

((Oct. 1990))

**United States Department of the Interior
National Park Service**

1551

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

1. NAME OF PROPERTY

HISTORIC NAME: Farmington Historic Downtown Commercial District
OTHER NAME/SITE NUMBER: N/A

2. LOCATION

STREET & NUMBER: Approximately 8 blocks in downtown Farmington along Main Street and Broadway, from Auburn Avenue to Miller Avenue.

NOT FOR PUBLICATION: N/A

CITY OR TOWN: Farmington

VICINITY: N/A

STATE: New Mexico

CODE: NM

COUNTY: San Juan

CODE: 045

ZIP CODE: 87401

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Jan V. Biele

11/4/02

Signature of certifying official

Date

State Historic Preservation Officer

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

- entered in the National Register
See continuation sheet.
- determined eligible for the National Register
See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain):

Jan V. Biele
Signature of the Keeper

Date of Action

12/20/02

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

Public-local

CATEGORY OF PROPERTY: District

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	62	37 BUILDINGS
	1	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	63	37 TOTAL

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING: N/A

6. FUNCTION OR USE

HISTORIC FUNCTIONS: Commerce/Trade: specialty store; restaurant; department store; financial institution;
 Business; professional; organizational; warehouse
 Social: meeting hall
 Recreation and Culture: theater
 Religion: religious facility
 Domestic: hotel,
 Healthcare: medical business/office
 Landscape: park
 Other: domestic/commercial combined

CURRENT FUNCTIONS: Commerce/Trade: specialty store; restaurant; department store;
 business; professional; organizational; warehouse
 Social: meeting hall
 Recreation and Culture: theater
 Religion: religious facility
 Domestic: hotel,
 Healthcare: medical business/office
 Landscape: park
 Other: domestic/commercial combined
 Vacant/Not in Use

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: No Style
 Late Victorian: Italianate
 Late 19th and 20th Century Revivals: Classical Revival; Mission; Pueblo
 Modern Movement: Moderne; International Style
 Other: Utilitarian Commercial

MATERIALS: **FOUNDATION** Concrete
WALLS Stucco; Concrete; Ceramic Tile; Stone-sandstone; Wood; Aluminum
ROOF Asphalt; Metal-tin; Wood-shingle
OTHER Glass

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-26).

8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

CRITERIA CONSIDERATIONS: Criteria Consideration G

AREAS OF SIGNIFICANCE: Commerce
Architecture

PERIOD OF SIGNIFICANCE: 1906-1956

SIGNIFICANT DATES: 1923, 1949, 1953, and 1956

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: unknown

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-27 through 8-36).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-37 through 9-39).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

PRIMARY LOCATION OF ADDITIONAL DATA:

- State historic preservation office (*Historic Preservation Division, Office of Cultural Affairs*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: Gateway Park Museum, Farmington, NM

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: 22.04

UTM REFERENCES	Zone	Easting	Northing	Zone	Easting	Northing
A	12	749163	4068232	C	12	749808
B	12	749823	4068313	D	12	749280

(see attached USGS Quad map)

VERBAL BOUNDARY DESCRIPTION (see continuation sheet 10-40)

BOUNDARY JUSTIFICATION (see continuation sheet 10-40 through 10-41)

11. FORM PREPARED BY

NAME/TITLE: Claudia Smith

ORGANIZATION: Claudia Smith Preservation Planning Consultant **DATE:** October 2001

STREET & NUMBER: 294 Old Church Road **TELEPHONE:** (505) 898-0012

CITY OR TOWN: Corrales **STATE:** NM **ZIP CODE:** 87048

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

- MAP**
1. Farmington South USGS quadrangle map (7.5 series)
 2. District map (Figure 7-1) with district boundaries, photo reference points, and contributing and noncontributing resources.

PHOTOGRAPHS (see continuation sheet Photo-42 through Photo-46)

ADDITIONAL ITEMS

PROPERTY OWNER

NAME: List of property owners kept on file with Historic Preservation Division, New Mexico Office of Cultural Affairs

STREET & NUMBER: 228 East Palace Avenue, Room 320 **TELEPHONE:** (505) 827-6320

CITY OR TOWN: Santa Fe **STATE:** NM **ZIP CODE:** 87501

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Farmington Historic Downtown Commercial District
Farmington, San Juan County, New Mexico

Summary

The Farmington Historic Downtown Commercial District is located in an area the Navajos named "Totah", meaning "three waters". The Animas, San Juan and La Plata rivers converge directly to the south and west of the district. The district focuses on Main Street and Broadway, with 96 commercial buildings with storefronts oriented to the street and contiguous or shared side walls. A city park at the heart of the district, two meeting halls, and one remaining house underscore the inherent civic and social functions of main-street centralized business development. In total, the district's 100 properties represent a coherent record of the development of a regional marketing center for the San Juan agricultural valley dating from 1906 through 1956. Architectural styles and building typologies trace the path and pattern of market center development from Railroad-era growth, 1906 to 1923, to the oil and gas economic boom of the 1950's. The corridor formed by these varied structures arranged closely along both sides of the sidewalk, defines the district today.

Setting

The Farmington Historic Downtown Commercial District slopes gently southward toward the Animas River affording views of Farmington's dramatic southern mesa, Shannon Bluffs. The district ascends towards Farmington's earliest residential district where the 1908 Gothic Revival Saint John's Episcopal Church and the 1929 domes of Sacred Hearts Catholic Church rise above downtown's northern horizon.

The region's striking sandstone and limestone cliffs create a stunning backdrop that is mirrored in the use of rustic sandstone, flagstone and limestone architectural accents throughout the district. Yellow and red brick complements the regional palette, and golden hollow tile storefronts and stucco facades, while Main Street's sidewalk are embossed with umber and turquoise Navajo cosmological symbols.

Main Street and Broadway remain important east-west corridors connecting to Farmington's primary highways, U.S. 64 and 550. Traffic flows southwest through the district to access the Medical Center and Indian Center and northwest to shopping centers, hotels and malls along the Durango Highway. The escarpment at East Main and Court Avenue creates a visual barrier to the auto-oriented commercial strip development northeast of the district. Urban renewal era parking lots, immediately north of the district off Main Street, replaced earlier housing and neighborhood commercial buildings. Light industrial development borders the district to the east at Miller Avenue and to the south at Animas Avenue. Continuing south, the 3.7-mile River Walk trail running northeast along the Animas River is accessed off Miller Avenue at Boyd Park.

Significant Streetscapes

Buildings in the district have developed with distinctive architectural forms for commercial purposes. Early market development and railroad-era, two-story, brick buildings and simple storefronts dating from 1906 to 1923 stand in the one-hundred blocks of East and West Main Street. The streetscape pattern quickly developed

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as wooden storefronts clustered side by side defined a street edge lined with boardwalks. Fires on East Main destroyed the early wooden buildings with the exception of the 1906 false-front, Farmington Lumber store, which is the oldest contributing building (photo 1, bldg. 117). Substantial brick and limestone structures replaced the earlier buildings and a Railroad-era Business District emerged between 1907 and 1915.

Centered on Hunter Park at Main Street and Orchard Avenue, the two-story Italianate pharmacy, Neo-Classical Revival bank and the unique Falling Waters building embellished with Navajo symbols, distinguish the Railroad-era Business Block development (photos 3, 4, 5, bldgs. 109, 97, 108). The small park becomes a focal point with 80-foot frontage on Main and 126-feet on Orchard Avenue, (photo 4, site 97-A). The park's ash and pine trees, incorporated into the sidewalk design are visible at many points throughout the district owing in part to the unique street plan.

While following a typical railroad-era grid pattern, avenues that intersect East Main Street do not align. North-south traffic must jog across Main at Orchard, Commercial, Wall and Miller Avenues, and Allen Avenue dead ends at Broadway. Block lengths vary from 250- to 325-feet on Main Street and from 300- to 625-feet on Broadway (photo 10, south to Broadway on Allen Avenue). Twenty-five-foot wide alleys run the east-west length of the districts on both sides of Broadway and Main Street adding to the urban feel of downtown (photo 6, Main Street's south alley).

In the 1930's and early 1940's, Farmington's commercial district grew west along Main Street. Modest International style and two-story Streamline Moderne and Modern style department stores and shops adhered to the established setback and pedestrian orientation. Smaller one-story retail buildings, mixing in with the larger multi-story buildings now extended into the two hundred and three hundred-blocks of West Main Street.

Between 1948 and 1956, as the oil industry overtook the agricultural economy, demand for housing and office space swelled. Two-story buildings along Main Street continued to incorporate upper story apartments, rooming houses and now oil offices in their construction design well into the 1950's (photo 14, bldg. 82).

By 1949, commercial development spread laterally to Broadway with the construction of simple utilitarian shop fronts. These modest concrete block and brick buildings provided economical and versatile resources for expanding commerce during the oil and gas boom. New construction continued to be oriented to the street and built to have abutting side walls, contributing to the streetscape design established at the turn of the 20th Century. The District's essential urban fabric remains intact.

Name of Property Type: Commercial Property

Buildings in the Farmington Historic Downtown Commercial District share common traits and physical characteristics, which contribute to defining the fabric of Downtown Farmington. This building typology is defined collectively as Commercial Property Type.

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The spine of the commercial development is Main Street, with ancillary development emerging along intersecting streets and the parallel street, Broadway. With the street as the anchor, buildings abut the sidewalk and other buildings next to them, eventually filling in as much available street front as possible. As the pattern developed a dense, urban, pedestrian oriented street wall emerged.

The street front or façade distinguishes one building from the next, as side walls are utilitarian, designed to be shared with or adjacent to neighboring buildings. The rear of the commercial building functions for service or private entry and buildings generally fill their lot. Lots are rectangular twenty-five feet wide by one hundred-foot deep as originally platted in 1879. Larger buildings combine lots for fifty and seventy-five-foot street frontage (photo 11, 12).

The façade composition becomes the basis for identification of four subtypes. The typologies refer to the facade form and mass, not the architectural style. A range of architectural styles are employed, however, the primary function remains commerce-oriented development, attracting trade. Buildings may be single or multi-story; all share street level commercial facades with public entry and display windows addressing the street. Buildings are fabricated from a range of construction materials including brick, adobe, wood-frame, reinforced concrete, and hollow clay tile. Local brick kilns were established in 1907, and milled lumber was available by train from Durango, Colorado, in 1905. The predominate use of concrete block dates to early fabrication on site in the 1920's to present-day prefabricated concrete masonry units.

The Commercial Property type functions for all sorts of businesses and is not limited to retail stores. Buildings fitting this typology house professional offices, light industrial manufacturing, service industries, banks, restaurants, and provide meeting rooms for religious and civic organizations as well.

Subtypes

The Commercial Property type is divided into four subtypes reflecting the most common property typologies and collective physical characteristics. Architectural Historian Richard Longstreth divides main-street commercial buildings into zones with varied functions. Borrowing from his, The Buildings of Main Street: A Guide to American Commercial Architecture, the Business Block and Store building types are defined by function and the structure that enables that function.

Business Block:

The Business Block has two or more stories with a horizontal division into two distinct zones. The zones may be similar in design and materials or have distinct visual differences. The two-part division reflects the difference of use on the interior for each zone. The street level, lower zone is used for public business, retail stores, banks, etc. The lower zone's design functions to call attention to the business inside with display windows and inviting entries. The upper zone suggests more private uses such as offices, hotel rooms, meeting halls, and residences. Windows are smaller and doorways less inviting. The 1907 State Registered Falling

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Waters building (HPD 1631) is Farmington's earliest example (photo 5, bldg. 108), with two-part building construction continuing through the 1920's and 1930's (photo 7 bldg. 96, photo 11, bldg. 79) into the 1950's, (photo 14, bldg. 82).

Store:

This single story building type functions in much the same way as the lower zone of the larger Business Block type. It is a simple box with display windows in a decorated façade; it should not be confused with freestanding commercial buildings. The Store structure functions as part of a block, designed to abut the buildings to its sides. If it is not contiguous with other buildings, its exposed side walls are not used for entry or display but remain unadorned or at most hold signage. It should be noted that these simple utilitarian commercial spaces undergo continual façade and interior remodeling and redecorating as functions and consumer tastes change, but the basic elements remain the same. Often an enlarged fascia provides an area for both wall mounted and perpendicular signage. Street frontages are commonly twenty-five-feet and range from a divided lot size of ten-feet to fifty-feet. The simple design allows for multiple uses and multiple stores in one building. Buildings utilizing this typology date from 1910 (bldg. 104) through 1956 (photo 18, bldgs. 41, 34-A, 34-B).

Theaters and Halls:

There are two movie theaters (photo 11, 15, bldgs. 77, 78) and two halls in the district. Their characteristics are defined by their function. The two halls include a mission (photo 20, bldg. 33) and one lodge. Similar to a theater, they have a large central auditorium with a high ceiling. The buildings are one-and-one-half to two stories in height. Unlike the theaters, they are set back on their lots and while each has a central lobby entrance, it is not as prominent or wide as the lobby and marquee entrance of both theaters. The two theaters include retail and office space on either side of their lobbies and both marquees are topped with vertical signage.

Gas Station:

There is one gas station in the district. Its lot setback allows for access to four garage bays, while its east wall abuts the neighboring building in a continuation of the established street pattern.

Architectural styles in Downtown Farmington include Neo-Classical Revival, Italianate, Mission Revival, Pueblo Revival, International style, Moderne, and Streamline Moderne. Store typology buildings that employ no embellishment are defined architecturally as Utilitarian Commercial. The simple facades have symmetrically placed doors and windows. Most commonly, two display windows flank a single, centered door with an enlarged fascia for signage (photo 23, bldg. 19). Utilitarian Commercial buildings are located predominately on Broadway, meeting the need for simple, economical store frontage during the oil and gas boom of 1948-1956 (photo 18, 21, 24).

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Most embellished Store type buildings in the district utilize a simple International style vocabulary. Author Chester H. Liebs characterizes the Modernist "visual front" on commercial buildings as attracting attention while still adhering to the functional expression dictum by exaggerating the building's structural components.¹

Farmington Historic Downtown Commercial District store facades dating from 1930 through 1956 utilize exaggerated structural components in both one and multi-story buildings. Façade edges often become a pilaster enframing a large glazed area or window wall. A wide band or stylized surround frequently encircles the windows. Pilasters become end wall piers as window walls are recessed. Windows cantilever in, piers lean out and street facades may angle in towards one corner creating off-center, angular overhangs (photo 16, bldg. 61, photo 21, bldg. 46). In more elaborate buildings the window walls remain enframed but the frame becomes more stylized as an expressive exhibition, and canopies and overhangs become a significant design element (photo 3, bldg. 110).

Appearance During the Historic Period of Significance

The Farmington Historic Downtown Commercial District was the home not only of stores and offices, but also of theaters, banks, hotels, courthouses, and city halls. Ladies guilds, business associations and other bastions of community well-being viewed the District as the ideal setting for speeches, parades, and celebrations. Most importantly, the district became San Juan County's magnet for trade from 1906 through 1956. Set in a rural agricultural valley, Farmington was a small town with a busy downtown commercial district attracting trade from farms and ranches, along with Navajo commerce. In the 1950's, irrigated orchards were still in production directly north of Main Street, and Navajos came to trade in wagons, camping on Broadway by the blacksmith shop. Three blocks of Main Street remained the only paved road in Farmington until 1958, when a portion of Broadway was paved.

The District declined as a commercial center when the agricultural based economy was replaced with a cyclical boom and bust oil and gas economy in 1956. Business moved out of the downtown area as commercial auto-oriented strip development and housing subdivisions located northeast and west of the District. Municipal offices moved out of the District in 1957, and the area further declined when oil and gas prices declined in the 1960's.

Through 1956, commerce remained densely centered on Main Street with ancillary service businesses on Broadway. This compact urban center remains intact in the district, which retains the feeling of a pedestrian trade center in a rural, small-town setting.

¹ Liebs, Chester H. Main Street to Miracle Mile American Roadside Architecture. Baltimore and London: The John Hopkins University Press, 1995.

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Requirements for Contributing to the District

Because of the importance of the established commercial development pattern in defining the Downtown urban streetscape from 1906 to 1956, buildings must possess the following characteristics to be considered contributing:

1. Facades oriented to the street with sidewalk access.
2. Building sides abutting neighboring structures or utilitarian side walls designed to allow for infill and urban main-street development.
3. Frontage along Main Street or Broadway or one of the eight intersecting streets, Auburn, Locke, Behrend, Allen, Orchard, Commercial, Wall or Miller avenues.
4. Retain characteristic features, materials and details that communicate a distinct style or typology dating to the period of significance.
5. Retain original massing and roof shape.
6. Retain original door and window positions.

In addition, all contributing buildings retain most of the following secondary features: original façade materials and architectural details or special features that contribute to the original identifiable character of the property.

Buildings were evaluated to determine if they retained a sufficient degree of integrity of design, materials and/or workmanship to contribute to the historic character of the District. Architectural style was a significant but a secondary consideration since styles were employed for marketing and image making for the commercial ventures inside. Building facades were often altered to promote existing business or accommodate new ventures in Farmington's boom and bust economy. Acknowledging façade revitalization as a continuing dynamic associated with main-street commercial development does not distract from the district's essential urban fabric and historic character.

Two buildings that were altered during the period of significance creating a distinctive façade style are considered contributing. The 1911 Wright Building was remodeled in 1949-1953. While not altering the massing or street orientation, the remodel incorporated a distinctive tiled Art Deco retail façade with refurbished second floor apartments (photo 7, bldg. 93 with Freytag & Farrar Jewelers sign). The building contributes to the district by illustrating the resurgence of Business Block typology in the 1950's.

The 1908 brick Farmington Billiard's was stuccoed white in the 1930's. Second story windows were replaced with casement and glass block was added around the street level entry and display windows. The continuously operating pool hall retains its massing, adopting a 1930's Business Block typology, and is contributing (photo 2, bldg. 128, displaying Pepsi sign).

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Buildings that have been remodeled after the period of significance, altering the defining characteristic of the façade are noncontributing. The 1990s Chamber of Commerce Building remodel resurfaced the structure with two tone stucco, replaced windows, and added awnings leaving no record of the original 1929 store (photo 9, bldg. 99). Additionally, facade remodels that alter the character of the streetscape or storefront remodels that sever the coherence of a façade style are noncontributing. The 1910 Italianate, Hunter Mercantile 1940's remodel disrupted the railroad-era streetscape (photo 5, bldg. 107, second building from left). Further 1990s remodel to the portion of the L-shaped building on Orchard Avenue destroyed the unity of design (photo 6, bldg. 107).

Modifications of windows and doors that have not substantially changed the building's relationship to the streetscape or altered the façade's defining characteristics are considered contributing. Fitting original door and window openings with aluminum frame display windows and doors became typical maintenance procedure in the 1950's and have not significantly altered the facades of the majority of District buildings.

Buildings in the district that have remodeled the upper fascia with the addition of aluminum siding, tile or wood overhangs are noncontributing (photo 12, bldg. 90, 92, 94, central portion 300 block West Main St., and photo 8, bldg. 87, Browns Shoes, and photo 11, bldg. 83).

The District's only residential building, with its distinctive domestic massing and street setback, does not conform to the established Commercial Property typology, and is noncontributing (bldg. 45).

There are fifteen contributing buildings that were built between 1950 and 1956, and are not yet fifty years old (bldgs. 21, 24, 26, 28-B, 31, 34, 38, 41, 43-A, 43-B, 61, 63, 69, 74, 82). These buildings are an integral part of the district representing the continuation of the trade center development pattern into the 1950's. Further, they document the district's final stages of development, the resurgence of main-street oriented urban mixed use commercial enterprise and lateral streetscape expansion.

District Inventory

Information on district resources is organized by street address on Table 1, District Inventory. The District includes ninety-nine buildings and one site of which sixty-three are contributing and thirty-seven are noncontributing. A select number of contributing resources that illustrate periods of development, building sub-typologies and/or architectural styles are described below. Building numbers are keyed to the district map (see Figure 7-1).

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302 East Main Street Farmington Lumber and Hardware Company 1906
Contributing

C.C. Mumma originally located his Farmington Lumber and Hardware store by the railroad tracks, but a barroom dare resulted in the arson of that building. Mumma, who later became a state senator, purchased the 1906 wood, false-front building on the busy corner of Wall Avenue and East Main (bldg. 117, photo 1). Owned by his descendent Tom Taylor, the family business continuously operated until 1995. Currently Bev Taylor's artist's studio and Albuquerque Hardwoods share the building. The districts oldest contributing building survived the fires in 1910 and 1914, which destroyed many of East Main Street's buildings. It is an excellent example of early commercial development in Farmington. The only remaining wooden structure in the District, it retains a clapboard, stepped, false-front masking the pitched tin roof. Wood molding and painted kick plates adorn the large west end display windows and wood panel entry door. A side entrance off Wall Avenue and a red clay tile roof cap were added in the 1990s to the well-preserved building.

101 West Main Street Falling Waters 1907
Contributing

Perhaps the area's most unusual building, Falling Waters is named for its unique carved sandstone Navajo whirling log symbols inset in stepped brick bands and pilasters adorning the upper façade (bldg.108, photo 5). The two-story brick Business Block building was constructed on the corner of Orchard Avenue and West Main Street in 1907. Designed by Skelton, Stewart and Company, Elmer Taylor, a prominent mason and businessmen, quarried the first floor's rustic sandstone block façade and the upper floors widow lintels and ledges. The First National Bank, noteworthy for its manager, Harriet "Ma" Sammons, the first woman bank president in New Mexico, occupied the first floor until 1957. The Halloween prank of sneaking an outhouse into the bank vestibule became an annual tradition as did Ma Sammon's outrage. In 1962, Eddie Lu's clothing store moved in. The second story historically served as apartments, offices and a small doctor's office and hospital. First floor display window and entry alterations did not prevent the building from being placed on the New Mexico State Register of Cultural Properties in 1996.

106 West Main Street San Juan County Bank 1911
Contributing

This Neo-Classical Revival bank was constructed from cream tone brick shipped from Pueblo, Colorado. The tone is matched in the rustic limestone base and pediment ribbon below the modillion bracketed roofline. Second floor segmented arches, and the original leaded glass transoms on the ground floor adorn the windows (bldg. 97, photo 4). Custom ordered stone Doric columns arrived in mismatched height. The infuriated builder used them to support the Greek temple front entablature embellished with the building's 1911 date of construction. A one story, circa 1915-1920, addition at the north rear has matched materials and details. The original walk-in bank vault dominates the interior's back wall serving San Juan County Bank and Peoples Bank

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until 1926, and the Post Office operated here from 1927 to 1950. The upper floors historically housed offices, including the Draft Board during WW II.

101 East Main Street The Andrews Building/ Farmington Drug 1911
Contributing

Contractor Andrews constructed the two-story Italianate for the successful druggists, the Bowman Brothers in 1911. It served as Farmington Drug until 1981. Farmington's local newspaper, the Times Hustler, was published in the rear office through 1920. The Three Rivers Eatery and Brewpub located here in 1994. Owner John Silva placed the property on the State Register (HPD1616) in 1995. Brick with concrete foundation, flat roof and a basement partially lit by the rounded glass blocks laid into the western sidewalk, the first floor display windows are adorned with Italianate pressed metal kick plates and the transoms are set in decorated steel frames (bldg. 109, photo 3, foreground). Bracketed metal cornices and corbels and second floor concrete window sills and transom lintels carry over to the Taylor Mercantile extension at 109 Orchard Avenue (bldg. 107-A, photo 6). Glass block sidelights were added in the 1930's to the corner entry.

Northwest corner Main Street and Orchard Avenue Hunter Park 1902
Contributing

Main Street parades and special events continue to center around the park donated to the city by William Hunter in 1902. The small park with only an eighty-foot frontage on Main Street and one hundred twenty-six-foot on its eastern edge where Orchard Avenue jogs across Main is visible throughout the district. The Ponderosa pines and two ash trees visually anchor the District (site 97-A, photo 4). A small walkway leads to a hand pump for the 1902 one hundred-foot well at the park center. It was the only source for potable water for many residents into the 1930's. The original gazebo used for Sunday concerts was moved to Green Lawn Cemetery at an unknown date. A metal Rotary Club insignia centered in a concrete slab supporting a flagpole was added in around 1971.

115 West Main Street Bowman Brothers Drugs 1911
Contributing

The 2001 recipient of New Mexico MainStreet restoration excellence award, the brick, two-story building is adorned with wooden paneling, kick plates, and molding (bldg. 106, photo 5 third building from left). Storefront restoration followed photos of the original 1911, Bowman Drugs. Bowman, who served as Territorial Judge, was a victim of Farmington's first holdup when two masked men robbed the store. Fleeing with two-thousand-dollars in cash and diamonds, the bold thieves were never apprehended. Iron star tie plates cover metal braces on the second floor and visually mark the western edge of the early 19th century Business Block development.

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122 East Main Street Alamo Motor Company 1915
Contributing

Built on the site of the Hyde Exploration Mercantile after the 1914 fire destroyed much of the block, the 1915 auto business was named Star Garage after the impression of the large star centered below the roofline. For a time the business was called Alamo Motors, for the image the Mission-style parapet evoked. Ford Motor sold autos here and added gas pumps on Main Street in the 1940's. Lloyds' Carpets, occupying the building since 1957, removed the pumps and has maintained the original arched display windows, door openings and façade (bldg. 125, photo 2).

222 West Main Street Mandarin Café 1925
Contributing

The Mandarin Café is a handsome example of the continued use of two-story Business Block architecture as Farmington's commercial district expanded west along Main Street in the 1920's and 1930's. The flat roof, glazed buff color brick façade has simple orange brick accents surrounding its first and second floor windows and façade edges. Round cut outs and a centered panel edged in brick are symmetrically placed under a single stepped parapet. Concrete coping, sills and ledges on the second floor's four 4/1 double hung wood-frame windows fronted the offices that served as a boarding house during the gas and oil boom. The 1940's Mandarin Café was a popular occupant in one of the three first floor storefronts. The ground floor was consolidated in 1945-1950, replacing windows but not altering the building's original massing and style (bldg. 73).

306 West Main Street Clinton Taylor Building 1931-1938
Contributing

This simple, single story, retail building reflects a regional adaptation of the Store typology with use of traditional, local materials and color palette (bldg. 65). The rustic, varied size flagstone and sandstone façade is echoed in the Totah Theater (bldg. 78, photo 15) and San Juan Office Products (bldg. 78-A, photo 15, far right) across West Main Street. Two recessed, L shaped entries reflects the move to add window-shopping appeal in 1930's to Farmington's retail facades.

208 West Main Street Harry S. Allen Building 1936
Contributing

When Harry Allen's father Frank died in 1930, the family inherited most of the two hundred-block of West Main Street, including a garage, the Allen Grand Hotel, and the Allen Theater. Harry helped his mother, Augusta reestablish the near bankrupt Allen businesses, and in 1936 added the two-story Business Block building abutting the east side of the Allen Theater. Locals fondly called it "Harry's Place." Harry's was a popular gathering spot with eats on the west side and drinks on the east, and an occasional card game thrown in

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for good measure. An early example of stacked brick design, the building has a simple row of raised brick framing the second floor windows that contrasts with the vertical rows of red brick. The first floor has two storefronts with display windows and an aluminum frame glass door entry to the offices above (building 79, photo 11, third from right). The Farmington Arts Council and MainStreet office is currently located here.

224 and 228 West Main Street Taft Building 1938
Contributing

Constructed in 1938 by Leonard Taft, the Streamline Moderne, two-story building housed the Palace Market grocery through the 1940's. Managed and later owned by Zang Wood Sr., his liberal credit policy helped the community survive the lean Depression years. Wallace Furniture has been located in the east of the two storefronts since 1941. The building's corner is broadly rounded with a multi-glass block window at its second floor curved center. Its glazed gold tile with span of upper floor four pane casement windows dominates the corner at Main and Behrend Avenue (bldg. 71, photo 13). The Palace Market's corner entry was replaced with aluminum frame display windows in the 1960's recessed entry. The street level façade retains many of the broad aluminum frame display windows and doors and original green glazed tile kick plates and pebbled glass transoms. The canvas awnings are a recent addition.

315 West Main St Totah Theater 1949
Contributing

Frank Allen settled in Farmington in 1884 and soon owned most of the 200 block of West Main Street, where he located a livery stable fronting his Allen Grand Hotel. In 1912, he constructed the Allen Opera House just west of the livery, at 214 West Main Street. The Opera was soon showing silent films accompanied by his daughter Mary playing piano. The family theater business grew, replacing the Opera with a modern projection theater in 1922 and again in 1942. The Allen Theater (bldg. 77, photo 11, fourth building from right) was joined by the family's Totah Theater in 1949. Today the Allen family owns all the movie theaters in Farmington and the Allen Corporation operates theaters throughout New Mexico and in Colorado. The stuccoed, hollow tile Totah Theater has a rustic sandstone first floor façade with centered recessed lobby crowned by a rounded marquee (bldg. 78, photo 15). Yellow Plexiglas is framed by metal banding with painted Indian style symbols, and cut-out metal and neon letters "Totah" tops the marquee. Aluminum frame display windows and double doors open off the lobby's east side; two large wood doors cover the lobby's south wall. Four aluminum and glass movie poster display cases now advertise local plays and events. A single pane, aluminum frame office door on the west edge and a display window on the east edge balance the facade openings. Second and third floor metal casement windows covered with dark stained wood bars are centered on sandstone symmetrically placed vertical pilasters. A vertical metal and neon "Totah" sign, mounted to the white stucco center fascia, rises above the concrete parapet capped roofline. The 1965 façade updates did not significantly alter the building's character.

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112 West Main Street The Wright Building 1911
Contributing

Originally a blacksmith shop, Jess Harwood added a second story in 1910-1911. Goodman and Sons Contractors added the building's defining upper story façade with vertical and horizontal white brick pattern design work in 1949, for owners Harry and Mildred Wright. Mrs. Wright continued to enhance the building through 1953, with Art Deco glazed tile pattern under wide aluminum frame display windows and the store's front facade edges. Second floor apartments were refurbished and added. Mrs. Wright's own 2,000 plus square-foot apartment extended the building to the alley (bldg. 93, photo 7 forefront). Freytag & Farrar Jewelers now occupies the ground floor and the apartments, an important resource during the gas and oil booms, remain occupied.

310 West Main Street Nygren's Men's Wear 1954
Contributing

Nygren's Men's Wear is an example of a stylized storefronts popular in the 1930's through 1950's in Farmington. The façade angles in toward an off-centered entry creating an overhang. The modern angle increased curbside visibility and the stacked brick façade added interest. Constructed in 1954 for local businessmen and investor William Nygren, the building adheres to the earlier main-street development pattern with abutting sidewalls and a common setback.

307 West Main Street Liberty Finance 1954
Contributing

This 1954, two-story stucco and concrete block building illustrates the renewed interest in designing Business Block buildings for the 1950's oil and gas boom's reinvigorated demand for offices, apartments and store fronts. The second floor façade is cream colored glazed tile with four three-by-three metal casement windows each surrounded with forty glass blocks distinguishing the building from its contiguous eastern neighbor which shares a red brick parapet cap (bldg. 82, photo 14). The building maintains the established streetscape of its earlier 1910's counter parts. Two separate specialty stores with recessed single pane doors and display windows have housed a jewelry store and Farmington Electric Company and currently Angel's Floor Covering and Liberty Finance.

319 West Broadway Pentecostal 1931-1938
Contributing

Commercial development was not firmly established on Broadway until the 1950s. Farmington's first church was built on East Broadway on land donated by founder F. M. Pierce. Missions, lodges, and meeting houses remain located in the downtown Broadway area. The 1930s Pentecostal church exemplifies the Theater Hall

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typology. The white stucco, concrete block mission with a centered, modified tower entry vestibule fronts the one-story plus basement meeting hall with elongated metal casement windows on its sides. A decorative cut out block wall forming a minimal atrio forecourt hugs the Broadway street edge. Raised stucco pilasters and upper stringcourse surround defines window areas (bldg. 33, photo 20).

210 West Broadway Patterson Plumbing 1938-1949
Contributing

Patterson Plumbing was one of the earlier businesses to locate on Broadway as the oil and gas boom of the 1950's expanded Main Street commercial development to the parallel Broadway. The utilitarian stuccoed concrete block, one-story building has two wood frame display windows symmetrically flanking a centered wood frame and glass pane door (bldg. 19, photo 23). The simple, unadorned, retail façade exemplifies the Store subtype and Utilitarian Commercial style that was an important business resource in Farmington's boom and bust economy.

419 West Main Street Conoco Super Service Station 1951-1955
Contributing

This Streamline Moderne service station demarcates the district's western edge (bldg. 69, photo 17). Set back from West Main Street, it visually balances the streetscape with Hunter Park to the northeast. White porcelain-enameled panels with rounded corners and a red metal band encircles the upper façade. Four polished aluminum frame garage doors with twelve panes of glass and a single pane office door with six-pane display windows on either side. The streetscape pattern is maintained with a nearly abutting east wall.

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Table 1 Farmington Historic Downtown Commercial District Inventory

Street Address	ID #	Historic name	Current name	Date of Construction	Form/ Architectural Style	Contributing=C Noncontributing=N
105 S. Allen Ave.	100-A		Emerson Gallery	1938-1949	Store	C
109 N. Allen Ave.	142		Valerio's	1925-1931	Store	C
107 & 109 S. Behrend Ave.	86-A	Anderson Building	Personal Touch Bookkeeping	1951-1956	Business Block	N
119 W. Broadway	24	Kilroy's Clothing	Good Shepherd Thrift Shop	1954	Store/International Style	C
121&123 W. Broadway	26		Korean Karate/ Washington Finance	1950-1956	Store	C
203 W. Broadway	28-A		Casa de Abique	1949-1950	Store	C
205 W. Broadway	28-B		Touch of Class Hair Design	1952	Store	C
207 W. Broadway	30	Horace Mofett, R Martin & G. Burchim	NW NM Arts Council	1949	Store	N
209 W. Broadway	32	Aycock Wheel Alignment	Culligan	1952	Store/ Other: Utilitarian Commercial	N
210 W. Broadway	19	Patterson Plumbing	Vacant	1938-1949	Store/Other: Utilitarian Commercial	C
212 & 214 W. Broadway	21		Heart To Heart	1950-1956	Business Block	C

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213 W. Broadway	34	Lindbergs Pastry	Broadway Mini Storage	1954	Store/ Other: Utilitarian Commercial	C
215 W. Broadway	27		Diamond Vogel Paint Center	1945-1949	Store	N
219 W. Broadway	25		Farmington Heat and Metal	1945-1949	Store/International Style	C
232 W. Broadway	23	Dutch Taft Auto Parts	Fifth Generation Trading	1946	Store	N
301 W. Broadway	36	Simson Building	Jerry Anderson	1950-1958	Store	N
303 W. Broadway	38		Falcon Laser Products	1952	Store/Other: Utilitarian Commercial	C
305 W. Broadway	40	Atomic Cleaners	Pearls For Pennies	1938-1949	Store/Other: Utilitarian Commercial	N
307 W. Broadway	42		Tandy Leather	1952-1956	Store	N
309 W. Broadway	44	Mountain States Telephone Warehouse	Vacant	1938-1949	Store/Other: Utilitarian Commercial	C
310 W. Broadway	31	Safeway	TNT Office Supply	1951	Store	C
311 & 313 W. Broadway	46		Native Praise/ Candles and Beyond	1949-1956	Store	N
312 W. Broadway	35		Jack's Boot and Saddle	1938-1949	Store	C
319 W. Broadway	33	Pentecostal Church	Salvation Army	1931-1938	Hall	C

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404 W. Broadway	47	IOOF Lodge	IOOF Lodge	1946	Hall	C
406 W. Broadway	45		Residence	1945-1956	House/ Bungalow	N
410 W. Broadway	43-B	Rocky Mountain Wholesale	Vacant	1952	Store Other: Utilitarian Commercial	C
412 W. Broadway	43-A	Continental Supply Co.	Deli Factory	1952	Store/ Other: Utilitarian Commercial	C
414 W. Broadway	41	Poultry Supply	Broadway Workout	1952	Store/ Other: Utilitarian Commercial	C
112 Commercial Ave.	131		Gracie's	1945-1949	Store	C
101 E. Main St.	109	Andrews Building	Three Rivers Eatery	1911	Business Block/ Italianate	C
103 & 107 E. Main St.	110	Odorless Cleaners	The Music Man	1939-1940	Store/International Style	C
104 E. Main St.	130	Anison Building	H&R Block Taxes	1931	Store/International Style	C
108 E. Main St.	129		Bargain Shop	1908	Store	C
109 E. Main St.	111		Top of the Line Appliances	1913	Store	N
110 E. Main St.	128	Farmington Billiards	Farmington Billiards	1908	Business Block	C
111 E. Main St.	112	McAtee Building	Holy Family Bookstore	1911	Business Block/ Italianate	C

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112 E. Main St.	127	Simpson Building/ red Apple Chile Parlor	M&M Taxes	1931	Store	C
115 1/2 E. Main St.	113	Wood Abstract	Arboles Contract Archeology	1926	Store	N
116 E. Main St.	126		M&M Taxes	1915	Store	N
119 E. Main St.	114	Argies Pancake Alley	TJ Diner	1967	Store	N
122 E. Main St.	125	Ford Motor Company	Lloyds Carpet	1915	Store/ Mission Revival	C
124 & 126 E. Main St.	124	Hubbards Market	Accutax /Navajo Trading	1942	Store	N
202 E. Main St.	122		Sherwin Williams	1967	Store/International Style	N
202 E. Main St. Annex	123	Creamland Dairy	Sherwin Williams	1945	Store	C
207 E. Main St.	116	Farmington Bakery	Factory Outlet	1946	Store/ Other- Utilitarian Commercial	C
210 E. Main St.	115	McGuffy Building	General Supply	1908	Store	C
302 E. Main St.	117	Gibson Lumber	Farmington Lumber	1906	Store	C
100 W. Main St.	97-A	Hunter Park	Orchard Park	1902	site/ park	C
101 W. Main St.	108	Falling Waters/ First National Bank	World Finance Corp.	1907	Business Block	C

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106 W. Main St.	97	First National Bank	Serendipity	1911	Business Block/ Neo-Classical Revival	C
108 W. Main St.	95-B		Antique West	1925-1930	Store	C
110 W. Main St.	95-A		Down Home Antiques	1932-1949	Store	C
111 W. Main St. and 109 Orchard Ave.	107 & 107-A	Hunter Mercantile	Dusty Attic	1910-1911	Business Block/ Italianate	N
112 W. Main St.	93	The Wright Building	Freytag & Farrar Jewelers	1911	Business Block	C
115 W. Main St.	106	Bowman Brothers Drugs	Homeworks Interiors	1908-1912	Business Block	C
116/118 W. Main St.	91	Barber Shop	Headlines & Joes Barber Shop	1925-1931	Store	C
117 W. Main St.	105	U.S. Post Office	Beasley Pawn	1913	Store	N
119 W. Main St.	104	Hustler Press	M. Moose Inc.	1920-1931	Store	C
120 W. Main St.	89		Christian Science Reading Room	1925-1931	Store	N
121 W. Main St.	103		Main Street Coffee	1950-1955	Store	N
123 W. Main St.	102		Heart and Home Gifts	1931	Store	N
124 W. Main St.	87		Browns Shoes	1931-1938 and 1948-1950	Store	N

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125 W. Main St.	101	Willis Martin Building/ McClellan's	The Door Christian Fellowship	1955	Business Block/ Modern	N
126 W. Main St.	85	Creamland Dairy	Videos	1949	Store	C
201 W. Main St.	100	Purity Drugs	J Britton & Company Jewelry	1926	Store	C
203 W. Main St.	99	J.C. Penny's & Piggly Wiggly	Vacant	1929	Store	N
204 W. Main St.	83	Bus Station	Winchester/ Cyberport	1931	Store	N
206 W. Main St.	81		Authenticity	1913	Store	C
208 W. Main St.	79	Harry S. Allen Building	Mary's Hair Salon & Farmington Downtown Assoc.	1936	Business Block	C
211 & 213 W. Main St.	98	Sprouse Reitz	Leslie Meryle Gifts	1945-1949	Business Block/ Other: Utilitarian Commercial	C
214 W. Main St.	77	Allen Theater	Allen Theater	1942	Theater	C
215 W. Main St.	96	Clinton Taylor Building	Educate Um	1948-1949	Store/ Moderne	C
217 W. Main St.	94		Wedding Affair	1939-1949	Store	N
218 W. Main St.	75		Sentimental Journey Antiques	1931-1938	Store	C
219 W. Main St.	92	Main Street Pool Hall	Vacant	1931	Store	N

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220 W. Main St.	73	Mandarin Café	Buchanan Consulting	1925	Business Block	C
220 W. Main St.	75-A/B		Desert Mirage & Letter Jacket	1931	Store	N
221 W. Main St.	90	Navajo Bottling Works	Hopelessly Romantic	1927	Store	N
225 W. Main St.	88	Dunlaps Department Store	Bedrooms Plus	1958	Store/ Moderne	N
228 & 224 W. Main St.	71	Taft Building Palace Grocery	Wedding Affair & Wallace Furniture	1938-1941	Business Block/ Streamline Moderne	C
301 W. Main St.	86	Black's Pharmacy	Foutz Indian Room	1956-1958	Business Block	N
302 W. Main St.	67	Avery Hotel	Jae Geo's Bridal	1924	Business Block	N
303 W. Main St.	84	Montgomery Wards	Gregory Trick	1954-1956	Business Block	N
306 W. Main St.	65		Anastazi Tobacconist	1931-1938	Store	C
307 W. Main St.	82		Liberty Finance	1954	Business Block/ Moderne	C
308 W. Main St.	63	Rucliffs Fashion Shop	The Antique West	1954	Store	C
309 W. Main St.	80	F. S. Rasco	Trove Antiques	1948	Store	C
310 W. Main St.	61	Nygren's Mens Wear	Mid-town Credit	1954	store/ International Style	C

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315 W. Main St.	78	Totah Theater	Totah Theater	1949	Theater	C
319 W. Main St.	78-A		San Juan Office Products	1960-1964	Store/ Moderne	N
321 & 325 W. Main St.	76		Jean's Café/ All Paint	1971-1980	Store	N
401 & 403 W. Main St.	74	James Building	Totah Insurance	1950-1954	Business Block / International Style	C
405 W. Main St.	74-A		Sun Loans	1949	Business Block/ International Style	N
409 W. Main St.	72		Farmington Realty	1956	Misc.	N
415 W. Main St.	70	Cato Garage & Dr Tier	Echo Inc.	1947-1950	Business Block/Moderne	C
419 W. Main St.	69	Conoco Super Service	Gary's Downtown Detail	1951-1955	Store/ Streamline Moderne	C
111 S. Miller Ave.	118	Dunham Gun Works	Guaranteed Cuts	1940-1948	Store	C
108 N. Orchard Ave.	133	Nye Building	Remax	1945-1955	Business Block/ Moderne	C
NW corner 100 block Wall Ave.	135		Vacant/storage	1945-1949	Store	C

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Statement of Significance

The Farmington Historic Downtown Commercial District, San Juan County, New Mexico includes ninety-nine buildings and one public park. The district's commercial and civic buildings form a continuous, dense urban streetscape contributing to eligibility under Criterion A, with a historical focus on commercial development dating from 1906 to present revitalization efforts. The district is additionally eligible under Criterion A, as its architecture and continuity of commercial use represent a coherent record of the development of a commerce center for the San Juan agricultural valley with continued railroad-era growth into a regional marketing center from 1906 to 1923. Further, Farmington's Downtown exemplifies cyclical growth tied to the boom and bust economies of oil and gas industry towns throughout New Mexico. The district reflects the regional effects of 1920's commercial gas well development 1940's commercial oil exploration and the energy industry boom of the 1950's when population swelled from 3,637 in 1950 to 23,786 by 1960 (see Figure 8-1). Further, significant under Criterion C, the intact street wall formed by connected buildings with distinctive commercial purpose and form illustrates the continuous development of a main-street oriented, centralized commercial district. The district's earliest remaining historic building constructed in 1906, through the 1956 shift from an agricultural based trade center to an oil and gas economy, sets the period of significance. Fifteen contributing buildings constructed between 1950 and 1956 are an integral, unifying part of the district representing the continuation of the trade center development pattern into the 1950's. Further, they document the district's final stages of development with the resurgence of main-street oriented urban mixed use commercial enterprise, and lateral streetscape expansion.

Historical Background

Farmington is located sixty-one miles southeast of the point where New Mexico, Colorado, Arizona, and Utah meet, known as the Four Corners region. Long before the first Anglo-American settler arrived in the region, the San Juan Valley was occupied by groups of hunters and seed gatherers. Paleo-Indian sites, although rare in the Four Corners area, indicate short-term encampments as early as 3000 BC.² The first permanent shelters in the area were pithouses erected around 350 AD by the Anasazi. The apogee of the Anasazi culture extended from 1050 to 1300 and concentrated in the Four Corners area where Chaco Canyon and Aztec Ruins in New Mexico and Colorado's Mesa Verde National Historic Parks and Monuments are located.

Following the Anasazi occupation, Athabaskan-speakers, ancestors of the present-day Dine or Navajo, inhabited the Four Corners region. Archeological excavations northwest of Farmington have unearthed shallow forked stick hogans dating to the initial arrival or Dinetah phase of migration (AD 1500 to 1700).³

² Mariah Associates, Inc.; Gary M. Brown editor. "Archaeological Data Recovery at San Juan Coal Company's La Plata Mine, San Juan County, New Mexico". Albuquerque, NM, 1991. " p. 36.

³ Ibid. pp. 58-63

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Spanish explorers mounted mineral expeditions in the Four Corners region in the 1760's. Fray de Posada, and Don Juan Maria de Rivera traveled up the San Juan River into the La Plata Mountains of Colorado in search of gold and silver, where they encountered nomadic Apache, Piute, Ute, and Navajo Indians. Anglo-American mineral exploration followed in the 1850's, pushing down from the Colorado Mountains into the San Juan region by the early 1860's.

In 1868, the 3.5 million-acre Navajo Reservation was established, covering half of San Juan County's 5,560-square-mile area and extending west and southwest of Farmington's present city limits into Arizona, Utah, and Colorado. In 1874, a portion of northern San Juan County was offered as reservation land to the Jicarilla Apaches who refused the offer. As a result, on July 4, 1876, the United States government opened the area for settlement.

Early Settlement 1879- 1905

Anglo-American settlement, moving south from Colorado's mines and ranches, first located on the Farmington Peninsula formed by the Animas and San Juan rivers where Billy Boran established a home site in 1875. This town site was later abandoned. In 1879, A. F. Stump, F. M. Pierce, A. F. Miller, and William Markely established homesites on higher ground in the area called "Totah," Navajo meaning "three waters" as the Juan, La Plata and Animas rivers converge to the northwest and southwest of Farmington's town center.

Agriculture and livestock were the principal livelihoods for most settlers who constructed four irrigation ditches between 1876 and 1892. The Wright Leggett and North Farmington ditches, now underground, run to the south and north of the district with portions still visible from East Main Street. William Locke planted the first orchard in 1879, and by 1891, approximately 23,000 trees had been planted, with the number increasing to 50,000 by the next year. The first county fair was held on Main Street, September 20, 1880. Just ten years later, the San Juan Times newspaper described an agricultural bounty: "The corn grows ten-feet tall, loaded with thirteen ears to the stalk, a pumpkin with a girth of six-feet, peaches ten-inches in circumference, and tons of fruit without a single worm."⁴

In 1879, F. M. Pierce envisioned a township of considerable importance, platting his twenty-five-acre ranch into 25 by 100-foot and 50 by 200-foot commercial and residential lots.⁵ Commercial development centered on the one and two-hundred-blocks of East Main Street with approximate plat boundaries at Cedar Street on the north, Pinon Street on the south, Court Street on the east, and Lorena Street on the west. Cross streets do not meet as they intersect the first three blocks of East Main. Local tradition holds that when A. F. and Julia Miller divorced, Julia retained their property on the north side of East Main Street, while A.F. kept the south side lots. Julia vowed her property would never meet his and the street grid remains jogged to this day.

⁴ San Juan Times. September 23, 1890: 1.

⁵ The plat was registered in 1891. Farmington Gateway Museum, Farmington, NM special collections.

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In 1895, the San Juan Times heralded Farmington as, "One of the Garden Spots of the World." The town incorporated in 1901, and by 1905 Farmington's commercial development pattern along Main Street was established.

A mixture of wooden and adobe false-front buildings shared common walls defining East Main Street's edge from Wall Avenue west to Orchard Avenue. The single story buildings with covered boardwalks shared trade with two-story Business Block brick stores. In 1901 the Hyde Exploration Company located its offices for the Chaco Canyon excavation in a two-story brick building on East Main Street. Hyde's expansion included a bank, dry goods store, grocery, and fruit evaporation plant making it the area's largest employer at the turn of the century. On the south side of Main Street, the second floor of the 1903 City Hall housed the telephone company, with the fire department and jail at the rear. In 1902, William Hunter donated a park at Orchard Avenue and East Main Street with a one hundred-foot well at its center. Hunter Park became a center for civic and social functions with parades starting or ending there.

Main Street trade supported three general merchandise stores, the First National Bank, a post office, a newspaper, one drug store, two saloons, ten specialty stores, all with electric lights. Professionals included two lawyers, one physician, one dentist, and two insurance sales offices. In addition, the 1903-1904 business directory lists the new Allen Grand Hotel located north of Main Street on Allen Avenue with a livery on West Main. Local sawmills and brick manufacturing dating from 1888 provided building materials. By 1900, Farmington's population of 548 was the largest in the San Juan Valley. Speculators, advertising eighty acres in town lots, "just two blocks from the principal business street"⁶ counted on continued growth as the long awaited arrival of railroad service neared.

Railroad Commercial 1905-1923

Farmington remained isolated, with train service and supplies located north in Durango, Colorado, a full day by stage and two by dray. On September 19, 1905, the long awaited Denver and Rio Grande Railroad arrived making its 49.5-mile trip from Durango to the San Juan County Seat in Aztec and terminating in Farmington. Called the "Red Apple Flyer", the wide gauge train ran six days a week through 1923, transporting fruit and hay to an expanded market via Durango.

Farmington quickly emerged as the county trade center. By 1911, a substantial two-story Business Block rose around Hunter Park with the Italianate Farmington Drug, Neo-Classical San Juan Bank, and the First National Bank. The 1911 Hunter Mercantile that wrapped around the bank was constructed by Elmer Franklin Taylor, a Mormon brick maker and stone mason who strongly influenced area architecture. Today these buildings form the heart of the District (bldgs. 109, 97, 108, and 107, photos 3, 4 and 5). Mormon farm settlements had been established fifteen miles northwest of Farmington, in 1883 at Fruitland and 1899, at Kirkland. Lime kilns

⁶ San Juan Times. February 20, 1895: 2.

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operated in the valley in 1915 to the 1940's. Concrete formed walls, lintels and sills and block made on site appeared in smaller one-story retail construction.

Fires in 1910 and 1914, in the one-hundred and two-hundred blocks of East Main destroyed many of the buildings including the Hyde Exploration offices. Notably the 1908, Farmington Billiards (bldg. 128) and the 1911, Colonial Hotel (bldg. 112) survived both blazes. Merchants replaced the earlier wooden structures with more substantial masonry buildings and contiguous commercial storefronts expanded westward on Main Street.

In 1915, the Ford Motor Company showroom opened its Mission Revival style building at 122 East Main (bldg. 125) and Allen's livery became a garage by 1920, as autos competed with Navajo wagons along Main Street.

Population in San Juan County reached 8,504, which included an estimated 2,500 Navajos in 1910. Navajo families camped out of wagons on Broadway to trade in Farmington, now the largest town in the county with a population of 785. Downtown served as a banking center with three banks and numerous specialty and service stores, including laundries, furniture stores, and drug stores along with land sales offices, engineer offices, and realtors. By 1911, Farmington supported an opera house, two restaurants, and two pool halls; in total more than twice the number of business listings then in nearby Aztec, the county seat.

The railroad served to reinforce the county's strong ties to Colorado, as many of Farmington residents had lived in Durango. Transportation and markets, since the homesteading era, were reached from Durango. In 1907, a campaign for annexation to Colorado gathered 600 signatures in Aztec and Farmington. While the annexation was never approved, ties to Colorado remained strong and transportation linkage to population centers in New Mexico remained weak. In 1910, a postal road was completed south to Gallup that reduced the travel time to Albuquerque from sixty to eleven-hours. Plans for connecting wide gauge rail service to the Southern Pacific line through Gallup and on south were never realized and the Farmington Branch to Durango was converted in 1923 to narrow gauge to conform with the system in Durango.

Gas and Oil Development 1923-1956

At first the area's relative isolation presented a barrier to oil and gas exploration in the San Juan Basin. Prospector E. L. Goodridge had discovered oil seeps as early as 1879 in the area. Early residents inadvertently hit natural gas while digging water wells. Seeps became commonplace and were ignited for entertainment. There was as yet no national commercial market for natural gas, and the oil industry was still in its infancy.

Commercial production did not begin in earnest until the 1920's. In 1921 the Aztec Oil Syndicate struck gas and began primitive distribution to Aztec. The West Texas Refiners Company inadvertently discovered the largest natural gas well in America at the time while searching for oil. The Farmington Times Hustler reported that, "The gas blew tools weighing nearly ten tons right out of the hole when it came in; the roar of the gas could

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be heard for ten miles"⁷. Without larger markets the discovery of natural gas remained an unwanted by-product in the search for oil.

L. E. Teague, a Farmington engineer under contract to drill for the Midwest Refining Company of Texas, struck oil twenty miles west of Farmington, and began operating the first commercial oil well in New Mexico in 1923. A flurry of oil exploration followed leading to the sale of oil leases on the Navajo Reservation that same year. Area wells soon boasted the world's largest reserves, pumping seventy million gallons per hour.

Major oil and gas discoveries continued throughout the 1920's. In 1925, Continental Oil laid pipeline to its new refinery in Farmington. By 1927, Texas businessmen organized the Southern Union Gas Company with pipelines to Farmington extending to Albuquerque and Santa Fe in 1930. There were five oil refineries in the region: Conoco at Farmington, Basin at Aztec, and Hare, Aerex and Cross at Bloomfield. Economic setbacks occurred during the Great Depression and the areas transportation barriers limited energy resource development. The oil industry remained speculative as local businessmen invested in oil leases, betting on a future market. Farmington's economy continued to rely on agricultural production through the 1940's, and the district was little changed.

Population slowly grew from 1,350 in 1930, to 2,162 in 1940, while the commercial district gradually expanded along Main Street. In 1933, U.S. Highway 550 was constructed into Durango. Chain stores arrived in 1929, when Piggly Wiggly Grocery, and J. C. Penny's (bldg. 99) were built, followed by the five-and-dime stores F.S. Rascos, and Sprouse Reitz in the 1940's (bldgs. 80, 98). The 1924 Avery Hotel on West Main Street advertised its new and improved, modern forty rooms with fourteen private baths throughout the 1930's. The 1923 Allen Movie Theater was replaced with a modern cinema in 1942 (bldg. 77).

The years following WWII would set the stage for new oil and gas extraction throughout the Southwest. The United States moved into an era of unparalleled industrial expansion coupled with a population shift west. Veterans entering the work force transported their young families west in their new automobiles to suburbia. Between 1945 and 1960, the number of people living west of the Mississippi River rose from thirty-two million to forty-five million.⁸ Developing energy resources became a national priority tied to defense initiatives and the expansion of military complexes in the West. Military demand for energy was quickly outstripped by new demand for domestic heating fuels and automobile consumption. As California's population tripled the modern suburban lifestyle demanded new energy resources. The estimated three trillion cubic feet of natural gas in reserve⁹ in the Four Corners region was primed to meet the demand.

⁷ Farmington Times Hustler. April 4, 1923

⁸ Gomez, Arthur Raymond. "The Fabulous Four Corners": Neocolonialism and Subregional development in the Hinterland West, 1945-1970." Thesis (Ph. D.) University of New Mexico at Albuquerque, 1989. p. 63.

⁹ Ibid. p.70-89 Gomez cites Oil and Gas Journals and New Mexico State energy statistics showing the period between 1945-1949 as one of the most significant in the development of gas fields in the Four Corners.

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In the mid-1940's, improvements to Route 66 and the impetus to link the San Juan Basin by highways to Albuquerque was driven by interest in the state's oil and gas reserves. When 185 miles of highway connecting Farmington to Albuquerque opened on November 29, 1946, it didn't bring tourists, but gas and oil industry scouts who filtered into the county with renewed interest in the area's resources. As a result, an energy boom hit between 1949-1956.

In 1946 Farmington city limits covered only 630 acres; by 1950, it expanded to 2,240-acres as the city stretched north encompassing the new forty-one house subdivision built by El Paso Natural Gas Company for workers at their San Juan River plant. Population burst from 3,637 in 1950 to the local estimate of 35,000 in 1953, as oil and gas workers flooded into Farmington. The town was ill prepared for the influx. Lois Bryant recalls when her family arrived in 1956:

There was absolutely nothing to rent in this town. People lived in cars, they lived with friends. It was nothing to see a little bitsy house with ten or fifteen people living in it... The people who lived here, the natives, were over whelmed by all these people coming in.¹⁰

Trailers were moved into orchards and makeshift camps rimmed the city. New shops jammed tightly together, hugging the only pavement in town along Main Street from Miller to Behrend Avenue. Oil drilling and exploration companies desperately needed offices and living quarters for their engineers and riggers. The demand was met by reviving the use of the earlier Business Block typology. Two-story modern office buildings (bldg. 82 photo 14, bldgs. 84, 86, 74, 70) extended the main-street development pattern into the three-and-four-hundred-blocks of West Main Street, reinvigorating the use of second floors as rooming houses.

The 1950's James Building that fills half of the four-hundred-block of Main Street is typical of the development (bldgs. 74 and 74-A). The second floor offices for Sunray and Mid-Continental Oil companies from Texas were hastily divided into makeshift boarding houses. The second floor rooms above Foutz Indian Room (bldg. 86) were so cramped that some were only the width of a bed. Established businesses converted their upper floors as well. Totah Theater (bldg. 78, photo 15) provided office space for San Juan Drilling Company and the Texas Company located above the bar at Harry's Place (bldg. 79, center of photo 11), where riggers and drillers gathered to find work and socialize.

Despite all the activity, oil and gas exploration remained in its nascent stage. In 1952, San Juan County petroleum production was less than 0.2% of the state's total production. The situation for San Juan County farmers was little changed, as agriculture remained New Mexico's primary industry. The blacksmith on Broadway still serviced Navajo wagons and the feed store on East Main Street expanded its feed storage down Commercial Avenue. The Allen's had added the Totah Theater in 1949 (bldg. 78), as new business grew into

¹⁰ Kennedy, Sterling M. " From Valley to Basin; A Memoir and Oral History of Boomtown growth in Farmington, New Mexico, in the 1950's. UNM April 26, 1996 General Honors Program. Oral history p. 55.

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the two-and three-hundred-blocks of West Main Street. In 1946, Allen Avenue extended south supplying access as business expanded to Broadway where small Utilitarian Commercial store fronts sold industrial and construction supplies (photo 23, 24).

Navajo trade had long been a source of income, however, merchants rarely catered to Navajo clientele. Tourist interest in "Indian Country" was not considered an economic resource. Trading posts remained on the Navajo Reservation and trade in traditional Navajo arts was rare on Main Street. A 1949 advertisement for the E. P. Woods Indian Room at 113 East Main describes the attitude of the handful of curio shops existing since the 1920's. Woods describes his business of the "past 23 years (as) grown from a hobby to a sideline business."¹¹

A new economic shift for the region was reported in the 1953 New Mexico Business report:

Crude oil production is, of course, only part of the petroleum picture in New Mexico. When projected new pipelines to California are completed from both Hobbs and San Juan areas, production of natural gas should increase dramatically...continued oil exploration may lead to the discovery of entirely new producing wells.¹²

It was pipelines, not highways that ended Farmington's isolation. Following WWII engineers had perfected electrically welded and hydraulically bent, large diameter pipe, capable of long range expanses. By the 1950's, California housed nearly 60% of the nation's residential gas users. Texas, Oklahoma, Louisiana and New Mexico supplied 80% of their consumption. Farmington was ready to compete for a bigger share.

Farmington entrepreneur, mayor, and later New Mexico governor, Tom Bolack voiced the local support for pipelines linking Farmington to the West Coast, insisting that the San Juan Basin held "plenty of gas for everybody."¹³ He argued that not only Farmington's economy, but also the livelihood of the entire Four Corners region was at stake. The Federal Power Commission (FPC) granted the El Paso Natural Gas Company permission to construct the San Juan Basin pipeline to California. Completed in 1953, the FPC allowed for the pipeline to double its deliveries in 1953 to 800 million cubic feet per day. In 1956, Phillips Petroleum completed the first transcontinental pipeline network carrying San Juan's natural gas to the West Coast and Pacific Northwest. At the same time, El Paso Natural Gas Company completed lines into Arizona. Oil production boomed as well when the Bisti reserves were discovered southeast of Farmington. County production swelled from 122.0 (000's bbls) to 624.3 in 1956 alone. Eighty-six oil wells, and six hundred thirty gas wells were completed that same year.

¹¹ Farmington Times. August 23, 1949. P. 4.

¹² Bureau of Business research College of Business Administration University of New Mexico. New Mexico Business 6.2 (February 1953): 5.

¹³ Gomez, Arthur Raymond. "The Fabulous Four Corners": Neocolonialism and Subregional development in the Hinterland West, 1945-1970." Thesis (Ph. D.) University of New Mexico at Albuquerque, 1989. p. 111.

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In 1952, one billion dollars had been invested in the county's energy industries, which supplied 20% of the areas income. Between 1954 and 1959, the number of productive farms in San Juan County dropped by 50%.¹⁴ By 1960, petroleum deliveries from the San Juan Basin to the West Coast totaled 70,000 barrels of oil and 2.75 million cubic feet of natural gas daily, with Farmington declaring itself the "Energy Capital of the West."¹⁵

Boom and Bust Decline and Revitalization

When Farmington's economy shifted into oil and gas production so did the locus of commercial development. In a ten year span between 1950 and 1960, population had increased countywide by 654%. One sixth of the employment was energy related and Farmington was the center, scrambling to keep up with housing and service demands that now exceeded the downtown's capacity. Housing shortages were met by new subdivisions spreading northeast of downtown. New auto-oriented commercial development followed with strip centers and motels stretching along East Main Street, as it connected to U.S. 550.

In 1957 city offices and anchor stores like Sears Catalog and Safeway Grocery (bldg. 31) had outgrown their Broadway locations and moved out of the downtown district. The 1958 bridge constructed at Animas Street rerouted traffic away from the district and the downtown was in decline when the energy based economy busted in 1965.

Tom Dugan, a former production manager for Phillips Petroleum in the San Juan Basin, summarized the energy industry in New Mexico in the mid-1960's. "We had all those reserves and no way to make a profit on them."¹⁶ The Federal Power Commission had long followed a policy of mandating low fixed prices at the wellhead. Affordability and increased consumption would drive production. During the 1960's drilling costs exceeded oil prices and Arab OPEC oil imports were moving into the domestic market. In response, Farmington area oil producers brought their exploration and drilling activities to a near standstill. By 1965, unemployment in the Four Corners region was 6.3% compared to 4% nationally.

National and international oil policies and price controls occasioned the series of booms and busts that followed in the 1970's and 1980's. Owing to the unstable nature of Farmington's economy, the majority of buildings present at the end of the period of significance remain only superficially altered. The most significant changes in the district have been in street and sidewalk renovations, adding medians to Broadway and planters and

¹⁴ San Juan County, New Mexico. Report prepared for the New Mexico Department of Development by San Juan County Redevelopment Area Organization. San Juan County, New Mexico overall economic development Plan, 1962.

¹⁵ Gomez, Arthur Raymond. "The Fabulous Four Corners": Neocolonialism and Subregional development in the Hinterland West, 1945-1970." Thesis (Ph. D.) University of New Mexico at Albuquerque, 1989. p. 115.

¹⁶ Gomez, Arthur Raymond. "The Fabulous Four Corners": Neocolonialism and Subregional development in the Hinterland West, 1945-1970." Thesis (Ph. D.) University of New Mexico at Albuquerque, 1989.

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broader curbs on Main Street. The district, with a preponderance of absentee owners, has a high rate of rental turnover limiting renovations to changing street signage and adding canopies. Many buildings retain their original site plan, massing and the historic spatial pattern most important to defining the main street commercial oriented district and a majority of original surfaces and architectural details remain intact.

Farmington's civic leaders and businessmen slowly began to view the tourist industry as a measure of offsetting economic decline. Durango and Moab in the region were beginning to draw tourist dollars, and in 1962 the Navajo Highway was constructed that linked the Navajo Reservation to the Four Corners highway network. The first phase of nearby Navajo Dam, completed in 1962, quickly drew recreation and water sport revenues. The Four Corners region promotes tourist income to its "Golden Circle" of national parks and monuments, the gateway to Navajo country and a year round scenic recreational playground.

In the 1990's, economic diversification began to stabilize the local economy. Today, the city serves as a center for education and health services with New Mexico State College San Juan Branch and the San Juan Regional Medical Center providing services for the county and the Navajo Reservation. In the 1980's the Navajo Reservation had shifted to a wage-based economy. The Chamber of Commerce estimates that Farmington's population triples on the weekends to 150,000, as Navajos flood into the city to shop. An active Downtown Chamber of Commerce, Downtown Association and MainStreet program promote the downtown core as a community and tourist destination. A core group of entrepreneurs have established restaurants and shops on Main Street, listing two Railroad-era buildings on the State Register.

The City's 2001 Draft Comprehensive Plan seeks to revitalize downtown by promoting it as the city's historic and social center. Plans include extending the Animas River Walk, locating city offices off Broadway, and creating a civic and hotel center directly north of the district. The Downtown Plan further seeks to enhance the pedestrian-oriented quality of the district with the addition of entry markers, street furniture, and traffic calming measures. As such, the Farmington Historic Downtown Commercial District serves as a focal point for local historic preservation, a well-established community effort to preserve and promote Farmington's past.

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Figure 8-1 San Juan County Population

Year	County	Farmington	Aztec	Bloomfield
1880a	830	*75	*90	
1890	1,890	*336	*439	*144
1900	4,828	*548	*458	*246
		785	509	
1910	8,504	*1,674	*975	*316
		728	480 b	
1920	8,333	*1304	*851	*258
		1,350	680 b	
1930	14,701	*2,560	*1,183	*1,272
			756	
1940	17,115	2,162	*1,261	*1,291
1950	18,282	3,637	885	
1960	53,306	23,786	4,137	1,292
1970	52,517	21,979	3,354	1,574
1980	81,433	31,222	5,512	4,703

Juan County Population

Population of incorporated area unless notation

- * Denotes the population for minor civil division including surrounding rural areas
- a Part of Rio Arriba County in 1882 figures based on San Juan District enumerator sheets excludes Native Americans
- b Estimates based in changes in minor civil division

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United States Bureau of Reclamation 1-12, aerial photograph. June 2, 1956.
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Geographical Data

Verbal Boundary Description

The contiguous district boundary is shown as the dashed bold line on the attached district map developed from a 1997 aerial. Boundary lines follow the centerlines of streets and avenues and the outside edges of alleys off Main Street and Broadway. Where the district jogs, taking right angle turns to exclude noncontributing properties, the adjacent property line as listed on the San Juan County Assessors office maps dated June 19, 1997, demarcates the boundary.

The centerline of Auburn Avenue and West Main Street marks the northwestern boundary of the Farmington Historic Downtown District. Moving clockwise, the northern boundary runs along Main Street's centerline including the south side of the four hundred and three hundred-blocks of Main Street. In the three hundred-block of West Main Street the boundary line right angles mid-block, moving north to Main Street's northern alley, continuing east encompassing the full two hundred-block of West Main Street and the one-hundred blocks of both West and East Main Street.

Two pre-1950 commercial buildings north of Main Street add to the district's depth and are included which causes the boundary to jog north at Wall Avenue before it continues to the eastern property line of 302 East Main Street. The eastern boundary jogs back west along Main Street's centerline excluding a 1990s gas station then moves south to include two properties sited off Main Streets southern alley.

The district's southern boundary includes the commercial and civic buildings on West Broadway with shared or abutting side walls and street front commercial orientation. The boundary crosses Commercial Avenue continuing west along the southern edge of Main Street's south alley. Crossing Allen Avenue the boundary line jogs south at 210 West Broadway, including building 19. The line then jogs back, moving east along Broadway's centerline to include 119 West Broadway, building 24. The boundary then moves further south to Broadway's south alley. Now moving west, the line continues along the alley's southern edge turning north along the centerline of Locke Avenue, jogging to include approximately half of the north four hundred-block of West Broadway before returning to the point of beginning at Auburn Avenue.

Boundary Justification

The district includes ninety-nine predominately commercial buildings and one park located within the original 1879 town plat. The tightly drawn boundary includes properties that are associated with Farmington's development as a commercial trade center from 1906, to 1956. The boundary excludes, where possible, buildings that do not contribute to the historic commercial streetscape or have lost their historic integrity. The district focuses on approximately six blocks of commercial development on Main Street and includes lateral commercial expansion on two and one-half blocks of West Broadway. One hundred and fifty-eight properties

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were surveyed in a one-block radius of the district. Fifty-seven buildings and one park were excluded from the district because they did not contribute to the established urban commercial development pattern.

The western District boundary marks the transition point where the contiguous positioning of buildings was replaced by post 1956 automobile conscious strip development with off street parking. The northern boundary along Main Street excludes additional auto oriented development in the northern four hundred-block of Main Street and seven northwest lots at Locke Avenue with their off street parking lots and broader set backs.

Historically the lots north of Main Street were residential with some additional commercial development extending north along Allen, Orchard and Wall Avenues. The 1950's and 1980's Urban Renewal programs led to the demolition of most of these buildings. The remaining properties immediately north of the district are predominately off street parking lots with a few single dwelling residences, offices and civic buildings excluded from the District.

East Broadway contains stand alone Modern bank buildings that break with the traditional pedestrian access and sidewalk orientation, as does the north side of the one-hundred block of West Broadway. The area was excluded, as were six remodeled storefronts that lack historic integrity on the southeast corner of West Broadway and Orchard Avenue.

Development south of the district boundary to Animas Street and the eastern boundary at Miller Avenue contain structures that adhere to the urban streetscape, however, the buildings were developed for oil and gas industrial use. Their industrial design is not in keeping with the pedestrian retail quality of the district, and therefore the area is excluded.

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Farmington Historic Downtown Commercial District
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Photography Log

Farmington Historic Downtown Commercial District

Farmington, San Juan County, New Mexico

Claudia Smith

Negatives on file at the New Mexico state Historic Preservation Office

April 2002

Photo 1 of 24

302 East Main Street

Building 117

Farmington Lumber

Camera facing northwest

Photo 2 of 24

North side of the 100 block of East Main Street

Right to left: buildings 125, 126, 127, 128, 129, and 130

Foreground: Ford Motor Company

Camera facing northwest

Photo 3 of 24

South side of the 100 block of East Main Street

Right to left: buildings 109, 110, 111, 112, 113, and 114

Foreground: 101 east Main Street

Tree Rivers Eatery

Camera facing southeast

Photo 4 of 24

106 West Main Street

Site 97-A and building 97

Hunter Park and, San Juan County Bank

Camera facing north

Photo 5 of 24

South side of the 100 block of West Main Street

Left to right: Buildings 108, 107, 106, 105, 104, 103, 102, 101

Foreground: Falling Waters Building

Camera facing southwest

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Farmington Historic Downtown Commercial District
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Photo 6 of 24

100 block of West Main Street's southern alley
Foreground: 109 Orchard Avenue
Building 107-A
Hunter Mercantile extension
Camera facing west

Photo 7 of 24

North side of the 100 block of West Main Street
Left to right: buildings 93, 95-A, 95-B, and 97
Foreground: 112 West Main Street
The Wright Building
Camera facing northeast

Photo 8 of 24

North side of the 100 block of West Main Street
Left to right: buildings 85, 87, 89, 91, 93, 95-A, 95-B, and 97
Foreground: 126 West Main Street
Creamland Dairy and Noel Hardware
Camera facing northeast

Photo 9 of 24

South side of the 200 block of West Main Street
Left to right; buildings 100, 99, 98, 96, and 94
Foreground: 201 West Main Street
J. Britton and Company Jewelry
Camera facing southwest

Photo 10 of 24

West side of the 100 block South Allen Avenue running towards the 100 block of West Broadway where South Allen Avenue dead ends.
Right to left buildings: 100-A, and 17 on South Allen Avenue and 24, and 26 on West Broadway
Foreground right: 105 South Allen Avenue
Emerson Gallery
Camera facing southwest

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Photo 11 of 24
North side of the 200 block of West Main Street
Right to left buildings: 83, 81, 79, 77, 75-AB, 75, 73, and 71
Center: 214 West Main Street
Allen Theater
Camera facing northwest

Photo 12 of 24
South side of the 200 block West Main Street.
Right to left buildings: 88, 90, 92, 94, 96, and 99
Foreground: 225 West Main Street
Bedrooms Plus
Camera facing southeast

Photo 13 of 24
228 and 224 West Main Street
Building 71
Taft Building
Camera facing northeast

Photo 14 of 24
307 West Main Street
Building 82
Liberty Finance Company
Camera facing south

Photo 15 of 24
315 West Main Street
Building 78
Totah Theater
Camera facing southwest

Photo 16 of 24
310 West Main Street
Building 61
Nygren's Mens Wear
Camera facing north

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Farmington Historic Downtown Commercial District
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Photo 17 of 24

South side of the 400 block of West Main Street
Right to left buildings: 69, 70, 72, 74-A, and 74
Foreground: 419 West Main Street
Conoco Super Service Station
Camera facing southeast

Photo 18 of 24

North side of the 400 block of West Broadway
Left to right buildings: 41, 43-A, 43-B, and 47
Foreground: 414 West Broadway
Broadway Workout
Camera facing northeast

Photo 19 of 24

North side of the 300 block of West Broadway
Left to right buildings: 35, 31, and 23
Foreground: 312 West Broadway
Jack's Boot and Saddle
Camera facing northeast

Photo 20 of 24

319 West Broadway
Building 33
Pentecostal Church
Camera facing southwest

Photo 21 of 24

South side of the 300 block of West Broadway
Right to left buildings: 46, 44, 42, 40, 38, and 36
Foreground: 313 West Broadway
Native Praise
Camera facing southeast

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Farmington Historic Downtown Commercial District
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Photo 22 of 24

North side of the 200 block of West Broadway

Left to right buildings: 21, 19 (bldgs. 17, 13, and 8 are not in the district)

Foreground: 212 and 214 West Broadway

Heart to Heart Scrapbooking

Camera facing northeast

Photo 23 of 24

210 West Broadway

Building 19

Vacant Utilitarian Commercial Store

Camera facing north

Photo 24 of 24

South side of the 100 block of West Broadway

Left to right buildings: 24, 26, 28-A, 28-B, 30, 32, 34, 27, and 25

Foreground building 26: 121 and 123 West Broadway

Korean Karate and Washington Finance

Camera facing southwest

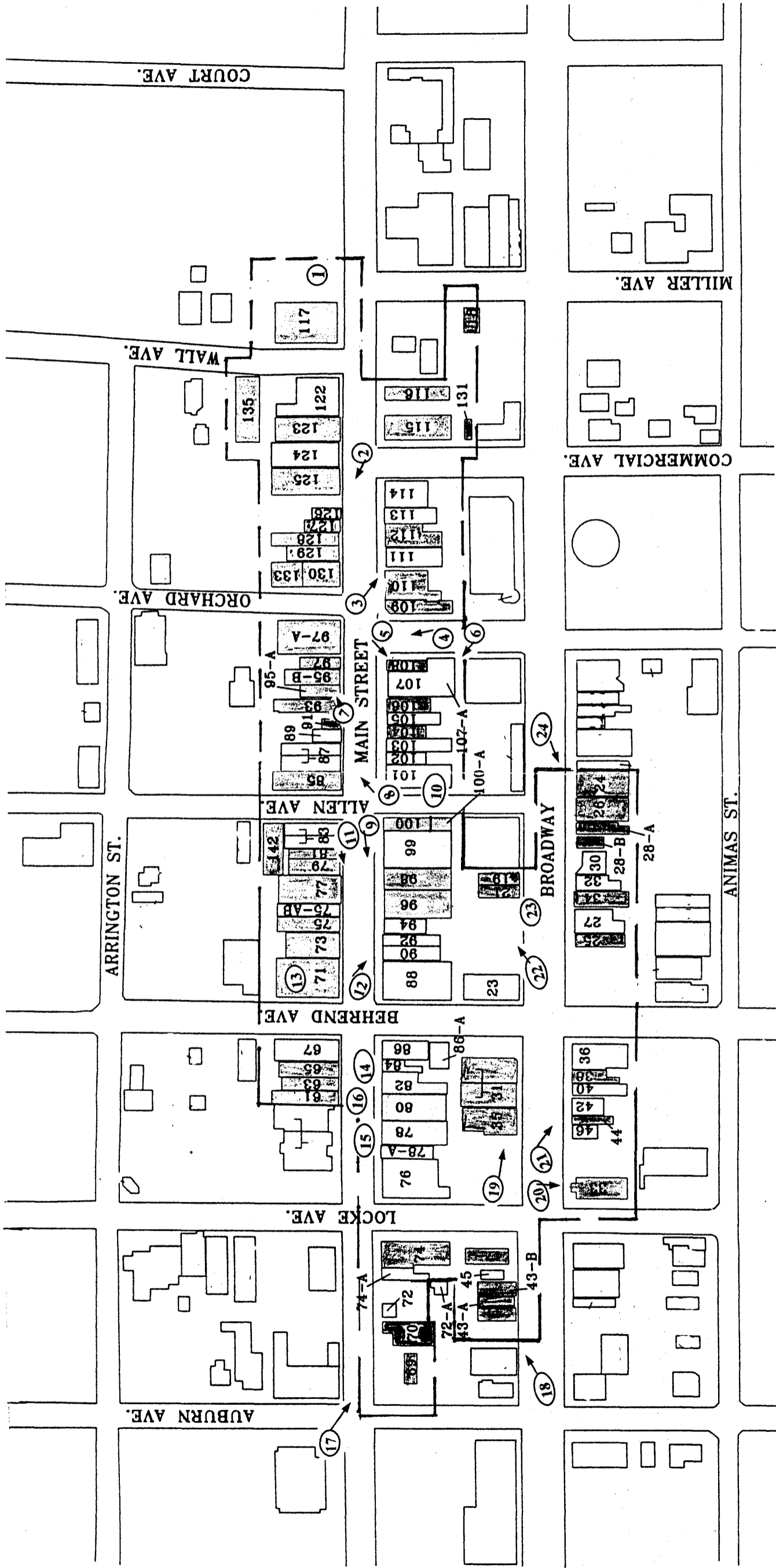
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet





Farmington Historic Downtown Commercial District
Farmington, San Juan County, New Mexico

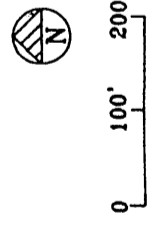
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Figure 7-1 District Map (see reverse side)



LEGEND

-  CONTRIBUTING
-  NON-CONTRIBUTING
-  DISTRICT BOUNDARY
-  PHOTOS



FARMINGTON HISTORIC DOWNTOWN COMMERCIAL DISTRICT

Farmington, San Juan County, New Mexico