

United States Department of the Interior
National Park Service

912

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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.



1. Name of Property

Historic name: Newlands Historic District
Other names/site number: N/A
Name of related multiple property listing:
N/A
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 171 acres in Reno bounded by the Truckee River on the north, Arlington Avenue on the east, Monroe Street on the south, and Marsh/Keystone Avenue to the west.
City or town: Reno State: Nevada County: Washoe
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this x 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 x meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local
Applicable National Register Criteria:

 X A B X C D

		<u>11/01/16</u>
Signature of certifying official/Title:		Date
<u>State Historic Preservation Officer, Nevada State Historic Preservation Office</u>		
State or Federal agency/bureau or Tribal Government		

In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

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

by Barbara Byatt
Signature of the Keeper

12-27-16
Date of Action

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

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN: Queen Anne;

LATE VICTORIAN: Shingle Style

LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS: Bungalow/ Craftsman

LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS: Prairie

LATE 19TH & 20TH CENTURY REVIVALS: Colonial Revival

LATE 19TH & 20TH CENTURY REVIVALS: French Renaissance Revival

LATE 19TH & 20TH CENTURY REVIVALS: Italian Renaissance Revival

LATE 19TH & 20TH CENTURY REVIVALS: Neo-Classical

LATE 19TH & 20TH CENTURY REVIVALS: Pueblo Revival

LATE 19TH & 20TH CENTURY REVIVALS: Spanish Colonial Revival

LATE 19TH & 20TH CENTURY REVIVALS: Tudor Revival

MODERN MOVEMENT: International

MODERN MOVEMENT: Neo-Modernism

MODERN MOVEMENT: Neo-Traditionalism

OTHER: Contemporary

OTHER: Duplex

OTHER: Minimal Traditional

OTHER: Pyramid Roof

OTHER: Ranch House

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

Foundation: STONE, CONCRETE

Walls: BRICK, STONE, STUCCO, WOOD, ASBESTOS, CONCRETE, METAL

Roof: ASPHALT, CERAMIC TILE

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Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Newlands Historic District comprises a 171-acre, primarily residential area in southwest Reno that represents the transition between American streetcar suburbs and early automobile suburbs. The area is located on a bluff rising from the south bank of the Truckee River. The topography features a blend of steep and gentle hills in addition to flat areas. The district is characterized by a park-like setting with a combination of curvilinear and rectilinear streets lined with mature trees. It is an amalgam of six different subdivisions. Those in the south and west flatlands of the district are laid out in gridiron and rectilinear blocks, whereas the north and east portions are laid out according to the sloping topography and irregular rim of the river bluff.

Newlands features a large concentration of well-preserved late-nineteenth century to mid-twentieth century single-family dwellings, as well as multi-family dwellings in the form of duplexes, triplexes, and fourplexes. The neighborhood retains many contributing landscape elements, including several masonry pillars, a circular park, and a stone memorial tablet. The area remains primarily residential, although many dwellings along Arlington Avenue, California Avenue, Clay Street, Court Street, and Ridge Street have been converted to commercial use. The majority of the district's resources are constructed with brick, stone, or wood and express a variety of architectural styles. Various period revivals, Craftsman, and Ranch style homes dominate the neighborhood, but many other styles, including Contemporary, Minimal Traditional, Prairie, and Queen Anne are also represented.

Narrative Description

Newlands is a 171-acre neighborhood in what is known locally as "Old Southwest" Reno, which is located less than one mile southwest of downtown Reno. The district is perched atop a bluff rising from the south banks of the Truckee River, and the irregular curves of the river form the jagged northern and western boundaries of the district, which contrast with the relatively straight roads that define its eastern and southern boundaries. Due to the irregular topography, which is alternately flat and hilly, developers planned the Newlands subdivisions with both linear and curvilinear streets, which corresponded with the transition from streetcar and pedestrian transportation to automobiles. This resulted in a combination of simple square blocks, rectilinear blocks, and irregular blocks divided into individual lots that range in size from a tenth of an acre to two acres. The neighborhood demonstrates a range of architectural styles popular between the late nineteenth century and mid-twentieth century, including the Queen Anne, Shingle, Craftsman, Prairie, Period Revival (specifically: Colonial Revival, French Renaissance Revival, Italian Renaissance Revival, Mission Revival, Neo-Classical, Spanish Colonial Revival, and

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Tudor Revival), Minimal Traditional, Ranch, and Contemporary styles. These styles are expressed in both modest and stately residences interspersed throughout the district.

The development of the area began along the northernmost streets, including Court Street, Ridge Street, and Marsh Avenue nearest to downtown Reno and its early nineteenth century streetcar connections. As a result, the oldest homes in the area are concentrated in the northeast portion of the district. As Reno grew, the Newlands area expanded to the south and west, which is evidenced by the southwestward transition from decorative brick Craftsman bungalows and Period Revival cottages in the northeast to an increasing number of Ranch and Contemporary style residences toward the southwest. Along with those stylistic trends, the area transitions from small lots with shallow setbacks in the northeast to sprawling lots with driveways and garages toward the southwest. Large mansions, the majority of which were constructed along Court Street and on the north side of California Avenue between the 1890s and 1940s, form the northern boundary of the district. Large homes also line the north side of Marsh Avenue as it curves to the southwest. The eastern edge of the district features small cottages and bungalows, as does the southern boundary. The remainder of the district features a mixture of large and small residences. The district exhibits palpable change over time with its seamless combination of streetcar, early automobile, and postwar-era suburban design influenced by the City Beautiful, Arts and Crafts, and Modern movements. A number of locally and nationally prominent architects, including Frederic DeLongchamps and Paul Revere Williams, designed homes in the area. The district as a whole retains excellent integrity in terms of location, design, setting, materials, workmanship, feeling, and association, as 487 (80%) of the 610 total resources contribute to the area's historic character.

In general, the buildings of Newlands are of similar size and scale. Residences are no more than two-and-one-half stories in height, as are all but one of the district's modern commercial buildings (525 California is three stories tall). Façade lines are relatively uniform, which appears to reflect historic setback regulations imposed by the Newlands Company, the neighborhood's umbrella development company. The spatial distribution of area homes fairly dense; although the lots in Newlands were considered generous at the time the district was platted, they are small by late post-war suburban standards. The large mansions situated on the north side of California Avenue and Elm Court are the exception to the aforementioned physical relationships of the district, as they are sited on sprawling estates, and they accordingly feature deep setbacks and varied façade lines.

Due to its development amid the transition from streetcars to automobiles, the street plan of Newlands varies between curvilinear and linear roads, which form irregular and rectilinear blocks. The narrow Marker Tract forms the eastern boundary of the district below California Avenue, and is only one block wide and seven square blocks long (north to south), having been developed alongside a streetcar line running down Plumas Avenue to Moana Hot Springs. When originally platted, the tract extended to the west to the historic grid lines of California Avenue, Marsh Avenue, St. Lawrence Avenue, Reno Avenue, W. Taylor Street, Walker Avenue, and Monroe Street. The gridiron extends one more block west, as the boundary is crossed into the Newlands Terrace Subdivision. These fourteen blocks are the only ones in the district to conform to a simple square plan. As the streets extend further to the west, they begin to angle and curve to

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the southwest, following the general outline of the river bluff which defines the northern and northwestern boundaries of Newlands are defined. This results in long, rectilinear blocks, as well as some irregularly-shaped blocks. Above California Avenue, Ridge and Court Streets are southwestern extensions of an earlier gridiron pattern, and due to the curve of the river bluff, they form irregular and rectilinear blocks as they intersect Lee Avenue and Clay Street. The eastern boundary street, Arlington Avenue, features several slow, southwesterly curves above California Avenue, whereas below California, Arlington runs due south.

Most residential front yards in the district feature landscaped lawns and mature trees. Both coniferous and deciduous trees are found in the neighborhood, including catalpas (*Catalpa* sp.), Chinese elms (*Ulmus parvifolia*), giant sequoias (*Sequoiadendron giganteum*), blue spruces (*Picea pungens*), dogwoods (*Cornus* sp.), and a number of other varieties. Many of the district's residences display cottage gardens, and some have been xeriscaped in response to local drought conditions. It is not uncommon for different types of ivy such as Virginia Creeper (*Parthenocissus quinquefolia*) and English Ivy (*Hedera helix*) to grow up the walls of district buildings in the spring, summer, and fall.

When Senator Newlands first built his Shingle-style residence atop the Truckee River bluff in 1889, the land surrounding his estate consisted of undeveloped high desert scrub. By the early twentieth century, the Newlands Company began to subdivide what would become the Newlands district. The district's current configuration reflects the Newlands Company's original plats, from the combination of rectilinear and curvilinear street layouts to the lot sizes. Between 1906 and 1930, developers paved the roads of Newlands, installed municipal utilities, and planted trees along the streets. Craftsman and Period Revival style residences dominated the building landscape until the 1940s, when Ranch, Contemporary, and Minimal Traditional homes appeared as infill once-vacant lots within the district. By the close of the period of significance in 1965, the neighborhood looked much as it does at present, with lush residential landscaping and streets lined with mature trees. Additionally, the northeastern fringes of the district along Arlington Avenue, California Avenue, Court Street, and Ridge Street transitioned from residential to commercial use by the 1950s. This change is illustrated by the conversion of historic residences into office space, as well as infill construction of several new commercial buildings between the 1950s and 2000s.

Historically, middle- and upper-class residences comprise Newlands, and the area remains largely residential in character. However, as previously mentioned, the northeast portion of the district is zoned for mixed residential and commercial use. Accordingly, the northern fringes of South Arlington Avenue and Clay Street, as well as the eastern edges of California Avenue, Court Street, and Ridge Street feature a large concentration of residential buildings that have been converted into professional offices and commercial space. The remainder of the district is entirely residential in character, featuring a combination of modest cottages and stately mansions, many of which feature historic detached garages. A circular neighborhood park sits in the northwest corner of the district and features a granite tablet dedicated to the memory of Senator Francis G. Newlands. Other structures within the district include the stone pillars arranged along the west side of Nixon Avenue that mark the entrances to Newlands Manor on the corners of Donner Drive, John Fremont Drive, La Rue Avenue, and Manor Drive.

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In general, the architectural resources of Newlands have been well maintained and are in good-to-excellent condition. Very few, if any, residences are considered to be in poor condition. Approximately one-third (226) of all resources have been altered in some form; typically, these alterations are insubstantial and may include replaced windows and doors with modern, yet historically-compatible, replacements, installation of modern porch railings and fences, and the addition of decorative shutters and skylights. Rarely do visible alterations involve a disruption in original fenestration patterns, a loss of original design features, or a reconfiguration of overall massing. A number of resources in the district have been restored to their original appearance, including the Newlands Residence at 7 Elm Court, the Chism House at 575 Ridge Street, the Ginsberg House at 543 Ridge Street, and the Diskin-Gonfiantini House at 584 California Avenue. As the northeastern area of the district transitioned into a mixed-use area in the mid-twentieth century, residential resources were rehabilitated into professional and commercial offices, including the McCarran-Gibbons House at 401 Court Street, the Cooke House at 421 Court Street, the Gray Mansion at 457 Court Street, and the Hawkins House at 539 Court Street. Additionally, many residences along Arlington and California Avenues have been rehabilitated into commercial space.

Of the 610 total resources in the district, 487 (80%) are considered contributing elements. Of these, the following eight are currently listed in the National Register of Historic Places, and one, the Senator Francis G. Newlands House itself, was listed by the National Park Service as a National Historic Landmark in 1963:

NRIS #	Historic Name	Address	NRHP Listing Date
66000459	Senator Francis G. Newlands House	7 Elm Court	10/15/1966
79001465	Hawkins House	549 Court Street	12/17/1979
83001117	William J. Graham House	548 California Avenue	3/7/1983
87001472	Joseph H. Grey House	457 Court Street	11/20/1987
02000874	W.E. Barnard House	950 Joaquin Miller Drive	8/22/2002
02000875	Greystone Castle	970 Joaquin Miller Drive	8/22/2002
03001510	Luella Garvey House	589-599 California Avenue	1/28/2004
05001121	J. Clarence Kind House	751 Marsh Avenue	10/5/2005

There are 123 (20%) non-contributing resources in the district. 37 of these were constructed after 1965 and therefore outside of the period of significance, demonstrating that the area retains much of its historic appearance and character. The remaining 85 non-contributing resources were constructed during the period of significance but have experienced extensive alterations, including total remodels resulting in modified massing and disrupted fenestration patterns, façade modernization efforts resulting in the elimination of character-defining features, and the construction of non-compatible additions. Below is a table listing all the resources within the proposed district, including the above-named NRHP-listed properties, as well as each resource's status as contributing or noncontributing:

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SHPO ID	Address	Resource Type	Architectural Style	Status
B2589	1 Newlands Circle	Building	Colonial Revival	Contributing
B13475	1016 Nixon Avenue	Building	Colonial Revival	Contributing
B13971	1020 Nixon Avenue	Building	Colonial Revival	Contributing
B13310	1035 La Rue Avenue	Building	Colonial Revival	Contributing
B13494	1040 La Rue Avenue	Building	Colonial Revival	Contributing
B14041	1047 Manor Drive	Building	Colonial Revival	Contributing
B13474	1095 Joaquin Miller Drive	Building	Colonial Revival	Contributing
B13487	1099 Monroe Street	Building	Colonial Revival	Contributing
B13498	125 Circle Drive	Building	Colonial Revival	Contributing
B4340	131 Mark Twain Avenue	Building	Colonial Revival	Contributing
B13497	143 Bret Harte Avenue	Building	Colonial Revival	Contributing
B2591	2 Newlands Circle	Building	Colonial Revival	Contributing
B2544	235 Lee Avenue	Building	Colonial Revival	Contributing
B13333	26 Mark Twain Avenue	Building	Colonial Revival	Contributing
B2571	300 Nixon Avenue	Building	Colonial Revival	Contributing
B2524	401 Court Street	Building	Colonial Revival	Contributing
B13406	418 Ridge Street	Building	Colonial Revival	Contributing
B13407	440 Ridge Street	Building	Colonial Revival	Contributing
B2550	453 Ridge Street	Building	Colonial Revival	Contributing
B2532	458 Court Street	Building	Colonial Revival	Contributing
B2533	462 Court Street	Building	Colonial Revival	Contributing
B2535	470 Court Street	Building	Colonial Revival	Contributing
B2552	505 Ridge Street	Building	Colonial Revival	Contributing
B2559	546 Ridge Street	Building	Colonial Revival	Contributing
B2540	549 Court Street	Building	Colonial Revival	Contributing
B13248	571 California Avenue	Building	Colonial Revival	Contributing
B2572	599 California Avenue	Building	Colonial Revival	Contributing
B4322	600 Gordon Avenue	Building	Colonial Revival	Contributing
B13220	615 S. Arlington Avenue	Building	Colonial Revival	Contributing
B13375	624 Nixon Avenue	Building	Colonial Revival	Contributing
B13423	630 St. Lawrence Avenue	Building	Colonial Revival	Contributing
B13259	641 Donner Drive	Building	Colonial Revival	Contributing
B4287	659 Manor Drive	Building	Colonial Revival	Contributing
B13434	665 St. Lawrence Avenue	Building	Colonial Revival	Contributing

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B14033	695 La Rue Avenue	Building	Colonial Revival	Contributing
B13435	699 St. Lawrence Avenue	Building	Colonial Revival	Contributing
B13860	711 Gordon Avenue	Building	Colonial Revival	Contributing
B2595	711 Marsh Avenue	Building	Colonial Revival	Contributing
B13861	720 Gordon Avenue	Building	Colonial Revival	Contributing
B14079	722 Gordon Avenue	Building	Colonial Revival	Contributing
B13383	728 Nixon Avenue	Building	Colonial Revival	Contributing
B13271	731 Gordon Avenue	Building	Colonial Revival	Contributing
B13225	733 S. Arlington Avenue	Building	Colonial Revival	Contributing
B2600	740 Marsh Avenue	Building	Colonial Revival	Contributing
B14066	740 Walker Avenue	Building	Colonial Revival	Contributing
B2603	760 Marsh Avenue	Building	Colonial Revival	Contributing
B2584	761 California Avenue	Building	Colonial Revival	Contributing
B13388	832 Nixon Avenue	Building	Colonial Revival	Contributing
B13230	835 S. Arlington Avenue	Building	Colonial Revival	Contributing
B13457	855 Walker Avenue	Building	Colonial Revival	Contributing
B13485	865 Monroe Street	Building	Colonial Revival	Contributing
B13905	920 Manor Drive	Building	Colonial Revival	Contributing
B14055	960 Walker Avenue	Building	Colonial Revival	Contributing
B13891	1018 La Rue Avenue	Building	Colonial Revival	Non-Contributing
B14052	633 St. Lawrence Avenue	Building	Colonial Revival	Non-Contributing
B14011	656 St Lawrence Avenue	Building	Colonial Revival	Non-Contributing
B13966	720 Nixon Avenue	Building	Colonial Revival	Non-Contributing
B13878	930 Joaquin Miller Drive	Building	Colonial Revival	Non-Contributing
B14057	980 Walker Avenue	Building	Colonial Revival	Non-Contributing
B13879	1075 Joaquin Miller Drive	Building	Contemporary	Contributing
B13922	1155 Mark Twain Avenue	Building	Contemporary	Contributing
B14080	357 Clay Street	Building	Contemporary	Contributing
B14053	700 St. Lawrence Avenue	Building	Contemporary	Contributing
B13830	148 Bret Harte Avenue	Building	Contemporary	Non-Contributing
B13832	156 Bret Harte Avenue	Building	Contemporary	Non-Contributing
B13978	574 Reno Avenue	Building	Contemporary	Non-Contributing
B2581	720 California Avenue	Building	Contemporary	Non-Contributing
B14063	1003 S. Arlington Avenue	Building	Craftsman	Contributing
B14064	1011 S. Arlington Avenue	Building	Craftsman	Contributing

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B14050	1019 S. Arlington Avenue	Building	Craftsman	Contributing
B14051	1031 S. Arlington Avenue	Building	Craftsman	Contributing
B2546	227 Clay Street	Building	Craftsman	Contributing
B2547	237 Clay Street	Building	Craftsman	Contributing
B13453	317 S. Arlington Avenue	Building	Craftsman	Contributing
B13452	321 S. Arlington Avenue	Building	Craftsman	Contributing
B13450	333 S. Arlington Avenue	Building	Craftsman	Contributing
B13449	341 S. Arlington Avenue	Building	Craftsman	Contributing
B2528	436 Court Street	Building	Craftsman	Contributing
B2551	500 Ridge Street	Building	Craftsman	Contributing
B13364	510 Nixon Avenue	Building	Craftsman	Contributing
B13409	518 St. Lawrence Avenue	Building	Craftsman	Contributing
B13261	521 Gordon Avenue	Building	Craftsman	Contributing
B13239	522 California Avenue	Building	Craftsman	Contributing
B13262	527 Gordon Avenue	Building	Craftsman	Contributing
B13366	527 Nixon Avenue	Building	Craftsman	Contributing
B4294	527 Reno Avenue	Building	Craftsman	Contributing
B13367	528 Nixon Avenue	Building	Craftsman	Contributing
B13397	528 Reno Avenue	Building	Craftsman	Contributing
B14005	528 St. Lawrence Avenue	Building	Craftsman	Contributing
B2556	529 Ridge Street	Building	Craftsman	Contributing
B13838	530 California Avenue	Building	Craftsman	Contributing
B13975	531 Reno Avenue	Building	Craftsman	Contributing
B13410	533 St. Lawrence Avenue	Building	Craftsman	Contributing
B13398	534 Reno Avenue	Building	Craftsman	Contributing
B13411	534 St. Lawrence Avenue	Building	Craftsman	Contributing
B13218	535 S. Arlington Avenue	Building	Craftsman	Contributing
B13263	537 Gordon Avenue	Building	Craftsman	Contributing
B13264	543 Gordon Avenue	Building	Craftsman	Contributing
B13341	543 Marsh Avenue	Building	Craftsman	Contributing
B13413	543 St. Lawrence Avenue	Building	Craftsman	Contributing
B13219	547 S. Arlington Avenue	Building	Craftsman	Contributing
B13245	556 California Avenue	Building	Craftsman	Contributing
B13246	557 California Avenue	Building	Craftsman	Contributing
B13247	560 California Avenue	Building	Craftsman	Contributing

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B13414	560 St. Lawrence Avenue	Building	Craftsman	Contributing
B13415	565 St. Lawrence Avenue	Building	Craftsman	Contributing
B2560	566 Ridge Street	Building	Craftsman	Contributing
B13439	566 W. Taylor Street	Building	Craftsman	Contributing
B13440	569 W. Taylor Street	Building	Craftsman	Contributing
B13344	570 Marsh Avenue	Building	Craftsman	Contributing
B13441	570 W. Taylor Street	Building	Craftsman	Contributing
B13416	571 St. Lawrence Avenue	Building	Craftsman	Contributing
B13417	574 St. Lawrence Avenue	Building	Craftsman	Contributing
B13402	575 Reno Avenue	Building	Craftsman	Contributing
B13345	577 Marsh Avenue	Building	Craftsman	Contributing
B13346	580 Marsh Avenue	Building	Craftsman	Contributing
B13403	585 Reno Avenue	Building	Craftsman	Contributing
B13420	585 St. Lawrence Avenue	Building	Craftsman	Contributing
B2568	587 Ridge Street	Building	Craftsman	Contributing
B13347	588 Marsh Avenue	Building	Craftsman	Contributing
B13249	596 California Avenue	Building	Craftsman	Contributing
B13250	598 California Avenue	Building	Craftsman	Contributing
B2573	602 California Avenue	Building	Craftsman	Contributing
B13369	602 Nixon Avenue	Building	Craftsman	Contributing
B13370	605 Nixon Avenue	Building	Craftsman	Contributing
B13371	610 Nixon Avenue	Building	Craftsman	Contributing
B13312	611 Manor Drive	Building	Craftsman	Contributing
B13265	619 Gordon Avenue	Building	Craftsman	Contributing
B13348	619 Marsh Avenue	Building	Craftsman	Contributing
B13349	620 Marsh Avenue	Building	Craftsman	Contributing
B13374	620 Nixon Avenue	Building	Craftsman	Contributing
B14059	622 California Avenue	Building	Craftsman	Contributing
B13350	624 Marsh Avenue	Building	Craftsman	Contributing
B13376	625 Nixon Avenue	Building	Craftsman	Contributing
B13352	627 Marsh Avenue	Building	Craftsman	Contributing
B13221	627 S. Arlington Avenue	Building	Craftsman	Contributing
B13266	633 Gordon Avenue	Building	Craftsman	Contributing
B13354	635 Marsh Avenue	Building	Craftsman	Contributing
B13426	638 St. Lawrence Avenue	Building	Craftsman	Contributing

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B13267	639 Gordon Avenue	Building	Craftsman	Contributing
B13268	640 La Rue Avenue	Building	Craftsman	Contributing
B13428	642 St. Lawrence Avenue	Building	Craftsman	Contributing
B13881	643 La Rue Avenue	Building	Craftsman	Contributing
B13431	646 St. Lawrence Avenue	Building	Craftsman	Contributing
B13321	650 Manor Drive	Building	Craftsman	Contributing
B13355	661 Marsh Avenue	Building	Craftsman	Contributing
B13433	663 St. Lawrence Avenue	Building	Craftsman	Contributing
B13356	665 Marsh Avenue	Building	Craftsman	Contributing
B2579	666 California Avenue	Building	Craftsman	Contributing
B13222	701 S. Arlington Avenue	Building	Craftsman	Contributing
B13379	703 Nixon Avenue	Building	Craftsman	Contributing
B13270	705 Gordon Avenue	Building	Craftsman	Contributing
B13380	707 Nixon Avenue	Building	Craftsman	Contributing
B13381	711 Nixon Avenue	Building	Craftsman	Contributing
B13223	711 S. Arlington Avenue	Building	Craftsman	Contributing
B13224	721 S. Arlington Avenue	Building	Craftsman	Contributing
B13273	740 Gordon Avenue	Building	Craftsman	Contributing
B13304	755 La Rue Avenue	Building	Craftsman	Contributing
B13489	772 La Rue Avenue	Building	Craftsman	Contributing
B13488	780 La Rue Avenue	Building	Craftsman	Contributing
B13228	811 S. Arlington Avenue	Building	Craftsman	Contributing
B13229	815 S. Arlington Avenue	Building	Craftsman	Contributing
B13276	820 Gordon Avenue	Building	Craftsman	Contributing
B13386	820 Nixon Avenue	Building	Craftsman	Contributing
B13280	901 Gordon Avenue	Building	Craftsman	Contributing
B13282	915 Gordon Avenue	Building	Craftsman	Contributing
B13392	918 Nixon Avenue	Building	Craftsman	Contributing
B13283	919 Gordon Avenue	Building	Craftsman	Contributing
B13393	920 Nixon Avenue	Building	Craftsman	Contributing
B13867	922 Gordon Avenue	Building	Craftsman	Contributing
B13909	1022 Manor Drive	Building	Craftsman	Non-Contributing
B14000	1129 S. Arlington Avenue	Building	Craftsman	Non-Contributing
B13981	432 Ridge Street	Building	Craftsman	Non-Contributing
B14006	531 St. Lawrence Avenue	Building	Craftsman	Non-Contributing

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B13964	537 Nixon Avenue	Building	Craftsman	Non-Contributing
B13243	550 California Avenue	Building	Craftsman	Non-Contributing
B13925	556 Marsh Avenue	Building	Craftsman	Non-Contributing
B13979	580 Reno Avenue	Building	Craftsman	Non-Contributing
B2742	600 Island Avenue	Building	Craftsman	Non-Contributing
B13991	601 S. Arlington Avenue	Building	Craftsman	Non-Contributing
B13858	613 Gordon Avenue	Building	Craftsman	Non-Contributing
B13992	619 S. Arlington Avenue	Building	Craftsman	Non-Contributing
B13993	635 S. Arlington Avenue	Building	Craftsman	Non-Contributing
B13965	639 Nixon Avenue	Building	Craftsman	Non-Contributing
B14062	640 Marsh Avenue	Building	Craftsman	Non-Contributing
B13994	729 S. Arlington Avenue	Building	Craftsman	Non-Contributing
B14024	901 Walker Avenue	Building	Craftsman	Non-Contributing
B13996	909 S. Arlington Avenue	Building	Craftsman	Non-Contributing
B13391	912 Nixon Avenue	Building	Craftsman	Non-Contributing
B13998	925 S. Arlington Avenue	Building	Craftsman	Non-Contributing
B14026	995 Walker Avenue	Building	Craftsman	Non-Contributing
B2557	535 Ridge Street	Building	Duplex	Contributing
B13492	1000 La Rue Avenue	Building	French Renaissance Revival	Contributing
B2592	3 Newlands Circle	Building	French Renaissance Revival	Contributing
B13454	305 S. Arlington Avenue	Building	French Renaissance Revival	Contributing
B13240	527 California Avenue	Building	French Renaissance Revival	Contributing
B13343	560 Marsh Avenue	Building	French Renaissance Revival	Contributing
B13400	565 Reno Avenue	Building	French Renaissance Revival	Contributing
B13401	570 Reno Avenue	Building	French Renaissance Revival	Contributing
B13294	620 John Fremont Drive	Building	French Renaissance Revival	Contributing
B2599	729 Marsh Avenue	Building	French Renaissance Revival	Contributing
B2605	815 Marsh Avenue	Building	French Renaissance Revival	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B4375	820 Marsh Avenue	Building	French Renaissance Revival	Contributing
B4410	821 Marsh Avenue	Building	French Renaissance Revival	Contributing
B2590	825 California Avenue	Building	French Renaissance Revival	Contributing
B13358	829 Marsh Avenue	Building	French Renaissance Revival	Contributing
B13360	838 Marsh Avenue	Building	French Renaissance Revival	Contributing
B13933	844 Marsh Avenue	Building	French Renaissance Revival	Contributing
B13491	910 La Rue Avenue	Building	French Renaissance Revival	Contributing
B13987	225 S. Arlington Avenue	Building	International	Non-Contributing
B13988	299 S. Arlington Avenue	Building	International	Non-Contributing
B13989	475 S. Arlington Avenue	Building	International	Non-Contributing
B13990	505 S. Arlington Avenue	Building	International	Non-Contributing
B13483	1017 Manor Drive	Building	Italian Renaissance Revival	Contributing
B13289	1020 Gordon Avenue	Building	Italian Renaissance Revival	Contributing
B13910	1023 Manor Drive	Building	Italian Renaissance Revival	Contributing
B13464	1119 Gordon Avenue	Building	Italian Renaissance Revival	Contributing
B2545	245 Lee Avenue	Building	Italian Renaissance Revival	Contributing
B2526	432 Court Street	Building	Italian Renaissance Revival	Contributing
B13840	565 California Avenue	Building	Italian Renaissance Revival	Contributing
B13314	624 Manor Drive	Building	Italian Renaissance Revival	Contributing
B13315	625 Manor Drive	Building	Italian Renaissance Revival	Contributing
B13317	629 Manor Drive	Building	Italian Renaissance Revival	Contributing
B3873	631 California Avenue	Building	Italian Renaissance Revival	Contributing
B13299	643 John Fremont Drive	Building	Italian Renaissance Revival	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B14060	644 Donner Drive	Building	Italian Renaissance Revival	Contributing
B2582	725 California Avenue	Building	Italian Renaissance Revival	Contributing
B2598	730 Marsh Avenue	Building	Italian Renaissance Revival	Contributing
B13331	785 Manor Drive	Building	Italian Renaissance Revival	Contributing
B13484	855 Monroe Street	Building	Italian Renaissance Revival	Contributing
B13907	1006 Manor Drive	Building	Italian Renaissance Revival	Non-Contributing
B13873	1113 Gordon Avenue	Building	Italian Renaissance Revival	Non-Contributing
B13857	3 Elm Court	Building	Italian Renaissance Revival	Non-Contributing
B13824	50 Bret Harte Avenue	Building	Italian Renaissance Revival	Non-Contributing
B2554	524 Ridge Street	Building	Italian Renaissance Revival	Non-Contributing
B13455	599 Ridge Street	Building	Italian Renaissance Revival	Non-Contributing
B13968	814 Nixon Avenue	Building	Italian Renaissance Revival	Non-Contributing
B13480	1001 Nixon Avenue	Building	Minimal Traditional	Contributing
B13309	1019 La Rue Avenue	Building	Minimal Traditional	Contributing
B13482	1031 Manor Drive	Building	Minimal Traditional	Contributing
B14040	1043 Manor Drive	Building	Minimal Traditional	Contributing
B13872	1101 Gordon Avenue	Building	Minimal Traditional	Contributing
B13478	1151 Nixon Avenue	Building	Minimal Traditional	Contributing
B13831	149 Bret Harte Avenue	Building	Minimal Traditional	Contributing
B14013	526 W. Taylor Street	Building	Minimal Traditional	Contributing
B13438	547 W. Taylor Street	Building	Minimal Traditional	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B13419	584 St. Lawrence Avenue	Building	Minimal Traditional	Contributing
B13313	622 Manor Drive	Building	Minimal Traditional	Contributing
B13296	625 John Fremont Drive	Building	Minimal Traditional	Contributing
B14042	651 Marsh Avenue	Building	Minimal Traditional	Contributing
B13322	654 Manor Drive	Building	Minimal Traditional	Contributing
B13302	665 La Rue Avenue	Building	Minimal Traditional	Contributing
B13894	675 Manor Drive	Building	Minimal Traditional	Contributing
B14019	765 Walker Avenue	Building	Minimal Traditional	Contributing
B13903	777 Manor Drive	Building	Minimal Traditional	Contributing
B13363	785 Monroe Street	Building	Minimal Traditional	Contributing
B14034	820 La Rue Avenue	Building	Minimal Traditional	Contributing
B14017	757 Walker Avenue	Building	Minimal Traditional	Non-Contributing
B14018	760 Walker Avenue	Building	Minimal Traditional	Non-Contributing
B4362	585 Marsh Avenue	Building	Mission Revival	Contributing
B13316	628 Manor Drive	Building	Mission Revival	Contributing
B13256	633 Donner Drive	Building	Mission Revival	Contributing
B4363	536 Nixon Avenue	Building	Mission Revival	Non-Contributing
B2586	775 California Avenue	Building	Neo-Classical	Contributing
B14029	781 California Avenue	Building	Neo-Classical	Contributing
B13362	893 Marsh Avenue	Building	Neo-Classical	Contributing
B14035	931 La Rue Avenue	Building	Neo-Classical	Contributing
B13980	427 Ridge Street	Building	Neo-Modernism	Non-Contributing
B13853	525 Court Street	Building	Neo-Modernism	Non-Contributing
B13944	925 Marsh Avenue	Building	Neo-Modernism	Non-Contributing
B13839	533 California Avenue	Building	Neo-Traditional	Contributing
B13842	592 California Avenue	Building	Neo-Traditional	Contributing
B2562	572 Ridge Avenue	Building	Neo-Traditional	Non-Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B13934	847 Marsh Avenue	Building	Neo-Traditional	Non-Contributing
B13959	1155 Monroe Street	Building	No Style	Non-Contributing
B13882	644 La Rue Avenue	Building	No Style	Non-Contributing
B13901	735 Manor Drive	Building	No Style	Non-Contributing
B13837	501 California Avenue	Building	Other	Non-Contributing
B2548	315 Clay Street	Building	Prairie	Contributing
B2538	515 Court Street	Building	Prairie	Contributing
B2561	571 Ridge Street	Building	Prairie	Contributing
B14061	620 Manor Drive	Building	Pueblo Revival	Contributing
B2555	525-527 Ridge Street	Building	Pyramid Roof	Contributing
B2541	1 Elm Court	Building	Queen Anne	Contributing
B2531	457 Court Street	Building	Queen Anne	Contributing
B13446	755-775 Walker Avenue	Building	Queen Anne	Contributing
B13970	1010 Nixon Avenue	Building	Ranch	Contributing
B13908	1014 Manor Drive	Building	Ranch	Contributing
B14039	1025 Manor Drive	Building	Ranch	Contributing
B13912	1034 Manor Drive	Building	Ranch	Contributing
B13914	1044 Manor Drive	Building	Ranch	Contributing
B4333	1050 Sharon Way	Building	Ranch	Contributing
B14048	1135 Nixon Avenue	Building	Ranch	Contributing
B13960	1165 Monroe Street	Building	Ranch	Contributing
B13923	1175 Mark Twain Avenue	Building	Ranch	Contributing
B13825	124 Bret Harte Avenue	Building	Ranch	Contributing
B13962	1285 Monroe Street	Building	Ranch	Contributing
B13848	130 Circle Drive	Building	Ranch	Contributing
B13849	159 Circle Drive	Building	Ranch	Contributing
B13919	175 Mark Twain Avenue	Building	Ranch	Contributing
B13850	180 Circle Drive	Building	Ranch	Contributing
B14030	190 Circle Drive	Building	Ranch	Contributing
B13836	195 Bret Harte Avenue	Building	Ranch	Contributing
B13982	518 Ridge Street	Building	Ranch	Contributing
B13365	519 Nixon Avenue	Building	Ranch	Contributing
B2539	546 Court Street	Building	Ranch	Contributing
B13841	570 California Avenue	Building	Ranch	Contributing
B14015	579 W. Taylor Street	Building	Ranch	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property				County and State
B13986	595 Ridge Street	Building	Ranch	Contributing
B13893	626 Manor Drive	Building	Ranch	Contributing
B13883	700 La Rue Avenue	Building	Ranch	Contributing
B13955	701 Monroe Street	Building	Ranch	Contributing
B14016	701 Walker Avenue	Building	Ranch	Contributing
B13895	705 Manor Drive	Building	Ranch	Contributing
B13897	715 Manor Drive	Building	Ranch	Contributing
B13898	723 Manor Drive	Building	Ranch	Contributing
B13862	725 Gordon Avenue	Building	Ranch	Contributing
B13900	734 Manor Drive	Building	Ranch	Contributing
B13884	750 La Rue Avenue	Building	Ranch	Contributing
B13967	750 Nixon Avenue	Building	Ranch	Contributing
B13904	783 Manor Drive	Building	Ranch	Contributing
B13885	790 La Rue Avenue	Building	Ranch	Contributing
B14020	795 Walker Avenue	Building	Ranch	Contributing
B13930	800 Marsh Avenue	Building	Ranch	Contributing
B13931	824 Marsh Avenue	Building	Ranch	Contributing
B13864	825 Gordon Avenue	Building	Ranch	Contributing
B14021	835 Walker Avenue	Building	Ranch	Contributing
B13932	843 Marsh Avenue	Building	Ranch	Contributing
B14022	844 Walker Avenue	Building	Ranch	Contributing
B13935	854 Marsh Avenue	Building	Ranch	Contributing
B13886	860 La Rue Avenue	Building	Ranch	Contributing
B13936	864 Marsh Avenue	Building	Ranch	Contributing
B13937	880 Marsh Avenue	Building	Ranch	Contributing
B13938	885 Marsh Avenue	Building	Ranch	Contributing
B13939	886 Marsh Avenue	Building	Ranch	Contributing
B14046	900 Marsh Avenue	Building	Ranch	Contributing
B13877	911 Joaquin Miller Drive	Building	Ranch	Contributing
B13942	915 Marsh Avenue	Building	Ranch	Contributing
B13906	940 Manor Drive	Building	Ranch	Contributing
B13945	945 Marsh Avenue	Building	Ranch	Contributing
B13946	950 Marsh Avenue	Building	Ranch	Contributing
B13948	970 Marsh Avenue	Building	Ranch	Contributing
B13969	985 Nixon Avenue	Building	Ranch	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B13890	990 La Rue Avenue	Building	Ranch	Contributing
B13950	990 Marsh Avenue	Building	Ranch	Contributing
B13846	100 Circle Drive	Building	Ranch	Non-Contributing
B14036	1001 La Rue Avenue	Building	Ranch	Non-Contributing
B13999	1013 S. Arlington Avenue	Building	Ranch	Non-Contributing
B13911	1024 Manor Drive	Building	Ranch	Non-Contributing
B13892	1030 La Rue Avenue	Building	Ranch	Non-Contributing
B13913	1035 Manor Drive	Building	Ranch	Non-Contributing
B13917	105 Mark Twain Avenue	Building	Ranch	Non-Contributing
B14004	1080 Sharon Way	Building	Ranch	Non-Contributing
B13915	1090 Manor Drive	Building	Ranch	Non-Contributing
B13847	110 Circle Drive	Building	Ranch	Non-Contributing
B13874	1120 Gordon Avenue	Building	Ranch	Non-Contributing
B14001	1139 S. Arlington Avenue	Building	Ranch	Non-Contributing
B14002	1177 S. Arlington Avenue	Building	Ranch	Non-Contributing
B13918	124 Mark Twain Avenue	Building	Ranch	Non-Contributing
B13826	130 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13827	138 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13829	140 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13833	163 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13834	175 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13920	180 Mark Twain Avenue	Building	Ranch	Non-Contributing
B13835	181 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13921	215 Mark Twain Avenue	Building	Ranch	Non-Contributing
B13916	25 Mark Twain Avenue	Building	Ranch	Non-Contributing
B13822	30 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13851	320 Clay Street	Building	Ranch	Non-Contributing
B13852	439 Court Street	Building	Ranch	Non-Contributing
B13823	45 Bret Harte Avenue	Building	Ranch	Non-Contributing
B13976	533 Reno Avenue	Building	Ranch	Non-Contributing
B13977	536 Reno Avenue	Building	Ranch	Non-Contributing
B14007	542 St. Lawrence Avenue	Building	Ranch	Non-Contributing
B14008	545 St. Lawrence Avenue	Building	Ranch	Non-Contributing
B13924	550 Marsh Avenue	Building	Ranch	Non-Contributing
B14009	601 St. Lawrence Avenue	Building	Ranch	Non-Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B14012	635 St. Lawrence Avenue	Building	Ranch	Non-Contributing
B13927	643 Marsh Avenue	Building	Ranch	Non-Contributing
B13929	650 John Fremont Drive	Building	Ranch	Non-Contributing
B13896	711 Manor Drive	Building	Ranch	Non-Contributing
B13899	729 Manor Drive	Building	Ranch	Non-Contributing
B13902	755 Manor Drive	Building	Ranch	Non-Contributing
B13956	777 Monroe Street	Building	Ranch	Non-Contributing
B13957	839 Monroe Street	Building	Ranch	Non-Contributing
B14023	879 Walker Avenue	Building	Ranch	Non-Contributing
B13940	888 Marsh Avenue	Building	Ranch	Non-Contributing
B13887	890 La Rue Avenue	Building	Ranch	Non-Contributing
B13941	890 Marsh Avenue	Building	Ranch	Non-Contributing
B13865	895 Gordon Avenue	Building	Ranch	Non-Contributing
B13995	901 S. Arlington Avenue	Building	Ranch	Non-Contributing
B13888	909 La Rue Avenue	Building	Ranch	Non-Contributing
B13997	917 S. Arlington Avenue	Building	Ranch	Non-Contributing
B13943	920 Marsh Avenue	Building	Ranch	Non-Contributing
B13889	930 La Rue Avenue	Building	Ranch	Non-Contributing
B13947	965 Marsh Avenue	Building	Ranch	Non-Contributing
B13949	980 Marsh Avenue	Building	Ranch	Non-Contributing
B13958	999 Monroe Street	Building	Ranch	Non-Contributing
B2543	7 Elm Court	Building	Shingle	Contributing
B13869	1027 Gordon Avenue	Building	Spanish Colonial Revival	Contributing
B13495	105 Bret Harte Avenue	Building	Spanish Colonial Revival	Contributing
B13465	1125 Gordon Avenue	Building	Spanish Colonial Revival	Contributing
B13466	1127 Gordon Avenue	Building	Spanish Colonial Revival	Contributing
B13338	145 Mark Twain Avenue	Building	Spanish Colonial Revival	Contributing
B13499	160 Circle Drive	Building	Spanish Colonial Revival	Contributing
B13236	20 Bret Harte Avenue	Building	Spanish Colonial Revival	Contributing
B13500	225 Mark Twain Avenue	Building	Spanish Colonial Revival	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B13237	25 Bret Harte Avenue	Building	Spanish Colonial Revival	Contributing
B13501	301 Mark Twain Avenue	Building	Spanish Colonial Revival	Contributing
B13408	448 Ridge Street	Building	Spanish Colonial Revival	Contributing
B4364	544 Nixon Avenue	Building	Spanish Colonial Revival	Contributing
B13399	555 Reno Avenue	Building	Spanish Colonial Revival	Contributing
B4305	577 California Avenue	Building	Spanish Colonial Revival	Contributing
B13418	577 St. Lawrence Avenue	Building	Spanish Colonial Revival	Contributing
B4361	593 Marsh Avenue	Building	Spanish Colonial Revival	Contributing
B13234	6 Bret Harte Avenue	Building	Spanish Colonial Revival	Contributing
B13292	609 John Fremont Drive	Building	Spanish Colonial Revival	Contributing
B13372	611 Nixon Avenue	Building	Spanish Colonial Revival	Contributing
B13859	620 Gordon Avenue	Building	Spanish Colonial Revival	Contributing
B13377	640 Nixon Avenue	Building	Spanish Colonial Revival	Contributing
B2594	701 Marsh Avenue	Building	Spanish Colonial Revival	Contributing
B13326	739 Manor Drive	Building	Spanish Colonial Revival	Contributing
B13332	787 Manor Drive	Building	Spanish Colonial Revival	Contributing
B13251	820 California Avenue	Building	Spanish Colonial Revival	Contributing
B13306	825 La Rue Avenue	Building	Spanish Colonial Revival	Contributing
B13231	847 S. Arlington Avenue	Building	Spanish Colonial Revival	Contributing
B13490	850 La Rue Avenue	Building	Spanish Colonial Revival	Contributing
B13307	865 La Rue Avenue	Building	Spanish Colonial Revival	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B13308	885 La Rue Avenue	Building	Spanish Colonial Revival	Contributing
B13390	908 Nixon Avenue	Building	Spanish Colonial Revival	Contributing
B13395	940 Nixon Avenue	Building	Spanish Colonial Revival	Contributing
B13471	990 Joaquin Miller Drive	Building	Spanish Colonial Revival	Contributing
B13845	750 California Avenue	Building	Spanish Colonial Revival	Non-Contributing
B14037	1007 Manor Drive	Building	Tudor Revival	Contributing
B13493	1010 La Rue Avenue	Building	Tudor Revival	Contributing
B14038	1011 Manor Drive	Building	Tudor Revival	Contributing
B13462	1015 Gordon Avenue	Building	Tudor Revival	Contributing
B13288	1016 Gordon Avenue	Building	Tudor Revival	Contributing
B13463	1019 Gordon Avenue	Building	Tudor Revival	Contributing
B13868	1021 Gordon Avenue	Building	Tudor Revival	Contributing
B13870	1031 Gordon Avenue	Building	Tudor Revival	Contributing
B13472	1060 Joaquin Miller Drive	Building	Tudor Revival	Contributing
B13486	1065 Monroe Street	Building	Tudor Revival	Contributing
B13473	1085 Joaquin Miller Drive	Building	Tudor Revival	Contributing
B13235	11 Bret Harte Avenue	Building	Tudor Revival	Contributing
B13334	110 Mark Twain Avenue	Building	Tudor Revival	Contributing
B13481	1102 Nixon Avenue	Building	Tudor Revival	Contributing
B13479	1105 Nixon Avenue	Building	Tudor Revival	Contributing
B13973	1115 Nixon Avenue	Building	Tudor Revival	Contributing
B13477	1118 Nixon Avenue	Building	Tudor Revival	Contributing
B14047	1125 Monroe Street	Building	Tudor Revival	Contributing
B13476	1126 Nixon Avenue	Building	Tudor Revival	Contributing
B13232	1131 S. Arlington Avenue	Building	Tudor Revival	Contributing
B13335	115 Mark Twain Avenue	Building	Tudor Revival	Contributing
B4343	123 Mark Twain Avenue	Building	Tudor Revival	Contributing
B13496	125 Bret Harte Avenue	Building	Tudor Revival	Contributing
B13336	134 Mark Twain Avenue	Building	Tudor Revival	Contributing
B13337	135 Mark Twain Avenue	Building	Tudor Revival	Contributing
B2523	203 S. Arlington Avenue	Building	Tudor Revival	Contributing
B13233	3 Bret Harte Avenue	Building	Tudor Revival	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

B2549	325-327 Clay Street	Building	Tudor Revival	Contributing
B13451	327 S. Arlington Avenue	Building	Tudor Revival	Contributing
B2542	4 Elm Court	Building	Tudor Revival	Contributing
B13238	40 Bret Harte Avenue	Building	Tudor Revival	Contributing
B2525	421 Court Street	Building	Tudor Revival	Contributing
B2527	435 Court Street	Building	Tudor Revival	Contributing
B2534	465 Court Street	Building	Tudor Revival	Contributing
B2536	491 Court Street	Building	Tudor Revival	Contributing
B2537	500 Court Street	Building	Tudor Revival	Contributing
B13339	527 Marsh Avenue	Building	Tudor Revival	Contributing
B13217	527 S. Arlington Avenue	Building	Tudor Revival	Contributing
B13290	528-530 Gordon Avenue	Building	Tudor Revival	Contributing
B13340	535 Marsh Avenue	Building	Tudor Revival	Contributing
B13436	535 W. Taylor Street	Building	Tudor Revival	Contributing
B13437	536 W. Taylor Street	Building	Tudor Revival	Contributing
B13412	540 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13241	543 California Avenue	Building	Tudor Revival	Contributing
B2558	543 Ridge Street	Building	Tudor Revival	Contributing
B13368	545 Nixon Avenue	Building	Tudor Revival	Contributing
B13242	548 California Avenue	Building	Tudor Revival	Contributing
B13244	551 California Avenue	Building	Tudor Revival	Contributing
B13342	555 Marsh Avenue	Building	Tudor Revival	Contributing
B2563	575 Ridge Street	Building	Tudor Revival	Contributing
B2564	576 Ridge Street	Building	Tudor Revival	Contributing
B14014	577 W. Taylor Street	Building	Tudor Revival	Contributing
B13442	578 W. Taylor Street	Building	Tudor Revival	Contributing
B2566	580 Ridge Street	Building	Tudor Revival	Contributing
B2567	581 Ridge Street	Building	Tudor Revival	Contributing
B13404	588 Reno Avenue	Building	Tudor Revival	Contributing
B13443	588 W. Taylor Street	Building	Tudor Revival	Contributing
B13405	589 Reno Avenue	Building	Tudor Revival	Contributing
B13421	590 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13291	602 John Fremont Drive	Building	Tudor Revival	Contributing
B13311	605 Manor Drive	Building	Tudor Revival	Contributing
B2574	610 California Avenue	Building	Tudor Revival	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property		County and State		
B13252	610 Donner Drive	Building	Tudor Revival	Contributing
B13293	614 John Fremont Drive	Building	Tudor Revival	Contributing
B13880	615 La Rue Avenue	Building	Tudor Revival	Contributing
B13373	619 Nixon Avenue	Building	Tudor Revival	Contributing
B13253	620 Donner Drive	Building	Tudor Revival	Contributing
B13422	620 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13295	624 John Fremont Drive	Building	Tudor Revival	Contributing
B13254	625 Donner Drive	Building	Tudor Revival	Contributing
B13351	626 Marsh Avenue	Building	Tudor Revival	Contributing
B13255	629 Donner Drive	Building	Tudor Revival	Contributing
B13353	630 Marsh Avenue	Building	Tudor Revival	Contributing
B13297	633 John Fremont Drive	Building	Tudor Revival	Contributing
B13424	634 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13318	635 Manor Drive	Building	Tudor Revival	Contributing
B13257	637 Donner Drive	Building	Tudor Revival	Contributing
B13298	637 John Fremont Drive	Building	Tudor Revival	Contributing
B13425	637 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13258	638 Donner Drive	Building	Tudor Revival	Contributing
B13427	639 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B2577	640 California Avenue	Building	Tudor Revival	Contributing
B13319	643 Manor Drive	Building	Tudor Revival	Contributing
B13429	643 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13269	644 Gordon Avenue	Building	Tudor Revival	Contributing
B13300	644 John Fremont Drive	Building	Tudor Revival	Contributing
B2593	644 Marsh Avenue	Building	Tudor Revival	Contributing
B13260	645 Donner Drive	Building	Tudor Revival	Contributing
B13430	645 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13320	647 Manor Drive	Building	Tudor Revival	Contributing
B13301	649 John Fremont Drive	Building	Tudor Revival	Contributing
B2578	650 California Avenue	Building	Tudor Revival	Contributing
B13378	650 Nixon Avenue	Building	Tudor Revival	Contributing
B14032	660 La Rue Avenue	Building	Tudor Revival	Contributing
B13432	662 St. Lawrence Avenue	Building	Tudor Revival	Contributing
B13323	665 Manor Drive	Building	Tudor Revival	Contributing
B13324	668 Manor Drive	Building	Tudor Revival	Contributing

Newlands Historic District

Washoe, Nevada

Name of Property		County and State		
B13303	690 La Rue Avenue	Building	Tudor Revival	Contributing
B2580	700 California Avenue	Building	Tudor Revival	Contributing
B13382	714 Nixon Avenue	Building	Tudor Revival	Contributing
B2596	725 Marsh Avenue	Building	Tudor Revival	Contributing
B2597	726 Marsh Avenue	Building	Tudor Revival	Contributing
B13325	727 Manor Drive	Building	Tudor Revival	Contributing
B13272	730 Gordon Avenue	Building	Tudor Revival	Contributing
B13327	740 Manor Drive	Building	Tudor Revival	Contributing
B2583	745 California Avenue	Building	Tudor Revival	Contributing
B13226	745 S. Arlington Avenue	Building	Tudor Revival	Contributing
B13328	748 Manor Drive	Building	Tudor Revival	Contributing
B2601	750 Marsh Avenue	Building	Tudor Revival	Contributing
B2602	751 Marsh Avenue	Building	Tudor Revival	Contributing
B13444	752 Walker Avenue	Building	Tudor Revival	Contributing
B2604	761 Marsh Avenue	Building	Tudor Revival	Contributing
B2585	770 California Avenue	Building	Tudor Revival	Contributing
B13445	770 Walker Avenue	Building	Tudor Revival	Contributing
B13329	775 Manor Drive	Building	Tudor Revival	Contributing
B13305	777 La Rue Avenue	Building	Tudor Revival	Contributing
B2587	780 California Avenue	Building	Tudor Revival	Contributing
B13330	781 Manor Drive	Building	Tudor Revival	Contributing
B2588	784 California Avenue	Building	Tudor Revival	Contributing
B13227	801 S. Arlington Avenue	Building	Tudor Revival	Contributing
B13274	802 Gordon Avenue	Building	Tudor Revival	Contributing
B13387	803 Nixon Avenue	Building	Tudor Revival	Contributing
B13384	804 Nixon Avenue	Building	Tudor Revival	Contributing
B13275	810 Gordon Avenue	Building	Tudor Revival	Contributing
B13385	819 Nixon Avenue	Building	Tudor Revival	Contributing
B13357	828 Marsh Avenue	Building	Tudor Revival	Contributing
B13277	831 Gordon Avenue	Building	Tudor Revival	Contributing
B13359	832 Marsh Avenue	Building	Tudor Revival	Contributing
B13279	836 Gordon Avenue	Building	Tudor Revival	Contributing
B13389	842 Nixon Avenue	Building	Tudor Revival	Contributing
B13456	850 Walker Avenue	Building	Tudor Revival	Contributing
B14054	870 Walker Avenue	Building	Tudor Revival	Contributing

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B13458	875 Walker Avenue	Building	Tudor Revival	Contributing
B13460	885 Walker Avenue	Building	Tudor Revival	Contributing
B13361	887 Marsh Avenue	Building	Tudor Revival	Contributing
B13459	895 Walker Avenue	Building	Tudor Revival	Contributing
B13281	908 Gordon Avenue	Building	Tudor Revival	Contributing
B13866	916 Gordon Avenue	Building	Tudor Revival	Contributing
B13284	920 Gordon Avenue	Building	Tudor Revival	Contributing
B13285	923 Gordon Avenue	Building	Tudor Revival	Contributing
B13286	927 Gordon Avenue	Building	Tudor Revival	Contributing
B13467	927 Joaquin Miller Drive	Building	Tudor Revival	Contributing
B14031	930 Gordon Avenue	Building	Tudor Revival	Contributing
B13394	930 Nixon Avenue	Building	Tudor Revival	Contributing
B13287	931 Gordon Avenue	Building	Tudor Revival	Contributing
B14049	931 S. Arlington Avenue	Building	Tudor Revival	Contributing
B14025	945 Walker Avenue	Building	Tudor Revival	Contributing
B13468	950 Joaquin Miller Drive	Building	Tudor Revival	Contributing
B13461	950 Walker Avenue	Building	Tudor Revival	Contributing
B13396	959 Nixon Avenue	Building	Tudor Revival	Contributing
B13469	970 Joaquin Miller Drive	Building	Tudor Revival	Contributing
B13470	975 Joaquin Miller Drive	Building	Tudor Revival	Contributing
B13871	1040 Gordon Avenue	Building	Tudor Revival	Non-Contributing
B13972	1110 Nixon Avenue	Building	Tudor Revival	Non-Contributing
B13875	1121 Gordon Avenue	Building	Tudor Revival	Non-Contributing
B13961	1235 Monroe Street	Building	Tudor Revival	Non-Contributing
B13828	139 Bret Harte Avenue	Building	Tudor Revival	Non-Contributing
B13926	638 Marsh Avenue	Building	Tudor Revival	Non-Contributing
B14010	641 St. Lawrence Avenue	Building	Tudor Revival	Non-Contributing
B13844	740 California Avenue	Building	Tudor Revival	Non-Contributing
B13863	811 Gordon Avenue	Building	Tudor Revival	Non-Contributing
B14056	965 Walker Avenue	Building	Tudor Revival	Non-Contributing
B13951	926 Marsh Court	Building	Unknown	Non-Contributing
B13952	930 Marsh Court	Building	Unknown	Non-Contributing
B13953	940 Marsh Court	Building	Unknown	Non-Contributing
B13954	946 Marsh Court	Building	Unknown	Non-Contributing
n/a	Newlands Memorial Tablet	Object	Neo-Classical	Contributing

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O175	Newlands Pillar	Object	No Style	Contributing
O179	Newlands Pillar	Object	No Style	Contributing
O177	Newlands Pillar	Object	No Style	Contributing
O181	Newlands Pillar	Object	No Style	Contributing
O176	Newlands Pillar	Object	No Style	Contributing
O180	Newlands Pillar	Object	No Style	Contributing
O178	Newlands Pillar	Object	No Style	Contributing
C22	Newlands Park	Site	No Style	Contributing

Newlands features a number of different architectural typologies, representing the major shifts among popular architectural styles between the late 1800s and mid-1900s. Most architectural styles in the district are expressed in both modest and high-style residences, as demonstrated by the combination of small homes designed according to plan books and large homes designed by prominent architects, including Frederic DeLongchamps, Elmer Grey, Daniel Kirkhuff, George Koster, Russell Mills, Edward Parsons, Fred Schadler, George Schastey, and Paul Revere Williams. A defining characteristic of the neighborhood is the broad use of brick as a building material, in particular the use of decorative brick on the exterior walls of many homes, especially in residences constructed between the 1910s and 1940s. A combination of light red brick, dark red brick, orange brick, gray brick, and buff brick—sometimes all in the same building—is found throughout the neighborhood. Decorative brick patterns include diamond, basketweave, herringbone, and rosette inlays found in the chimneys, end gables, and belt courses of Craftsman, Spanish Colonial Revival, and Tudor Revival residences. Other decorative brick elements include contrasting brick quoins, lintels, windowsills, and keystones. However, the area also features residences constructed with concrete block, stone, and wood. The district is persistently diverse in its expression of architectural styles, types, and materials popular during its historic period.

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Late Victorian Architecture (1889-1915)

Developing late in the Victorian period of architecture, the Newlands district contains a small number of Queen Anne residences, and a single Shingle style residence, all of which are contributing to the district, comprising less than one percent of all resources. Of the four residences, two are excellent examples of Queen Anne influence on the architecture of the district. The oldest areas of the district toward the north, including Francis G. Newlands' original fifteen-acre plot upon which he constructed his home and office, host several Victorian style buildings, which were in demand in the late 19th century. The Queen Anne style in Newlands is defined by the presence of steep, complex roofscapes, asymmetrical fenestration and massing including towers and bay windows, and expansive porches. Wall cladding is mixed, windows vary in shape and size, and detailing is ornate. Queen Anne resources in Newlands Heights illustrate the Free Classic subtype, which combines the style's irregular massing with Classically-derived details and best expressed by the Gray Mansion at 457 Court Street. The Shingle style emerged from the Queen Anne and is defined by large swaths of wood-shingle siding in addition to complex massing, dramatic roofscapes, and prominent porches. However, the Shingle style is simply decorated and lacks the lavish ornamentation characteristic of Queen Anne architecture. Senator Newlands' residence (7 Elm Court) is the only example of the Shingle style in Newlands Heights.¹

Queen Anne

Example: *Joseph H. Gray House, 457 Court Street, 1910 (Photograph #15)*



¹ JoEllen Ross-Hauer. "A Historic Context for the Newlands Neighborhood, Reno, Nevada." (2014), 67-70; Virginia Savage McAlester, *A Field Guide to American Houses*, (New York: Alfred A. Knopf, 2013), 344-384.

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Of the three Queen Anne residences within the Newlands district, all three represent different variations on the Queen Anne Free Classic form. The Joseph H. Gray House at 457 Court Street and the Newlands Office at 1 Elm Court represent high-style examples constructed early in the neighborhood's development overlooking the Truckee River. The c.1911 Gray House (shown above) represents the type, retaining a wrap-around porch with Doric columns surrounding a central block with projecting bays. The Newlands Office at 1 Elm Court, now a private residence, represents the Half-Timbered variation of the Queen Anne, a rare subtype overall and equally rare in Reno. The final example at 755-775 Walker Avenue is a more subdued, working class example of a Queen Anne, comprised of a c.1915 single-story central block with a projecting gable-front bay on its façade.

Shingle Style

Example: *Francis G. Newlands Residence, 7 Elm Court, 1889 (Photograph #2)*



Built by Senator Francis G. Newlands in 1889, 7 Elm Court is the first residence constructed in Newlands, the only example of the Shingle style in the district, and one of the few in Reno. The house is situated on a bluff above the Truckee River and overlooks downtown Reno. Typical of the style, the residence has a steeply pitched, cross-gabled roof and exterior walls clad in both wood shingles and lapboard. The building has an irregular plan based on a central block with a projecting, one-story ballroom wing extending to the west. Angled metal ties anchor the tall red brick chimneys.

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Craftsman (1910s-1930s)

In Newlands, 124 resources (20%) were constructed in the Craftsman style. Of these, 103 are contributing and 21 are non-contributing to the district. Older areas of the district, including Rio Vista Heights, Riverside Heights, the Marker Tract, and Newlands Terrace, boast a large number of Craftsman bungalows, which were immensely popular among Reno's middle class neighborhoods between the early 1900s and mid-1930s. The naturalistic style emerged nationwide as a reaction to the over-the-top ornamentation of Victorian architecture, becoming known for its prominent porch supported by wide, tapered columns, low-pitched roof with widely overhanging eaves, and exposed roof beams and rafter tails. Gaining prominence as a small, comfortable house, the Craftsman bungalow—particularly that of brick construction—became pervasive throughout Newlands. In Newlands Heights, a decorative brick subtype of the Craftsman style emerged, which included decorative inlays of contrasting brick in chimneys, belt courses, lintels, windowsills, and end gables.²

In general, Craftsman homes within the district are defined by a low-pitched roof with wide eave overhangs, a prominent porch supported by tapered columns set atop piers, and exposed rafter tails and roof beams. Many have Arts and Crafts-influenced windows, in which the upper sashes feature multiple lights of glass arranged in simple square and more ornate geometric patterns. Other Craftsman style resources feature multi-paned metal casement windows. Some duplexes in the neighborhood feature Craftsman details such as exposed roof beams and rafter tails but lack the characteristic porch and accompanying tapered columns (e.g. 772 La Rue, 602 California). Decorative brick motifs are common among the area's Craftsman bungalows and include diamond-shaped inlays of contrasting brick on exterior chimneys, decorative belt courses (usually basketweave patterns or soldier courses) that run between the basement and ground levels, and chimney caps augmented by contrasting patterns and colors. River rock and ashlar foundations are common, as is stucco-over-brick. Common alterations to Craftsman residences in the district include enclosed porches, replaced windows, and original porch columns and/or railings replaced with decorative cast iron. In many cases, these alterations are severe enough to change the character-defining features and therefore classify the buildings as non-contributing. The style, as expressed in Newlands, can be organized into four different typologies based on roof style: Front-Gabled Roof, Cross-Gabled Roof, Side-Gabled Roof, and Hipped Roof.

² Ross-Hauer, 76-77; McAlester, 567-580.

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Front-Gabled Roof, Full-Width Porch

This subtype of the Craftsman style is characterized by a full-width porch recessed beneath a low-pitched, front-gabled roof that is typically supported by columns set atop the porch railing.

Example: *701 S. Arlington Avenue, c.1920 (Photograph #39)*



Emblematic of this subtype is the residence at 701 S. Arlington Avenue, a one-story, three-bay Craftsman style bungalow. The frame dwelling features a rectangular plan and a low-pitched, front-gabled roof with the walls and chimney clad with red brick. Other variations on this subtype retain the full-width, front gabled roof but have materials other than brick on their exteriors. An example is the pair of Craftsman cottages at 1003 and 1011 S. Arlington Avenue that were both constructed in the Marker Subdivision in approximately 1928. These masonry buildings feature a rectangular plan and low-pitched, front-gabled roof. The walls and the chimneys are constructed with decorative concrete bricks. The end gables are finished with wood, and the foundations are constructed with stone rubble. Each dwelling retains a full-width entry porch sheltered beneath the main roof and supported by a pair of squat, fluted columns set atop square concrete block piers and a railing with classical balusters. The corners of both buildings are decorated with large, flat concrete masonry unit (CMU) quoins.

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Front-Gabled Roof, Partial Porch

This subtype of the Craftsman style is characterized by a centered or offset, partial-width porch projecting from the main house block. The residence and porch roof are both front-gabled with widely-overhanging eaves.

Example: 569 W. Taylor Street, c.1924 (Photograph #21)



Illustrating the full expression of a Front-Gabled, Partial Porch subtype of the Craftsman residences in Newlands is 569 W. Taylor Street in the Newlands Terrace subdivision. The home is a one-story brick masonry bungalow with a rectangular plan, a low-pitched front-gabled roof, and an additional front gable extending over a prominent front porch, both finished with wood lap-siding. The walls and chimney are constructed of red brick with buff brick accents and the foundation is finished with rough-cut stone.

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Cross-Gabled Roof, Partial Porch

This subtype of the Craftsman style is characterized by a side-gabled roof with a partial-width front-gabled porch. The porch may project from the center of the main house block, or from one of the sides, creating a T- or L-shaped plan.

Example: *665 Marsh Avenue, c.1929 (Photograph #37)*



Among the more outstanding examples of the Cross-Gabled, Partial Porch subtype of the Craftsman residences in Newlands is the house at 665 Marsh Avenue in the Newlands Terrace subdivision. The residence incorporates solid brick columns in lieu of tapered columns atop piers, with its exterior walls and chimney clad with red brick. The foundation is finished with stone. The end gables are finished with stucco and a decorative brick string course visually divides the basement level from the ground level. Granite steps, accompanied by two cascading capped stone planters on either side, lead to a partial-width front porch with a solid brick railing.

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Side-Gabled Roof, Full-Width Porch

This subtype of the Craftsman style is characterized by a full-width porch recessed beneath a side-gabled roof. Typically, a dormer window is centered in the roof.

Example: *721 S. Arlington Avenue, c.1913 (Photograph #42)*



Among the best expressions of this sub-type in Newlands is the bungalow at 721 S. Arlington Avenue in the Marker Tract. A one-and-one-half story, three-bay house, the masonry dwelling features a rectangular plan, a full-width porch, and a low-pitched, side-gabled roof with an upper-story shed dormer. The walls and chimney are constructed with red brick. The dormer and porch entablature are finished with stucco. Wide cement steps, accompanied by a low, flat capped planter on either side, lead to a full-width front porch. The solid brick porch railing is interrupted by four square brick piers, upon which squat, square columns support the porch roof. The porch roof features a broad, plain entablature with exposed rafter tails.

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Side-Gabled Roof, Partial Porch

This subtype of the Craftsman style is characterized by a partial-width porch recessed beneath one side of the main side-gabled roof.

Example: 580 Marsh Avenue, c.1929 (Photograph #23)



Exemplifying the Side-Gabled, Partial Porch subtype of the Craftsman style in Newlands, the dwelling at 580 Marsh Avenue in the Newlands Terrace subdivision is a one-and-one-half story, three-bay bungalow with a rectangular plan, a side-gabled roof, and a partial-width front porch. The walls are finished with stucco including the foundation and porch piers, while the chimney is comprised of exposed brick. The end gables of the structure are finished with wood shingles. A raised stucco course visually distinguishes the basement level from the ground level of the house. The front porch is set back and accessed by steps located on the east side of the residence. The porch is supported by wide piers on each side, and a simple squared hand-railing runs between the piers. Square wood columns, set atop each pier, support the roof.

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Hipped Roof, Partial Porch

This subtype of the Craftsman style is characterized by a pyramidal-hipped roof with a projecting partial-width, front-gabled porch. This category is much like the cross-gabled subtype but with a hipped main roof.

Example: *543 Marsh Avenue, c.1925 (Photograph #18)*



Typifying the Hipped Roof, Partial Porch subtype of the Craftsman style is the bungalow at 543 Marsh Avenue in the Marker Tract. The dwelling is a one-story, three-bay house with a rectangular plan and a wide front porch. The masonry dwelling features a low-pitched hipped roof with a projecting, low-pitched front gable extending over the porch. The walls and chimneys are constructed of red brick with buff brick accents. The end gable and foundation are finished with stucco. A decorative, two-toned brick string course visually divides the basement level from the ground level. The steps leading to the front porch are centered between two low, flat capped planters. The porch features a solid brick railing. The porch roof is supported by a pair of squat, tapered columns with painted wood capitals and bases set atop square brick piers. The window assemblies and doorway are trimmed with a highly decorative buff and red brick border. The end gable above the porch is accentuated with half-timbering and features exposed roof beams and a square vent in its peak. The roof eaves are unenclosed and reveal exposed rafter tails. The residence has two visible chimneys, one of which is interior. The other chimney is extremely tall and is exteriorly located on the west elevation.

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Craftsman Eclectic

This subtype features the major characteristics of the Craftsman style, including widely overhanging eaves, exposed rafter tails, and wood sash windows with divided upper lights, blended with various Period Revival details, most commonly Spanish Colonial or Tudor Revival, such as arched openings, small entry porches, and tapered chimneys.

Example: *547 S. Arlington Avenue, c.1926 (Photograph #19)*



An example of the Craftsman Eclectic subtype with Spanish Colonial Revival detailing is the one-and-one-half story dwelling at 547 S. Arlington Avenue in the Marker Tract, which combines Craftsman form and features with Spanish Colonial Revival influences. The masonry building possesses a rectangular plan and a low-pitched, multi-gabled roof with varying heights and intersecting dormers. The walls and chimney are constructed with buff brick. The dormers are clad with wood shingles. The foundation is finished with irregularly coursed ashlar. Above the front porch is an end gable finished with wood siding. Cement steps leading to a front porch are centered between a series of capped stone planters on either side. The front porch has a solid brick railing and is not sheltered by a roof of any kind. Three front gables dominate the east façade. A wide, round arched, multi-paned window is located beneath the northerly front gable. A gable dormer projects from the south elevation while a shed dormer extends from the north elevation. A small patio with a low brick railing is located off of the south elevation. The gables feature exposed roof beams and widely overhanging eaves that reveal exposed rafter tails. An exterior tapered chimney is features on the south elevation.

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Example: 602 California Avenue, c.1932 (Photograph #26)

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An expression of the Craftsman style with Tudor Revival influences is the dwelling at 602 California Avenue, a one-and-one-half story duplex in the Newlands Terrace subdivision. The symmetrical frame building features a rectangular plan and steeply-pitched, side-gabled roof with a full-width shed dormer, projecting front-gabled entry porches, and wide eave overhangs. The chimney and walls are clad with decorative brick. The end gables and dormer are covered with stucco. Three light, multicolored brick string courses wrap around the building: one features a decorative pattern and discerns the basement level from the ground level, another consists of rowlock bricks and is located just below the window line, and the third is a wide belt of soldier bricks at lintel-height. Each housing unit is accessed by a set of concrete steps, accompanied by three decorative metal railings, which lead to a small entry porch featuring three full-length, round-arched openings. The north elevation arches provide access to each respective entrance, and the east and west arches are enclosed by a low metal railing. The porches are heavily ornamented, featuring light red brick quoins, arch borders, end gable definition, and diamond inset in the gable peaks, all of which contrast with the dark red brick wall cladding. The porches are located on opposite ends of the building. The recessed wall between porches encompasses the main living space of each unit. Exposed rafter tails are visible beneath the open eaves, and the end gables feature simple vergeboards with rounded eave ends. The east and west end gables feature decorative half-timbering and exposed roof beams. An interior chimney is centered behind the side gable roof peak, and a row of light, multicolored soldier bricks adorns the chimney cap.

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Prairie Style (1900-1920s)

Newlands Heights features three buildings that are Prairie style, all contributing to the district. The Prairie style emerged in the Midwestern United States in the early 1900s, championed by renowned American architect Frank Lloyd Wright. The examples in Newlands feature a low-pitched hipped roof with wide boxed eaves, a prominent porch supported by substantial columns, and a horizontal emphasis. All three Newlands examples are located within one block of each other in the Rio Vista Heights and Newlands Heights subdivisions. As a rule, Prairie style architecture in the district includes a horizontal emphasis, brick wall cladding, and Colonial Revival influences. They are late examples of the style, which may explain the prevalence of Colonial and Classical details.³

Example: H.E. Reid House, 515 Court Street, c.1922, Architect Fred Schadler (Photograph #16)



A representative example of the Prairie style in Newlands is 515 Court Street in the Rio Vista Heights subdivision. The residence is a two-story, five-bay, dwelling with both Colonial Revival and Richardsonian Romanesque details. The building features a simple rectangular plan and a low-pitched hipped roof with wide overhangs. The exterior walls and chimneys are constructed of red brick. Columns and entablatures are constructed of wood. Wide brick steps, accompanied by a central metal railing and capped brick planters, lead to a partial-width front porch sheltered beneath a projecting flat roof. The porch roof is supported by fluted square columns connecting to a wide entablature. The porch extends beyond the roof to the east and west and features a solid brick railing. Two decorative brick string courses emphasize the horizontal lines of the building.

³ McAlester, 551-566.,

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Period Revivals

The Period Revival movement emerged throughout the neighborhood around 1910 and remained popular through the 1940s. Period Revivals dominate the residential construction within the nominated area, comprising 308 of the neighborhood's 610 resources, or roughly half of Newlands. The array of Period Revival homes articulates a broad range consisting of seven main sub-categories of style, as well as several eclectic Period Revival examples. Many of the residences, although displaying dominant styles, are still relatively eclectic, borrowing from several Period Revival styles. For example, a Tudor Revival residence may feature a French Renaissance Revival canopied bay window. The dominant categories of Period Revival architecture include Colonial Revival, Italian Renaissance Revival, Tudor Revival, Spanish Colonial Revival, Mission/Pueblo Revival, French Renaissance Revival, and Neoclassical. In the United States, Revival styles peaked in popularity between 1880 and 1940, inspiring the construction of large manor houses as well as small cottages.⁴

Colonial Revival (1910-1940s)

There are 60 Colonial Revival residences in Newlands, comprising roughly 10% of the district. Of these, two are listed in the National Register individually, 52 additional residences are contributing to the district, and six are non-contributing. The Colonial Revival style first appeared in Newlands in 1910 with the construction of the McCarran-Gibbons Mansion (401 Court Street), and remained a popular style through the 1940s. The Colonial Revival reimagined the nation's early Federal and Georgian styles, mirroring essential characteristics such as façade symmetry, fanlights and sidelights, pedimented doorways, and central-block massing. The revival style added heavily accentuated front entrances, broken pediments, side wings, entry porches, and dormer windows. Other common features include sash windows with multi-pane glazing, hipped or gabled roofs, and decorative shutters.⁵

In Newlands, these resources are variously symmetrical and asymmetrical with hipped, flat, and side-gabled roofs. Dormer windows are a common feature, as are Classical details such as pedimented door surrounds, dentilated cornices, semicircular transoms, and sidelights. Windows are typically single-hung wood sashes, some of which feature divided upper and/or lower lights. Wall cladding includes brick (alternately red or painted white) as well as wood siding. Common alterations to this style include replaced windows, doors, and garage doors, which often results in non-contributing status due to the stylistic importance of windows and doors to the Colonial Revival.

⁴ Ross-Hauer, 70.

⁵ McAlester, 408-415.

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Side-Gabled Roof with Dormers

This subtype is generally 1½ to 2 stories in height characterized by a side-gabled roof with two to three gable dormers.

Example: H.H. Luce House, 1040 La Rue Avenue, 1939, Architect Edward Parsons (Photograph #64)



Representative of the Side-Gabled with Dormers sub-type of Colonial Revival dwellings in Newlands is the residence at 1040 La Rue Avenue in the Newlands Manor subdivision. The home is a two-story, three-bay Colonial Revival style dwelling has a symmetrical, balanced façade indicative of the style with a westward-projecting extension to a garage. The frame building features a simple rectangular plan and a moderately pitched side-gabled roof. The chimneys and first-story walls are constructed with painted brick. The second-story walls are finished with wood siding. A white picket fence surrounds the property. A curved walkway leads to a shallow entry porch with an accentuated, Classically-inspired entrance surround, including square pilasters and a scrolled, broken pediment with an urn in its center. 8-over-8 wood-sash windows with projecting header brick sills are located on either side of the main entry. The second story boasts three through-the-cornice gable dormers. Each dormer features a centered 6-over-6 wood-sash window. All of the windows are flanked by wood shutters with metal hardware.

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Side-Gabled Roof

This subtype of the Colonial Revival style typically includes two stories with a side-gabled roof and symmetrical façade. It is differentiated from the previous sub-type by not possessing dormers along the upper story of the building.

Example: *1035 La Rue Avenue, c.1937 (Photograph #63)*



A noteworthy example of this subtype is the two-story, three-bay dwelling at 1035 La Rue Avenue in the Newlands Manor subdivision. It has two one-story wings and French Renaissance Revival influences. The frame building features a simple rectangular plan and a moderately pitched side-gabled roof. The walls and chimneys are constructed with painted brick. The end gables are finished with wood siding. A brick walkway leads to a round arched entry porch trimmed with soldier bricks and displaying Colonial Revival features including an arched transom, multi-light glazing, and molded panels. On either side of the entry are bay windows with a multi-paned, double casement windows with wide cornices and flared roofs. A brick header string course runs below the second story windows. An exterior chimney is located on the east and west elevations of the main house block. Additional wings, likely added after construction, are found on both the east and west sides of the building.

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Hipped Roof

This subtype of the Colonial Revival is defined by its moderately-pitched hipped roof. Typical variations include a projecting gable from the center of the main house block and dormers in the roof.

Example: *Parsons-Steinmiller House, 761 California Avenue, 1922, Architect Fred Schadler (Photograph #44)*



An estate-scale example of the Hipped Roof sub-type, 761 California Avenue in Newlands Heights is a two-story residence with a rectangular plan. The masonry building features a symmetrical main house block from which a two-story wing projects to the east. A one-story garage extends further east from the wing. The house is defined by its low-pitched hipped roof. The exterior walls and chimney are constructed with red brick. The roof is comprised of composite shingles. A low concrete wall and mature shrubs define the property at the sidewalk. A long, half-circular driveway outlines a large front lawn. The main house block features an ornate, single-story portico supported by Classical columns and brick piers and with a second-floor balcony above. The cornice of the portico is well-defined and supported by decorative brackets. The front entrance consists of a rectangular door, sidelights, and a rectangular tripartite transom. Much of the façade is punctuated with 6-over-1 wood sash windows. A two-story addition projects to the east that includes residential space and an attached two-car garage.

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Flat Roof

This subtype of the Colonial Revival style is characterized by a central block with a flat roof.

Example: 832 Nixon Avenue, c.1920 (Photograph #51)



Most indicative of this sub-type is the residence at 832 Nixon Avenue, a two-story, 3-bay, symmetrical masonry dwelling in the Newlands Terrace subdivision that has a rectangular plan and a flat roof. The walls and chimney are constructed of exposed red brick. A set of cement steps with a metal railing on either side leads to wide brick steps that approach the front entrance. The prominent front entrance features a triangular pediment and simple molded cornice supported by two fluted, fixed pilasters. An eagle ornament is set in the center of the pediment. The façade windows are all 8-over-8 wood sash windows with false shutters.

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Italian Renaissance Revival (1905-1935)

The Italian Renaissance Revival is illustrated by 19 residences in Newlands, of which 14 are contributing to the district. They exhibit the essential features of the style, including umbrella-hipped red-tile roofs, wide eave overhangs supported by decorative brackets, simple block massing, arcaded windows and entries, and stucco wall cladding.

Example: *Senator George S. Nixon Residence, 631 California Avenue, 1906 (Photographs #9)*



At over 20,000 square feet, the Nixon Residence in Newlands Heights is a sprawling, asymmetrical building with a low-pitched hipped roof and projecting wings. The walls and chimney are finished with stucco. The roof is comprised of red clay tiles. A stucco wall with mature landscape plantings encloses the property and partially obscures it from view. A circular driveway laid with pavers leads to a cast iron entrance gate. A one-story porte-cochere projects from the center of the main house block. A one-story wing with arched windows projects to the east. The main block of the house features a number of tall, narrow casement doors and windows. There are three hipped dormers with a wide, multi-paned window centered in each. A two-story hipped-roof wing located on the east and west ends of the main house block extend to the south. The second story of each wing features a shallow balcony supported by wide brackets. The rear river bluff elevation of the house reveals a full-width second-story verandah, which provides a roof for a first-story porch with three segmental arched openings. Two interior chimneys rise on either side of the outer roof dormers.

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Tudor Revival (1920s-1940s)

Of all resources in Newlands, 162 (26%) are constructed in the Tudor Revival style, of which four are currently listed in the National Register, 148 additional resources are contributing to the Newlands district, and ten are non-contributing. Tudor Revival style residences emerged in the district in the 1920s and remained a popular type through the 1940s. The popularity in Newlands echoes nationwide trends in Tudor Revival buildings, which comprised approximately 25% of all new construction in the 1920s. The Tudor Revival style, also referred to as English Cottage, generally refers to buildings with Gothic and Medieval influences (e.g. false half-timbering, massive chimneys, tall casement windows, patterned brickwork, and steeply-pitched roofs). Other character-defining features include arched entry porches, decorative chimney pots, diamond-paned windows, and vergeboards. Wall cladding is typically brick, stone, or stucco.⁶

Tudor Revival resources in the district include both modest residences and large estate-style homes that are found in every subdivision that comprises the district. The style is characterized by steeply-pitched gable roofs and massive chimneys. These resources feature a variety of wall cladding material, including stone, various shades of brick, and stucco. Among the brick-faced buildings, many feature decorative brick flourishes, particularly end gables and chimneys inlaid with contrasting bricks arranged in basketweave, diamond, or herringbone patterns. Another common use of decorative brick is to trim arched openings (e.g. doors, windows, and end gable vents), craft lintels that resemble keystones, and create an illusion of quoins with contrasting bricks. Tudor Revival windows are commonly multi-light metal casements, although diamond-paned windows are also common to resources in the area. Other typical details include decorative scalloped vergeboards, false half-timbering, segmental and Tudor-arched openings, and chimney pots. Typical alterations to this style include replaced windows and front doors, although non-contributors in the district have experienced extensive alterations resulting in disrupted fenestration, insensitive additions, and obscured defining features. The Tudor Revival style in Newlands comprises six major subtypes based on roof styles and massing: front-gabled roof, symmetrical paired gables, single dominant mid-façade gable, front-gable with wing, multiple façade gables, and a complex roof.

⁶ McAlester, 454; Ross-Hauer, 73.

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Example: *Frank R. Payne House, 745 California Avenue, c.1941, Architect Edward Parsons (Photograph #43)*. The Payne House is the only example of a Tudor Revival with symmetrical paired gables.



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Front-Gabled Roof

This subtype of the Tudor Revival style is characterized by a dominant front-gabled roof, often intersected by cross-gable dormers.

Example: *The Cooke House, 421 Court Street, c.1910 (Photograph #14)*



421 Court Street is a 2 and ½ story masonry example of the Front-Gabled Roof sub-type of the Tudor Revival style, resting in the Rio Vista Heights subdivision. This example includes Craftsman and Colonial Revival influences and features a rectangular plan dominated by a front-gabled roof with steeply-pitched intersecting gables and gable dormers. The exterior walls and chimney are constructed with brick. The end gables are finished with stucco. A set of wide steps leads to a Colonial Revival entry porch with a hipped roof and molded entablature supported by square brick piers and fluted Doric columns. The Classical influences continue with the paneled front door set between fluted fixed columns, sidelights, and a surround featuring square pilasters and a molded crown. The building features tall, narrow casement windows with multiple lights of glass, as well as narrow wood-sash windows, some of which have divided lights in their upper sashes and sidelights. The third level features a balcony with a simple square wood railing cantilevered by triangular knee braces. The end gables feature exposed roof beams and thick vergeboards, and the east gable has decorative half-timbering. The gable dormers feature casement windows and triangular knee braces. The roof shingles are rolled around the eaves to resemble thatching.

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Single Dominant Mid-Façade Gable

This subtype is characterized by a large hipped or side-gabled roof intersected by a prominent front gable. Typically, the front gable is centered or slightly off-center.

Example: *Edward Chism House, 575 Ridge Street, 1927, Architect Frederic DeLongchamps (Photograph #22)*



Exemplifying the Single Dominant Mid-Façade Gable sub-type of the Tudor Revival is the home at 575 Ridge Street, a 1 and ½ story dwelling in the Newlands Heights subdivision. The asymmetrical masonry building features a steeply-pitched hipped roof intersected by two large, nested front gables. The exterior walls and chimney are constructed with red brick. The larger front end gable is finished with stucco. Rounded cement steps, accompanied by a curved metal railing on either side, lead to a round-arched front door opening to the southeast. The smaller, projecting front gable features a ribbon of four multi-paned casement windows with a rectangular transom and segmental arched head. The large front gable features decorative half-timbering and a multi-paned double casement window. A tall chimney is visible on the east elevation of the front gable.

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Front-Facing Gable with Wing

This subtype of the Tudor Revival style is characterized by prominent front gable and recessed wing, which creates an L-shaped plan. Variations on the style include nested gables, asymmetrical flared eaves, and standard symmetrical eaves. This subtype is generally found among small and moderate scale residences in the neighborhood.

Example: *125 Bret Harte Avenue, c.1936 (Photograph #4)*



An excellent example of a modest Front-Facing Gable with Wing is 125 Bret Harte Avenue, a one-story, 3-bay dwelling in the Newlands Manor subdivision. The asymmetrical frame building features a steeply pitched side-gabled roof intersected by an asymmetrical, steeply-pitched front-facing gable with a southward-flared eave. The walls and foundation are finished in orange brick. A brick soldier string course visually divides the basement level from the ground level. A set of brick steps, accompanied by a curved metal rail, leads to a small, uncovered entry porch. Beneath the flared eave is a round arched front door with a small, hexagonal fixed window, trimmed with a double header brick lintel. The building features multi-paned casement windows with sidelights and a transom. A narrow, blind round arch is located in the front gable peak. The front gable is adorned with a simple vergeboard.

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Multiple-Façade Gables

This subtype of the Tudor Revival style is characterized by a steeply-pitched side-gabled roof intersected by multiple front gables along the façade. These properties range from small cottages to large, estate-style residences.

Example: *620 St. Lawrence Avenue, c.1930 (Photograph #29)*



A handsome buff-brick example of the multiple-façade gable subtype, 620 St. Lawrence Avenue in the Newlands Terrace subdivision is a 1 and ½ story, 3-bay dwelling. The asymmetrical frame building features a steeply pitched side-gabled roof with two intersecting front-facing gables, both of which are steeply pitched. The walls and chimney are constructed of light buff brick with dark buff brick accents. Cement steps and a cast iron handrail lead to the brick front patio. There are three tall, narrow windows on the north elevation. The arched front door, featuring a small round window, is located underneath the smaller westward gable. The front entrance is composed of nested round arches. The wide, tapered chimney is prominently placed on the front of the building. Decorative brickwork adorns the house. The eastern gable features brick laid in a herringbone pattern; this pattern, along with the doors and windows, is trimmed with dark buff brick. Additionally, the chimney features decorative brick details, including a centered round arch of dark buff brick within which the street number is displayed, as well as a dark buff brick inset in a diamond pattern in the upper third of the chimney.

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Complex Roof with Multiple Eave Heights

This subtype features complex massing with a roofscape that incorporates various forms and heights, ranging from towers, to gable roofs, to hipped roofs, all displaying a highly textured façade to the street.

Example: *Nikola Frankovich House, 527 S. Arlington Avenue, c.1926 (Photograph #17)*



A unique illustration of the Tudor Revival style in this sub-type is the Frankovich House at 527 S. Arlington in the Marker Tract, which includes textured rooflines and Moorish detailing. The 1 and ½ story asymmetrical masonry building features a dominant, asymmetrical, steeply-pitched front gable with flared eaves, but also including projecting gable-on-hip sections. The walls are constructed with orange brick. The chimney is constructed of river rock with ashlar and brick accents. The foundation is made of irregularly-coursed stone. Brick steps, accompanied by a metal railing and low, sloping brick railing, lead to a semi-hexagonal entry porch with a flat roof. The porch is accessed by a full-length round-arched opening and features three partial-width round-arched openings, all of which are crowned by soldier brick lintels. The porch roof is capped by a smooth stone cornice. A rectangular front door with a scrolled inset window is set behind the porch. The building boasts wood-sash windows, many of which take a simple, 1-over-1 rectangular form. Arched vents with decorative metal grills are located in the second story. The front gable is trimmed with thick-cornered vergeboards. An exterior chimney is prominently located on the east elevation and features an ogee arch trimmed with bricks in its lower third.

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Spanish Colonial Revival (1900s-1930)

34 resources in Newlands are constructed in the Spanish Colonial Revival Style, of which 33 are contributing to the district and one is non-contributing. The style gained popularity in the late 1920s until about 1940. The style features several variants throughout the neighborhood and is concentrated in the Newlands, Newlands Manor, and Newlands Terrace subdivisions. In 1930, W.E. Barnard constructed a number of Spanish Colonial Revival style model homes in Newlands Manor, and he gave them names such as “El Mirasol” (25 Bret Harte), “Casa del Rey” (990 Joaquin Miller), “Casa Monte Bello” (105 Bret Harte), and “La Reyita” (1119 Gordon). Based on prototypical architecture of the Spanish colonization of the Americas, the revival gained nationwide popularity following the 1915 Panama-California Exposition in San Diego. Typical characteristics include a low-pitched roof with little-to-no eave overhang, round-arched openings, tile roofs, stucco wall cladding, and an unbroken wall surface that extends into the end gable. Solomonic columns, balconets, arcaded wing walls, towers, and casement windows are also common to the type. Typical details include round-arched openings, towers, entry porches, and an unbroken wall surface that extends into the end gable. Windows are generally multi-light casements. Common alterations resulting in loss of contributing status include replaced windows (with false vinyl muntins), the addition of a second story, and application of modern stucco wall cladding. The style is broken into the follow subtypes based on roof form: front-gabled, side-gabled, cross-gabled, and hipped.⁷

⁷ McAlester, 520-522; Ross-Hauer, 74-75.

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Front-Gabled Roof

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This subtype of the Spanish Colonial Revival is characterized by a modest scale and low-pitched, front-gabled roof with very little, if any, eave overhang.

Example: *El Mirasol, 25 Bret Harte Avenue, c.1932 (Photograph #3)*



25 Bret Harte Avenue is a split-level, four-bay home exemplifying the Spanish Colonial Revival style's Front-Gabled subtype. The property is asymmetrical and has a one-story, low-pitched side-gabled roof intersected by a front gable and round tower. The side-gabled roof extends north, transitioning into a two-story, low-pitched front-gabled roof. The walls and chimney are finished with stucco. The roof is covered with red clay barrel tiles. The single-story south wing features a prominent round arched window, to the north of which is a round tower entry porch housing an east-facing rectangular door and northeast-facing narrow, fixed window. The tower features decorative corbelling along its top and has a round arched, full-length opening with a decorative cast iron gate. To the north of the tower is a courtyard enclosed by an ivy-covered wall to the east and the two-story wing to the north. The two-story north wing features four large, multi-paned casement windows topped with semi-circular transoms. A small, arcaded wing wall with a full-length, round arched opening is located north of the two-story wing and leads to a secondary courtyard. A balcony extends along the entire length of the two-story wing's north elevation; this balcony is sheltered beneath the front-gable eave and has a wood railing. An exterior chimney is also located on the north elevation.

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Side-Gabled Roof

This common subtype of the Spanish Colonial Revival style is also of modest scale and is characterized by a very low-pitched, side-gabled roof. However, ornamentation along its façade, including irregular entries, distinguishes it from the Italian Renaissance Revival style.

Example: *Casa del Rey, 990 Joaquin Miller Drive, 1930, Builder W.E. Barnard (Photograph #57)*



990 Joaquin Miller Drive in the Newlands Manor subdivision is a one-story, 3-bay Spanish Colonial Revival style dwelling with a rectangular plan. The asymmetrical frame building features a low-pitched side-gabled roof. The walls are finished with stucco. The roof is comprised of red clay barrel tiles. An entry porch is accessed by a half round-arched opening trimmed with a double brick header course. A green Spanish-tiled wall is set behind the porch opening. A stucco chimney is located on the east elevation.

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Cross-Gabled Roof

This subtype of the Spanish Colonial Revival style is characterized by a projecting front gable and recessed side-gable wing, which creates an L-shaped footprint.

Example: 640 Nixon Avenue, c.1929 (Photograph #11)



A handsome buff-brick illustration of the Cross-Gabled Spanish Colonial, 640 Nixon Avenue in Newlands Terrace is a 1-story, 3-bay asymmetrical brick dwelling featuring a low-pitched side-gabled roof with a projecting low-pitched, front-gabled roof and a center tower featuring a hipped pyramid roof. The walls and chimney are constructed of light buff brick with dark buff brick accents. The partial width porch has a solid brick railing that features a dark brick decorative string course, matching a similar belt course above the basement level. Prominent on the façade is a set of three round-arched casement windows, in which a broad window is flanked by two narrower windows, all crowned with a continuous eyebrow trim in dark buff brick. The centered square tower is capped with two rows of dark buff brick and features a full-length round arched opening on the west and south elevations. Both of the arches are trimmed with two rows of dark buff header bricks laid in an eyebrow pattern. The front-facing end gable is symmetrical, and it features Oriental-influenced flared eaves. An end chimney, located on the south elevation, features a diamond-shaped, decorative brick inset.

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Mission Revival (1920s-1930s)

The district features four distinct yet modest Mission Revival residences, all of which are contributing and were constructed in the Newlands Manor and Newlands Terrace tracts from the mid-1920s to the early 1930s. This is late compared to the national occurrence of the style, which dates between 1905 and 1920. Much like the Spanish Colonial, the Mission Revival is a reinterpretation of the Southwest's architectural heritage. Typical details in Newlands include a flat or side-gabled roof with a parapet, garden walls, and round-arched openings. Wall cladding may be stucco or stone with multi-light metal windows. Common alterations include replaced windows. The style includes two subtypes: flat roof with parapet and side-gabled roof with parapet. Variations within this small grouping include mission-shaped, stepped, or flat parapets. They also include low-pitched, side-gable roof on which a mission-style parapet is superimposed along with the use of visor roofs for entry.⁸

Example: *633 Donner Drive, c.1926 (Photograph #10)*



633 Donner Drive in the Newlands Manor is a one-story example of the Mission Revival style. The symmetrical dwelling has a simple rectangular plan with a flat roof and mission-style parapet. The walls and the chimney are finished with stucco. The visible portion of the roof is covered with red clay barrel tiles. The front entrance is located underneath a partial-width, projecting bay with a mission parapet and a segmental arch entryway. The projected entry also features a full-length narrow segmental arch on its west elevation that leads to the front porch, as well as a narrow partial-length segmental arched opening on its east elevation. The front porch extends westward from the entryway and is enclosed on the west and south sides by a low, stucco-clad wall. A visor roof covered with red barrel tiles is cantilevered over each window set.

⁸ McAlester, 510-513.

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French Renaissance Revival (1920s-1930s)

A total of 17 resources in Newlands are in the French Renaissance Revival style, all of which are contributing to the district. The residences, both modest and grand in scale, emerged in Newlands from the mid-1920s to the late 1930s. The French Renaissance Revival style was popularized by architects and builders who had served in France during the war and were inspired by the architecture of historic French villages. The style is characterized by a steeply-pitched hipped roof of varying heights and multi-light metal casement windows. Wall cladding includes stone and stucco, which are occasionally combined together, with brick, and/or with false half-timbering. Ribbon windows are common to the style, as are round towers and through-the-cornice dormer windows. The style includes the following subtypes based on massing: symmetrical, asymmetrical, and towered.⁹

Symmetrical

This subtype of the French Renaissance Revival style is characterized by symmetrical massing and fenestration, as well as a simple hipped roof.

Example: *620 John Fremont Drive, c.1925 (Photograph #28)*



A modest stone expression of this subtype is, 620 John Fremont Drive in the Newlands Manor subdivision, a one-story, 3-bay dwelling. The masonry building features a steeply-pitched hipped roof with a shallow-pitched, west-sloping cantilevered roof to its west side and a small, intersecting gable on the east elevation. The walls and chimney are constructed of rough, uncut

⁹ McAlester, 484-487.

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stone rubble. The centered entry is crowned with an ashlar round arched lintel and features a round arched wood plank front door. A stone chimney is located on the west elevation. The cantilevered roof along the west elevation indicates an addition made to the house.

Asymmetrical

This subtype of the French Renaissance Revival style is characterized by asymmetry in massing and fenestration patterns. Variations may include a simple hipped roof, or a complex hipped roof with different heights and forms. These properties may be grand or modest in scale.

Example: *821 Marsh Avenue, c.1932 (Photograph #48)*



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Example: 829 Marsh Avenue, c1932 (Photograph #49)



As nearly mirror-image houses built side-by-side, 821 and 829 Marsh Avenue are 1 and ½ story asymmetrical dwellings in the Newlands Terrace subdivision. The concrete block structures feature side-gabled roofs extending from a steeply-pitched hipped roof, intersected by a projecting hipped roof. The walls and chimney are constructed of painted concrete block. The porch roof is supported by three Norman-trussed columns. A rectangular front door with an assembly of nine windows is set behind the porch. The first story features multi-paned windows beneath an extension of the hipped roof that is supported by two S-brackets. There are narrow gable dormers along the second story. The casement windows feature a brick header course sill. A wide chimney is located on the southwest elevation of the building.

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Towered

This subtype of the French Renaissance Revival style is characterized by the presence of a prominent tower or turret on the façade of the building.

Example: *Summerfield-Nicholl House, 815 Marsh Avenue, 1937, Architect Frederic DeLongchamps (Photograph #46)*



A grand example of the Towered French Renaissance Revival, 815 Marsh Avenue is a 1 and ½ story dwelling in the Newlands Terrace subdivision. The frame structure features an L-shaped plan and a steeply-pitched roof with varying gabled and hipped forms, as well as a round entry tower. The first level is clad with brick. The second level is covered with stucco decorated with half-timbering. The chimney is constructed of stone. The entry tower has a round arched entrance trimmed with rectangular, rough-cut stones. Set behind the entrance is a shallow entry porch, the walls and ceiling of which are clad with rough-cut stone veneer. There is an original, round arched front door with a square fixed window behind the entry porch. Above the arched opening, there is a narrow gable dormer with a narrow window on either side, all of which feature a header brick sill. On the second story, there is a through-the-cornice gable dormer with a multi-paned, double casement window and rectangular transom. The front gable on the south elevation has a multi-paned double casement window with a rectangular transom and sidelights. A two-car garage with a hipped roof projects northeast, fronting onto St. Lawrence Avenue.

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Neo-Classical (1940-1950)

The Neo-Classical is represented in the district by four residences, all of which are contributing and were built in the neighborhood during the 1940s. This was late compared to the national occurrence of the style, which took place between 1895 and 1955. The style gained prominence after the 1893 World's Columbian Exposition in Chicago and its Classically-influenced "White City." Typical features of the style include a full-height front porch supported by massive columns, entrances accentuated with pediments and pilasters, prominent molded cornices, and wood sash windows with multi-pane glazing. Variations within the style include the presence of either a hipped or side-gabled roof.¹⁰

Example: *Dexter-McLaughlin House, 775 California Avenue, 1940, Architect Edward Parsons (Photograph #45)*



The Dexter-McLaughlin House in the Newlands Heights subdivision is a two-story example of the Neo-Classical style. The frame building features a symmetrical main house block from which a two-story wing projects to the east and a one-story wing projects to the west. A detached one-and-one-half story garage is located southwest of the main house. The house features a low-pitched side-gabled roof and is clad with wood siding. A white wood fence encloses a sprawling lawn to the southeast and southwest of the building, giving the property a country estate feel. A circular driveway, laid in pavers, is lined with mature trees. The main house block has a full-façade porch supported by six Ionic columns connected to a wide, molded wood entablature. The entrance is centered in the first story with a multi-paneled, rectangular door flanked by sidelights, topped with a semi-circular spider web transom and a Classical surround. On either side of the front entrance, there are two 6-over-1 wood-sash windows with floor-to-ceiling shutters. Above the front entrance, there is a cantilevered balcony with a metal railing. On either side of the balcony, there are two 6-over-1 wood-sash windows with decorative shutters. The east wing features two through-the-cornice gable dormers, each with 6-over-1 wood-sash window.

¹⁰ McAlester, 434-437.

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Eclectic Period Revival

Example: *1031 Gordon Avenue, c.1932 (Photograph #61)*



1031 Gordon Avenue in the Newlands Terrace subdivision is a one-story Period Revival style dwelling that features Tudor Revival-style massing, a French Renaissance Revival-influenced roof, and Colonial Revival fenestration endemic of the blending of period revival styles within the Newlands neighborhood. The asymmetrical frame building features a U-shaped plan and steeply-pitched, hipped roof with projecting front-gabled wings on either side of the building. The chimneys and walls are clad with brick. A decorative brick string course wraps around the building, visually distinguishing the basement level from the ground level. A set of concrete steps leads to an entry porch, which is centered between the front gable wings beneath the hipped roof. A set of three 6-over-1 single-hung windows are set behind the porch. The small and large front gables each feature a centered assembly of two and three 6-over-1 windows, respectively. The windows have soldier brick lintels and projecting rowlock brick sills. The small gable features a decorative brick inset in its peak, and the large gable peak has a round-arched vent. The eaves feature simple vergeboards with triangular eave returns. A tapered chimney with diamond-shaped decorative brick insets is located on the north elevation.

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Minimal Traditional (1935-1955)

By the late 1930s, small Minimal Traditional cottages influenced by plan book designs from the newly formed Federal Housing Authority (FHA) began to appear in the area, concentrated in the Newlands Manor tract. There are a total of 22 Minimal Traditional residences in the district, 20 of which are contributing. These homes were constructed in Newlands between 1935 and 1955, consistent with the nationwide occurrence of the style between 1935 and 1950. This style is known for its simple massing and moderately-pitched roofs, which are typically gabled or hipped. Wall cladding includes brick, wood siding, and asbestos shingles. The style is divided into three subtypes based on roof form: gable-and-wing, side-gabled, and pyramidal.¹¹

Gable-and-Wing Roof

This subtype of the Minimal Traditional is characterized by an L- or T-shaped footprint, which results from the presence of a front gable projecting from an offset or centered recessed wing. The roof of this wing may be hipped or side-gabled.

Example: 654 Manor Drive, c.1936 (Photograph #36)



Featuring some Tudor Revival detailing, 654 Manor Drive is a one-story, 3-bay example of the Gable-and-Wing variation of the Minimal Traditional, located in the Newlands Manor subdivision. The asymmetrical frame building features a rectangular plan. The moderately-pitched hipped roof is intersected by a moderately-pitched front-gabled roof. Additionally, there is a north-sloping extension of the hipped roof projecting over the entry. The walls and chimney are clad with orange brick. The foundation is finished with pebble dash stucco. A small front porch with a solid brick railing is located on the west side of the north elevation. The entry is sheltered by a slightly-projecting extension of the hipped roof.

¹¹ McAlester, 586-589; Ross-Hauer, 77-78.

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Side-Gabled Roof

This subtype of the Minimal Traditional style features a simple plan and side-gabled roof. Variations may include a projecting gabled entry porch or a simple unsheltered stoop.

Example: 625 John Fremont Drive, c.1930 (Photograph #32)



625 John Fremont Drive is a one-story, 3-bay example of the Side Gable Minimal Traditional in the Newlands Manor subdivision. The symmetrical frame building features a low-pitched side-gabled roof with an intersecting, centered low-pitched front gable. The walls are clad with horizontal wood siding. The chimneys and foundation are finished with rough brick veneer. Cement steps lead from the east elevation to the porch. The porch is sheltered by the side-gabled roof on the east side of the building. The southeast corner of the porch roof is supported by a tall, square tapered column set upon a short, square brick pier. All of the windows feature molded wood casings and are flanked by decorative wood shutters. The front gable has Craftsman-inspired decorative exposed roof beams, as do the end gables of the side-gabled roof. The roof eaves have a deep overhang. An exterior chimney is located on the east elevation.

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Pyramidal Roof

This subtype of the Minimal Traditional style is characterized by a simple square plan formed by a pyramidal roof.

Example: *1031 Manor Drive, c.1940 (Photograph #62)*



1031 Manor Drive is a 1-story, 3-bay Pyramidal Roof Minimal Traditional style dwelling with Colonial Revival influences in the Newlands Manor subdivision. The asymmetrical frame building features a simple plan and a low-pitched pyramidal hipped roof with a projecting hipped-roof bay. The walls and chimney are clad with painted brick. Cement steps lead to a front porch, which is partially sheltered underneath an extension of the roof. The porch is enclosed by a decorative metal railing. Groupings of narrow, single-paned casement windows are capped with rectangular transoms and flanked by wood shutters. A large exterior chimney is located on the northeast elevation.

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Ranch (1945-1965)

The Ranch style became prevalent in Newlands in the early 1940s and continued to dominate new construction through the 1970s. Currently, 113 of all resources in the district are constructed in the Ranch style, of which 59 are contributing and 54 are non-contributing. In the United States, the Ranch style emerged in the late 1930s, gaining popularity in the 1940s as a small house type, and ultimately leading new construction after the Second World War. Through the 1950s and 1960s, entire suburbs were developed in the Ranch style. Its midcentury occurrence in Newlands was largely restricted to infill between existing Craftsman and Period Revival cottages, although a significant number of Ranch style homes are located in Newlands Manor, which was the last subdivision to be developed in the district.¹²

The Ranch style is characterized by a broad, low form with a shallow-hipped roof and wide eave overhangs. The wall cladding is typically brick, but may also include wood siding. Picture windows are typical, as are attached garages. Common alterations include replaced windows and doors, as well as non-compatible additions that have disrupted original fenestration and massing, resulting in a loss of contributing status. Several Ranch style resources in the district were built outside of the period of significance. The style may be divided into the following categories based on roof type: hipped, cross-hipped, and cross-gabled. Some Ranch houses feature details derived from historic architectural precedents, in addition to retaining the overall massing and other defining features of the Ranch style, creating a separate “Styled Ranch” type.

¹² Ross-Hauer, 78-79; McAlester, 597-611.

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Hipped Roof

This subtype is defined by a low-pitched hipped roof with boxed eaves and wide overhangs.

Example: *701 Walker Avenue, c.1958 (Photograph #40)*



701 Walker Avenue is a one-story Hipped Roof duplex in the Marker Tract. The symmetrical frame building features a rectangular plan and low-pitched, hipped roof with boxed eaves and wide eave overhangs. The chimneys and walls are clad with brick. A wide concrete driveway leads to a pair of centered, single-car garages that divide the two housing units. The units have identical façades that feature an elevated entry porch accessed by concrete steps and sheltered beneath the main roof.

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Cross-Hipped Roof

This subtype is characterized by an L- or U-shaped footprint formed by a recessed hipped wing intersected by a hipped bay projecting from one or both ends of the recessed wing.

Example: 864 Marsh Avenue, c.1948 (Photograph #52)



864 Marsh Avenue is a Cross-Hipped Roof Ranch style dwelling with Colonial Revival influences in the Newlands Manor subdivision. It appears to be an early version of the Ranch style, although the construction date may in fact be later than 1948, as indicated by the Washoe County Assessor. The asymmetrical frame building features a shallow U-shaped plan and low-pitched, cross-gabled roof with hipped and gabled forms, eave returns, and wide eave overhangs. The chimneys and lower-story walls are clad with painted brick. The upper-story walls and entry porch are covered with vertical wood siding. A wide driveway leads to an attached, two-car garage that forms a projecting hipped roof wing. A two-story hipped roof addition is visible behind the garage wing. On the other side of the residence, there is a projecting gable roof wing with a centered assembly of three multi-paned windows flanked by decorative shutters. An entry porch, marked by the presence of two Classically-inspired square columns and wood paneling, is located in the recessed central wing. A tall, square interior chimney is located in the gable wing, and a broad chimney is visible behind the tower.

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Cross-Gabled Roof

This subtype of the Ranch style is characterized by an L-shaped footprint formed by a front gable projecting from a recessed side-gabled wing.

Example: *880 Marsh Avenue, c.1951 (Photograph #53)*



880 Marsh Avenue is a one-story Cross-Gabled Roof Ranch dwelling in the Newlands Manor subdivision. The asymmetrical frame building features a rectangular plan and low-pitched, side-gabled roof with a projecting front-gabled wing and wide eave overhangs. The chimneys and walls are clad with brick. A wide cement driveway leads to an attached two-car garage on the southwest end of the residence. A long, brick-paved walkway leads to an entry porch sheltered beneath a flat extension of the main roof and supported by square columns. A curved bay is located just southwest of the entrance and features a fixed center window flanked by sliding windows. The rest of the façade windows are vinyl sliders with projecting brick sills, including two large slider windows balanced below the front gable wing on the northeast end of the building. The end gable is finished with wood siding and features a vent, consisting of three small holes in a horizontal line, in its peak. A broad, low interior chimney is centered in the roof peak, and two square interior chimneys are visible on either end of the residence. All three chimneys feature a decorative brick cap.

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Styled

This subtype of the Ranch style is characterized by Period Revival details while retaining major elements of the Ranch style, including massing and fenestration. Of the contributors, ten borrow elements from Period Revival styles and are therefore considered “Styled” Ranch houses. Variations include the borrowing of Colonial Revival, French Renaissance Revival, Spanish Colonial Revival and Tudor influences. Colonial Revival Styled Ranch houses might include pedimented entry porches and sash windows, whereas French-influenced Ranch resources typically include the presence of dovecotes and other Storybook-derived elements. Spanish Colonial Styled Ranch homes might possess iron-gated courtyards and arched openings, and Tudor Styled Ranch homes typically include false half-timbering and diamond-paned windows. While these Period Revival-influenced details are prominent, they are less defining than the low, broad massing and rambling nature of the overarching Ranch style.

Example: *159 Circle Drive, c.1962 (Photograph #6)*



159 Circle Drive is a one-story example of the Styled Ranch, specifically drawing from the “Storybook” variation of the style. The asymmetrical frame building in the Newlands Manor subdivision features an L-shaped plan and low-pitched, cross-gabled roof with wide eave overhangs and an attached two-car garage. The chimney and walls are clad with brick. A wide driveway leads to the projecting, attached garage wing on the south end of the residence. The front-gable wing features a pair of diamond-paned aluminum windows flanked by decorative wood shutters and a pigeonnier in the roof peak. Additionally, a vent in the end gable is comprised of small, round holes, suggestive of a decorative pigeonnier. The property’s side gable wing features a narrow, recessed entry porch.

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Contemporary (1945-1965)

Eight resources in the district were constructed in the Contemporary style and are concentrated in the Newlands Manor Tract. Four of these resources are contributing to the district. American architects favored the style between 1945 and 1965, which is indicative of those built in Newlands. The Contemporary style is characterized by a flat or extremely low-pitched gable roof, a broad expanse of uninterrupted wall surface, clerestory windows, asymmetry, and attached carports. Common alterations to non-contributing resources include replaced windows, replaced original siding, and disruptions in original fenestration patterns.¹³

Flat Roof

This subtype of the Contemporary style features a flat roof with wide, unenclosed eaves.

Example: *357 Clay Street, 1964 (Photograph #13)*



An example of this subtype in the neighborhood is a commercial property at 357 Clay Street in the Rio Vista Heights subdivision. This one-story, asymmetrical masonry building has a rectangular plan and flat roof with a low parapet. The walls are constructed with a combination of painted brick on the main façade and concrete block on the secondary elevations. The roof parapet is comprised of aluminum siding. Wide, shallow steps lead to a slightly recessed entry porch. The entrance features full-length plate glass windows surrounding a commercial metal-and-glass door. To the north of the entrance, there is an uninterrupted expanse of brick wall featuring business signage. To the south of the entrance, there is a series of five tall, narrow, metal-framed windows set in slightly recessed areas of the façade. The contrast between the recessed window-walls and flush walls gives the impression of wide, square columns stretching across the facade.

¹³ McAlester, 628-634.

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Gable Roof

This subtype is characterized by a very low-pitched front-gabled roof with widely-overhanging, unenclosed eaves. Variations include asymmetrical and symmetrical eaves.

Example: *1155 Mark Twain Avenue, 1964 (Photograph #65)*



The most expressive example of the Contemporary style in Newlands, 1155 Mark Twain Avenue is a split-level dwelling in the Newlands Manor subdivision. The asymmetrical frame building features a rectangular plan and a low-pitched, front-gabled roof with wide eave overhangs and exposed beams. The upper-story walls are covered with stucco. The chimney and lower-story walls are clad with brick. The roof is comprised of built-up rock. A wide concrete driveway leads to a two-car garage, which is located beneath a second-story balcony. The façade is characterized by alternating vertical strips of stucco and siding that resemble massive columns. Northward-facing steps lead to the mezzanine-level front porch, which features a partial-width, solid metal railing. A massive built-in concrete planter, supported by minimalistic metal framing, projects from the porch. The main entrance features tall double doors flanked by pebble glass sidelights and topped with a large trapezoidal transom. On the far south end of the house, there is a set of French doors flanked by sidelights and topped with a trapezoidal transom. The remainder of the property's windows consist of aluminum sliders. A massive square chimney is located on the south elevation. A second, interior chimney is visible in the center of the house.

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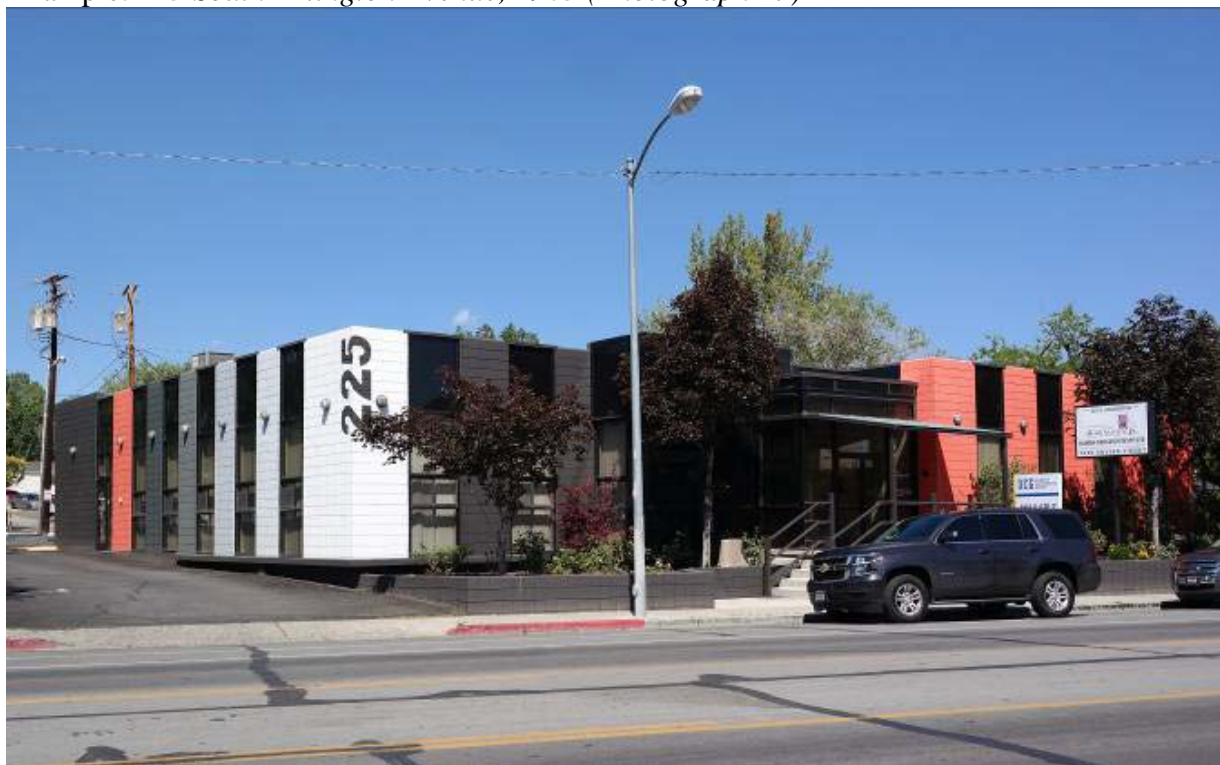
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International Style (1956-1973)

Only four resources in the district are designed in the International Style, all along the South Arlington Avenue commercial corridor. All of these resources are commercial and non-contributing to the significance of the historic district. The International Style is characterized by a flat roof, asymmetrical façade, ribbon windows flush with outer walls, and unadorned wall surfaces. Other character-defining features include an absence of ornamentation, floor-to-ceiling windows, and boxy massing.

Example: *225 South Arlington Avenue, 1963 (Photograph #7)*



225 S. Arlington Avenue is a one-story International style commercial building in the Riverside Heights subdivision and represents the most articulated example of the International style. It is individually eligible for the National Register but is non-contributing to the Newlands district. The concrete block masonry building features a rectangular plan with a center entry hall and flat roof. A set of cement steps leads to an entry porch that is sheltered by a metal shed roof supported by two slender, square columns. The porch is the width of the entry hall, which is comprised of a structural glass assembly that includes a pair of commercial doors, a large door surround, and a short, wide transom. On either side of the entry hall, there are alternating full-story panels of concrete block and glass curtain walls, and this pattern wraps around the entire building.

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Newlands Pillars, 1927

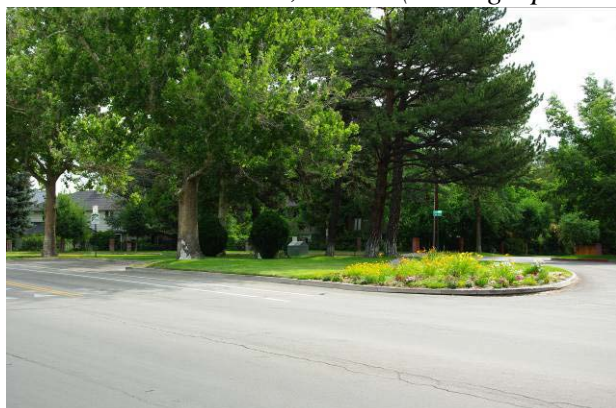
(Photographs #66, #67)



Eight pillars announce the Newlands Manor subdivision along Nixon Avenue. The pillars were built by developer W.E. Barnard in 1927 to frame his new development and are situated on each corner along the west side of Nixon Avenue (at Manor Drive, John Fremont Drive, Donner Drive, and La Rue Avenue), which is the eastern boundary of Barnard's subdivision. The pillars are constructed with rough-faced, polygonal, coursed rubble. The granite used varies in color from light and dark gray to tan and light pink. The gray mortar joints are pointed in a weeping or squeezed style and are not of uniform thickness. The pillar features a broad base connected via a chamfer, to a slightly narrower main body. A second chamfer, crowning the pillar body, transitions to a scrolled iron marker with the words "Newlands Manor" cut into it, which are flanked by a quatrefoil cutout on either side. The pillars also feature a smooth granite band upon which the street name is embossed in black letters.

Newlands Circle and Memorial

Newlands Circle Park, c.1922 (Photographs #69, #70)



Newlands Circle Park includes two parcels: one comprising the half-circle between Newlands Circle and California Avenue, and the other located atop a bluff on the north side of California Avenue overlooking the Truckee River and northwest Reno. The park is set in the Newlands Heights subdivision amid three large Period Revival residences designed specifically for Newlands Circle. The half-circle park features dirt walking paths and a central tablet dedicated to

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the memory of Senator Francis G. Newlands. The bluffside park features a wide lawn, Classical Revival-style cast concrete wall, and small playground area. Both park areas boast expansive lawns and mature trees.

Newlands Memorial Tablet, c.1924 (Photograph #68)



The Newlands Memorial Tablet is centered in Newlands Circle Park. The memorial was erected in approximately 1924. The granite tablet features a pedimented roof and classical pilasters flanking an inscription that reads:

“IN MEMORIAM
FRANCIS GRIFFITH NEWLANDS
IN THE WILDERNESS SHALL
WATERS BREAK OUT AND
STREAMS IN THE DESERT.
THE DESERT SHALL REJOICE
AND BLOSSOM AS THE ROSE.
MOUNTAINS AND HILLS SHALL
BREAK FORTH BEFORE YOU
INTO SINGING AND A HIGHWAY
SHALL BE THERE AND A WAY
FOR WAYFARING MEN. THE
PEOPLE SHALL DWELL IN
QUIET AND ASSURANCE
FOREVER.”

Directly below the pediment are Senator Newlands’ birth and death dates, 1848 and 1917 respectively, which are separated by a rounded space that used to occupy a bronze circle inscribed with Newlands’ profile. The bronze circle has since been stolen.

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Integrity

The Newlands Historic District displays strong integrity in the seven aspects: location, setting, feeling, association, materials, design, and workmanship. The district retains its original plan, including historic plats, setbacks, and street grid. Non-historic infill and alterations to homes within the district are extremely limited. The preservation of both the overall spatial distribution and design of the buildings and surrounding landscape contribute to the overall integrity of setting and feeling. The accompanying vegetation and City Beautiful-inspired yards as well as historic sidewalk configurations remain, and a significant portion of the trees lining the streetscape are original plantings that have matured, providing the neighborhood with significant shade cover. Preservation of these critical landscape elements demonstrates the neighborhood's integrity of materials and design. The residences themselves, largely intact and displaying their historic character-defining features, retain strong integrity in materials, design, and workmanship, having relatively few alterations for a neighborhood of this size, and compared to other early twentieth century neighborhoods in Reno.

Beyond the material of the residences and streetscape, the Newlands neighborhood possesses strong integrity of setting. The landscape within the district strongly reflects the City Beautiful design principles implemented by Francis Newlands and the Newlands Company. Although the previously agricultural land to the south and west is now filled with housing developments, those new, primarily post-war subdivisions are of a compatible size and scale. The presence of so many contributing residences within the district, preserved streetscape, and intact landscape features such as Newlands Park and the stone pillars strengthen the district's integrity of association to the primary development period in the early twentieth century. The combined and collective integrity of the Newlands Historic District is strong and allows the neighborhood to convey its significance as a landmark within Reno's twentieth century suburban development.

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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.)

- 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 old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMUNITY PLANNING AND DEVELOPMENT

LANDSCAPE ARCHITECTURE

ARCHITECTURE

Period of Significance

1889-1965

Significant Dates

1889 – Francis Newlands constructs first home in district

1903 – Newlands Company begins platting subdivisions within district

1905 – Streetcar line crosses to south side of Truckee River

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

DeLongchamps, Frederic J.

Parsons, Edward S.

Mills, Russell

Williams, Paul Revere

Barnard, W.E.

Grey, Elmer

Kirkhuff, Daniel

Koster, George

Schadler, Fred

Schastey, George

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Newlands Historic District is significant under Criterion A and C in the areas of Community Planning and Development and Landscape Architecture, as a neighborhood that shaped Reno's early suburban development, specifically exemplifying the city's adoption of City Beautiful ideals and the transition from streetcar and pedestrian-based neighborhoods to automobile-centered suburbs. The massive scale of the neighborhood compared to that of other Reno developments meant that Newlands absorbed the majority of Reno's southwestward development until after World War II. The neighborhood's curving roads, community park space, forested streetscapes, and lushly landscaped private gardens and front yards exemplified the desire of Newlands' developers to use urban art and publically-visible spaces to enrich Reno's urban experience. From 1889 through 1965, the Newlands neighborhood became one of Reno's most prominent and desirable neighborhoods, developed as an orderly, exclusive, and Picturesque suburb inspired by City Beautiful ideals.

The district is additionally eligible under Criterion C in the area of Architecture for its stylistic diversity, concentration of significant residential commissions for regionally renowned architects, and high degree of preservation relative to comparable neighborhoods in Reno. The Newlands neighborhood includes a broad but carefully selected mix of residential architecture planned by Francis G. Newlands, the Newlands Company, and other developers on the project, who intended the buildings to blend with the neighborhood's broader City Beautiful aesthetic. The notoriety of Newlands drew local architects, builders, and real estate developers who crafted a built environment that emphasized Picturesque aesthetic harmony while reflecting the progression of architectural styles and suburban planning trends popular from the late nineteenth century through the mid-twentieth century. As Reno expanded further south after 1945, the landscape and architectural framework established by the Newlands neighborhood defined the architectural and landscape development of future neighborhoods in the city. Newlands remains one of the best preserved early-twentieth century residential areas in Reno.¹⁴

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Adoption of the City Beautiful in Reno and Newlands

The Newlands Historic District is significant under Criterion A in the area of Community Planning and Development and Criterion C in the area of Landscape Architecture for its role as a defining neighborhood in the suburban development of Reno, specifically as the best reflection of Reno's adoption of Progressive, City Beautiful ideals in its residential landscape. By the late-nineteenth century, as Reno expanded as a railroad and commercial hub for Nevada, the need for housing outside the downtown area had grown significantly. A burgeoning merchant class in the city created a demand for middle-class housing away from the warehousing and industrial

¹⁴ City of Reno Community Development Department, *Annexation History Map*, Feb. 19, 2002.
<http://www.reno.gov/home/showdocument?id=393>.

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district east of Virginia Street. Elite business owners and political leaders in Nevada's economy also sought residences on the south side of the Truckee River, near to their offices and businesses but in quieter surroundings. The result of this economic pressure for new housing opportunities included several developments south of the Truckee in the early twentieth century, including the Newlands neighborhood, Marsh's Addition, and the Wells Addition. Spurred by the massive influx of new, cosmopolitan visitors in the early twentieth century, many of them seeking divorces under Nevada's liberal divorce laws, housing developed around Reno's urban core, with new residents demanding more modern urban features. While most of the new neighborhoods in south Reno maintained a strict grid development characteristic of streetcar suburbs, Newlands signaled a transition during its development from a streetcar to an automobile suburb. The result was a unique landscape within the neighborhood that provided a cohesive, planned community catering to Reno's middle and upper class and defining the development style of southwestern Reno into the mid-twentieth century.

City Beautiful in Reno and Newlands

The Newlands neighborhood played a significant role in introducing and defining the City Beautiful ideals in Reno. More so than other areas of the city, Newlands embodies the City Beautiful trend in suburban planning and landscape architecture in Reno as those professions adapted to the transition from transit and streetcar development toward automobile-centered growth. The City Beautiful movement gained momentum in the early 1900s, fusing aestheticism with functionalism and viewing Picturesque landscaping as a means to reform the urban landscape and its people. The Picturesque as applied in the City Beautiful movement viewed parks as semi-pastoral landscapes that blended with natural topography while imposing an overall sense of order and harmony. However, as historian Jon Petersen asserted, "to comprehend the role of the City Beautiful in American planning history, the movement must be understood as a popular cause, largely cultural in expression, within the context of Progressive Era urban reform, not simply as an episode in the history of architectural taste and urban design." The City Beautiful emerged as a significant component of Progressive ideology, stemming from the economic depression, ethnic and class conflict, and political instability of the 1890s. The Silver Panic of 1893, followed by sustained high unemployment, aggravated the urban strain of several decades of urban growth in the United States and precipitated a sustained political movement among the nation's urban upper and middle classes. With Americans becoming increasingly urban and with cities becoming more ethnically diverse, many white Protestants took up the cause of urban reform in the hopes of fostering civic art, reforming and strengthening local governments and the urban designs they implemented, and improving the overall social and architectural makeup of American cities. The concepts they developed in urban planning, especially through the City Beautiful, became one of the quintessential expressions of Progressive Era thought in the United States.¹⁵

As the nation's economy surged back into productivity by the turn of the twentieth century, the City Beautiful became the central component of Progressive urban reform, focusing on civic

¹⁵ Jon A. Peterson, *The Birth of City Planning in the United States, 1840-1917*, (Baltimore: Johns Hopkins University Press, 2003), 98-100; Philip Pregill and Nancy Volkman, *Landscapes in History: Design and Planning in the Eastern and Western Traditions*, 2nd ed., (New York: John Wiley & Sons, Inc., 1999), 584-585.

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revitalization and the ideal of service in the public good. The movement was rooted in the earlier, mid-nineteenth century movement for village improvement, which became the defining American Victorian era reform. The champions of City Beautiful throughout the country promoted the concept as a form of social engineering, hoping to uplift the working and middle classes through beautiful urban landscapes they believed would promote civic pride, encourage community involvement, and soften the perceived negative impacts of a city's dirt, grime, and noise on the nation's culture. The methods by which Progressive reformers hoped to apply City Beautiful included the centralization and hierarchical ordering of nearly every aspect of urban life, from commerce and home life to parks and transportation.¹⁶

The aesthetic roots of these ideals, in part, stemmed from Romantic and Picturesque notions of urban beautification that had been implemented in piece-meal fashion throughout the United States since the early nineteenth century. These notions coalesced in the 1890s around like-minded reformers who began more concerted efforts to advocate for municipal art and beautification, including some of the nation's leading architects and artists, such as H.H. Richardson, Stanford White, Charles McKim, and Augustus Saint-Gaudens, who joined as the Municipal Art Society in 1893 to promote municipal art and beautification in New York City. These first pioneers of City Beautiful in New York claimed that in order "to make us love our city, we must make our city lovely." The Silver Panic of 1893 hampered their efforts as municipal coffers and private donors lost significant revenue, but by the end of the decade as the economy recovered, the Art Society's ideas garnered broad support and the foundation of City Beautiful had been established. By 1898, "City Beautiful" had emerged as common parlance to describe the trend, generally drawing advocates from the community elite, including large business owners and managers. In 1899, Chicago advocate Lucy Fitch Perkins elaborated the movement, asserting that "the material beauty of a city must rest upon a foundation of common virtues involved in an honest government, supported by honest citizens who are inspired with civic loyalty and pride." While such elements as curvilinear streets, public parks with sculptures and gardens, sidewalks, and plazas might have seemed like a design trend, the concepts they embodied reflected deep-seated notions of how many elite Americans felt civic life in the United States should function. Such concepts would become critically important in Reno as its Progressive reformers sought to remake the western city in the image of its larger counterparts like New York, San Francisco, and Chicago.¹⁷

As the municipal art movement took hold in American cities by the late 1890s, it melded with concurrent trends aimed at civic engagement and comprehensive improvement of the holistic urban environment. Specific to the physical landscape of the City Beautiful, the movement's champions valued a perception of "naturalness" and tranquility in city streets, boulevards, and parks, as opposed to what was perceived as gaudy displays of tidy, colorful flower beds and gardens common in the late Victorian era. As Clinton Woodruff, president of the newly formed American Park and Outdoor Art Association (APOAA), claimed in 1903, city beautification would regenerate a public spirit among city residents and foster a greater "sense of common

¹⁶ Peterson, 102-105; William H. Wilson, *The City Beautiful Movement*, (Baltimore: Johns Hopkins University Press, 1989), 41-44; Pregill and Volkman, 585-586.

¹⁷ Peterson, 102-105; Wilson, 75.

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life.” More than simply beautiful parks, buildings, or streets, the City Beautiful involved the social reform of city dwellers themselves through comprehensive city planning. With city coffers being filled by strong economic revitalization in the early 1900s, city leaders and the citizens they served sought ambitious, large-scale urban reform efforts, including the introduction of large private developments that incorporated the City Beautiful into American private life. With the infusion of Protestant ideals of spiritual renewal and collective action, the City Beautiful as a component of Progressivism created the nation’s new urbanism of the early twentieth century. The movement was at once concerned with civic inclusion while its champions defined civic life through largely Protestant and Anglo-American terms, and influenced heavily by the precepts of social darwinism. The City Beautiful was a means to acculturate “others,” in this case non-Anglos and non-Protestants to a specific notion of American life rooted in its early, British colonial origins. The physical expression of this movement in the development landscape of the new urban America was the streetcar and automobile suburbs. However, these physical spaces also created a social landscape where ethnic and racial segregation became a matter of course, either through de-facto segregation known as red-lining, or through official municipal policy. Many of the nation’s City Beautiful residential developments included deed restrictions that prohibited certain ethnic groups, usually African Americans, from purchasing or commissioning homes within their development areas. Backed by the 1896 U.S. Supreme Court decision of *Plessy vs. Ferguson*, segregation backed by legal precedent meant that many Progressive era urban and suburban reforms during the height of the City Beautiful movement reinforced racial divisions in the nation’s cities that persisted into the mid-twentieth century or later. As with many Progressive reform movements, this meant that the legitimate goals of creating a more beautiful, healthy, and efficient society through urban reform were complicated by a legacy of ethnic division, class conflict, and a vision of cultural homogeneity on the part of City Beautiful advocates.¹⁸

Landscape design in the context of City Beautiful ideals involved both the streetscape and the buildings along it, and combined notions of the Picturesque and the Neo-Classical. The movement influenced suburban development through the creation of parks and parkway systems, which served to anchor upper-middle class neighborhoods in a specific notion of American civic and urban life. This unified perspective on neighborhood design sought to meld utility with beauty, and often involved symmetrical landscapes infilled with asymmetrical landscape features to create a sense of “natural” space within an urban environment. Planned European cities set the standard for creating new, formal urban and suburban areas planned alongside public water systems, transit systems, and other utilities. The groundwork laid by City Beautiful suburban planning “established an infrastructure that would support and foster suburban development for decades to come.” In the West, the garden suburb flourished between 1907 and 1950, comprised of long rectangular blocks and the occasional curvilinear or diagonal road. In fact, many developers altered the basic gridiron pattern so common in western cities by designing streets according to the natural topography of an area, which resulted in gentle curves and rolling hills.¹⁹

¹⁸ Peterson, 115-119, 123, 139; Pregill and Volkman, 586; Wilson, 95.

¹⁹ David L. and Linda Flint McClelland. National Register Bulletin. *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places*. National Park Service, 2005,E11; Wilson, 86-87; Ross-Hauer, 13.

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The Progressive roots of the City Beautiful concept had ready adherents in early twentieth century Reno, who responded to the city's growth as an urban center in northern Nevada's economic and political landscape by 1900. Reno had been established in 1868 as a railroad town for the Central Pacific, on its way to completing the western half of the transcontinental railroad during the late-1860s. Reno became a hub of commercial traffic for the ore, lumber, and ranching industries in northern Nevada. The completion of the Virginia and Truckee Railroad in 1872, constructed to transport silver ore from Virginia City's Comstock Lode north to Reno, reinforced the city's status as a regional economic hub. The establishment of Reno as the Washoe County seat in 1871, and the transfer of the University of Nevada from Elko to Reno in 1885, signaled the growing importance of Reno to the state's economic development. By 1903, the rough railroad settlement that had been Reno incorporated as the City of Reno, a sizeable, planned community that was fast becoming the largest of Nevada's cities. Reno began to develop around an increasingly distinct urban core, centered near present-day Virginia and Fourth Streets. The downtown core included a commercial core, with a warehousing, manufacturing, and railroad district to its east, servicing the Central Pacific, Virginia & Truckee, and Nevada-California-Oregon railroads. A strengthening but unsteady farming and ranching revival for California markets in the early twentieth century helped revive the state's floundering economy. Alongside this agricultural recovery, Nevada experienced gold and copper mining booms in towns such as Tonopah, Goldfield, and Ely, generating wealth for Nevada's elite that they largely concentrated in Reno. Together, these trends contributed to the rise of a merchant and banking class throughout the state, many of whom chose to reside in Reno.²⁰

The rapid growth of Reno presented both opportunities and challenges for this new urban elite. Part of the City Beautiful ideal involved rooting out what were considered social vices, including excessive drinking, and gambling, both of which had become notorious elements of Reno's downtown. Although gambling had been legal in Nevada since 1869, the rise of Reno as a central hub of northern Nevada's economy also allowed gambling to proliferate, with forty-eight saloons and sixteen licensed gambling venues existing in the city's downtown by 1902. Concerned about the young city's portrayal by national publications that generally emphasized the rough elements of Reno's gambling, mining, and ranching trades, local boosters hoped to capitalize on new publicity that emerged in the 1900s around Nevada's divorce trade. Changes in Nevada's divorce laws that made both residency and divorce easier to obtain began to attract large numbers of new, if temporary, residents to the city. Divorce-seekers who ventured beyond the downtown area north of the Truckee River found several small but fairly typical suburban neighborhoods, such as the Powning and Evans additions. Reporters covering the phenomenon of the Truckee Meadows' divorce colonies expressed surprise over the relative normalcy of Reno's suburbs and surrounding ranches, spurring additional development in many sectors of the city's economy. By 1905, four electric power plants west of Reno along the Truckee River provided power not just for regional ore mills, but for use in northwest Nevada's towns and cities as well. The wealth brought by divorce-seekers and other visitors allowed for a unique level of high-end investment and recreational tourism, but also discriminating tastes for the city's new

²⁰ Ross-Hauer, 1, 15; Peterson, 16-17.

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temporary and permanent dwellers. It was this rapid modernization in the first decade of the twentieth century that propelled the unique development of the Newlands neighborhood.²¹

Francis G. Newlands' Role in Reno's Suburban Development (1889-1917)

The design of what became the Newlands neighborhood stemmed from its namesake, Senator Francis G. Newlands, who was the primary developer behind the neighborhood and one of Nevada's primary Progressive era reformers. Francis Newlands began construction in the future neighborhood with the completion of his own residence along the south bluffs of the Truckee River in 1889. When he arrived in Reno, Newlands observed a young city emerging slowly as a leading city in Nevada's development. Newlands hailed from Natchez, Mississippi, and was a graduate of Yale and Columbia Law School. While living in San Francisco, he married Clara Sharon, the daughter of Comstock silver baron William Sharon, in a lavish ceremony that received copious attention in by Western society columns. By 1881, Newlands was widowed with three young children, and he was appointed trustee of the Sharon estate in 1885. In 1888, Newlands secured his place among San Francisco's social elite when he married for the second time to Edith McAllister, whose family included the New York McAllisters. The newlyweds moved to Reno in 1889, partially to manage Newlands' interests in the Sharon estate and partially to satisfy his political ambitions. Upon his relocation to Reno, Newlands purchased fifteen acres of land comprising a bluff above the Truckee River, which at the time was colloquially referred to by locals as "Rattlesnake Point". Newlands enlisted an architect to design a comfortable home in the Queen Anne Shingle style and hired a landscape gardener from New York to beautify the property.²²

Francis Newlands' motivations for developing Newlands in Reno were rooted in his role in Nevada's late nineteenth century political landscape. Newlands was a critical player in the state's agricultural development during the 1880s and 1890s, pressing for private reclamation projects in the Nevada's northwest. Newlands and his wealthy colleagues used their fortunes to build stately homes in the new, fashionable neighborhoods of Reno. As a prominent figure in Nevada's late-nineteenth century politics, Newlands was well-connected with many of the state's economic and political elite through his position as an agricultural developer in northwest Nevada, a leader in the state legislature, and finally representing Nevada in both the House and Senate before his death in 1917.

In 1893, Newlands was elected as Nevada's representative in the U.S. House of Representatives, a job he held for ten years until his election to the senate in 1903. He served as Nevada's senator until his death. As a congressman, Newlands earned renown as one of the loudest voices for federal reclamation projects to support expanded agriculture in the American West, including his adopted state of Nevada. He sponsored the Reclamation Act of 1902, which eventually established major irrigation projects in 20 states within the arid American West. As construction of these irrigation projects commenced, including one in Nevada that now bears his name (NRIS

²¹ Alicia M. Barber, *Reno's Big Gamble: Image and Reputation in the Biggest Little City*, (Lawrence: University Press of Kansas, 2008), 44, 64-65; William D. Rowley, *Reno: Hub of Washoe Country*, (Woodland Hills, Calif.: Windsor Publications, 1984), 35-36.

²² Ross-Hauer, 20; "Newlands-Sharon: The Great Social Event of the Season." *Territorial Enterprise*, (Virginia City, NV), Nov. 21, 1874; *Reno Weekly Gazette*, (Reno, NV), May 23, 1889.

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#64000529), Newlands sought to implement his vision of a modern and refined Nevada by encouraging the planting of trees, upgrading private landscapes, and recommending various other municipal improvements. Like many other Progressive Era reformers of the day, urban examples already set in Europe inspired Newlands, who proposed that the Truckee River no longer be used as a municipal sewer and instead be a focal point of the community, confined by manmade walls, and bounded by tree-lined streets.²³

The design aesthetic that Newlands hoped to achieve within the Newlands neighborhood stemmed from his application of City Beautiful concepts in concurrent projects in Burlingame, California, and Chevy Chase, Maryland, with Chevy Chase being the best known of his real estate ventures. In 1889, Newlands purchased 1,700 acres of land north of Washington, D.C. for the construction of the new capitol suburb that would become Chevy Chase. His proclivity for urban development led him to create the neighborhood as a well-planned and carefully landscaped streetcar suburb of the nation's capitol. Embracing the concepts of the City Beautiful, Newlands employed planning techniques intended to create a Picturesque, park-like setting, and he hired prominent Beaux Arts architect Lindley Johnson to design houses that adhered to specific building restrictions. The suburb was subdivided and developed between 1892 and the 1920s.²⁴

Newlands' projects in both Nevada and Washington, D.C. were comparable developments in both chronology and design. Both were regarded as exclusive neighborhoods designed with installed public utilities, architectural and zoning guidelines, and Picturesque streetscapes. Both featured extravagant late Victorian and Period Revival mansions intermingled with modest residences reflecting Craftsman and Period Revival tastes. Chevy Chase differed from the Newlands project mainly in its larger scale and comprehensive nature of development. Francis Newlands intended for the Washington, D.C. suburb to feature buildings of "community interest." As such, the Chevy Chase Land Company included civic and recreational facilities within the development, including a school, post office, country club, library, and summer amusement park. By contrast, aside from residences, streetscapes, and utilities, the Newlands neighborhood's only public facility was the Newlands Circle Park in the development's northwest section.

However, in most aspects of city planning, Francis Newlands' Reno project was quite similar to his developments in California and Washington, D.C. Although the Chevy Chase development incorporated streetcars more easily due to the size of Washington by the 1890s and the availability of transit lines, the Newlands neighborhood development also sought to connect to Reno's small streetcar network. Reno's smaller size reduced the need for streetcars and meant that there were a select few lines that benefited Newlands neighborhood residents. Perhaps most importantly, the Reno Traction Company and Nevada Interurban Railway were developing as the Newlands neighborhood development was underway. The Reno Traction Company ran a line across the Virginia Street Bridge east of Newlands in 1905, within walking distance of the neighborhood's east edge. By 1907, the Nevada Interurban Railway ran a line along Plumas from

²³ Ross-Hauer, 23.

²⁴ Ross-Hauer, 22-23.

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California Street in the Newlands neighborhood south to the Moana Hot Springs, a well known resort and hot springs south of Reno.²⁵

Perhaps most indicative of the relationship among Francis Newlands' various developments, all maintained their exclusivity with strict regulation of building style and income through covenants. Although neither the Newlands Company or the Chevy Chase Land Company appear to have codified racial exclusion into their covenants, several of their partner companies did, including W.E. Barnard's Newlands Manor subdivision, and the Martin and Barret additions to Chevy Chase, all of which limited residency to whites only. Such discriminatory practices were common among so-called Progressive reformers like Francis Newlands, many of whom supported legalized segregation. They had as a foil the *Plessy vs. Ferguson* Supreme Court case of 1896, which upheld the legality of segregation through the principle of "separate but equal." Francis Newlands' position on race fell into line with this doctrine. Although his own umbrella companies do not appear to have required segregation among their respective developments, Newlands' own position, and that of many of his development partners, meant that redlining was at least de facto policy in his neighborhood projects.²⁶

Unfortunately, Francis Newlands' desires for the Newlands neighborhood, Reno, and Nevada as a whole, fell victim to a reaction against particular aspects of Progressive politics in the state, and Reno in particular, after his death in 1917. The social and political tension that arose in Reno in the 1920s was embodied in the differing positions between those of Newlands-inspired civic reformers and those of another of Nevada's other major twentieth century figures, George Wingfield. Newlands, as one of the most prominent Progressive figures from the state, advocated for urban and social reforms focused on civic pride, cultural edification, and municipal art and parks. Wingfield represented a reaction to this focused on social and political libertarianism, deregulation, and a focus on economic development at the expense of cultural or social concerns. In Reno, this conflict came to a head in the city's mayoral election of 1923, in which the Progressive-leaning incumbent, H.E. Stewart supported by Newlands ran against the Wingfield-backed opponent E.E. Roberts. Roberts won the election and severely curtailed many of the city's Progressive reforms, specifically those aimed at strong regulation of businesses believed to encourage social vices, specifically those that offered gambling, prostitution, alcohol, and divorce. Although Roberts was in many ways still a Progressive, and favored the continued construction of parks within the city, his tenure aimed to reduce the strength of municipal government in favor of private philanthropy, weakening the hold of Progressive concepts such as the City Beautiful on Reno's development.²⁷

Francis Newlands' actions in western reclamation and suburban development have left a complicated legacy. The long-term success and sustainability of reclamation in the arid west has been brought into question by historians and environmentalists. Furthermore, the racial

²⁵ Ross-Hauer, 16-17; Kimberly Prothro Williams, Elizabeth Jo Lampl, and William B. Bushong, "Chevy Chase, Maryland Historic District," DRAFT National Register of Historic Places Nomination Form, Montgomery County Historic Preservation, Silver Spring, Maryland, 1998, Section 8, pp56-58, 60-81, 89-91.

²⁶ Ross-Hauer, 16-17; Williams, Lampl, and Bushong, 89-91.

²⁷ Rowley, *Reno*, 48-53; Barbara Land and Myrick Land, *A Short History of Reno*, (Reno & Las Vegas: University of Nevada Press, 1995), 42.

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segregation and exclusion that was a trademark for both Chevy Chase and Newlands has further marred his image among contemporary Americans. Newlands favored repealing the “Reconstruction Amendments”, including the Fifteenth Amendment, which guaranteed black suffrage, arguing that the black vote obstructed progress and prevented peace in the South. The senator governed with a belief in white supremacy, opining that only whites should be able to claim American citizenship and that non-whites should be barred from owning land within the nation’s borders. During the era of Newlands’ congressional and senatorial rule, these ideas reflected popular racial beliefs and misconceptions that complicated the Progressive politics of the time. Many early twentieth century Progressives like Newlands espoused racism and white supremacy as a form of social engineering, seeking the supposed simplicity of a culturally homogenous society. These beliefs contributed to what became the widespread practice of redlining in urban and suburban housing developments, of which Newlands was a proponent.²⁸

The Newlands Company and Development of the Newlands Neighborhood

Similar to his Chevy Chase venture, Newlands was the figurehead for a much larger development effort implemented by an organized land company. To realize his vision for Reno, Senator Newlands purchased 300 acres in Reno, most of which was located adjacent to his property on “Rattlesnake Point.” Even prior to establishing a company to manage the development, Newlands advertised his first subdivision of Riverside Heights for sale. In 1895, an advertisement for lots in Riverside Heights ran in the *Nevada State Journal*, boasting land for sale “adjoining the residences of F.G. Newlands, A.H. Manning and the late M.D. Foley ... the location being the healthiest and most pleasant in Reno, with fine views and dry, clean streets in winter.” However, it appears that no serious action was taken on land sales until 1903. In that year, Francis Newlands formed the Newlands Company with local businessmen Oscar J. Smith, W.A. Massey, and N.W. Rolf; the company’s mission was “to take, acquire, buy, improve, cultivate, and otherwise deal in and dispose of real estate.” The Newlands Company acted as the umbrella corporation and oversaw the neighborhoods development from 1903 into the 1940s.²⁹

The Newlands Company began its work as project-scale planning and comprehensive suburban development were fast becoming normative in American residential life. Although the formative master communities such as Riverside, Illinois and Roland Park, Baltimore had been developed decades prior to Newlands, the concept of project-scale planning in private development was an altogether new concept for Nevada’s, and Reno’s, real estate investors. Although Newlands’ development still retained a form of progressional development, with subdivisions established periodically as demand rose, the consistent landscape of the neighborhood signaled a foundational, if restrained, move toward project-level planning. At the same time as master planning became normative, American suburbs transitioned from streetcar and pedestrian suburbs to automobile-based communities, transitioning the spatial organization of neighborhoods from rectilinear grids to more Picturesque curvilinear streets and corridors. This phenomenon occurred in Reno as the Newlands neighborhood developed, leading to a unique development pattern within the neighborhood. Of concern in constructing these sorts of

²⁸ Rowley, William, *Reclaiming the Arid West: The Career of Francis G. Newlands*, (Indiana University Press: Indianapolis, 1996), 139-145.

²⁹ Ross-Hauer, 19, 24, 26.

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neighborhoods was restricting non-compatible land use such as commercial development. In the Newlands neighborhood, it was the Newlands Company, rather than the City of Reno, that preserved the area's City Beautiful principles through private deed restrictions, as the concept of municipal zoning would not be widely adopted nation-wide until the 1910s. The control afforded the Newlands Company allowed them to carefully sculpt the landscape, architectural development, and social makeup of the neighborhood to meet with the expectations of its namesake, its directors, and the community's residents.³⁰

The Newlands neighborhood that developed in the early twentieth century was the result of the actions of both the Newlands Company and its development partner, the Nevada Development Company, headed by prominent Reno developer W.E. Barnard. The six subdivisions that comprised the development following its completion reveal early trends of incremental subdividing, in which "adjoining parcels of land were subdivided and the existing grids of street extended outward," and each tract was planned and designed as a standalone development. The Newlands Company assumed the role of subdividing property, laying out plats and improving the site before selling to prospective homeowners, builders, and speculators. The Newlands Company also laid out lots and rights-of-way to reflect City Beautiful and Garden City ideals. The Nevada Development Company, owned by prominent local developer W.E. Barnard, served as a community developer and contractor, constructing homes, planting trees, imposing deed restrictions, and installing stone pillars at each intersection along Nixon Avenue to signify entry to Newlands Manor. The first of the Newlands tracts to be subdivided was Riverside Heights, in 1903, followed by Rio Vista Heights in 1906, the Marker Tract in 1907, Newlands Heights in 1920, Newlands Terrace between 1920 and 1930, and lastly Newlands Manor in 1927. Despite the potential for confusion, it appears from primary sources that many local journalists and advertisers referred to the entire neighborhood as Newlands Heights as late as the 1910s. The tracts began as a single swath of Francis Newlands' land, but after transfer to the Newlands Company, each was subsequently platted, improved, and sold as individual lots. Subdivisions associated with the Newlands Company became renowned for their beauty and prestige, as well as for their commensurate expense.³¹

Among the most obvious of the Newlands Company's implementation of the City Beautiful was the company's inclusion of both rectilinear and curved, tree-lined streets, the construction of a utility infrastructure, and the anchoring of the neighborhood with Newlands Circle Park. The unified public streetscape, including the forested environment, but also the provision of sidewalks, encouraged a sense of common interest in the neighborhood espoused by Progressive reformers. The introduction of the automobile en masse during the height of the neighborhood's development in the 1920s encouraged the company to adopt more Picturesque landscaping ideals as they completed the Newlands Heights and Newlands Manor subdivisions. The company and its landscaping engineers relied more on curvilinear streets and sloping terrain, hoping to wed somewhat uniform home construction with less obviously designed spatial organization within the neighborhood. This evolution is apparent in the design of the Newlands area, which features in its 1910s and 1920s development areas generally irregular blocks following the contours of

³⁰ Ross-Hauer, 7-8, 16-17; Peterson, 24, 309.

³¹ Ames and McClelland, E14,

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the natural landscape, specifically within the Riverside Heights, Rio Vista Heights, and Newlands Heights subdivisions that mirror the curves of the Truckee River bluff, and the Newlands Manor subdivision with followed suit with its long, irregular blocks.³²

After creation of the company, surveyors began formally platting the Riverside Heights subdivision, at which time the neighborhood gained a reputation for exclusivity. A real estate advertisement of the time promotes “the choicest lots” in Reno’s “cream residence section” for \$500 to \$800.³³ By 1905, the City of Reno paved the streets in Riverside Heights, and the F.J. Peck Real Estate Company, a partner and real estate agent for the venture, had sold a number of the lots upon which “only buildings valued above a certain figure” were being constructed, which evidences the district’s early deed restrictions.³⁴ By September of 1906, all of the Riverside Heights lots had been sold.³⁵

With both the Newlands and Chevy Chase developments proceeding and his career in the U.S. Senate firmly rooted, Francis Newlands constructed a large office next door to his Shingle style home. The new building was designed in the Queen Anne style, an extremely unique style for the development but consistent with Newlands’ personal holdings in the neighborhood. The same year, Newlands sold a portion of his original, bluffside fifteen acres to another Nevada U.S. Senator, George S. Nixon, who commenced to build Reno’s grandest home of the era. When finished, the Italian Renaissance Revival Nixon mansion comprised over 15,000 square feet. With the Riverside Heights lots still primarily under construction, Newlands and Nixon were among the earliest residents of what was to become the most exclusive neighborhood of Reno, and the construction of lavish “mansions on the bluff” continued well into the 1940s.

After the initial success of Riverside Heights, the Newlands Company planned the development of the neighborhood’s second subdivision, Rio Vista Heights, which includes the Grimmon and Jensen’s Addition, and sustained the area’s reputation as a pleasant neighborhood for Reno’s elite. Francis Newlands sold five acres of the area, stretching south from the river to Court Street and east from Clay Street to Belmont Avenue (now Arlington Avenue), to U.S. Marshall and Bullfrog Mining Company President Robert Grimmon in 1906 for \$25,000.³⁶ In August of the same year, the Newlands Company platted the remainder of the subdivision comprising five acres west of Clay Street between Court Street and California Avenue. The F.J. Peck Company, one of the real estate partners with the Newlands Company, bought eleven of these lots in September, paved the streets, and poured cement sidewalks. The Peck Company advertised the lots for sale for \$1200 to \$1500 apiece under the condition that all residences built thereon be valued at over \$3500.³⁷ By 1907, the spacious parcels in Rio Vista Heights were the most expensive in the city, priced between \$1750 and \$4250, and measuring 50x130 feet for single

³² David L. and Linda Flint McClelland. National Register Bulletin. *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places*. National Park Service, 2005,E11; Wilson, 86-87; Ross-Hauer, 13.

³³ *Reno Evening Gazette*, (Reno, NV) Nov. 5, 1903.

³⁴ “Are Grading New Streets.” *Reno Evening Gazette*, (Reno, NV) Oct. 18, 1905, 5.

³⁵ “Peck Buys More South Side Lots.” *Reno Evening Gazette* (Reno, NV), Sep. 15, 1906, 3.

³⁶ Ross-Hauer, 28.

³⁷ “Peck Buys More South Side Lots.”

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lots and 100x130 feet for double lots. Demand for real estate in Rio Vista Heights peaked in 1910, and between 1910 and 1915, a number of area landowners constructed fine residences that ranged in cost from \$5000 to \$50,000, including the architect-designed homes of prominent attorneys Lewis Gibbons (1913), Prince Hawkins (1913), and Robert Price (1910).³⁸

In 1907, James Newlands, Jr., Vice-President of the Newlands Company and nephew of Francis G. Newlands, platted the Marker Tract, which followed the Bungalow Suburb model. The narrow subdivision consists of seven gridiron blocks located between Arlington and Gordon Avenues, running south from California Avenue to Ely Avenue (now Monroe Street). Only eleven years earlier, the area was considered agrarian, as evidenced by William Thompson's 1896 newspaper advertisement for 5 to 20 acre lots for sale in the Marker Tract, which suggested that "an industrious family can acquire a home of their own [...] in a short time by raising chickens, berries, small fruits, etc...." Additional language in this ad was marketed to the working class, offering "easy terms" and a "home for people in moderate circumstances."³⁹ By 1907, the *Nevada State Journal* named the Marker Tract as "one of the most valuable [tracts] in the city" when it was sold by the Newlands Company to James Newlands, Jr. and Robert Grimmon for \$31,000. Newlands, Grimmon, and other real estate speculators formed the Riverside Building Company to construct some of the homes within the neighborhood, although many of the completed homes eventually ended up in the real estate inventory of the Peck & Sample Company.⁴⁰ The Marker Tract was characterized by modest, middle-class bungalows and cottages built between 1918 and 1930. Before 1918, nine homes existed in the Marker Tract, at least four of which were constructed in 1907 by the Riverside Building Company, the directors of which included Francis Newlands, James Newlands, Jr., J.D. Oliver, and C.T. Bliss. The Riverside Building Company advertised 5 to 6 room cottages with electricity, telephone, and connections to city water and sewer. By 1919, Peck & Sample Company continued to advertise available lots in the Marker Tract for \$300 to \$700 per parcel.⁴¹

James Newlands, Jr. and Dr. H. Johnson of the Newlands Company officially platted the Newlands Heights subdivision in 1920, although the company first began developing the addition in 1919. The plat provided for a right-of-way along the river bluff, as well as a small park with a fountain at the bluff's apex.⁴²

The Newlands Company platted the Newlands Terrace subdivision in four stages over ten years: the first addition in 1920, the second in 1922, the third in 1925, and the last in 1930. Advertised by real estate developers as a "Bungalow Park," Newlands Terrace offered lots at a cost of \$450 to \$1000. Most of the dwellings within the subdivision were constructed in the 1920s and 1930s and demonstrate Period Revival and Craftsman styles, ranging from modest cottages and bungalows to large architect-designed residences. Newlands Terrace included a semi-circular park space, around which Janet Newlands—daughter of Francis Newlands—constructed a group of homes designed by architects Kirkhuff and Schaaf of Santa Barbara with the intention of

³⁸ Ross-Hauer, 30-31.

³⁹ Advertisement. *Nevada State Journal*, (Reno, NV), May 2, 1896.

⁴⁰ *Nevada State Journal* (Reno, NV), Jul. 28, 1907, 3.

⁴¹ Ross-Hauer, 32-33.

⁴² Ross-Hauer, 34-35.

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producing “a grouping of houses artistically relating to one another and to the scenic setting which is the bluff above the Truckee River with a view of the valley to all points and the mountains.”⁴³ These three houses, located at 1, 2, and 3 Newlands Circle, are anchored by Newlands Circle Park and evoke the French Renaissance Revival style.⁴⁴

In 1927, the Newlands Company and the Nevada Development Company platted the Newlands Manor subdivision in two stages. The first stage included seven blocks north of La Rue Avenue, between Nixon and Reno Avenues; the second stage extended the addition south to Monroe Street. By May of 1929, every lot within Newlands Manor had been sold for \$450 apiece. W.E. Barnard, President of the Nevada Development Company, retained two parcels upon which he built two Tudor Revival Cottages, known as the Barnard House and Greystone Castle (950 and 970 Joaquin Miller Drive, respectively), which are both listed on the National Register of Historic Places (NRIS # 02000874 and 02000875, respectively). In an effort to beautify the subdivision and bolster its parklike qualities, the Nevada Development Company planted over 600 trees along the streets of Newlands Manor in 1927.⁴⁵

The various developers who operated under the Newlands Company umbrella exercised deed restrictions in several of the neighborhood’s subdivisions, mirroring a nationwide trend in early suburban development. Home builders and developers intended for strict covenants or deed restrictions to protect real estate values and mold the character of a neighborhood by imposing regulations on mandatory setbacks, lot sizes, and design guidelines. In Riverside Heights and Rio Vista Heights, developers set a minimum value for any buildings constructed therein. Moreover, some American suburbs used deed restrictions to ban members of certain ethnicities, religions, and economic classes from area homeownership. For his Newlands Manor subdivision, developer W.E. Barnard required deed restrictions that mandated harmonious architectural design and “social equality” among residents of the “high class restricted residential district”, all of whom were required to be white and of a minimum income.⁴⁶

While other neighborhoods developed in the early twentieth century in Reno also adopted City Beautiful features as sidewalks and planted trees, the Newlands Company’s implementation of this urban planning movement had a lasting impact and influence on the aesthetics of future postwar development in southwest Reno. As neighborhoods steadily shifted toward mid-century Modern styles and types of residences, many of them retained the Picturesque characteristics of Newlands’ curvilinear streets, incorporating uniform setbacks and tree plantings. While the Progressive ideals of City Beautiful did not outlast the 1940s, and faced serious opposition in Reno as early as the 1920s, the aesthetic design principles had long-lasting impacts in the realm of city planning, even if the popularity of its social engineering concepts receded.

The neighborhood’s first subdivisions, including Riverside Heights, Rio Vista Heights, and the Marker Tract emerged near new streetcar lines that provided service for south Reno. After their

⁴³ *Nevada State Journal*, (Reno, NV), Sep. 8, 1922.

⁴⁴ Ross-Hauer, 35-37.

⁴⁵ “A Profit Opportunity” Advertisement. *Reno Evening Gazette* (Reno, NV), May 4, 1929; Sharon Honig-Bear.

⁴⁶ Ames and McClelland, E12; “The Sentinels of Old Southwest Reno,” *I Love Reno Magazine*, Volume 1, Issue 1, 6-7.

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emergence in 1887 in the eastern United States, electric streetcars were adopted by American cities large and small en masse. Forming the transportation backbone of many of these cities, streetcars made possible the suburbanization of land once considered too distant for residential development. Along newly established corridors, American developers created new “additions” to the existing city. In Reno, the relatively short-lived electric streetcar lines remained primarily north of the Truckee River, but a connector ran across the Virginia Street Bridge in 1905, operated by the Reno Traction Company. The Nevada Interurban Railway ran a line along Plumas Street from California Avenue in the Newlands neighborhood to Moana Hot Springs between 1907 and 1920. The early reliance on streetcar and pedestrian travel, as well as simple habit, compelled the Newlands Company to continue development of the neighborhood on the traditional gridiron pattern, although they adapted the streetscape itself to new design principles.⁴⁷

However, as the Newlands Company responded to market trends, the rise of automobiles shifted the platting style toward the curvilinear streets outlined above. After the invention of mass-produced automobiles, specifically the Model T in 1908, American suburban development transitioned away from reliance on streetcars for downtown access. Newly developed automobile suburbs boasted paved roads, mandatory setbacks, sidewalks, driveways, street lights, and underground utilities, all of which became prominent features of developments within Newlands. Later subdivisions under the Newlands Company’s supervision, including Newlands Manor and the 1930 plat of Newlands Terrace, constructed after the decline and abandonment of the city’s streetcar network, still stretched far from Reno’s center, indicating the certainty that new residents would drive rather than walk or use public transit. Once completely platted in 1927, the Newlands neighborhood comprised six subdivisions, mostly developed but with small numbers of empty lots scattered throughout. Its combination of recti-linear streets in its eastern portions and curved, sloping streets to the east represented, like no other neighborhood in Reno, the city’s transition from the Classical residential ideals of the streetcar age into the Picturesque ideals of the automobile age expressed in the City Beautiful movement, detailed below. Its enormous size comparative to other developments meant that it absorbed a great deal of Reno’s growth energy directed south and west, allowing Newlands to define this area of Reno’s residential landscape into the post-war age.⁴⁸

Continued Growth and Infill in Newlands (1930-1965)

As the nation descended into Depression after the stock market crash of 1929, Reno and much of Nevada found itself uniquely insulated from the severe downturns in other states as a result of economic decisions on the part of its legislature regarding divorce and gambling. Legalization of gambling in 1931 and a near concurrent reduction in residency requirements, allowing individuals to establish residency and then apply for divorce, aided cities like Reno who developed a thriving and unique economy around these two industries. Coupled with defense-related spending during the Second World War and subsequent Cold War, which in Reno centered on the now-redeveloped Stead Air Force Base, Newlands experienced continued infill and development into the 1960s, absorbing much of Reno’s southwestward development as late

⁴⁷ Ross-Hauer, 7-8, 16-17.

⁴⁸ Ross-Hauer, 9, 37-41.

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as the 1940s, and defining the aesthetic for post-war housing construction in neighboring subdivisions to the south and east.

Amid a national trend in the 1930s that halted much home construction throughout the country, Newlands continued to host new residential construction at a rapid pace throughout the decade.⁴⁹ In 1931, as the Depression deepened, Nevada's legislature recognized an opportunity and decreased the divorce residency requirement to six weeks: the shortest in the country. In the 10-year period between 1929 and 1939, more than 30,000 divorces were granted in Washoe County alone.⁵⁰ At the same time, Washoe County's population held steady, increasing from 27,158 in 1930 and 32,476 in 1940.⁵¹ Despite a period defined by relatively little growth in the county overall, Newlands grew by approximately one-third between the early years of the Depression and the onset of the Second World War, as 192 new residences appear in Polk's City Directory between 1932 and 1941, in addition to the 212 area homes that had been listed in Polk's 1930 Directory.

Between 1920 and 1935, Nevada's reduction of its residency requirement and adoption of lenient divorce laws helped stimulate a thriving migratory divorce trade which had a small but noticeable impact on the development of the Newlands neighborhood.⁵² When Mrs. William Corey, the wife of the president of the United States Steel Corporation, took advantage of Nevada's six-month residency period to secure a divorce in 1906, Reno gained a decades-long reputation as the divorce capital of the world.⁵³ The state legislature decreased the residency requirement to three months in 1927, further simplifying the process of obtaining "The Cure" or being "Reno-vated."⁵⁴ The industry proved to be an economic boon to Nevada in general, and to Reno in particular. During this period, the Newlands area saw much development, particularly in the Newlands Terrace and Newlands Manor subdivisions, much of it creating multi-family housing with short-term residency in mind. W.E. Barnard, along with fellow building contractors John Dell'Acqua, Redelius & Del Curto, and H.W. Vaughn, continued to construct a variety of homes in Newlands Manor, as evidenced by open house advertisements placed in local newspapers between 1929 and 1938. The incongruity of one- and two-bedroom houses and small multiplexes amid what had previously been defined by large upper and middle class mansions represented a shift in market demand. Considering the documented use of many Newlands residences by divorce-seekers, the economic impact of this swell of divorce seekers on the development of Newlands is worthy of note. While most of the new development in Reno during the 1930s did not service divorce-seekers directly, the economic stimulus this influx provided to Reno's economy allowed Newlands to capture a significant portion of what little permanent growth occurred in Reno during the decade.⁵⁵

⁴⁹ Ames and McClelland, E30.

⁵⁰ Ross-Hauer, 17.

⁵¹ Richard L. Forstall, Nevada Population of Counties by Decennial Census: 1900 to 1990, Population Division of the United States Bureau of the Census (1995).

⁵² Ross-Hauer, 17.

⁵³ Mella Harmon. "Reno: Twentieth Century Divorce Capital," *Online Nevada Encyclopedia*, 2009.

<http://www.onlinenevada.org/articles/reno-twentieth-century-divorce-capital>.

⁵⁴ Harmon, "Reno."

⁵⁵ Ross-Hauer, 18.

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Enhancing Newlands' success during the Depression-era was the introduction of the "One Sound State" program. State boosters sought to attract wealthy investors to Nevada, advertising "no income tax, no inheritance tax, no sales tax, [and] no tax on intangibles" in a state "with a balanced budget and a surplus." This campaign did not achieve broad success, but aided in the attraction of some upper and middle-class individuals to Reno. Based on the contemporary reputation of Newlands, newcomers to Reno during this period constructed extravagant mansions around Reno, most of which were concentrated in the Newlands area. Examples include the Luce House at 1040 La Rue (1939), the Dexter/McLaughlin House at 775 California (c.1940), the Payne House at 745 California (c.1941), and the Lovelock House at 3 Bret Harte Avenue (1940).⁵⁶

The Newlands area continued to experience growth during the Second World War, albeit at a slower pace than during the prewar years, in spite of a nationwide shortage of building materials and a local moratorium on residential building. According to Polk's City Directory, fifteen residences were built in the neighborhood between 1941 and 1946, the majority of which were small Period Revival and Minimal Traditional cottages in the Newlands Manor and Newlands Terrace subdivisions. In 1942, the government established the Reno Army Air Base (later named to Stead Air Force Base in 1951) approximately ten miles north of Reno, which operated throughout World War II. It is not clear if the presence of the air base affected wartime development in Newlands directly, but it did contribute to Reno's status as a weekend destination for servicemen stationed at the nearby Stead, Hawthorne, Herlong, and Fallon bases. Reno hosted many servicemen and women during the war, allowing for expansion in local business and potentially for some of those entrepreneurs to construct new homes within the prestigious Newlands neighborhood.⁵⁷

After World War II, the Newlands district experienced another significant period of construction as Reno entered a new phase of growth, symbolized by the 1947 construction of the Mapes Hotel, Nevada's first casino-resort (listed in the National Register in 1993, and demolished in 2000). The United States, as a whole, experienced a postwar housing shortage and subsequent building boom as a result of wartime restrictions on new construction, population growth, and veterans returning home to start their own families. Vast numbers of servicemen migrated to the American West, and by the 1950s, Nevada was the fastest-growing state in the nation.⁵⁸ Between 1940 and 1950, Reno's population increased by over 52 percent, from 21,317 to 32,492.⁵⁹ Newlands' geographic position, and the relative lack of housing construction to its south and west, meant that the neighborhood became a gateway for postwar expansion in southwest Reno, absorbing some new construction, but setting the development pattern for a significant portion of Reno's postwar growth. Polk's City Directory shows 138 residences constructed between 1946 and 1964. A sample of new residents' employment reveals that the demographic makeup of the area during this time remained consistently diverse: the new homeowners proved as varied as their houses and were of both modest and wealthy means. Construction workers, salespeople,

⁵⁶ Ross-Hauer, 18; Harmon, "Reno."

⁵⁷ Ross-Hauer, 44.

⁵⁸ Bandurraga, Peter. "Reno's Golden Age," *Nevada Historical Society Quarterly* (Reno, NV), Winter 2001, 384.

⁵⁹ Russell, Elliot, *History of Nevada*, (University of Nebraska Press: 1987), 314.

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and casino shift managers, as well as music teachers and university professors, occupied the smaller homes, mainly designed in the Minimal Traditional and Ranch styles. Attorneys, physicians, financial advisors, bank presidents, politicians, and local business owners resided in the more lavish Ranch and Contemporary style residences, as well as late Period Revival—particularly Colonial Revival—homes.

In the Postwar era, signaling the increased development density in central Reno, the eastern and northern boundaries of the neighborhood began to transition from residential to commercial use, particularly along California and Arlington Avenues. The 1964 Polk's City Directory reveals the presence of the newly-constructed Lutheran Church at 501 California, the Metropolitan Life Insurance Company at 357 Clay Street, the Arlington Medical Building at 505 S. Arlington, and Balzar-Camino Real Estate at 565 California. By 1964, the Gibbons-McCarran Mansion at 401 Court Street was divided into individual professional offices, the Cooke House at 421 Court became a real estate appraisal office, the H.E. Reid House at 515 Court housed the offices of the Roman Catholic Diocese of Reno, 491 Court served as the Sisters of the Holy Family convent, and 465 Court was transformed into the Parkview Guesthouse Tourist Home. Several small bungalows and cottages in the Riverside Heights-Rio Vista Heights tracts were similarly converted into professional offices.

If Newlands' western additions represented the transition toward an automobile suburb, the post-World War II age brought automobile-centric culture into the neighborhood's homes themselves. Driveways and garages began to appear in the neighborhood in the 1920s to the point that by the 1940s, contractors built most new homes with provisions for automobiles. Many Prewar homes in the area featured detached garages, built in the same style and with identical materials to the main house, including full-height, wood double-doors. These earlier garage buildings were located at the rear of the property, either along an alleyway or at the end of a long driveway accessed by the street. By the close of the war, Newlands, on trend with other American suburbs, built new homes with attached garages.⁶⁰ The garage typically formed a significant swath of the façade, with a prominent metal rolling door that faced the street.

The configuration of the Newlands district as it appears today, from its streetscape to its landscape, has largely remained in stasis since the mid-1960s. By 1965, developers had expended what little available land remained in the neighborhood, and new construction in the area largely halted until the early 1970s. Between 1966 and 2016, only 37 new buildings were constructed in the 171-acre district, illustrating how few available lots existed after the postwar building boom. As a result, the district continues to convey its significance as one of Reno's earliest, most desirable suburbs, which reflects local and nationwide trends in community planning and suburban development between the late nineteenth century and mid-twentieth century.

⁶⁰ Ames and McClelland, E28.

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Newlands and Reno's Architectural Development

The Newlands Historic District is significant under Criterion C in the area Architecture for its display of a distinctly diverse collection of architectural types and styles uncommon in the residential landscapes of Reno. The neighborhood displays most of the architectural styles and types that achieved popularity in the United States from 1889 to 1965. Moreover, the district features a seamless combination of modest cottages and grand houses designed by well-known architects for middle and upper class families in Reno during the early and mid-twentieth centuries. There are other areas within Reno with outstanding examples of nineteenth and twentieth century residential architecture, however, most of these, such as the Wells and Powning additions, are more architecturally homogenous, characterized by entire subdivisions of Victorian cottages or Arts and Crafts bungalows. No other neighborhood in Reno possesses the sheer volume, representative architectural diversity, and historic integrity found in Newlands.

Newlands' diversity of styles is matched by the diversity in expression of those styles, which range from modest plan-book residences to sprawling high-style estates designed by nationally and locally prominent architects. Newlands is exceptional in this regard, as other comparable Reno neighborhoods tend to be consistently upper-class, middle-class, or working class in their architectural expression. South and east of Newlands, for example, are large collections of modest residences. These areas possess very few grand houses or sprawling estates, which are typically sited on corner lots in such a way as to feel separate from their surrounding neighborhood. Newlands, on the other hand, features small cottages abutting stately mansions as part of the blended landscape architecture of the City Beautiful ideal, meant to engineer a socially inclusive, if homogeneously Euro-American, community.

The oldest areas of the district toward the north host several Victorian era buildings that represent the first home constructions in the district. The first home construction in the neighborhood by Francis Newlands himself utilized the Shingle style, part of the Victorian period styles that stemmed from the Queen Anne. The few Queen Anne style residences in Newlands are archetypal of the Free Classic variation in Reno, defined by a steep, complex roofscape, asymmetrical fenestration and massing including towers and bay windows, and an expansive porch, but incorporating Classical design elements as well. Although there are other, and earlier, examples of Victorian architecture in Reno, the examples in Newlands are noteworthy as well-preserved examples in a collection of subdivisions that have received very little demolition and modern infill. Other early twentieth century subdivisions immediately south of the Truckee River, including Lake's and Ryland's additions, have experienced a high degree of demolition and infill, to the point that only small numbers of individual residences remain.⁶¹

The majority of the Newlands neighborhood emerged during the early and mid-twentieth century, as reflected in the dominance of Arts and Crafts and Period Revival style architecture. However, in addition to contemporary stylistic trends, the neighborhood was profoundly influenced by the national Small House movement. By the 1920s, architects, builders, real estate developers, and materials manufacturers worked together to introduce the concept of small buildings as a benefit to the American public. Dovetailing off the City Beautiful movement, the

⁶¹ Ross-Hauer, 68-69.

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concept of putting Americans in small houses gained traction as a means to allow homeowners to self-maintain and upgrade their properties and thus provide the civic pride in community that was the goal of most Progressive era reformers.

Among the most dominant styles found in the district was an emerging architectural palette that lent itself to the small homes concept: the Craftsman bungalow. Popular in the 1910s and 1920s, the Craftsman style emphasized handcrafted details and overt displays of stone and timber as building materials. The Arts and Crafts movement was concerned with integrating indoor and outdoor space, and celebrating pre-industrial building trades, even if the home materials were actually factory-produced. These concepts coincided with Francis Newlands' desire to create a landscaped suburban space organized around the Truckee River that would emphasize civic pride and Euro-American cultural traditions. Most of the Craftsman style dwellings in Newlands are fairly typical, if well-preserved, examples of the style, with prominent porches supported by wide, tapered columns, low-pitched roofs with widely overhanging eaves, and exposed roof beams and rafter tails. Older areas of Newlands, including Rio Vista Heights, Riverside Heights, the Marker Tract, and Newlands Terrace, boast a large number of Craftsman bungalows, which were immensely popular among Reno's middle class neighborhoods between the early 1900s and mid-1930s. In fact, the style remained popular in Reno into the early 1940s, after it waned in other American cities around 1930. In Newlands, a decorative brick subtype of the Craftsman style emerged, which included decorative inlays of contrasting brick in chimneys, belt courses, lintels, windowsills, and end gables. The ubiquity of the Craftsman Bungalow in Newlands in part represented the cultural ideals of Progressive era leaders such as Francis Newlands, who frequently viewed the house type as a statement of Euro-American ethnic identity and an anchor for the communities they developed.⁶²

However, the varied architectural styles favored by the social elite during Newlands' initial development also reflected popular national trends that favored Period Revival homes in the early twentieth century. As part of the City Beautiful, many period revival homes such as Colonial Revival dwellings reflected the attempts at social reform and acculturation that Americans sought to instill within the urban landscape. The Colonial Revival was particularly popular in Newlands, evidenced by such outstanding examples as the McCarran and Gibbons mansions and the Hawkins House. However, other revival styles evoking various European architectural influences were also popular to a lesser degree, including Italian Renaissance Revival, as displayed by the Nixon Mansion and the Forrest Eccles House. Mission Revival, Pueblo Revival, and Spanish Colonial Revival homes, although less popular, were common in the neighborhood from the 1920s into the 1940s.⁶³

During the Depression, despite a move towards less styled architecture in most of the nation, builders in Newlands continued to construct the majority of residences in the Craftsman or Period Revival styles, though some Minimal Traditional cottages—guided by the recently-established FHA small house principles—began to appear in the late 1930s.⁶⁴ The Colonial and

⁶² McAlester, 566-568.

⁶³ Ames and McClelland, E29 – E30.

⁶⁴ Ames and McClelland, E30 – 33.

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Tudor Revival styles remained popular for houses large and small. Alongside these, the French Renaissance Revival style materialized in Newlands Manor, Newlands Terrace, and Newlands Heights in the early 1930s, also comprising both modest and affluent residences. Brick construction dominated the neighborhood, and largely due to a strong presence of local Italian brick masons, Reno developed a particular decorative-brick archetype within the Craftsman, Spanish Colonial Revival, and Tudor Revival Styles of the neighborhood. By the early 1940s, Neo-Classical mansions appear in the Newlands Heights and Newlands Manor tracts.

During and after the Second World War, the architectural typology within Newlands transitioned with national trends toward Modern home types. Although introduced in the late 1930s, the Minimal Traditional cottage continued to be popular in Newlands during the Postwar Era. However, new residential architectural styles also emerged in the neighborhood during this time, specifically the Ranch and Contemporary styles, which are concentrated in the southwestern extension of the Newlands Heights tract along Marsh Avenue, as well as in the southwestern section of Newlands Manor. These modern homes were constructed in both high- and low-styles and reflect national architectural trends of the period. The Ranch house dominated new construction in Newlands after World War II, and the area boasts examples of the classic, low-slung Ranch house, with its horizontal emphasis and rambling floorplan, as well as FHA-approved small houses and 1960s split-levels adapted to the Ranch style. The Contemporary style also appears in Newlands during this period, and the neighborhood features small house adaptations of the style with modernistic asymmetry, clerestory windows, and flat roofs alongside a large, architect-designed example with characteristic built-in concrete planters, wounded dove roof, and floor-to-ceiling windows. Several newly-constructed commercial buildings along Arlington and California Avenues were constructed in the International and Contemporary styles, thereby expanding the presence of Mid-Century Modernism in the area.

Architects of Newlands

Newlands is also significant under Criterion C for its unique concentration of high-style dwellings designed by some of Reno's most prominent twentieth century architects. Compared to similar neighborhoods in Reno, the district features a high percentage of architect-designed resources, by professionals who had received regional, and sometimes national, acclaim. Among the most prolific of these architects who designed dwellings significant within their body of work are Frederic J. DeLongchamps, Edward Parsons, and Russell Mills. For many of these architects, their commissions in Newlands represent some of their best residential projects and the best-preserved examples of early twentieth century residential architecture in Reno. Although examples of these architects' work exist in other neighborhoods in the city, the only areas with comparable, high-style examples from the early twentieth century architectural movements are a small number of Colonial Revival, Tudor Revival, and Craftsman houses found west of the University of Nevada, Reno campus, and a small number of intact areas of the Lake's and Ryland's additions east of Newlands. The notoriety and coordinated design of Newlands provided these architects with the opportunity to display some of their most expressive residential pieces, making the district unique not only for its contribution to Reno's suburban development, but for the progression of its residential architecture palette.

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Frederic J. DeLongchamps (1882-1969)

Often cited as Nevada's preeminent architect, Frederic Joseph DeLongchamps was born in Reno in 1882. DeLongchamps began his architecture career after winning a design competition for the Washoe County Courthouse in 1909. Although other architects practiced in northern Nevada in the early twentieth century, DeLongchamps is the best known, being extremely prolific, and a driving force behind the popularity of Neo-Classical architecture in the region. He continued to influence the built environment of Northern Nevada until his death in 1969. During his career, DeLongchamps designed nine county courthouses including the Washoe County Courthouse (NRIS #86002254), several buildings at the University of Nevada, the U.S. Post Office – Reno Main (1934, NRIS #90000135), and the Riverside Hotel (1927, NRIS #86002256). Buildings designed by DeLongchamps received awards at the 1915 Pan-Pacific International Expositions in San Diego and San Francisco, and the State of Nevada promoted him to Nevada State Architect in 1919. DeLongchamps was proficient in a variety of styles, employing details derived from the Zig-Zag Moderne, Colonial Revival, Art Deco, Neo-Classical, Tudor Revival, Gothic, Italian Renaissance, Spanish Colonial Revival, Beaux Arts, International, and French Renaissance Revival styles.⁶⁵

Important examples of DeLongchamps' public and commercial work were recognized as part of a thematic study approved by the National Register of Historic Places in 1987. His residential commissions in Nevada are less well understood. However, the prominence, high stylistic application, architectural diversity, and historic integrity of his commissions in the Newlands neighborhood make these significant reflections of his residential work in Reno, if not Nevada. DeLongchamps is known to have designed 15 residences within Newlands, utilizing the Neo-Classical, Tudor Revival, Spanish Colonial Revival, and Ranch styles. Confirmed commissions include the prominent Gibbons-McCarran House at 401 Court Street (1913), his own honeymoon cottage at 4 Elm Court (1919), the Eccles House at 245 Lee Avenue (1930), and the Nichols House at 1050 Sharon Way (1947). DeLongchamps also designed a number of remodels and additions within the district, making him one of the more influential architects for the Newlands neighborhood. The Gibbons-McCarran mansion remains a defining and prominent example of Colonial Revival architecture within the Newlands district.

Russell Mills (1892-1959)

Born in Chicago in 1892, Russell Mills was educated at the University of California, Berkeley and worked in the engineering department of Pacific Gas and Electric Company in San Francisco between 1916 and 1926. In 1927, Mills relocated to Reno, where he served as chief draftsman for Frederic DeLongchamps' architectural firm until 1935. In 1936, he started his own architecture and engineering firm, which was also based in Reno. In addition to private practice commissions, Mills took an active role in public service, serving as supervising architect for the Home Owners Loan Corporation (HOLC), which was established as a New Deal reform to refinance loans for distressed homeowners. Mills held this position from 1934 to 1939. As the Second World War raged, Mills served as regional architect for the National Housing Authority, as well as with the Bureau of Yards and Docks. A member of the American Institute of Architects, he served in 1953 as the Nevada chapter's president, and he was registered with the

⁶⁵ Ross-Hauer, 80.

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Nevada State Board of Architects as soon as it was established in 1949. Mills' best known works in Reno include the pagoda-style Hart House, Brown Elementary School, and a bevy of residences. He was proficient in a number of styles, including the Period Revival, Ranch, and Contemporary. Mills passed away in Reno in 1959, at the age of 67.⁶⁶

Mills is considered among the more prominent of Nevada's mid-twentieth century architects. He is best known for his application of the Art Deco and Moderne styles, but his Tudor Revival commissions in Newlands represent a significant departure from Modern styles into the Period Revival area. In Newlands, Mills is known to have designed seven properties in the Tudor Revival and Ranch styles. Prominent examples include the Kind House at 751 Marsh Avenue (NRIS #05001121, 1934, with Edward Parsons), the Lovelock House at 3 Bret Harte (1940), and the Riddick Residence at 843 Marsh Avenue (1946, the Catholic Diocese Bishop's residence since 1952).⁶⁷

Edward S. Parsons (1907-1991)

Born in Tonopah, Nevada in 1907, Edward Shier Parsons moved to Reno with his family in 1922. He received his architecture degree from the University of Pennsylvania, and when he could not find a job in Philadelphia, he relocated to San Francisco. Parsons returned to Reno in 1934, and over the next four decades, he would become one of Nevada's most significant and productive architects. During the Great Depression, Parsons worked with Russell Mills at HOLC, and Mills gave Parsons a job as assistant inspector of construction projects. At the same time, Parsons was a partner at Frederic DeLongchamps' architectural firm, assisting with the design of the Art Deco-style Reno Post Office (1932). Parsons formed his own architecture firm in 1938, earning commissions from the University of Nevada, Reno to design the Fleischmann Agricultural Building, Orvis School of Nursing, and the Home Economics Building. Parsons also took on restoration projects, including that of Bowers Mansion (NRIS 76001143), the Nevada State Capitol (NRIS 75002126), the Lake Mansion (NRIS 72000767), and Fort Churchill (NRIS 66000456). He was proficient in a number of styles, including the Period Revival, Contemporary, Art Deco, and Ranch. Parsons died in Reno in 1991, at the age of 84.⁶⁸

Another prolific architect in Newlands, Parsons designed eight residences in the Neo-Classical, Tudor Revival, Ranch, and Contemporary styles. Notable commissions include the Luce House at 1040 La Rue (1939), the Payne House at 745 California (1940), the Dexter-McLaughlin House at 775 California Avenue (1940), and the Goodwin House at 700 St. Lawrence (1941). The Dexter-McLaughlin House in particular represents a significant example of the Neo-Classical style in both Newlands and Reno overall, and a significant example of Parsons' residential works within northern Nevada.

⁶⁶ Ross-Hauer, 83-84.

⁶⁷ Barbara Malinky, "J. Clarence Kind House," National Register of Historic Places Nomination Form, Nevada State Historic Preservation Office, October 5, 2005, Section 8, pp 6-8.

⁶⁸ Ross-Hauer, 84.

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Fred M. Schadler (1866-1935)

Born in Holstein, Germany in 1886, Frank M. Schadler moved to the United States with his parents in 1886, and the family arrived in Reno in 1889. After attending the University of Nevada, Schadler completed an architecture course in San Francisco. He designed a number of remarkable buildings in Reno area, including the Mapes Hotel, the Elks Club, the Twentieth Century Club, the Cheney Building, the Herz Building, and the Masonic Temple in Sparks. Schadler was proficient in the Period Revival styles, particularly Colonial and Mission Revival, as well as the Prairie School and Classical Revival. He died in Reno in 1935.⁶⁹ In Newlands, Schadler designed the Parsons-Steinmiller House at 761 California Avenue (1922) and the H.E. Reid House at 515 Court Street (c.1923).

Other Architects in Newlands

Newlands includes commissions from several other architects operating in Reno who were significant at the time. Future research that evaluates each professional's full body of work nationally, within Nevada, and in Reno, may reveal that their designs in the neighborhood are important examples of their residential portfolio. However, their work contributes to the significance of Newlands as a neighborhood that drew both middle-class professionals working in Reno and elites of Nevada's government and financial sectors; individuals who were in a position to commission well-known contemporary architects from throughout the Pacific region to design what became some of the most outstanding examples of Reno's residential architecture. Perhaps most notable among these design professionals were Elmer Grey and Paul Revere Williams, but they were joined by other well-known regional architects such as Daniel Kirkhuff, George Koster, and George Schastey.⁷⁰

Paul Revere Williams (1894-1980)

Born in Los Angeles in 1894, African-American architect Paul Revere Williams had an illustrious and prolific career in the building arts for which he received international acclaim. He is also considered one of the United States' best known and prolific African American architects of the twentieth century. Williams studied architecture at Los Angeles Polytechnic High School and the Beaux Arts Institute of Design in Los Angeles. The Institute awarded Williams the sought-after Beaux Arts medal in 1915, and he collected a number of additional design awards in national competitions during his time as a student. Williams earned his California architectural certification in 1915, after enrolling in an architectural engineering course at the University of Southern California, as well as studying design, color harmony, and rendering at three different art schools. Landscape architect Wilbur D. Cook hired Williams, and during his employment with Cook, the new employee achieved new skills in urban planning and integrative landscape-building design. Soon thereafter, Williams took a job with Reginald D. Johnson, and then with John D. Austin. Throughout his early years as an architect, Williams regularly entered design competitions, and between 1920 and 1922, he won three consecutive competitions for small house designs. Williams earned a reputation as a small house specialist, forming his own

⁶⁹ Ross-Hauer, 85.

⁷⁰ The study of Nevada architects has received relatively short shrift among the state's small cadre of architectural historians. While vignettes and anecdotal projects of significant architects are often well-known, the research and literature to assess and evaluate the full body of each professional's work in context, at least within Nevada, has not yet been completed.

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architecture practice, and by 1929, he had earned an equal reputation for designing large estates. In 1931, Williams gained additional notoriety for designing automobile baron E.L. Cord's palatial Beverly Hills estate.⁷¹

Known as the "architect to the stars", Williams designed residences for Hollywood directors, producers, and film stars throughout the 1930s. Concurrently, he served as associate architect with the Federal Negro Housing Board in Washington, D.C. Williams worked on a number of federal housing projects, including the National Register-listed Langston Terrace Housing Project in Washington, D.C. (1936, with architect Hilyard Robinson; NRIS #87001851), the Pueblo del Rio in southeast Los Angeles (c.1940), and Carver Park in Henderson, Nevada (1942). During the Second World War, Williams served as an architect for the U.S. Navy, designing defense housing projects in the West. Through his own practice, Williams continued to design private residences and commercial buildings, schools, churches, hospitals, hotels, and restaurants. Williams was adept at a number of styles, favoring the Spanish Colonial and Tudor Revivals—which incorporated formal courtyards and gardens—at the beginning of his career, a likely result of his work with Wilbur D. Cook. By the 1930s, Williams drew inspiration from the Colonial styles, designing a number of Georgian and Regency Revival residences. A pioneer in architecture, Williams experimented with modern materials and styles, including the Art Deco, Ranch, and Mid-Century Modern styles. Williams is known to have designed at least 15 residences in Nevada between 1933 and 1963, including the El Reno Apartments in Reno (1939), Reno's First Church of Christ, Scientist (1939, NRIS #99000939), Loomis Manor apartments in Reno (1939), and the La Concha Motel Lobby in Las Vegas (1961). In Newlands, Williams designed the Luella Garvey House at 589-599 California Avenue (1933, NRIS #03001510).⁷²

Elmer Grey (1863-1972)

Elmer Grey is a nationally-recognized architect who is known as a pioneer in developing the new American architecture of the early twentieth century. Grey, who was born in Chicago in 1872 and raised in Milwaukee, did not attend college and got his start working at the Milwaukee architectural firm of Ferry & Class in 1887. In 1890, Grey won first prize in an architectural competition put on by a New York trade publication for his water tower and pumping station design. In 1905, Grey partnered with architect Myron Hunt, and the two designed high-profile residences for Pasadena's upper echelon. Hunt & Grey designed a grand Beaux Arts mansion for railroad baron Henry Huntington in San Marino (1911), as well as Throop Hall at the California Institute of Technology in Pasadena, the Beverly Hills Hotel, and the Huntington Library. Grey earned enough acclaim that the American Institute of Architects appointed him as Fellow. He died in Pasadena, California in 1963. In Newlands, Grey designed the large Colonial Revival Hawkins House (NRIS #79001465) at 549 Court Street, built in 1911. The National Park Service listed the Hawkins House in the National Register of Historic Places in 1979, in part, for its significance as one of the first Colonial Revival buildings in Newlands. As observed throughout the district, other architects copied elements of Grey's Hawkins House design in other Colonial Revival dwellings in Newlands.⁷³

⁷¹ Ross-Hauer, 87-89.

⁷² Ross-Hauer, 87-89.

⁷³ Ross-Hauer, 81.

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George A. Schastey (1869-1933)

Born in New York in 1869, George Alfred Schastey studied at the École des Beaux-Arts from 1885 to 1891 before returning to New York to work as an architect under William Baumgartner. In 1905, the Fairmont Hotel in San Francisco commissioned the firm to design the hotel's interior, and Schastey traveled to California to supervise the project. After the disastrous earthquake and fire of 1906, the Fairmont changed ownership to Herbert Edward Law, who hired Schastey exclusively to design the hotel's interiors. After moving his family to San Francisco in 1907, Schastey formed interior design partnership Shastey & Vollmer, which dissolved in 1910. When he moved to Reno in 1923, Schastey had been working as an independent architect in California, producing numerous designs for Herbert Law, among other clients. He worked with Frederic DeLongchamps on the design of the Arcade and Medical Building at 130 N. Virginia Street. In Nevada, Schastey also designed the Ralph Elsmann Hunting Lodge on Franktown Road in Washoe Valley (c.1925), and he served as lead architect on remodels of the Majestic and Rialto theaters in Reno. In Newlands, Schastey designed the William J. Graham House at 548 California Avenue, built in 1927 (NRIS #83001117). The Graham House was listed in the National Register in 1983 for its association with early Nevada gaming magnate, William J. Graham.⁷⁴

Daniel Kirkhuff (1889-1958)

After studying architecture in France, Illinois-born Daniel R. Kirkhuff worked as an architect in developing Chevy Chase Village in the 1930s and 1940s, designing several homes in that neighborhood. However, surveys commissioned by the Maryland Historical Trust do not rank Kirkhuff among the premier architects of that development. He served as Mrs. William Johnston's architect at the Palace Hotel in San Francisco. Soon thereafter, Mrs. Johnston commissioned him to design her Reno "guest house" in 1920. This guest house became the palatial French Renaissance Revival residence in Newlands now known as "The Castle" (825 California). Mrs. Johnston also hired Kirkhuff to design the French Chateau-style houses along Newlands Circle in 1922, during which Kirkhuff had a drafting room in the Nixon Mansion (631 California), where Johnston resided. Kirkhuff is confirmed to have designed four residences in Newlands.⁷⁵ He died in 1958 in Los Angeles.

George E. Koster (1890-?)

After studying art in France and Spain, painter George Edward Koster formed the architectural firm Koster and Associates in Reno. He was stationed in Manila during World War I and served as a civilian building engineer. During his career as an architect, Koster designed Lawton Hot Springs Swimming Pool in Reno (1931), the Municipal Casino General in Barcelona, and remodeled the Silver Slipper in Sparks (1932). In Newlands, Koster designed the Spanish Colonial Revival "dream home" at Bret Harte and La Rue Avenues.⁷⁶ It is unclear whether the home was located at 50 Bret Harte (which is a Spanish Colonial Revival but appears to have

⁷⁴ Ross-Hauer, 86.

⁷⁵ Ross-Hauer, 81-82; Maryland Historical Trust, "Chevy Chase Survey District, (Phase II)," p 8.1, http://msa.maryland.gov/megafile/msa/stagsere/se1/se5/024000/024000/024098/pdf/msa_se5_24098.pdf, accessed October 13, 2016.

⁷⁶ "Model Reno House is Open to Public," *Nevada State Journal* (Reno, NV), May 3, 1931, 10.

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been remodeled), or at 909 or 930 La Rue, in which case Koster's design was demolished and replaced in the 1970s.⁷⁷

Summary

The Newlands Historic District is an historically significant representation of Reno's adoption and refinement of the City Beautiful suburban planning ideals. From 1889, beginning with the initial construction of the Francis G. Newlands residence, until 1965 with the end of several surges of postwar housing infill within the neighborhood, Newlands reflected one of the most significant residential areas in Reno. Newlands retains a significant concentration of historically and architecturally significant residences unified historically by their role in Reno's suburban development, their location in the Newlands Company-developed housing project, and their setting in a community designed according to City Beautiful and Garden City principles. The significant majority of its resources—a total of 80 percent—retain sufficient integrity to be considered contributing to the historic character of the district, and they illustrate Reno's architectural transition from a streetcar and pedestrian based neighborhood dominated by Period Revival and Craftsman styles, to an automobile-based community dominated by mid-century Modern typology. Moreover, the neighborhood conveys a distinct historic feeling and association, which has resulted in its legacy as one of Reno's most celebrated and admired quarters. Its historic and architectural significance and high degree of integrity make the Newlands Historic District eligible for listing in the National Register of Historic Places.

⁷⁷ Ross-Hauer, 82.

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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 # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other

Name of repository: University of Nevada, Reno – University Archives and Special Collections; Nevada Historical Society

Historic Resources Survey Number (if assigned): D205

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Name of Property

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10. Geographical Data

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Use either the UTM system or latitude/longitude coordinates

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: 11	Easting: 257809	Northing: 4377467
2. Zone: 11	Easting: 257011	Northing: 4377474
3. Zone: 11	Easting: 257022	Northing: 4377760
4. Zone: 11	Easting: 257101	Northing: 4377885
5. Zone: 11	Easting: 257112	Northing: 4377960
6. Zone: 11	Easting: 257144	Northing: 4378015
7. Zone: 11	Easting: 257160	Northing: 4378063
8. Zone: 11	Easting: 257174	Northing: 4378149
9. Zone: 11	Easting: 257182	Northing: 4378216
10. Zone: 11	Easting: 257218	Northing: 4378290
11. Zone: 11	Easting: 257251	Northing: 4378311
12. Zone: 11	Easting: 257342	Northing: 4378334
13. Zone: 11	Easting: 257373	Northing: 4378346
14. Zone: 11	Easting: 257480	Northing: 4378454
15. Zone: 11	Easting: 257653	Northing: 4378619
16. Zone: 11	Easting: 257688	Northing: 4378643
17. Zone: 11	Easting: 257711	Northing: 4378587
18. Zone: 11	Easting: 257788	Northing: 4378611
19. Zone: 11	Easting: 257842	Northing: 4378613
20. Zone: 11	Easting: 257927	Northing: 4378626
21. Zone: 11	Easting: 257923	Northing: 4378570
22. Zone: 11	Easting: 257906	Northing: 4378535
23. Zone: 11	Easting: 257907	Northing: 4378508
24. Zone: 11	Easting: 257885	Northing: 4378384
25. Zone: 11	Easting: 257870	Northing: 4378336
26. Zone: 11	Easting: 257846	Northing: 4378320
27. Zone: 11	Easting: 257836	Northing: 4378285

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Verbal Boundary Description (Describe the boundaries of the property.)

The property is bordered by the Truckee River to the north, Monroe Street to the south, S. Arlington Avenue to the east, and Keystone/Marsh Avenues to the west.

Boundary Justification (Explain why the boundaries were selected.)

These boundaries were selected based on the historical development of the Newlands neighborhood, which originated with Francis G. Newlands purchasing fifteen acres along the river bluff and expanding with Newlands' purchase of 300 additional acres in the area. A portion of these land holdings were platted into distinct subdivisions by the Newlands Company, specifically the area south of the river that is bounded by S. Arlington Avenue to the east, Keystone/Marsh Avenues to the west, and Monroe Street to the south.

11. Form Prepared By

name/title: ZoAnn Campana, Architectural Historian (additions by Jim Bertolini, NVSHPO)
organization: City of Reno
street & number: 1 E. First Street
city or town: Reno state: Nevada zip code: 89501
e-mail zcampana@gmail.com
telephone: (775) 420-0210
date: 5/26/2016

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 3 Bret Harte Avenue. View looking northwest.
1 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 7 Elm Court. View looking southeast.
2 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 25 Bret Harte Avenue. View looking southwest.
3 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 125 Bret Harte Avenue. View looking west.
4 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 145 Mark Twain Avenue. View facing west.
5 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: April 2015

Description of Photograph(s) and number: 159 Circle Drive. View looking west.
6 of 79.

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Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: April 2015
Description of Photograph(s) and number: 225 S. Arlington Avenue. View looking west.
7 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 245 Lee Avenue. View looking southwest.
8 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 631 California Avenue. View looking southeast.
9 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 633 Donner Drive. View looking northwest.
10 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 640 Nixon Avenue. View looking east.
11 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 315 Clay Street. View looking southwest.
12 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: April 2015
Description of Photograph(s) and number: 357 Clay Street. View looking southwest.
13 of 79.

Name of Property: Newlands Historic District

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Name of Property

County and State

City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 421 Court Street. View looking north.
14 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 457 Court Street. View looking north.
15 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 515 Court Street. View looking north.
16 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 527 S. Arlington Avenue. View looking
southwest.
17 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 543 Marsh Avenue. View looking northeast.
18 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 547 S. Arlington Avenue. View looking west.
19 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 565 Reno Avenue. View looking northwest.
20 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

Description of Photograph(s) and number: 569 W. Taylor Street. View looking northwest.
21 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 575 Ridge Street. View looking north.
22 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 580 Marsh Avenue. View looking south.
23 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 585 Marsh Avenue. View looking north.
24 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: April 2015

Description of Photograph(s) and number: 595 Ridge Street. View looking north.
25 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: April 2015

Description of Photograph(s) and number: 602 California Avenue. View looking south.
26 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 620 Manor Drive. View looking southwest.
27 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 602 John Fremont Drive. View looking southwest.
28 of 79.

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 620 St. Lawrence Avenue. View looking southeast.
29 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 624 Manor Drive. View looking southeast.
30 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 625 Manor Drive. View looking northeast.
31 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 625 John Fremont Drive. View looking northwest.
32 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 628 Manor Drive. View looking southeast.
33 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 631 California Avenue. View looking northwest.
34 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: May 2015
Description of Photograph(s) and number: 644 Marsh Avenue. View looking southeast.
35 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

Description of Photograph(s) and number: 654 Manor Drive. View looking south.
36 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 665 Marsh Avenue. View looking northwest.
37 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: May 2015

Description of Photograph(s) and number: 700 St. Lawrence Avenue. View looking south.
38 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 701 S. Arlington Avenue. View looking west.
39 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: May 2015

Description of Photograph(s) and number: 701 Walker Avenue. View looking northeast.
40 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: May 2015

Description of Photograph(s) and number: 705 Manor Drive. View looking northwest.
41 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 721 S. Arlington Avenue. View looking
northwest.
42 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: May 2015

Description of Photograph(s) and number: 745 California Avenue. View looking south.
43 of 79.

Name of Property: Newlands Historic District

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Name of Property

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 761 California Avenue. View looking northwest.
44 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 775 California Avenue. View looking northwest.
45 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 815 Marsh Avenue. View looking northwest.
46 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 820 La Rue Avenue. View looking south.
47 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 821 Marsh Avenue. View looking northwest.
48 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 829 Marsh Avenue. View looking northwest.
49 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 825 California Avenue. View looking north.
50 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 832 Nixon Avenue. View looking east.
51 of 79.

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Name of Property

County and State

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: May 2015
Description of Photograph(s) and number: 864 Marsh Avenue. View looking southeast.
52 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: May 2015
Description of Photograph(s) and number: 880 Marsh Avenue. View looking east.
53 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 887 Marsh Avenue. View looking northwest.
54 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 893 Marsh Avenue. View looking west.
55 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 959 Nixon Avenue. View looking southwest.
56 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 990 Joaquin Miller Drive. View looking southeast.
57 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 1001 Nixon Avenue. View looking west.
58 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: 1003 S. Arlington Avenue. View looking west.

Newlands Historic District

Washoe, Nevada

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County and State

59 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 1011 S. Arlington Avenue. View looking southwest.

60 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 1031 Gordon Avenue. View looking west.

61 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 1031 Manor Drive. View looking northwest.

62 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 1035 La Rue Avenue. View looking northeast.

63 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: 1040 La Rue Avenue. View looking southwest.

64 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: May 2015

Description of Photograph(s) and number: 1155 Mark Twain Avenue. View looking west.

65 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: Newlands Pillar on Southwest Corner of Donner Drive and Nixon Avenue. View looking southwest.

66 of 79.

Name of Property: Newlands Historic District

Newlands Historic District

Washoe, Nevada

Name of Property

County and State

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: Newlands Pillar on Southwest Corner of Manor Drive and Nixon Avenue. View looking south.

67 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: Newlands Memoria Tablet in Newlands Circle Park. View looking southeast.

68 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: Newlands Park (bluffside). View looking west.

69 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: June 2014

Description of Photograph(s) and number: Newlands Park (Circle). View looking northeast.

70 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: March 2016

Description of Photograph(s) and number: Bluffside view of California Avenue mansions. View looking southwest.

71 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: May 2016

Description of Photograph(s) and number: Newlands streetscape along east side of Nixon Avenue. View looking northeast.

72 of 79.

Name of Property: Newlands Historic District

City or Vicinity: Reno County: Washoe State: Nevada

Photographer: ZoAnn Campana Date Photographed: May 2016

Description of Photograph(s) and number: Newlands streetscape along east side of Nixon Avenue. View looking northwest.

73 of 79.

Newlands Historic District

Name of Property

Washoe, Nevada

County and State

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: May 2016
Description of Photograph(s) and number: Newlands streetscape along north side of Manor Drive. View looking northeast.
74 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: May 2016
Description of Photograph(s) and number: Newlands streetscape along south side of Manor Drive. View looking southeast.
75 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: May 2016
Description of Photograph(s) and number: Newlands streetscape along south side of Nixon Avenue. View looking southwest.
76 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: Newlands Newlands streetscape along east side of Nixon Avenue. View looking northeast.
77 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: Newlands streetscape along Nixon Avenue. View looking south.
78 of 79.

Name of Property: Newlands Historic District
City or Vicinity: Reno County: Washoe State: Nevada
Photographer: ZoAnn Campana Date Photographed: June 2014
Description of Photograph(s) and number: Newlands streetscape along west side of S. Arlington Avenue. View looking southwest.
79 of 79.

Newlands Historic District
Name of Property

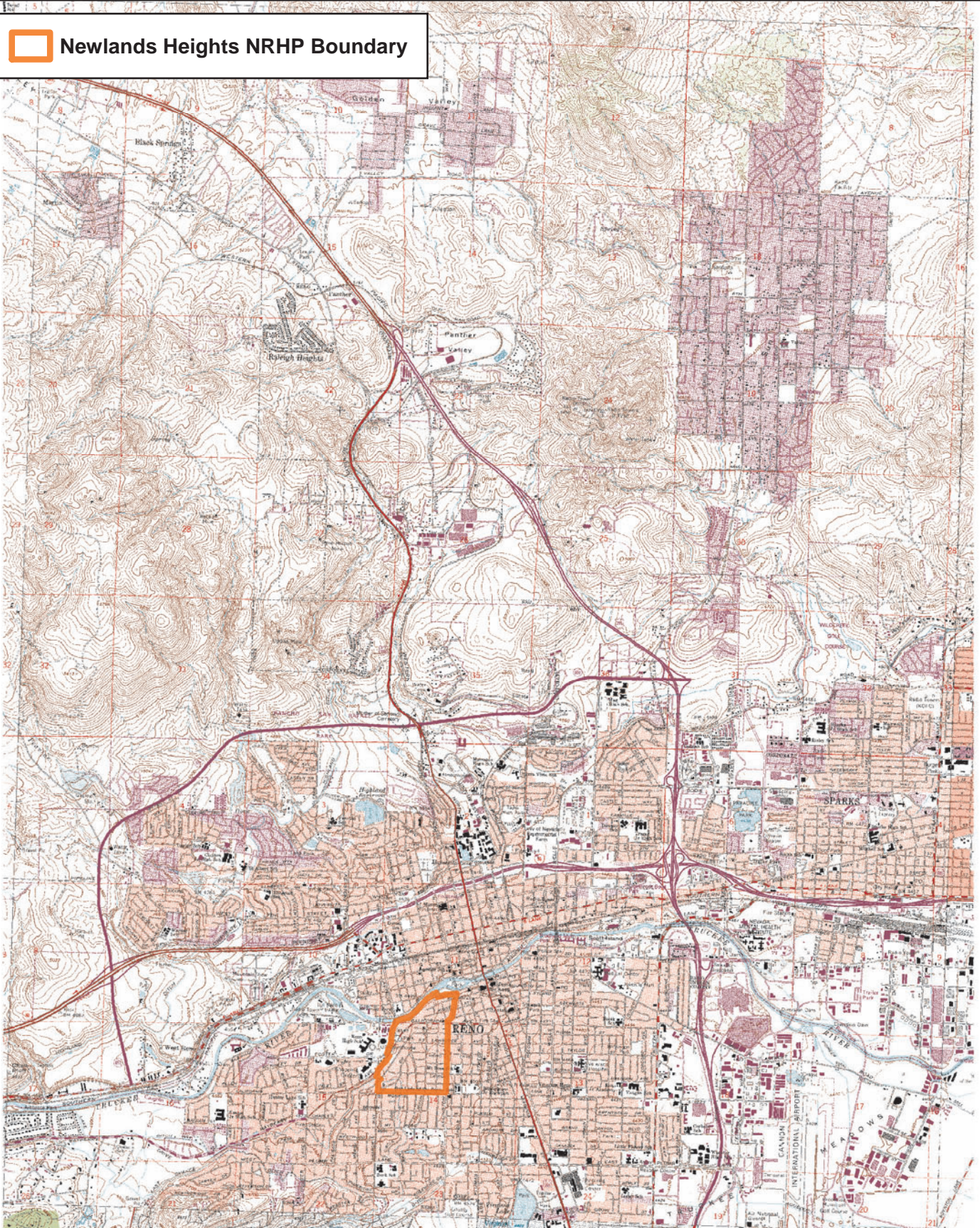
Washoe, Nevada
County and State

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Newlands Heights NRHP Topographic Map 1 - Reno Quadrangle

 **Newlands Heights NRHP Boundary**







0 1 Miles



Author: City of Reno
Date: April 17, 2016

Source: City of Reno GIS
Datum: NAD 83
Projection: UTM Zone 11 N

Newlands Heights NRHP Boundary Map - Aerial Photo

-  Newlands Heights NRHP Boundary
- Newlands Heights Resources**
-  Contributing Resources
-  Noncontributing Resources
-  Newlands Park

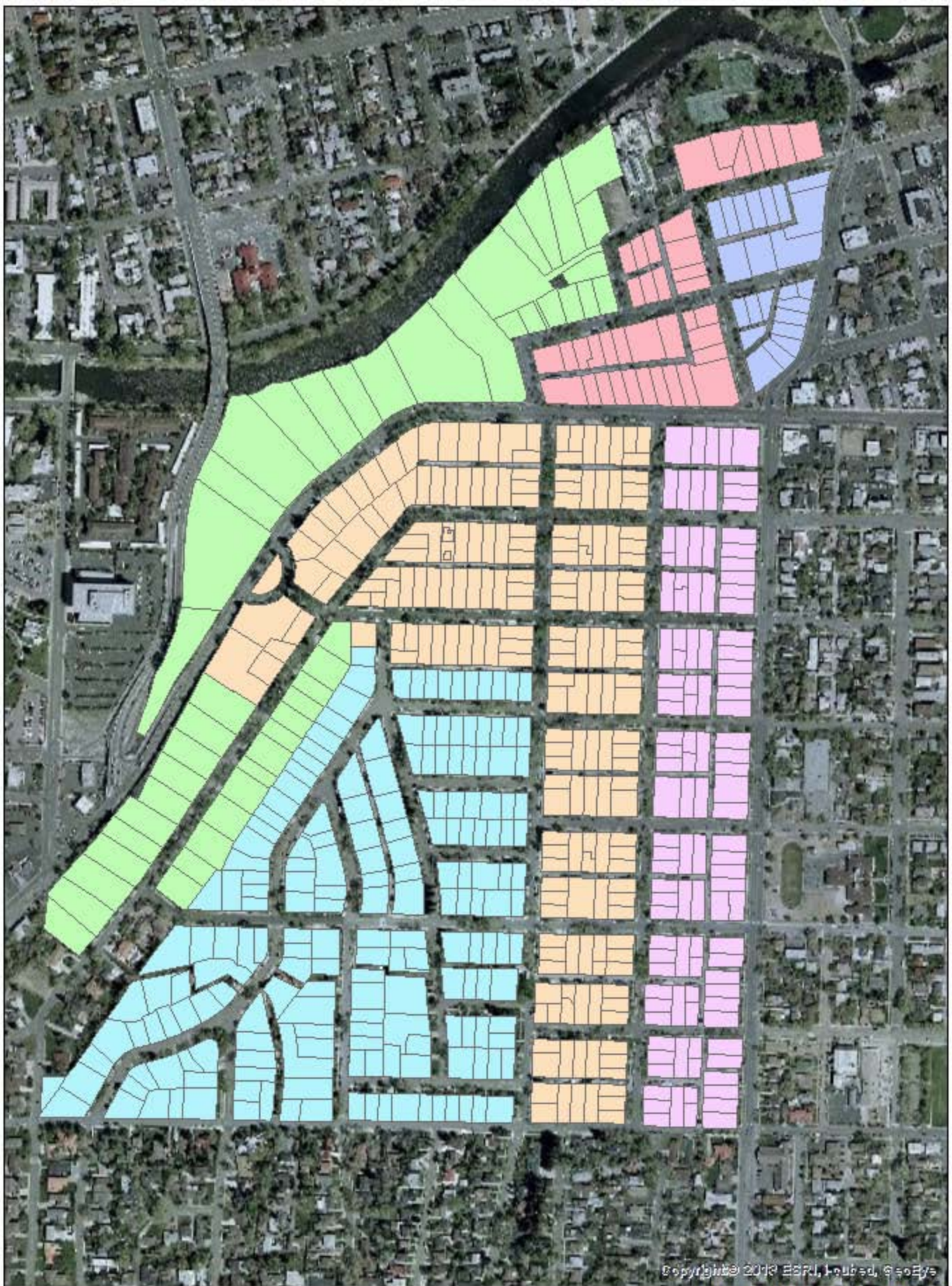


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

Author: City of Reno
 Date: June 13, 2016
 Aerial Photo: Spring 2013

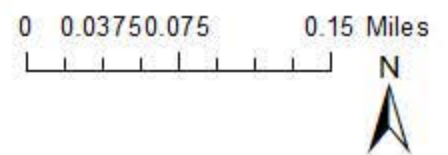
Source: City of Reno GIS
 Datum: NAD 83
 Projection: UTM Zone 11 N



Map by ZoAnn Campana, 9/3/2014

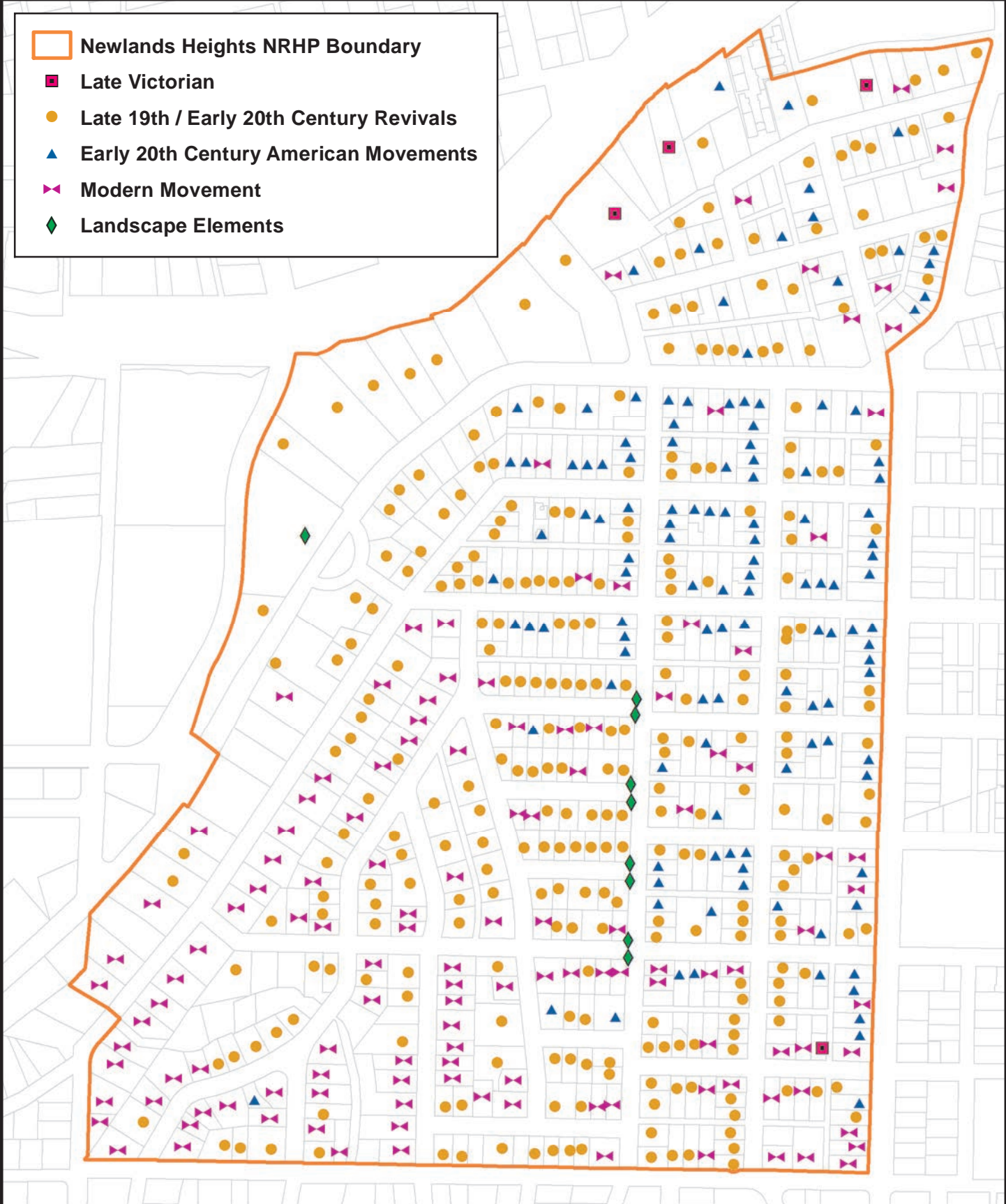
Newlands Heights Proposed Historic District: Subdivisions

- | | |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
|  Marker Tract |  Newlands Terrace |
|  Newlands Heights |  Rio Vista Heights |
|  Newlands Manor |  Riverside Heights |



Newlands Heights NRHP Architectural Styles Map

- Newlands Heights NRHP Boundary
- Late Victorian
- Late 19th / Early 20th Century Revivals
- ▲ Early 20th Century American Movements
- ✦ Modern Movement
- ◆ Landscape Elements



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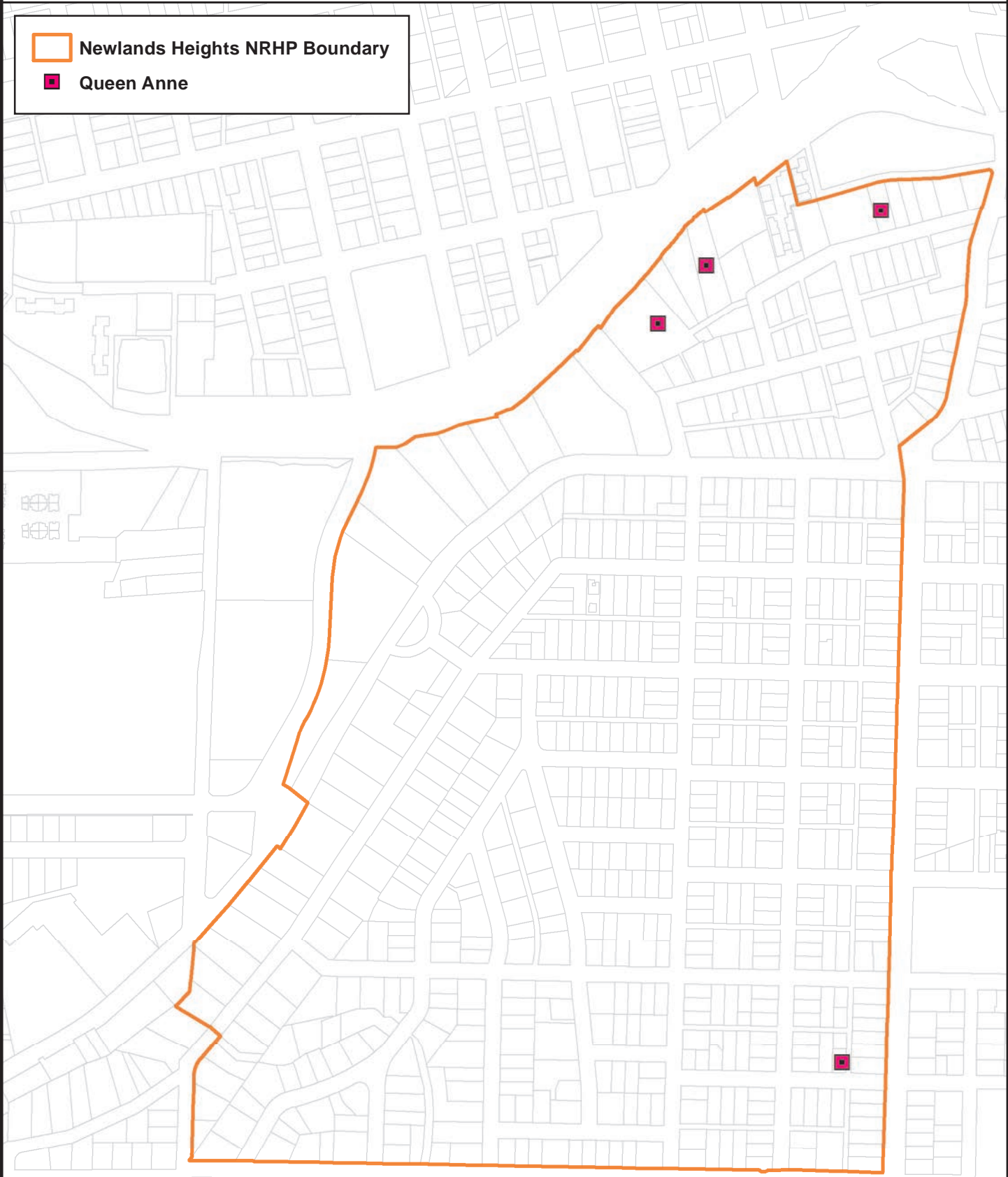


Author: City of Reno
Date: June 1, 2016

Source: City of Reno GIS
Datum: NAD 83
Projection: UTM Zone 11 N

*Newlands Heights NRHP Architectural Styles Map -
Late Victorian Period*

-  Newlands Heights NRHP Boundary
-  Queen Anne



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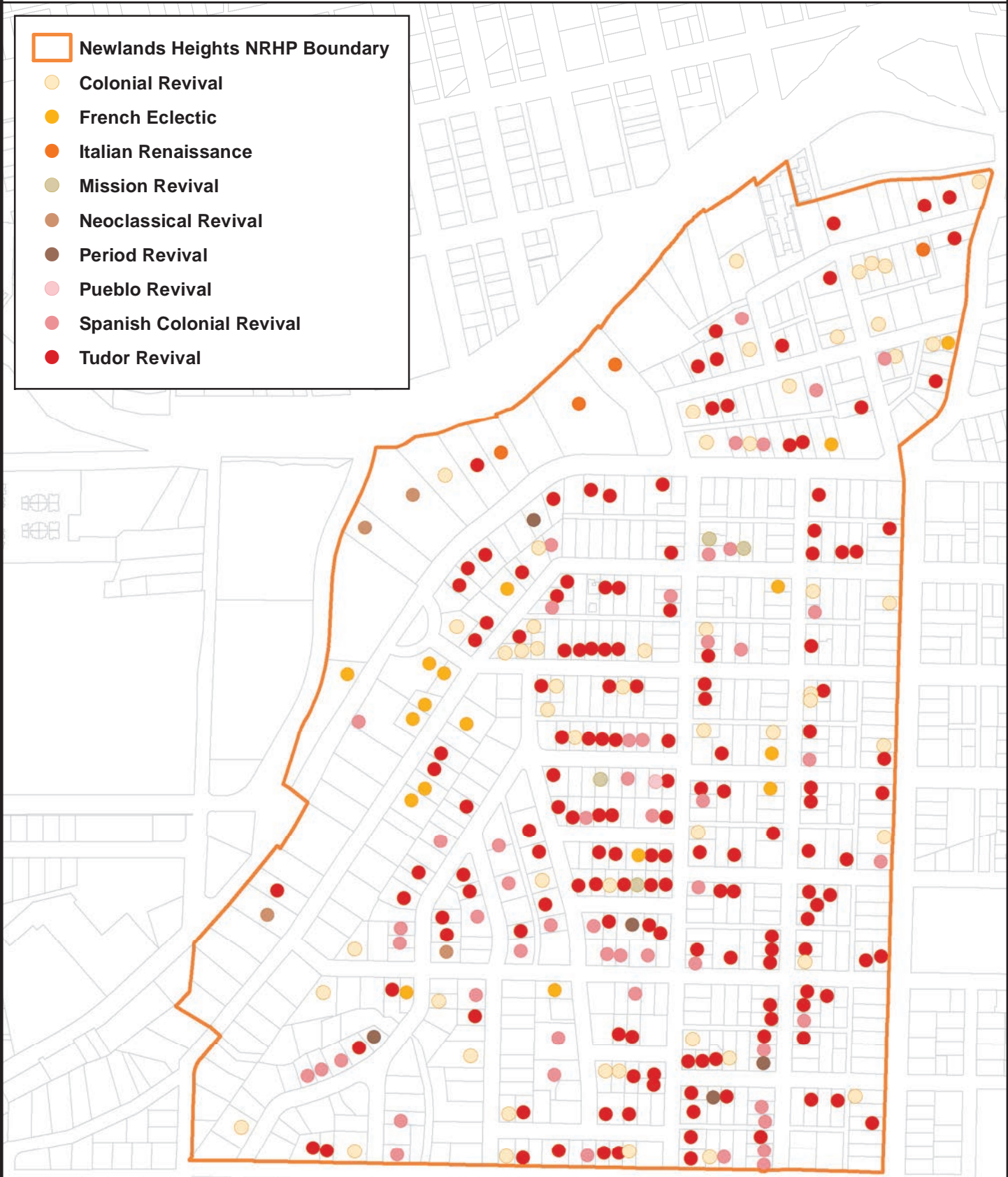


Author: City of Reno
Date: June 1, 2016

Source: City of Reno GIS
Datum: NAD 83
Projection: UTM Zone 11 N

*Newlands Heights NRHP Architectural Styles Map -
Late 19th / Early 20th Century Revivals Period*

-  **Newlands Heights NRHP Boundary**
-  **Colonial Revival**
-  **French Eclectic**
-  **Italian Renaissance**
-  **Mission Revival**
-  **Neoclassical Revival**
-  **Period Revival**
-  **Pueblo Revival**
-  **Spanish Colonial Revival**
-  **Tudor Revival**



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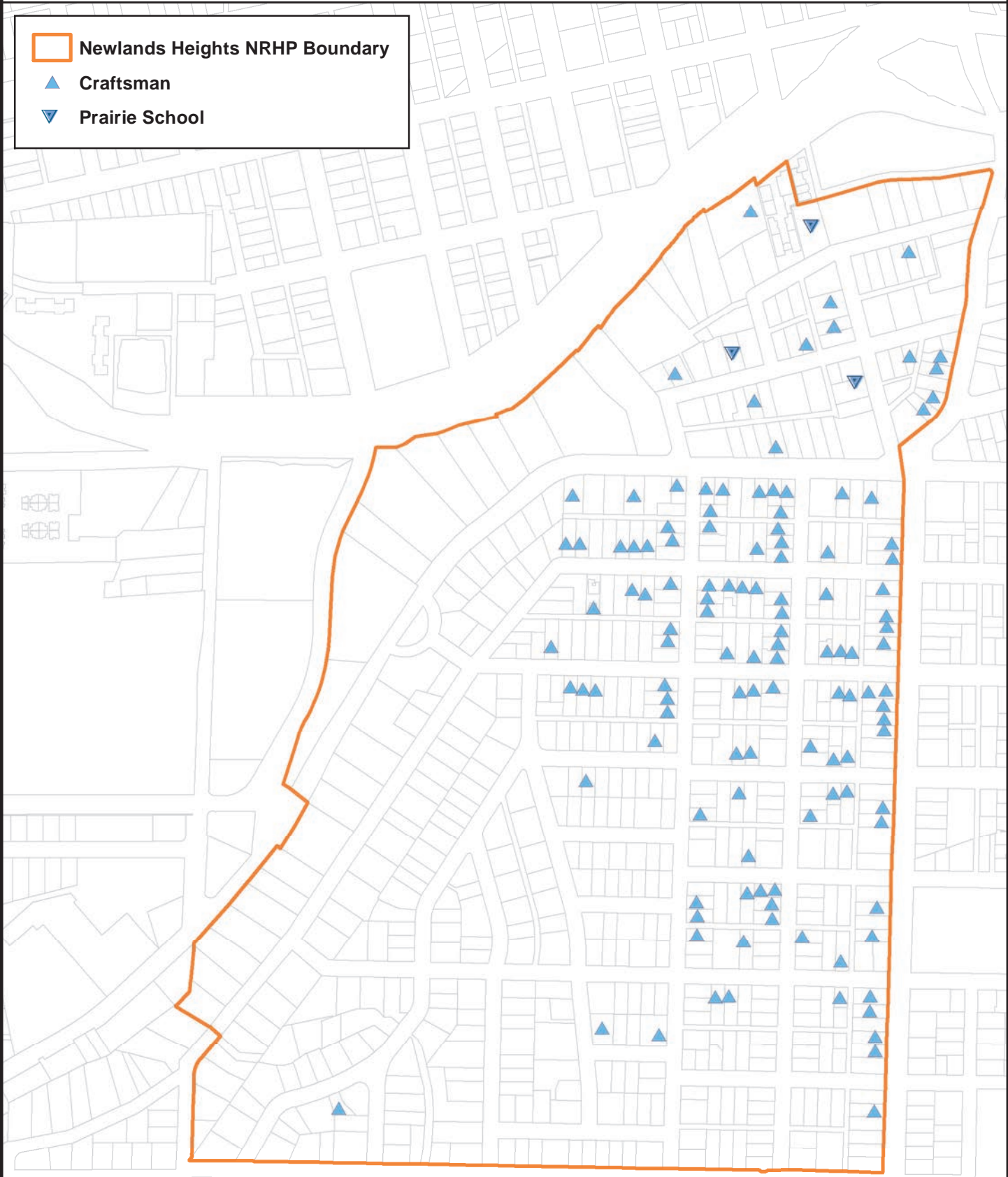


Author: City of Reno
Date: June 1, 2016

Source: City of Reno GIS
Datum: NAD 83
Projection: UTM Zone 11 N

*Newlands Heights NRHP Architectural Styles Map -
Early 20th Century American Movements Period*

- Newlands Heights NRHP Boundary
- ▲ Craftsman
- ▼ Prairie School







0 500 Feet

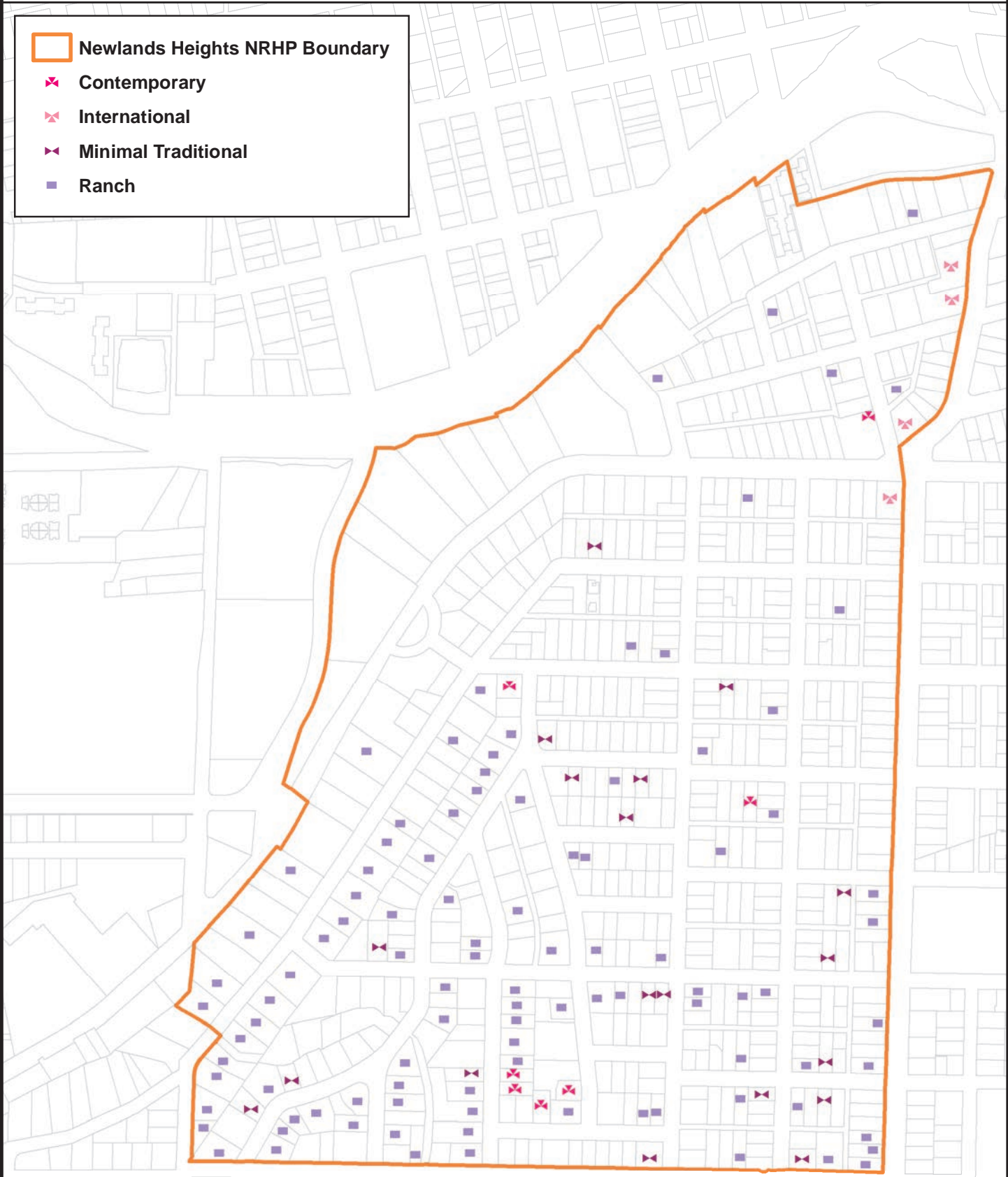


Author: City of Reno
Date: June 1, 2016

Source: City of Reno GIS
Datum: NAD 83
Projection: UTM Zone 11 N

*Newlands Heights NRHP Architectural Styles Map -
Modern Movement Period*

-  **Newlands Heights NRHP Boundary**
-  **Contemporary**
-  **International**
-  **Minimal Traditional**
-  **Ranch**



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Author: City of Reno
Date: June 1, 2016

Source: City of Reno GIS
Datum: NAD 83
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3













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721











820



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END
SCHOOL
ZONE

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1871



1031



1031





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1155

1155

NEWLANDS MANOR

NIXON - AVENUE

DONNER - DRIVE



MANOR - DRIVE

1848 1917

IN MEMORIAM
FRANCIS GRIFFITH
NEWLANDS

IN THE WILDERNESS SHALL
WATERS BREAK OUT AND
STREAMS IN THE DESERT
THE DESERT SHALL REJOICE
AND BLOSSOM AS THE ROSE
MOUNTAINS AND HILLS SHALL
BREAK FORTH BEFORE YOU
INTO SONG AND A HIGHWAY
SHALL BE THERE AND A WAY
FOR WAZFARING MEN THE
PEOPLE SHALL DWELL IN
QUIET AND ASSURANCE
FOREVER

















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National Register of Historic Places
Memo to File

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 11/10/2016 Date of Pending List: 12/12/2016 Date of 16th Day: 12/27/2016 Date of 45th Day: 12/27/2016 Date of Weekly List: 1/5/2017

Reference number:

Nominator:

Reason For Review:

- | | | |
|-------------------------------------------|------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Appeal | <input type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input checked="" type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 12/27/2016 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Barbara Wyatt Discipline Historian

Telephone (202)354-2252 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

Legal Notices

Legal Notices

******NOTICE******

Rescheduled State Board of Museums and History Meeting to Review Proposed Newlands Heights Historic District

The Newlands Heights neighborhood has been nominated to the National Register of Historic Places. The State Board of Museums and History, the state's review board for National Register nominations, will review the nomination at a rescheduled meeting on Friday, October 14. The National Register of Historic Places is the federal government's official list of historic properties worthy of preservation. Under 36 CFR 60.6(d), property owners in the district are invited to attend the Board of Museums and History meeting:

**Friday, October 14th, 9:30 a.m., 7th Floor Caucus Room
Reno City Hall, 1 E. First Street, Reno, NV 89501**

You may also submit a notarized letter of support or objection to the nomination regarding the nomination, and we encourage you to submit such a letter within the next thirty (30) days, ATTN: Rebecca Palmer, State Historic Preservation Officer. Assuming the majority of property owners do not object, and pending Board review and approval, the nomination will be forwarded to the Keeper of the National Register in Washington, DC for review and potential listing in the National Register of Historic Places. The National Register program is maintained by the National Park Service. Listing the Newlands Heights Historic District in the National Register will provide recognition of the property's historical importance and assures protective review of federal projects that might adversely affect the character of the historic property. Should the identified resource be listed in the National Register, please note the following:

- The federal government offers investment tax credits for rehabilitation which may apply.
- The federal government will not place limitations on the properties.
- The federal government will not attach restrictive covenants nor seek to acquire properties.
- Property owners are not required to open their property to the public. Questions regarding the nomination process should be sent to Jim Bertolini, National and State Register Coordinator, at (775) 684-3436 or at ibertolini@shpo.nv.gov.

No 1575998 September 14, 2016

From our Advertising Dept. All ads are subject to approval before publication. Reno Gazette-Journal shall not be liable for any loss or expense that results from an error in or omission of an advertisement.

RGJ 9-14-2016

******NOTICE******
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Pub: September 14, 2016

Ad#27410

NV Appeal 9-14-2016

NEVADA CERTIFIED LOCAL GOVERNMENT
NATIONAL AND STATE REGISTER NOMINATION
REVIEW REPORT FORM

RECEIVED

AUG 12 2016

STATE HISTORIC
PRESERVATION OFFICE

Property Name: Newlands Heights Historic District

Address: Reno, Nevada

Certified Local Government: Reno

Date of public meeting at which nomination was reviewed: HRC – July 14, 2016
City Council – August 14, 2016

Please check which Register this review is for:

- State Register National Register

National Register Eligibility Criteria: (Check applicable boxes)

- Criterion A Criterion C
 Criterion B Criterion D

Please check the boxes below appropriate to the nomination review:

Commission/Board

- The commission/board recommends that the nomination meets the criteria checked above.
 The commission/board recommends that the nomination fails to meet any of the above criteria.
 The commission/board chooses not to make a recommendation on the nomination. Attach an additional sheet explaining the lack of a recommendation.

Chief Elected Official

- The chief elected official recommends that the nomination meets the criteria checked above.
 The chief elected official recommends that the nomination fails to meet any of the above criteria.
 The chief elected official chooses not to make a recommendation on the nomination. Attach an additional sheet explaining the lack of a recommendation.

Attach an additional sheet to make any further comments.

Certify this report with both signatures below

CLG Commission/Board Chair or Representative

Print name: Alicia Barber

Signature: Alicia Barber Date July 14, 2016

Chief Elected Official or Designee

Print name: Hillary L Schiere

Signature: Hillary L Schiere Date AUGUST 10, 2016

From:
Bernhard W. Bach, Ph.D.
777 La Rue
Reno NV.
89509

RECEIVED

AUG 15 2016

STATE HISTORIC
PRESERVATION OFFICE

To:
Rebecca Palmer
State Historic Preservation Office
901 Stewart Street
Suite 50004
Carson City NV
89701

Dear Rebecca Palmer,

This letter is in regards to the efforts to have the Newlands Neighborhood added to the national register of historic places. There have been previous attempts to list the Newlands as a national historic district. These attempts failed simply because the Newlands Neighborhood (as a whole) does not meet the criteria necessary to be placed on the national register. I do not support additional attempts to have the neighborhood listed.

While there maybe individual properties that potentially meet some of the criteria for listing. The neighborhood as a whole is not architecturally or period significant. The neighborhood does not embody the distinctive characteristic of an architectural type or period, to warrant inclusion in the national register of historic districts. Furthermore, arguments that the neighborhood is historically or culturally significant in the context of the development of the American suburb, are unjustified.

Simply put the Newlands Neighborhood is Reno's more fashionable and desirable neighborhood. It is local hubris that craves the recognition and "brand labeling" that would come with being listed on the national register. This desires is further driven by the perceived "economic endowment" that would come with being included in the national register of historic districts.

I would also like to add that it is comically improper that the public hearing on this matter is being held 9 a.m. (on a workday) in Ely Nevada, 319 miles, and a 5-hour drive from Reno and the Newlands Neighborhood.

Sincerely,

State of Nevada
County of Washoe



This instrument was acknowledged before me on
08/10/2016 by Bernhard W. Bach

Bernhard W. Bach, Ph.D.




Signature of Notary Officer

RECEIVED

AUG 12 2016

STATE HISTORIC
PRESERVATION OFFICE

August 10, 2016

To;
State Historic Preservation Office
Att. Rebeca Palmer
901 S. Stewart St. Suite 5004
Carson City, NV 89701

From;
George J. Georgeson
69 Skyline Cir.
Reno, NV 89509

RE: NRHP DESIGNATION OF PROPERTIES IN NEWLANDS NEIGHBORHOOD RENO, NEVADA.

Dear Ms. Palmer;

We understand that, the Board of the Museum of History will be holding a public hearing to recommend to the National Park Service, on whether to add the Newlands Neighborhood to the National Register of Historic Places (NRHP).

We also understand that, within the information, on the Notice sent by the City of Reno Community Development Department, to the Newlands Neighborhood property owners, it is stated that: "It is important to note that a NRHP designation has no effect on the individual property rights, nor does it restrict the use, treatment, transfer, or disposition of property". If that is the case, then what is the use/purpose of this designation?

Therefore, as a property owner of a parcel within the Newlands Neighborhood, I object to this designation. Please regard this notice as an objection to the Newlands Neighborhood designation into the NRHP.

Sincerely

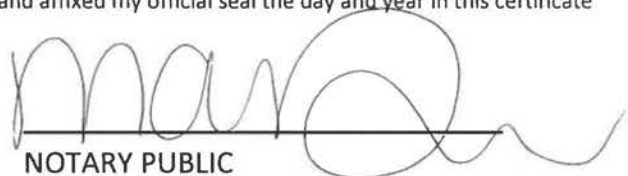
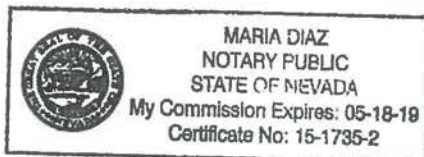


George J. Georgeson
Property owner of: 527 S. Arlington Ave. Reno, NV
APN; 011-211-06

State of Nevada
County of Washoe SS

On this 10 day of August 2016, personally appeared before me the undersigned a Notary Public in and for the County of Washoe, State of Nevada **George J. Georgeson**, known to me to be the person who executed this letter freely and voluntarily and for the uses and purpose therein mentioned.

IN WITNESS WHEREOF, I have hereunder set my hand and affixed my official seal the day and year in this certificate first written above.



NOTARY PUBLIC

A HISTORIC CONTEXT FOR THE NEWLANDS NEIGHBORHOOD, RENO, NEVADA



Aerial Photograph of Reno, 1908. Courtesy of Library of Congress.

Prepared For:

City of Reno
Historical Resources Commission
PO Box 1900
Reno, Nevada

Prepared By:

JoEllen Ross-Hauer
Summit Envirosolutions, Inc.
6774 S. McCarran Blvd.
Suite 101
Reno, NV 89509

July, 2014

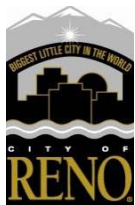


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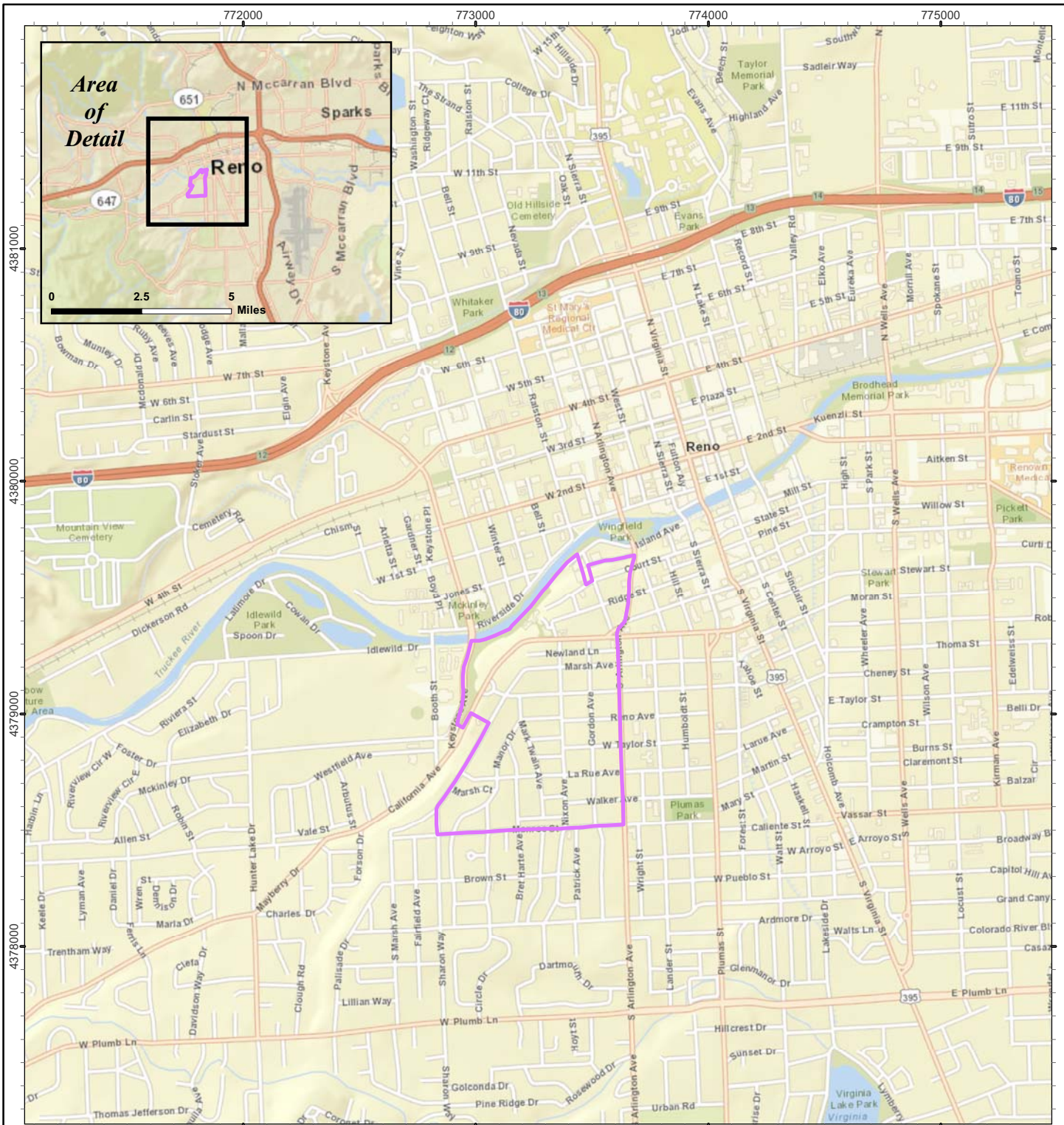
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INTRODUCTION

This historic context was prepared by Summit Envirosolutions, Inc., for the City of Reno's Historical Resources Commission. The city was awarded a grant by the Nevada State Historic Preservation Office (SHPO# 32-13-51935-5) to fund the preparation of an historic context in advance of carrying out an architectural inventory of the historic Newlands Neighborhood and for the eventual nomination of the neighborhood to the National Register of Historic Places (NRHP) as a Historic District. This context includes information on the formation of the Newlands Neighborhood, the importance of Francis G. Newlands, the architectural character of the neighborhood, and the development and growth of the area. In addition, the context identifies a *period of significance* and defines a neighborhood boundary that may be appropriate for future National Register nominations. The proposed boundary is based on research/historic neighborhood boundaries. Boundaries for future historic district nominations would also be based on historic integrity and concentrations of contributing properties.

The Newlands Neighborhood is an area in Reno also known as the "old southwest" (Figure 1). Many prominent homes were built here on a bluff overlooking the Truckee River, the first being the distinguished home of Francis G. Newlands, U.S. Senator and author of the National Reclamation Act of 1902. The Newlands Mansion was built in 1889 and is a National Historic Landmark. This elegant neighborhood has been one of the city's most sought after and desirable areas since the early twentieth century. As a result of Nevada's post-1900 mining booms, and a concomitant influx of new wealth, Reno was able to recover from a long economic depression and prominent citizens began erecting residences in the fashionable neighborhoods near downtown. The earliest developments include the Rio Vista Heights and Riverside Heights areas, with the height of construction in those areas occurring between 1900 and 1910. The majority of buildings in the Newlands Neighborhood, however, were constructed between the 1920s and 1930s. Several of the oldest buildings in Reno were built along Court Street and Elm Court and are visible from across the river at Riverside Park (Figure 2). The homes of prominent Reno citizens and statesmen were built here, including those of Senator George S. Nixon, and Patrick A. McCarran.



 Potential Historic District Boundary



1:24,000
1 inch = 2,000 feet
UTM Zone 11 NAD83

0 300 600 Meters

0 1,000 2,000 Feet

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Figure 1
Location
of the
Newlands Heights
Neighborhood



Filename: Project_Vicinity_.mxd
Summit Proj No: 2225-002
Updated: 5.20.2014
Updated By: RW
Reviewed By: JRH

The lots in this neighborhood were substantially larger than other less affluent areas (such as the Riverside Drive area north of the Truckee River); it was close to downtown and the emerging civic center where many of the city's prominent residents, lawyers, bankers, physicians, and mining executives conducted business.



Figure 2. Truckee River, Newlands Heights, ca. 1937.
(Photo courtesy of Special Collections, University of Nevada, Reno)

Architectural styles include Queen Anne, Shingle Style, Spanish Colonial Revival, and Classical Revival mansions, Tudor Revival cottages, bungalows, craftsman style homes, and apartment complexes. The grandest homes, more accurately mansions, are located along the bluff, while the more modest dwellings are located in the suburban neighborhoods to the south. The area's proximity to downtown has led to several of the buildings closest to the main roads being converted into offices. Several prominent architects are known to have designed homes in the neighborhood, including Paul Revere Williams and Nevada's preeminent architect, Frederic DeLongchamps. The Newlands Heights is an important historical subdivision in Reno and is likely significant under National Register Criteria A and C, for its role in the early development of Reno as well as an architecturally cohesive neighborhood from the early twentieth century.

Previous Research

The Newlands Neighborhood has been previously examined for potential nomination as an historic district. Previous attempts to list the neighborhood as a National Historic District have been unsuccessful, mainly due to the misunderstandings of property owners who incorrectly believed that the listing would infringe upon their property rights (Nicoletta 2000). In 1982, Paula Bogoshian and Roger Scharmer of Historic Environment Consultants prepared a nomination form to list the Newlands Heights Historic District in the National Register of Historic Places. The proposed district included 82 properties, 79 of which were considered contributing. Bogoshian and Scharmer (1982) alluded that the district was eligible under Criteria A and C. Most of the individually significant properties were found to be important for their architecture, but several were also associated with important historical persons (eligible under Criterion B). This nomination was submitted to the Nevada SHPO, but was never submitted to the Keeper of the National Register. In 2002, JRP Historical Consulting Services of Davis, California, completed an inventory and Historic District addendum of the Newlands Neighborhood. They recommended a total of 79 properties be considered contributing to the proposed Newlands Heights Historic District, and seven as non-contributing. A total of 15 properties within the proposed district are currently listed or determined eligible for listing on the NRHP, and one property, the Newlands Mansion, is a National Historic Landmark (Table 1).

Table 1. Properties listed or eligible for listing on the NRHP within the Newlands Neighborhood

Property	Address	National Register Status
W.E. Barnard House	950 Joaquin Miller Dr.	Listed: August 22, 2002
Greystone Castle	970 Joaquin Miller Dr.	Listed: August 22, 2002
Hawkins House	549 Court St.	Listed: December 17, 1979
Luella Garvey House	589-599 California Ave.	Listed: January 28, 2004
William J. Graham House	548 California Ave.	Listed: March 7, 1983
J. Clarence Kind House	751 Marsh Ave	Listed: October 5, 2005
Grays Mansion	457 Court St.	Listed: November 20, 1987
Newlands Mansion	7 Elm Ct.	Listed: October 15, 1966
Francis G. Newlands Office	1 Elm Court	Determined eligible

Dexter/ McLaughlin House	775/781 California Avenue	Determined eligible
Steinmiller House	761 California Avenue	Determined eligible
Frank R. Payne House	745 California Avenue	Determined eligible
Dr. Vinton Muller House	725 California Avenue	Determined eligible
Senator George S. Nixon Residence	631 California Avenue	Determined eligible
Hood Mansion	657 Ridge Street	Determined eligible

Archival Research

Several sources were used to conduct the archival research for this project. These included the Special Collections Library at the University of Nevada, Reno, the Nevada Historical Society, the Nevada State Historic Preservation Office, the Washoe County Assessor's Office, the Sanborn fire insurance maps at the UNR Delamare Library website (<http://www.delamare.unr.edu/maps/digitalcollections/nvmaps/sanborns/>), the website www.newspaperarchive.com and the Nevada online census at <http://nevadaculture.org/shpo/NVCensus>. The results of this research are presented below.

2.0 HISTORIC CONTEXT

A historic context is a narrative statement that describes a broad pattern of historical development in a community. The historic context is the most important factor in defining the structure of an architectural inventory. Historic contexts establish the themes and property types that are important in a community or neighborhood. Themes may include a variety of subjects including military history, transportation development, residential subdivisions, or the influx of immigrants to a particular area. In addition, depending on the historic context and themes, one property type or several property types may be identified. The historic context developed here is based on archival research and background data collected on both the history of the Newlands Neighborhood as well as the history of Reno.

2.1 HISTORY OF THE AMERICAN SUBURB

Suburban development in America has a rich and varied history. The development of the American suburb has been substantially influenced by new transportation systems. The suburbs were organized around the emerging circulation patterns of the time. The evolution of American suburbs as it pertains to the Newlands Neighborhood can be divided into three main stages: the *Railroad Suburbs* (1830 to 1890), the *Streetcar Suburbs* (1888 to 1928), and the *Early Automobile Suburbs* (1908 to 1945). Each corresponds to a particular chronological period based on the mode of transportation which dominated at the time and fostered the expansion of the city and the development of residential neighborhoods (Ames and McClelland 2002). Within each period, a distinctive type of residential suburb emerged as a result of the transportation system that served it.

Railroad Suburbs (1830 to 1890)

With the invention of the locomotive in 1830, railroad lines expanded across the country. By the 1860s, an extensive network of railroads existed in the eastern half of the United States, connecting major cities as far west as Chicago. Railroad companies built passenger stations along their routes in order to connect cities with outlying rural villages. These stations became

the focal points of villages that developed in nodes along the railroad lines radiating outward from cities. Attractive, semi-rural residential communities constructed by land development companies, soon followed. These railroad suburbs were often limited to the upper and middle classes, who saw them as an escape from the city. The railroad provided access to the center city while insulating communities from the urban, lower classes who could not afford the high cost of commuting. Many communities had restrictive covenants that prohibited the division of lots for smaller houses or for use as multifamily dwellings, and frequently barred minorities and members of the lower classes. The typical covenants set a minimum value for a house, and prohibited any commercial or industrial use (Fishman 1987).

In the western U.S., this pattern differed somewhat. Here, the goal was to establish a new town, not to escape the cities. Several communities were originally established as railroad or company towns. They became the fabric of the settlement system in the West. Most of these early cities were temporary, and consisted of canvas tents and sod dwellings, or dugouts. The railroad towns were constructed based on set designs, usually following a grid pattern. Buildings were often utilitarian, and as a result railroad towns were maligned for their unimaginative appearance, and were predicted to be failures (Marieke van Ophem 1999). Despite the criticisms, some of these towns, including Tacoma, Reno, Fresno, Cheyenne, Billings and Albuquerque, grew to become important cities.

Streetcar Suburbs (1888 to 1928)

The introduction of the streetcar system in 1887 ushered in a new era of suburbanization. The electric streetcar, or trolley, was quickly adopted and by 1890, streetcar lines engendered the expansion of suburban growth in cities of all sizes. Electric streetcars made it possible to extend transportation lines outward, greatly expanding the availability of land for residential development. By 1902, 22,000 miles of streetcar tracks served American cities (Knox 1994; Tarr and Konvitz 1987). Rural villages grew along the streetcar lines, as did the new residential corridors created along the streetcar routes. Streetcar lines formed the framework of the emerging metropolis and influenced the initial pattern of suburban development in cities of the

Midwest and West (Jackson 1985). These streetcar suburbs were called additions or extensions at the time, and were the forerunner of today's suburbs.

The cost of land and a new home was cheaper in the streetcar suburbs, which attracted a wide range of people from the working to upper-middle class, with the great majority being middle class. In many places, including Reno, the streetcar became the primary means of transportation for all income groups (Jackson 1985). Eventually, cross-town lines made it possible to travel from one suburban center to another, and interurban lines connected outlying towns to the central city and to each other. With this ease of transportation, a great number of industrial suburbs appeared outside major cities between the late 1880s and World War I (Foster 1981).

Streetcar lines helped form the initial transportation system, overlaying the grid plan of streets and creating a checkerboard of major arterial routes. The gridiron remained the most efficient and inexpensive way to subdivide and sell land in small lots. Many cities extended outward between 1890 and 1920, fulfilling the demand for low-cost houses and providing the template for what has been named the "bungalow suburb" (Palen 1995:51-55). Streetcar suburbs were concentrated along radial streetcar lines, extending outward from the city. Unlike railroad suburbs, which tended to form in nodes around stations, streetcar suburbs formed continuous corridors stretching outwards from city cores. The streetcar lines themselves usually conformed to the grid, radiating in all directions from the city, giving a roughly star-like appearance on maps. Along the lines, developers built rectangular "additions" with homes, usually on small lots, within a five to ten minute walk of the streetcar. These were essentially built on the grid plan of the older central cities, and typically spread out in between streetcar lines throughout a city (Ames and McClelland 2002).

Beginning in 1923, streetcar use began to slowly decline. The automobile was adopted by increasing numbers of upper and middle class households, while streetcars continued to serve the working class population (Tarr and Konvitz 1987). By the 1940s, streetcar patronage dropped sharply. The decentralization of industry to locations outside the central city after World War II, along with the vast increase in automobile ownership, brought an end to the role of the streetcar as a determinant of American urban form (Ames and McClelland 2002).

Early Automobile Suburbs (1908 to 1945)

The introduction of the mass-produced Model-T in 1908 spurred the third stage of suburbanization. According to Federal Highway Administration statistics, 8,000 automobiles were in operation in 1900, one-half a million in 1910, over nine million in 1920, and nearly 27 million in 1930 (Knox 1994:107). This rapid adoption of the auto led to the creation of the automobile-oriented suburb of single-family houses on spacious lots. This has become the quintessential American landscape of the twentieth century.

The rise of automobile ownership stimulated an intense period of suburban expansion between 1918 and 1929. The increased mobility offered by the automobile led to the filling in of the star-shaped pattern created by the radial streetcar lines. Suburban development became more dispersed as workers were able to commute longer distances to work. As a result, development spread at lower densities than in the urban center, or in the streetcar and railroad suburbs. Increased use of trucks allowed businesses to move away from the center city. Factories, warehouses, and distribution centers were also able to locate outside the railroad corridors as a result of the increased use of trucks (Rowe 1991; Jackson 1985).

In cities throughout the country, parkways and boulevards were built to link new residential suburbs with the center city. Improvements in suburban street design to accommodate the automobile, acceptance of land-use controls, and the development of public utilities eventually resulted in a variety of suburban amenities by the 1920s. These included paved roads, mandatory setbacks, sidewalks, driveways, concrete curbs, street lighting, and underground utilities (Rowe 1991). As new streets, parkways, and boulevards extended outward, suburban development became decentralized, creating fringes of increasingly low densities. Since commuters no longer needed to live within walking distance of the streetcar line, residential suburbs could be built at lower densities. Automobile suburbs were designed as self-contained neighborhoods that afforded more privacy, larger yards, and a park like setting (Tarr and Konvitz 1987). Increasing automobile ownership accelerated suburbanization and greatly expanded the amount of land available for residential development. This trend encouraged the design and construction of a new infrastructure of roads, highways, bridges, and tunnels, laying the

groundwork for highway systems that would transform metropolitan areas after World War II (Ames and McClelland 2002).

Mid-Century Suburbs (1945 to 1960)

Following World War II, the most dramatic and rapid stage of suburbanization in the United States manifested itself in the so-called "freeway" or "bedroom" suburbs. This housing boom was stimulated by increased automobile ownership, rising incomes, advances in building technology, the return of thousands of veterans, and the Baby Boom. A shortage of housing in the central cities and the availability of low-cost, long-term mortgages, especially favorable to veterans, also contributed to the increase in home ownership (Beauregard 2006). Other important developments during this period included the creation of FHA mortgage insurance programs, which significantly improved middle-income access to suburban housing, and the beginning of the interstate highway system in 1956 (Jackson 1985). The network of high-speed highways opened new land for development. As a result, residential subdivisions and multifamily apartment complexes developed at an unprecedented rate. The application of mass production and prefabrication methods created favorable conditions for home building and home ownership. These factors gave rise to merchant builders, who were able to develop extensive tracts of affordable, mass-produced housing at unprecedented speeds.

Suburban architecture grew even more distinct from the traditional urban suburbs (Hayden 2003). The dominant housing type was the one story ranch-style home with a minimally classic exterior and a modern, open floor plan. The scale of development expanded, especially after World War II (Hayden 2003). The increase of large, self-contained residential subdivisions, connected to the city by arterials and freeways, created a suburban landscape dependent on the automobile for virtually all aspects of daily living. The construction of suburban industrial and office parks in the 1960s further stimulated the decentralization of the American city and the expansion of America's suburban landscape (Ames and McClelland 2002).

2.2 OTHER INFLUENCES ON SUBURBAN DESIGN

Parallel to these shifts in transportation, several other factors motivated families during the mid-nineteenth century to establish their homes in the "borderland" outside the city. First, as American cities rapidly industrialized, they became increasingly crowded and congested places and were perceived to be dangerous and unhealthy. Domestic reformers, such as Catharine Beecher and Andrew Jackson Downing, provided a strong antidote for urban living by extolling the moral virtues of country living and domestic economy. The Romantic landscape movement, often called the Picturesque, provided a compelling image of life in a semi-rural village where dwellings in a host of romantic revival styles blended into an agriculturally rich, naturalistic landscape. The home became a sanctuary from the evils and stresses of life in the city and a proper setting for the practice of democratic ideals (Ames and McClelland 2002).

In the 1890s, advances in city planning associated with the City Beautiful movement began to influence both the location and design of residential subdivisions. While the expansion of streetcar lines fostered widespread suburban development, park and parkway systems in many cities became a magnet for upper middle-income neighborhoods. Nineteenth-century influences of informal, naturalistic landscape design gave way to more formal plans based on the Beaux Arts principles of Renaissance and Baroque design, often mirroring the form of planned towns and cities (Ames and McClelland 2002).

During the period immediately before and after World War I, American landscape traditions merged with English Garden City influences to form distinctive American garden suburbs. These exhibited gently curving, tree lined streets, open landscaped lawns and gardens, and attractive homes in a variety of styles. While American designers looked to the historic precedents offered by the European continent for inspiration, the residential communities they fashioned were unequivocally American in the treatment of open space, accommodation of the automobile, the entrepreneurship of real estate developers, and reliance on American industry to make housing functional yet aesthetically pleasing.

The quintessential American automobile suburb of small, moderately priced homes along curving tree lined streets and cul-de-sacs had taken form by the end of the 1930s. This was the product of the 1931 President's Conference on Home Building and Home Ownership and the

institutionalization of FHA housing standards among the nation's home builders. Reflecting a combination of design influences that spanned a century, it provided the template for the suburb that in the years following World War II would come to typify the American suburban experience (Ames and McClelland 2002:37).

City Beautiful Influences

A movement for the design of cohesive suburban neighborhoods in the form of residential parks and garden suburbs began to emerge in the 1890s and continued into the early decades of the twentieth century. A general plan of development, specifications and standards, and the use of deed restrictions became essential elements used by developers and designers to control house design, ensure quality and harmony of construction, and create spatial organization suitable for fine homes in a park setting (Ames and McClelland 2002:37).

City Beautiful principles resulted in the design and redesign of many American cities. They called for the coordination of transportation systems and residential development, and fostered improvements in the design of suburban neighborhoods, such as tree lined streets, installed utilities, and neighborhood parks, many of which were part of the city park systems. Across the Nation, suburbs following the naturalistic principals of Frederick Law Olmsted emerged. They also gave rise to grand landscaped boulevards and parkways, which extended outward from the city center and became a showcase of elegant homes and carriage houses on wide spacious lots.

Garden City Movement

The English Garden City movement also had a significant influence on American residential suburbs. The previous emphasis on developing neighborhoods as residential parks coalesced into a new focus on architectural character and landscape treatments as aspects of design. The emerging interest in collaborative planning, whereby residential development was based on sound economic analysis and drew on the combined design expertise of planners, architects, and landscape architects, was also an important influence. Models for higher-density residential development that offered attractive and healthful housing at lower costs became a focal point. Raymond Unwin's influential *Town Planning in Practice* (1909), called for a formal town

center, often taking a radial or semi-radial form that extended outward in a web-like fashion, gradually blending into more informally arranged streets and blocks. Designers such as Frederick Law Olmsted, Jr., John Nolen and Werner Hegemann, would give great complexity to town planning and subdivision design by integrating the principles of English planning with the Garden City tradition of naturalistic design.

Several developers began to define their role as community builders, and sought increasing control over the design of their subdivisions. Developers like J. C. Nichols devised ways to enhance a neighborhood's park like setting and to reinforce the separation of city and suburb. A focus on entrance ways with plantings, signs, and often portals, reinforced a neighborhood's separation from noisy and crowded arterials and outlying commercial and industrial activity. These new suburbs were often laid out in the formal geometry of axial lines and radial curves. This imposed a rational order on many new subdivisions. Community parks and nearby country clubs provided recreational advantages. By the 1920s efforts were being undertaken to create compatible commercial centers on the periphery or at major points along the streetcar lines or major automobile arteries (Ames and McClelland 2002:41).

Influence of the Arts and Crafts Movement (1900-1920s)

The Arts and Crafts movement, with its emphasis on craftsmanship, native materials, harmony of building construction with natural environment, and extensive plantings became a popular idiom for suburban landscape improvements, especially on the West Coast. These ideas were quickly imitated nationwide, with the appearance of residential parks that offered housing in various price ranges from clustered bungalow courts to spacious upper-income subdivisions. Country club suburbs featured rusticated stone portals and corner parks. Service entrances were separated from carriage drives, elegant homes were arranged around common parkland, and signs of forged iron and trolley waiting shelters of rusticated stone added to the Craftsman aesthetic building standards of the Urban Land Institute in the 1940s and 1950s.

Planned Rectilinear Suburbs

The modified gridiron plan used by many community builders was highly influential. Garden suburbs were developed across the Midwest and West between 1907 and the early 1950s. Many residential subdivisions formed a grid of long, narrow rectangular blocks interspersed by an occasional curvilinear or diagonal avenue or boulevard. Some landscape architecture firms modified the rectilinear grid so that many of the roads followed the contours of the rolling topography rather than the straight, parallel lines drawn by the land surveyor. Departure from the grid enabled the designers to create triangular islands at the site of intersecting roads, which were developed as small parks and gardens (Newton 1971).

The 1930s brought a renewed interest in the principals of Frederick Olmsted, when *Landscape Architecture* and the *Preliminary Report upon the Proposed Suburban Village at Riverside* (1868) were reprinted. Riverside was praised for its village atmosphere, the beauty of the mature plantings, and unified setting created by spacious lots, planting strips, and numerous parks. Riverside was recognized as a leading example of American suburban design, and its curvilinear subdivision design would be applied to neighborhoods of small homes by the FHA in the mid-1930s.

In other western cities, boulevards became major corridors from which cross streets, following the city's grid, led to quiet neighborhoods of modest homes built by local builders. Subdivisions built for the upper income and professional classes could be laid out according to Olmsted principles, with roads designed to follow the natural topography and natural features such as knolls or depressions shaped into traffic circles or cul-de-sacs. Deep ravines or picturesque outcroppings were often left undeveloped or retained as a natural park for the purposes of recreation or scenic enjoyment. The spacious layout of curving streets and gently undulating topography gave way, however, to more compactly subdivided tracts for rising middle-income residents.

2.3 SUBURBAN DEVELOPMENT IN RENO 1860-1950

The various factors affecting the development of suburban America discussed above have also influenced the development of suburban growth in Reno to varying degrees. This section gives a

brief review of suburban growth in Reno from its founding in 1868 to the Post-War era. The development of historic suburbs in Reno is discussed in relation to dominant trends at the time. A brief overview of the history of Reno and its development is given below.

Overview of the History of Reno

Reno was established because of its location at the eastern terminus of a transportation corridor through the Sierra Nevada Mountains and its access to the Comstock Lode silver mining district. The first settlement in Reno was in 1859, when Charles Fuller built a bridge and a log shelter for travelers known as Fuller's Crossing (Land 1995:10). In 1861, Myron C. Lake purchased Fuller's toll bridge and operated the hotel, which he renamed the Lake House. Lake developed other businesses to enhance his operation, and with profits from his enterprise, purchased additional land surrounding his bridge. Until the arrival of the railroad, Reno was called Lake's Crossing.

The main force affecting the foundation of Reno as a town was the arrival of the Central Pacific Railroad in May of 1868. The location of the depot and a town site in the Truckee Meadows was particularly important, as it was to be the last major stop before westward trains made their way over the steep and rugged Sierra Nevada. Myron Lake sold the railroad 160 acres for a depot and town ownership was divided between Lake and the railroad—and Reno was born, establishing the theme of transportation that would dominate its development for many years. In 1869, Reno became a vital crossing point for the railroad because it connected with the Virginia and Truckee (V&T) Railroad, which carried silver from the Comstock Lode in Virginia City (Hulse 1998).

With the coming of the twentieth century, Reno began to change. Reno incorporated with a population of about 4,000 in 1903. In new construction, builders and architects concentrated on permanence and style. Growth during this early period depended greatly on the development of the migratory divorce trade as well as on activities such as prostitution, gambling, prize fighting, and quick marriages. The business of sin was remarkably dependable (Harmon 1998). In 1931, the Nevada legislature lowered the divorce residency period to six weeks and passed the Wide Open Gambling Law. Reno was immediately thrust into the American consciousness. Learning

that it could profit from sin was a significant revelation for Nevada. From the post-World War II years on, it has staked its economic livelihood on casino gaming and tourism, which developed and flourished on the heels of the divorce trade (Harmon 1998).

A major factor that influenced Reno's development was the arrival of George Wingfield. Wingfield made a fortune in the Tonopah mining boom and soon became a political and economic force in Reno. He was at the same time powerful, ingenious and unscrupulous. His business endeavors included banks, hotels, gambling halls, and brothels, and his business associates were often of questionable character. Reno's reputation followed suit, but it was also economically successful and more stable than other communities in Nevada, which were often subject to the boom and bust cycles of mining and agriculture. Hence, with a relatively stable economy, and the presence of prominent politicians, bankers and lawyers, Reno grew into a small but prosperous community (Harmon 2002).

Reno and the Railroad

The early form of the city of Reno was based on a gridiron pattern, surrounding the depot of the Central Pacific. The arrival of the V&T railroad in Reno in 1872, which ran from Carson City north along what is now Virginia and Holcomb Streets, resulted in urban growth spreading south along that route. At this time, Reno was the state's financial and industrial center, a bustling town of about 1,000, with fashionable Victorian homes and consequential commercial and municipal buildings. Subdivisions, or additions built during this period include the Pownings Addition, the Leets Addition, and the Haden, Evans, and Lake Additions, which date from the 1870s and 1880s.

Streetcar Suburbs in Reno (1904-1927)

The presence of the streetcar in Reno from 1904 to 1927 also had an effect on the pattern of suburban growth. The first streetcar to operate in Nevada was operated by the Nevada Transit Company, predecessor to the Reno Traction Company (Myrick 1992:868). They operated the first street railways on November 20, 1904, until their closure in 1927. The lines ran from Reno to Sparks, with passengers travelling the route in about 10 minutes. The line was extended west

along Fourth Street from Lake to Sierra Street, and south on Sierra to Second (Myrick 1992:871). In November of 1906, an additional extension was constructed on the Second Street line from Sierra Street to Keystone, and in 1907 the lines were extended north up Sierra Street to the University of Nevada campus. Additionally, a streetcar line ran south on Plumas from California to Moana Hot Springs, operated by the Nevada Interurban Railway from 1907 until 1920 (Myrick 1992:872) (Figures 3-4).



Figure 3. Moana Hot Springs ca. 1900
(*Photo courtesy of Special Collections, University of Nevada Reno*)

The construction of these lines led to the rapid growth of the Reno and Sparks area, with several new additions constructed along the routes, including the Gilberts Addition, Arlington Heights, University Heights, and St. Georges Addition, to name a few.



Figure 4. Nevada Interurban Railway, Moana Hot Springs, ca. 1910 (*Photo courtesy of Nevada Historical Society*)

Reno's Building Boom and the Divorce Trade

The Reno divorce industry began around 1900, when the rich and famous began coming to Reno to get divorced. Then in 1913, California added a one-year residency requirement for a divorce. Except for a brief two-year period, when the residency requirement was increased to one year, the waiting period for a Nevada divorce was only six months. In 1927, the Nevada legislature shortened the residency period to three months and divorce-seekers flocked to Reno (Harmon 1998). As the Great Depression began to take hold in 1931, Nevada saw an economic opportunity. The legislature revised its divorce law once again, shortening the residency requirement to six weeks, thereby opening the divorce floodgates. Between 1929 and 1939, more than 30,000 divorces were granted at the Washoe County Courthouse, and Reno became known as the divorce capital of the world (Harmon 1998).

From 1920 to 1935, a number of new subdivisions and additions to the City of Reno were platted and recorded (Harmon 2002). The majority were in southwest Reno, especially in the greater Newlands area. Among the new subdivisions of this period were the Newlands Company's Newlands Terrace and W.E. Barnard's Newlands Manor. These new neighborhoods contained the full array of house styles, ranging in size from large mansions to one-bedroom cottages (Harmon 2002). Small one- and two-bedroom houses in such an exclusive neighborhood may seem incongruous; however, the Newlands area was also popular with divorce seekers looking for housing. Small houses had a ready market with these short term residents, and placing them in an otherwise stable residential zone made good economic sense while the divorce trade thrived. A number of houses in the Newlands Neighborhood were occupied by divorce seekers during the 1930s (Harmon 1998).

The 1920s-1930s were particularly prosperous years for Reno (Harmon 1998:86-89). While the Newlands Company was busy subdividing southwest Reno, the town experienced a growth spurt. In 1925, construction permits were issued exceeding \$1,430,457. The growth peaked in 1929, when building permits totaled \$2,111,275. Building permit activity did not fall below the \$1 million level until 1932. Reno was able to thrive economically during the first few years of the Great Depression, supported by the divorce trade, which resulted in a greater demand for

housing. Between 1920 and 1940, Reno's population grew from 12,016 to 21,317, an increase of 43 percent. The number of dwelling units grew as well, from 2,617 in 1920 to 7,309 in 1940; an increase of 64 percent (Harmon 1998:86-89).

One Sound State Program

During the Great Depression, Nevada's state and business leaders launched a nationwide promotional campaign intended to attract wealthy investors to the state. The "One Sound State" program advertised Nevada as a state with "no income tax, no inheritance tax, no sales tax, no tax on intangibles, but with a balanced budget and a surplus." This attracted many wealthy citizens to relocate to the state and to Reno in particular. As a result, Reno saw many lavish mansions built during those years. By 1939, the state surplus was so large that the property tax rate, which had been raised in 1937, was cut by 20 percent. While other states suffered shortfalls and raised taxes, the State of Nevada ran a budget surplus. It lasted into the mid-1940s.

3.0 NEWLANDS NEIGHBORHOOD

The history of the Newlands Neighborhood is a long and varied one. From its inception in the late 19th century, to the present day, the Newlands Neighborhood was home to some of Reno's most prestigious citizens. Several stately homes were constructed on a high bluff south of the Truckee River. This included those of U.S. Senators George S. Nixon and Francis G. Newlands. The first residence in what would become known as the Newlands District was Senator Newland's home at 7 Elm Court, built in 1889. The Newlands Addition, named after the Senator, was first developed in 1895, followed by several subsequent subdivisions (Rio Vista Heights, Riverside Heights, Marker Tract) between 1903 and 1907. Newlands Terrace and Newlands Manor were later developed in the 1920s and 1930s. The Newlands Heights area remains today one of Reno's most desirable historic neighborhoods. In addition, it retains a high degree of integrity, which allows it to portray its developmental history (Bogoshian and Scharmer 1982). A description of each of these subdivisions is provided below, but first a history of the life of Francis G. Newlands, the neighborhood's founder, and an overview of the Newlands Company is given.

3.1 FRANCIS G. NEWLANDS AND THE NEWLANDS COMPANY

The first resident of the Newlands Neighborhood was Francis G. Newlands, U.S. Congressman from 1893-1903, and U.S. Senator from 1903 until his death in 1917 (Figure 5). Francis Newlands came to Nevada in 1888 to manage the interests of William Sharon, one of the Comstock silver barons. Newlands was involved in land development in Chevy Chase, Maryland, as well as in his own Reno neighborhood. Newlands formed the Newlands Company in Reno in 1903, along with Oscar J. Smith, W. A. Massey and N. W. Roff. The nature of the company's business was "to take, acquire, buy, improve, cultivate and otherwise deal in and dispose of real estate" (Newlands Company 1903). They began subdividing land in the area, first with the Riverside Heights in 1903, and then the Rio Vista Heights in 1906. The Newlands Company continued subdividing lands within the Newlands Tract, including the Marker Tract

(1906), the Newlands Terrace and the Newlands Heights subdivisions in 1920, and Newlands Manor in 1927 (Figure 6).

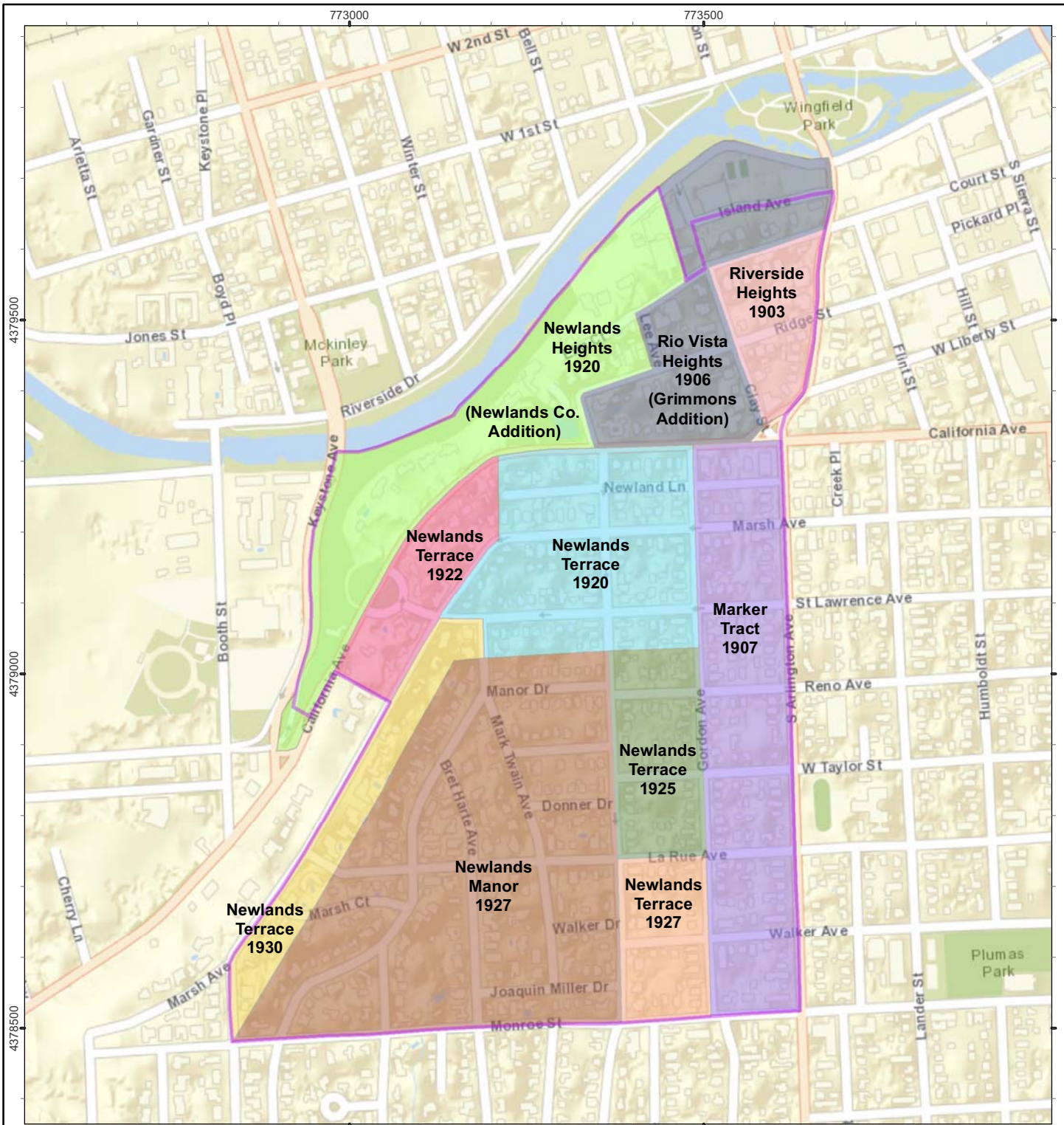
Newlands was the father of the federal irrigation system, sponsor of the Reclamation Act of 1902 and architect of the Newlands Project, a water reclamation project which diverted water from the Truckee River and conveyed it to farms in Fallon. Born in Natchez, Mississippi in 1848, Newlands was of Scottish descent, his father being born there. He was educated at Yale and Columbia Law School and was admitted to the San Francisco bar in 1870 (Wren 1904). He practiced law in San Francisco until 1889. His first wife, Clara Sharon, was the daughter of U.S. Senator William Sharon, also of Nevada, who made his fortune in Comstock mining. She died in 1881, leaving Newlands a widower with three small children. Nevertheless, Newlands acted as trustee for the Sharon estate beginning in 1885.

Newlands remarried to Edith McAllister Newlands, daughter of Hall McAllister of San Francisco, in 1888. They were married in a lavish ceremony at the Hesketh estate in England. The couple moved to Reno following their return to the States in 1889, in part to manage the Sharon interests. The second Mrs. Newlands represented refinement, taste and the highest virtues of feminine society in the late nineteenth century (Rowley 1996). Newlands had married upward, this time into the ranks of society



Figure 5. Nevada Senator Francis G. Newlands. (*Photo courtesy of Library of Congress, Prints & Photographs*)

rather than wealth. The McAllisters were social leaders in San Francisco, and Edith was the niece of one of the leaders in New York society, Ward McAllister. Edith studied languages and music for several years in Europe (Rowley 1996: 41-42).



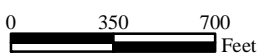
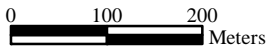
 Potential Historic District Boundary



1:7,880

1 inch = 200 meters

UTM Zone 11 NAD83



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Figure 6
Newlands Heights Tract Map
Newlands Heights Neighborhood



Filename: NH_TractMap.mxd
Summit Proj No: 2225-002
Updated: 5.21.2014
Updated By: RW
Reviewed By: JRH

Edith and Frank Newlands immediately had a house built in Reno; an article from the time noted that:

Mrs. Jane Lake and Wm. Thompson have conveyed to Frank G. Newlands fifteen acres of land on the bluff south of A. H. Manning's residence, on the south side of the river. Mr. Newlands intends building a fine residence on the property at once and [to] beautify the grounds. He has a New York landscape gardener at work on his plans now, as well as an architect on his house. Mr. Newlands will be a very valuable acquisition to Reno, as he is a man of wealth and influence and has come to stay [Reno Weekly Gazette and Stockman, 23 May 1889:2].

Chevy Chase, Maryland

Newlands had a penchant for development, and was instrumental in the development of the streetcar suburb, Chevy Chase, Maryland (Figure 7). In early 1890, Newlands decided to secretly purchase a vast tract of land north of Washington D.C., for which he planned a series of suburban towns. The 1,700 acre tract was elegantly landscaped and scientifically laid out, for middle and upper class citizens to live in bucolic splendor. Newlands hired New York landscape architect Nathan F. Barrett for the landscaping and planting, and Philadelphia architect Lindley Johnson laid out the subdivision (Atwood 1969:35). Johnson was a successful and sophisticated Beaux Arts architect known for his large country houses and resort structures (Smith 2010). He received several key commissions at Chevy Chase in 1892, including six "cottages" and homes for Senators Stewart and Edward Stellwagen. Barrett, who had been associated with Johnson at other developments, devised the landscape plan in Chevy Chase. Along with local architect Leon E. Dessez, they set a tone of gentility with a few Shingle and Colonial style houses in vogue in the 1890s.

Newlands made Dessez a director of the Chevy Chase Land Company in 1893 and gave him the responsibility of preparing strict building regulations (Smith 2010:200). The streets were wide



Figure 7. Post card of Chevy Chase Circle, ca. 1900

and designed for beauty and simplicity, lined with double rows of trees, hedges, and shrubs, giving the village a park-like setting. Apartments and alleys were forbidden. The Company had restrictions that no house could be built that cost less than \$5,000 on the main street, or less than \$3,000 on a side street (Atwood 1969:35-36).

Newlands introduced two bills to Congress early in 1890; one to incorporate for a street railway and the other for the creation of a city park (Lilley 1965:209). The rail-line, designed by engineer William Kelsey Schoepf, was the first railroad in the country to be powered by an underground electrical conduit. The total cost of the development to Newlands was \$1.25 million dollars, greatly over-extending his resources, and likely curtailing his development plans elsewhere (Lilley 1965:213; Atwood 1969). Newlands had similar development plans in San Francisco and Phoenix, Arizona, in addition to Reno. A nationwide economic depression in 1893 slowed early sales in Chevy Chase, marking the end of a real estate boom there.

Newlands in Nevada

Newlands wanted to make Reno a more attractive place; less like a mining town and more of an agricultural and manufacturing center (Newlands 1889). His beautification plans began with a broad agenda of reforms. Starting with Nevada's public schools, Newlands urged municipal improvements, adornment, improvements in private grounds, and the raising of trees (Newlands 1889). He proposed that the people of Reno no longer use the Truckee River as a sewer, and stop building their "stables and unsightly houses" on its banks (Newlands 1889). Newlands wanted to emulate European cities, and proposed that the stream be "confined by high walls" and that "beautiful streets lined with trees" be placed on both sides of it (Lilley 1965:205).

In order to create the image he had planned, Newlands first spent \$100,000 to begin a system of irrigation, purchasing reservoir sites, one of which was Donner Lake. This illustrates Newlands' belief in the growth of Reno and the Truckee Meadows. Then, between the years 1890 and 1894, he spent \$51,000 acquiring 300 acres in Reno (Lilley 1965:205), the majority of which was concentrated on the town's outskirts, high on the bluffs overlooking the Truckee River. The remainder of Newlands' acquisition was in the center of Reno. Newlands purchased four undeveloped city blocks, with the hopes that the land would eventually be used for public buildings. Newlands sold the land to the city at cost, thereby channeling as much of the appropriation as possible into the architecture of the buildings rather than the buying of the land (Lilley 1965:206). To this end, Newlands donated land within the Marker Tract to construct the Carnegie Public Library (DNSJ 22 June 1902).

Senator Newlands likely planned to model Newlands Heights after Chevy Chase, beginning with the installation of a streetcar line down California Avenue. A 1906 article reported on a streetcar service for Newlands heights: "that portion of the city lying west of South Virginia street and between California avenue and the river is now assured and all arrangements for the building of a line in that portion of the city will be complete this week" (Reno Evening Gazette [REG] 10 October 1906:1). The streetcar line was to be built by the Riverside Railroad Company, and Senator Newlands was to buy up a majority of the stock at \$100 a share. However, it does not appear that the streetcar line was ever constructed, although in 1906 the San Francisco Call [SFC] reported the following:

Senator Francis G. Newlands and Senator George S. Nixon, for the recently organized Reno Development Company, have completed purchase of the Fleishhacker electric line running from Reno to Sparks, about three miles long. The deal was consummated for the sum of \$200,000 and completes the scheme of the Reno Development Company to bring about 400 acres of land, adjacent to Reno, into suburban communication with this city [SFC 18 November 1906:30].

The Reno Development Company purchased the DeReamer, Gibson and Litch ranches, whose land stretched three miles to Moana Springs. The article went on to state that:

F. J. Peck, a local real estate dealer, conceived the plan of gathering the suburban realty under one corporation and interested the two Senators and others in the plan. A park will be laid out in the center, surrounding an artificial lake, and with rapid transit just acquired it is believed that Reno has room to expand.

In 1908, a merger of the Reno Development Company's holdings south of Reno and two rapid transit systems, amounting to \$2,000,000, was reported (SFC 23 November 1908:4). Senators Newlands and Nixon, along with San Francisco capitalists, were connected with the merger, and planned to "combine the rail lines, extend them, and colonize the tracts situated south of the city limits." Ostensibly, Newlands' intention was to create a suburb according to City Beautiful principals, and to transform Reno into a Chevy Chase of the west.

Riverside Heights (1903)

The Riverside Heights tract, interchangeably called Newlands Heights, was first officially platted in 1903 (Figure 8); filed at the request of James Newlands, Jr. (manager of the Newlands Estate Company and Francis Newland's nephew). However, beginning in 1895, a large number of lots were up for sale in Riverside Heights:

....adjoining the residences of F. G. Newlands, A.H. Manning and the late M.D. Foley.....the location being the healthiest and most pleasant in Reno, with fine views and dry, clean streets in winter (Nevada State Journal [NSJ], 22 October 1895).

The prospective buyer was instructed to reply to Wm. Thompson at the Riverside Hotel. William Thompson was a local rancher and prominent business man in Reno, former state senator (1873-1875), and Jane Lake's son-in-law. In 1891, he was vice president of the Nevada

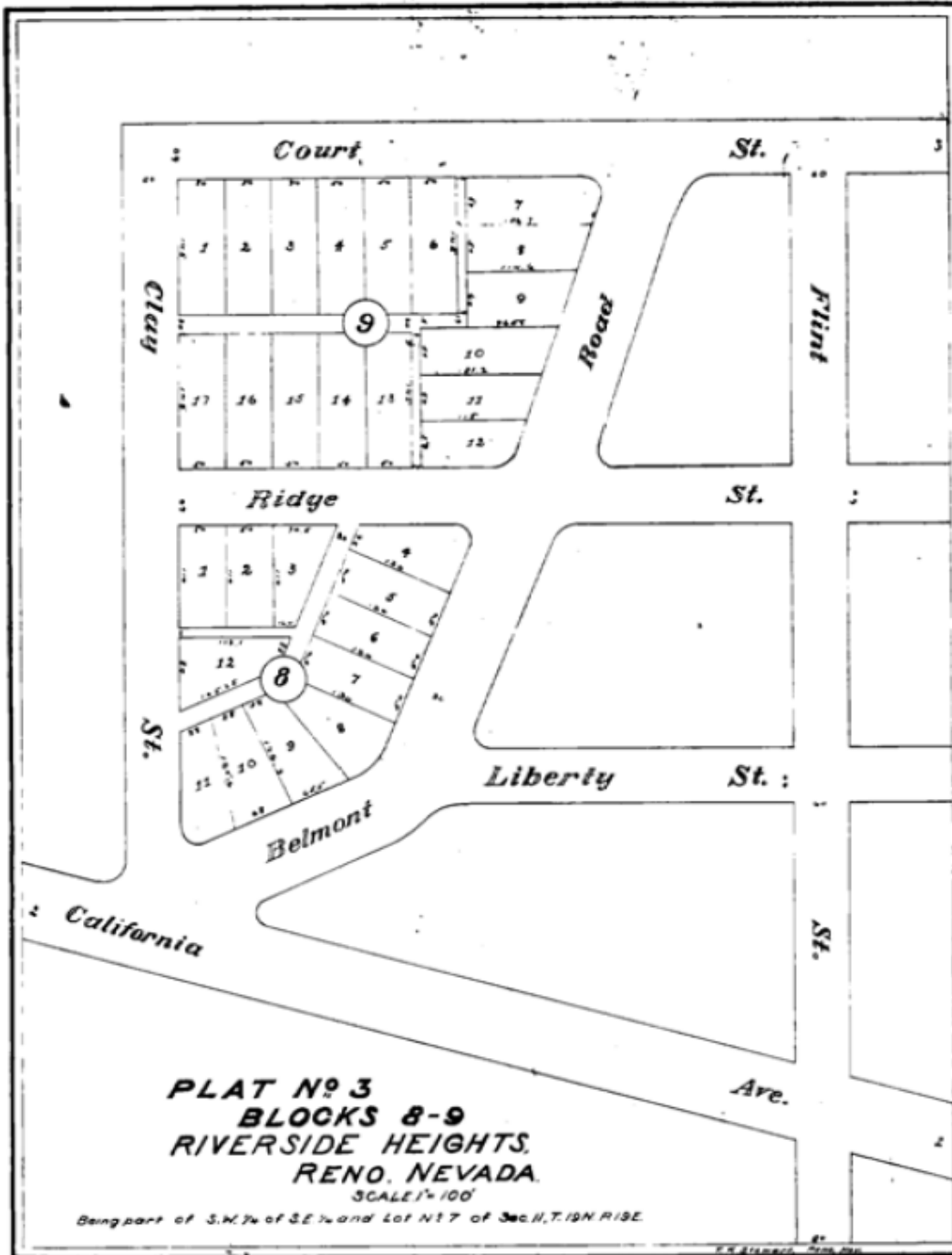


Figure 8. Riverside Heights Tract Map, 1903

Board of Trade; while F. G. Newlands was president. Thompson killed himself in 1904, after losing big at the racetrack in Petaluma (San Francisco Call, 22 May 1904:30).

In 1903, surveyors began plotting the Riverside Heights addition to Reno (Daily Nevada State Journal [DNSJ], 3 October 1903). The lots ranged from \$500 to \$800 and adjoined the “Newlands Home Place”. An advertisement was placed by F. J. Peck & Company, local real estate agents and partner with the Reno Development Company (Figure 9). By 1905,

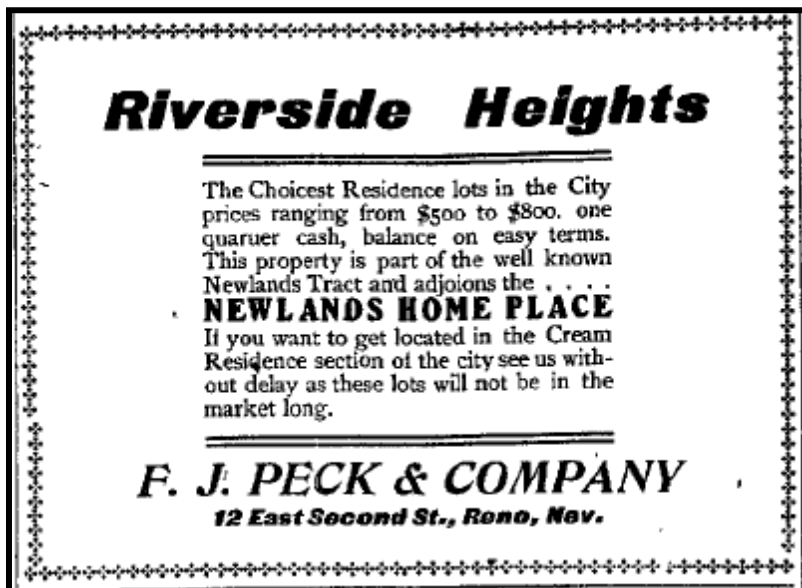


Figure 9. Advertisement for Riverside Heights (REG 5 November 1903).

lots in the Newlands Heights addition were selling rapidly and a number of cottages were being erected. Similar to Chevy Chase, the lots were sold with the restriction that only buildings valued above a certain figure could be erected, and it was expected that the addition would be “one of the most beautiful and valuable in the city” (REG 18 October 1905). This demonstrates that from its inception, Newlands Heights was one of the most desirable and exclusive areas in Reno. By 1906, all the lots in Riverside Heights had been sold (REG 15 September 1906:13).

Rio Vista Heights/Grimmon and Jensen’s Addition (1906)

In 1906, Robert Grimmon, a U.S. Marshall in Reno, purchased five acres from F.G. Newlands at a cost of \$25,000 (REG 24 May 1906:7). The tract extended from the river south to California Avenue, and east to Belmont (now Arlington) (Figure 10). Grimmon then sold the northernmost plot of land to the city for a park, at a cost of \$15,000 (REG 23 July 1906; NSJ 24 March 1907). This is now Barbara Bennett Park. Grimmon had a large house built for himself on Court Street

in 1901 and later sold it to Frank M. Lee in 1910. Grimmon was also president of the Bullfrog Gold Mining Company.

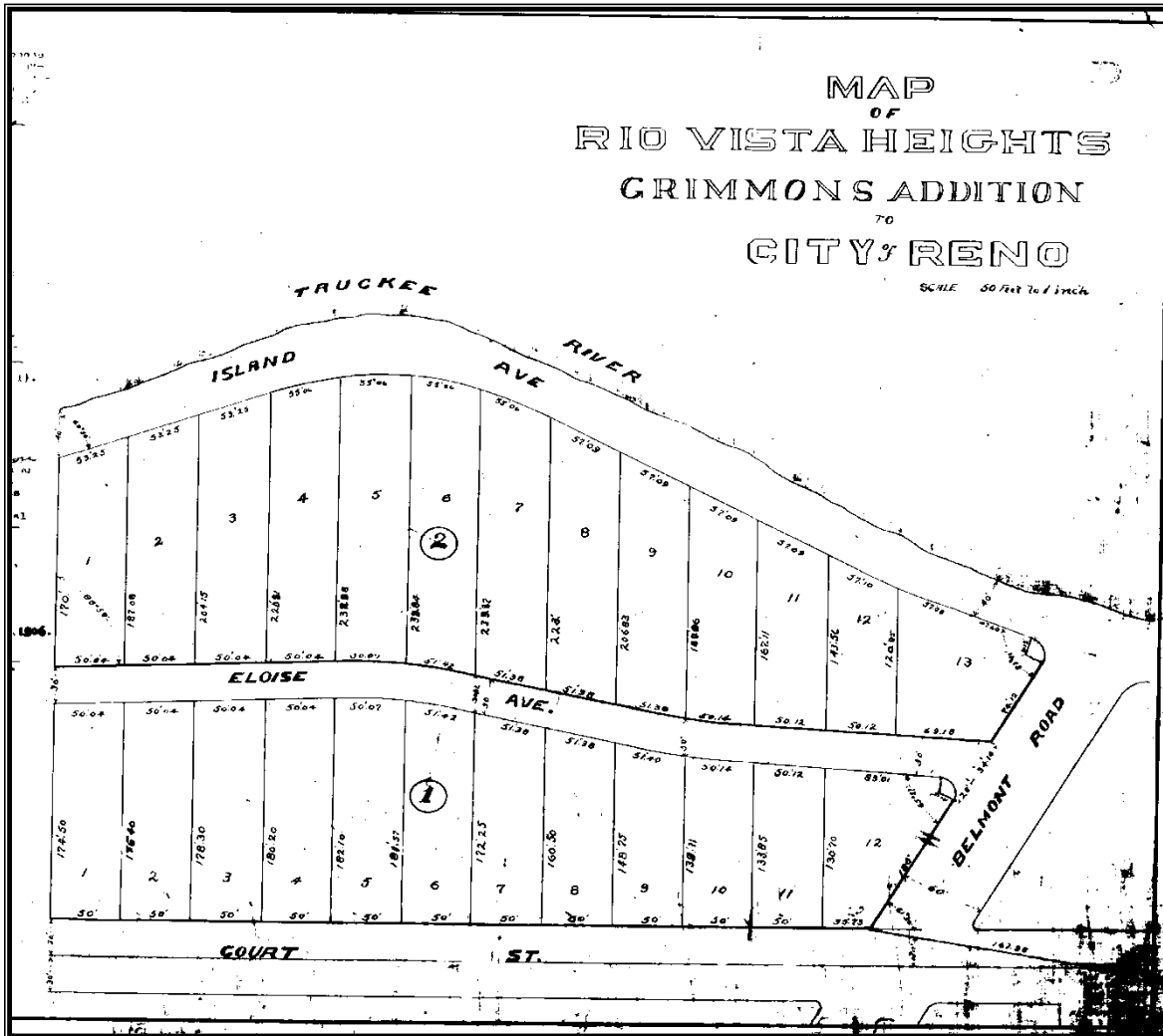


Figure 10. Map of Rio Vista Heights/ Grimmons Addition, 1906

The Newlands Company platted another section of the Grimmon and Jensen’s Addition in August of 1906 (Figure 11). This tract consisted of about five acres between Court Street and California and west of Clay, and was owned by the Newlands Company. James Newlands, Jr. was listed as Vice President.

Frank J. Peck purchased eleven lots in Rio Vista Heights in 1906, “on the extension of Ridge street, west of Clay” (REG 15 September 1906:13).” Peck began advertising lots from between

\$1,200 and \$1,500, with “all modern appurtenances” (REG 1 November 1906:7). According to this ad, building restrictions required residences to cost no less than \$3,500, boasting that the tract will be “of the highest class in the city.” In 1907, the few lots that were left were going for between \$1,750 and \$4,250, making this among the most expensive real estate in Reno at the time (Figure 12). Single lots measured 50 x 130 feet and double lots were a spacious 100 x 130 feet (REG 27 April 1907:10). These lots were being sold by the Bonham Realty and Trust Company; it is unclear whether they had any affiliation with the Newlands Company.

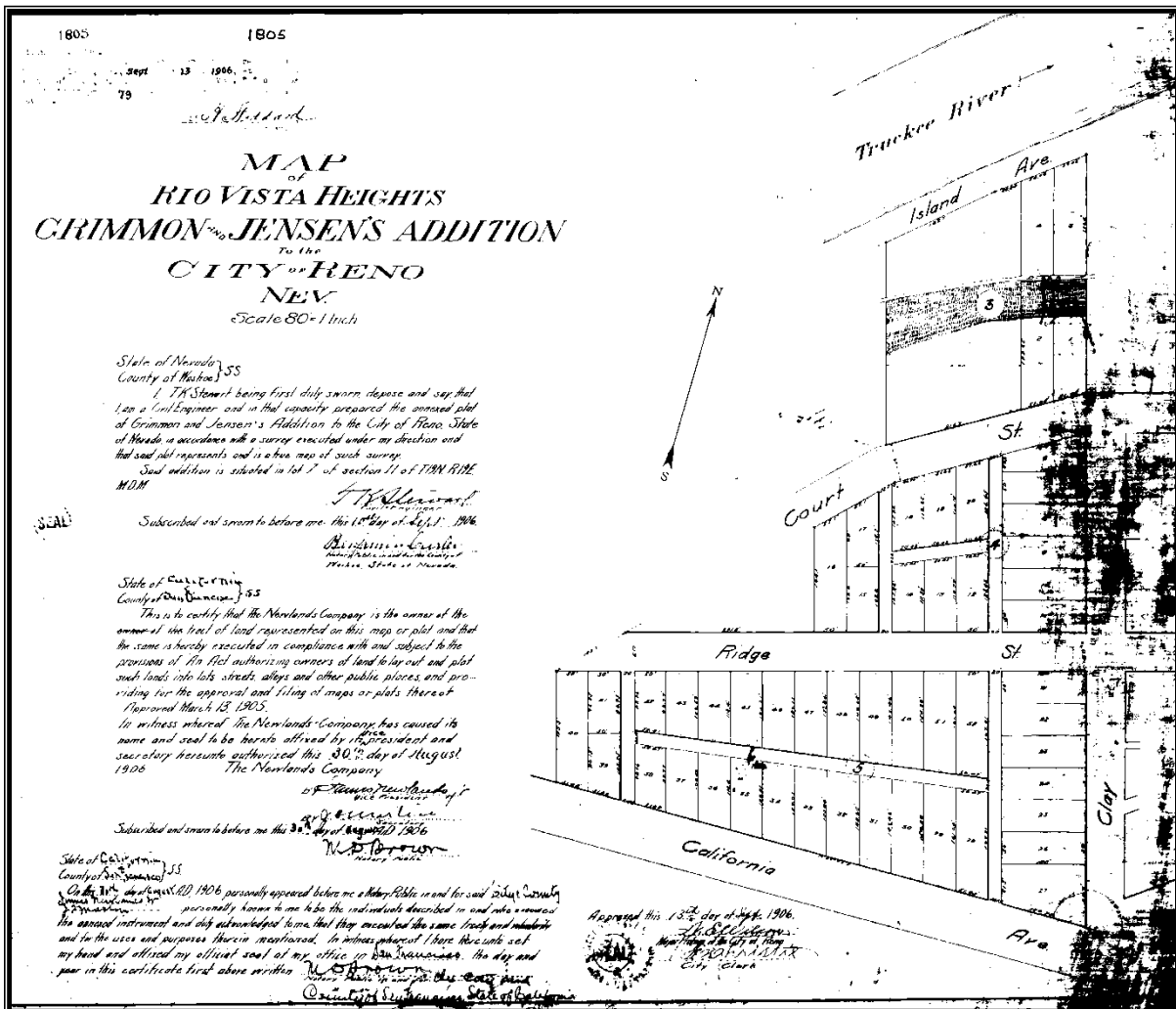


Figure 11. Map of Rio Vista Heights/ Grimmond and Jensen’s Addition, 1906

We Have for Sale... NINE LOTS In the Very Best Residence Section of Reno...

We Shall Probably Have Then About NINE DAYS, They Won't Last Longer Than That. Regarding Them We Present the Following Prices

They are located on the RIO VISTA HEIGHTS, the tract adjoining Senator Newlands' home. They are 50x130 feet and front the east. They are high ground, commanding a fine view of the city, and are within five minutes walk of the Riverside Hotel. The prices range from \$1750 for a single lot to \$4250 for a double corner 100x130. Just the location; choice neighbors; slightly view... Just far enough away from the noise of the town. There are no finer residence lots in Reno at any price.

A tract of 200 acres adjoining the city on the northwest, all under cultivation. The land lies sloping gently toward the town; all high ground with magnificent view commanding the whole country. Will make in five years one of the most attractive suburban residence locations to be found anywhere. Title perfect. The price is \$100 per acre; \$10,000 cash; balance in five years.

A tract of 70 acres on the line of the proposed Nevada Interurban Railway. High ground sloping gently to the east, with splendid view of town and country. Proper landscaping and development will make every lot worth from \$500 to \$1000. The price is now \$550 per acre, on easy payments.

A building site in the business district, close to main business center, with walls and foundation work contracted for. Property, when improved, will pay 13 per cent net on the investment.

<p style="text-align: center;">BUILDING LOTS</p> <p>LOTS IN EVANS ADDITION—50 x 140. Inside lots, \$1250; one double corner 100x140, \$2650</p> <p>LOTS ON RALSTON HEIGHTS, Maple Terrace—Four lots \$5000</p>	<p style="text-align: center;">SPARKS PROPERTY</p> <p>We have 150 Residence Lots in Deer Park Tract for which we are exclusive agent. Prices \$60 to \$150, according to location.</p>
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Cottages in New Residence District on Long Term Payments Prices From \$3200 to \$3700

BONHAM REALTY AND TRUST COMPANY
14 East Second Street, Reno, Nevada

Figure 12. Rio Vista Heights Advertisement (REG 2 March 1907:3).

Lots in Rio Vista Heights were selling rapidly in 1907; purchasers of lots on Ridge Street included Mrs. Farrington, Mrs. A. M. Mates; Mrs. Christine Donnels; W C. Grimes and F. M. Wightman and J. F. O'Brien (REG 19 September 1907:3). However, relatively few houses were built on Ridge Street in the early 1900s. The Peck and Sample Company began advertising for additional lots in Rio Vista in 1912. One ad stated “see us about those handsome bungalow plans and sites for them in Rio Vista (Newlands’ Heights)” (REG 28 October 1912:3), indicating that bungalows were a popular design choice for the neighborhood at the time.

The homes that were built in Rio Vista were large-scale, architecturally distinctive residences, ranging in cost from \$5,000 to \$50,000 at the time of construction. By the 1910s, demand for real estate in the Rio Vista (Newlands) Heights had peaked, and a number of elegant homes were being constructed by well-known architects, including the homes of prominent attorneys Gibbons and Hawkins on Court Street (NSJ 16 March 1913:8), along with the residence of attorney Robert M. Price, 435 Court St., built in 1910 for \$6000 (REG 28 October 1910:8).

Marker Tract (1907)

The Marker Tract was first officially platted by James Newlands, Jr., vice president of the Newlands Company, on June 12, 1907. This narrow addition ran south from California to what was then Ely Avenue (now Monroe) and was bordered by Arlington on the east and Gordon Avenue on the west (Figure 13). However, the Marker Tract was being offered up for sale at least 11 years earlier by William Thompson (NSJ 22 March 1896). A total of 160 acres were for sale near the residence of Francis G. Newlands. Originally, the Marker Tract was primarily marketed to the working class of Reno, advertising “Easy Terms”, and a “Home for People in Moderate Circumstances”:

Wm. Thompson is improving and fencing the land known as the Marker Tract, adjoining the property of F. G. Newlands and Arlington Nursery. He will sell the land in 5, 10, 15 and 20 acre plats. He will also erect ten or twelve cottages for purchasers at actual cost, payment to be made one-fourth down, balance in 3 to five years, interest at 6 per cent per annum. An industrious family can acquire a home of their own on these terms in a short time by raising chickens, berries, small fruits, etc.... [NSJ 2 May 1896].

By 1907, however, a portion of the Marker Tract sold for \$31,000, indicating that the area was quickly becoming the premier location for Reno’s wealthiest residents (NSJ 28 July 1907:3). The land was sold by the Newlands Company to James Newlands, Jr. and Robert Grimmon. Bounded on the south by California Avenue and on the east by Arlington Avenue, this was considered some of the most valuable land in the city at the time (NSJ 28 July 1907:3). There also appears to have been a streetcar planned for the Marker Tract (REG 27 August 1904), although once again there is no record of it ever being built. This may be the same rail line planned for the Newlands Heights in 1906 (REG 10 October 1906:1).

In 1907, four homes in the Marker Tract were under construction by the Riverside Building Company (DNSJ 8 September 1907:7). These were five and six room cottages with electricity

and telephone connected with the city water and sewer. The company was to “build houses from plans furnished just to suit the tastes of parties who will purchase lots” (DNSJ 8 September 1907:7). The Riverside Building Company was incorporated in June of 1907; the directors were Senator Newlands, James Newlands, Jr., J. D. Oliver and C. T. Bliss of Hobart Mills, California, and Robert Grimmon (REG 26 June 1907:5). Most of the homes within the Marker Tract were constructed between 1918 and ca. 1930; only nine homes are shown on the 1918 Sanborn map. These homes are more modest in scale, consisting of mostly small bungalows and cottages. Lots in the Marker Tract were still for sale in 1919, for between \$300 and \$750, advertised by Peck & Sample Company.

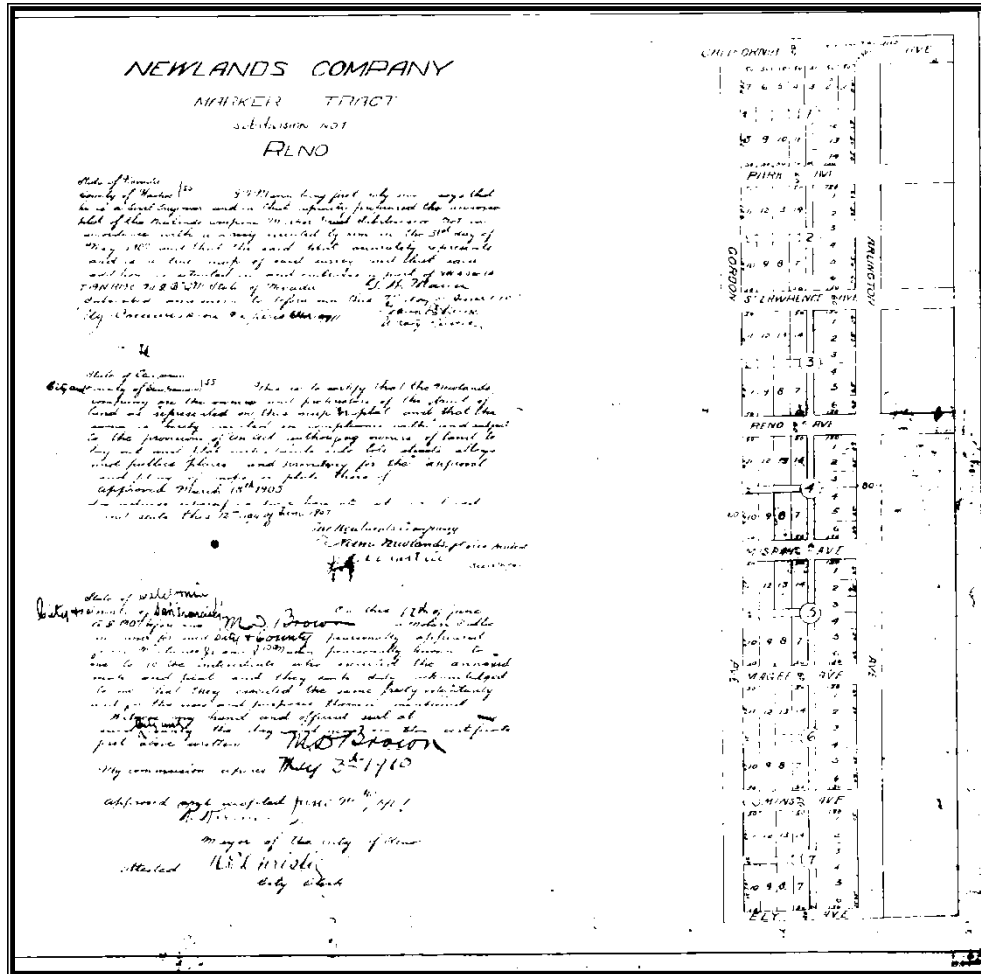


Figure 13. Map of the Newlands Company’s Marker Tract, 1907

Newlands Heights (1920)

The Newlands Heights addition was platted by James Newlands, Jr. and Dr. H. Johnson (husband of Janet Newlands Johnson) of the Newlands Estate Company in 1920 (Figure 14). The Newlands Estate began plans to develop the addition in 1919 (NSJ 18 November 1919:1). This was only two years after Francis Newlands' death, and the Newlands Company also planned to dedicate a circular parcel in his honor, 200 feet in diameter, overlooking the Truckee River. The family had been considering the prospect of the memorial as a private enterprise, but had decided to give up the idea. Most of the homes in this tract were built in the 1920s, with only a handful (less than ten) built in the 1910s.

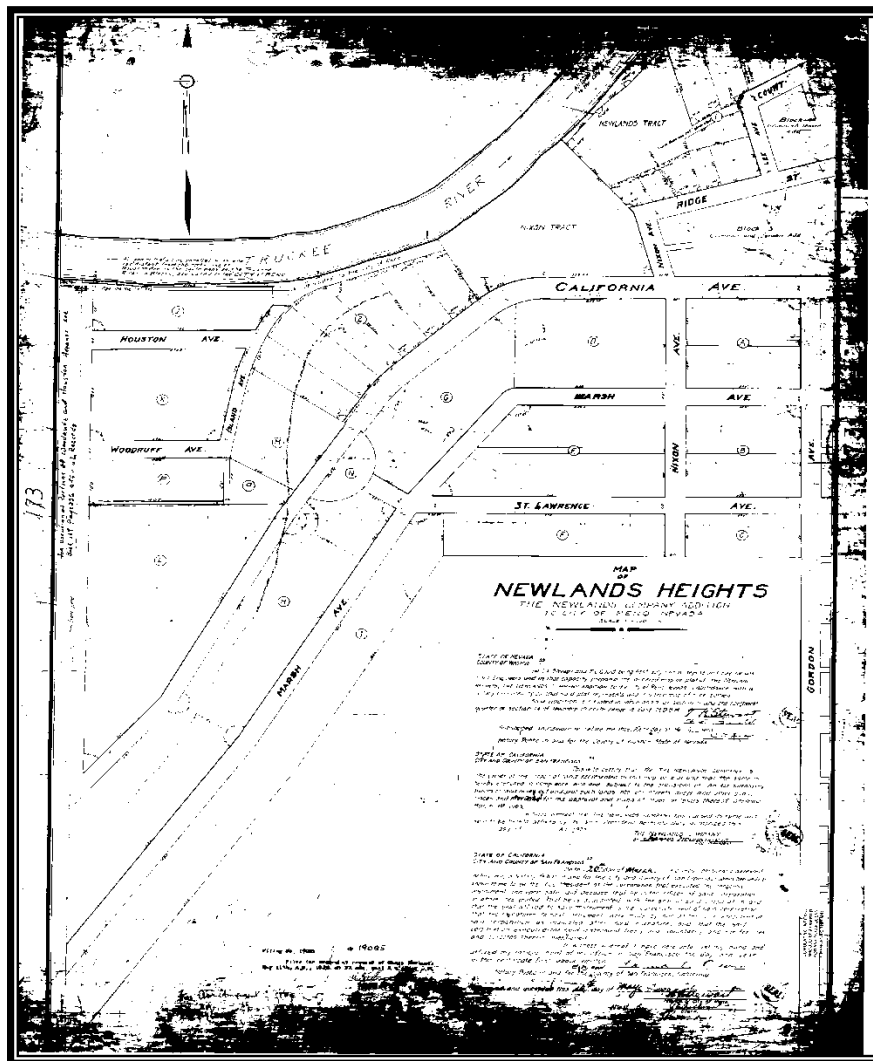


Figure 14. Map of Newlands Heights Addition, 1920

Apparently, there was a great deal of controversy over the addition. Objections to the plat were raised by various members of the city council, chief among them being that no provision was made for the care of water. The plat also made a dedication of a right of way for a road along the river and provided for a fountain and small park on the top of Newlands Heights (REG 31 March 1920:6).

Newlands Terrace (1920, 1922, 1925 and 1930)

RENT PAYERS!
Newlands Terrace
RENO'S EXCLUSIVE BUNGALOW PARK
OFFERS YOU A HOME!
STREETS NOW BEING GRADED

LOTS
FOR AS LOW AS
\$400
THIS IS YOUR CHANCE TO STOP
PAYING RENT

NEWLANDS' TERRACE HOMES will always be in demand. This means not only a home for you but an investment with your rent money.

PLAN YOUR SUNDAY WALK
OR DRIVE OUT BY
NEWLANDS' TERRACE

SEE---

Jesse E. Smith Co.
REAL ESTATE
INSURANCE BROKERAGE
PHONE 110 225 North Virginia Street Reno, Nevada PHONE 110

Figure 15. Newlands Terrace Advertisement (NSJ 6 June 1920:2)

homes were already under construction; the remaining lots were going for between \$450 and \$1,000 (REG 5 May 1922:6).

Newlands Terrace was marketed in the 1920s as a “bungalow park” by a variety of real estate developers, including Jesse E. Smith Co. and Cremer Investment Company (Figure 15). First platted by the Newlands Company in 1920 (Figure 16), the next stage of the subdivision was platted in 1922 by Janet Newlands Johnson of the Newlands Company (Figure 17). Advertisements from the time boasted that Newlands Terrace homes would “always be in demand” and the streets were “now being graded.” Lots were offered “for as low as \$400.00” (NSJ 6 June 1920:2). By 1922, 23 of the 61 lots had been sold, and 10

Another section of the Newlands Terrace subdivision was platted in 1925 by James Newlands Jr. and consisted of blocks Q, R, and S. (between Nixon and Gordon Ave. from Reno Ave. south to La Rue). In 1930, another section was platted by Janet Newlands Johnson along Marsh Ave. between St. Lawrence and La Rue Avenues.

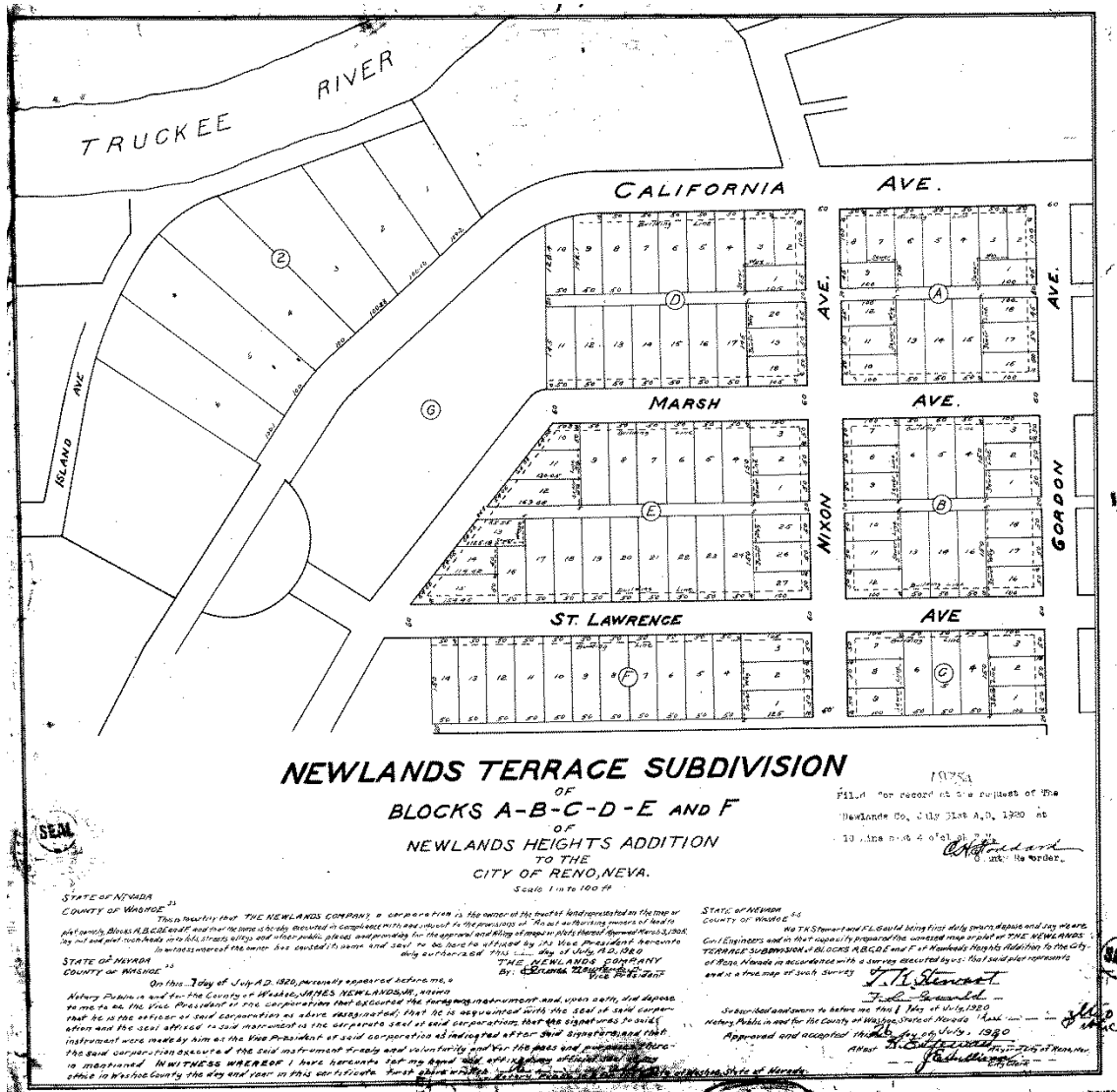


Figure 16. Newlands Terrace Subdivision, 1920

In 1922, Janet Newlands Johnson, who had recently purchased the Nixon Mansion, planned and was in the course of constructing a group of homes circling Newlands Park (NSJ 8 September 1922:8). These homes were designed by Kirkhuff and Schaaf of Santa Barbara, California. The architect was to “produce a grouping of houses artistically related to one another and to the

scenic setting which is the bluff above the Truckee River with a view of the valley to all points and the mountains” (NSJ 8 September 1922:8). These four houses surround the park circle, and are designed in the French Country Chateau style. Kirkhuff and Schaaf also designed a group of homes evoking the south of France in Santa Barbara; and Kirkhuff later designed several homes at Chevy Chase, Maryland.

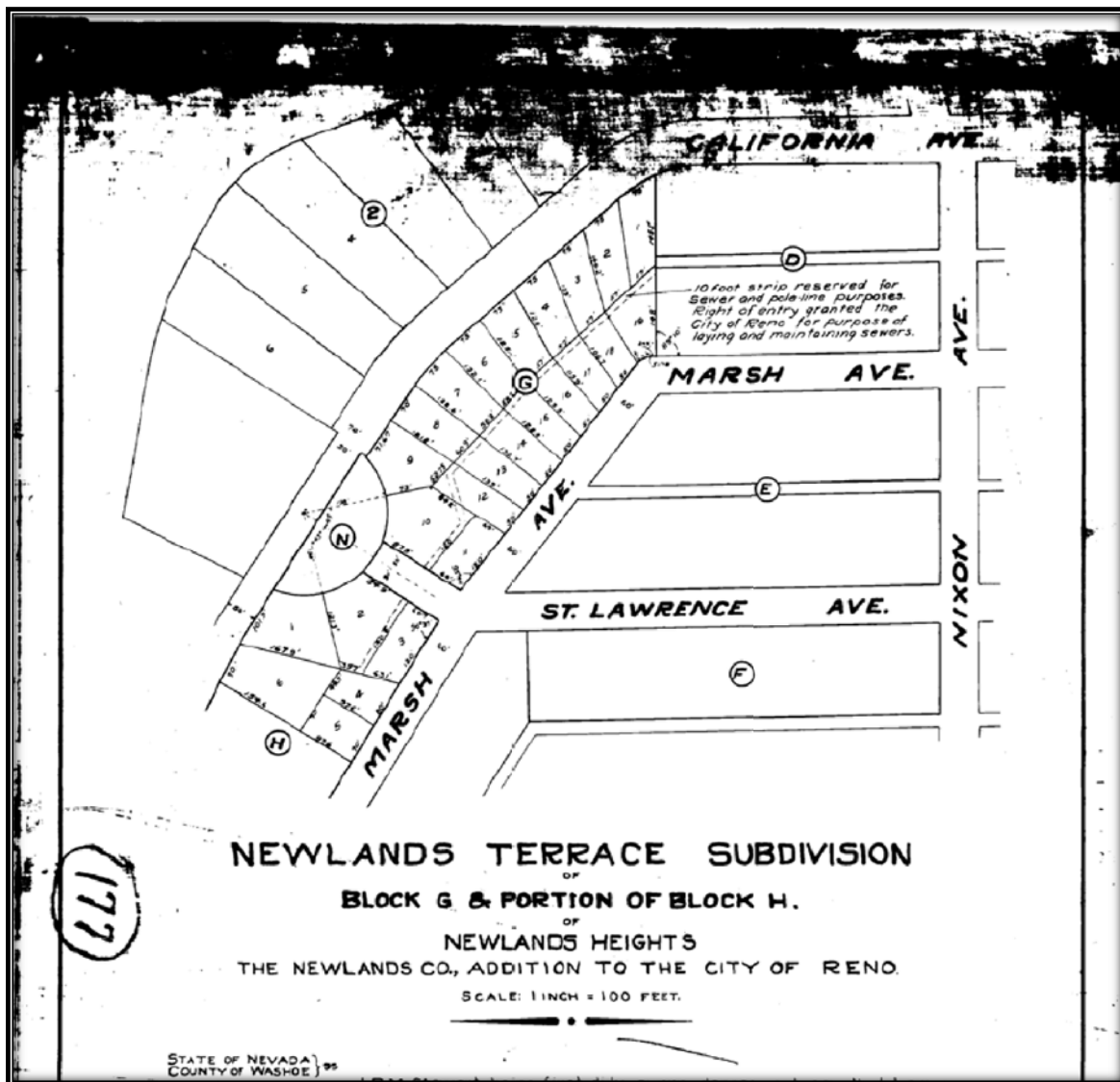


Figure 17. Newlands Terrace Subdivision, 1922

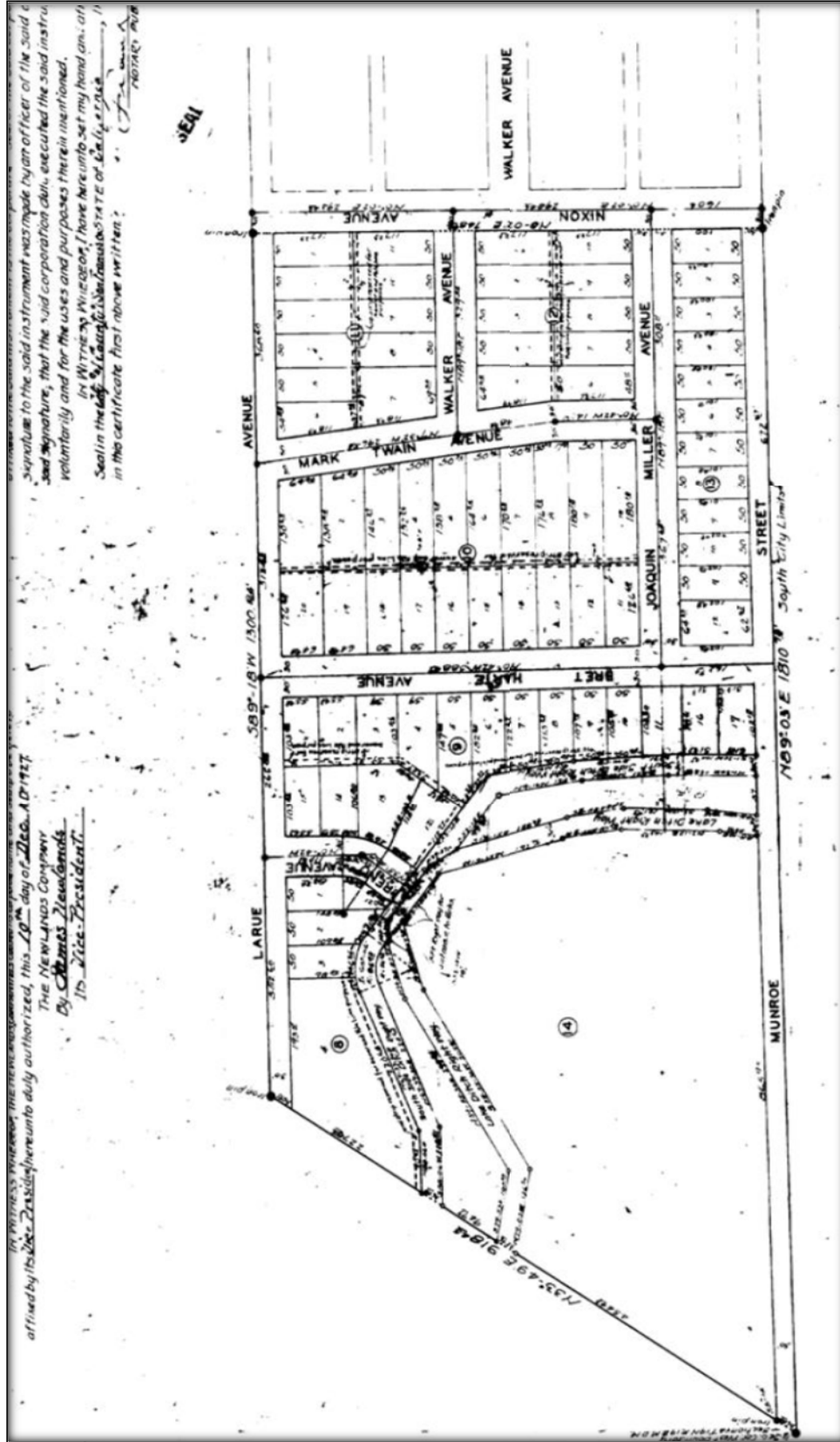
Most of the residences in the Newlands Terrace subdivision were built from the 1920s-1930s and are more moderate homes displaying contemporary popular styles. Predominantly Period Revival homes and Craftsman Bungalows are represented. Noted architects include Edward

Parsons, Russell Mills, Frederic DeLongchamps, Harry McMasters, and Dan Kirkhuff (Malinky 2005). The majority of the homes in the Newlands Terrace have been kept in excellent condition, helping to maintain the integrity of the subdivision.

Newlands Manor (1927)

Newlands Manor was first subdivided in October, 1927 by the Newlands Company and the Nevada Development Company. The first tract map covers Blocks 1 through 7, located north of La Rue Avenue between Reno and Nixon Avenues (Figure 18). The second phase (Blocks 8 through 14) was recorded two months later and extended from La Rue Avenue south to Monroe (Figure 19).

W.E. Barnard was president of the Nevada Development Company and a real estate mogul in Reno, with a penchant for colorful ads. Barnard retained two parcels in Newlands Manor on which he built two small Tudor Revival cottages, the Barnard House (Figure 20) and Greystone Castle (950 and 970 Joaquin Miller Drive). Both are listed on the National Register. Barnard clearly favored English themes for his subdivision, as several English Cottages are present within Newlands Manor. The other lots were sold to individual buyers or to speculative builders, such as E.C. Walters and Simpsons. Lots were selling for \$450, on par with the Newlands Terrace lots, but were soon being resold at a profit. Every lot in Newlands Manor had been sold by May of 1929 (REG 4 May 1929:3). Barnard's houses are representative of his community planning and development activities and explain the diversity of Period Revival styles present in the area (Harmon 2002).



IN WITNESS WHEREOF, THE NEWLANDS MANOR TRACT was duly authorized, this 19th day of Dec. AD 1927
 The NEWLANDS COMPANY
 By Charles Newlands
 Its Vice-President.

Separate to the said instrument was made by an officer of the said corporation, that the said corporation duly executed the said instrument voluntarily and for the uses and purposes therein mentioned.
 In Witness Whereof, I have hereunto set my hand and seal in the City of Los Angeles, State of California, this 19th day of Dec. AD 1927.

NOTARY PUBLIC

Figure 19. Newlands Manor Tract Map, Blocks 8-14, 1927



Figure 20. W. E. Barnard House, 950 Joaquin Miller Drive. (Photo: http://en.wikipedia.org/wiki/W.E._Barnard_House)

Howard Gilkey of Oakland was reportedly hired as landscape architect for a public park in Newlands Manor (REG 20 March 1928:4). He designed the famous Cleveland Cascade in Oakland. Apparently, Gilkey designed a park between the two irrigation canals, the Southside ditch and the Lake ditch. It is unclear whether or not the park was ever constructed. The Nevada Development Company also planted a number of trees in Newlands Manor; over 600 trees were planted to line the streets, “taking on the appearance of a beautiful park” (REG 24 December 1927:3).

A 1931 advertisement lists a house at 829 Marsh in Newlands Manor (Figure 21). This duplex was designed by local architect and builder Paul T. Emery (REG 5 December 1931:5). No information about the architect could be found. Other architects in Newlands Manor include Frederic DeLongchamps and George Koster, among others. A

mixture of architectural styles is seen in Newlands Manor, including Mission Revival, Spanish eclectic styles, as well as Period Revival type homes.



***Many New Building Innovations
In This Combination French and English
Country and Village Type Home!***

Just completed . . . and ready for your inspection! Introducing a new type of architectural design into Newlands Manor. This beautiful duplex home is very conveniently laid out on a lot 120 feet by 135 feet. Grounds are completely landscaped. Hardwood floors, steel sashes, and other improved building features are found throughout. Two living rooms, 2 dining rooms, one sun room, 5 bedrooms, 4 bathrooms, and 2 kitchens.

Completely Furnished

Furnishings are selected from various appropriate periods . . . and deftly combined with the smart ultra-modern! Linen, china, silverware, and appliances included. Kitchens are electrically equipped with range, refrigerator, and automatic electric hot water heater for summer season.

Open All Next Week . . . 10 A. M. to 9 P. M. Daily

Entire home is heated with humidified air by 2 complete systems of automatic oil burners. Two full-size garages are combined with the home.

***Located at 829 Marsh Avenue
Paul T. Emery, Architect and Builder***

Figure 21. Newland Manor Advertisement (REG 5 December 1931:5).

Newlands Park

Newlands Park was granted to the city of Reno from the Newlands Company in 1921. The park is located along California Avenue at Newland Circle (Figure 22). Plans for the park were first prepared by Dr. H. Johnson (husband to Janet Newlands) of the Newlands Estate Company in 1919. Johnson had planned a circular plat 200 feet in diameter. He proposed that the Newlands



Figure 22. Newlands Circle Post Card, ca. 1930.
(*Courtesy of Special Collections, University of Nevada, Reno*)

Company should dedicate the land, the city to build and maintain the park (REG 18 November 1919:2). In 1924, an article in the *Nevada Historical Society Papers* remarked that:

Newlands Park overlooks the city and the foothills even to Peavine Mountain. It is in the southwest part of the city and was given to Reno by the Newlands family. Its natural beauty in combination with the unusual view bring many visitors to the spot. Here walks and paths have been laid, trees and shrubs have been planted and a memorial tablet has been erected to the memory of Senator Francis J. Newlands whose vision of the reclaimed desert made the Truckee-Carson Project a reality [Prouty 1924:174].

Prouty (1924:174) noted that the architecture in the Newland's Addition was made to conform to the plan of the park: "In all the Additions extensive building operations have proceeded since 1917, and now with their beautiful cottages, bungalows and more pretentious homes they give the city a much larger area of improved territory."

The Newlands Neighborhood in the 1940s

Residential development in the Newlands Neighborhood continued, although at a less rapid pace, during the 1940s. Overall, relatively few homes were constructed and the scale and size of the homes was considerably smaller than those of the previous decades. Architecture during this period was also much different; the automobile was available to most Americans, and garages became a defining feature in residential architecture. With the onset of WWII, Reno saw a shortage of building materials, and a moratorium on residential building. However, some wealthy Reno residents could still afford to build large, opulent houses in the Newlands during the war years.

Following the war, there was a nationwide housing shortage. Small home building was a popular trend across the nation during this time, and the Newlands Neighborhood was no exception. Many of the neighborhood's remaining vacant lots were developed after the war by FHA approved builders like James and Keston Ramsey, resulting in a postwar building boom. These were mainly examples of Colonial Revival, Minimal Traditional and Ranch style homes. Brick veneer homes were especially popular during this period. A few duplexes were built after the war in the Newlands Neighborhood, such as 700 and 720 Gordon Avenue, built in 1945 by contractor C.M. Blabon. Several of the roads in the neighborhood were also paved by the city in the 1940s (NSJ 15 June 1946:8).

3.2 OTHER IMPORTANT RESIDENTS OF THE NEWLANDS DISTRICT

Some of the more prominent residents or developers of the Newlands Neighborhood are discussed here, in alphabetical order. Much of this information is compiled from Anne Simone's companion booklet to "*Beautiful Homes of Reno.*" However, there are other

important people in the neighborhood who may contribute to the significance of specific contributing properties (e.g. Lester Summerfield, Nick Abelman, George Steinmiller), that are not included here.

W.E. Barnard (1890-?)

William Everett Barnard was a real estate mogul who developed several subdivisions in Reno, including Newland's Manor, within the greater Newlands Heights Addition. Little is known about the early life of W.E. Barnard except that he was born in Oakland California, attended Oakland High School and the University of California Berkeley. Barnard worked in the grain industry before moving to Reno in 1925. He was also involved in the planning and financing of Reno's Medico-Dental building, the Cadillac-Chrysler-Nash Dealership, and the remodeling of the Granada and Majestic Theatres (Harmon 2002). Barnard also developed the Manor Heath, Manor Park, Manor Circle, Manor Gardens, and Manor Knoll subdivisions in Reno, as well as University Terrace. Barnard built two houses in Newlands Manor, at 950 and 970 Joaquin Miller Drive. W.E. Barnard moved to Los Angeles where he was drafted in 1942.

Herman R. Cooke (1873-1952)

Herman R. Cooke was one of Nevada's most prominent attorneys and a resident of Nevada since 1898. Cooke was elected to the state legislature in 1902, and built his home at 421 Court Street in ca. 1903 (REG 15 March 1952:12). Active in political and public affairs during his long career, he was a candidate for the U.S. Senate, and one of the attorneys who led the successful fight against the Wingfield bank reorganization in one of the most widely publicized lawsuits in Nevada history.

Herman Richard Cooke was born January 31, 1873, in Bastrop, Texas, but was educated in Washington, where he attended Whitman College in Walla Walla. He was admitted to practice law in Boise, Idaho in 1895. Three years later he moved to Nevada, settling in Tuscarora, where he practiced until he moved to Reno in 1903. In Reno, he was the law

partner of E. L. Williams and Albert D. Ayres. In 1903, he represented Washoe County in the state legislature for one term and drafted the original charter for the city of Reno (Wren 1904).

In 1906, Cooke opened a practice in Tonopah, then the mining center of the west. There he took part in some of the most important mining litigation of the period, including trials for the Tonopah Mining Co. interests and as attorney and director of the Round Mountain Mines Co. The often-mentioned White Caps Morning Glory and Love vs. Mt. Oddie cases brought him wide recognition. Returning to Reno in 1930, he joined LeRoy N. French and Roy W. Stoddard. The firm of Cooke, French & Stoddard took part in many important water and mining cases. From 1933 to 1949 he practiced alone until his son, Thomas A. Cooke, joined him in the firm of Cooke & Cooke.

Cooke was also a powerful figure in state politics. He was chairman of the Nye County Democratic Committee from 1926-28 and was a delegate to the Democratic national convention in 1928. He entered the 1934 primary against Senator Key Pittman, but lost the nomination. A member of the American Bar association, the Nevada and California state bars, and a former president of the board of directors of the Nevada bar, Cooke was also active in the Washoe County Bar association. Herman R. Cooke died in 1952 at the age of 79 (REG 15 March 1952:12).

LeRoy N. French (1874-1959)

Another prominent attorney in Reno, French was born in Essex County, New York, where he was educated in private and public schools (Simone 2007). Graduating from Cornell University in 1896, he then moved west, practicing law in Iowa, Colorado and Utah. During the Spanish-American War, he was stationed in the Philippines, afterwards serving as the prosecuting attorney for the U.S. government in Manila for three years. After his return, French moved to Goldfield, Nevada in 1905, where he was admitted to the bar. He then moved to Fallon in 1906, where he married Florence Roche in 1909.

They came to Reno in about 1915, moving into the Cooke home at 421 Court Street. He practiced law with the firm Hoyt, Gibbons & French, from 1915-1920, and later moved to Los Angeles where he practiced law until 1956. French died in Pasadena, California in 1959 (REG 17 February 1959:9).

Lewis A. Gibbons (1874-1920)

Lewis A. Gibbons was a political figure of importance and affluence in Reno and Tonopah. Born in Yolo County, California and educated in public schools there, he attended the Pierce Christian College in California graduating in 1892 and attended the Hastings College of Law, graduating in 1896. Gibbons practiced in San Francisco until 1906, and then moved to Tonopah where he was in the practice of Bartlett, Thatcher, & Gibbons. In 1920, he was in the practice of Gibbons, French, & Stoddard, and was the attorney for the Goldfield Consolidated Mines, George Wingfield, and the Nixon estate. He moved to Reno in 1909 and formed a partnership with Mr. Hoyt. Gibbons had the Colonial Revival mansion at 401 Court St., designed by Frederic DeLongchamps, built in 1913. Gibbons died in his house on February 19th, 1920.

William J. Graham (1889-1965)

A rather infamous resident of the Newlands Neighborhood was William J. Graham, a major figure in the history of Nevada gaming and a colorful contributor to 20th century Nevada history in general (Leland 1982). Graham's gaming career began at an early age, when at 18 he ran the Big Casino Club in Tonopah. From 1922 until 1932, Graham and James McKay operated "The Willows" in Reno (Kling 2010). The Willows operated as a speakeasy and gambling hall long before gambling was legalized in 1931. It was also nationally known as a mecca for Reno's divorce colony of the 1920s and 1930s. Graham and McKay also owned the famous Bank Club and Club Fortune in downtown Reno. Graham was influential with powerful politicians, including Senator McCarran, Governors Pittman and Russell and Reno Mayor Edwin E. Roberts (Leland 1982).

Graham and McKay were the principal stockholders of the Riverside Securities Company, organizers of the notorious Stockade ("cribs") red light district, built in 1923 (Leland 1982). They leased the site from George Wingfield, despite the fact that six months earlier the Reno city council had enacted an anti-prostitution law. By the end of the year, the law had been liberalized and the Stockade began a thriving business which continued until World War II, even after 1938 when Graham and McKay were convicted (after three tries) of mail fraud. Senator McCarran obtained a full pardon for Graham from President Harry Truman (Leland 1982). Graham and McKay also were prominent bootleggers and prizefight promoters in Reno, in partnership with Jack Dempsey.

Graham resided in his Tudor Revival home at 548 California Avenue for nearly 40 years. The house was designed by architect George A. Schastey in 1927 and built in 1928.

Joseph H. Grey (1869-1956)

Joseph Henry Gray was born in Truckee, California, in 1869. He belonged to a pioneering family which contributed to westward movement into the Sierra Mountain range. Around the turn of the century, Gray moved to Reno where he became one of the founders of the Grey, Reid, & Wright Company in 1900. He helped build it into one of the area's most successful businesses (Kuranda 1987). Gray commissioned the construction of a mansion at 457 Court Street ca. 1911. Gray sold his interest in the business in 1928, but continued as an active participant in the business until the early 1950s. The Grey Reid Department Store remained in business in Reno until the early 1950s. Grey lived at 457 Court Street from 1911 until his death on July 20, 1956.

Prince A. Hawkins (1871-1939)

Prince A. Hawkins was born in Tennessee and was from a family of lawyers (Simone 2007). There he attended public and private schools, graduating from Vanderbilt University in 1894 with a law degree. He practiced law in Tennessee for five years, and then moved to Colorado, where in 1902 he formed a law partnership in Boulder. In 1905,

he came to Reno and established the firm of Downer & Hawkins. In 1910, the firm of Cheney, Downer, Price and Hawkins was organized. The firm of Price & Hawkins was formed in 1922 and continued until 1929, when Robert Z. Hawkins joined his father.

Prince Hawkins was a charter member and president of the Nevada State Bar Association from 1926-1927; and was a member of the American Bar Association. Hawkins lived at 549 Court St. from 1911 until his death in 1939. He had the house designed by Los Angeles architect Elmer Grey.

Frank M. Lee (1867-1918)

Frank Moore Lee was born in California and moved to Reno in the 1870s. He attended Reno public schools and married Ada Finlayson in Reno in 1892. He was in the livery and stock-shipping business in 1883 with his father; until his father died in 1886 (Simone 2007). At that time, he and George S. Nixon organized the First National Bank of Winnemucca. In 1901, however, he accepted a position in the First National Bank of Reno, and later became a director. In 1906, Lee moved back to Reno, and moved into the house at 543 Court Street. Mr. Lee was president of the Nevada's Banker's association, as well as the Reno Clearing House Association, both of which were organized in order to promote the general welfare and usefulness of banks. Lee was also vice-president of the Nixon National Bank (George Wingfield became president after Nixon's death).

Patrick A. McCarran (1876-1954)

Patrick A. McCarran was born in Reno in 1876, the child of Irish immigrants. He grew up on his father's ranch on the Truckee River about 15 miles east of Reno. He attended the University of Nevada, Reno, but had to withdraw to work on the family sheep ranch when his father suffered an injury. He passed the state bar exam in 1905, after studying law independently, and moved to Tonopah the same year. In 1903, he became a member of the State legislature and after earning his law degree he became district attorney of Nye County (1907–09). It was during his Tonopah years he ran afoul of George

Wingfield, who sometimes was called "owner and operator of Nevada." McCarran represented Wingfield's wife in a divorce, in which Wingfield won annulment. McCarran bought the Gibbons Mansion at 651 California for \$35,000 in 1920, presumably with the proceeds from processing Mary Pickford's infamous and controversial divorce in Reno that year.

A member of the Democratic Party, McCarran ran unsuccessfully for Senate in 1916 and 1926. In 1932, he ran a third time, securing the Democratic nomination and becoming Nevada's first native-born U.S. Senator. During the 1930s, McCarran became well-known as one of the few Democrats who went against his own party and the New Deal policies of President Roosevelt. McCarran and served as a senator until his death in 1954 at the age of 78.

George S. Nixon (1860-1912)

George S. Nixon was born on a farm near Newcastle, Placer County, California on April 22, 1860 (Figure 23). He was educated in the public schools and worked on his father's farm until he entered the employ of a railroad company and studied telegraphy at age 19 (Humboldt Museum 2014). In 1881, he was transferred to Nevada where he was employed for three years as telegraph operator for the Carson and Colorado Railroad. Relocating to Reno in 1884, Nixon was associated with the First National Bank, later known as the



Figure 23. George S. Nixon (*Photo courtesy of Humboldt House Museum*)

Washoe County Bank.

In 1886, Nixon moved to Winnemucca, where he organized the First National Bank with F. M. Lee of Reno. Nixon was married in 1888 at Humboldt House, Nevada to Miss Kate I. Bacon, and moved to Reno with his family in 1906 where he built an imposing residence on the banks of the Truckee River.

Nixon became associated with George Wingfield during the mining excitement in southern Nevada, and they reaped a fortune from the mines, organizing the merger known as the Goldfield Consolidated Mines Company. They established the John S. Cook & Company Bank in Goldfield.

Nixon also served as a member of the Nevada Legislature from Humboldt County in 1891. He was elected to the United States Senate in 1905 to succeed Senator William M. Stewart, and was re-elected in 1911. Senator Nixon was president of the Tonopah Banking Corporation, the Carson Valley Bank of Carson, the Nixon National Bank of Reno and the First National Bank of Winnemucca. He had extensive realty interests in the city of Reno, and constructed a large mansion just west of Senator Newlands (631 California Avenue) in 1907. His estate was estimated at between \$2,000,000 and \$3,000,000. Senator George Nixon died of spinal meningitis in Washington D. C. in 1912 (Humboldt Museum 2014).

Robert Martin Price (1867-1940)

Robert Martin Price was born in Barton, WI, and moved to Riverside, California when a boy. He graduated from Oakland high school in 1889, from the University of California in 1893, and Hastings College of Law in San Francisco in 1906. Price practiced law in San Francisco from 1896-1900, and in Alaska from 1900-1903. He moved to Reno in 1904 where he was a partner in the law firm of Cheney, Massey and Price. A member of the board of governors of the Nevada State Bar Association, and president from 1934-

1935, he was also a leader in numerous educational, fraternal and civic activities (NSJ 20 January 1940:12). A charter member of the Sierra Club, he served as secretary from 1896-1900 and president from 1924-1925. Price lived in his home at 435 Court St., which he had built in 1910, until his death in 1940 (REG 28 October 1910:8).

Hosea E. Reid (1863-1933)

Hosea H. Reid was a prominent merchant and dentist in Reno. Born in Williams County, Ohio, he attended public schools in Illinois and began to work in a mercantile store at age 18. In 1883, he came west to California and clerked in Sacramento, Oakland, and Tulare. He graduated from Northwestern University in Chicago, having studied dentistry, which he practiced in San Francisco, Sacramento and in Nevada. In 1901, he moved to Reno and founded the Grey-Reid department store, with J. H. Grey. In 1907, it became the Gray, Reid and Wright Co., with branches in Carson City and Fallon. Dr. Reid was appointed by Governor Oddie in 1910 as a member of the State Banking Board of Nevada. About 1909, they lived at 462 Court St., possibly the first residents at that address. The Polk City Directory lists a Mr. Hosea Reid at 515 Court St. beginning in 1923. The house was built under the supervision of architect F.M. Schadler (NSJ 24 January 1948:3). Mr. Reid died on September 11, 1933. He was 70 years old.

4.0 RESEARCH ISSUES

The purpose of this historic context, which is in preparation of an architectural inventory of the Newlands Neighborhood, is to provide information on local patterns of suburbanization. This can help to guide survey work by providing a link between historic events and the physical evolution of communities (Ames and McClelland 2002). As a result, survey information expands the understanding of local patterns, adding to the local contextual information about the character and condition of representative subdivisions and neighborhoods. The purpose of this context is to identify the pertinent research questions in order to establish defensible boundaries for the Newlands Neighborhood, to characterize the district and describe the methods used to accomplish this task.

In order to accomplish this, information previously gathered through the Nevada Comprehensive Preservation Plan (SHPO 2012) is supplemented by new research that extends not only the geographical area covered by earlier surveys but also the chronological periods considered. This historic context updates and reevaluates the findings of earlier surveys and context statements according to new contextual information about historic patterns of suburbanization. As such, several research topics are proposed for the Newlands Neighborhood. These include the *Social Makeup of the Early Twentieth Century Suburb*, the *Three Types of American Suburbs*, the *Influence of the Automobile*, and the *Evolution of Historic Neighborhoods*, as it pertains to the Newlands area. Finally, important landscape characteristics of residential neighborhoods are discussed as they pertain to cultural landscape issues.

4.1 SOCIAL MAKE UP OF THE EARLY TWENTIETH CENTURY SUBURB

Several research topics have been previously explored regarding the American suburb (Wiese n.d; 1993a, 1993b, 1999, 2001; Seis 2001; Beauregard 2006; Stilgoe 1985; Fishman 1994, 1987, 1988; Lang and LeFurgy 2006). One of the main research issues involving the study of American suburbia is the concept that the ability to own a home

was not as widely available to the lower and middle classes prior to World War II as it became afterwards. The notion that the traditional suburb, like the traditional family, was only the purview of the upper classes was mostly an invention of the 1950s. E.W. Burgess (1925) created the idea that only affluent Americans were able to afford new suburban homes. This was carried further by other historical suburban scholars (Jackson 1985; Goldfield and Brownell 1979; Warner 1962, Harris and Lewis 1998).

Recently, several urban scholars (Gardner 2001; Harris 1996; Wiese 1993a, 1993b) have challenged these ideas. In the past, many researchers distinguished the elite from the middle or working class suburb. Harris and Lewis (2001) have shown that one-quarter of all residential suburbs by 1940 had “low” rents, while another two-fifths had rents that were about the metropolitan average. Therefore, it follows that before mid-century, the residential suburb was becoming more accessible to a wider range of people.

Research Issues: One research issue that can be addressed by the Newlands Neighborhood is the question of whether or not the streetcar suburbs of the early twentieth century were exclusive to the upper classes, accommodating a range of professionals, but for the most part excluding the manual worker. To what extent was the Newlands Neighborhood, prior to WWII, occupied by the upper vs. middle-class? Did this change at some point, with the dream of home ownership in the Newlands Neighborhood becoming more available to the working/middle classes? Was the Newlands Neighborhood exclusive to certain ethnic groups?

4.2 THREE TYPES OF AMERICAN SUBURBS

In a recent survey, Harris and Lewis (2001) argue that there were three types of suburbs in North America during the first half of the twentieth century. These included not only the influential residential suburbs of myth, but also the industrial suburbs, as well as the development and settlement of the unincorporated urban fringe by a diverse population. More recently, scholars have begun to examine the forces at work in the land market,

especially those who were involved in land subdivision (Weiss 1987; Hise 1993, 1997; Doucet and Weaver 1991). Although residential, industrial and unincorporated suburbs did differ in terms of their social composition, these differences were not always dramatic. By mid-century, many residential suburbs were occupied by workers; while fewer industrial suburbs were occupied by the professional middle class (Harris 1999). According to Harris (1999), the three main types of suburbs developed in very different ways. They differed mostly by the extent to which the process of land development was controlled. Just as important and even less well documented were the varying ways in which individual houses were built.

It has recently been shown that the most important initiatives for land use regulation came from those who hoped to make a profit from the subdivision and marketing of land, not from local municipalities (Burgess 1994; Keating 1988; McKenzie 1994; Weiss 1987). Affluent families, wishing to buy a home, are naturally concerned about protecting their investment, and by the turn of the twentieth century, a growing number of land developers were laying out fairly substantial subdivisions. Through the use of deed restrictions they determined the patterns of land use, minimum standards of construction, and until declared unconstitutional in 1948, the ethnic or racial composition of an area. As such, wealthy prospective homeowners were more likely to buy in a residential suburb, rather than in the industrial suburb, where there would have been fewer controls over land development. Even in industrial suburbs, however, some controls were instituted and enforced (Harris 1999). Companies did not welcome unregulated development, and neither did the suburban governments, who were naturally concerned about the size and stability of the residential tax base. In unincorporated districts, the situation was much different. Without municipal governments, the landowners and developers had few restrictions. No zoning or other land use controls were instituted, and typically there were minimal building regulations. Land was cheap and taxes were low. This attracted people who could not afford anything better, and deterred those who could.

In addition, Harris (1999) believes another important research issue is whether the houses within a suburb were built by an owner-builder, a speculative/operative builder, or a custom-builder. A custom builder is one who serves as a general contractor, and in the case of more substantial dwellings, a family might also hire an architect to draw up plans. For more modest projects a homeowner provided his own plans, often obtained from plan books or magazines, and did the supervision himself. Alternatively, instead of working for a particular client, a speculative or operative builder could erect one or more houses on speculation and only then advertise to sell. Speculative building, or what the Federal Housing Administration called “operative building”, was somewhat riskier, but in planned developments offered the prospect of realizing efficiencies of scale (Harris 1999:99). The third method was for a family to build its own home, using family labor. This was often inefficient. Skills had to be learned on the job by trial and error. However, by reducing the amount families needed to spend, it brought home ownership within the reach of many more households.

Most historical urban scholars believe that the speculative builder was the most efficient and for this reason, gained steadily in importance by comparison with the other two. Both assumptions can be questioned (cf. Ball 1988; Schlesinger and Erlich 1986). Speculative builders have been the dominant type since the 1950s; however, national data on the social organization of the building industry is lacking prior to 1949, and no case studies have been undertaken of specific cities before that date. Locally available data often makes it impossible to distinguish clearly between the three types of builders. In addition, the line between owner, operative, and custom builders is often blurred. The most that we can say is that speculative builders seem to have operated most effectively during the boom periods, such as the 1920s, and late 1940s-1950s.

It is important to document, when possible, what type of builder was used, as this can shed light on the economic status of the owner. The three main types of builder were naturally concentrated in particular types of suburbs. Affluent families were able to hire their own architect and/or builder, and in affluent residential suburbs, custom building

was the norm. Whereas many low income families acquired homes by building their own and this was often only possible in the urban fringe. As a result, owner-building was concentrated in the unincorporated suburbs where it was often the norm. Speculative builders were not as strongly associated with a particular type of suburb, but rather built homes in affluent suburbs as well as unincorporated areas, although it is unclear how commonly they did so. It is clear that speculative builders were much more active in industrial suburbs and in the growing ranks of more modest residential suburbs (Harris 1999). Middle income families were drawn to these areas, especially before automobile ownership became common. Workers had a strong incentive to live close to work, especially in suburban districts where public transit was often poor.

Research Issues: The previous discussion leads to many broad questions that remain unanswered regarding the method by which American suburbs were built and by whom. Did wealthy suburbs develop in the first half of the twentieth century despite the absence of developer imposed restrictions and if so, how? When did the balance shift from contractors to speculative builders in the middle class suburbs? Did commercial builders commonly operate in unincorporated or unregulated areas? To what extent did the investment decision of builders in industrial suburbs differ from those in the more modest residential suburbs? Does the Newlands Neighborhood provide any clues as to the way in which it was developed and for whom?

4.3 THE INFLUENCE OF THE AUTOMOBILE

Another important research issue regarding the American suburb is the influence of the automobile in the design, layout and appearance of subdivisions. The automobile became an increasingly important consideration in suburban design after 1900. The progressive design of new neighborhoods readily accommodated driveways and road improvements such as paved surfaces, gutters and curbs, and sidewalks. The earliest garages were placed behind the house at the end of a long driveway that often consisted of little more than a double tract of pavement (Rowe 1991). Attached and underground garages began

to appear in stock plans for small homes as well as factory-built houses by the end of the 1920s. The design of an expandable two-story house with a built-in garage and additional upper-story bedroom was introduced by the FHA in 1940 (FHA 1940). By the 1950s, garages or carports were integrated into the design of many homes.

In the view of some historians, all development before WWII was pedestrian-oriented and traditional in form (Lang et al. 2006). After the war, the automobile came to dominate the environment of subdivisions. The historical literature, however, does not always support this simplistic view (Harris 1988) and instead indicates that many early twentieth century suburbs began a slow, decades-long adoption of automobiles (Liebs 1995). By the 1930s, cars were poised to significantly remake the American metropolis, but first a depression and then war greatly slowed the pace of urban change (Jackson 1985). Yet in the few places that still grew during the depression and war, the car made its mark (Longstreth 1997). Nevertheless, a new suburban style emerged at the mid-twentieth century. This style existed both immediately before and after the war. The pace of development occurring after the war was so much greater, however, that mid-century suburbs were said to have a “post-war” style.

Research Issues: Research questions related to this topic that may be considered include how did automobile ownership affect the design, layout and architectural styles of the Newlands Neighborhood? Was a slow adoption of the automobile evident prior to WWII, or was the design of Newlands Neighborhood more pedestrian oriented?

4.4 EVOLUTION OF HISTORIC NEIGHBORHOODS

At the turn of the twentieth century, American suburbs began to exhibit diverse physical characteristics and reflect various national trends. For example, a subdivision platted in the 1920s, but developed over a period of many years due to local economic conditions, availability of financing, or the relationship between developers and builders, may exhibit a broad range of architectural styles and housing types. On the other hand, the homogeneous physical character of other suburbs may be the result of the narrow period

of development, planning specifications, deed restrictions, or local zoning ordinances, among other factors. For example, houses of a similar size, scale and style may be due to their construction by a single or small number of architects or builders (Ames and McClelland 2002).

Architectural styles within American suburbs also underwent several preferential shifts. The expansion of streetcar transportation coincided with fundamental changes in the perception of the ideal suburban home. Principals emphasizing simplicity and efficiency called for house designs that reflected a more informal and relaxed lifestyle (Clark 1986).

Research Issues: Research questions related to this topic focus on the Newlands Neighborhood's various periods of development. If and when were there deed restrictions in place dictating dwelling cost, architectural style or other conditions of ownership? What were the local subdivision regulations in the Newlands Neighborhood? Was there a shift from a wide variety of owner built homes individually designed by architects to a more uniform class of builder constructed and designed homes, mostly utilizing pattern books?

4.5 LANDSCAPE CHARACTERISTICS

Residential neighborhoods are one of America's most distinctive landscape types. Therefore, their significance is best evaluated in the context of a cultural landscape. This approach recognizes the presence of historic landscape characteristics and seeks to understand the interrelationship of these characteristics spatially and chronologically (Ames and McClelland 2002).

When assessing suburban development through a landscape lens, it is helpful to consider several clearly defined stages, or "layers." The first stage is the selection of a parcel of land planned for residential use. The geographical location and relationship to natural topography and cultural factors is outlined, such as proximity to places of employment

and availability of transportation. The second stage relates to the overall subdivision design, normally the result of a predetermined plan or plat with very precise boundaries. This is characterized by a network of roads, utilities, house lots, and often community facilities like parks. The third stage represents the arrangement of each individual house and yard, along with its garage, lawn, driveway, gardens, walls, fences, and plantings. The duration of each stage depends on the particular history of the subdivision, local building and real estate practices, and factors such as economics, availability of financing, and the demand for housing in a particular location.

In the Newlands Neighborhood, it appears that rather than merely extending the gridiron plan outward, a larger parcel was developed to form a more private space, separate from busy thoroughfares; the Newlands subdivisions frequently reflect principles of landscape architecture in the layout of streets and lots to follow the existing topography and create a park-like setting that fulfilled the ideal of domestic life in a semi-rural environment.

Research Issues: Questions related to landscape design and the influences on the spatial organization of subdivisions are many and varied. Foremost for the study area is whether or not the Newlands Neighborhood was a collaboration of professional developers, planners, architects, and landscape architects? Or was it more vernacular in nature, shaped organically by local home owners and builders, following zoning regulations and popular trends in home design and gardening?

5.0 NATIONAL REGISTER CRITERIA FOR EVALUATION

The evaluation of cultural resources includes defining their significance, assessing their integrity, and evaluating their National Register eligibility. Significance and integrity both must be evaluated in order to make an informed judgment regarding a resource's ability to convey its history. The quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials,

workmanship, feeling, and association; and that meet one or more of the following criteria:

Criterion A: properties associated with events that have made a significant contribution to the broad patterns of our history;

Criterion B: properties associated with the lives of persons significant in our past;

Criterion C: properties that embody the distinctive characteristics of a type, period or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction;

Criterion D: properties that have yielded, or may be likely to yield, information important in prehistory or history.

INTEGRITY

Integrity is the ability of a resource or a group of resources to convey a sense of the past as it relates to one or more areas of significance. If significance has been established, it is necessary to determine if the resource retains the identity for which it is significant. The evaluation of integrity is often subjective, but it must be grounded in an understanding of a resource's physical features and how they relate to its significance. Resources that have been substantially altered may not retain sufficient integrity to reflect their original character. Integrity may be diminished by a single major change or a cumulative effect of numerous minor changes.

There are seven aspects or qualities that in various combinations define integrity. A resource that retains its integrity will possess several, and usually most, of the following aspects:

Location--refers to the particular place where the historic resource was constructed or the specific place where the historic event took place. It involves relationships between the resource and place.

Setting--refers to the general physical environment of a historic property. It refers to the character of the place in which the resource played its historical role.

Design--refers to the combination of elements that create the form, plan, space, structure, and style of a property.

Materials--refers to the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

Workmanship--refers to the physical evidence of craftsmen's labor and skill in constructing or altering a building, structure, object, or site.

Feeling--refers to the quality a historic resource has in evoking the aesthetic or historic sense of a past period of time.

Association--refers to the direct link between a property and an important historic event or person.

Historic Districts

Districts are defined as groups of sites, structures, buildings, or objects that are significant as a single, identifiable entity, although their individual components may lack distinction or merit. After a survey has been completed and the individual resources have been recorded, the resources and their geographical distribution should be assessed for district potential. The resources within a district have related characteristics-visual, geographical, or historical-that link them together as related resources. Historic districts may be downtown commercial areas, residential neighborhoods, rural agricultural areas, whole towns, or groupings of archaeological sites.

Individual resources within the potential district must be examined to determine if they are contributing or non-contributing elements. In general, consideration needs to be given to the relative number, size, scale, design, and location of the elements that do not contribute to the district's significance. Contributing and non-contributing elements must be clearly indicated on a sketch map. Contributing elements-are those that retain a sufficient degree of integrity to the proposed area of significance. Non-contributing elements-are generally those that have been substantially altered and/or do not represent the period of historic use.

The National Register Bulletin on historic residential suburbs (Ames and McClelland 2002) clarifies the nomination and evaluation process for historic suburban developments. The bulletin clearly defines each nomination criterion and how it would apply to a suburban community. A nomination based on Criterion A requires that the suburban community feature one or more of the following characteristics:

- Neighborhood reflects an important historic trend in the development and growth of a locality or metropolitan area;
- Suburb represents an important event or association, such as the expansion of housing associated with wartime industries during World War II, or the racial integration of suburban neighborhood since the 1950s
- The suburb demonstrates conventions of community planning important in the history of suburbanization, such as zoning, deed restrictions, or subdivision regulations;
- Neighborhood is associated with the heritage of social, economic, racial, or ethnic groups important in the history of a locality of metropolitan area;
- Suburb is associated with a group of individuals, including merchant, industrialists, educators, and community leaders, important in the history or development of a locality or metropolitan area.

The association with an important person (Criterion B) is difficult to determine for most historic suburbs, unless it is associated with a particularly important architect or builder. The Newlands neighborhood, however, was home to numerous prominent residents and therefore, may meet Criterion B. It is usually difficult to evaluate the significance of a property that is important for its association to the individual who built it, especially if that individual was a builder by profession. There are very few district nominations that were designated because of the significance of the builder, unless the builder was important in another field or endeavor (i.e., planning). Usually, buildings that are notable for their architectural expression are typically attributed to their architects, even if the financing and the construction were equally important factors. Builder-developers are credited when the underlying idea is innovative, apart from the architectural details.

This may seem to demonstrate unfair favoritism to architects, but that is not really the case. Both builders and architects may be judged significant for their body of work, but their landmarked works have to be demonstrably important examples, and their body of work must comprise important examples. The National Register's guidance on applying Criterion B includes the following:

A property is not eligible under Criterion B if it is associated with an individual about whom no scholarly judgment can be made because either research has not revealed specific information about the person's activities and their impact, or there is insufficient perspective to determine whether those activities or contributions were historically important (Boland n.d.). In addition, the Park Service states in Appendix A, *Quick Reference List of Guidelines for Applying Criterion B*, that "A property that is significant as an important example of an individual's skill as an architect or engineer should be nominated under Criterion C rather than Criterion B."

Historic neighborhoods are evaluated under Criterion C to determine if they embody the distinctive characteristics of a type, period, style, or method of construction; or represent the work of a master architect, landscape architect, or community planner. Any one of

the following characteristics would qualify a historic neighborhood for eligibility under Criterion C:

- A collection of residential architecture that is an important example of a distinctive period of construction, method of construction, or the work of one or more notable architects.
- A suburb that reflects principles of design important in the history of community planning and landscape architecture, or is the work of a master landscape architect, site planner, or design firm.
- Subdivision embodies high artistic values through its overall plan or the design of entrance ways, streets, homes, and community spaces.

Historic residential suburbs often reflect popular national trends in subdivision design, such as the City Beautiful movement or FHA-recommended curvilinear plans. Suburbs may also reflect popular architectural styles, housing types, and principles of landscape architecture. Spatial organization is another key factor in determining significance in community planning and landscape architecture. Key is the relationship between design and natural topography, the arrangement of streets and house lots, the arrangement of buildings and landscape features on each lot, and the provision of common spaces. Features such as street lighting or tree plantings; the landscape design of yards, entrance ways, or roadways; the presence of scenic vistas; or conservation of natural features may also denote significance in landscape architecture (Ames and McClelland 2002). Qualifying physical characteristics may be present in the overall plan, the architectural design of dwellings and other buildings, and the landscape design of the overall subdivision or of individual homes, parks, or parkways (Ames and McClelland 2002).

Distinctive architectural design may be present in a variety of building types. Buildings may reflect a cohesive architectural type and style with some variation or they may reflect a variety of period or regional styles. Homogeneity or diversity of housing types and style may be an important architectural characteristic or an indicator of the overall

design intent of the suburb as well as its period of development. Information about the developer and the various architects and landscape architects involved in the design of a subdivision is important to understanding the character of a residential subdivision, ascribing design significance, and placing a suburb in a local, metropolitan, State, or national context (Ames and McClelland 2002).

Criterion D is applied to the evaluation of American suburbs in the event that archaeological sites are present that can provide information important to historic contexts other than suburbanization. Historical archeology of home grounds may provide important information about the organization of domestic grounds, vernacular house types, gardening practices, or patterns of domestic life. When used in tandem with documentary sources, historical archeology helps define data sets and research questions important in understanding patterns of suburbanization and domestic life (Ames and McClelland 2002).

Integrity issues are another important consideration when assessing the eligibility of suburbs for nomination as historic districts. Suburbs must retain sufficient integrity in order to convey the historical significance of the theme with which they are associated, or the area of significance for which they are deemed eligible. They must also retain integrity from the period of its significant historic associations. Suburbs that have undergone numerous changes or modifications and are considered lacking in integrity as outlined above are generally considered not eligible for inclusion in the NRHP.

6.0 ARCHITECTURAL STYLES

The Newlands Neighborhood contains the greatest diversity of architectural styles in Reno. The majority of the residences were erected between 1920 and 1940, and the diversity of architectural styles range from large Colonial Revival and French Chateau mansions to more modest Spanish Colonial Revival and Craftsman bungalows. Numerous large and small examples of Queen Anne, Shingle Style, English, French,

Craftsman, Mediterranean, and Classical and Colonial Revival styles can be found. The Newlands Addition was established shortly before the turn of the twentieth century and subdivided several times over the course of the next thirty years. Furthermore, the area was always affluent, so the homes, whether large or small, reflected the current architectural fashion of the period in which they were built (Harmon 2002). The Newlands Neighborhood is also an area in which many architect-designed homes can be found. Nationally prominent architects contributed to the architectural milieu in the Newlands, including Paul Revere Williams, Elmer Grey, Russell Mills, Ed Parsons, as well as Nevada's pre-eminent architect Frederic DeLongchamps. The various types of architectural styles found within the Newlands Neighborhood are described in detail below.

6.1 QUEEN ANNE (1880-1910)

The ornate and showy Queen Anne style typified the architecture of the Victorian age. The Queen Anne style is easy to identify with its distinctive form, abundance of decorative detail, corner tower, expansive porches and richly patterned wall surfaces (McAlester and McAlester 1989:263-287). It was the most popular style for houses in the period from 1880 to 1900, but is often employed for large scale public buildings as well (Walker 1997). In the Newlands Neighborhood, the style was most common from 1895-1910 (Figure 24).



Figure 24. Joseph H. Gray House, at 457 Court St. (ca. 1911)
(Queen Anne-style massing with Colonial Revival details)

The Queen Anne style was the culmination of all the Victorian styles including details of Italianate, Gothic Revival, Carpenter Gothic, and Classical (Walker 1997). While the Queen Anne style can take a variety of forms, certain key elements are commonly found. Queen Anne buildings almost always have a steep roof with cross gables or large dormers, an asymmetrical front façade, and an expansive porch with decorative wood trim (Walker 1997). A round or polygonal front corner tower with a conical roof is a distinctive Queen Anne feature on many buildings of this style. Wall surfaces are usually highly decorative with variety of textures. Typically, homes fell into four subtypes distinguished on the basis of decorative detailing (McAlester and McAlester 1989:264). The majority of Queen Anne houses in the Newlands Neighborhood are of the free-classic type, which incorporated the asymmetry of form and irregular roof shapes with classical porches and detailing (McAlester and McAlester 1989:265).

6.2 SHINGLE STYLE (1880-1900)

The Shingle style is part of the overarching Late Victorian Period, and is sometimes referred to as an outgrowth of the Queen Anne style (McAlester and McAlester 1989:289-299; Rooney 2007; Scully 1974). Marked by the presence of shingles on not only the roof, but also on the wall surfaces themselves, the first floor walls may be shingled, of stone or brick. Shingles may also cover gable ends, curving towers and porch columns. Shingle style buildings have a rather monochrome appearance since the shingles are unpainted and uniformly cover most exterior surfaces. The Shingle style resembles the Queen Anne style in shape and form, but it lacks the abundant decorative details. Porches are expansive, often wrapping around the front and sides of the building. Roofs are generally sweeping and multi-gabled. Windows are small and multi-paned and are often grouped in pairs.

Probably the best, if not the only example of a Shingle Style home in the Newlands Neighborhood is that of Senator Francis G. Newlands, constructed between 1889 and 1890 (Figure 25). The Shingle Style mansion also contains numerous Queen Anne attributes, including a random horizontal plan with wings, bays and porches, and the steep gable roof.



Figure 25. Senator Francis G. Newlands House,
Reno, Nevada
(Photo courtesy of www.NPS.gov)

The Shingle style was employed by prominent American architects like H.H. Richardson, Frank Lloyd Wright and the firm of McKim, Meade, and White. Influenced by the early

shingled buildings of New England colonies, the Shingle style spread throughout the country, but never became as popular or prevalent as the Queen Anne style (Scully 1974). Most popular between 1880 and 1900, it remained a high fashion, architect designed style that was seldom translated into more vernacular housing use.

6.3 LATE 19TH-EARLY 20TH CENTURY REVIVAL PERIOD (1880–1940)

Period Revival architecture evolved in the United States during the late 19th and early 20th centuries. The building designs of this era were intended to be more exact versions of earlier architectural styles and traditions. In the preceding architectural periods, elements of various European inspired styles were combined to create new styles like the Gothic Revival, Italianate, or Second Empire styles. In the late 19th century, there was a desire to create buildings that were more closely modeled after the original forms that inspired them. For the first time the old buildings of early America were included as the inspiration for architectural style (Pennsylvania Historical & Museum Commission 2014). An interest in American history was spurred by the country's one hundredth birthday celebrated at the Philadelphia Centennial of 1876 and was continued at the Chicago Columbian Exposition of 1893.

The two most prevalent styles of this period were the Colonial Revival and the Classical Revival which were inspired by early American buildings of Georgian, Federal, or Greek or Roman Revival style. Those earlier styles had been designed to incorporate stylistic elements of ancient Greece and Rome, so many of the same architectural details are common to all. The larger size and scale, and arrangement of details set the buildings of the later Colonial Revival and Classical Revival apart. The Spanish Revival style also looked back to the buildings of America's early colonial period.

The Revival Period was marked by renewed interest in historical European designs as well, such as the half-timbered manor houses of Tudor England, and country estates of Normandy and Spain. The wealthy were the first to embrace these styles and they kept prestigious American architectural firms busy. Over the course of several decades,

however, these popular revival styles spread to more modest suburban neighborhoods (Carley 1994:176).

Colonial Revival (1880-1960)

One of the most frequently produced and enduring popular styles in America is the Colonial Revival style. It can be seen in a seemingly endless variety of forms throughout the country and still continues to influence residential architecture today. The Colonial Revival style was an effort to look back to the Federal and Georgian architecture of America's founding period for design inspiration. Like most revival efforts, the Colonial Revival style did not produce true copies of earlier styles but instead took certain design elements (i.e. front façade symmetry, front entrance fanlights and sidelights, doorways with pediments, porches and dormers) and applied them to larger scale buildings. These colonial era details could be combined in a great variety of ways, creating many subtypes within this style (McAlester and McAlester 1989).

Although houses can be side or center gabled, most have a gambrel roof. Side gambrels, usually with long shed dormers, became the predominant form in the 1920s and 1930s. Other characteristics of this style include an accentuated front door, normally with a decorative pediment, symmetrically balanced windows with centered doors, and double hung windows with multi-pane glazing. There are several Colonial Revival style houses in the Newlands Heights Neighborhood, including the McCarran Mansion (Figure 26), the Hawkins House, the Garvey House, and 775 California Avenue. In the Newlands, the style is most common during the period from about 1910 to 1940.



Figure 26. McCarran Mansion, 401 Court Street.

Classical Revival (1895-1950)

The Classical Revival style was inspired by the 1893 World's Columbian Exposition in Chicago, which promoted a renewed interest in the classical forms. Similar to the Colonial Revival style, the Classical Revival style was more formal and monumental in its design. Stylistic details include massive columns with classical Corinthian, Doric or Ionic capitals, topped by a front-facing pediment. One of the most distinctive versions of this style features a full height columned front porch (portico) topped with a classical pediment. The arrangement of windows and doors is formal and symmetrical, with the front door often flanked by pilasters or side lights and capped with a flat entablature, broken pediment or rounded fanlight (Pennsylvania Historical & Museum Commission 2014).

Classical Revival style was most often used for courthouses, banks, churches, schools and mansions. It was never quite as popular as the Colonial Revival style for more common residential buildings. The prominent architectural firm of McKim, Meade and White designed many buildings in this style across the nation in the early years of the 20th century (Pennsylvania Historical & Museum Commission 2014). Examples of this style can be found throughout Nevada, often in the form of public buildings. One of the most outstanding examples of this style in Reno is the Levy Mansion.

Tudor/English Cottage

As noted above, the Tudor/English Cottage style falls under the broader architectural category of Period Revival. One example of an English Cottage style home in the Newlands is the residence of Frederic DeLongchamps, designed and built by DeLongchamps in 1919 (Figure 27).



Figure 27. DeLongchamps Residence, 4 Elm Court (1919)

Many of the houses built during the prewar period were variations on the Tudor style. Overall, this style was dominant during the 1920s and 1930s, although it continued in certain areas into the 1940s. Common characteristics of the Tudor style include massive chimneys, commonly crowned with decorative chimney pots, a façade dominant by one or more prominent cross gables, usually steeply pitched, a decorative half-timbering present on about half of examples, a steeply pitched roof, usually side-gabled, and tall, narrow windows, commonly in multiple groups, with multi-pane glazing (McAlester and McAlester 1989).

Tudor Revival or "English Cottage" was the stylistic term applied to period cottages with Gothic and medieval references. These characteristics included steeply pitched gabled roofs, complex and asymmetrical facades, decorative half-timbering in the gable ends, battered chimneys, ogee arches and leaded glass windows.

Spanish Colonial Revival

The Spanish Colonial Revival style was a popular architectural style in the Newlands Heights during the early 20th century. A prominent example is the Nixon Mansion, constructed in 1907 (Figure 28). Based on the Spanish Colonial architecture of the Spanish colonization of the Americas, it was made popular by the Panama-California Exposition of 1915 in San Diego. Embraced principally in California and Florida, the Spanish Colonial Revival movement enjoyed its greatest popularity between 1915 and 1931.

Spanish Colonial Revival architecture shares some elements with the earlier Mission Revival style derived from the architecture of the California missions, and Pueblo Revival style from the traditional Puebloan peoples in New Mexico. Both



Figure 28. Nixon Mansion, ca. 1911
(Photo courtesy of Special Collections Library, University of Nevada, Reno)

precedents were popularized in the Western United States by Fred Harvey and his Atchison, Topeka and Santa Fe Railway Depots and Hotels. The Spanish Colonial

Revival style is also influenced by the American Craftsman style and Arts and Crafts Movement.

Spanish Colonial Revival architecture is characterized by a combination of details from several eras of Spanish Baroque, Spanish Colonial, Moorish Revival and Mexican architecture. The style is marked by the prodigious use of smooth plaster (stucco) wall and chimney finishes, low-pitched clay tile, shed, or flat roofs, and terracotta or cast concrete ornaments. Other characteristics typically include small porches or balconies, Roman or semi-circular arcades and fenestration, wood casement or tall, double-hung windows, canvas awnings, and decorative iron trim.

Château Style

This is a Period Revival style based on the French Renaissance architecture of the monumental French country houses built from the late fifteenth century to the early seventeenth century. The style frequently features buildings incongruously ornamented by the elaborate towers, spires, and steeply-pitched roofs of sixteenth century châteaux, themselves influenced by late Gothic and Italian Renaissance architecture. Buildings in the Château Style do not attempt to completely emulate a French château, but are typically built on an asymmetrical plan with a roof-line broken in several places and a facade composed of advancing and receding planes (McAlester and McAlester 1989).

The style was popularized in the United States by Richard Morris Hunt, the first American architect to study at the *École des Beaux-Arts* in Paris (McAlester and McAlester 1989). Hunt designed residences from the 1880s-1890s, including those for the Vanderbilt family (Stein 1986). A relatively rare style in the United States, its presence was concentrated in the Northeast, although isolated examples can be found in nearly all parts of the country. It was mostly employed for residences of the extremely wealthy, although it was occasionally used for public buildings. In the Newlands, this style can be seen in the four houses surrounding Newlands Circle, including the Castle at

825 California Avenue, designed by Dan Kirkhuff for Janet Newlands Johnson (Figure 29).



Figure 29. Château Style Home at 3 Newlands Circle

6.4 CRAFTSMAN/BUNGALOW (1910-1930)

This type of architecture was popular in the United States from about 1910 to the early 1930s. At the waning of the Victorian era, several trends in art and architecture responded to Victorian ornateness with a sense of order and purpose, which sought to reject the dehumanizing effects of the machine age. The signature architectural style of this movement was the homey Craftsman bungalow, which became a ubiquitous symbol of western back-to-nature living. Reno embraced the bungalow with its own red brick version that was replicated in every neighborhood during the first four decades of the twentieth century (Harmon 1998).

By 1910, the bungalow had become the ideal suburban home and was being built by the thousands, giving rise to what has been called the "bungalow suburb." The typical bungalow was a one or one-and-a-half-story house having a wide, shallow-pitched roof with broad overhanging eaves. The interior featured an open floor plan for family activities at the front of the house and private bedrooms at the back or upstairs. The wide open front porch, a distinctive feature of the ideal bungalow, provided a transition between interior and outdoors (Clark 1986).

The design of the bungalow was influenced by the Prairie School movement of the Midwest, the California Arts and Crafts movement, and a number of vernacular housing types (Ames and McClelland 2002). The adaptation of these and other architectural influences in the form of a small comfortable house lead to the bungalow's widespread appeal. The bungalow ranged from English Cottage styles to the Mission Revival style, and was popularized nationwide by numerous catalogs, books and periodicals such as *Western Architect*, *Ladies' Home Journal*, *Craftsman*, and *Bungalow Magazine*.

There are three main bungalow types found in Nevada, all of which can be found in the Newlands Neighborhood. The first is narrow and deep and can have either a hipped or gabled roof. The second type is one and a half stories and has a gabled roof which runs parallel to the street. The roof usually projects out over a full-width porch and almost always has a central dormer. The third is a small gabled cottage with its wide end placed toward the street, and it usually has a small central front porch. This type can occasionally be found as a duplex.

6.5 MINIMAL TRADITIONAL (1935-1950)

The Minimal Traditional style of architecture was most common in the U.S. from about 1935 to 1950 (McAlester and McAlester 1989:478). An uncommon style in the Newlands Neighborhood, the Minimal Traditional style was loosely based on an unadorned form of the earlier Tudor style which dominated in the 1920s and 1930s. These houses became popular in the 1930s and were the dominant style of the postwar

1940s and early 1950s (McAlester and McAlester 1989). Minimal Traditional homes usually have gabled roofs; however, the steep Tudor roof pitch is lowered and the façade is simplified by omitting most of the traditional detailing. Eaves and rake are closed, rather than overhanging as in the later Ranch style. They are generally asymmetrical with the front entrance off-center. Typically, there is a large chimney and at least one front-facing gable. They were built of wood, brick or stone, or a mixture of these materials. Garages may be entirely detached or attached to the main house, but if attached the garage is usually a subordinate element unlike later homes where the garage became more prominent. By the late 1940s and early 1950s the style was being replaced by the ranch style.

6.6 RANCH STYLE

The Ranch style was originally created by California architects Cliff May, H. Roy Kelley, and William W. Wurster in the 1930s. It is characterized by an asymmetrical one story house with very low-pitched roofs and broad, rambling facades (McAlester and McAlester 1989:479). There is usually a moderate or wide eave overhang. The hipped roof is most common, followed by the cross-gabled. Some ranches lack decorative detailing but most have decorative shutters, porch-roof supports, and other detailing usually based on colonial precedents. As the automobile became the primary means of transportation following WWII, large sprawling houses on much larger lots began replacing compact houses. The rambling form of the ranch house emphasizes this by maximizing façade width. This is further increased by built in garages, which are an integral part of most ranch houses.

Modified from the traditional housing of Southwest ranches, haciendas and Spanish Colonial revival styles, ranch houses were built as a suburban house type to suit middle-income families. Natural materials were usually emphasized, and houses were typically built of such materials as adobe or redwood. They were oriented to an outdoor patio and gardens that ensured privacy and intimacy with nature. Cliff May's work gained considerable attention in the Southwest and across the nation when it was promoted by

Sunset Magazine between 1946 and 1958 and featured in portfolios such as Western Ranch Houses (May 1946).

In the late 1940s, popular magazine surveys demonstrated the postwar family's preference for the informal Ranch house as well as a desire to have all their living space on one floor. Builders of middle and upper-income homes mimicked the architect-designed homes of the Southwest, offering innovations such as sliding glass doors, picture windows, carports, screens of decorative blocks, and exposed timbers and beams, which derived as much from modernistic influences as those of traditional Southwestern design (Clark 1986).

Builders of low-cost homes, however, sought ways to give the basic form of FHA-approved houses a Ranch-like appearance. By late 1949, Levitt & Sons had modified the Cape Cod into a Ranch-like house called "The Forty-Niner." This was accomplished by leaving the floor plan intact and giving the house an asymmetrical facade and horizontal emphasis, and by placing shingles on the lower half of the front elevation and fitting horizontal sliding windows just below the eaves. Picture windows, broad chimneys, horizontal bands of windows, basement recreational rooms, and exterior terraces or patios became distinguishing features of the forward-looking yet lower-cost suburban home (Kelly 1993:80-84).

6.7 ARCHITECTS IN THE NEWLANDS NEIGHBORHOOD

Several important Nevada architects, as well as nationally known ones, are associated with the Newlands Heights neighborhood. This includes well-known names such as DeLongchamps, William, Mills and Parsons, along with lesser known architects like Koster and Schastey. An overview of the careers of each of the known architects represented in the Newlands District is provided.

Frederic J. DeLongchamps (1882-1969)

One of the most influential architects in Nevada in the twentieth century, Frederic Joseph DeLongchamps was born in Reno in 1882. He studied mining at the University of Nevada, Reno, graduating in 1904 and worked in the mining field for a short time. Due to health reasons, he took a job as a draftsman for the U.S. Surveyors Office in Reno, and quickly began designing buildings. He won a competition to design the Washoe County Courthouse in 1909, which launched his career (James 2006:177). Travelling to San Francisco after the 1906 earthquake, he helped to rebuild the city, working with an architect and gaining further experience. Ultimately returning to Nevada, DeLongchamps designed nine county courthouses, including two in California. He also worked on major additions to the Nevada State Capital, mansions for the Mapes family, George Whittell, and more than 500 other buildings (James 2006:178). His works include the Reno Post Office (1932) and the Riverside Hotel (1927), as well as several buildings at the University of Nevada, Reno. He won awards for his buildings at the 1915 Panama-Pacific International Expositions in San Francisco and San Diego. He became the official Nevada State Architect in 1919, the only person to hold that title (James 2006:178). DeLongchamps died in Reno in 1969 at the age of 86.

Within the Newlands Neighborhood, DeLongchamps designed the Gibbons/Patrick McCarran House at 401 Court Street in 1913; his own residence at 4 Elm Court; and the Edward Chism house at 575 Ridge Street (1927); among others (500 and 515 Court street; 546 Ridge St.). His works include Classical Revival, Spanish Colonial Revival, Neoclassical, Beaux Arts, Art Deco, International, Gothic Revival, Tudor, Mediterranean, and English Cottage Revival styles.

Elmer Grey (1863-1972)

Born in Chicago, Illinois in 1872, Elmer Grey was one of the pioneers in the development of the new American architecture in the early 20th century (Hughes 2014). Educated in the Milwaukee public schools, he did not attend college and worked for the

Milwaukee architectural firm of Ferry & Clas from 1887-1899 (Hughes 2014; The Architectural Record, February 1905.) In 1890, the 18-year-old Grey won first prize in a competition for the design of a water tower and pumping station sponsored by a New York architectural publication (The Architectural Record, February 1905). While at Ferry & Clas, he assisted in the design of the Milwaukee Central Library and the Wisconsin Historical Society in Madison, Wisconsin. Grey's Craftsman style Fox Point house was widely published in magazines and led to his elevation to Fellow of the American Institute of Architects (The Architect and Engineer 1933).

In 1904, Grey formed a partnership with fellow Midwestern architect, Myron Hunt. During this partnership, Grey produced some of his finest work. The two designed many fine residences for the wealthy of Pasadena and also worked on larger projects, including schools, churches and hotels. Hunt & Grey designed a Beaux Arts mansion for railroad and finance magnate, Henry Huntington, in San Marino. The mansion, built with reinforced concrete, tile walls and a slab roof, was completed in 1911 (Watters 2007). Hunt & Grey added elements of a new California architecture by including a red-tile roof, unornamented plaster walls, and sage green window trim (Watters 2007). Hunt & Grey's larger commissions included Throop Hall at the California Institute of Technology in Pasadena. In the Newlands Neighborhood, Grey designed the Hawkins House at 549 Court Street, built in 1911 in the Colonial Revival style. His other projects include the Beverly Hills Hotel and the Huntington Library and Art Gallery (Nicoletta 2000:76-77). Grey died in Pasadena, California in 1963.

Daniel Kirkhuff (1889-1958)

Daniel R. Kirkhuff was born in Illinois in 1889, and studied architecture in France. Not much else is known about him except that he was the architect for Mrs. William Johnston while at the Palace Hotel in San Francisco. Mrs. Johnston chose him to design a "guest house" (825 California) for her in 1920. Apparently, Kirkhuff had a drafting room on the second floor of the Nixon Mansion while Mrs. Johnson lived there (Glass 1983). He

designed four French Chateau style houses for her surrounding Newlands Circle in the early 1920s (NSJ 8 September 1922:8).

The U.S. Census lists Kirkhuff as living in Santa Barbara in 1910, and in Reno in 1930. He worked at Chevy Chase in the 1930s-1940s, under the Chevy Chase Land Co. Kirkhuff was the architect of the Hamlet in Chevy Chase. Kirkhuff was gay, and in 1945, he was arrested for sending lewd material through the mail and sentenced to two years in prison in Reno (NSJ 24 October 1945:2). Mr. Kirkhuff died in 1958 in Los Angeles.

George E. Koster (1890-?)

George Edward Koster was the lead architect in the firm of George Edward Koster and Associates in Reno. Very little is known about him except that he studied art in France and Spain; he was also a famous painter and had “a lot of the old southern Renaissance in his blood” (NSJ 3 May 1931:10). Koster came to Reno in 1930, where he designed



Figure 30. Lawton's Hot Springs

the Spanish eclectic style home at Bret Harte and La Rue in the Newlands neighborhood. He was also in charge of the remodel of the Silver Slipper in Sparks in 1932, as well as the Spanish Colonial designed Lawton Hot Springs swimming pool in 1931 (Figure 30). Koster also designed the Municipal Casino General in Barcelona, Spain. Koster was a civilian building engineer stationed in Manila during the war.

Russell Mills (1892-1959)

Russell Mills was born in Chicago in 1892. During his childhood, the family settled in Oakland, California, where he attended the Oakland public school system. Mills was enrolled at the University of California, Berkeley, from 1913 to 1915. It is unknown whether or not he graduated, or what academic program he was following, but since he went on to become a registered (and respected) architect in Nevada, it seems likely that he at least attended architecture classes. From 1916 to 1926, Mills worked in the engineering department of Pacific Gas and Electric Company in San Francisco (Johnson et al. 2000).

It is not known what brought Mills to Reno, but he appears in the city directories as early as 1927 (Polk 1927-1928). From 1927 to about 1935, Mills was the chief draftsman for Frederic DeLongchamps's architectural firm. DeLongchamps must have held Mills in high esteem, since in 1932-1933, he served as vice-president of the firm. Mills opened his own architecture and engineering firm in Reno in 1936, which he operated until his death in 1959 (Johnson et al. 2000).

Mills was also active as an architect in public service. In addition to his own practice, he served as supervising architect for the Home Owners Loan Corporation (HOLC) from 1934 through 1939 (Malinky 2005). The HOLC was one of President Franklin Roosevelt's New Deal programs, established to refinance loans for homeowners distressed by the Depression. During World War II, Mills served with the Bureau of Yards and Docks, and as regional architect for the National Housing Authority. He was a member of the American Institute of Architects, and was president of the Nevada chapter in 1953. When the Nevada State Board of Architects was established in 1949, Mills was issued registration (Harmon 2003a).

A comprehensive list of Mills' commissions has not been found, but some of his better known works include the Hart House, the Brown Elementary School in Reno, a high school and gymnasium for the Roman Catholic Diocese of Reno, a high school in Lovelock, a 62-unit apartment house, and many residences. Russell Mills passed away in

July 1959, at the age of 67 (Johnson et al. 2000). His works in the Newlands District include the Kind house, with Ed Parsons, during their time with the HOLC in 1934. Both men are prominent Reno architects, and their work can be seen in the Newlands Heights Addition, as well as throughout Reno.

Edward S. Parsons (1907-1991)

Edward Shier Parsons was one of the most prolific and important architects in Nevada. Born in Tonopah, Nevada in 1907, his family moved to Reno in 1922. After graduating from Reno High in 1924, Parsons went to the University of Southern California and then transferred to the University of Pennsylvania, where he graduated with a degree in architecture. When he could not find a job in Philadelphia, he moved for a short time to San Francisco. In 1934, he returned to Reno and worked with Russell Mills, at the HOLC. He gave Parsons an assistant's job inspecting construction projects (Glass 1983).

Parsons was a partner in the architectural firm of Frederic DeLongchamps and assisted with the design of the new post office in Reno in 1932 (Glass 1983). Over the years, Parsons worked with other noteworthy Nevada architects, including Dan Kirkhuff, before starting his own practice in 1938. Parsons' first commissions were several residences in the Newlands Addition in 1939, but he is also well known for designing buildings for the University of Nevada, Reno, including the Fleischmann Agricultural Building, the Home Economic Building, and the Orvis School of Nursing (Glass 1983). In addition, Parsons is known for his restorations of several buildings in Nevada, as well as his continued design of new residences.

Parsons designed the homes at 775 and 745 California Avenue, the Kind House at 751 Marsh, with Russell Mills, and 599 Ridge Street, along with many Nevada landmarks, including buildings at the University of Nevada, Reno. Mr. Parsons also worked closely with the Max Fleishmann foundation, which funded many important projects throughout Nevada. Parsons was a leader in historic preservation in Nevada, restoring numerous

buildings in his service to the National Trust for Historic Preservation. Edward Parsons passed away in 1991 at the age of 84. His favored architectural styles included Period Revival/Tudor and French Provincial.

Fred M. Schadler(1866-1935)

Fred M. Schadler was born in 1866 in Holstein, Germany and came to this county with his parents, locating at Fort Bidwell California. They came to Reno in 1889 where Schadler attended the University of Nevada. Later he completed a course in architecture in San Francisco (NSJ, 7 November 1935:8). Schadler was responsible for a number of important buildings in the area, including the Mapes Building, the Elks Club, the Masonic Temple in Sparks, the Twentieth Century Club, and the Cheney and Herz buildings. Residential commissions include the home of Hosea E. Reid at 515 Court St., the Scheeline home on South Center St., the Frank R. Humphrey house, an exquisite example of Mission-revival residential architecture, the Bishop House, the Howell House, and the Georgian-style Steinmiller House at 761 California Avenue, built in 1922. He also designed his own home, which was built between 1896 and 1897 at 445 South Virginia Street (Harmon 2006:191). Schadler was versatile in his designs, utilizing Period Revival and Prairie School themes as well as Mission Revival, probably his most creative and inventive design. Schadler died in 1935 (REG 7 November 1935:14).

George A. Schastey (1869-1933)

George Alfred Schastey was born in New York in 1869 (OAC 2000). He studied at the prestigious *Ecole de Beaux Arts* from 1885 to 1891. Schastey returned to New York to begin his architecture career, working for William Baumgartner. The firm was contracted to design the interior of San Francisco's Fairmont Hotel and Schastey was sent to California in 1905 to oversee the design. After the earthquake and fire of 1906, the new owner of the Fairmont, Herbert Edward Law, hired Schastey to design and execute the interiors of the hotel. Schastey moved his family to San Francisco in 1907 and

formed Schastey and Vollmer, a firm specializing in interior decoration, furnishings, and hotel equipment. The partnership lasted until 1910, and Schastey remained independent for the rest of his career. Schastey worked on numerous commissions for Herbert Law, including a house in San Francisco and the Lauriston Estate in Portola Valley, California.

In 1923, George Schastey moved to Reno, and began working with Frederic DeLongchamps. The two were selected to be architects for the Arcade and Medical Building at 130 N. Virginia Street (Bradley et al. 2000). It is not known how often Schastey and DeLongchamps worked together. One of Schastey's Nevada projects was the Ralph Elsmann Hunting Lodge on Franktown Road on the west side of Washoe Valley (ca. 1925). This was a very large and imposing one-story building whose exterior walls appear to have been of shingles and river stone (Bradley et al. 2000). In 1923, he was the lead architect in improvements to the Rialto and Majestic theatres (REG 1 June 1923:2). In 1927, Schastey designed the William J. Graham House at 548 California in the Tudor Revival style. He also designed several small bungalows in the area. In 1928, Herbert Law enlisted Schastey to work on the estate of his daughter, Patricia Law, in San Francisco.

Paul Revere Williams (1894-1980)

African-American architect Paul Revere Williams, known as the “architect to the stars”, designed more than 15 properties in Nevada. He is recognized for his contributions to architecture nationally and internationally. Williams was a popular and prolific architect; as well as a remarkable person (Harmon 2003b). In-depth accounts of his career have been written by Gebhard (1993), Hudson (1993), Harmon (2003b), and others; therefore only a brief synopsis is provided here. Paul Williams was born in Los Angeles in 1894, and orphaned at the age of four. He studied architecture at Los Angeles Polytechnic High School (Williams 1937:161).

In 1912, Williams enrolled in the Beaux Arts Institute of Design in Los Angeles. There he was introduced to the architecture of Europe, which would greatly influence his later work. Williams excelled at the Institute, winning the coveted Beaux Arts medal after three years of study, along with several other design awards in national competitions (Hudson 1993:11). Williams took a job with landscape architect Wilbur D. Cook in 1913, where he learned town planning and integrating garden design with architecture. He then enrolled in an architectural engineering course at the University of Southern California and attended three different art schools for intensive study in design, color harmony, and rendering. Williams was certified as an architect in California in 1915 (Hudson 1993). Williams then went to work for Reginald D. Johnson, honing his skills in residential design. Between 1920 and 1922, Williams worked for the firm of John C. Austin, but continued to enter design competitions. During this period, he won three consecutive competitions for small house designs, garnering a name for himself as a small-house specialist. This reputation became the foundation for Williams' own practice. By 1929, Williams had moved from being a small-house specialist to designing large estates. In 1931, he received a commission from automobile magnate E.L. Cord to design his estate in Beverly Hills, which became a standing advertisement for his work (Harmon 2003b).

During the 1930s, Williams' architectural practice flourished, due in part to his popularity with Hollywood film stars, directors, and producers and became known as "the architect to the stars" (Hudson 1993). Paul Williams was also an associate architect with the Federal Negro Housing Project in the late 1930s, and maintained an office in Washington D.C., as well as his private practice in Los Angeles (Williams 1937). In 1936, Williams collaborated with another noted black architect, Hilyard Robinson, on the Langston Terrace Housing Project in Washington, D.C. Langston Terrace was listed in the NRHP in 1987 (National Park Service 1987).

During the 1940s, Williams worked on several federally-funded housing projects, including the Pueblo Del Rio, in southeast Los Angeles (Gebhard 1993). In 1942, he

designed Carver Park, a dormitory specifically built for African-American workers and their families near Henderson, Nevada. Williams designed other defense housing projects during the war years, primarily in the West, and he served as an architect for the U.S. Navy (Kimball and Blair 1991). Williams also continued to design individual residences, mostly in southern California, as well as several commercial buildings, school buildings (a number of which were located on the campuses of historically black universities), churches, hospitals, hotels and motels, and restaurants.

In the early part of the twentieth century, Williams tended to prefer Spanish colonial designs. This style integrated formal gardens, a design element Williams learned while working for Wilbur D. Cook. Later, he favored the picturesque English styles; one of his first commissions was an English Tudor style residence. Regardless, he continued designing Spanish colonial revival homes throughout the decade (Gebhard 1993). During the 1930s, William's designs began to incorporate more Colonial styles. The vast majority of Williams' residential commissions in the 1930s were in the Georgian or Regency styles, including the Garvey house (Figure 31). Although he favored classical forms, he softened the symmetry with non-formal elements, and his use of historical styles always had a modernist flavor (Gebhard 1993:24). Several of his works in Nevada are described as "Neoclassical Revival."



Figure 31. Garvey House, 589 California Avenue

Williams was also adept at modern designs. In 1936, he designed two houses for the California House and Garden Exhibit. One was a French cottage, in the Regency style, and the other a three-room "Steel House," a precursor of the California Ranch style. Williams' experience with

experimental construction using modern materials likely recommended him for the 15-unit El Reno apartments, completed in 1939. The El Reno apartments are small ranch style cottages constructed of prefabricated porcelain-coated steel designed to look like board-and-batten siding. Williams also designed the Loomis Manor apartment building in Reno in the Art Moderne style in 1939. That same year he rendered Reno's First Church of Christ, Scientist (Lear Theatre) in the Neoclassical style (Harmon 2003b).

There are currently 15 known Paul Williams commissions completed in Nevada between 1933 and 1963, although there are likely to be more that remain unsubstantiated. Of Williams' known works, five were in Reno. One of these, the Garvey House at 589 California, is within the Newlands Neighborhood and may have been the first of Williams' Nevada commissions (1933).

7.0 CONCLUSIONS AND RECOMMENDATIONS

This historic context, prepared for the city of Reno, has provided information on the formation of the Newlands Neighborhood, the importance of Francis G. Newlands and the Newlands Company, the architectural character of the neighborhood, and the development and growth of the area. In addition, background information was provided regarding other important residents of the district, and prominent architects who designed buildings in the neighborhood. Based on this context, we are now able to identify a possible *period of significance* and define a proposed historic district boundary (Figure 32). In addition, a draft NRHP eligibility statement for the potential Newlands District is given and future directions are proposed.

Period of Significance (1889-1940s)

The Newlands Neighborhood has a proposed period of significance beginning in 1889, when Francis G. Newlands built the first mansion on the bluff, and extending through the 1940s. Although the Newlands Company and the Nevada Development Company platted the last additions in the Newlands Tract in the 1930s, development in the area continued into the 1940s, albeit intermittently, and was for all intents and purposes halted during the war years. Postwar building was generally limited to subdivisions located south of the Newlands Tract, and was not associated with the Newlands Company. Furthermore, the houses built during the 1940s are of a different architectural character than the core housing stock in the Newlands Heights. Therefore, the period of significance for the proposed District under Criterion A is 1889-1940. However, a few distinctive homes were built by wealthy Renoites during the 1940s, and these may be eligible individually under Criterion C.

The period of significance hinges on the Newlands Company, which is tantamount because it represents one of the first real estate development companies to operate in Reno, and because of its association with Senator Francis G. Newlands. Newlands,

besides his many other accomplishments, was an innovative planner of suburbs, including the streetcar suburb of Chevy Chase, Maryland. Senator Newlands planned Newlands Heights in the style of a City Beautiful suburb, complete with a streetcar line and wide, tree-lined streets and public parks, with the Truckee River as a focal point. Although the streetcar line does not appear to have been completed, the Newlands Heights is remarkably similar to Chevy Chase in other respects, including the building restrictions and lot sizes. Newlands' plan was grandiose; in 1906, he and Senator Nixon formed the Reno Development Company and purchased a streetcar line, and about 400 acres of land in which to develop. After Newlands' death in 1917, the Newlands Company was led by Francis's nephew James Newlands Jr. and later by his daughter, Janet Newlands Johnson and her husband. They continued development activities in the Newlands Tract, with Newlands Terrace, Newlands Heights, and Newlands Manor in the 1920s. Mrs. Johnson hired an architect to design and supervise the construction of four French County Chateau style houses to surround Newlands Circle.

In the early 1900s, development in the Newlands was sporadic. By 1906, only a handful of houses had been constructed in Newlands Heights, most along Court and Ridge Streets. Most of these were mansions built by prominent politicians, lawyers and merchants in Reno (i.e. Nixon, Grey, Reid, Cooke, Gibbons, Hawkins, Lee). During the 1910s, more homes were constructed in the Newlands Neighborhood, including the beginning of growth south of California Avenue, into the Marker Tract. The years 1916-1917 were particularly active for building in Reno. The 1920s saw an escalation in construction within the Newland Terrace and Newlands Manor subdivisions, by various real estate companies such as Cremer Investment Company and Jesse E. Smith Co. The year 1929 was a record year for building in the city, and the Newlands Neighborhood was an epicenter of activity, especially within W.E. Barnard's Newlands Manor.

Potential Historic District Boundary

The potential historic district boundary, as shown in Figure 32, was developed based on the platted additions and tracts of the Newlands Company and their affiliates, as described above. In addition, considerations as to when the development occurred in those tracts were taken into account. A terminal date of 1950 is proposed for the period of significance of the district; therefore, boundaries were adjusted slightly to exclude properties that date after 1950. The potential historic district boundary encompasses a total of 171 acres.

NRHP Significance

Newlands Heights is an important historical subdivision in Reno and is likely significant under National Register Criteria A and C. At the turn of the twentieth century, America experienced a speculative real estate boom outside of the core urban areas as cities became more industrial. Newlands Heights is significant for its place in this movement and as a local forerunner of subdivisions providing complete real estate services. It is also significant as an architecturally cohesive neighborhood from the early twentieth century. The large homes built along California Avenue by the city's most prominent citizens, are representative of the lifestyles of Reno's wealthy during the late 19th and early 20th centuries. In addition, the continuous block façades of similarly scaled and styled architecture depict the thoughtfulness and concern that the Newlands Company took in developing their subdivision.

Within the context of local land development there are a number of important themes which contribute to the significance of the Newlands Neighborhood: (1) it is an example of the City Beautiful movement of subdivision design; (2) the landscaping of the subdivision as a whole; and (3) its architectural styles and types. Newlands Heights is important for its large, grand scale mansions occupied by Reno's most prominent citizens, as well as its examples of smaller scale homes in keeping with the character of their larger neighbors.

The Newlands Heights Neighborhood is illustrative of the “City Beautiful” ideal of subdivision design. The majority of the lots in the Newlands are much larger than elsewhere in the city, and building restrictions, curbage ordinances, and gently curving, tree lined streets, with landscaped lawns and gardens and attractive homes in a variety of styles are indicative of the movement. Most likely, Newlands himself had a hand in the design; as he was very familiar with the principals from his role in constructing the streetcar suburb of Chevy Chase, Maryland. Newlands spent much of his wealth in acquiring 400 acres of land in southwest Reno, installing proper streets and sewers, and in constructing houses with his Riverside Building Company. The Newlands subdivision is also significant for its distance from the city core beyond most pre-existing neighborhoods and for being the first subdivision on the south side of the Truckee River, a natural boundary at the time.

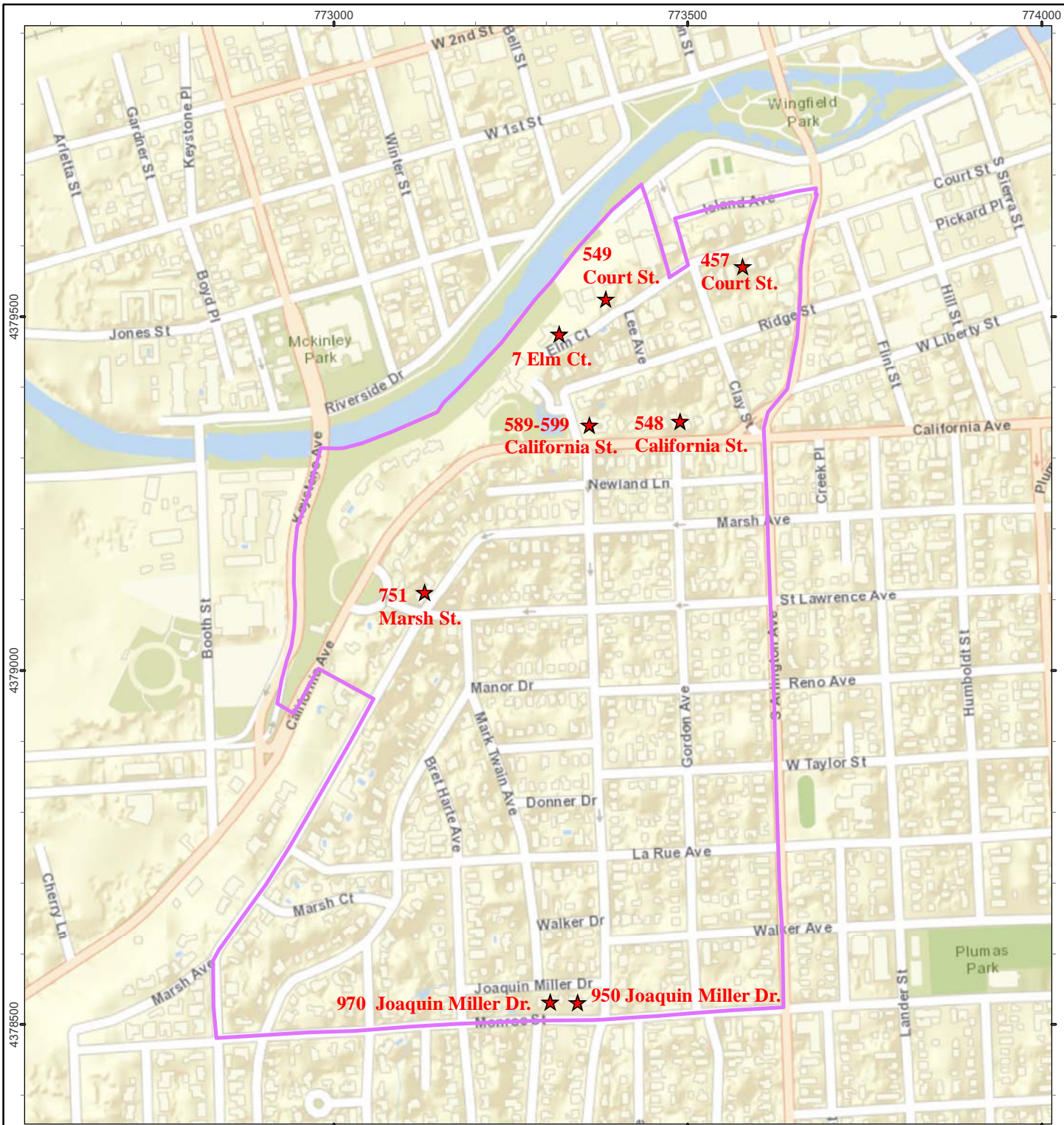
The Newlands Neighborhood displays excellent examples of architectural types and styles popular in Nevada from the late 1800s to the 1930s, such as Prairie Style, Craftsman bungalows, Colonial Revival, and English Tudor style homes. There are also excellent examples of houses designed by locally prominent architects such as DeLongchamps, Paul Revere Williams, Ed Parsons and Daniel Kirkhuff, Russell Mills, among others. The large scale, architecturally distinctive residences built along the bluff on the north side of Court St. and along California Avenue are the grandest in scale, architectural styles, and landscaping. However, the properties to the south in Newlands Terrace and Newlands Manor, while smaller in scale, are in keeping with the Period Revival theme.

The Newlands Neighborhood is also an excellent example of the landscaping influenced by the "City Beautiful" movement because of its high density of shade and fruit trees, other decorative plantings, and similar lot patterns. The Nevada Development Company planted over 600 shade trees along the streets in Newlands Manor in 1927, creating a park like setting that still exists today. The semi-circular Newlands Park provides a prominent entrance to Marsh Avenue from California Avenue, giving an important area

of public space, a tenant of City Beautiful landscaping. In addition, Newlands Neighborhood was built on a naturally sloping hillside, so grading was required for the lots as well as the streets.

In addition to the district's significance as a concentrated residential area for important citizens under Criterion A, some properties within the district are also significant for their association with specific historic persons who gained importance in their respective fields during the period in which they lived in houses located in Newlands Heights. Thus, some of the buildings within the historic district also appear to be significant under Criterion B. In addition, there are some buildings, particularly along Court Street and California Avenue that appear to be individually eligible for listing in the National Register of Historic Places. Those properties are individually significant under Criteria B and/or C. Based upon the data provided here, the potential for a historic district exists in the Newlands Heights area.

The next phase in defining an appropriate historic district boundary for the Newlands Neighborhood is to conduct an architectural inventory. This inventory will assess the integrity of all properties within the survey area. This is fundamental to the determination of district boundaries. Consideration needs to be given to the relative number, size, scale, design, and location of the properties that do not contribute to the district's significance, and the boundaries will be adjusted accordingly. Contributing and non-contributing elements should be clearly indicated on a sketch map.



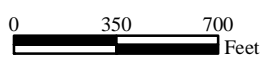
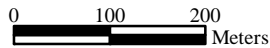
- ★ House in National Register of Historic Places
- Potential Historic District Boundary



1:7,880

1 inch = 200 meters

UTM Zone 11 NAD83



Map Service Layer Credits: Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Figure 32
Potential Historic District Boundary
Newlands Heights Neighborhood
Historic Context



Filename: Project_Loc_.mxd
Summit Proj No: 2225-002
Updated: 5.20.2014
Updated By: RW
Reviewed By: JRH

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Newlands Heights Neighborhood Architectural Inventory Survey: Executive Summary



300 Nixon Avenue, August 2014. *(Photograph by ZoAnn Campana)*

**Prepared by:
ZoAnn Campana
1820 Severn Drive
Reno, NV 89503**

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August 5, 2015

Ms. Claudia Hanson
Planning Manger
City of Reno
1 E. First Street
Reno, NV 89501

Re: Newlands Heights Neighborhood Architectural Inventory Survey

Dear Ms. Hanson:

Please find attached an executive summary for the architectural inventory survey completed for the Newlands Heights neighborhood in Reno, Nevada, which was undertaken between April and July 2015. The survey determined the contributing status of 609 total resources, all of which were intensively surveyed to document their unique architectural features, integrity, condition, and eligibility for listing on the National Register of Historic Places. Ultimately 413 resources were determined to be contributing to the historic character of the district, and 196 resources were deemed not contributing. An Architectural Resource Assessment form (ARA) has been completed for each resource, all of which include property-specific maps and photographs.

Best regards,

ZoAnn Campana

Survey Boundaries

The Newlands Heights proposed historic district encompasses 171 acres in Southwest Reno, bordered by the Truckee River to the north, South Arlington Avenue to the east, Monroe Street to the south, and Keystone Avenue to the west. Six subdivisions are included in the potential district boundary: Newlands Heights, Rio Vista Heights, Riverside Heights, Newlands Terrace, Newlands Manor, and the Marker Tract. The majority of the neighborhood is comprised of single-family homes; however, the potential district includes a number of commercial businesses concentrated in the area bordered by Court Street, South Arlington Avenue, California Avenue, and Nixon Avenue. Several multi-family homes, primarily duplexes, can be found in the area. 608 total resources are located proposed district boundary.

Research Design

The purpose of this survey and inventory is to determine the contributing status of each resource, document each resource within the district boundaries, and evaluate for each contributing resource the architectural importance, integrity, and eligibility for listing on the National Register of Historic Places (NRHP). The high-level goal of the survey is to guide a future listing of the Newlands neighborhood as a Historic District on the NRHP.

Research Methodology

This architectural inventory survey documents the 413 contributing and 196 non-contributing resources located within the Newlands Heights proposed historic district. Documentation includes photographs and Architectural Resource Assessment (ARA) forms. Additionally, the location and data for each property has been GIS-recorded.

Contributing resources were initially determined in the field with assistance from Nevada State Historic Preservation Office employees Michael A. “Bert” Bedeau and Elyse Jolly. Subsequent site visits were undertaken to inventory and photograph contributing resources, as well as to assess NRHP-eligibility of each resource according to historic themes and patterns established by the Newlands neighborhood historic context. Prepared by JoEllen Ross-Hauer, the historic context identifies the primary historic themes of the Newlands neighborhood as: 1) Suburban development in America, 2) City Beautiful community planning, and 3) The involvement of the Newlands Company in Reno’s development.

Findings and Recommendations

As previously mentioned, this survey found 413 out of 609 resources (67.8%) to be contributing to the historic and architectural character of the Newlands Heights neighborhood. 405 of the contributing resources are buildings, and the remaining eight are objects. These eight objects are the Newlands pillars, which announce the entrance to the Newlands Manor subdivision. 196 properties (32.2%) were deemed as non-contributing resources.

It was found that all 413 contributing resources are eligible for individual listing on the National Register of Historic Places under Criterion A, as the historic context within which Newlands Heights was evaluated is the pattern of suburban development in the United States, the Newlands Company’s

involvement in Reno's suburban development, and the Newlands Company's dealings in southwest Reno property between 1890 and 1949. Furthermore, this context includes Newlands' contribution to the City Beautiful movement in Reno, demonstrated by the tree-lined boulevards and park-like landscape elements of neighborhoods that were developed by the company. All contributing resources were constructed between 1890 and 1940 and are set in a neighborhood characterized by a serene, well-landscaped setting that embraces City Beautiful ideals; as such, they qualify for eligibility under Criterion A.

Three of the contributing resources were found to be additionally eligible for individual listing on the National Register of Historic Places under Criterion B, demonstrating association with a person significant in local, state, or national history.

362 of the contributing resources were found to be additionally eligible for individual listing on the National Register of Historic Places under Criterion C, demonstrating integrity of design, materials, and workmanship.

12 of the non-contributing resources were found to be eligible for listing on the National Register of Historic Places under Criterion C, demonstrating integrity of design, materials, and workmanship.

As it relates to the presence of a NRHP eligible district, Newlands Heights features a significant concentration of dwellings unified historically by their role in Reno's suburban development, their location in a Newlands Company-developed housing tract, and their setting in a community planned in accordance with City Beautiful values. The dwellings of Newlands Heights were largely constructed between 1920 and 1949 and are further unified by similarities in architectural styles and features, including elements of the Craftsman, Tudor Revival, Colonial Revival, French Eclectic, and Mission Revival styles. Newlands Heights has retained much of its integrity and conveys the sense of the historic environment that existed in 1890-1949, the period of the district's significance. The district's integrity of location, design, setting, and feeling all contribute to its eligibility as a NRHP district. As such, the Newlands Heights neighborhood is highly recommended for nomination as a historic district.



1225 Monroe Avenue, constructed in 1942. (Photograph by ZoAnn Campana)



November 1, 2016

Barbara Wyatt, ASLA
National Register/NHL Programs
National Park Service
1201 Eye Street NW
Washington, DC 20005

RE: National Register Nomination, Newlands Historic District, Reno, Washoe County, Nevada

Ms. Wyatt,

The enclosed 7 disks contain the true and correct copy of the nomination for the Newlands Historic District to the National Register of Historic Places. Disk 1 includes the nomination form, related correspondence, historical data, and GIS data related to the property. Photographs for the submission are included on disks 2 through 7.

At the time of this transmittal, two (2) notarized objections have been received by this office, out of 578 confirmed property owners, totaling less than 1% of the property owners in the nominated area. Scans of the two objections received up to this time have been included in the "Correspondence" folder on Disk 1.

If you have any questions about the nomination, please contact Jim Bertolini, National Register Coordinator, at (775) 684-3436 or jbertolini@shpo.nv.gov

Sincerely,

Rebecca Palmer
State Historic Preservation Officer
Nevada SHPO
(775) 684-3443
rlpalmer@shpo.nv.gov