

1774

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Barelas-South Fourth Street Historic District

other names/site number _____

2. Location

street & number Along 4th St. from Stover Ave. to Bridge St. not for publication

city or town Albuquerque vicinity

state New Mexico code NM county Bernalillo code 001 zip code 87106

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.)

Lyn Sebastian SHPO 6-6-97
Signature of certifying official/Title Date

State of 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 certifying official/Title Date

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the 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:)

Signature of the Keeper

Date of Action

Beth Roland

7/24/97

Barelas-South Fourth Street Historic District
Name of Property

Bernalillo, New Mexico
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
45	16	buildings
0	0	sites
0	0	structures
0	0	objects
45	16	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)
Auto-oriented Commercial Development in
Albuquerque, New Mexico, 1916-1956

**Number of contributing resources previously listed
in the National Register**
0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Commerce/Trade -- Specialty Store,
Restaurant, Department Store, Professional
Transportation -- Road Related
Domestic-Single Dwelling
Other-Domestic/Commercial Combined

Current Functions
(Enter categories from instructions)

Commerce/Trade -- Specialty Store,
Restaurant
Transportation -- Road Related
Domestic-Single Dwelling
Other-Domestic/Commercial Combined
Vacant/Not in Use

7. Description

Architectural Classification
(Enter categories from instructions)

No Style
Modern Movement-Moderne/International
Late 19th & 20th C. Revivals-Mission
Other - N.M. Vernacular, Utilitarian,
Commercial, Hipped Box

Materials
(Enter categories from instructions)

foundation Concrete, N/A
walls Wood, Stucco, Terra Cotta, Concrete,
Adobe
roof Asphalt, Metal-Steel
other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- 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 values, 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

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

- Commerce
- Transportation
- Ethnic Heritage-Hispanic
- Architecture

Period of Significance

1924, 1956

Significant Dates

1924, 1926
1937, 1956

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- 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
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Barelas-South Fourth Street Historic District
Name of Property

Bernalillo, New Mexico
County and State

10. Geographical Data

Acreage of Property 17

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	3
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3	4	9	2	7	0
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3	8	8	2	7	8	0
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3

1	3
---	---

3	4	9	3	0	0
---	---	---	---	---	---

3	8	8	1	8	7	0
---	---	---	---	---	---	---

2

1	3
---	---

3	4	9	4	4	0
---	---	---	---	---	---

3	8	8	1	7	6	0
---	---	---	---	---	---	---

4

1	3
---	---

3	4	9	1	6	0
---	---	---	---	---	---

3	8	8	2	8	9	0
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See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Chris Wilson

organization Consulting Cultural Historian date September 15, 1996

street & number 1208 Marquette Pl. NE telephone (505) 243-8619

city or town Albuquerque state NM zip code 87106

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name (More than 50 properties)

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 1**7. DESCRIPTION**

Summary Paragraph. The Barelas-South Fourth Street Historic District, located on the relatively level flood plain of the Rio Grande, begins three blocks south of downtown and is surrounded by the Barelas residential neighborhood. The district consists of 30 commercial buildings, and 12 mixed commercial-residential buildings, with an admixture of 12 residences situated one building deep on either side of the eight-block long district. New Mexico Vernacular houses built of adobe with corrugated metal roofs are most common near the south end of the district, while modest Queen Anne Style, shotgun, Bungalow Style, and four-square houses with hipped roofs, built of wood frame and brick tend to be located more to the north. Seven residences predating the development of this automobile commercial strip were remodeled for commercial purposes, usually by the addition of a flat-roofed store module in the front yard of the house. Twenty-two flat roofed commercial buildings with utilitarian facades (an entrance flanked by large display windows with a kick plate below, transoms and a sign panel above, and, some, with canopies projecting over the sidewalk) stand at the edge of the sidewalk, singly or in contiguous groups of two to four shops. Four supermarkets, with facades two to three times the width of the typical store, also stand at the sidewalk's edge, but provide parking lots to their sides. The four service stations with office modules and garage service bays are pulled back from the roadway to allow two drive-thru lanes, one covered by a canopy. Commercial structures from the late 1920s and the early 1930s have little stylistic detail, although a few adopted Mission-Mediterranean elements to attract auto tourists. A series of major Streamlined Moderne buildings erected just before and after World War II, with their white stuccoed surfaces, rounded masses, corner windows and the occasional round window or icon tower give the district its strongest visual theme. Four International Style store buildings employ a vocabulary of crisp intersecting planes, but modulated by textured brick piers and faintly-Territorial Revival Style cornices. Since 1956 only

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

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 7 Page 2

four new buildings have been built in the district, but even these correspond to the already-established spatial patterns. Physical deterioration, the removal of some secondary features, and the boarding up of many windows have been the most common changes. Because the area retains its essential streetscape patterns, and the buildings most of their secondary details, the district conveys a strong sense of an early automobile commercial strip developed through an existing residential area. Although the sprinkling of residences in the district resemble those on the residential side streets, the preponderance of commercial buildings and business sign emphatically oriented onto this auto thoroughfare clearly distinguish it from the surrounding area.

Summary Table 1. Date of Construction of Original Buildings and of Commercial Additions
(Not including rear cottages, garages or sheds)

Original Buildings	Additions onto existing residences	
21	Pre-1924	
10	1924-1930	
15	1931-1946	6
4	1947-1956	1
4	post-1956	

Summary Table 2. Historic Building Functions

30	Commercial
12	Combination of Commercial and Residential
12	Residential
5	Rear Cottage or Apartment
2	Garages
2	Storage Sheds (excluded from contributing/non-cont. totals)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, N.M.Section number 7 Page 3Summary Table 3. Type of Commercial-Residential Hybrid Buildings

- 7 Existing residence with commercial addition
- 3 Constructed as combination of commercial and residential
- 2 Existing residence, a portion of which was converted to commercial use without the construction of any addition

Setting. The South Fourth Street District is located on the relatively level flood plain of the Rio Grande, which slopes gently downward from north to south. It includes the buildings on either side of the street beginning three blocks south of the Railroad Era downtown and continuing south eight blocks to Bridge Street. Just north of the district stands the 1938 WPA Coronado School and beyond it are Urban Renewal era parking lots on the south side of downtown cleared in the late 1960s and early 1970s. At the south end of the district is the east-west arterial Bridge Street, and beyond it, a partially-developed light industrial district, also cleared by Urban Renewal. The buildings are predominately commercial with a few residences mixed in. On the cross streets just outside the district, free-standing residences continue three blocks east to the old Santa Fe Railway Locomotive Shops and the railroad tracks, and west three to four blocks to the Rio Grande Park and the undeveloped *bosque* (cottonwood forest) lining the river. The surrounding Barelas neighborhood, like the district, is predominately one story.

Residences and Neighborhood Groceries. The oldest buildings in the district are 19 residences dating to 1890-1935. All are set back five to twenty feet from the street and most have gabled or hipped roofs. Those in the northern half of the district include one-story shotgun houses, Hipped Box houses and a Bungalow, and are built of brick, or wood frame covered with clapboard or stucco (ills. 3 left, 15, 16,, 27). Those in the southern half of the district include a modest Queen Anne Style house (ill. 17), although the rest are adobe buildings with corrugated metal roofs, in

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 7 Page 4

long narrow gable-roof forms, which the NMHBI Manual terms New Mexico Vernacular, or assume four-square, hipped forms, termed the Hipped Box type (ill. 26).

Three neighborhood grocery stores date to 1890-1915, before the rise of the automobile. Two are New Mexico Vernacular, adobe buildings with front facing gables and false fronts (ills. 4 left, 8). The third is a flat-roofed utilitarian store front building constructed of "cast stone" concrete blocks (ill. 9).

Auto-Oriented Building Types. After U.S. Routes 66 and 85 were designated on South Fourth in 1926, commercial development began in earnest. Over the next thirty years, the existing residences and groceries were joined by 14 new store buildings, 4 gas stations, 4 supermarkets, and a combination car-tractor dealer and service station. Seven existing residences were remodeled for commercial functions, while two new buildings combined residential and commercial functions.

Each of these buildings conforms to the site layout, massing and functional characteristic of their type as described in the Albuquerque Auto-oriented Commercial Development Multiple Property Documentation Form. The store buildings have utilitarian facades consisting of a door, display windows and a high parapet that serves as a sign panel and hides a flat roof that drains to the rear. A few have (or once had) canopies hung from the parapet on steel rods, out over the sidewalk. These typically 25-foot wide stores are grouped together in commercial strip buildings or stand singly at the sidewalk (ills. 4 middle, 6, 10, 11). One of the last ones erected, like other commercial construction around the city in the mid-1950s, was pulled back from the street to allow one row of parking (ill. 25). The utilitarian store front module was also constructed in the set back fronting several existing residences to convert them to commercial or mixed commercial/residential uses (13, 15-18).

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 5

The four filling stations constructed near the middle of the district around 1930 began as modest office modules pulled back from the street to allow two drive-thru lanes, one of which was covered by a projecting canopy. Garage service bays were added to each as the decade progressed (ill. 19, 20). The Durand Motor Company built in 1940 combined rear-opening service bays to one side with a filling station office with an eye-catching tower but no canopy in the middle (ill. 21), and a showroom to the other side.

The four supermarkets in the district are roughly two to three times the width of the older store front form--the result of bringing together packaged grocery, meat and produce markets that previously were sold in separate stores. One market was housed in an existing building of two stores that were consolidated into a single space (ill. 9). The other three, and those built elsewhere in the city in the late 1930s and the decade following World War II, stand at the sidewalk's edge, and provide surface parking to the side roughly equal to the foot-print of the building (ills. 1 rt., 22, 23).

Streetscape Pattern. This mixture of residences with a variety of commercial building types has yielded a varied streetscape pattern (Map 2). For the most part, the location of the commercial strip buildings and supermarkets at the edge of the sidewalk define a traditional commercial, walled corridor (ills. 1 4, 6, 7). That the majority of houses set back from the street have been filled to the sidewalk with commercial additions further strengthens this pattern (ills. 13, 15, 17). Likewise, many of the adobe houses in the southern end of the district stand less than ten feet back from the sidewalk, perhaps reflecting a continuing Hispanic urbanism contrary to Anglo-American norms for set-back suburban residences (ills. 26, 27). Even one of the gas stations helps define its corner with its canopy (ill. 19). Conversely, several factors undermine the street wall: handful of set back houses, the gas station drive-thru lanes, and supermarket parking lots. In addition 2 commercial buildings and 10

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 6

residences have been demolished since 1956 (ills. 2 left, 3 middle). However, at least one side of the street is defined by buildings at all points. The commercial focus is clearest in the northern half of the district; the street wall wavers south of Cromwell, but returns strongly south of Barelas Road. The contrast of primarily pitched-roofed houses with flat-roofed commercial buildings makes it particularly easy to read the historical development of an auto commercial strip laid over an already existing residential street. Similarly, one easily distinguishes older houses from their commercial additions at the street.

Styles and Architectural Details. Owner-built, utilitarian structures and vernacular interpretations of popular architectural styles account for the majority of buildings, although a handful of High Style buildings form the visual landmarks of the district. (The second generation commercial strip in the Nob Hill area, by comparison, almost completely lacks owner-built, vernacular buildings, and has many more architect-designed buildings.) Most of the commercial strip stores have little or no overt architectural detail, but achieve their affect through a straight forward presentation of standard elements--door, windows, sign panel--enlivened, perhaps, by a textured surface material (ills. 9, 10). After the designation of the street as Route 66/85 in 1926, some builders drew from the Mission-Mediterranean genre in an attempt to attract the eye of auto tourist. Curvilinear or stepping parapets, and terra cotta tiles are the most commonly used details (ills. 19). One service station combines a tile roof with Bungalow Style brackets to strike a domestic note appropriate to the neighborhood.

The strongest visual note is provided by a number of prominent Streamlined Moderne buildings. Driving along, the motorist sees rounded corners and windows, white stuccoed or tile walls, glazed tile kick plates, projecting flow lines, pipe railings, port hole windows and a faceted tower (ills. 5 right, 6, 21, 22). The house-front commercial additions range from overt to highly simplified uses of the Moderne. One

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 7

deploys large round windows, a rounded canopy and tile piers with stepping tops (ill. 13). Another flat-roofed addition with corner windows and a tile kick plate, assumes a faintly-Southwestern accent with textured stucco and a geometric design of the tiles (ill. 16). More modest additions employ a basic white stuccoed, flat-roofed form. After World War II, Albuquerque builders turned increasingly to the more angular International Style, made more at home in the American west by the use of textured brick piers and modest Territorial Revival brick cornices (ills. 23, 25). A drive-in restaurant erected about 1960 in its articulated I-beam columns and beams, and single pitch roofs echoes that era's structural expressionism, sometimes referred to as Exaggerated or Mannered Modern (ill. 24). In 1955 or 1956, three pre-World War II buildings were remodeled with veneers of variegated-colored cast stone. Stone or cast stone veneers, polychromy and rich textures are all components of an aesthetic, streetscape style popular in Mexican-American neighborhoods across the Southwest following World War II (ills. 12, 30). (Alarid, Arreola)

Appearance in Historic Period. At its peak from the late 1930s to the mid-1950s, the Barelas- South Fourth Street Historic District was a thriving automobile commercial strip. It not only served highway traffic and was the primary shopping district for the Barelas neighborhood, but also offered South Valley farmers on their way to downtown a full line of businesses with congenial, bilingual proprietors. With four to six thousand vehicles traveling the street daily, pedestrians strolling the sidewalks, vehicles pulling into service stations and supermarket parking lots, it was as vital during the day as at night when the many business signs came on. A similar number of cars use the street today, 20 business continue to operate here, and there are more pedestrians than on most Albuquerque arterials. But the signs of physical decline are what first strike most visitors from outside the neighborhood.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 8

Alterations. On the one hand, economic decline since the mid-1950s (discussed in the next section) has slowed the rate of change in the district. The drive-in restaurant built between 1957 and 1962, and three commercial buildings built about 1970 are the only structures added to the district since 1956, and even these conformed to the existing streetscape patterns (ills. 24, 29). Major facade remodelings, so common in auto commercial areas, have also been rare (ills. 4 left, 6 left). One shotgun house has lost its pitched roof, while another clapboard one was stuccoed and its flat-roofed commercial addition received a pitched roof (ills. 18, 28). Since the street was photographed in 1981 for the Albuquerque Landmarks Survey, the most common changes have been made in response to rising rates of burglary and vandalism. Many business people have covered their windows with plywood or corrugated metal (ills. 1 rt., 2 left, 9, 16 second floor). Others have reduced the size of their windows or closed some entirely (ills. 10, 14, 22, 23). Almost everyone has added metal security bars or metal meshes over their doors and windows (ills. 1, 10-12, 14, 15, 18, 24-27). In addition, one gas station drive-thru has been closed in with plywood, and several business signs have been taken down, although many sign poles, wall brackets and mounting armatures remain in place (ills. 9 at building corner, 13, 19). A few projecting canopies have also disappeared, although, the eye bolts, and even the metal rods they hung from remain in place (ills. 4, 3rd from left; 9).

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 9

Attributes Required for Contributing Status. Because the location and orientation of buildings, and their adaptation to the automobile are features most important to conveying a sense of the historic period, all buildings listed below as contributing retain their original site layout (relation of the building to the street and to parking areas, if any); original massing and roof shape; and original door and window openings (even if currently covered). In addition, all contributing buildings also retain most of the following secondary features: original facade materials; canopies, if part of the original construction; original signs, or sign poles or mounting brackets; and architectural details and other feature that contribute to an identifiable architectural style. These somewhat altered buildings, for instance, have been determined contributing: illustration 9, although its windows are currently covered, and its sign and canopy have been removed, it retains the sign brackets, canopy eye bolts, and all other historic features; Illustration 10, its front windows have been partially filled, but its original materials, a historic sign and all other original features remain; and illustration 16, although some second story windows are boarded over and solar collectors have been added to the roof, it retains all other features it possessed as of 1947. These more modified buildings, by way of comparison, are listed as non-contributing: illustration 4 left, has received smaller windows at the street, its canopy has been removed, a wooden sign board has been stuccoed over, and a window added to the gable end; illustration 18, clapboard siding on the rear has been stuccoed and its flat-roofed front addition given a gabled roof; illustration 6, its windows were completely stuccoed over, and a new tiled entrance constructed; and illustration 28, has lost its historic gabled roof.

Most of the contributing buildings were erected in a single construction phase, although a significant minority grew by accretion, most typically: simple filling station offices with canopies that grew into service stations with the addition of garage bays, and small shops that were constructed at the front of existing residences. A number of such

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 7 Page 10

examples, which were remodeled within the period of significance, 1916-1956, and conform to the historical patterns and forms have been identified as contributing. In addition, five buildings that were built or received their front, commercial additions between 1947 and 1956, and are not yet 50 years old, have nevertheless, been included as contributing because they continue the patterns already established, and make an integral contribution to the character of the district (ills. 17, 23, 25).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 7 Page 11

Information in these building listings are organized as follows:
Building number. Historic name (current name), (photographs shown in),
address; dates of construction and major alterations; architectural style
or type; wall construction material; window type(s); architectural details;
signs, sign poles etc, if any. All buildings are one-story and flat-roofed
unless noted otherwise.

Contributing Buildings.

1. Hudson Dealership Service Garage (St. Vincent de Paul Thrift Center), (ill. 14), 714 4th S.W.; truncated hip-roofed house pre-1908, south addition 1931-42, north addition 1945; stucco over brick, brick piers and hollow clay tile; 6/6 double hung windows; faintly Territorial Revival brick coping on flat-roofed sections. Original house and south addition used as rental store/office spaces 1930s+.

2. Mack's Pastry Shop, 800 4th and 324 Hazeldine S.W., house pre-1908, store addition at corner up to sidewalks 1945-47. House: stucco over brick, hip-roofed with gable dormers, hexagonal wood shingles in gables, 1/1 double hung windows. Store: stucco over concrete block, single door in "chamfered" corner, two stuccoed over windows, three windows covered with plywood.

3. Model Food Market (B. Ruppe Drugs), (ill. 1 right), 807 4th S.W., 1938-39; stucco over clay tile and piers, 1950s cast concrete veneer on front; sidewalk canopy; large fixed windows covered by plywood or steel mesh, pole sign. Small addition on back of north side, 1954-56. Operated by Max Castillo who converted it into a wholesale meat market in the mid-1950s.

6. (Albuquerque Mattress Company), (ill. 16); 823 4th S.W. Hip-roofed house, pre-1908, brick, 1/1 double hung windows with segmental arches with projecting "hoods." Commercial addition, 1942-47, faintly International Style; textured stucco; large fixed windows with aluminum frames and blue and tan tile kick plate, recessed single door with transom (1st); fixed windows with transom, partially covered (2nd). Metal carport

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 12

in rear. American Legion finished front addition begun by earlier owner, and operated it for a time as a rental meeting hall.

7. 323 Atlantic S.W., pre-1908, shotgun house, stucco over wood frame, 1/1 double hung windows, porch enclosed with 4 lite fixed windows, brick chimneys. Contributing, pre-1956, concrete block garage.

10. Mike's Food Store (The Potters House-church), (ill. 23), 907 4th, 1953, S.W., International Style, stucco over concrete block and piers, cantilevered sidewalk canopy, fixed window partially painted over, purple glazed tile kick plate, brick copping, narrow buff brick stacked bond in sign tower and piers flanking double doors. Architect Joseph B. Burwinkle. Built and operated for 35 years by Michael Alarid, who was also a leading politician, including serving as majority leader of the New Mexico State Senate.

11. Ives Flower Shop, 908 4th S.W., 1954-56, International Style, stucco over clay tile, faintly Territorial Revival brick coping on facade, cantilevered sidewalk canopy, perpendicular, wall-mounted sign.

13. Ives Greenhouse Office, (ill. 2 left), 918 4th S.W., faintly Mission, stucco over brick and wood frame, gable roof behind small parapet, single door and covered fixed windows in large blind arch, two garage door on south side, sign poles to south. Office for the city's largest wholesale greenhouse to the south, now demolished. Louis Valencia operated a boxing gym here in the 1970s, where world light heavy weight champion Bobby Foster trained.

14. Durand Motor Company (SW Paint and Body/ASAP), (ills. 2 right, 3 right, 31), 929 4th S.W., northern 2/3 1940, south by 1942, stucco, original service bays to north filled with fixed windows, icon tower, scalloped cornice on north. 1952 City Directory: Durand Motor Co. used cars, Durand Chevron Service Station, Allis Chalmers Farm Tractors and Implement Dealer. Operated by Durand family; builder, Ambrosio Saavedra.

16. Garcia-Lopez House, (ill. 3 left), 1003 4th S.W., hipped four-square cottage, 1902-08, stucco over brick, hipped roof with gablets, 2/2 double hung windows with segmental arches, stock classical porch columns, molding trim on gablets and boxed soffits. Has been used as

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 13

duplex on and off over the years. Contributing cottage apartment to rear, Southwest Vernacular (faintly Mission), capped stepping parapet, small hood on rafter extensions over door and two windows.

18. Sophia Olona House, 1012 4th S.W., Bungalow Style, 1924-31, front-facing gable, stucco, metal casement windows, Bungalow Style brackets under entrance hoods.

20. Residence and Cafe, (ill. 15) 1017 4th S.W. Original house: shotgun plan, pre-1908, wood siding over wood frame. Store front addition: 1942-47, stucco over concrete block, fixed window; entrance hood replaced canopy post-1981.

21. Harley Davidson Sales/later Disabled Veterans Store, (ill. 4, 3rd from left), 1019 4th S.W., single door flanked by fixed windows with transom, sidewalk canopy removed although eye bolts and metal rods remain. Veterans Store operated by war hero Art Ortega.

24. Hi-Way (later Horn Oil) Service Station, (ill. 20), 1024 4th S.W. Filling station: 1930-31, Mediterranean/Bungalow Style, stuccoed walls, French style clay tiles over intersecting gable roofs, exposed rafters, brackets, drive-thru canopy supported by one pier and one pipe column. Garages: 1931-42, hollow clay tiles and brick walls, steel awning windows, one single door, 2 garage doors. Free-standing sign, ca. 1960. Concrete pump bases and grease pits.

25. Magnolia Service Station, (ill. 19), 1100 4th S.W., 1931, service bays added by 1942, brick walls and piers with concrete caps, curvilinear parapet with cast magnolia medallion in false gable, fixed windows with transoms front, steel awning windows rear, recessed sign panels under tile hoods, plywood filling porte cochere. Original free-standing sign pole and light. Operated by Ernest Fierro, known as one of the best mechanics in town.

26. Arrow Market, (ill. 22), 1101 4th S.W., 1945-46, stucco over brick piers, concrete block and concrete bond beams, black tile kick plate, flat and fluted glazed white tile on upper part of facade, round corner, double door with transom. Vertical wall-mount sign. Owned and operated for many years by Justo Sanchez.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 7 Page 14

27. Lopez House, (ill. 27), 1110 4th S.W., Bungalow Style, 1924, front-facing gable with exposed rafters and brackets, 1/1 and 4/1 Bungalow Style windows, wood casement windows, wooden string course with dentils. Metal window awnings and metal security fence.

28. Piggly Wiggly (Three A Laundry), (ill. 10), 1115 4th S.W., 1930-31, textured brick facade with corbelling and recessed panels, stucco over brick walls and piers on sides, original fixed window remains on north side, others stuccoed over or reduced. Also known as the Economy Market.

30. Navajo Super Service Station (V&C Transmission), 1124 4th S.W., faintly Streamlined Moderne; southern portion, original filling station office, 1930-31; garage service bay to north, 1931-42; stucco over concrete block and brick with brick piers, fixed windows, drive-thru canopy removed.

31. Kandy's Food Market, (ill. 9), 1200 4th St. S.W., 1913-14; rusticated cast concrete block; single door; large, probably fixed windows covered with corrugated roofing material. Proprietor from late 1930s to 1950s was Candelario Barreras. He and his partner in the early 1950s, Michael Alarid, inserted steel roof trusses and demolished the previous interior wall, which had divided the building into two stores, to create one large, open food market.

32. Commercial Building, 1202 4th St. S.W., 1931-42, Utilitarian Commercial type, stucco over brick; single door; large, probably fixed windows covered with corrugated roofing material.

33. Commercial Building, (ill. 32), 1210 4th St. S.W., Utilitarian Commercial type, 1942-47, stucco over wood frame, single door flanked by pairs of double hung windows, wall mount sign.

34. Lautaro G. Vergara Residence and Medical Office, (ill. 5 left), 1211 4th St. S.W., 1942-46, Streamlined Moderne, stucco over adobe, metal casement windows and one round window, small canopy over door, pipe railings, and raised flow lines. Dr. Vergara, a native of Peru or Chile, at first lived and had his offices here, but as his practice prospered in the 1950s, he moved out and devoted the entire building to his medical offices.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 15

35. Sofia Sanchez House, 1212 4th St. S.W., 1931-42, stucco over adobe, 4 vertical/1 double hung windows and wooden casements, corner screened porch in main body of house..

36. Store, (Garcia Electrical Contractors), Utilitarian Commercial type, 1217 4th St. S.W., (ill. 5, second from right), 1931-42, stucco over adobe, single door with transom flanked by fixed windows covered with security grills, corrugated metal gabled roof with false front sign panel with brick copping, small "Mansard" corrugated metal hood added since 1981. Non-contributing, post-1956 shed.

37. Celso Lopez House, 1219 4th St. S.W., 1908-24, Hipped Box, stucco over adobe, asphalt shingle hipped roof with boxed overhangs, wood casement and aluminum sliding windows, single door. Contributing pre-1956 concrete block garage.

38. Figaro Barber Shop and Mariano Residence, 1223 4th St. S.W., pre-1924, New Mexico Vernacular Style, stucco over adobe, long one-room wide plan with multiple single doors, corrugated metal hipped roof, 1/1 double hung windows, wood and metal casement windows. Operated by Cuban-American, Ferrer Mariano, known by his customers as *el Cubano*.

39 Red Ball Cafe and Padilla Residence, (ill. 13), 303 4th St. S.W. House, pre-1924, Hipped Box type, two stories, four-square plan, stucco and tongue and groove siding over wood frame, window covered. Addition at front first floor, 1931-32, Streamlined Moderne, metal casement and large round windows, single door with arched transom, curved cantilevered canopy, glazed tile kick plate and "piers" with stepping caps. Addition to front second story, 1931-42, vertical wood siding, metal casement windows. People came from all over the area to buy hamburgers with red chili, six for a dollar. Also known as Wimpy's for the character in the Popeye cartoons who loved hamburgers.

41. San Antonio Drugs, (ill. 6, second from the left), 1305 4th St. S.W., Utilitarian Commercial type, pre-1947, stucco over concrete block, single recessed door, covered probably-fixed windows with transoms, glazed tile kick plate and "piers" with stepping caps, remains of flush-mount neon sign. Operated by a pharmacist named Berdinelli.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 7 Page 16

44. Barelas Launderette and Lovato Residence, (ill. 17), 1324 4th St. S.W. House, pre-1908, Queen Anne; stucco over brick; intersecting hipped gable roofs covered with corrugated metal and with enclosed eaves and board trim; 4/4, 1/1, 6/6 double hung windows, some with segmental arches; screened porch under main roof. Additions to front and rear, Utilitarian Commercial type, 1954-56, stucco over concrete block, centered front door flanked by fixed windows, rear metal casement windows.

45. Cooperative Poultry Marketing Association Building and Apartments, 1326 4th St. S.W., Utilitarian Commercial/Bungalow, 1947, stucco over adobe. Store at front with central door and fixed windows, eye bolts in facade; canopy removed pre-1981. Residential rear, asphalt shingles on gabled roof, three single doors with bracketed hoods, 1 wooden double garage door, aluminum sliding windows. Contributing cottage behind main building, same details as residential portion of main building except double hung windows.

46. House, 1328 4th St. S.W., New Mexico Vernacular, (ill. 26), pre-1924, stucco over adobe, asphalt shingles over hipped roof with small overhangs with exposed rafters, gabled vent with wood shingled sides, 2/2 and 1/1 double hung windows, square wooden porch posts. Contributing cottage to rear, New Mexico Vernacular, pre-1924, corrugated roof, double hung windows, wooden porch posts.

47. Baca House, 1400 4th St. S.W., Hipped Box, pre-1924, stucco over adobe, asphalt shingles over hipped roof with small overhang and exposed rafters, 1/1 double hung windows with metal security mesh.

48. El Coronado Cafe, (ills. 12, 30), 1407 4th St. S.W., pre-1941, stucco over adobe and wood frame, facade veneer of rusticated ashlar cast stone with variegated browns, tans, greens etc., corrugated metal roof over gabled roof with small overhangs and exposed rafters fronted by false front parapet, two single doors each flanked by fixed windows, free-standing sign. Operated by Johnny Gutierrez.

49. House and Beauty Parlor, 1408 4th St. S.W., New Mexico Vernacular, pre-1924, stucco over adobe, corrugated metal roofing over

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 17

hipped roof with small overhangs and exposed rafters, 3 single doors, 4/1 double hung windows, aluminum sliding windows in enclosed porch, wrought iron security grills. Contributing, pre-1956, adobe cottage to rear. Non-contributing, post-1956 cottage behind first cottage. Home of Juanita's Beauty Parlor in the 1950s.

50. House, 1416 4th St. S.W., New Mexico Vernacular, pre-1942, ca. 1920, stucco over adobe, corrugated metal roofing over shed roof with small overhang and exposed rafters (and exposed pole vigas on front porch), 1 single door, wood casement windows..

51. Garcia y Sanchez General Merchandise, (ill. 8), 1428 Barelas Road S.W., New Mexico Vernacular, ca. 1890, stuccoed adobe, corrugated metal roof with large overhangs and exposed rafters, wrought iron security grills. Facade: cantilevered canopy, centered double doors with transom flanked by large double hung windows alls with molding cornices, new bay dormer with aluminum sliding windows. South side: 3 single doors, 1/1 double hung windows and wood casement windows, cantilevered gabled balcony with wrought iron railings and posts, 2/2 double hung windows with molding cornices. partial wooden false front removed since 1981. Home and general store of Juan Antonio Garcia y Sanchez from at least 1907 to 1932. Garcia y Sanchez also served as probate judge in the teens.

52. ABC Real Estate and Coronado Chili Products (Nick's Small Engine Repair), (ill. 25), 1413-15 4th St. S.W., International Style/Territorial Revival, 1954-56, stucco over concrete block, brick kick plates, piers and cornice on facade, cantilevered canopy with aluminum trim, 2 single doors with fixed widows all with transoms and security grills.

53. Bromo's Food Market, (ill. 11), 1426 4th St. S.W., Utilitarian Commercial type, 1940-41, stucco over adobe, corrugated metal gabled roof with false front, canopy hung on metal rods, 2 single doors with transoms, fixed windows on front and part of side with metal security grills, flush sign, original counters and coolers inside. A neighborhood,

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 7 Page 18

counter-type grocery, and factory seconds clothing store operated by the Gutierrez family.

Non-Contributing Buildings.

4, 5. (Albuquerque Mattress Co.), 819 4th St. S.W.. Northern portion, 1938, post-1956 facade remodeling. Southern portion, post-1956.

8. (Cristy Records), (ill. 29), 900 4th St. S.W., 1964-74.

9. Store, 904-06 4th St. S.W., 1945-47, post-1956 facade remodeling.

12. Tasty Freeze Drive-in (El Speedy Burrito), (ill. 24), 910 4th St. S.W., "Exaggerated Modern" style, 1957-62, cantilevered canopy, some windows covered with plywood, steel I-beam cantilevered carport on side. Non-contributing only because of construction after period of significance.

15. House with commercial addition, 322 Santa Fe Ave. S.W., house pre-1902, addition and house remodeling post-1957.

17. House, 1009 4th St. S.W., pre-1902, new windows, security grills and portion of gabled roof since 1981.

19. (Martin Peña Barber Shop), (ill. 18), 1015 4th St. S.W., house pre-1902, commercial addition 1942-47. Canopy removed 1957-81. Gable roof over old flat roof of commercial addition, new windows and security grills post-1981.

22. Store, (ill. 4, second from the left), 1021 4th St. S.W., 1924-31. Facade remodeling including reduction of window size since 1981.

23. Lucero and Gonzales Grocery and Meat Market, (ill. 4 left), 1023 4th St. S.W., pre-1913. Reduction of window size, window added to facade gable, and gable dormer added on side since 1981.

29. Sinclair Service Station (El Taco de Mexico), 1123 4th St. S.W., 1924-31. Canopy removed and garage bays demolished 1956-81. Windows changed since 1981.

40. House, 1303 1/2 4th St. S.W., pre-1924. Gable roof replaced with flat roof, new windows since 1981.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 7 Page 19

42. Francis Bar, (ill. 6 left), 1309 4th St. S.W., pre-1942. Windows covered and new entrance constructed probably post-1956. Operated by brothers, Daniel, Sam and Floyd Francis.

43. (Lee's Electric Motor Repair), 1310 4th St. S.W., 1945-47. Windows covered and stucco over raised flow lines since 1981.

54. Fito's Cafe (Barelas Coffee House), (ill. 7 right), 1428 (earlier 1502) 4th St. S.E., Southwestern Vernacular, northern portions pre-1931, facade remodeling ca. 1960 includes facade veneer of rusticated ashlar cast stone with variegated browns, tans, greens etc. in more-narrow "Modernist" forms than the Coronado Cafe (# 48) and "antique" wrought iron pendant lamps, and large recent additions to the south. Chano Garcia operated first cafe here. With Fito Arispie as proprietor in the 1950s and 1960s, it was a popular coat-and-tie restaurant. Today as the Barelas Coffee House, it is a booming breakfast and lunch restaurant--probably the most active business in the district.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 8 Page 20**8. SIGNIFICANCE**

Summary Paragraph. After New Mexico Route 1 was relocated onto South Fourth Street in 1924, and redesignated U.S. Routes 66 and 85 in 1926, this formerly residential street in the predominately-Hispanic Barelas neighborhood redeveloped into one of the city's three most significant automobile-oriented commercial strips. The remodeling of seven residences for commercial purposes, and the construction of two dozen new stores, four supermarkets, four service stations and a combination car dealership-filling station gave the street a strong commercial character. The preponderance of Spanish-surnamed and Spanish-speaking merchants in the district, combined with the variety and size of the businesses to make the district the preeminent Hispanic shopping district in Albuquerque and for the immediate region. As the most intact of Albuquerque's first generation of automobile commercial strips, the Barelas-South Fourth Street Historic District is eligible for the National Register under Criterion A. The characteristics of this first-generation auto strip resulted from the exigencies of developing a highway through an already-developed neighborhood. The older, underlying residential component reflects both the development of a Hispanic farming village in the second half of the 19th century, most apparent where Barelas Road crosses Fourth, and the later growth of a Railroad Era subdivision, best seen at the north end of the district. The majority of the commercial buildings continue the old tradition of positioning a utilitarian store front at the sidewalk's edge, although they omit the mixed use upper floor typical of older downtown main streets. Attempts during this era to adapt commercial building types to the rise of the automobile are most apparent in the drive-thru lanes and canopies of the service stations, and the side parking lots of the first-generation of supermarkets. The Barelas-South Fourth Street Historic District with its mixture of residences, store-residence buildings and new commercial buildings, its one-story density, and attempts to accommodate the automobile with small parking lots, drive-thru lanes, and eye-catching

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 21

signs and icon towers embodies the characteristics of a first-generation, automobile-oriented commercial strip. As the best preserved example of this major historic development in Albuquerque, the district is also eligible for the National Register under Criterion C.

Buildings from three phases of development along South Fourth Street tell three interrelated stories. The first is the growth of a Hispanic farming village in the 19th and early 20th centuries. This was partially overwritten by railroad era residential development after 1880. Then, after Fourth Street became New Mexico Route 1 in 1924, and was redesignated as U.S. Routes 66 and 85 two years later, the first two chapters were partially erased as automobile-oriented commercial was written boldly in their place.

Barelas Farming Village. The estancia or ranch of Pedro Varela (also spelled Barela) is first mentioned in Spanish documents in 1662. He gave his name first to the ford of the Rio Grande (approximately where the Bridge Street bridge now stands). The main road connecting New Mexico to Mexico, the Camino Real, wound south from the Spanish (Old Town) plaza one mile to ford the river here. A farming village also known as Barelas grew in the first half of the 19th century along this portion of the Camino Real, which also became known as Barelas Road. By 1860, some 300 people farmed fields watered by the Barelas Acequia Madre (main irrigation ditch), which flowed north to south on the east side of the valley--east of the later railroad tracks. Long narrow family fields sloped west from the acequia to Barelas Road where people located their houses. (Simmons, 40-41; DeWitt, 53-54) (Note: only sources providing new information on Barelas-South Fourth Street are cited here. See the multiple property nomination for additional sources on the broader context of city and state history, and American roadside architecture.)

Evidence of this era are most apparent in the cluster of corrugated metal roofed, adobe houses and a single neighborhood general store where

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 22

Fourth Street crosses Barelas Road (ills. 8, 26). Hispanic cultural patterns also account in part for other adobe houses located uncharacteristically close to the road. The presence of canopies on stores may stem in part from the Spanish-Mediterranean-Caribbean practice of providing shady *portales* (porches) over the walkway in front of commercial buildings (ills. 11). Finally, the textured stone veneers added to three buildings during the 1950s belong to a palette of streetscape embellishments found in Mexican-American neighborhoods across the Southwest (ills. 12, 30).

Railroad Era, 1880-1923. The construction of Santa Fe Railroad tracks south through the valley in 1880 bisected Barelas' fields, leaving the acequia east of the tracks and the bulk of the fields to the west. While this signalled the end of agriculture, the construction of a roundhouse and major locomotive repair shops on the west side of the tracks beside Barelas compensated with abundant job opportunities. Original villagers were joined by immigrants from other northern New Mexico, Hispano villages, from Mexico, Germany and the Eastern United States. By 1920 the shops employed 900 men and the Barelas census tract included 1,473 inhabitants.

South of Railroad (now Central) Avenue, where the new downtown developed, between Barelas Road and the tracks, typical speculative subdivisions of square block with long narrow lots were platted. These took the form of many, small subdivisions squeezed into the long, narrow, family field properties. This accounts for the varying width of the blocks, and the fact that lots run north-south in some blocks and east-west in others. As a result, the depth of properties on either side for Fourth Street vary substantially, while some old houses face onto Fourth and others onto the side streets (Map 2). (Dewitt, 54-56; Sanborn Insurance Maps)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 8 Page 23

Especially at the north end of the district, a new type of architecture began to be built: houses of brick or wood frame construction with gable or hipped roofs or multiple intersecting roofs, including everything from simple shotgun houses and four square cottages to modest Queen Anne Style houses and, later, Bungalows (ills. 3 left, 13-15, 16 left, 17, 27). Fourth Street was not yet a through road; it ended just north of Barelas Road. Instead, Second Street beside the locomotive shops and Third Street, which had an early street car line, emerged as the primary shopping streets for the area. Fourth Street, nevertheless, had two neighborhood groceries by 1913 (ills. 4 left, 9). The Ives Greenhouses also covered the quarter block at the northeast corner of Fourth and Santa Fe. Although the greenhouses have been demolished, the business office built in the 1920s remains (ill. 2 left), and next door is the still active Ives Flower Shop in a mid-1950s store building.

The pre-1924 buildings that remain in the district achieved their significance by being incorporated into this distinctly first-generation automobile strip, which mixes earlier neighborhood stores and residences with later commercial structures. Without these older buildings, the district would be a second-generation, purely-commercial automobile strip, which has a different appearance.

The Highway Boom, 1924-1945. Fourth Street was finally extended south across Barelas Road to Bridge Street, apparently in 1924. It became New Mexico Route 1 (promoted as the Camino Real Highway), and two years later with the institution of a federal numbering system became U.S. Routes 66 and 85. As a result of the circuitous route at first taken by 66 (see multiple property documentation form), all east-west as well as north-south highway traffic across the middle of the state was funneled down Fourth Street and over the Barelas Bridge. By 1928, more than 3,500 vehicles a day were crossing at the bridge.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 24

Although tourist courts were primarily constructed further south along Isleta Road where land was less expensive, by 1931, one combination tourist court and filling station (closed and remodeled into shops in the early 1950s, ill. 12), and four filling stations had appeared within the district. Urban geographer Franklin McCann, in a study of the impact tourist courts had on Albuquerque businesses, described the development of Fourth Street south of Central as of 1940:

“Business grew southward to and beyond the city limits [then at approximately Santa Fe Avenue] toward the bridge. It seems likely, however, that this growth of business is due largely to the trade of people who lived nearby rather than to the tourist courts.” (McCann 64) While largely true, it should also be remembered that not only tourists, but also farmers from villages up and down the west side of the river also crossed at the Barelas Bridge and made their way up Fourth to Albuquerque’s downtown. Most Fourth Street merchants were Hispanic and bilingual--an attraction to the majority of Spanish-speaking farmers. As a result, South Fourth emerged not only as the new commercial center of Barelas, but as a favored shopping district for west side villages as well.

In addition to the four service stations, the addition of six to eight new stores to the 3 existing neighborhood groceries began to create a commercial street wall by 1931, especially near the middle of the district around Pacific Avenue (ill. 4 right). That the influential Piggly Wiggly chain located one of its first Albuquerque stores in this cluster testifies to its emergence as a shopping district (ill. 10). At first, the commercial buildings were utilitarian in design, while the filling stations sought to attract tourists with Mission-Mediterranean styling (ills. 19, 20). Even through the Great Depression the district continued to expand with the construction of another half dozen stores, and the expansion of all four filling stations into service stations. Although the construction of a Central Avenue Bridge in 1931, and the designation of Central Avenue as Route 66 in 1938 deprived Fourth Street of east-west highway travelers, traffic counts at the Barelas Bridge continued to rise. During

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 25

the four years from the loss of the Route 66 designation to the outbreak of World War II, a car dealership, a car-tractor dealership and the district's first supermarket with an adjoining parking lot were erected.

Increasingly through the 1930s, white, rounded Streamlined Moderne forms set the image of the district (ills. 13, 21). New construction ceased in the district during World War II as resources and energies went into the war effort; many men joined the services, and some families moved to the West Coast for munitions jobs, while the locomotive shops reached their all time peak employment of 1,500 workers.

Prosperous Shopping District, 1946-56. The development of South Fourth Street resumed rapidly following the war. Bumper to bumper traffic crowded South Fourth as the daily traffic over the Barelas Bridge passed 15,000 in 1948 and 20,000 in 1952 (second to the Central Avenue railroad underpass with 23,000 vehicles, but more than the 18,000 crossing at the Central Bridge in 1952). A major new supermarket (ill. 22) and two store buildings went up on Fourth Street by 1947 as did commercial additions at the front of four existing houses (ills. 15-17). These strengthened the Streamlined Moderne image that had begun to emerge before the war. Although the pace of growth then slowed, another five in-fill commercial buildings were erected between 1947 and 1956, including two large supermarkets. These buildings added a more angular International Style note to the mix of styles on the street (ills. 23, 25). (Albuquerque Planning Commission, 8)

South Fourth reached its commercial peak in the mid-1950s with four supermarkets, four service stations, two car dealerships and a mixture of approximately thirty commercial storefronts and a dozen residences converted at least in part to commercial functions. These shops spaces housed a wide variety of businesses: six cafes, three shoe repair shops, three auto parts stores, two cleaners, two pharmacies, two neighborhood groceries, two barbers, two beauty parlors, and a music store, a poultry market, finance company, television repair, sweet shop,

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 26

paint and body shop, liquor store, trading post, furniture store, real estate office, variety store, doctor's office and chili products outlet. The predominant streetscape element was formed by the many shops at the edge of the sidewalk, although space opened back to the supermarket parking lots, service station drive-thru lanes, a few setback houses that had not been added onto, and three vacant lots (one the former Ives Greenhouse site), each of which had used car lots. Three sign towers and a number of large vertical neon signs called attention to the supermarkets, a car dealer and the most prominent shops. Others had smaller horizontal signs or their names painted on the face of their building. This was a classic first-generation automobile strip, the result of running a highway and major arterial down an existing residential street. (Hudspeth 1956)

Leading Hispanic Shopping District. Along Fourth Street as elsewhere in Albuquerque, independent merchants dominated road side business from the rise of the automobile in the 1910s through the 1950s. But in the Barelas-Fourth Street District a clear majority--probably over 75%--were also Hispanos as the Spanish-speaking natives of northern New Mexico and Southern Colorado were then known. A handful of small Anglo-American merchants and a few more-recent immigrants from Mexico were joined by an occasional Greek-American, a family of Jewish Polish-American merchants, a South-American-born physician, a Cuban-American barber and an Italian-American grocer. The district not only served as the primary shopping area for the Barelas neighborhood but also drew customers from other Albuquerque neighborhoods such as San Jose, Martineztown, Sawmill and Old Town, from the old villages on the west side of the river--Atrisco, Armijo, and Los Padillas--and from villages in the Sandia and Manzano Mountains to the east, the Cañoncito Navajo Reservation to the west, and south along the Rio Grande to Los Lunas and Belen. The Old Town plaza had long been the leading Hispanic shopping district, but by the mid-1930s it was superseded by Barelas-Fourth Street. In the last 25 years, however, with the movement of many

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 27

Hispanic residents into the suburban neighborhoods, Barelas itself was eclipsed by ethnically-integrated shopping malls.

Mike Alarid proprietor of Mike's Food Market, distributed three to four thousand flyers weekly throughout the Albuquerque and South Valley neighborhoods, and advertised on Spanish- and English-language radio. (While operating his supermarket for 35 years, Alarid also pursued an active political career including 24 years in the state house and senate, in which he rose to senate majority leader.) His chief rival was the Arrow Supermarket operated by Justo Sanchez. (See the listing of buildings under section 7 for the names of other leading merchants.) Others operated smaller groceries, restaurants and a full range of retail stores and businesses, some of which also sold wholesale to smaller merchants from other neighborhoods and villages. El Cambio (in Spanish, the exchange), operated by the Bromberg family, was a large grocery market and general store that took livestock and produce in trade and maintained accounts for its customers, many of whom came in from the surrounding villages. (Because the building lost its historic integrity when it was expanded in the early 1970's, and stands on the extreme south end of the commercial area, it has been excluded from the historic district.)

The large work force at the Santa Fe Railway locomotive shops was paid the 1st and the 15th of the month, and many came in to make payment on their accounts and stock up on goods. Most others were paid on Saturday, and, after the shift from six to five day work weeks following World War II, people were paid on Friday. Wood-haulers from Carnuel, Tijeras and the other mountain villages often traded their loads of fire wood and log roof beams for cash and goods, then stayed over night with relatives in the neighborhood. Friday nights and Saturdays were the busiest with families doing their weekly shopping, stopping to pick up hamburgers--six for a quarter--at the Padilla's Red Ball Cafe, or socializing in the bars and clubs. Twice a year, after shearing and lambing were finished, the district resembled a port town, but rather than sailors,

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetBarelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 8 Page 28

sheep herders and ranchers crowded the street for a few days, blowing off steam. (Alarid, Bromberg, Hudspeth)

Economic Decline, its Affects on the District, and Potential for Revitalization. Seeds of decline began to be sown even as South Fourth Street reached its peak. Many who had grown up in the area returned from the war with expanded expectations of social mobility. Long-time families, aided by GI bill education and FHA home loans, began to move to Albuquerque's burgeoning suburbs. (Chavez). The area suffered a serious blow when the Santa Fe Railway completed its conversion from steam to diesel locomotives, which required much less maintenance. With locomotive repairs consolidated at Cleburne, Texas and San Bernardino, California at the beginning of the 1950s, the Albuquerque shops were reduced to repairing right-of-way crew carts, and employment plummeted from over 1,000 to 100.

With the passage of the Interstate Highway Act in 1956, savvy businessmen ceased any new construction on South Fourth Street. A drive-in restaurant built about 1960 catered to local motorists, while a Spanish-language record store with a regional clientele erected a new store about 1970--the last new construction in the district. Even after the completion of the "Big I" interchange between I-25 and I-40 in 1966, and the loss of north-south highway traffic, Fourth Street continued to attract customers from the neighborhood and South Valley. With the demolition of the residential portion of Barelas south of Bridge Street by the Urban Renewal Agency in the late 1960s, a third of the families in the neighborhood were helped to relocate south into the Valley or east, up into the Heights suburbs, thereby depriving the merchants of much of their clientele. The construction of the Civic Plaza across Fourth Street just north of Central in 1974 cut off north-south through city traffic on the street, much of which has shifted to Eighth Street, or to Second and Third, which function a pair of one ways. Rising drug addiction, and crimes such

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 29

as burglaries and vandalism, which have hit Barelas as they have many U.S. neighborhoods, have contributed to its further decline.

Because of this history of economic decline and virtually no new construction, the most significant spatial change since 1956 has been the demolition of two commercial buildings and ten residences, many of which had narrow shotgun house plans. But the vast majority of buildings present at the end of the period of significance remain little altered. They retain their original site plans, massing and roofs--the historic spatial patterns, most important to the definition of an automobile commercial strip. Original surfaces, architectural details, canopies, and other features that give texture to the district also remain largely intact. More superficial signs of business decline, and responses to crime are widespread, however: business signs and sidewalk canopies removed; windows reduced in size, boarded over, and, even, permanently closed; and security bars and heavy grates added to most remaining windows.

The planned construction of a state-funded Hispanic Cultural Center at the south end of the Barelas-Fourth Street District (southwest of the Fourth-Bridge Street intersection) is the primary catalyst for economic revitalization efforts that are gathering momentum in the nominated district. The visitors' "trolley" buses that currently connect the Old Town tourist area and its museums with the downtown clubs and convention hotels, and to the University of New Mexico and Nob Hill districts further east on Central will likely add a route down Fourth Street to the new cultural center. The neighborhood and merchants associations in Barelas are working actively with various city and state agencies to lay the ground work for revitalization. Streetscape improvements and a vest pocket park at the northeast corner of Barelas and Fourth, funded by city capital improvement funds, are under construction (Summer, 1996).

United States Department of the Interior
National Park Service**National Register of Historic Places
Continuation Sheet**Barelas-South Fourth Street Historic
District, Bernalillo County, New MexicoSection number 8 Page 30

A variety of other efforts offer a good possibility that many of the lesser alterations to buildings will be reversed in the coming years. The City Planning Department is sponsoring this nomination with the support of the State Historic Preservation Division. UDAG funds have been allocated to a facade and building renovation fund, which will make grants of up to \$2,500 or match property owner expenditures up to \$25,000. The state Main Street program is also making architectural design services available. A renovation design has already been prepared for El Cambio Market/La Mexican Tortilla Factory (omitted from the district because of a post-1956 addition). The city has also purchased the pivotal Red Ball Cafe building (ill. 13), and, after accepting proposals from the public, has resold it at a reduced price to be renovated. Similarly, an architect has prepared renovation plans for the St. Vincent de Paul Store building (ill. 14), including the reopening of closed windows; the truncated, hipped roof over its the original house portion has already been renovated. The expectation is that with the renovation grants, free design services, and publicity of the area's history and revitalization, other building facades will be renovated. Possible steps include appropriate, contrasting color schemes to enhance details and historic character, the replacement of the fixed window coverings with unobtrusive security shutters, the reconstruction of sidewalk canopies, and the return of business signs using appropriate period type faces. (Albuquerque Planning Department; Gleason and Bodnar)

Comparison to Other Albuquerque Auto Commercial Districts

Albuquerque experienced three types of automobile-related commercial development from 1916 and the local dawning of the automobile era to 1956 and the radical shift to a fourth kind of development (characterized by interstate highways, shopping malls and fast food franchises). (The multiple property documentation form discusses these types in some detail.)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 31

In the first phase, development concentrated along designated highways. Because these were run through existing residential neighborhoods out of necessity, a hybrid district type emerged, in which commercial construction gradually came to dominate, but never fully erase, the preexisting houses. Examples of this type began to take shape in the 1920s, had been substantially developed by the World War II, and often saw limited in-fill construction in the decade following the war. The Barelas-South Fourth Street District belongs to this first type, and largely because of the economic stagnation of the neighborhood, has changed the least over the last forty to fifty years, making it easily the most intact first-generation automobile strip in the city.

The city's other examples of this type include North Fourth Street, Central east from the railroad tracks to Girard Avenue, and Central west of downtown to the Rio Grande. North Fourth was the city's most-fully-developed auto strip in the 1920s, but the continued redevelopment of the street after it was made an I-40 exit have left it so altered that no potentially eligible districts remain. East Central, too, has continued to see substantial economic vitality and significant new construction because of its I-25 exit, and proximity to downtown, the largest hospital complex in the state, and the state university. As a result, it possesses no sustained concentrations of historic roadside architecture, although many potentially eligible, individual buildings exist, and a handful have been recognized through the Route 66 multiple property context. West Central only came into its own after its designation as Route 66 in 1938. Continued redevelopment on the west side of downtown and where Central passes the Old Town tourist area have significantly diminished its potential for historic designation, although several motels and a filling station have either been placed on the National Register under the Route 66 context, or have nominations in preparation.

A second district type, and roughly speaking, a second chronological phase of auto commercial development began as businesses pushed further

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

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 8 Page 32

away from the downtown core into the developing new suburbs, especially along east Central Avenue after it was designated Route 66. Here developers had used deed restrictions to separate residential and commercial development. As a result, the first purely commercial strips began to develop in the late 1930s, although they were substantially completed in the decade following World War II. As a result, most of the buildings in these district are less than fifty years old, and a definitive evaluation of their eligibility has been deferred.

A third type of development occurred throughout the period 1916 to 1956. Many secondary arterials (roughly those with 2,000 to 5,000 cars a day in 1950) could support some roadside businesses, but not enough to develop a continuous strip. Scattered individual roadside businesses resulted, often clustered together where feeder streets intersected, but surrounded, and separated from the next commercial building or cluster, by residences. The locations of best examples of this type of development are suggested in the multiple property form, but they have not yet been fully evaluated for nomination.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 9 Page 33

9. MAJOR BIBLIOGRAPHIC REFERENCES

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United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

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District, Bernalillo County, New Mexico

Section number 9 Page 34

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 10 Page 35

10. GEOGRAPHICAL DATA

Draft Verbal Boundary Description The boundary of the Barelas-South Fourth Street Historic District is shown as the dotted line on the attached historic district map (Map 2).

Draft Verbal Boundary Justification The boundary includes the concentration of commercial buildings, hybrid residential-commercial buildings, and residences that have historically been part of this commercial district. The boundary has been tightly drawn to exclude the purely residential areas immediately to the east and west, and small portions of the commercial district to the north and south (approximately one half block each) that have lost their historic integrity. At no point does the boundary pass through a building.

The boundary corresponds closely to historic property boundaries found on the 1956 Sanborn Insurance Maps with two exceptions made to better reflect the property associated with the buildings facing onto 4th Street. First, the historic lots on which Mike's Market stands at 907 4th Street S.W. (# 10) extend over a block to the west of 4th Street. As a result, the current city zoning boundary between the SU-2-CC zone, which faces onto Fourth Street, and SU-2-TH, which leads back to Fifth Street, a boundary which runs down the middle of the block, has been adopted as the district boundary because it best defines the division between the historic Mike's Market building facing onto Fourth Street, and vacant land and buildings further west.

Second, the rear (east) lot boundaries of the properties at 1400, 1408, 1416 and 1428 4th Street S.W. (#s 47, 49, 50, and 51) are extremely irregular. As a result, the current city zoning boundary between the SU-2-CC zone, which faces onto Fourth Street, and SU-2-RC, which faces onto Third Street, a boundary which runs down the middle of the block, has been adopted as the district boundary because it best

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number 10, Ad. Page 36

defines the division between the historic buildings facing onto Fourth Street and those facing onto Third Street.

ADDITIONAL DOCUMENTATION

Photograph log.

1. 800 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southwest.
2. 900 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing south.
3. 1000 and 900 Blocks of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northwest.
4. 1000 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northwest.
5. 1200 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southwest.
6. 1300 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northwest.
7. 1400 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing .
8. Garcia y Sanchez General Merchandise and Residence, 1428 Barelas Road S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1995, Albuquerque City Planning Department, camera facing northeast.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number Ad. Page 37

9. Kandy's Food Market, 1200 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.

10. Piggly-Wiggly Market, 1115 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southwest.

11. Bromo's Market, 1426 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.

12. El Coronado Cafe, 1407 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southwest.

13. Red Ball Cafe and Padilla Residence, 1303 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1995, Albuquerque City Planning Department, camera facing northwest.

14. Hudson Dealership Garage, 714 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northeast.

15. Residence and Cafe, 1017 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing .

16. Residence and Meeting Hall, 823 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northeast.

17. Barelas LAunderette and Residence, 1324 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number Ad. Page 38

18. Peña Barber Shop and Residence, 1015 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southwest.

19. Magnolia Service Station, 1100 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.

20. Hi-Way Service Station, 1024 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northeast.

21. Durand Motor Company and Service Station, 929 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing west at facade tower.

22. Arrow Super Market, 1101 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southwest.

23. Mike's Food Store, 907 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1995, Albuquerque City Planning Department, camera facing southwest.

24. Tasty Freeze Drive-in, 910 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1995, Albuquerque City Planning Department, camera facing northeast.

25. ABC Real Estate and Coronado Chili Products, 1413-1415 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1995, Albuquerque City Planning Department, camera facing west.

26. Residence, 1328 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing east.

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

**National Register of Historic Places
Continuation Sheet**

Barelas-South Fourth Street Historic
District, Bernalillo County, New Mexico

Section number Ad. Page 39

27. Lopez Residence, 1110 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.

28. Residence, 1303 1/2 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northwest.

29. Cristy Records, 900 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1995, Albuquerque City Planning Department, camera facing east.

30. El Coronado Cafe, 1407 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing west at detail of facade.

31. Durand Motor Company and Service Station, 929 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing east at rear service bays with Santa Fe Railway Shops in background.

32. Store, 1210 Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.

BARELAS-SOUTH FOURTH STREET HISTORIC DISTRICT

Photograph log.

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4. 1000 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northwest.
5. 1200 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southwest.
6. 1300 Block of Fourth Street S.W., Barelas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northwest.
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1996, Albuquerque City Planning Department, camera facing southwest.

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Albuquerque City Planning Department, camera facing southwest.

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27. Lopez Residence, 1110 Fourth Street S.W., Barelmas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.

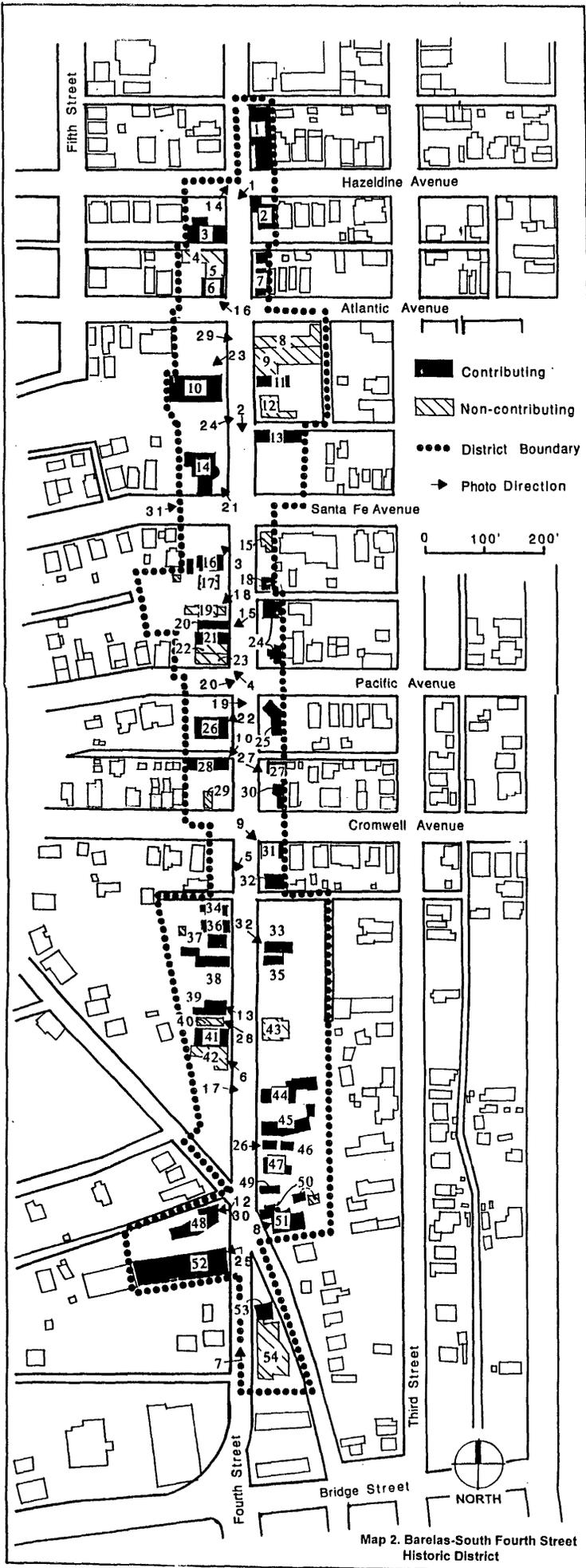
28. Residence, 1303 1/2 Fourth Street S.W., Barelmas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing northwest.

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32. Store, 1210 Fourth Street S.W., Barelmas-Fourth Street Historic District, Bernalillo County, New Mexico, Chris Wilson, 1996, Albuquerque City Planning Department, camera facing southeast.



Map 2. Barelav-South Fourth Street Historic District