

# ASHP NEWS

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Spring 1993

The Purpose of the Past  
by Richa Wilson

(Editor's Note: Continued from the Winter issue of *ASHP News*. Reprinted courtesy of the author from the Summer 92, Vol. 8 #1 issue of *Places*.)

The devastation of World War II left a deep imprint on the Russian psyche. Battles and famine killed 20 million people; cities like Novgorod, Smolensk, Stalingrad and Pskov experienced wholesale destruction. The Soviets managed to remove and hide some valuable objects just hours before the Nazis occupied the lavish palace-museums near St. Petersburg (then called Leningrad), but many precious structures and works of art were destroyed as the retreating Nazis burned what was left of Pushkin, Pavlovsk, Petrodvorets and Gatchina.

The Soviets viewed these ruins as a symbol of the tragedy they suffered during "Great Patriotic War," and their will to rebuild was reflected in a statement published in *Pravda*: "The wounds inflicted by the invaders on our land, our cities and our villages will be healed. Our palaces, museums, picture galleries, fountains and parks will be resurrected."

One of the greatest blows to Russian identity and cultural heritage was the obliteration of cathedrals and parish churches. These churches, ranging from basic wood structures with tent roofs to elaborate combinations of stone, glazed tile and colorful cupolas, represent an evolution of Russian architecture during a span of a thousand years. Even for non-believers, Hedrick Smith wrote, "the Russian Orthodox Church is the embodiment of Russian history and culture, a repository of art, music and architecture as well as religion."

The starting point for the restoration of hundreds of churches was the Department for Orthodox Church Affairs, which Stalin had created during World War II in hopes of stimulating patriotism by re-establishing a link between the church and state. Funding from the national government paid for the complete reconstruction of many churches and monasteries as well as the restorations of icons, frescoes and other religious objects. However, the government maintained its



official policy of atheism; many churches were, and continue to be, used for non-religious purposes like workshops, hotels, offices, museums and warehouses. Consequently, the interiors often were restored less faithfully than the exteriors.

The grand palaces and estates near St. Petersburg, completely destroyed during the war, were rebuilt afterwards as symbols of the nation's recovery. Constructed during the eighteenth and nineteenth centuries, they are showcases of Russian Classicism, Baroque and Eclecticism. They had been viewed with distaste by the Bolsheviks because of their imperial nature, but after the war they were remembered as glorious examples of Russian artistry. These restorations were carried out with a phenomenal level of dedication and skill. This is made evident in a series of postcards, titled "Risen from the Ashes," that have

photographs showing the ruins and the restorations of these estates.

Many buildings and settings were left in their war-damaged states as a testament to the devastation. Visitors can still see pockmarks caused by shells on building facades in St. Petersburg, the foundations of buildings in a village that was burned along with its inhabitants, and symbols (such as birch trees, rose bushes, or wooden crosses) that mark the spot of some horrible deed performed by the Nazis. Sites like these can still stir one's emotions and recall the suffering of the war.

During these massive reconstruction efforts, which began in the 1950s, lavish funding from the national government also supported the development of preservation technology. Since then, great strides have been made in developing restoration methods

(Please see *Russian*, p. 9)

## The President Notes...

by Lisa Teresi-Burcham

Recently... I had the opportunity to learn a little about those individuals who are currently interested in graduate studies in historic preservation... This year, the University of Oregon considered for admission to its historic preservation program 21 graduate candidates... with only five slots available, the selection process was exacting... However, what impressed this selection committee member most, was the experience many (and I mean well over 50%) of these candidates already had in preservation... much of which was volunteer... A representative listing includes volunteer work as a docent for a local house museum... editor of a local historical society newsletter... member of a community preservation action committee... historic research volunteer with a city planning department... contributing newspaper feature writer on preservation... all unpaid positions.

Related to this area of "pro bono" work, applicants who completed their undergraduate studies in related fields (i.e. architecture, planning, history, etc.) often participated in courses which required them to work on community-based projects... exposing them not only to preservation-related "real-life" issues, but also to opportunities for community, and in turn, preservation activism beyond the classroom... No longer do preservation students enter graduate school with just an inkling of what this field is all about... students entering preservation programs today have already served the preservation needs of their local communities, thus, providing a preservation education foundation for both themselves and the local citizenry...

But, this spirit of community activism must be a lifelong commitment for the preservationist... As demonstrated by this year's National Preservation Week theme...

(Please see President, p. 4)

## The Editor Notes

by George Bleekman III

As you may or may not know, we lost our program director Michael Shellenbarger, to cancer in February. Not only was this an enormous loss to us, but it is a loss for the world of architecture and preservation. Instead of my usual column, I am reprinting a column that ran in the March issue of the *AAA News*, written by School of

Architecture & Allied Arts Dean Jerry Finrow, Architecture Dean Michael Utsey and others. It is a nice summary of Mikes' many contributions to architecture and preservation. This issue is dedicated to the memory of Michael Shellenbarger, our friend and mentor.

### Michael Shellenbarger

1937 - 1993

Michael Shellenbarger died on Saturday, 27 February 1993, a year after the diagnosis of bone cancer. Mike was an associate Professor of Architecture and Director of the Program in Historic Preservation in the school of Architecture and Allied Arts. In addition to teaching design, Mike came to the department of architecture to contribute to the construction area of the curriculum. Over the years he was responsible for guiding numerous architecture students through their final year of design studio, leading the restructuring and the development of new courses in construction technology, and playing both mentor and role model in historic preservation research. Mike contributed to the development of a highly regarded program in building technology which is nationally respected by peer institutions, and to the development of the Historic Preservation Program and the preservation technology emphasis which has made Oregon's program unique.

Mike was born in Plattsmouth, Nebraska, in 1937, where he attended public schools. He received the B. Arch. degree from Iowa State University in 1960, and the M. Arch degree from Columbia University in 1966. Mike had a diverse professional career before coming to the University of Oregon. From 1960 to 1963 he was an officer in the U.S. Navy. He then completed his apprenticeship with a firm in Sioux Falls, South Dakota, before entering graduate school. In 1966 he joined the office of I. M. Pei (AIA Gold Medalist) in New York City. Leaving Pei's office to join the firm of Carlin, Pozzi and Associates in New Haven, Connecticut, Mike was project architect for the Branford Middle School which won a Connecticut Chapter AIA honor award for design excellence. Professional life was always an important source of learning and inspiration for Mike, who, in 1976, took a leave of absence to return to practice with Kaplan McLaughlin Architects in San Francisco. Mike was the project designer for the vast Contra Costa County correctional facility. This widely published project was

one of the first in the country to embody new strategies of correctional facilities design based on research of the early 1970's.

Mike joined the faculty of the University of Oregon in 1971 as an assistant Professor of Architecture. He was named Assistant Head of the Department in 1972 and promoted to Associate Professor with tenure in 1977. Returning to the University of Oregon after his practice leave in San Francisco, Mike redirected his energies toward a long-standing interest in masonry construction. This interest grew to encompass historic preservation and led to articles such as "Tuck Pointing History and Confusion," in the *Journal of the Association for Preservation Technology*. He was a founding member of Friends of Terra Cotta. He also produced a collection of more than 10,000 slide images from around the world documenting construction and, in particular, masonry practices, problems and masterworks. These have been willed to the Slide and Photograph Collection of the AAA Library.

In the late 1980s Mike was very active in research related to historic preservation and produced a major exhibition for the University of Oregon Museum of Art which was shown at Whitman College (Walla Walla, Washington). Beginning in 1987 with funds provided by the State of Oregon Historic Preservation Office (SHPO), Shellenbarger and Kimberly Lakin began the first architect-specific inventory of architecture projects by the late Ellis F. Lawrence. Lawrence had over 300 buildings built all around the state. The SHPO funded research project identified and helped with the National Register nominations of several of these (including UO Museum of Art and Gerlinger Hall). The project culminated in an exhibition and publication entitled *Harmony in Diversity: The Architecture and teaching of Ellis F. Lawrence*, which was the cornerstone event for the celebration of the School of Architecture and Allied Arts' 75th Jubilee Anniversary in 1989.

When Philip Dole retired as Director of the Historic Preservation Program in 1987, Mike Shellenbarger was appointed by Dean Wilmot Gilland as its second Director. He retained that appointment until close to his death. Just weeks before his death, Mike completed

(please see Michael, p. 4)

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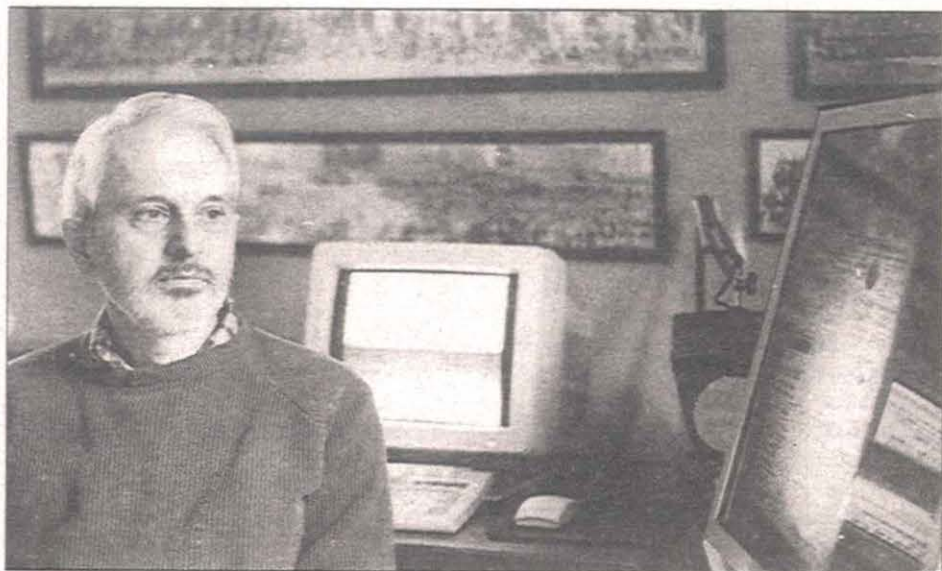
**A Belated Thank you to Michael Shellenbarger**  
by Karin Link

To those of us who found Michael Shellenbarger a support, the news of his illness and death was very sad and sobering.

When I first came to Eugene from Seattle, to study both Historic Preservation and Architecture, Mike was one of the first to welcome me and to make life in the School of Architecture and Allied Arts seem less lonely and formidable. I remember my first meeting of the Preservation students and faculty. Each student at the conference table gave their name and described their background. I had recently published a small article on Henry Bittman, whose firm was responsible for several gems of 1920's terra cotta architecture in downtown Seattle. The book in which the article appeared was entitled Impressions of the Imagination: Terra Cotta Seattle. (No, I had nothing to do with its title!) Before I could say anything more than my name, Mike, brandishing a copy of Impressions, interjected: "...and Karin has helped to produce this wonderful book, which I am sure you have all seen." He then proceeded to describe to the group the book and some of my past doings, amid amusement and comments from others in the room like: "May we have your autograph?" While I could have been and was mildly embarrassed, I was also amused and heartened by the unexpected reception. Of course, it was also a big relief not to have to introduce and describe myself to a whole group of total strangers.

During the same term as I struggled through the heavy load of a first term Architecture student, he gave helpful suggestions and was friendly and convivial. This was in great contrast to some of my compatriots in Architecture studio, who were often seemed gloomy, competitive, unsupportive or just plain scared.

On one occasion, as I was passing a Midterm Review display of projects from Mike's terminal architecture studio, Mike invited me into the Review and began to point out several aspects of the project. The Studio Project, as I remember it, involved adding a major building to the University of Oregon Campus, with some attention to some of Ellis Lawrence's unrealized designs for the Campus. I had grown up near Columbia University's campus in New York. It turned out that Ellis Lawrence had projected a major building and area for the University of Oregon based on Low Library



at Columbia. Mike made a point of showing this to me. As a first year student, I was flattered that he would take the time to invite me into the Review and to explain the Studio Project to me. Also, the reference to my old neighborhood made me more comfortable. I think that he knew that.

Finally during the same year, I had what seemed like a difficult choice to make among some key classes. I attended the first lecture of Mike's "Masonry Preservation Class". I was so enthralled, I couldn't help but sign up for it over another class I felt was very important. The Masonry Class had a much greater influence than I realized. It provided a good background for research I did this summer on Early Twentieth Century Building Materials for the Preservation Assistance Division of the National Parks Service. It also made me aware of the work of the Guastavinos, Father and Son. I have just spent a good portion of this past winter quarter researching the Guastavino Company, which perfected a method, based on vernacular Spanish techniques, of constructing domes and vaults of layers of thin ceramic tile. The Guastavinos were responsible for the construction of an untold number of major buildings between the 1890's and roughly the 1940's, in the United States and even abroad. Needless to say, I have found it a fascinating study. I don't think that I would have attempted any research on the Guastavinos, if Mike had not described their interesting construction technique in the Masonry class.

These are personal reminiscences, but I would like to make clear the debt that I feel I owe to Michael Shellenbarger, for the moral support, inspiration and atmosphere of academic inquiry he provided.

**From Mike, p. 2**

exhaustive research effort, *An Index and Summary of Oregon Building Information in the Portland Daily Abstract (1906-1910)*, a project that was projected to "extend to 1930, when the newspaper (now named *The Portland Daily Journal of Commerce*) ceased to report most of the building-related data contained in the Paper's first twenty-three years." In his sabbatical report, Mike indicated that the purpose of the project "was to record the data in a usable format for my own use as well as for the use of other researchers." This 3200 page document is now housed in the AAA Library and in the Oregon Historical Society in Portland, where future generations of preservationists will have a detailed resource documenting building during Portland's "coming of age."

Mike will be greatly missed by those of us who have known and worked closely with him for the past 20 years. Mike was a highly intelligent and thoughtful colleague who could always be counted on to provide clarity and insight to whatever issue was before the department, school, or university. Mike was responsible for the development of crucial components of the academic program and was a design studio instructor of considerable skill and critical perspective. His work on the architecture of Ellis F. Lawrence will be a lasting testimony to Mike and his desire to share with all who would listen his very real love of architecture. He is survived by his partner, Al Urquhart, his parents, Lola and Clair Shellenbarger of Plattsmouth, Nebraska, and a brother, Jerome, of Placentia, California. Memorial contributions should be directed to the Historic Preservation Program Fund of the UO Foundation.

**Lane County's Historic Places  
Highlight National Historic  
Preservation Week  
by Lisa Teresi-Burcham**

Historic Lane County homes, business buildings and parks will be the featured attractions during National Historic Preservation Week, May 9-15, as community leaders, preservationists, historians, designers, neighborhood groups and private citizens celebrate their local heritage. This year's national theme, "Preservation and Livable Communities: Make the Connection!," invites urban and rural residents to learn more about the valuable connection between historic places and the quality of community life.

Celebrated nationwide as a week of appreciation devoted to national and state historic resources, Preservation Week in Lane County focuses on those historic properties which make Eugene and Springfield, Coburg and Cottage Grove, "livable communities." Historic home tours, neighborhood walking tours, heritage celebrations, historic house dedications, community lectures and film presentations are just some of the activities slated between Saturday, May 8 and Sunday, May 16.

Co-sponsored by the Lane Historic Preservation Council and the cities of Eugene, Springfield, Coburg and Cottage Grove, this year's celebration begins on Saturday, May 8 with historic tours in Cottage Grove, Springfield, and Coburg. But, the official kick-off of National Historic Preservation Week is Sunday, May 9 when the City of Eugene hosts activities in downtown Eugene. Venues for this day's festival of events include such National Register of Historic Places properties as the Shelton-McMurphey House, the Farmer's Union Marketplace, and the East Skinner Butte District along with the popular 5th Street Market. Carriage tours, a covered wagon encampment, historic exhibits and demonstrations and home tours highlight Sunday's events.

The remainder of the week is filled with activities showcasing some of the diverse buildings, landscapes and people which make historic Lane County such a unique place to live. Some of the historic sites slated for events include Springfield's Dorris Ranch and Washburne District, Cottage Grove's historic cemeteries, and Eugene's Blair neighborhood, McNail-Riley House, Lincoln School, Peters-Liston-Wintermeier House, University of Oregon

campus, and her tree-lined historic neighborhood streets. (See the Schedule of Events listed on the next page.)

The festivities conclude on Sunday, May 16 with a "Livable Communities" picnic sponsored by the Lane Historic Preservation Council at the historic Morse Ranch in Eugene. Community members are invited to bring their favorite picnic lunch and share in this final Preservation Week celebration event.

For more information regarding specific events and locations, please contact Lisa Teresi-Burcham with the Lane Historic Preservation Council (344-5546) or Ken Guzowski with the City of Eugene Planning Department (687-5481).

**From president, p. 2**

"Preservation and Livable Communities: Make the Connection!"... the spirit of preservation lies not just in those historic resources which contribute to a community's heritage, but also in the people who make, and have made, that community a livable one... as preservationists, there is no better way in which we can contribute to the sustained viability of our historic community resources than by exemplifying ourselves as community activists...

By this word, "activism," I do not necessarily mean chaining ourselves to threatened historic buildings or landscape features (although this has proven a drastic, but effective means for some individuals)... I mean writing a letter to your local city council or state congressional representative commenting on the impact of proposed legislation ... volunteering to lead a public tour of your local historic district... talking to children in both classroom and historic settings about their role in community preservation... contributing your time as a docent at a local museum, city landmark or national register property... participating as an **active** member of a local preservation group or historical society... attending local historic review board or state advisory council meetings and commenting on issues which impact local historic resources... initiating historical, contextual research on significant events, people, buildings or sites in your community... and, during this all important month of May, promoting Preservation Week (May 9 - 15) in whatever way your community provides...

The idea of preservationists as activists has its historical foundation in the Mount Vernon Ladies Association, chartered in 1858... more recently Paul Groth in an

article on environmental education ("Tithing for Environmental Education: A Modest Proposal", Places, Fall 1990) advocates a modern approach to community activism in which "...designers, geographers, *student faculty* and practitioners should literally consider tithing; working perhaps every other Friday doing something for public education..." Groth insists that "... each of us with the ability to *see* the local environment has a duty to teach that ability to some part of the public. Setting aside some time every other week -- tithing -- could get the project started."

An interesting and, hopefully, convincing reason for us all -- students and professionals -- to contribute a portion of our time and knowledge for the betterment of historic preservation and the livability of our local communities.

**From Russian, p. 1**

and skills. Today, St. Petersburg Restavator workshop employs several hundred designers, engineers and artisans alone; similar workshops are operating in Moscow, Novgorod, Suzdal and elsewhere. Even though these workshops often suffer from a lack of adequate supplies and tools, they maintain a high quality of artisanry. Their workers possess superb skills in restoring miniatures, sculptures, paintings, wooden objects, leather, parchment and furniture as well as in metalworking, wood carving and making cast iron objects.

Despite a relaxation in the suppression of artistic creativity after Stalin's death in 1953, his urban development policies were continued. Although the nihilistic attitude that was prevalent in the 1920s and 1930s had faded, rationalist approaches toward city planning were revived and historicism was discouraged. The postwar demand for housing and the development of prefabricated building components resulted in a focus on new construction, generally on the periphery of cities.

In the 1960s, though, renewed energy was turned towards heritage protection as both citizens and government agencies began to respond to the destruction of the cultural heritage of the Soviet republics.

The All-Russian Society for the Preservation of Historical and Cultural Monuments was formed in 1965 as a reaction to development proposals that would have affected historic areas in Moscow. This  
(please see Russian, p. 9)

# NATIONAL HISTORIC PRESERVATION WEEK 1993 LANE COUNTY

## SCHEDULE OF EVENTS

### **Saturday, May 8**

#### *Pre-Preservation Week Events*

Cottage Grove - 3rd Annual Home Tour / 12 p.m.-4 p.m. (Begins at the Veley House, 207 N. H St.)

Springfield - Dorris Ranch / Kalapuya Walk / 10 a.m.-12 p.m.

Coburg- Historic House Tour / 11 a.m.-12:30 p.m. (Begins at the Pavilion, Willamette & McKenzie)

### **Sunday, May 9**

Eugene - Shelton-McMurphey House Dedication

Tour, Exhibits, Book-Signing, Music / Festivities begin at 10 a.m.

Eugene - Farmer's Union / "The Trail's End" / 10 a.m.-5 p.m.

Eugene - East Skinner Butte Neighborhood Walking Tour and Open House

Carriage Tour with stops at Farmer's Union & 5th St. Market / 1 p.m.-5p.m.

Eugene - 5th Street Market - Historic Exhibits

Springfield - Dorris Ranch Chautauqua Lecture / 1 p.m.-3 p.m.

"What we did before Radio and T.V."

### **Monday, May 10**

Eugene - "Willamette Street Walk" - Downtown Tour & Merchants Display / 12 p.m.-1:30 p.m.

(Begins at Southern Pacific Railroad Depot)

Eugene - "A Taste of Blair" / 4p.m.-6 p.m. (Begins at S.O.S., 407 Blair)

Eugene - Shannon Applegate Chautauqua Lecture / 7 p.m.-9 p.m.

"Jesse Applegate: Destiny's Man Disparaged" / Lane County Museum

Eugene - Univ. of Oregon ASHP Film / 6 p.m. (Rm. 115, Lawrence Hall)

### **Tuesday, May 11**

Eugene - McNail-Riley House Open House & Dedication Ceremony / 5:30 p.m.-7 p.m.

(Corner of 13th Ave. & Jefferson St.)

Eugene - Lincoln School Tour / 5:30 p.m.-6:30 p.m. (650 W. 12th Ave.)

Eugene - Univ. of Oregon ASHP Film / 4 p.m. (Rm. 115, Lawrence Hall)

### **Wednesday, May 12**

Eugene - Historic Tree Tour - Dennis Lueck / 6:30 p.m.-8:30 p.m. (Begins at 10th Ave. & Mill)

Eugene - Tour of Peters-Liston-Wintermeier House / 4 - 5 p.m. (1611 Lincoln St.)

Eugene - Univ. of Oregon ASHP Film / 6 p.m. (Rm. 115, Lawrence Hall)

### **Thursday, May 13**

Eugene - University of Oregon Shellenbarger Memorial Tour - E.F. Lawrence Buildings / 6 p.m.

(Begins in Lobby, Lawrence Hall)

Eugene - "Livable Communities" Panel Discussion - Reception / 7 p.m.; Panel / 7:30

(First Baptist Church - 868 High St.)

Eugene - Univ. of Oregon ASHP Film / 4 p.m. (Rm. 115, Lawrence Hall)

### **Friday, May 14**

Eugene - Dennis Sun Rhodes Lecture / 7:30 p.m. (Rm. 177, UO Lawrence Hall)

"Sacred Sites on the Arapahoe Earthscape"

Eugene - ASHP Film / 6 p.m. (Rm. 115, Lawrence Hall)

### **Saturday, May 15**

Cottage Grove - Historical Cemetery Tour / 10 a.m.-3 p.m. (Meets at Veley House, 207 N. H St.)

Springfield - Washburne District Self-Guided Walking Tour

Springfield - Downtown Revitalization Tour / 2p.m.-4 p.m. (Begins with exhibits at Cafe 131)

Springfield - Dorris Ranch Tours / 10 a.m. & 12 p.m.

### **Sunday, May 16**

#### *Post-Preservation Week Events*

Eugene - Community Picnic - Morse Ranch / 2 p.m.-6 p.m.

For more information on specific events contact Lisa Teresi-Burcham, Preservation Week Committee Chair Lane Historic Preservation Council (344-5546), or Ken Guzowski, City of Eugene Planning Department (687-5481).



## The Roadside Reporter

### The Four Phases of the Automobile Showroom

by George Bleekman III

The history of the automobile industry from its early beginnings has been marked by great change and development. The changes in the automobile are readily apparent -- we see new models every year. But what is not so apparent are the changes that have taken place in the auto showroom, the place where one of the greatest twentieth century American rituals is played out -- the purchase of a new car. Most of us can remember piling into the old family car and driving down to the auto dealership, watching Dad dicker with the salesman about price and options, and of course checking out that "new car smell." Yet, depending on our age, this experience may have taken place downtown on a lavish auto row like Van Ness Avenue in San Francisco, or some suburban dealership spread out over ten acres, or even in the newest incarnation of the showroom, the auto mall. But what are the differences?

The auto showroom has gone through four distinct phases in the 90 or so years it has been in existence, and though it has not changed in function (the selling and servicing of the automobile), auto showrooms have changed in both form and location. Both aspects are especially important to students of the cultural landscape.

The first phase of the auto showroom is one I call the storefront showroom, which lasted from about 1900 to 1915. The early automakers, with most of their capital tied up in production, needed to establish retail outlets as cheaply as possible. The most logical approach to this problem was to lease selling rights to "main street businessmen" throughout the United States. Hundreds of these selling rights were leased to businessmen who were already in the transportation business (livery stables, bicycle shops, blacksmiths, carriage shops), and already had stores on mainstreet.

As business improved, most of these "agencies" (as these original dealerships were called) eliminated their original services and devoted their entire buildings to the automobile. Some dealers remodeled their existing stores to accommodate the new product, but as sales grew most found the existing buildings inadequate and built entirely new stores. These stores fit well into the context of main street with their typical facades, although the large display windows

showcasing the autos were a new innovation.

Yet by the end of the teens, these small storefront showrooms could not keep pace with the number of automobiles being sold. In 1920 the architect Albert Kahn wrote:

*"... the greatest single factor in the business of transportation is the self propelled vehicle ... the function of the railroad is becoming more that of carrying the long haul traffic."*

The auto had become a serious mode of transportation and by the 1920's much improved roads had eliminated the seasonal fluctuations in sales. The stage was set for phase two, one I call the civic showroom.

The automobile had become "something more than the plaything of the well-to-do," and the automobile manufacturers were well aware of this. By 1920, the public began to identify with certain manufacturers, and it was important for the manufacturer to be associated with quality and stability -- they needed to project a sense of permanence. Manufacturers hired prominent architects of the day and began to build "object lesson" showrooms in major cities like New York and Chicago. These showrooms were located on major arteries near the central business districts and were designed to resemble office buildings, banks and other civic buildings. The purpose was to establish the dealership as a civic asset, and it was very successful. Dealerships throughout the country readily established grand buildings on these "auto rows" like Van Ness Avenue in San Francisco (one of the first dealerships on Van Ness was the Willys-Overland building designed by Albert Kahn), and Shattuck Avenue in Berkeley.

By locating near, but not in the business districts, the dealers were able to escape high rents and land costs. These auto rows flourished, in effect creating new main streets, with building after building featuring the latest innovation in automobiles. Dealerships tried to outdo each other with lavish lobbies and display areas, as it was of prime importance to both "create an air of luxurious welcome for the patrons, and suppress obtrusive commercial appointments ... no exception can be taken to the appointments of this sumptuous gallery." These dealers prospered during the 1920's, but by the end of the 1930's, things were changing.

The depression had forced many dealers from business, and the sales of used

cars, parts, accessories and service had grown in importance. Smaller and more flexible buildings were needed and dealers were urged by the auto manufacturers, who realized that if the dealers went out of business, so would they, to relocate on the edge of town where land was cheaper and the dealers could spread their operations out. If they were unable to relocate, they were urged to "modernize" their showrooms. Such was the case of Ingold Chevrolet on Van Ness Avenue. Unable to relocate, the showroom was rebuilt with emphasis placed on the service and parts departments, and the facade was given a streamline moderne look. Although few dealers were able to relocate before World War II intervened, the trend was well established by the start of the war.

Postwar America was poised for the greatest economic expansion of its' history. Returning servicemen came home ready to start families, and were hungry for houses and new cars. But much of this expansion occurred in the new suburbs that were springing up around the cities. The auto dealers were not about to miss out in this age of expansion, and phase III began --the suburban showroom. By October of 1945, General Motors dealerships alone were prepared to spend \$450,000,000 on new showrooms.

The reasons for relocating to the suburbs were many. As mentioned before, a new type of showroom was needed, one that provided bigger service and parts departments, and most importantly cheap land to store acres of new and used cars. It was also very expensive to operate a dealership on the old auto rows where land values were rapidly rising, and rents in office space could easily surpass the profits made in selling cars. The dealerships were also following their customers. It made sense to relocate where the biggest customer base was located. As they moved into the suburbs, the dealers often ended up in rows much like in phase II. A dealer would establish a business on a main suburban artery and others would soon follow.

Yet these showrooms were much different in form than their predecessors. The actual showroom was often a one story building featuring a few cars seen through huge expanses of glass. This was usually connected to a larger one story parts and service department which was often more prominent than the showroom itself. This in turn was surrounded by acres of cars, and the end result was a suburban auto row

(please see auto, p. 7)

## National Trust Drafts Goals for Cultural Diversity in Historic Preservation

Recognizing that support for historic preservation is strongest when it begins at the "grass-roots" level, the National Trust for Historic Preservation has identified cultural heritage as an issue which strengthens the "sense of community" in America's urban and rural neighborhoods.

Based on recommendations made at both the 1991 and 1992 Trust conferences, Trust members adopted the following goals for "integrating cultural diversity in historic preservation:"

**Goal #1** - base historic preservation on substantial intellectual inquiry;

**Goal #2** - base historic preservation on a genuine respect for diverse cultures in American Society;

**Goal #3** - use historic preservation to address community goals, such as environmental protection, housing, education, and recreation;

**Goal #4** - appreciate that the preservation of our culturally-diverse heritage creates self-esteem and a sense of pride in people and place;

**Goal #5** - appreciate the tradition of cultural diversity in American society and the unifying force of this continuing tradition in our nation's future;

**Goal #6** - promote the understanding that cultural diversity supports sustainable local communities and assists with adaptation to their environment;

**Goal #7** - acknowledge that cultural groups have a right to define their own cultural values and the means by which these values will be preserved and interpreted;

**Goal #8** - form partnerships with communities in identifying, documenting, evaluating, and protecting their ethnic and cultural heritage;

**Goal #9** - include consideration of cultural traditions and lifeways in the national historic preservation program;

**Goal #10** - understand that historic preservation assists people in both retaining their own cultural heritage and participating in the broader American culture;

**Goal #11** - increase public awareness nationwide of all components of the nation's diverse history, and promote the preservation of properties associated with history;

**Goal #12** - encourage existing organizations to develop culturally inclusive programs, operations, staffs, and governing bodies, and build alliance with other cultural

groups;

**Goal #13** - examine the criteria, standards, guidelines, and processes of the historic preservation movement at all levels in order to achieve the goals outlined above.

### From Auto, p. 6

literally miles in length. The building no longer had to sell the car, for it was the car that sold itself. Brand loyalty was a big factor, and if a family was a Buick family, they did not need a grand building to attract them to the car -- they simply went to the Buick dealership. As Chester Liebs wrote in *Main Street to Miracle Mile*, the roadside itself became the showroom. The whole operation had to taken in at a glance while driving by at 50 mph, on, of course, the 50 mph strip. Huge signs became very important, and one can still drive along the remaining suburban auto strips and see the huge Ford, Chevrolet or Buick signs looming overhead.

Not all dealerships relocated in close proximity to each other. When the Cadillac Agency of Van Ness relocated in 1953, they simply moved across town to the more suburban Stonestown Shopping center. It of course featured a large service area complete with a large parts department and an expansive parking lot for storing autos.

These suburban auto rows worked well until the early 1980's when suburban land prices began to skyrocket. Many dealerships, like their predecessors on the urban auto rows could no longer afford to remain on the land that their dealerships sat on. Competition narrowed the profit margin, and for many dealerships, the only way to stay in business was to group together and buy or lease land even further out of town. This is phase IV and appears to be the showroom of the future -- the auto mall.

This new form of auto row is a coop of sorts. By pooling their resources dealers are able to remain in business with a lower overhead and are able to attract more customers, much like the retail stores that have grouped together in malls to survive. Six dealerships that were located along San Pablo Avenue in Albany and El Cerrito now make up the core of Hilltop Auto Mall in Richmond, and many of the dealerships on Shattuck Avenue have now moved to the Berkeley Auto Mall on lower Ashby Ave., near I-80.

Many of these malls of the future will offer more than just automobiles. The Fairfield, California auto mall is a 52 acre mall that will eventually include 12

dealerships, along with restaurants, a health club, playground and heliport -- all of which surround a man made lake (the city of Fairfield is part owner in the complex). The Stockton, California Auto Center covers 108 acres and contains 15 dealerships in addition to restaurants, a bank, insurance agents and a community meeting center. Yet just like all the other phases of the auto showroom, success depends on visibility and placement next to a main thoroughfare. The more successful malls are the ones next to freeways or main arteries.

It will be interesting to see what the future will bring for the auto showroom. Perhaps the auto malls will become bigger and bigger, eventually mutating into megamalls. But considering the showroom has gone through four distinct phases in only 90 years, change is inevitable. And by no means were these phases cut and dried. Some phase II showrooms on urban auto rows are still in business to this day. There are still many examples of active dealerships along Van Ness Avenue, although many are now moving to phase IV auto malls (Martin Swig in 1987 moved 15 franchises from Van Ness to an autocenter at 16th and Potrero and Ron Greenspan in 1988 moved four of his franchises to a center south of Market, both effectively bypassing phase III). It is simply too expensive to operate a dealership on Van Ness. For the most part, the urban auto rows are just bits of history, as are many of the suburban rows. The day of the storefront showroom is long gone, but it is fun to observe the landscape and see the pieces that remain.

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## **PRESERVATION ACTIVITIES** **UPDATE**

### **Conferences**

**Vernacular Architecture Forum's** 1993 Annual Meeting in Natchez, Mississippi, **May 12-15**. For further information contact Belinda Stewart, P.O. Box 873, Eupora, MS 39744; (601)258-6405.

**The Land Trust Alliance's** national conference for land trust and land conservationists will take place **May 23-25** in Snowmass, Colorado. This year's conference, **National Rally '93**, will offer "innovative land conservation and historic preservation projects and speakers, workshops, and seminars on conservation strategies and stewardship; fund-raising and public relations; legal, tax, and technical topics; and non-profit management." For more information contact the Land Trust Alliance at (202)785-1410.

**The Association for Preservation Technology and the American Institute for Conservation of Historic and Artistic Works** will jointly sponsor the Collections in Historic Buildings conference in Denver, Colorado, **June 1-5**. Addressed will be the protection of collections and the historic buildings which house them. For additional information contact the American Institute for Conservation of Historic and Artistic Works; (202) 232-6636.

**The Society for Industrial Archaeology** will sponsor its 22nd annual conference in Pittsburgh, Pennsylvania, **June 3-5**. For more information contact: Richard O'Connor, HABS/HAER, National Park Service, 108 Boyle Center, 120 E. 9th Ave., Homestead, Pennsylvania 15120; (412)464-0784.

**The Society for Commercial Archeology** will host a Diner Conference in Philadelphia, Pennsylvania, **June 17-19**. A one-day symposium, a three-state diner tour, and a Lincoln Highway diner tour will be the highlights of this event. For more information contact SCA board member and conference coordinator, Mike Bennett at (302)427-3839.

**The African American Museums Association** 1993 Annual Meeting in Roanoke, Virginia, **August 26-28**. Two days of this conference will be devoted to cultural advocacy, grant writing, outreach and the role of minority professionals in mainstream institutions. Contact Jocelyn Robinson-Hubbuch, Executive Director, AAMA, P.O. Box 548, Wilberforce, Ohio 45384; (513)376-4611.

Sponsored by AAM, the **Colonial Williamsburg Foundation, the National Trust for Historic Preservation and the American Association for State and Local History**, the 1993 Seminar for Historical Administration will be held at Colonial Williamsburg, **October 31 - November 20**. Financial assistance is available. For more information contact Peggy Howells, Manager, Museum Professional Services, The Colonial Williamsburg Foundation, P.O. Box 1776, Williamsburg, VA 23187-1776.

### **Workshops**

**"The Art of Garden Design"** will address garden history and fine garden design in historic Charleston, South Carolina, **March 11-13 and June 24-27**. For more information on this lecture and field study

opportunity contact Hugh Dargan Associates, Inc., 78 Society Street, Charleston, South Carolina, 29401.

**The Museum of Early Southern Decorative Arts** will sponsor a graduate Summer Institute entitled **"Early Southern History and Decorative Arts,"** in Winston-Salem, North Carolina, **June 20-July 16**. Study of backcountry material culture prior to 1821 will be the focus of this summer's study. Graduate credit in history will be awarded. Students interested in material culture, history, American art or museum studies are encouraged to attend. The deadline for applications is April 20. For information and application contact Sally Gant, Director of Education, Summer Institute, Museum of Early Southern Decorative Arts, (919)721-7360.

Sponsored by the **Advisory Council on Historic Preservation and the GSA Interagency Training Center, "Introduction to Federal Projects and Historic Preservation Law"** will be offered in Seattle, **July 27-29**. Topics will include Section 106 review, National Register determination, federal undertakings and Federal agency historic preservation planning processes. For more information contact the GSA Interagency Training Center; (703) 557-0986.

### **Call for Papers**

**"Reclaiming Women's History Through Historic Preservation,"** the first national conference concentrating on women and preservation sponsored by a consortium of preservation groups in New Jersey and Pennsylvania, has issued a call for papers. Panel and paper proposals will be accepted on two themes: identification of buildings, sites, and objects associated with women's history, and how interpretation and education programs associated with these sites can enhance and promote the understanding and appreciation of women's history. The conference will take place at Bryn Mawr College, Bryn Mawr, Pennsylvania, **June 17-19, 1994**. For information contact Gayle Samuels at (215)527-4470.

**The New England Historical Association's** Fall meeting will take place at Brown University on **October 23**. Paper proposals are invited on any topic, area or period, but must be submitted for consideration by **June 15**. Contact Peter Holloran, NEHA Executive Secretary, Pine Manor College, Chestnut Hill, MA 02167 for more information.

### **Fellowship**

**The Historic American Engineering Record (HAER) and the Society for the History of Technology (SHOT)** have established a fellowship program and invites proposals for 1993-1994 from graduate student in history and museum studies for projects that "integrate insights and methodologies of material culture studies and the history of technology. Such projects can include hydroelectric technology, hard-rock mining, bridge design and construction, the iron and steel industry and the coal and coke industry, but all technology-related proposals are invited. Fellows will receive funding from one to eight months at \$2,500 per month and may be based either in Washington, D.C. or in the area of study. For consideration, please submit a proposal and bibliography (not to exceed 1,500) words, a sample of scholarly writing demonstrating original research, two letters of recommendation, and a resume with current address and phone by **May 15, 1993** to: Gray Fitzsimons, HAER Historian HABS/HAER Division, National Park Service, P.O. Box 37127,

Washington, D.C. 20013-7127; (202)343-3901.

### **Internships**

**The Antiquarian and Landmarks Society** has an eight-week curatorial intern position for the summer of 1993. A \$2,000 stipend and housing is offered. Responsibilities include cataloguing the collections in a mid 19th-century historic property in Groton, CT. Some knowledge of decorative arts, museums and computers, is necessary. Send resume and letter to: Karin Peterson, Associate Director, Antiquarian and Landmarks Society, 394 Main St., Hartford, CT 06103.

### **Jobs**

**Museum Division of the Kentucky Historical Society** is looking for a **Museum Division Manager** with good communication skills and a working knowledge of the current standards of education, ethics, and collections management. Exhibit and program planning for three existing sites -- an 1830 Greek Revival Old State Capitol, the state History Museum, and Military History Museum -- plus a proposed History Center. M.A. in museum studies (preferred), history, or related field; three to five years of progressively responsible management experience...For more information contact: Dr. James C. Klotter, P.O. Box H, Frankfort, Kentucky 40602; (502)564-3016.

**The Ohio Historical Society** is looking for an **Historic Site Manager** for the Harding Home State Memorial in Marion, Ohio. This position calls for supervision of personnel, research and interpretation of President Harding, maintenance of the site, including the Harding Tomb. A degree in interpretation, management, museum management or a related field is required in addition to four years interpretation and management experience. Resumes may be sent to Personnel Office, The Ohio Historical Society, 1982 Velma Ave., Columbus, Ohio 43211-2497.

**Strawberry Banke** in Portsmouth, New Hampshire is seeking a **museum curator**. The museum's mission is to preserve, study, and interpret the history of an urban neighborhood from its settlement in the early 17th century to the present. The curator's responsibilities include the growth, care, documentation and exhibition of the museum's collections and architecture; managing the curatorial, archaeology and library and archives divisions; and planning for the museum interpretive work, community relations and funds development. An advanced degree (M.A. or Ph.D.) in American material culture or a related field, writing, speaking and teaching skills and a minimum of three years' management/administrative experience. Send a letter of application and a current resume to: Dennis A. O'Toole, Executive Director, Strawberry Banke Museum, P.O. Box 300, Portsmouth, NH 03802-0300.

### **PRESERVATION BOOKSHELF**

**Roadside America: The Automobile in Design and Culture** edited by Jan Jennings, published by Iowa State University Press, Ames Iowa for the Society for Commercial Archeology, 1990. The impact of the automobile on 20th-century American culture and the built environment is the theme of this compilation of essays addressing such diverse topics as Streamlined Moderne Architecture, photography, juvenile literature, (please see list, p. 9)



## Regional News-Southeast by Bridget Yunker

To celebrate National Preservation Week, the Savannah College of Art and Design hosts their annual focus Week. The Key note speakers will address topics concerning "Southern Cities in Crisis." At the close of the lecture series a round table discussion will be open to all present. For more information call SCAD, School of Building Arts, at (912) 238-2409. The following is a list of events.

### Thursday, May 13, 1993

7:00 P.M. Lecture - Ina Brosseau Marx, Conservator, founder and co-director of the "Finishing School" in Great Neck, New York, and founder of "The Decorative Painters' Network," an information exchange for the decorative painters.

### Friday, May 14, 1993

9:00 A.M. - A Conservation Workshop - A demonstration by Ina Brosseau Marx complementing her Thursday lecture.

### Saturday, May 15, 1993

9:00 A.M.-12:00 P.M. "Southern Cities in Crisis." Carl Westmoreland - A planning and design consultant for urban program design and publications, and the president of Westmoreland Development Company. Roy Worskett - An architect and town planner specializing in urban design and conservation, and international professor of architecture. Arthur Ziegler, Jr. - Executive Director of the Pittsburgh History and Landmarks Foundation, author of Historic Preservation in Inner City Areas, and co-author of Revolving Funds for Historic Preservation.

12:00 P.M.-1:30 P.M. lunch break.

1:30 P.M.-3:00 P.M. A round table discussion, featuring Carl Westmoreland, Roy Worskett, Arthur Ziegler, Jr., and the City of Savannah Officials.

The week will culminate with a Low Country Boil sponsored by the Historic Preservation Department of the School of Building Arts.

National Preservation Week will also be observed at the University of

Georgia with events sponsored by the Student Historic Preservation Organization. Following is the schedule of events.

**Monday, May 10** - Preservation Week proclamation photo shoot with Charles Knapp and SHPO officers.

**Tuesday, May 11** - School of Environmental Design Vincent Lecture Tim Keller, landscape architect/preservation planner, and Genny Keller, preservation planner.

**Wednesday, May 12** - SHPO brown bag special lecture for preservation students by the Kellers.

**Friday, May 14** - Induction Ceremony.

**Saturday, May 15** - Second Annual Preservation Pub Crawl.

The Southeastern student preservation associations hope everyone has an informative and enjoyable Preservation Week.

### From Russian, p. 4

grassroots organization was instrumental in saving a handful of churches in the old trading district of Zaryadye near Red Square when the new 3,500-room Rossiya Hotel was constructed. The group also helped force the revision of a plan for Kalinin Avenue, a new radial thoroughfare that necessitated the removal of whole city blocks, so several older buildings and an exquisite church could be saved.

Through dues and donations from citizens, the Society has been responsible for initiating the identification, documentation and preservation of numerous historic sites. Its continued growth reflects a popular appreciation for the creativity of Russian heritage, increased awareness of historic sites, and increased interest in visiting them. The importance of such a grassroots group was recognized when the Russian Council of Ministers granted the society the authority to review new development in areas designated as historic areas by the Register of Historical and Cultural Monuments.

In the 1970s, Soviet urban development plans showed an increasing interest in contextual development: Proposals reflected an integration of the new and old as architectural monuments were viewed as part of the urban fabric. Several areas near Moscow, such as Kolomenskoe and

Tsaritsina, were designated protected cultural zones. Significant legal controls were instituted with the establishment of government agencies, an advance system of monuments identification and documentation was created at the national, republic and local levels, and protection was offered to significant cultural zones. These trends reflected the work of groups like the All-Russian Society as well as the evolution of attitudes throughout the worldwide preservation community, to which Soviet ties were strengthening.

The Russian peoples' strong commitment to their heritage not only survived suppression under decades of totalitarian rule, but also surfaced repeatedly to influence the central government's attitude towards the nation's architectural, archaeological and historic resources.

The recent political and economic changes in Russia certainly will unleash new forces that will affect the country's historic resources. The diffusion of control under privatization initiatives and the economic dynamism of capitalism may present new challenges for conservation. But it may be that Russians can use their newly obtained personal freedoms to rise to these challenges and mount a vigorous expression -- and defense -- of the importance of their heritage.

### From list, p. 8

Rock and Roll, motels, parkways and Houston, Texas. The thread which ties all these topics together is the "irrevocable change in buildings, institutions, behavior, and everyday life that the automobile has brought to rural regions, small towns, and cities." The historical context is, therefore, set for preservationists working to evaluate and protect today's extant roadside architecture. A must for any student interested in the relationship between architecture and transportation.

Wood, Brick & Stone: The North American Settlement Landscape (Volume 1: Houses) by Allen G. Noble, published by the University of Massachusetts Press, Amherst, 1984. Intended as "an introduction to the major features of the American settlement landscape, as it has evolved from the colonial period to the present time," this book begins its discussion with the concept of American cultural hearths and the process of cultural diffusion. It continues to explore the evolution of the settlement landscape through the various Colonial House types and their evolution based on environmental factors, the indigenous peoples and western movement house forms, and the eventual diffusion and modification of early eastern houses. Of course, as implied by the title of this publication, the materials of construction play an important role in the form, style and plan type of the American house as it emerged in the east and evolved in the west. Valuable for its plan and form illustrations, cultural diffusion diagrams and short, descriptive studies of various house types, this book is a necessary addition to any architectural library.

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