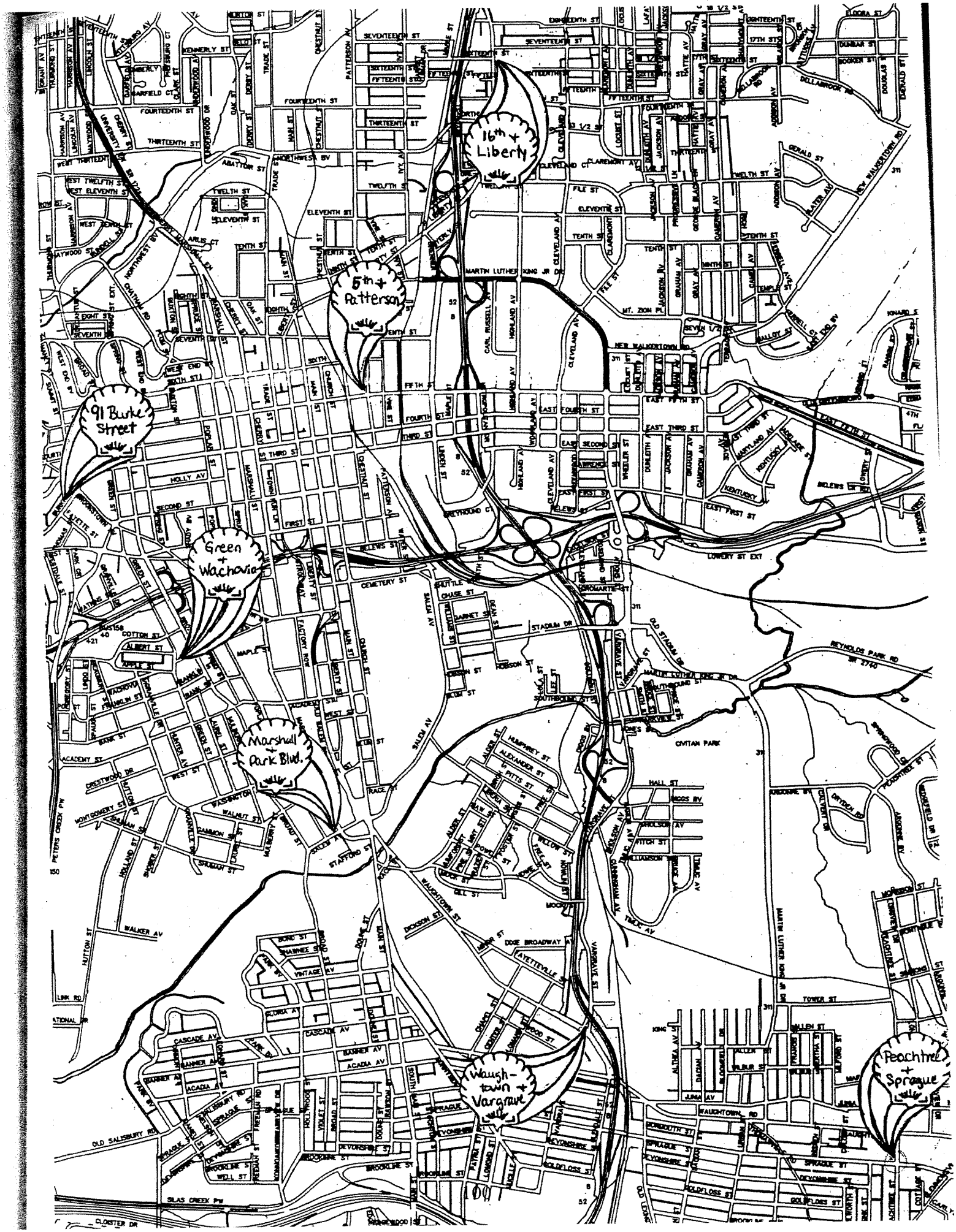
[1]James Trager, *The People's Chronology* (New York: Henry Holt and Company, 1992), 805.
[2]Ibid., 800.
[3]*Journal and Sentinel,* March 28, 1930, page 10.
[4]*Journal and Sentinel,* June 15, 1930, page 3-A.


16th + Liberty
5th + Patterson
91 Burke Street
Green + Wachovia
Marshall + Park Blvd.
Waughtown + Vargrave
Peachtree + Sprague

Frank L. Blum Construction Company built the first two shells. Burton Brothers Construction Company built the third and Blum built the other five.[5] There is no record of an architect or formal plans. The shell-shaped design was patented in the summer of 1930 and J. H. Glenn and Bert L. Bennett were credited as inventors on the patent drawing. The shells were constructed by shaping green wooden lath around the office area. This skeleton was covered with wire mesh on which concrete was applied. Construction of the first shell was reported to have been fairly difficult, due to the fact that Blum had to make several attempts before devising a method to fabricate the shape. The shell stations generally had a carwash area or shelter on the site. Most often, this was a wooden pergola but some stations used an arched tent or canvas topped structure. Most of the stations also provided a service area either in the form of a pit, rack, or lift.

Today, only one of these gas stations is standing. In the same year New York City's Chrysler and Empire State Buildings were opened, a building that is now as unique and noteworthy opened in Winston-Salem.[6] This last standing Shell, the seventh to be built, has become a Winston-Salem landmark at the corner of Peachtree and Sprague Streets. It has been the subject of numerous articles and has been cited in several architecture and gas station books.[7]

Shell Number 7

In June of 1931, Quality Oil ran an advertisement in the *Journal and Sentinel* which listed all the shell stations in the area. Number 7 was listed as "under construction"[8] For the rest of the summer, no large advertisements with this list ran, but it is safe to say that Number 7 probably opened later in the spring or summer of 1931. In 1976, the building was listed on the National Register of Historic Places, making it the first, and at the time this report was written, the only gas station to be individually listed. It also remains the only gas station designated as a Winston-Salem/Forsyth County local historic landmark.[9]

The property itself began as the Hoover homeplace. Quality Oil became the property owner in 1936.[10] Stanley Vaughn was the first manager of the station. Lawrence "Fuzz" Everheart went to work for Mr. Vaughn around 1933 and when Mr. Vaughn moved to a different job, Everheart took over. His goal was to help his neighbors and to make himself indispensable, thereby securing his customers. He left the station in 1942 to work at the Naval Yards in Baltimore. When he returned, around 1943

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[5]Glenn, James K. to Mr. Keith A. Sculle, Sept. 26, 1979.
[6]Trager, *The People's Chronology*, 810.
[7]See appendix D.
[8]*Journal and Sentinel*, June 8, 1931, page 11.
[9]See appendix E.
[10]See appendix B for a list of ownership.

or '44, he went to work at the shell-shaped station at the corner of Waughtown and Vargrave Streets which became such a busy station that Quality Oil replaced it with a larger building. After Everheart, John Logan took over operations at the Sprague Street Shell.

Services were performed at the station. Oil changes and minor repairs were done. Numerous residents have reported they had their cars serviced here and one man even painted his first car under the shelter. The Shell was a landmark and regular gathering place for children and neighbors. This location may have been selected because of its high visibility. While in service, the city street car ran past this location, turning from Sprague on to Peachtree before heading out to Nissen Park.

The building operated as a gas station until around 1964 at which time Don Watson began renting it from Quality Oil and using it as a small engine repair shop. In 1973, Watson bought the property from Quality Oil. In 1988, Ann Cummins acquired a 25% interest in the property which she held until Preservation North Carolina bought that portion from her in April 1996.[11] That same month, Preservation North Carolina secured a fifteen year lease from Don Watson on the remaining 75% of the property.[12]

John C. Larson, Vice President for Restoration at Old Salem, Inc. and member of Preservation North Carolina's Board of Directors, was instrumental in the negotiation of the lease arranged between that organization and Don Watson. Because of his location in relation to The Shell and his knowledge of preservation methods, he directed the restoration. In August 1996, he hired Sarah Woodard to be project coordinator.[13] Her duties made her the liaison between John Larson and the day-to-day progress of the restoration, which started in early September.

In trying to acquire a building permit, it was discovered that the property was zoned residential. On November 7, 1996, the Winston-Salem/Forsyth County zoning board grandfathered the building's use as non-conforming after review of signed affidavits from people who could attest to the fact that the building had not been residential since at least 1968.

Newspapers from 1930 to 1933 were searched in an attempt to locate an opening date for Number 7 and learn more about Shell Oil's progress and place in the Winston-Salem market. Due to the building's age and public function, many people associated with the building such as operators or patrons, were available to give their memories about the station. Lawrence "Fuzz" Everheart was videotaped as he talked about his days operating the station. Henry Baynes was also interviewed. He came to work for Quality Oil as the company painter in 1929. He was personally responsible for all the painting and lettering needed by Quality Oil . He held that job until 1975. Don Watson was also interviewed and remembers the building's condition during its later operational years.

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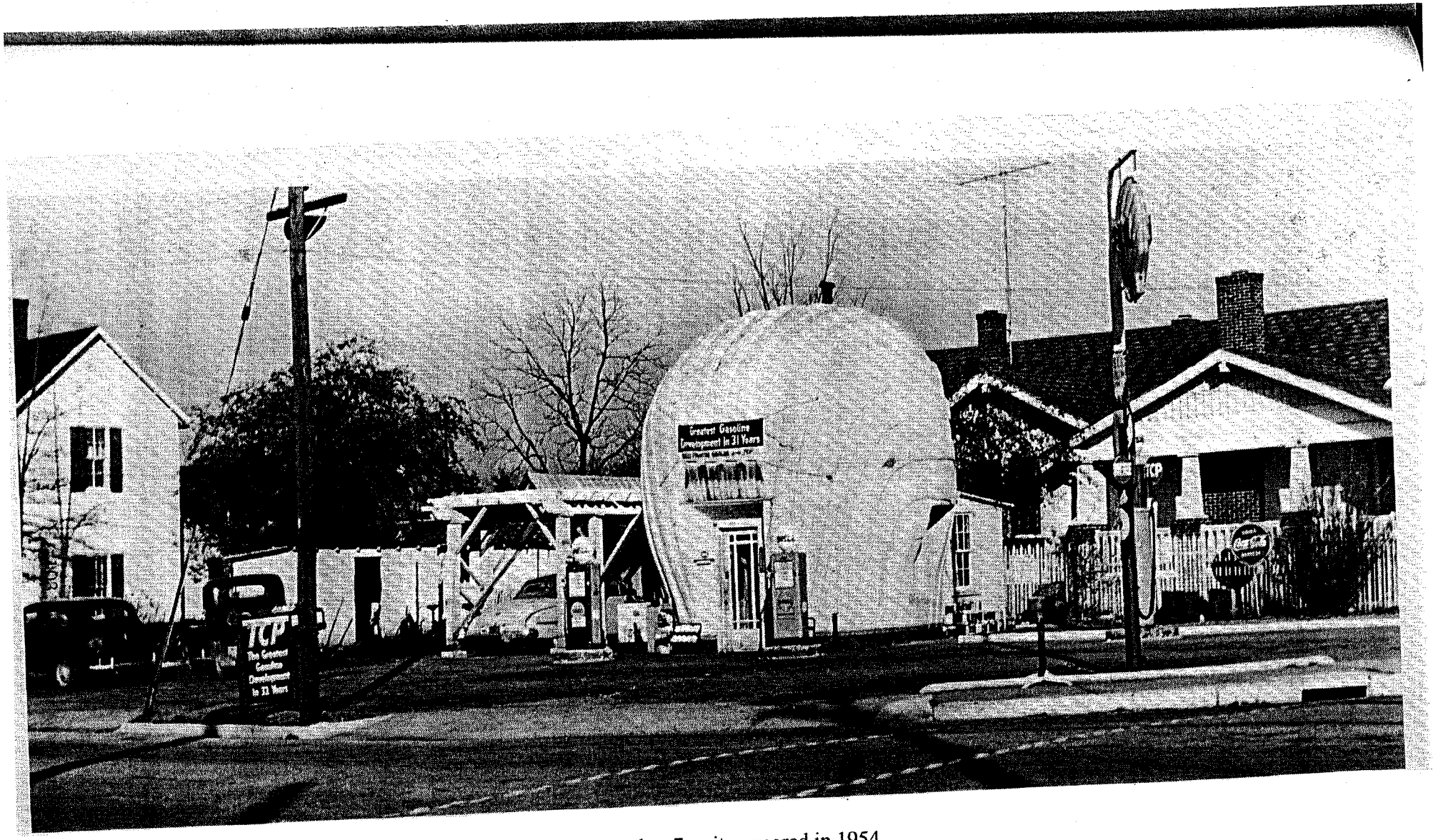
[11]Book 1896, page 3739, Forsyth County Register of Deeds, April 18, 1996. Also see appendix B.

[12]Book 1900, page 1536, Register of Deeds of Forsyth County. Also see appendix B.

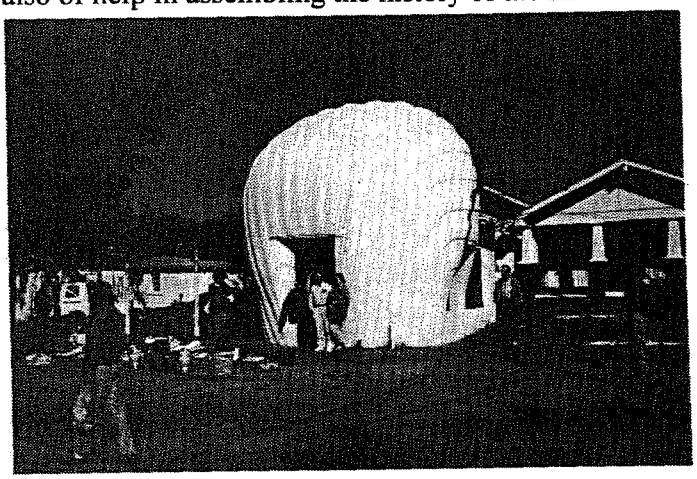
[13]See appendix A.



Shell Number 7 as it appeared in 1954.

Another source of information was a letter dated September 26, 1979 written by James K. Glenn, son of J. H. Glenn, one of Quality Oil's presidents at the time The Shell opened.[14] The letter is a response to a series of questions he received from a man in Illinois. In the letter he describes the construction of The Shells, the founding of Quality Oil and relates some of Mr. Baynes' memories.

Quality Oil's archives were generously opened, yielding Glenn's letter and helpful, informative photographs, including images of all eight shells. These photographs were used to accurately re-create the exterior of The Shell and were especially useful in the reconstruction of the wash shelter and interpreting the grease rack area. Previous research complied in the local landmark and National Register nominations was also of help in assembling the history of the site.[15]



The site being used for a yard sale.

The Restoration: Piece by Piece

The goal of the restoration was to restore Shell Number 7, reconstruct and recreate missing elements of the site with as much accuracy as possible to its 1930's appearance and make the building useful as an office space. The site was treated as a whole with the purpose of interpreting the functions of the various areas on the property for the public's enjoyment and education. This meant not only dealing with the appearance of the site, but also with the actual functions of the entire site.

The Shed

Vertical board, framed structure with sloping shed roof, measures 7' x 14'. Rests on concrete cinder blocks, located at NW corner of the concrete parking area. The most outstanding feature is an oil cupboard to the left of the front door.

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[14]See appendix G.
[15]See appendix E.

This small shed was sagging and overgrown with vegetation when restoration began. The tin roof was replaced with 5-V crimp tin in sheets that are slightly wider than the original. The entire building was jacked up and re-leveled. The northwest sills were repaired. Many of the original boards on the front were rotten at the bottom and were cut off and used to replace rotten boards on the back of the building.

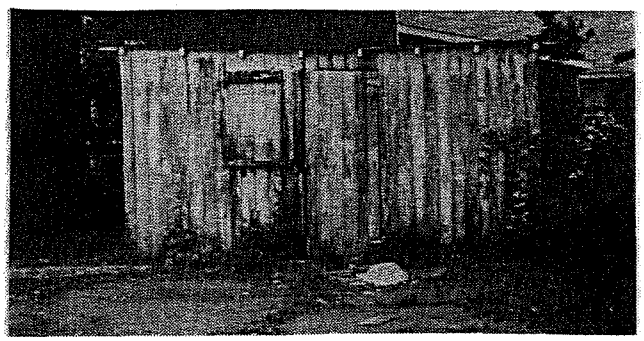
On the interior, the wall framing was supplemented by using 2"x4" studs turned on their sides. Plywood was used to line the interior and to cover the original floor. Linoleum was then installed over that new floor. Don Watson will be using the shed for storage.

Electricity was pulled to the building, a light added to the interior and Radar Security installed a contact on the door.[16] To get the security lines to the building, PVC conduit was used along the back of the fence. **The expansion joints along this conduit should not be painted.**

The oil cupboard on the exterior to the left of the shed door was damaged when it was removed during restoration. The right side of the cupboard and the bottom are original. The roof and door were already missing when the project started, but those elements were fabricated from wood original to the building. The bottom shelf of the cupboard was remounted incorrectly with the part originally butting up to the building now facing outwards. This was left uncorrected.

The original color of this building was thought to be grey, but Harold Day of David E. Day Painters[17] determined this was a primer and that the first color was cream.[18] This company painted the shed. Fragments of the original siding were saved as control samples and retained in the architectural fragments box.

When work actually started on the shed, it was believed that the shed was original to the 1930's, but from interviews and information given by former and current neighbors, it appears that this shed was a later addition to the site, probably being built in the 1950's. However, because Don Watson needed storage space for his engine repair operations and the building was used as part of the gas station operations, although at a later date, it was left on site. Cost: $2,800



The Shed before.

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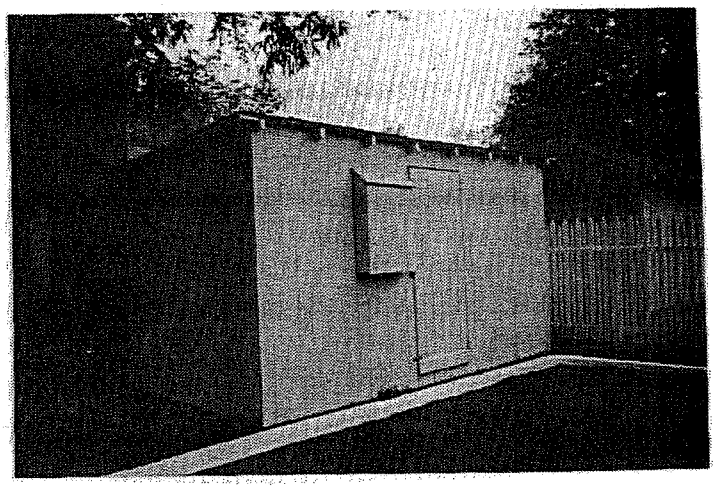
[16]See appendix A.
[17]See appendix A.
[18]See appendix C.



The Shed after restoration.

The Grounds

At the beginning of the restoration, the grounds were overgrown with weeds and vegetation. The rail fence at the back of the property was falling apart and after being recorded, was removed. On August 30, 1996, the station was cited by the city for having trash, rubbish, etc., high weeds and a clogged drain under the shelter.[19] The initial clean up was performed by crews from Quality Oil.

Two of three trees behind The Shell, along the fence line, were removed by Twin City Tree Service.[20] According to photographs, there were no trees there in the 1930's and their presence would have made reconstruction of the fence more difficult. One tree was left because it was easier to work around and will provide some shade to the back of the building. Towards the end of restoration, holes, unevenness and trenches used to electrify the light posts were filled and seeded by the Horticulture Department of Old Salem.

The Fences

Reconstructed picket fence which is 5' high and runs the length of the northern property line. Pickets are 2 1/2" and 1 1/2" wide with 1 1/4" between.
A reconstructed wire fence runs along the western property line, approximately 18"-20" high with 4"x6" posts and 4"x6" grid wire fence.

According to historic photographs, a picket fence ran along the back of the property, tapering down towards the Peachtree Street end. Using photographs and estimating the height on site, it was determined that the height was five feet. Mark Brown of McNair Construction Company[21] made several mock-ups with different picket widths and spacing to find the scale that matched historical photographs. David E. Day,

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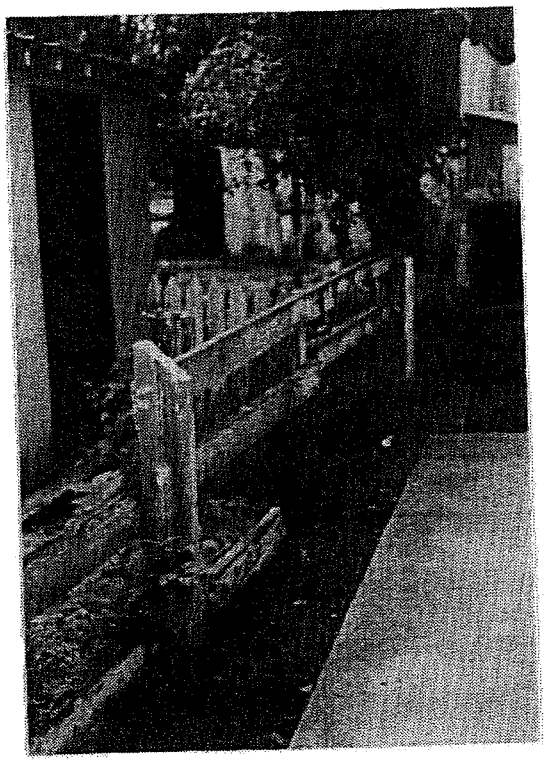
[19]See appendix B.
[20]See appendix A.
[21]See appendix A.

Inc. painted this white, the color determined from conversations with those that remembered the station.

When the remains of the later fence were removed, a fenced off area around the back door of The Shell was removed also. This consisted of sections of picket fence (different from the original) that extend from the back corners on either side of the back door, to the fence itself. There was a gate in the section that paralleled Peachtree Street. This enclosure was probably installed to prevent pedestrians from cutting though the back area of the station. The fence posts against the building were set in concrete that was not original to the site in holes that had obviously been cut later. On the wall between these posts and the building were good samples of The Shell's original yellow.

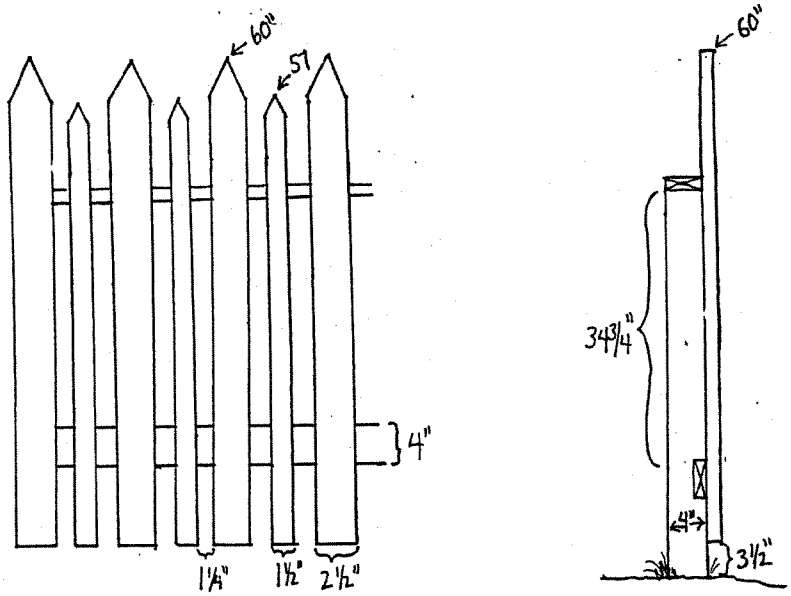
Another fence ran along the western property line. There is no photographic evidence for this fence, but there was physical evidence. There were four posts left in the ground, one which remains embedded in the large pin oak tree. These posts were roughly 4"x6" and had several heavy-duty staples left in them. They ranged in height from 18" to 22" above the ground. Based on this information, it is believed that there was a low wire fence running along that boundary. It was felt that reconstruction of this fence would help define the property and possibly help control trash blowing onto the property from the next-door lot. The Historic Properties Commission questioned the need for this fence, citing its appearance, but it was felt there was sufficient evidence coupled with a usefulness to warrant reconstruction. Cost: $2,925.00

Post from the original wire fence, embedded in the tree on the western property line.



The rail fence, removed.

The rail fence.

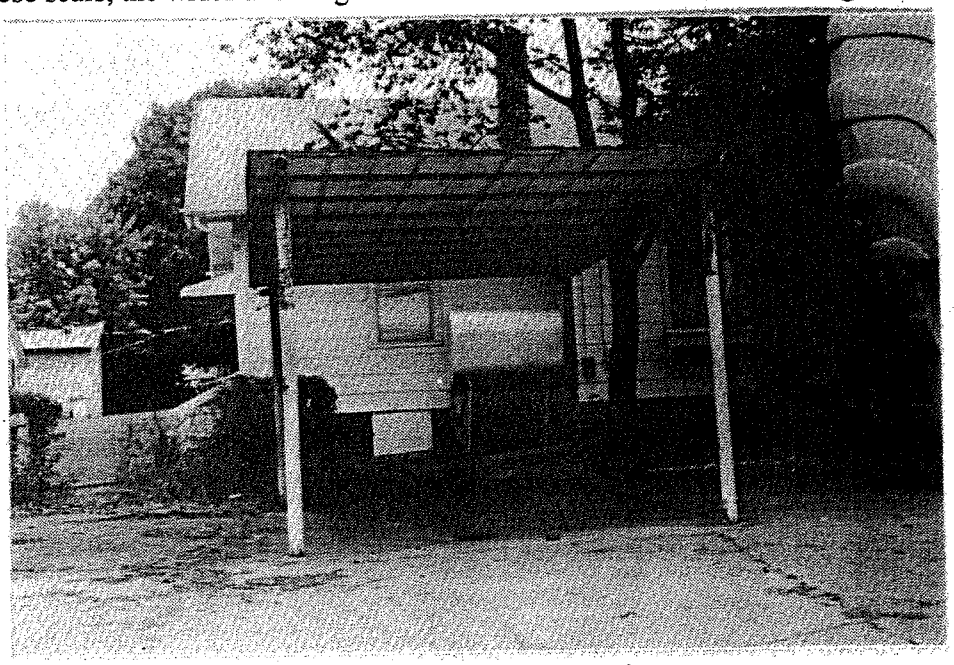


Drawing of the reconstructed picket fence.

The Carwash
Reconstructed. Pergola located on the western side of The Shell; approximately 11'6" high, 11'3" wide and 19'6" deep. Constructed of fir. Eight boxed columns on 16"x16" concrete pads. Scrolled joists and 5-V crimp tin roof on pine decking. See drawing.

Between the shed and The Shell stood a pergola used as a carwash and service area. This was documented in historic photographs and with physical evidence. At some point, this shelter had been removed and a newer shelter made of metal pipe stood in its place.

In the concrete were 16"x16"scars marking the location of the original footings. From these scars, the width and length of the structure was determined. Height was

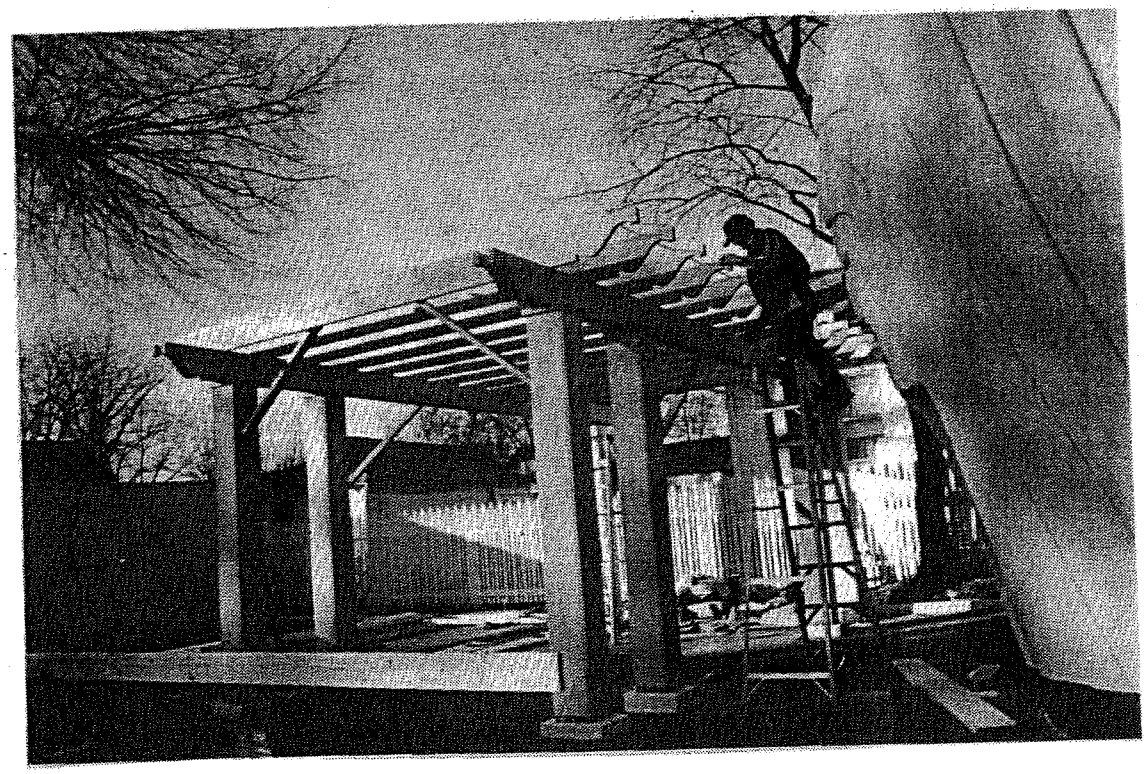

The metal shelter, removed.

calculated by standing in the approximate location used by the cameraman taking an early photograph and comparing that photograph to the actual site. The ribs of The Shell were used in this calculation. David Bergstone, Coordinator of Special Projects at Old Salem, created a scaled reconstruction drawing with the proper detailing on the ends of the joists.

In photographs, the roof was not clearly visible, but Mr. Baynes remembered this as a tin roof and in a photo of Mr. Everheart discovered during restoration and loaned by him, the structure of the roof and configurations of the rafters and joists could been seen more clearly.

The original bracing system was used, although a 1950's photo shows that numerous braces had been added to the original structure. The pergola was constructed from fir, using pine for the roof decking with a 5-V crimp tin roof. In reference to interviews and photographs, the structure was painted white.

This work was done in the coldest weather of the winter, but a short break in the bad weather allowed the painters and the carpenter to finish it by mid-January. Special thanks goes to David Bergstone for designing the structure.



The carwash shelter.

Lawrence "Fuzz" Everheart under the original carwash shelter.

Underground Gas Tanks

Andrew Raring[22] was the environmental consultant and his assessment of the underground tanks determined that they were not leaking. Salem Environmental, Inc. filled the three 550 gallon tanks with inert foam.[23] Removal would have been detrimental to the site and would have threatened the structural soundness of The Shell.

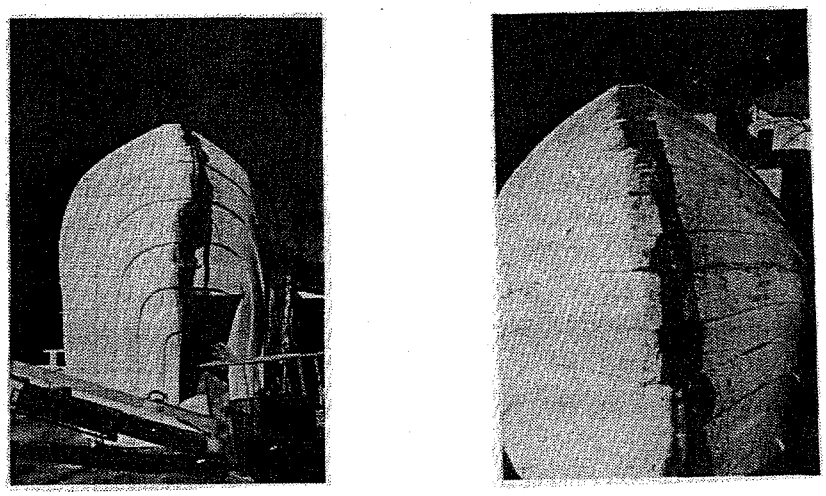
Historic photographs and oral history identify the types of gas sold from each pump. The tank to the left facing the front door was used for regular test gas. The tank to the right of the front door supplied high test gas. The third tank, to the far right, was first used for regular gas, and later for kerosene. The fill spout for this tank, located in the grass, was cut off when the tank was filled. The one in the grass now is a false one, driven into the ground to interpret the location.

The Shell

Concrete on metal mesh and wooden lath. Shed lean-to with tin roof . Chimney is a later addition. Includes two rooms and two lavatories: one opening to the interior and one opening to the exterior. Its most outstanding feature is its overall design in the shape of a sea shell. The front room is roughly 8'6" x 8'9". The back room is approximately 7'5" x 8'2". The bathrooms are about 3'9" x 4'.

In the beginning, the crack running down the Peachtree side of The Shell seemed to be the structure's biggest problem. However, that was fixed fairly easily. Paint removal on the interior became the most time consuming and tedious task. It is easiest to discuss this phase of the restoration in sections.

The structure: The painters started by removing the tar which had been used to repair the crack. Once this was out of the way, an examination revealed that the crack was



The crack in The Shell.

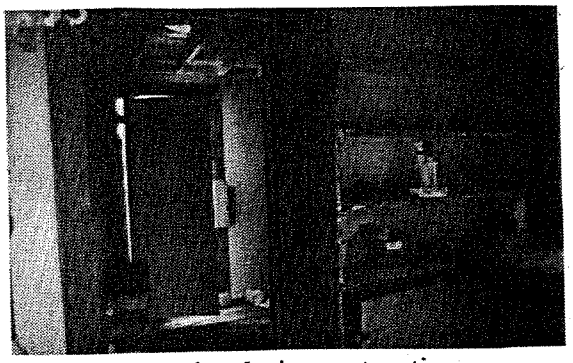
[22]See appendix A.

[23]See appendix A and appendix B for certification of closure.

opening to the side, rather than opening at the top, like a real seashell would do. This indicated a water penetration problem. Inside the top of The Shell, the framing comes together so that it looks something like the inside of a boat. There was quite a bit of rot around the base of the crack, especially in the overhang above the Peachtree window.

The painters and Mark Brown repaired the rotten wood, installed wire mesh casting to reestablish structural integrity and re-stuccoed the crack. The concrete used does not exactly match the original, but this slight variation allows one to see were the crack was, while not distracting from the overall appearance. In the overhang above the window, where rot had created a hole, a hatch was left open so that there is now access to the top of the building. It is not easy to get into the top, but it no longer requires cutting an opening in the concrete.

In the back room, Mark Brown replaced a section of the west wall beside the chimney. He also made repairs in the baseboards. He repaired several sections of rotten doorcasings throughout the building and worked on fixing a leak around the chimney. When the building was broken into at the end of December, he replaced the panels in the cabinet doors on the Peachtree side of the counter in the front room. These had been kicked in. Mark Brown made innumerable repairs and patches. Some rotten sections were repaired with Abatron, Inc. wood consolidant while others had to be replaced completely. He worked diligently and faithfully and did a great job.



The interior during restoration.

According to statements made by Mr. Baynes and after examination of paint left on the concrete, Harold Day matched a deep golden yellow as the original exterior color of The Shell.[24] (An undercoat of cream was applied.) Trim was a rich red and, again, according to Mr. Baynes and samples from the building, there was a red band around the bottom. Photographs seem to show a lighter color with no band, but photographs of the other stations and samples from Number 7 show similar paint schemes, including a band. Photographs also show that "Shell" was painted on the building. Quality Oil had an aggressive maintenance/paint program which resulted in numerous repaintings and color scheme variations. Mr. Baynes recalls that this was original, but in determining how far to take the interpretation as a gas station, since it will be an office, the decision was made

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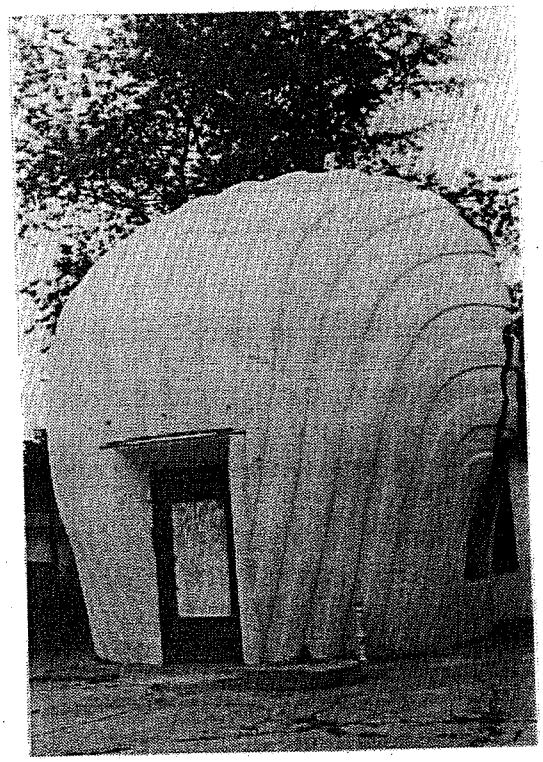
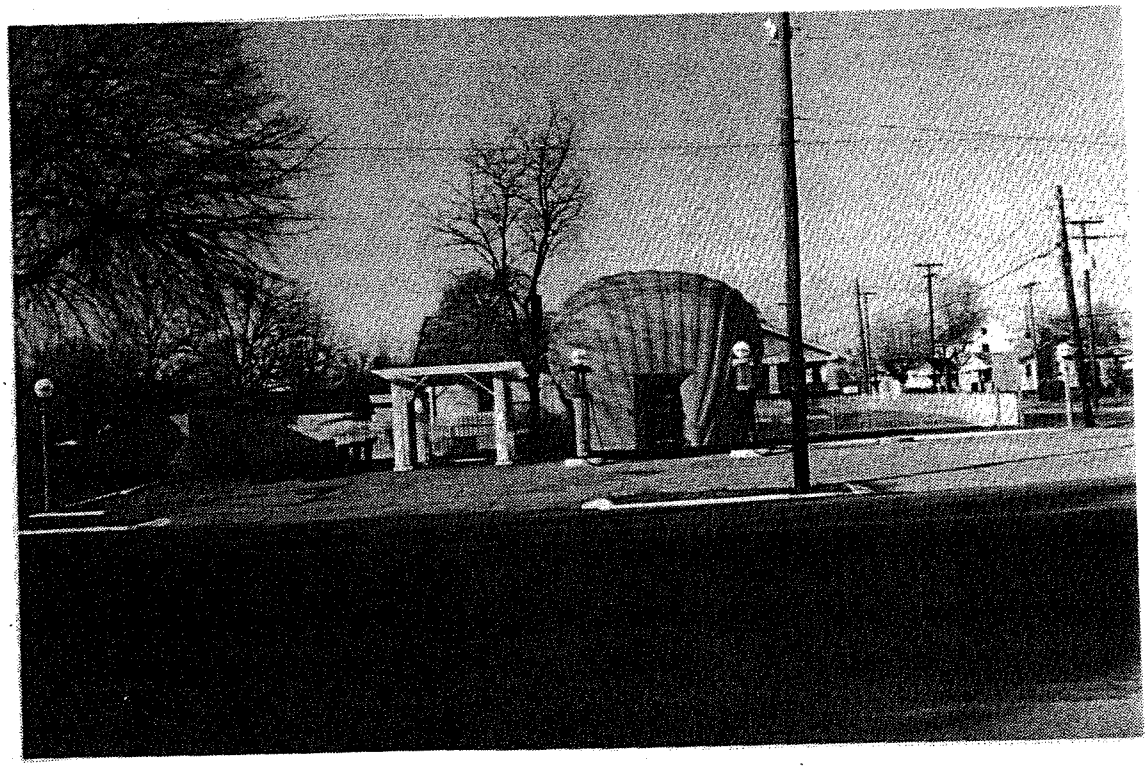
[24]See appendix C.





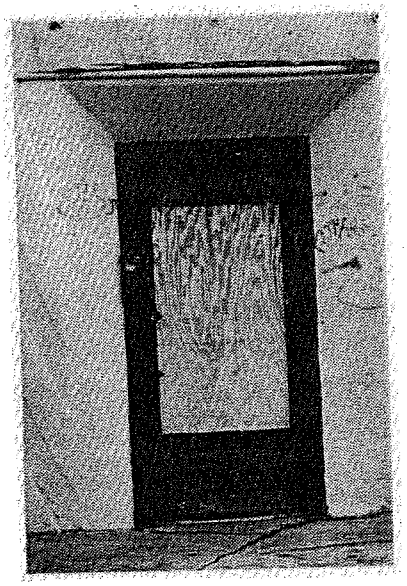
The Shell, before and after.

not to repaint the letters. The globes are lettered and the shape of the station seems to be self-explanatory.

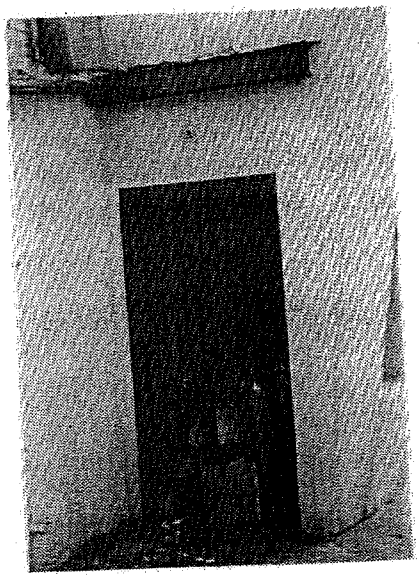
Interior colors[25] were chosen by matching the bottom layer of paint. Baseboards throughout were a tan color while window and door trim in the bathrooms was a battleship grey. The walls may have started out as unpainted, but because the new plaster created patches, the earliest color was used, a cream called "sand." In the front room, the shelf edges, ends, and window and door trim were red. Doors were red as well. There is a control panel of unstripped paint for trim color located in the top right corner of the interior front doorcasing. Along the south baseboard, scorching, from repairs to a pipe, has been painted over. This repair is discussed in the *Floors* section.

Windows, glass and doors: The top sash of the back window (Peachtree side) was rotten. Salem Woodworkers[26] made a reproduction of the sash, after discussion about trying to repair the old one. After reproduction, the old sash was used accidentally as firewood for the stove at Salem Woodworkers.

The sashes in both bathrooms are original. In the exterior or ladies bathroom, "Frank L. Blum" is written on top of the bottom sash. This was left unpainted and covered with a clear sealer. All the glass in these windows had been broken, but the fragments showed a patterned glass. Harold Day found glass that was an exact match to recovered fragments (located in the evidence box) and this was installed in the upper sashes. Larger pieces could not be located so a different texture was used for the bottom sashes.



The front door prior to restoration.



The ladies' restroom door prior to restoration.

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[25]See appendix C.
[26]See appendix A.

All glass in the front door was missing. Harold Day arranged for its replacement. However, on December 30, 1996 someone broke into the building.[27] Not only was the glass broken, but the muntins were destroyed. Salem Woodworkers quickly and accurately created replacements and new glass was installed.

The door to the men's bathroom was stripped and repainted. Stripping revealed that the door was red with "MEN" in yellow letters on the outside, grey on the inside.

There are two new doors in the building. The original back door had been replaced with a more recent, six-panel door. The door to the ladies restroom had been replaced with a two panel door. The bottom panel had been destroyed and the door as a whole was rotten. In the 1930 patent drawing, the illustrated backdoor is a five panel like the one for the men's bathroom. Therefore, two new 5-panel doors were ordered from Reidsville Building Supply Company.[28] Their supplier fabricates exterior doors using particle board in the stiles. All ends were primed and the women's bathroom door was capped with copper.

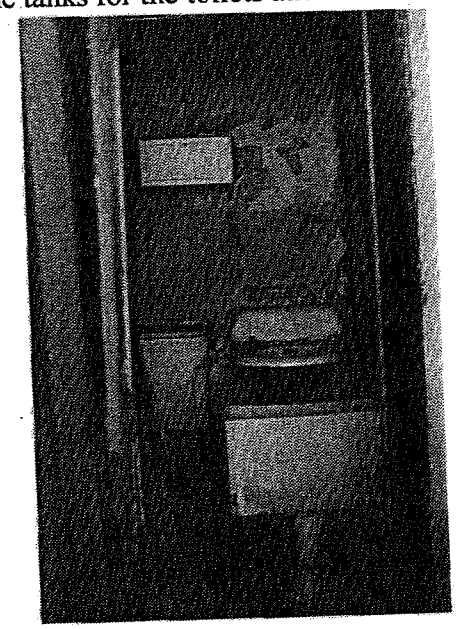
Plumbing: The bathrooms in The Shell were furnished with original fixtures: toilets, sinks, towel holders, a toilet paper holder and even a soap grinder. Paint was stripped from the paper towel and toilet paper holders and the soap grinder.

The plumber was Jack Graham.[29] He reworked the tanks for the toilets and cleaned all the fixtures.

In the process of stripping, plastering, painting and repairing the ladies room, something was dropped into that toilet. The bowl was cracked and a large piece was knocked out of the bottom of the trap. However, the plumber found a similar bowl at another job and installed that one, retaining the original tank.

The plumbers broke the water pipe at the water meter and it was several weeks before the city fixed it. At first, it seemed as if the original main line was broken or clogged beyond repair somewhere between the building and the meter, but the plumbers were able to force the line open, saving lots of concrete removal.

The Murdock spigot in front of The Shell was badly rusted. In taking it out of the concrete, the plumbers broke it. Don Watson repaired this crack and restored the "M." Mark Brown reset it in concrete. The plumbers capped off the water line that originally ran to it.



The ladies restroom, prior to restoration.

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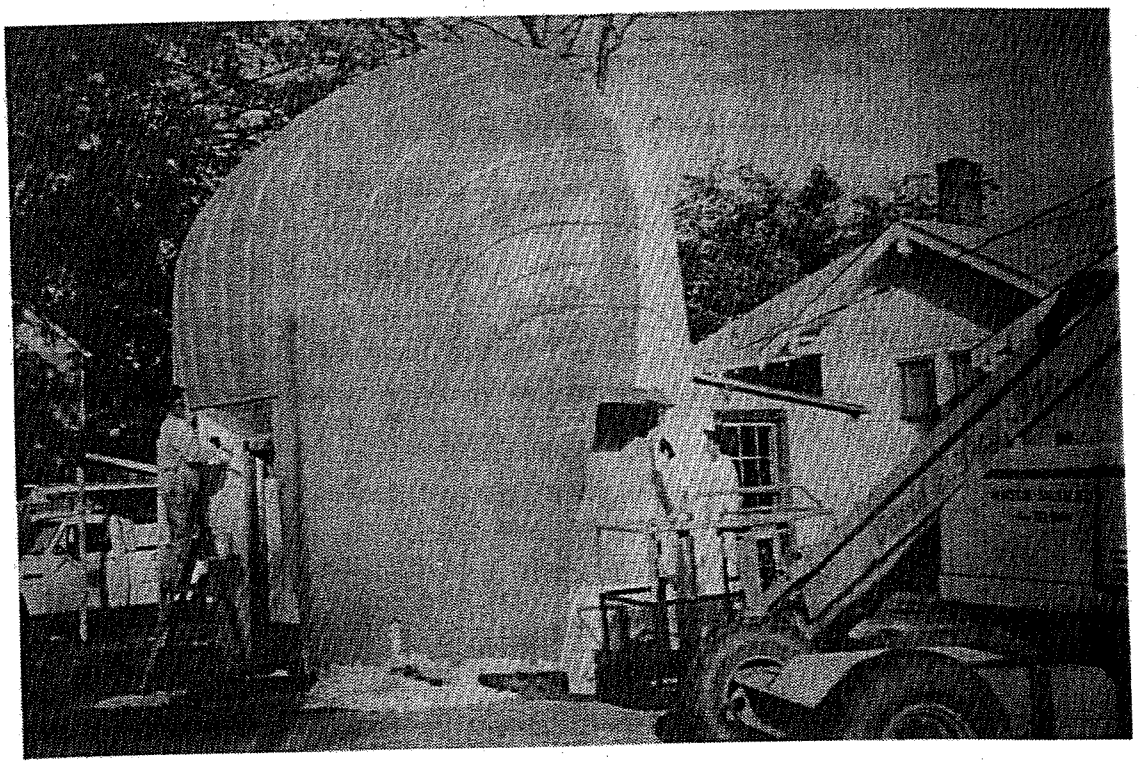
[27]See appendix B.

[28]Reidsville Building Supply Co., Inc. 715 Way Street, P.O. Box 847, Reidsville, NC 27323-0847; (910) 349-5011.

[29]See appendix A.

Security: Radar Security installed the security system in the building.[30] That consists of glass break detectors in the front and back rooms, contacts on the front and back doors, a fire detector, and a motion detector which covers the front room and most of the back. The Oil Shed and Pumps are also wired with security devices. There is an audible siren in the top of The Shell. **When leaving, the men's bathroom door should be left partially open so that the glass break detectors will cover that window.**

Hardware: As doorknobs, plates, and other hardware were removed, they were stripped and/or replated. Don Watson took several sets of hinges and sandblasted them and replaced their original brass plating with gold paint. After stripping the doorknobs, it was decided that they should be replated. The knobs and plates on the front door and men's door are original. They were re-brassed or re-chromed by Guilford Plating.[31] On the backdoor, the hardware was assumed to be later and on the ladies room, there was no hardware left. Because these were new doors, new knobs and plates, similar to the original ones, were used. There was a Coca-Cola bottle opener on the door casing closest to the chimney. This was already partially broken and when it was removed, it broke completely. The current one is a reproduction.



The site under restoration.

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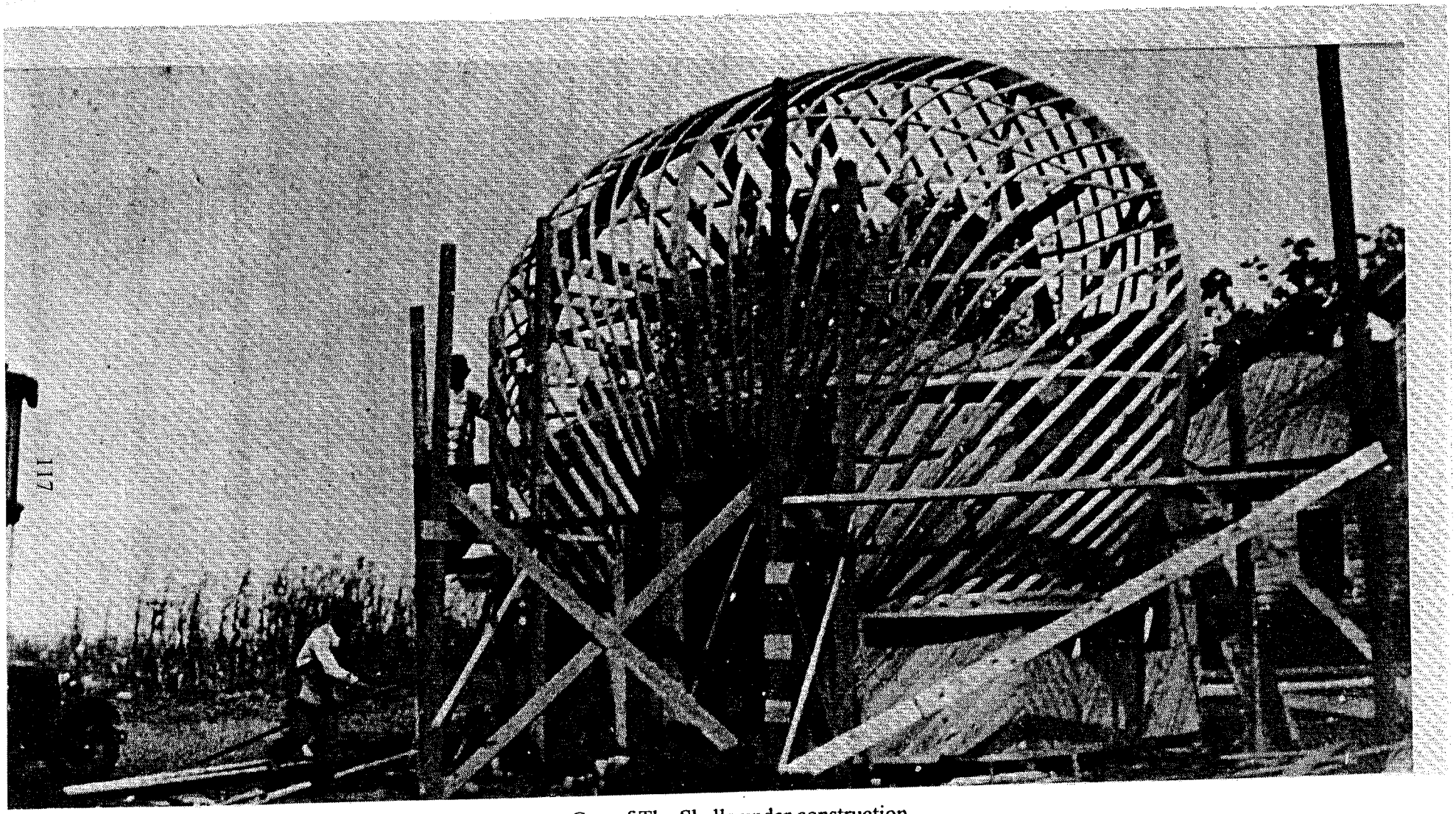
[30]See appendix A.

[31]Guilford Plating Company, 3318 Church Street Extension, Greensboro, N.C.; (910) 375-4565.



One of The Shells under construction.

Electricity: The electricians were Terry Laney and his assistant, Jamie Meyers, from Daleco Electric.[32] The city inspector, Mr. Kennedy, was very helpful in allowing reuse of the old fuse box and the use of creative ways to restore electrical service to the building in the same manner in which it was first installed. The outlets in the rooms are new, but otherwise, only the light bulbs have been replaced. Radiant heaters were recommended by the electricians and were installed in the front and back rooms and in the bathrooms. Terry Laney and Jamie Meyers were very excited about working with antique fixtures and did an outstanding job of conserving most electrical elements.

Floors: The floor was unpainted concrete covered with sixty years worth of motor oil and grease as well as trash and newspapers and more recent plaster drippings. An attempt was made to scrape this up. In the front room, scraping, sweeping, vacuuming, and moping were fairly successful. In the back room, the concrete seems to be permanently encrusted with these layers. Due to its condition and the fact that the building will be an office, the decision was made to install carpet in that room.[33] It is not glued down and can be taken out.

Originally, there were two pipes coming up out of the floor in that room. One was under the Peachtree window and one was along the south wall. Because of the distance between the pipes and because there is no apparent drain, we did not consider that one might be a water line. Also, several visitors who remembered the station as operational, including Don Watson, recalled that there was a large air compressor in that area, while one man thought he remembered an oil disposal system of some sort. Therefore, Mark Brown proceeded to cut the pipes. The one against the south wall was in fact a water line. Due to the fact that the pipe was now even with the concrete, the plumber thought a large hole would have to be opened in the concrete in order to cap the pipe. However, Don Watson and a friend of his chipped down several inches and used brass to weld a plug in place. After waiting to see if it was leaking, they replaced the concrete. **If there is ever any excessive moisture in this location, cut the water off and call the plumber.**

The Pumps and Lampposts

Originally, three gas pumps served this station. The two islands directly in front of the building were still in place. The third one, to the far right of The Shell, had been removed but the scar remained in the concrete. Using this scar as a guide, this island was repoured and a piece of conduit was installed which comes up through the concrete and runs out into the grass. As yet, there is no pump to install, but the conduit is ready in the event one should be obtained. The replaced island will serve to interpret the pump's existence. This pump would have been for regular-test gas and later for kerosene.

The two pumps in front of The Shell were donated by Quality Oil.[34] Quality Oil also installed them. Terry Laney and Jamie Meyers rewired the pumps and installed

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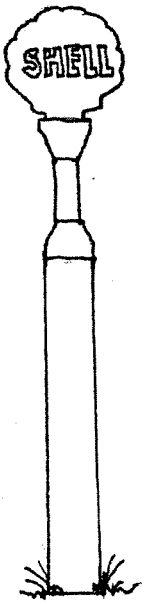
[32]See appendix A.

[33]Bill Hege Carpets, Inc., 1107 W. First St., Winston-Salem, NC 27101, (910) 724-1934.

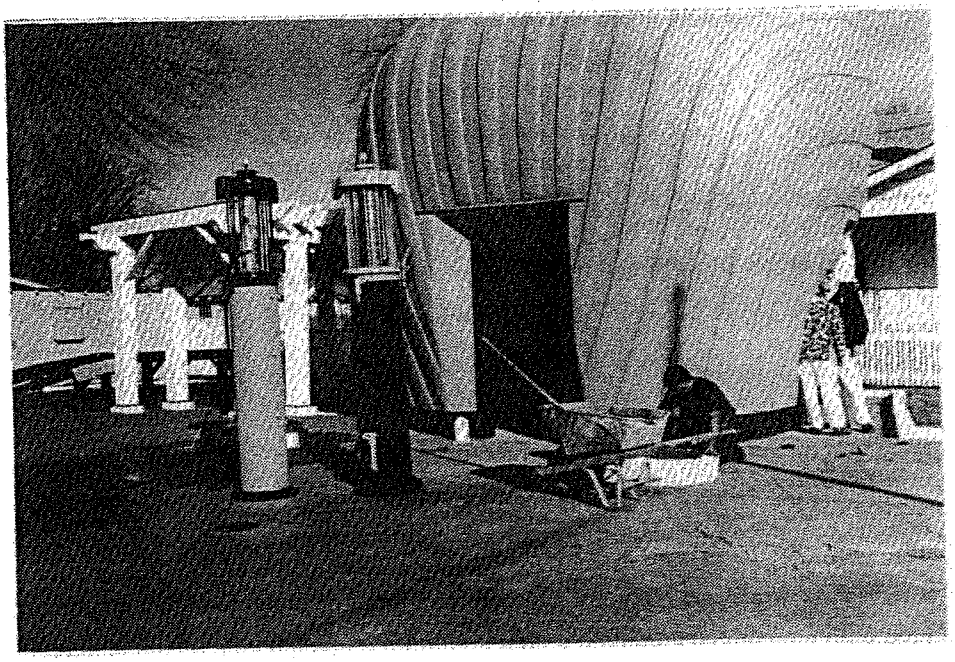
[34]See appendix B for identification information.

timers. The globes are reproductions ordered from Vic's Place.[35] Radar Security installed contacts on the bottom of the pumps.

On the property corners are two new lampposts with shell-shaped and lettered globes. The height of these posts as well as their appearance and paint color was determined from early photographs. G. W. Gibson was responsible for fabricating these posts.[36] He also welded the new posts onto the bases of the original posts which were still embedded in concrete. Terry Laney, John Larson and Harold Day devised a way to mount light bulbs on them.



Drawing of the lampposts.



The pumps being installed.

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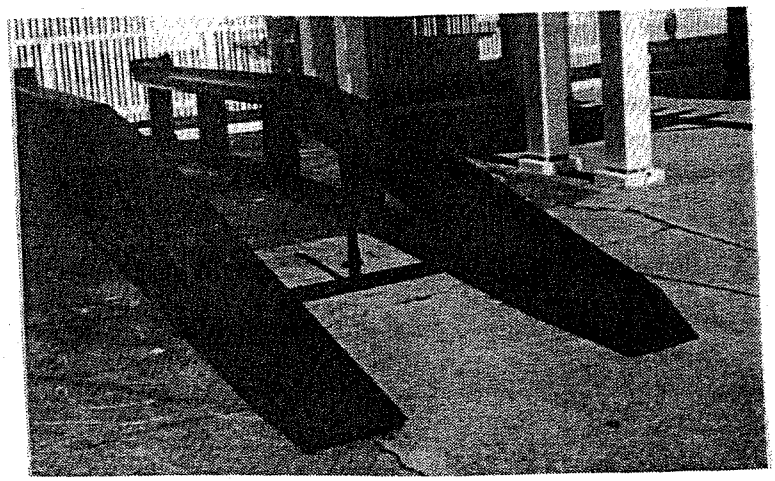
[35]Vic's Place, 124 N. 2nd Street, Guthrie, OK 73044; (405) 282-5586.
[36]See appendix A.

The Grease Rack

Throughout the history of this station, car servicing was performed in the area between the carwash shelter and the shed. In the beginning, there was a pit with wooden tracks over it onto which people could roll their cars. The station had not been in operation long when the city ordered that the pit be closed, probably because of standing water or its danger for children. For the same reasons it was closed, the decision was made not to reopen it. The next apparatus used here was a drive-up rack apparently made out of wood, according to Mr. Everheart. After this, a pneumatic lift was used; the



The grease rack.

cylinder is still in the asphalt. Putting the lift back, stabilized so that it would not go up and down was considered, however, Harold Day found a 1950's metal drive-up rack which was donated by Leonard Oil Company.[37] Although this type of metal rack was never used, it is similar to the wooden one and helps interpret the function of this area and its relation to the site as a whole. The rack was assembled by G. W. Gibson.

Alarm System

Radar Security installed an alarm system throughout the site. Contacts are on the front and back doors of The Shell, the gas pumps and on the door to the shed. Two glass break detectors are in The Shell. There is also a fire detector in The Shell. All these devices are connected to the audible alarm, located in the top of The Shell. To arm the system, close all doors and remain still. Once the keypad's "ready" light comes on, put in the four digit code and leave the building within sixty seconds. Make sure that the men's restroom door is partially open, even if this means exiting through the back door. The contact on the shed can be turned off and on by using a shunt switch located in the oil cupboard so that this building can be entered and exited without opening The Shell. For more information, see the alarm system owner's manual.

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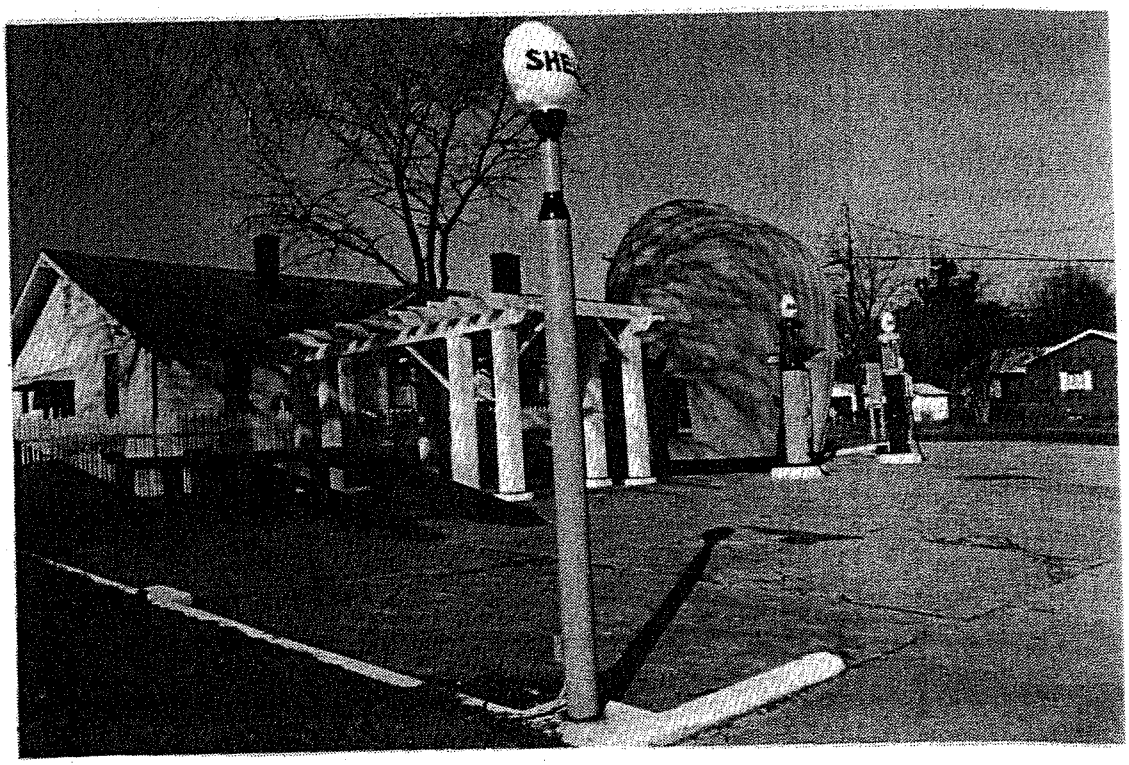
[37]See appendix B for identification.

Elements not treated

Along the western edge of the parking area is the location of the air hose. It is embedded in a section of curbing that juts out from the rest of the curbing. An air hose was not installed, however one could easily be connected should an antique hose system become available. The air line for the air compressor along the curbing behind the grease rack was also left alone.

In the grass between The Shell and Peachtree Street is a concrete base, possibly used for a sign post or lamp post. Its exact purpose and time period of usage was not determined. At the time this report was written , no photographs had been seen that revealed the use of this footing, but one man visiting the site said he remembered a hand cranked kerosene pump being mounted here.

Also at the time this report was written, no decision had been made about how to treat the corner sign post. A reproduction or antique sign could be hung, but the building is an office, not a Shell station. The idea of a Preservation North Carolina sign, possibly shell-shaped, has been discussed. This would identify the building and would be easy to photograph around, should that be desired.



Special Thanks to. . .

Old Salem, Inc. graciously provided office space, phone and copier privileges, other office support. They also provided accounting services, access to all their technical resources and a friendly seat at the lunch table.

David E. Day, Inc. helped in innumerable ways from giving me a place to work at their shop to taking me up in their lift to make photographs.

Quality Oil donated clean-up help, prepared the underground gas tanks to be filled, obtained a gift from Shell Oil, donated the gas pumps and gave free access to their photographs and any historical information they had.

Don Watson kept the building safe for all these years and was helpful in a multitude of ways during the restoration. He continues to be a good steward of the building.

Geneva Settle, who lives behind The Shell, graciously allowed strangers to use her water and electricity.

Steve Craver at Leonard Oil Company donated the grease rack.

Shell Oil Company donated $20,000 over four years to the project.

John Larson, Harold Day and Mark Brown made me and The Shell look great.

Appendix A
Contractors' Names and Addresses

Construction Contractor
McNair Construction Company
P.O. Box 874
Winston-Salem, NC 27102
(910) 723-5501
Stan Senft, Vice President
Mark Brown, Carpenter

Electric
Daleco Electric
P.O. Box 308
Bethania, NC 27010-0308
(910) 924-4401
Terry Laney, Owner
Jamie Myers, Technician

Welding
Gibson Welding and Metal Fabrication
1150 Old Salem Road
Kernersville, NC 27284
(910) 993-5683
G.W. Gibson

New Signage
Sign Master
163 Jonestown Road
Winston-Salem, NC 27104
(910) 768-2810

Woodworking
Salem Woodworking
4849 Kester Mill Road
Winston-Salem, NC 27103

Videotaping
New South Pictures
2324 Ardmore Terrace #D
Winston-Salem, NC 27103
(910) 750-0181
Eric Rauschenberg

Security
Radar Security
319 North Spring Street
Winston-Salem, NC 27101
(910) 722-1593
Steve Morgan

Painting Contractor
David E. Day, Inc.
751 Walkertown-Guthrie Road
Winston-Salem, NC 27101
(910) 722-9144
Harold Day

T-shirts
The Screen Scene
P.O. Box 5590
Winston-Salem, NC 27113
(910) 748-1735

Underground Gas Tanks
Andrew M. Raring
Geologist/Environmental Consultant
P.O. Box 34
Bethania, NC 27010
(910) 922-5219

Salem Environmental, Inc./
Certifoam Services, Inc.
P.O. Box 5535
Winston-Salem, NC 27113
(910) 661-9231

Certifoam Services

P.O. Box 5535

Winston-Salem, NC 27113-5535

800/862-9231 // 910/661-9231

910/661-9241 (FAX)

CERTIFICATION OF CLOSURE FOR UNDERGROUND STORAGE TANKS:

Date: November 15th, 1996

Location: Shell Station, 1111 Sprague, W-S, Forsyth County, NC 27107

USTs Closed: 3 - 550 gallon gasoline/kerosene

On the above date the tanks listed were abandoned in-place by inert, solid nitrogen resin foam fill. Material used was manufactured by Tailored Chemical Company, Inc., of Hickory, NC. Should any data on the product be required, we will be glad to supply such. We are an approved applicator of the Tailored Foam System, having experience of eight years in a wide variety of situations. All our personnel are OSHA Section 1910 trained and medically monitored.

Our process was initiated after residues were removed from the tank by an independent third party. Liquid foam was then pumped into the UST, where it cured into a solid, inert form. Complete fill was achieved in compliance with regulatory guidance, and all fumes were expelled when the work was completed. All openings were grouted with concrete mix after any associated piping, fill lines or vents were removed or sheared to below ground level.

Our activities in no way represent an environmental assessment, only rendering the tank abandoned in-place. This process has been initiated at the request of the UST owner, who accepts our work without recourse.

Sincerely,

Harvey C. Danner, Jr.
President

Itemized Category Report

01/01/95 Through 12/31/98

Category	Date	Number	Payee/Payor	Memo	Clear	Amount
INCOME						
reservation North Carolina						
	08/30/96		Shell		X	5,000.00
	10/18/96		Shell			5,000.00
	12/31/96		Shell			15,000.00
	02/26/97		Shell			20,000.00
	08/15/97		Shell			7,841.37
			Total			52,841.37
t-shirt money						
	10/30/96		Shell	cash		60.00
	01/13/97		Shell	t-shirt cash		60.00
			Total			120.00
			TOTAL INCOME			52,961.37
EXPENSE						
electrical work						
	02/17/97		Daleco Electric			3,600.48
	03/12/97		Daleco Electric			2,865.18
	04/22/97		Daleco Electric			191.82
			Total			6,657.48
exhibit						
	09/16/96		The Sharpe Co.	*foam board for exhibi*		16.26
	09/18/96		Photolab	reprints for exhibit		32.55
	09/26/96		Photolab			6.68
			Total			55.49
flood light						
	11/18/96		Duke Power			3.04
	12/19/96		Duke Power			13.02
	02/17/97		Duke Power			13.02
			Total			29.08
grease rack and posts						
	12/23/96		Gibson Welding and Metal	lamp posts		477.00
	02/17/97		Gibson Welding and Metal			240.12
			Total			717.12
info booklet						
	10/03/96		PrePress Graphics	*screening photograp*		23.40
	10/08/96		Kinko's	color copies		44.22
	12/19/96		Kinko's			6.32

Itemized Category Report

01/01/95 Through 12/31/98

tegory	Date	Number	Payee/Payor	Memo	Clear	Amount
	12/19/96		Kinko's			31.59
			Total			105.53
Nair						
	10/18/96		McNair Construction	bill for the shed		3,005.05
	12/23/96		McNair Construction			6,219.79
	02/17/97		McNair Construction			1,412.42
	02/17/97		McNair Construction			8,108.47
	03/17/97		McNair Construction			2,862.47
			Total			21,608.20
sc. Expns						
	09/16/96		Sign Master			198.86
	09/16/96		Office Depot			4.73
	09/17/96		Dr. Lock Locksmith			50.00
	09/24/96		Thomas A. Riccio and Assoc.	land survey		250.00
	10/17/96		City of Winston-Salem	zoning application		50.00
	10/18/96		Twin City Tree Service	tree removal		300.00
	10/29/96		Lowe's	trespass signs		3.94
	11/13/96		Bill's Lawn and Garden	wire fence		26.50
	12/19/96		Office Depot			17.45
	12/31/96		Sign Master	"Cash Reward"		76.95
	01/17/97		Moravian Book and Gift Shop			7.87
	01/17/97		Reidsville Building Supply Co.	two five-panel doors		381.60
	01/21/97		Eric Rauschenberg	interview taping		190.00
	01/22/97		Salem Woodworking	front door		307.40
	01/22/97		Lowe's			4.87
	02/06/97		Sign Master	"closed"		15.90
	02/17/97		Guilford Plating Co.	*door knobs and plate*		45.00
	02/21/97		Bud Frazier Locksmith	*pad lock on electric b*		30.00
	03/11/97		Lowe's	light bulbs		9.09
	04/22/97		Bill Hege Carpets			146.78
	04/22/97		Winston-Salem Engraving Co.	*photos screened for*		10.75
			Total			2,127.69
ice Setup						
	01/13/97		US Postmaster	PO Box for PNC		106.00
	02/21/97		Home Depot			33.58
			Total			139.58
inting						
	12/05/96		David E. Day, Inc.			5,235.49
	04/03/97		David E. Day, Inc.			6,125.09
			Total			11,360.58
rsonnel						
	09/20/96		Sarah Woodard			1,000.00
	10/03/96		Sarah Woodard			250.00
	10/31/96		Sarah Woodard			1,000.00
	12/02/96		Sarah Woodard			1,000.00
	12/31/96		Sarah Woodard			1,000.00
	01/31/97		Sarah Woodard			1,000.00
	03/31/97		Sarah Woodard			1,000.00

Itemized Category Report

01/01/95 Through 12/31/98

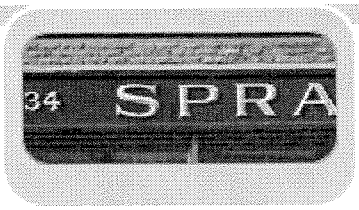
egory	Date	Number	Payee/Payor	Memo	Clear	Amount
			Total			6,250.00
otographs						
	09/04/96		Photolab			11.93
	09/04/96		Photolab			12.29
	09/05/96		Photolab			7.42
	09/26/96		Photolab			5.25
	10/15/96		Photolab			12.27
	10/25/96		Photolab			6.68
	11/13/96		Photolab			14.80
	11/19/96		Photolab			5.30
	12/19/96		Photolab			5.35
	01/08/97		Photolab			1.75
	01/08/97		Photolab			3.98
	01/13/97		Photolab			13.03
	01/27/97		Photolab			6.99
	01/27/97		Photolab			5.30
	02/17/97		Photolab			25.23
	03/11/97		Photolab			11.93
	03/11/97		Photolab			8.58
			Total			158.08
imbursment						
	09/12/96		Sarah Woodard	*Pump and Circumst*		28.57
	09/17/96		Don Watson	*lock replacement on*		24.80
	10/25/96		Sarah Woodard	camcorder battery		47.69
	11/05/96		Mrs. Settle	*water and electricity (*		20.00
	11/14/96		John C. Larson	globes		1,592.50
	12/30/96		Sarah Woodard	*stove pipe cap $16.4*		59.44
	02/03/97		Sarah Woodard			38.05
	03/11/97		Sarah Woodard	trash cans		14.84
	03/11/97		Sarah Woodard	two padlocks		31.98
	03/11/97		Sarah Woodard	Elliott Brothers: keys		27.15
	03/11/97		Sarah Woodard	switchplates		6.78
	03/11/97		Sarah Woodard	pipe cover		5.25
	03/11/97		Sarah Woodard	*video copies from 8*		79.39
			Total			1,976.44
shirts						
	09/23/96		Screen Scene			356.37
	10/07/96		Screen Scene	*2nd printing; 24 larg*		312.91
	12/19/96		Screen Scene			252.49
			Total			921.77
nderground gas tanks						
	11/19/96		Salem Environmental, Inc.	foam fill for tanks		750.00
	11/25/96		Andrew M. Raring	*environmental consul*		100.00
			Total			850.00
ater and sewer						
	12/23/96		City of Winston-Salem			4.33
			Total			4.33

Itemized Category Report

01/01/95 Through 12/31/98

tegory	Date	Number	Payee/Payor	Memo	Clear	Amount
			TOTAL EXPENSE			52,961.37
			TOTAL INCOME LESS EXPENSE			0.00

REHABILITATION
the approach



-GUIDELINES-

The Approach

Exterior Materials
Masonry
Wood
Architectural Metals

Exterior Features
Roofs
Windows
Entrances + Porches
Storefronts

Interior Features
Structural System
Spaces/Features/Finishes
Mechanical Systems

Site

Setting

Special Requirements
Energy Efficiency
New Additions
Accessibility
Health + Safety

THE STANDARDS

When repair and replacement of deteriorated features are necessary; when alterations or additions to the property are planned for a new or continued use; and when its depiction at a particular period of time is not appropriate, Rehabilitation may be considered as a treatment. Prior to undertaking work, a documentation plan for Rehabilitation should be developed.

Choosing Rehabilitation as a Treatment

In **Rehabilitation**, historic building materials and character-defining features are protected and maintained as they are in the treatment Preservation; however, an assumption is made prior to work that existing historic fabric has become damaged or deteriorated over time and, as a result, more repair and replacement will be required. Thus, latitude is given in the **Standards for Rehabilitation and Guidelines for Rehabilitation** to replace extensively deteriorated, damaged, or missing features using either traditional or substitute materials. Of the four treatments, only Rehabilitation includes an opportunity to make possible an efficient contemporary use through alterations and additions.

Identify, Retain, and Preserve Historic Materials and Features

Like Preservation, guidance for the treatment **Rehabilitation** begins with recommendations to identify the form and detailing of those architectural materials and features that are important in defining the building's historic character and which must be retained in order to preserve that character. Therefore, guidance on ***identifying, retaining, and preserving*** character-defining features is always given first. The character of a historic building may be defined by the form and detailing of exterior materials, such as masonry, wood, and metal; exterior features, such as roofs, porches, and windows; interior materials, such as plaster and paint; and interior features, such as moldings and stairways, room configuration and spatial relationships, as well as structural and mechanical systems.

Protect and Maintain Historic Materials and Features

After identifying those materials and features that are important and must be retained in the process of **Rehabilitation** work, then ***protecting and maintaining*** them are addressed. Protection generally involves the least degree of intervention and is preparatory to other work. For example, protection includes the maintenance of historic material through treatments such as rust removal, caulking, limited paint removal, and re-application of protective coatings; the cyclical cleaning of roof gutter systems; or installation of fencing, alarm systems and other temporary protective measures. Although a historic building will usually require more extensive work, an overall evaluation of its physical condition should always begin at this level.

Repair Historic Materials and Features

Next, when the physical condition of character-defining materials and features warrants additional work ***repairing*** is recommended. **Rehabilitation** guidance for the repair of historic materials such as masonry, wood, and architectural metals again begins with the least degree of intervention possible such as patching, piecing-in, splicing, consolidating, or otherwise reinforcing or upgrading them according to recognized preservation methods. Repairing also includes the limited replacement in kind--or with compatible substitute material--of extensively deteriorated or missing parts of features when there are surviving prototypes (for example, brackets, dentils, steps, plaster, or portions of slate or tile roofing). Although using the same kind of material is always the preferred option, substitute material is acceptable if the form and design as well as the substitute material itself convey the visual appearance of the remaining parts of the feature and finish.

This two-story brick commercial building--with its corner storefront--was originally constructed ca. 1876, then remodeled in 1916 in the Craftsman style and given a new, distinctive roofline. It served a number of uses, including a hotel, boarding house, saloon, restaurant, liquor store, warehouse, and office furniture showroom. The red brick walls had been painted several times over the years. Rehabilitation work included removal of multiple paint layers using a chemical stripper and thorough water rinse; spot repointing with matching mortar; and appropriate interior alterations. The building is now being used as a retail shop. Photos: NPS files.

Replace Deteriorated Historic Materials and Features

Following repair in the hierarchy, **Rehabilitation** guidance is provided for ***replacing*** an entire character-defining feature with new material because the level of deterioration or damage of materials precludes repair (for example, an exterior cornice; an interior staircase; or a complete porch or storefront). If the essential form and detailing are still evident so that the physical evidence can be used to re-establish the feature as an integral part of the rehabilitation, then its replacement is appropriate. Like the guidance for repair, the preferred option is always replacement of the entire feature in kind, that is, with the same material. Because this approach may not always be technically or economically feasible, provisions are made to consider the use of a compatible substitute material. It should be noted that, while the National Park Service guidelines recommend the replacement of an entire character-defining feature that is extensively deteriorated, they never recommend removal and replacement with new material of a feature that--although damaged or deteriorated--could reasonably be repaired and thus preserved.

Design for the Replacement of Missing Historic Features

When an entire interior or exterior feature is missing (for example, an entrance, or cast iron facade; or a principal staircase), it no longer plays a role in physically defining the historic

character of the building unless it can be accurately recovered in form and detailing through the process of carefully documenting the historical appearance. Although accepting the loss is one possibility, where an important architectural feature is missing, its replacement is always recommended in the **Rehabilitation** guidelines as the first or preferred, course of action. Thus, if adequate historical, pictorial, and physical documentation exists so that the feature may be accurately reproduced, and if it is desirable to re-establish the feature as part of the building's historical appearance, then designing and constructing a new feature based on such information is appropriate. However, a second acceptable option for the replacement feature is a new design that is compatible with the remaining character-defining features of the historic building. The new design should always take into account the size, scale, and material of the historic building itself and, most importantly, should be clearly differentiated so that a false historical appearance is not created.

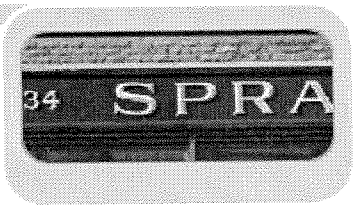
Alterations/Additions for the New Use

Some exterior and interior alterations to a historic building are generally needed to assure its continued use, but it is most important that such alterations do not radically change, obscure, or destroy character-defining spaces, materials, features, or finishes. Alterations may include providing additional parking space on an existing historic building site; cutting new entrances or windows on secondary elevations; inserting an additional floor; installing an entirely new mechanical system; or creating an atrium or light well. Alteration may also include the selective removal of buildings or other features of the environment or building site that are intrusive and therefore detract from the overall historic character. The construction of an exterior addition to a historic building may seem to be essential for the new use, but it is emphasized in the **Rehabilitation** guidelines that such new additions should be avoided, if possible, and considered only after it is determined that those needs cannot be met by altering secondary, i.e., non character-defining interior spaces. If, after a thorough evaluation of interior solutions, an exterior addition is still judged to be the only viable alterative, it should be designed and constructed to be clearly differentiated from the historic building and so that the character-defining features are not radically changed, obscured, damaged, or destroyed. Additions and alterations to historic buildings are referenced within specific sections of the Rehabilitation guidelines such as Site, Roofs, Structural Systems, etc., but are addressed in detail in New Additions to Historic Buildings (see nav bar, right).

Energy Efficiency/Accessibility Considerations/Health and Safety Code Considerations

These sections of the guidance address work done to meet accessibility requirements and health and safety code requirements; or retrofitting measures to improve energy efficiency. Although this work is quite often an important aspect of **Rehabilitation** projects, it is usually not a part of the overall process of protecting or repairing character-defining features; rather, such work is assessed for its potential negative impact on the building's historic character. For this reason, particular care must be taken not to radically change, obscure, damage, or destroy character-defining materials or features in the process of meeting code and energy requirements.

standards for rehabilitation



-GUIDELINES-

The Approach

Exterior Materials
Masonry
Wood
Architectural Metals

Exterior Features
Roofs
Windows
Entrances + Porches
Storefronts

Interior Features
Structural System
Spaces/Features/Finishes
Mechanical Systems

Site

Setting

Special Requirements
Energy Efficiency
New Additions
Accessibility
Health + Safety

THE STANDARDS

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.

5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

P.O. Box 717
Commerce, Georgia 30529

32 South Elm Street
Phone [404] 335-3774

June 12, 1986

Doug Dorsey
City Manager
City of Commerce
Commerce, Georgia 30529

Dear Doug:

The Commerce Downtown Development Authority will hold the dedication of the new office on Thursday, July 3, 1986. Not only is this building important because it houses the Commerce Main Street program, but also, because it is the first completed project in the downtown since the program began. The attractiveness of the Main Street office is extremely important to the future of the program. It must set a good example, to encourage other property owners to improve their buildings and in turn give a more favorable image to the City of Commerce.

Therefore, it is imperative that all work on the building and land be completed as soon as possible. The following items should finish the necessary improvements to this area:

1. Remove all cross ties between the two front columns
2. Place cross ties at the rear of the landscaped area between City Hall and the Main Street building
3 Create a wall from cross ties at the left of the Main Street building at edge of landscaped area
4. Place cross ties in the ground approximately five inches along the sidewalk on the right of the Main Street building
5. Paint front columns to ground level
6. Level and re-surface all areas in front and on both sides of the Main Street building

7. cut and clean area directly behind MainStreet building

8. extend curbing on right side and infront of building

The Authority appreciates the cooperation and support of the City of Commerce. The MainStreet Building will certainly be a spot we can all be proud of, knowing we worked together to successfully complete the first Commerce MainStreet Project.

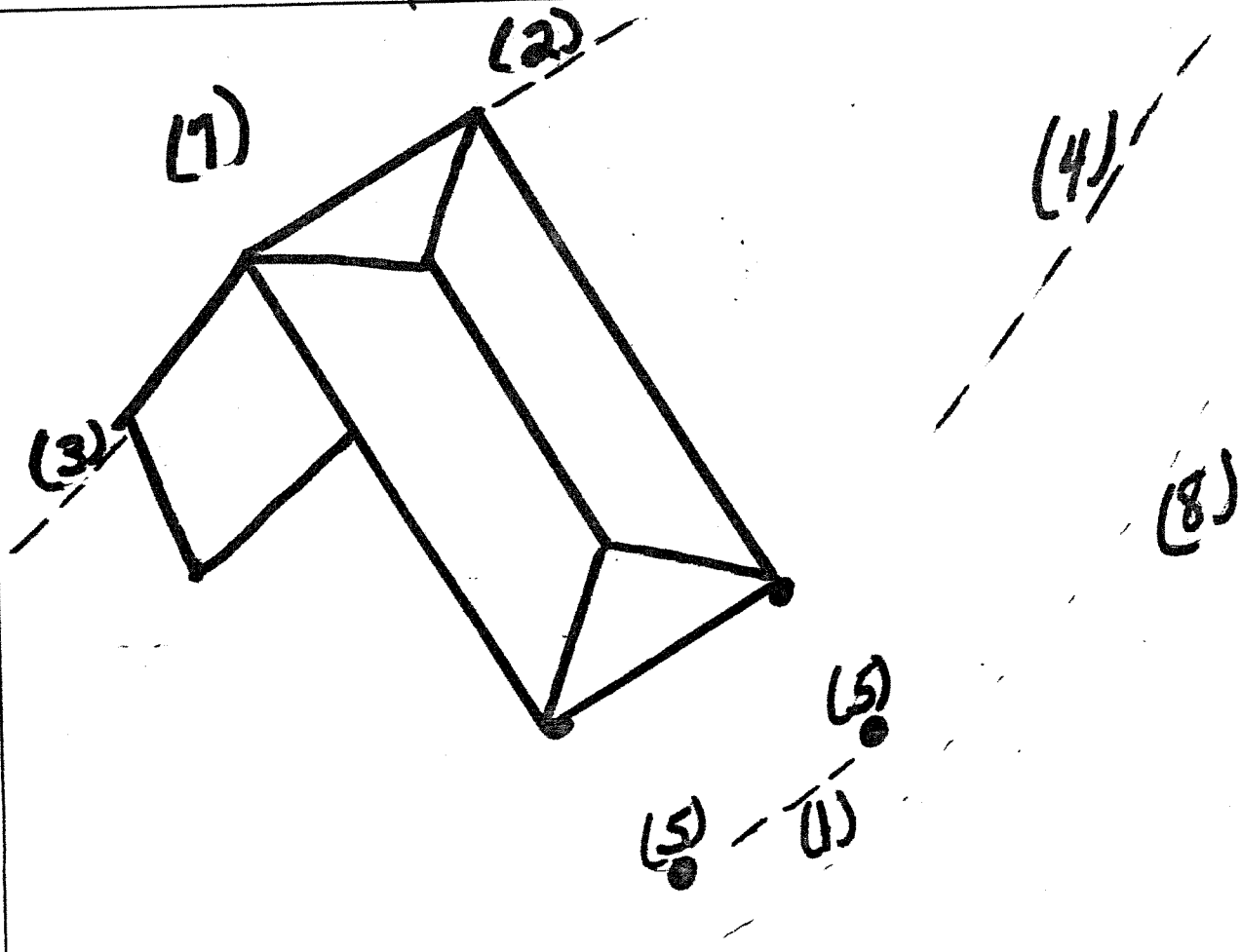
Sincerely,

Ann E. Beck

Enclosure

cc: Bob Sosebee, Chairman
Commerce Downtown Development Authority

City Hall



Laundry

Along about 1940, Horace Prichett, Jake Howington, Tommie Hanley had a bowling alley in this building.

About the end of World War II, Mr. Marshall Melvin opened a Firestone Store in this building, and Carlton Patton was manager assisted by Melvin Ingram and later by Ross Lord. Ross came to work there from Clifford Threatt's Cafe across the street.

Building Number 31 - Fire House

Building number 31 on South Elm Street was the place of business of B. B. Hawks and Miss Ammer Aderhold worked for him. When the City of Commerce bought the E. B. Anderson Building, the B. B. Hawks store was moved to the corner of North Elm Street and Atlanta Ave. This is Building Number 6. Mr. Hawks died along about this time.

The city used this part of the building for the fire truck and police station was in the front half.

Building Number 32 - City Hall

Building number 32 on South Elm Street was a private bank operated by Mr. Enoch Anderson. When Mr. Anderson died and they settled his estate, the City of Commerce bought the property and moved the City Hall from the corner of State Street and View St. (in Building number 14B on State Street) to this location. This was sometime in the mid or early 1930's. Mr. Paul Trawick or Mr. Carl Williamson was the city clerk.

Mr. B. B. Hawks had a business in one half of this building (number 31) and he moved to the corner of Atlanta Ave. and North Broad Street (Building number 6) with numbers 31 and 32 built as one building.

Building Number 33 - Main Street Office

Building number 33 was a service station operated by Mr. Penn McDuffie. It was known as the Lone Star Service Station and sold Texaco Gas. Penn and his wife had an apartment in the home of Mr. Lige Brock on North Elm Street. They lived in the side next to Mrs. Trawick.

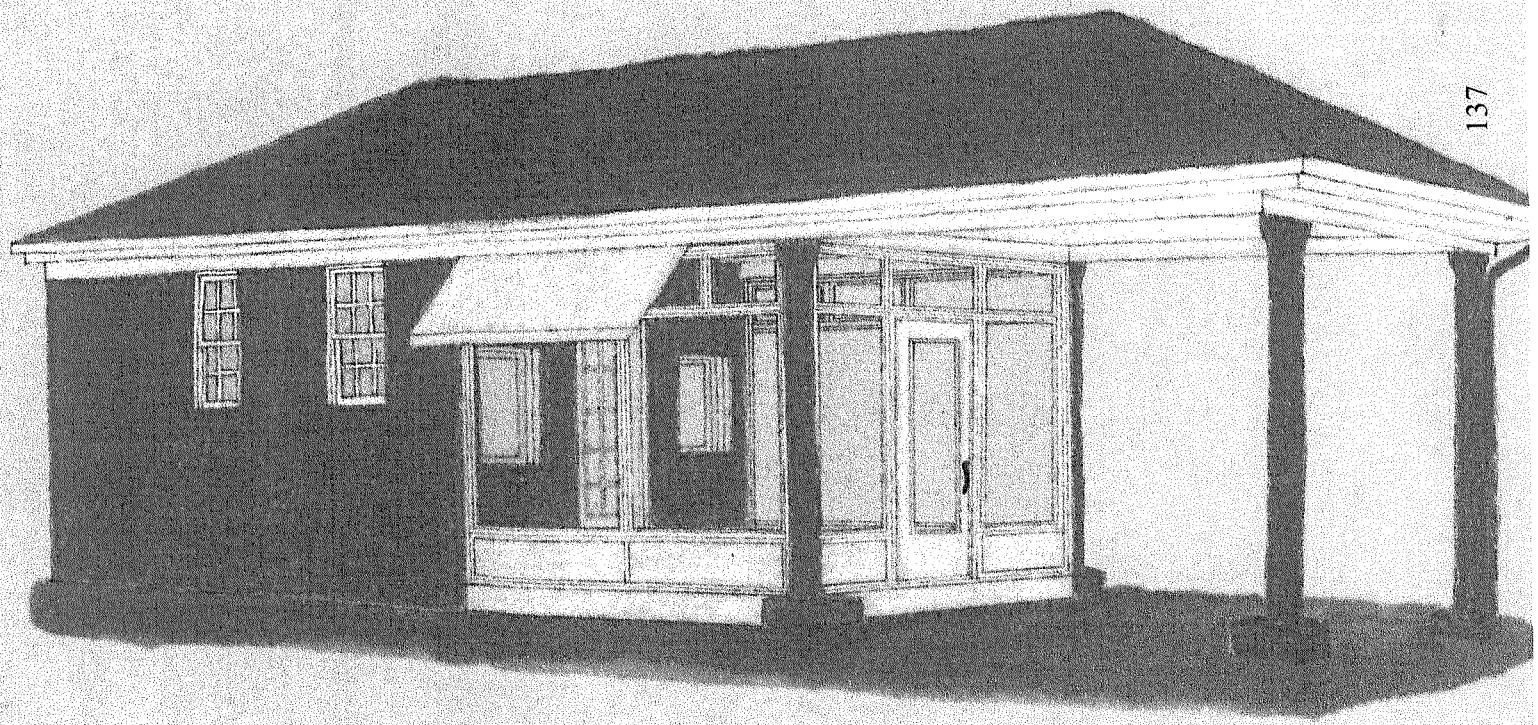
The filling station changed hands several times and mr. Otis Lacy went into the service station business in this building when he went out of the gracery business.

This is now the Main Street Office. A taxi business operated out of this building for a while prior to the Main Street Office.

Pine Street

Pine Street was Pine Street in 1928, but the hill in front of what is now Collins Cleaners was unpaved. Penn McDuffie built the building occupied by Collins Cleaners in the mid-1940's and had a garage and used car dealership in there. Slim McClellan had an auto repair shop in part of the building.

DESIGN CONCEPT ONLY
NOT FOR CONSTRUCTION



ELEVATION