

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

**National Register of Historic Places  
Continuation Sheet**

**RECEIVED**

NOV 30 1987

**NATIONAL  
REGISTER**

Section number \_\_\_\_\_ Page 19

---

Historic Resources of Downtown Gallup  
McKinley County, New Mexico

1. Grand Hotel (Ricca's Mercantile)
2. Location: 306 West Coal Avenue  
Gallup, New Mexico
3. Classification:  
Category building  
Ownership private  
Status occupied  
Accessible yes: unrestricted  
Present use commercial
4. Owner of Property:  
Ricca's Mercantile Company  
Barbara Moretto Wildey  
306 West Coal Avenue  
Gallup, New Mexico 87301
5. Location of Legal Description:  
McKinley County Courthouse  
205-209 West Hill Street  
Gallup, New Mexico
6. Representation in Existing Surveys:  
New Mexico Historic Building Inventory  
August 1985  
New Mexico Historic Preservation Division  
228 E. Palace Avenue, Rm 101  
Santa Fe, New Mexico 87503
7. Description:  
Condition good  
altered  
original site

Ricca's Mercantile building is a two-story, decorative brick commercial style structure with a flat roof and symmetrical facade built circa 1925.

11-30-87

**United States Department of the Interior  
National Park Service****National Register of Historic Places  
Continuation Sheet**Section number \_\_\_\_\_ Page 20

Originally the structure housed three functions; a dry goods store and bus depot downstairs, and a hotel upstairs. The hotel went out of business about 1980, and the upstairs is now storage for the downstairs furniture store.

The building is located in the middle of the 300 block of Coal Avenue, a busy retail trade street, and faces south. Entry was originally gained through the center main door. It is currently gained through the right storefront door. The lower facade is symmetrical and focuses on the main entry which consists of a wooden door with full length glazing, three part sidelites of beveled glass, and a transom. Storefront entries and display areas are located on either side of the main entry. These consist of a large two-part display glazing, transom lites, small metal overhangs for awning devices, and recessed entry areas. A metal and plastic sign hangs perpendicular to the building directly over the main doorway. The first floor appears to be constructed of poured-in-place concrete which has been stuccoed on the exterior.

The second floor is constructed of brick, with brick coping at the top, vertical and linear decorative brickwork on either end and at the center, and horizontal protruding coursework at the top and bottom of the windows and midway to the cornice. The windows are paired double hung wood sash. There are five sets and they are located asymetrically, one at the center and two on either side of center not evenly spaced. The second story rises above the buildings on either side, which allows for windows along the east and west walls.

The interior of the first floor was originally used for two functions, a dry goods store and a bus deopt. More recently the entire first floor has been used as a furniture store. The flooring in this area is oak and the ceilings are decorative pressed tin. There is a small office in the rear, and a small staircase at the back on the west side leads to the upper rear of the building (the rear portion of the hotel area).

One ascends an eight foot wide staircase detailed with dark wood paneled wainscoting to access the second floor. This was the main entrance to rooms at the Grand Hotel. The stairwell is lit by an approximately 8'x15' hipped glass skylight. At the top of the stairs is an old telephone operator's booth. The small hotel rooms line the outside perimeter of the entire building. Bathrooms and other services were located in a central block. A wide hallway lines each side of the building, and surrounds the staircase. Lining the hallway is dark wood paneled

APR 8 1988

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number \_\_\_\_\_ Page \_\_\_\_\_

---

wainscoting which matches that on the stairway. The present owner of the building has partitioned off the rear of the second floor to use for storage, but has not changed the room configuration in this area.

The building is currently painted white with green and black detailing. It maintains its original appearance and is in good condition structurally.

8. Significance:

Area of significance: architecture  
tourism  
Period of significance: ca1925  
Criteria: A and C  
Builder/Architect: unknown

Ricca's Mercantile, the 1920s Grand Hotel, is architecturally significant in Gallup as a good, though plain, example of the Decorative Brick Commercial Style and historically significant for its association with tourism, commerce and transportation in Gallup.

Historically, this building housed three important operations, the bus depot on the first floor, the hotel on the second floor, and The Gallup Cadillac Company in the basement. (a ramp in the sloping ground in the back of the building got the cars in and out of the dealership)

Gallup began lobbying for the transcontinental highway as early as 1913. According to The Gallup Independent (Monday, November 23, 1987) the highway was designated as U.S. 66 in 1926 which coincides closely with the building of the Grand Hotel.

The Grand Hotel was built on Coal Avenue at the time that this street was becoming the major street in Gallup. Route 66 (Railroad Avenue) which paralleled the railroad allowed only construction on one side of the street. This precluded further development on Railroad Avenue. As Gallup continued to grow and as Railroad Avenue traffic dramatically increased, demand forced business to shift to Coal Avenue. As a result, Coal Avenue saw a burst of construction activity during the 1920s and 1930s. It thus became Gallup's main "urban street." (see enclosed map) Further, Railroad Avenue lost some of its luster and a number of the hotels along it became houses occupied by "ladies of the night".

APR 8 1988

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number \_\_\_\_\_ Page \_\_\_\_\_

---

Architecturally, the building is an example of very plainly built Decorative Brick Commercial Style. It has a pleasing balance and rhythm to its front facade. Also important to this structure is the early use of poured-in-place concrete, a construction technique developed by Thomas A. Edison in 1907 and first used in New Mexico in 1910 in the Rosenwald building in Albuquerque. The exterior of Ricca's Mercantile is so completely unaltered that it stands as a good reminder of how this area looked in the 1920s and 1930s.

9. Major Bibliographical References:

Interviews:

Fellin, Octavia, Librarian, Gallup Public Library, March 16, 1988.

Hight, George, Photographer, George Hight Studios, March 17, 1988.

Petranovich, G. William, former City of Gallup engineer, March 17, 1988.

10. Geographical Data: The nominated property consists of the east 11' of Lot 16 and all of Lots 17 and 18, Block 31, Original Townsite.

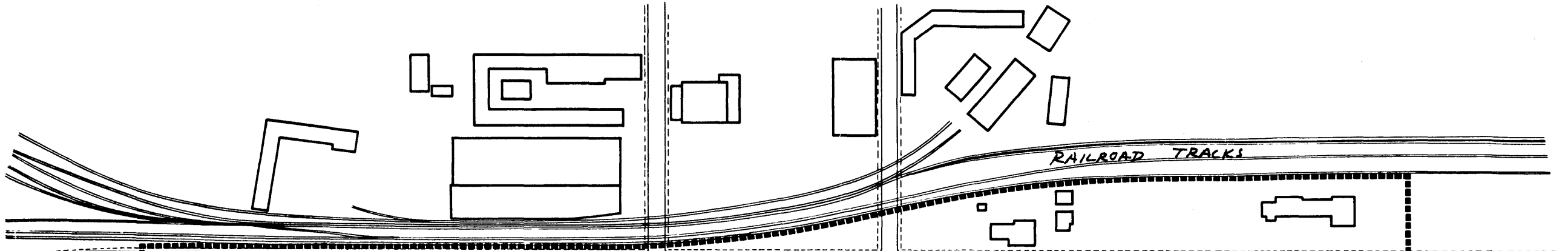
Quadrangle Name: Gallup East

Quadrangle Scale: 7.5 minute

Acreage: Less than one acre

UTM References

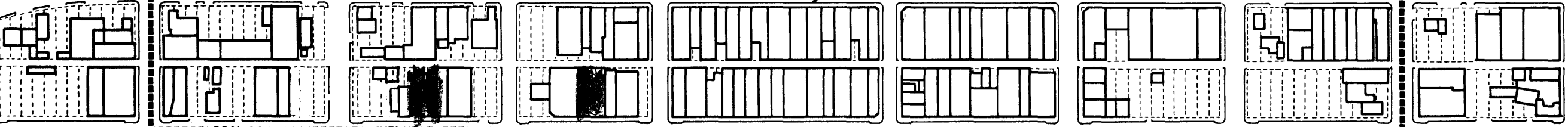
Zone 12 Easting 704560 Northing 3933605



SIXTY-SIX

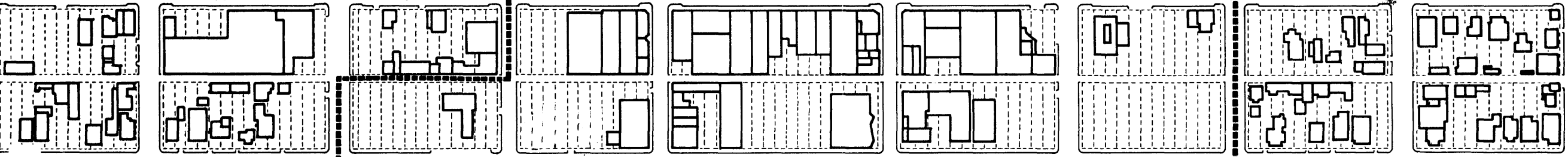
AVENUE

(RAILROAD AVENUE)



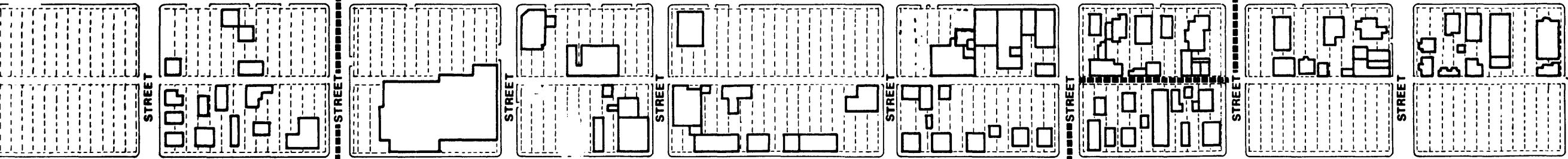
COAL

AVENUE



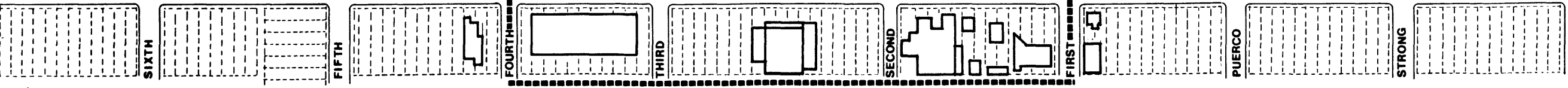
AZTEC

AVENUE



HILL

AVENUE



SIXTH STREET

FIFTH STREET

FOURTH STREET

THIRD STREET

SECOND STREET

FIRST STREET

PUERCO STREET

STRONG STREET