

(Oct. 1990)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



433

1. NAME OF PROPERTY

HISTORIC NAME: Huning Highlands Conoco Service Station

OTHER NAME/SITE NUMBER: Conoco Service Station; Horn Oil Co. Station; The Albuquerque Conservation Association Preservation Station

2. LOCATION:

STREET & NUMBER: 601 Coal Avenue SE

NOT FOR PUBLICATION: N/A

CITY OR TOWN: Albuquerque

VICINITY: N/A

STATE: New Mexico CODE: NM COUNTY: Bernalillo CODE: 001

ZIP CODE: 87102

3. STATE/FEDERAL AGENCY CERTIFICATION

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

Signature of certifying official

Kathleen Slick

Date 6/1/06

State Historic Preservation Officer

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.

(See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

entered in the National Register

See continuation sheet.

determined eligible for the National Register

See continuation sheet.

determined not eligible for the National Register

removed from the National Register

other (explain):

Signature of the Keeper

*for
Edson H. Beall*

Date of Action

7.19.06

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

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

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

NAME OF RELATED MULTIPLE PROPERTY LISTING: *Auto-oriented Commercial Development in Albuquerque, New Mexico, 1916 – 1956 (NRHP 2000)*

6. FUNCTION OR USE

HISTORIC FUNCTIONS: TRANSPORTATION: road-related (gas station)

CURRENT FUNCTIONS: COMMERCIAL/TRADE: organizational (professional association)

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: OTHER

MATERIALS: FOUNDATION CONCRETE.
 WALLS BRICK
 ROOF ASBESTOS
 OTHER N/A

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-8).

8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

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

CRITERIA CONSIDERATIONS: N/A

AREAS OF SIGNIFICANCE: ARCHITECTURE; TRANSPORTATION.

PERIOD OF SIGNIFICANCE: 1937-1956

SIGNIFICANT DATES: 1937

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: Continental Oil Company

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-8 through 8-14).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-15 through 9-16).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

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

PRIMARY LOCATION OF ADDITIONAL DATA:

- State historic preservation office (*Historic Preservation Division, Office of Cultural Affairs*)
- Other state agency
- Federal agency
- Local government
- University
- Other: The Albuquerque Conservation Association, P. O. Box 946, Albuquerque, NM 87103.

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre**UTM REFERENCES** Zone Easting Northing
 1 13 350334 3883088 (WGS84/NAD83)**VERBAL BOUNDARY DESCRIPTION** (continuation sheet 10-17).**BOUNDARY JUSTIFICATION** (see continuation sheet 10-17)

11. FORM PREPARED BY

NAME/TITLE: M. Patricia Lee, Graduate Student, Certificate in Historic Preservation and Regionalism**ORGANIZATION:** School of Architecture and Planning, University of New Mexico **DATE:** December 14, 2005**STREET & NUMBER:** 5404 Donahoo Court NE**TELEPHONE:** 505-275-0997**CITY OR TOWN:** Albuquerque**STATE:** NM**ZIP CODE:** 87111

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS**MAPS** *Albuquerque West* USGS 7.5-minute series quad series map (see attached)**PHOTOGRAPHS** (see continuation sheet Photo-18)

ADDITIONAL ITEMS

PROPERTY OWNER

NAME: The Albuquerque Conservation Association**STREET & NUMBER:** P. O. Box 946**TELEPHONE:** 505-242-1143**CITY OR TOWN:** Albuquerque**STATE:** NM**ZIP CODE:** 87103

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 7 Page 5

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Description

Located at the northeast corner of Coal Avenue and Walter Street in the Huning Highlands Historic District, the former Huning Highlands Conoco Service Station is representative of the “House with Bays” subtype of gas station popular in the 1930s. The building presents a cross-gable composition of two steeply pitched gabled service bays intersecting a side-gabled mass. It is constructed of glazed brick laid in a running bond pattern, and sits on a concrete foundation. The steeply pitched roof terminates with bell-cast eaves and exposed rafters. The roofing material is cement-asbestos shingle simulated as a wood grain. A corbelled brick chimney caps the roof ridge. With the exception of the removal of the gas pumps and the sign, little has changed over the years. The property retains a high degree of integrity as to the location, design, materials, workmanship and feeling of a service station during its period of significance.

Setting

The Huning Highlands Conoco Service Station is set in the heart of the Huning Highlands Historic District¹ (NRHP 1978) (see Photo 1). Located on Coal Avenue, a major artery between Huning Highlands and downtown Albuquerque, the station served as a commercial node and is now a focal point of neighborhood preservation activities. South of Central Avenue, Huning Highlands retains a neighborhood aura reminiscent of the period of significance. Old and new homeowners value the historic characteristics of the area and strive to maintain them. In many ways, the buildings themselves — including the station — create a sense of community.

Exterior

The front façade facing south onto Coal Avenue presents a bold composition of two steeply pitched gables intersected by an equally steeply pitched side-gabled mass (see Photo 2). The building, as originally constructed, contained only one service bay. With additional business, a matching bay was added to the east in c.1939. Both bays are entered from the exterior by large wood roll-up garage doors painted green.

The building is clad with glazed white brick — some of which has been painted white — highlighted by unglazed brick painted green. The roof is a compound gable ending with picturesque bell-cast eaves supported by brick corbelling (see Photo 3). Exposed rafters trimmed with compound molding are located at each gable end. A half-round sheet metal gutter provides drainage along the east elevation. The building sits on a concrete foundation. A 2'-6"-wide raised concrete walk runs along the front and east elevations.

¹ Constructed after the period of significance, the gas station is a noncontributing resource to the railroad-era Huning Highlands Historic District.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 7 Page 6

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

The windows are primarily multi-light industrial steel units (see Photo 4). All windows have sloped brick sills and are surmounted by soldier course brick lintels. Several windows, including the front façade entry windows, are boarded over or covered with security grilles. The gable ends contain elongated wooden vents with sloping brick sills painted green (see Photo 2).

The west third of the building, consisting of the side-gabled mass, is the former office and sales room. This area contains two bathrooms, one of which can be entered from the interior and from the exterior on the north elevation. The front entry is a wood and glass door framed by bond jambs and a soldier course lintel. Large steel multi-light windows (now covered with plywood) flank both sides of the door and formerly daylighted the office/sales area. The rear entry door has been boarded over with plywood (see Photo 5).

North of the building are three Siberian elms and several shrubs delineating the north boundary of the property (see Figure 7-1). There are concrete gas pump islands on the west and south sides (see Photo 1). The pumps and the gas tanks were removed by Thriftway Marketing in the 1990s. The two pump islands are currently used as planters to hold cactus. The island in the front includes a “gull-wing” light pole from the 1960s. A steel sign post remains near the corner of Coal and Walter, but the original triangular Conoco sign has been removed.

Interior

The front entry opens to the former office and sales area, which still includes display shelves. This spartan space is finished with a concrete floor and textured concrete walls. Two bathrooms are located to the rear of this space. Much of the original tile and period fixtures remain in the bathrooms (see Photo 6). In the west bathroom, an original tile over the sink reads: "The soap used in this dispenser is free from harmful abrasives. It cleans and softens the skin efficiently, removing germs and foreign matter. CONTINENTAL OIL COMPANY" (see Photo 7). The east third of the building has two service bays accessed from both the interior and exterior. The bays reveal their original configuration and construction materials. One bay is currently used to house archaeological records.

Integrity

Although some windows have been covered with plywood or security measures, the property retains a high degree of integrity as to its location, design, materials, workmanship and feeling, as a representation of a service station from its period of significance.

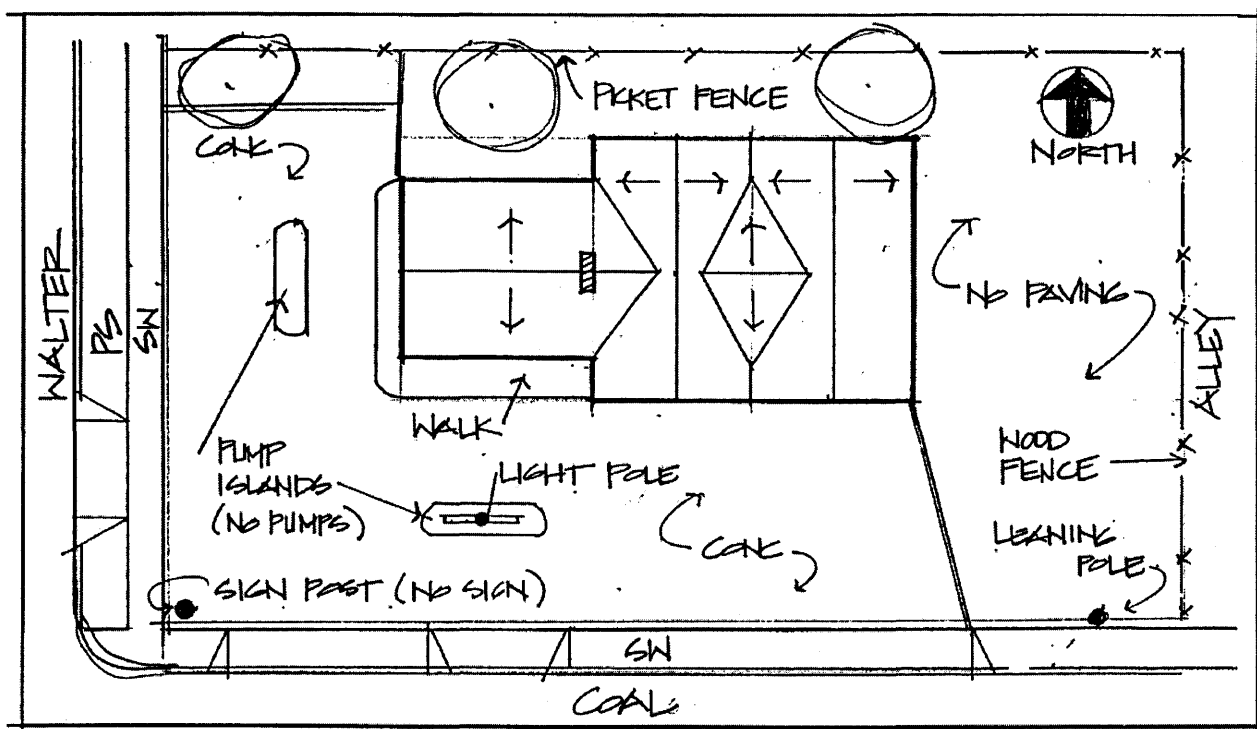
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 7 Page 7

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Figure 7-1: Site Plan (Metropolis Design Group, 2000)



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 8

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Significance

As discussed in the *Auto-oriented Commercial Development in Albuquerque, New Mexico, 1916–1956*, the automobile played a primary role in Albuquerque's physical and commercial development. Albuquerque historically grew along a north-south axis following the Rio Grande. Early Spanish settlement along the *Camino Real* was followed by the Santa Fe Railroad in 1880 and New Mexico's first highway, NM 1, in the early teens. By the time the Continental Oil Company constructed the Huning Highlands Conoco Service Station in 1937, the city had begun to grow around a grid of primary and secondary automobile arterials. The construction of the Huning Highlands Conoco Station coincided with the realignment of U.S. 66 from the north-south Fourth Street corridor to its new east-west alignment along Central Avenue. Coal Avenue, a long thoroughfare linking the Huning Highlands to downtown Albuquerque, evolved as a prominent arterial during the 1930s, becoming an alternative route to busy U.S. 66. The location of the Conoco station is significant as it served both Coal Avenue and the surrounding Huning Highlands neighborhood. The Huning Highlands Conoco Service Station meets the registration requirements of *Auto-oriented Commercial Development in Albuquerque, New Mexico, 1916-1956* under Criterion A & C in the areas of Transportation and Architecture.

Chronology

With the construction of a viaduct over the Atchison, Topeka & Santa Fe Railway tracks in 1900, Coal Avenue emerged as a major east-west arterial, linking downtown Albuquerque with the newly developing East Mesa suburbs. As a result, Coal Avenue stimulated growth on both sides of the Rio Grande and figured prominently as a major arterial on city maps (see Figure 8-1).

In the railroad-era Huning Highlands neighborhood, Coal Avenue emerged as a primary circulation route with the rise of the private automobile. Along the short neighborhood stretch between Broadway and High Street, Coal supported a number of businesses catering to the adjacent neighborhood. With the advance of Coal Avenue as an automobile arterial, oil companies began to purchase vacant lots to construct service stations that would appeal to the neighborhood and drivers using the road.

In the early 1930s, Edward and Ellen Lembke, who owned the home at 416 Walter Avenue (abutting the nominated property), owned the land on which the service station is located. Before 1936, the vacant lot served as a storage area for the Lembke Construction Co. In 1936 Lembke sold the property to Continental Oil Company (Conoco). Conoco, which strived in the 1930s to expand its territory in the Rocky Mountain states and into the Southwest, had already opened 16 service stations in Albuquerque (New Mexico Conoco Travel Guide 1933). An article in a 1937 *Albuquerque Progress* magazine documented the construction of the gas station and provides a photograph of how it first appeared (see Figure 8-2).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 9

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

According to city directories, the Conoco Service Station began operation in 1939 and continued as a Conoco outlet until 1961, when the Horn Oil Company acquired it and five other Albuquerque Conoco stations. Horn Oil operated the station from 1961 to approximately 1983. In c.1985 Plateau Oil leased the property but did not use it to sell gas. The property stood vacant from 1985 to 1992 when Thriftway Marketing took over the lease.

Thriftway still controlled the lease in 1992 when The Albuquerque Conservation Association (TACA) inquired about leasing the building. In return for TACA's offer to maintain the structure, Thriftway agreed to lease the property for a \$1.00 per year. Through fundraising and donated labor, TACA made improvements to the property, included electrical service installed by volunteer electric union members.

The Huning Highlands Conoco Service Station celebrated its grand reopening in October of 1992. In 1997, H. B. Horn and his wife Lucille deeded the property to TACA. Renamed the Preservation Station, the old gas station is now the headquarters of TACA and provides a place for hands-on preservation workshops. The Albuquerque Archaeological Society rents space in one of the bays to store archaeological records and artifacts. National Register designation of the service station will further its preservation and enhance its status in the community it serves.

Architectural Significance

The Huning Highlands Conoco Service Station meets Property Subtype D, "Gas Stations." It is a good example of a service station located along a primary arterial retaining its original site layout, massing, roof shape and door and window openings (Wilson, 1996: F32, 39-40).

The former service station holds particular architectural significance as a good example of the so-called House with Bays subtype defined by cultural geographers John Jakle and Keith Sculle (Jakle and Sculle, 1994: 142-144). Started in the 1920s with the House form, oil companies attempted convey an attractive appearance to blend the architectural style of the service station with the residential neighborhoods they were located in.

To achieve this, a number of oil companies — mostly prominently Pure Oil — started to promote an "English cottage" style of gas station. Made of brick walls, steep gabled roofs and tall chimneys, the style attempted to convey a picturesque suburban ideal (Jakle and Sculle, 1994: 138; 167-182). The style was streamlined in the 1930s, with companies such as Phillips and Conoco building simplified house forms with adjacent service bays. The Huning Highlands Conoco is an example of the Continental Oil Company's articulation of this trend.

In the 1920s the Marland Oil Company, founded by Anglophile E. W. Marland, promoted a House-type gas station reflecting the influence of the picturesque English cottage (see Figure 8-3). According to Conoco

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 10

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

historian Russ Banham, "Hundreds of the appealing [English cottage] stations were built in the 1920's and 1930's" and other oil companies began to experiment with design (Banham, 2000: 50).

Ultimately, an overly lavish lifestyle and ill-advised business decisions forced Marland to lose control of the company. In 1928 J. P. Morgan acquired a significant portion Marland's stock. Shortly after, in 1929, the Marland Oil Company merged with the Continental Oil Company. The Marland logo, fashioned after a Scottish emblem of hospitality — a red triangle with the three corners symbolizing quality, service and courtesy — continued with Conoco (Banham 2000: 46-47) (see Figures 8-4 &5).

By the mid-1930s, Conoco had introduced a simplified version of Marland's earlier English cottage. Like the Phillips prototype, the Conoco House with Bays featured a cross-gable composition with steep gables, but with generally more architectural detail than the Phillips model. Examples of these Conoco designs are scattered throughout the Southwest. The only other surviving Conoco station of this subtype in New Mexico is located in Roswell, Chaves County. With its steep gable-end service bays, bell-cast eaves and retention of original windows and door openings, the Huning Highlands Conoco is a better example of the type.

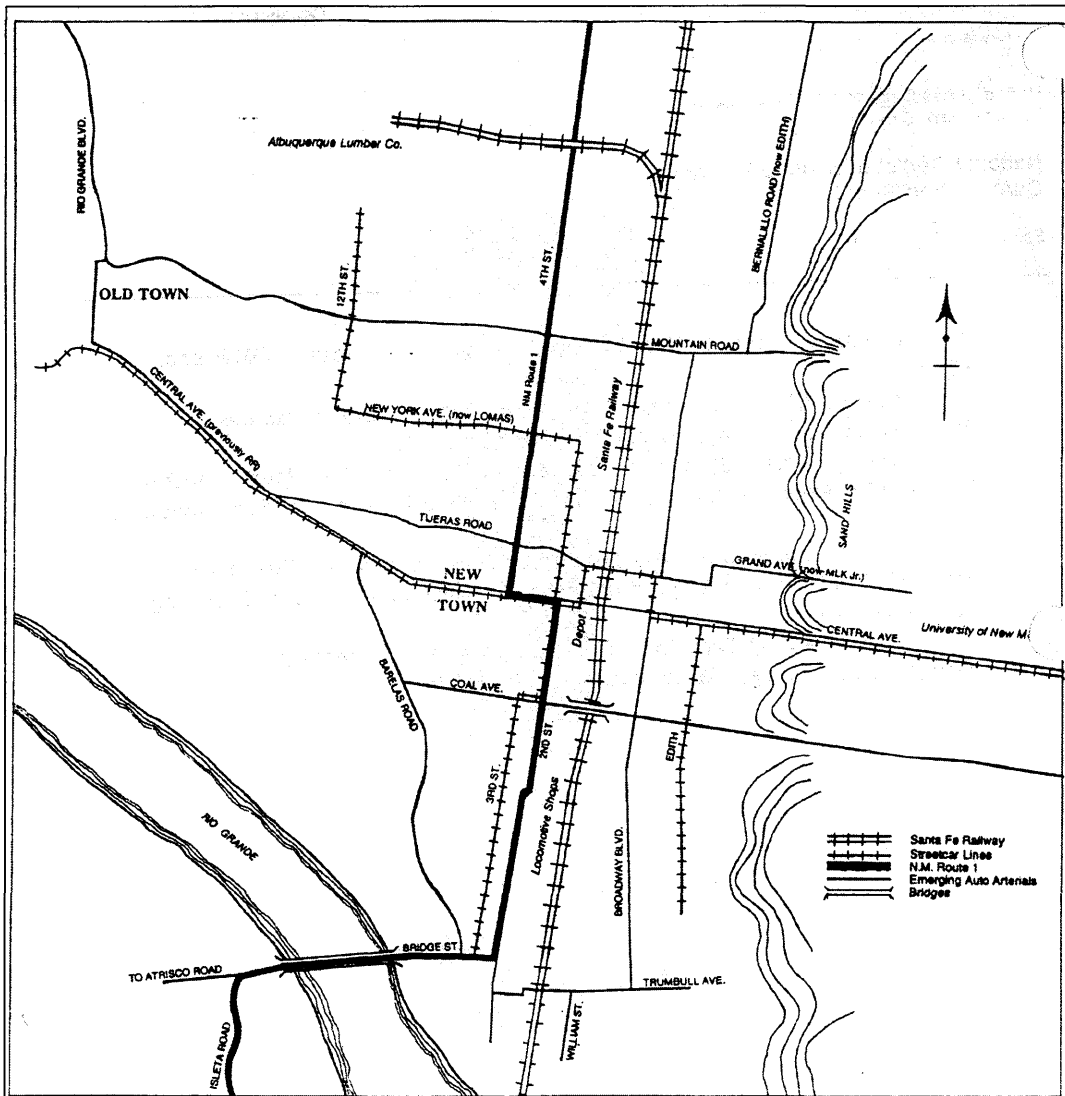
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 11

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Figure 8-1: **Reproduction of 1918 Map of Albuquerque**



Map 1. Albuquerque in 1918. By Patty Pollock and Chris Wilson, 1996, based on Ross Engineering Map of Albuquerque, 1918.
(Auto-Oriented Commercial Development in Albuquerque, New Mexico, 1916-1956, page 55)

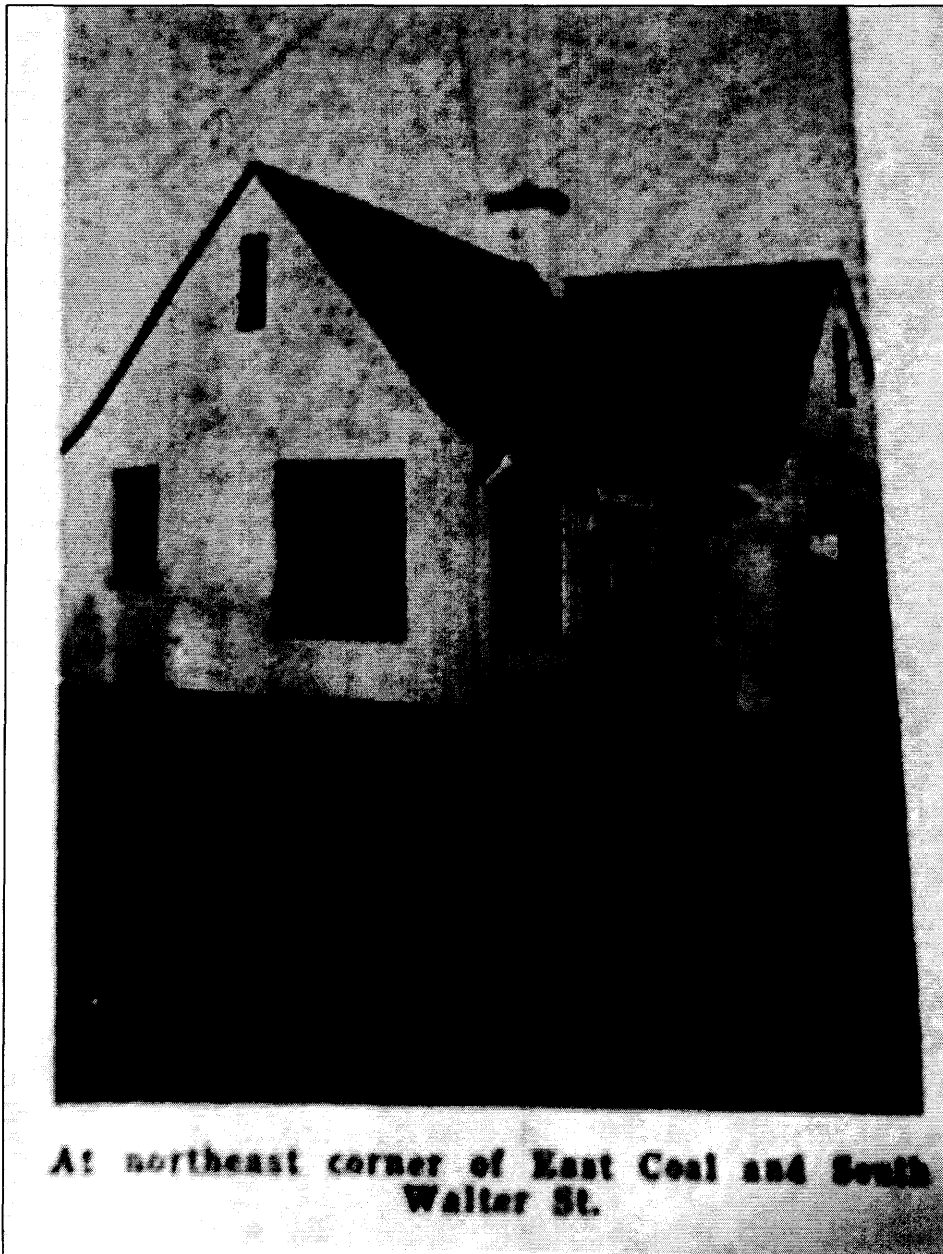
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 12

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Figure 8-2: Conoco Service Station, 1937



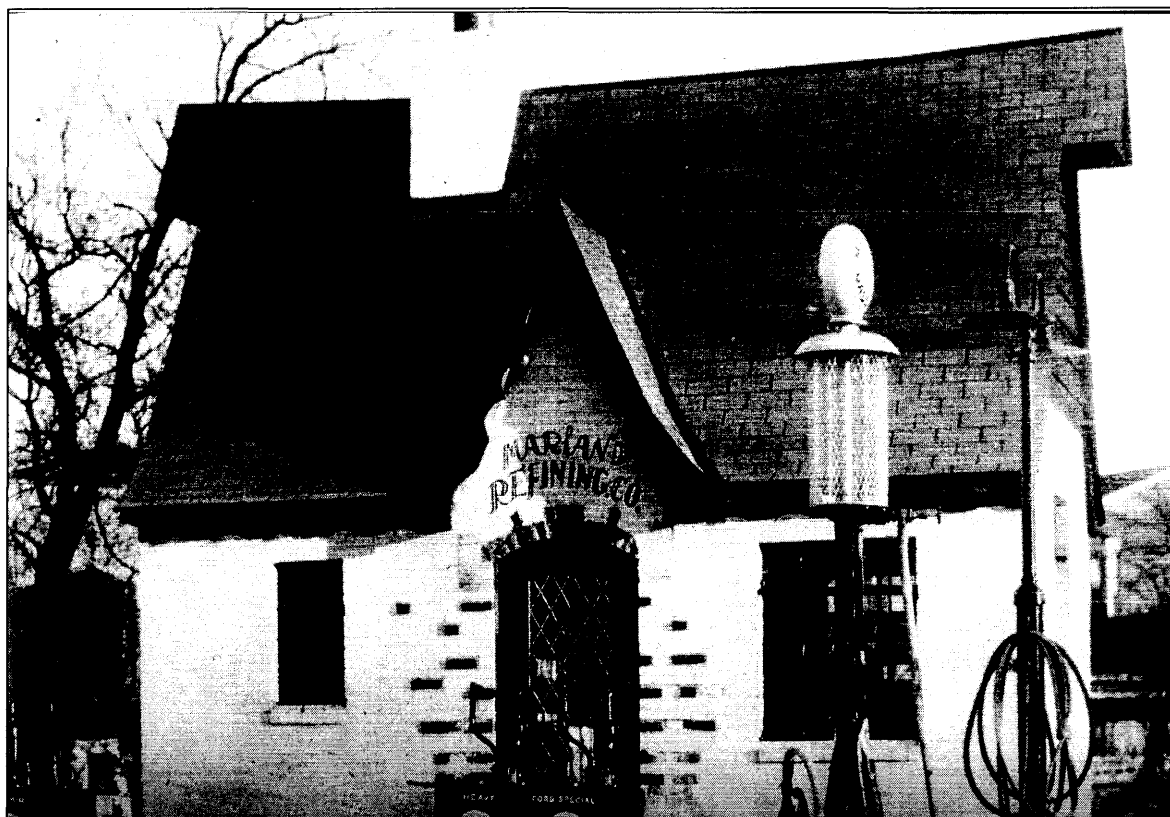
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 13

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Figure 8-3: Marland Gas Station, c. 1930



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 14

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Figure 8-4: Marland Oil Company Logo, c. 1928

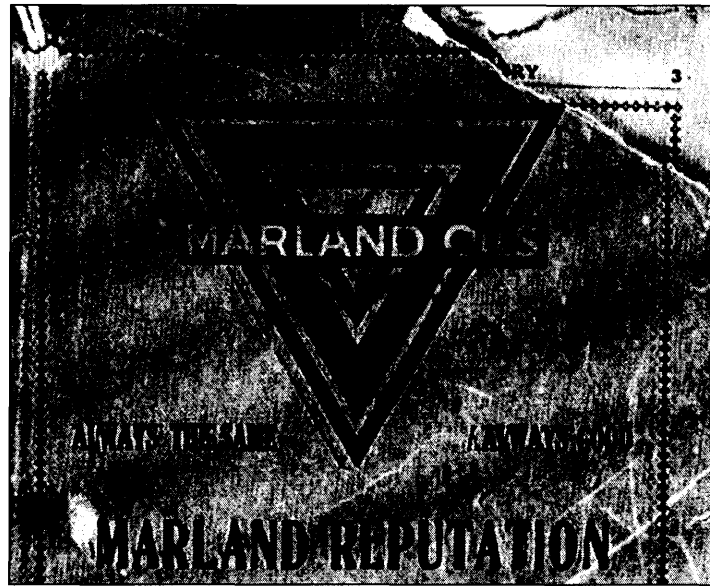


Figure 8-5: Continental Oil Company Logo, 1929-1950



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 9 Page 15

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Bibliographical References

Albuquerque Bicentennial Commission. *Bicentennial '76 - Albuquerque Remembers*. Albuquerque: Albuquerque Bicentennial Commission. 1977.

Albuquerque Chapter of American Institute of Architects. *A Guide to Albuquerque Architecture (AIA)*. Albuquerque: Albuquerque Chapter of American Institute of Architects. 1990.

Albuquerque National Bank. "Business Improvements." *Albuquerque Progress*. Albuquerque: Albuquerque National Bank. January 1937.

_____. "Traffic Survey Issue." *Albuquerque Progress*. Albuquerque: Albuquerque National Bank. September 1950.

Banham, Russ. *Conoco: The First One Hundred and Twenty-Five Years*. Lyme: Greenwich Publishing Group, Inc. 2000.

Belasco, Warren. *American on the Road: From Auto Camp to Motel, 1910-1945*. Cambridge: MIT Press. 1979.

Bennett, R. W. "Traffic Grows and Grows" *New Mexico Highway Journal*. 1928.

Carson, Ann. "TACA Acquires the Preservation Station." *Preservation Perspective*, Vol. IV, Issue No. 1, Albuquerque: TACA Newsletter. 1997.

Carson, Ann and Jim Carson and Janice Lee Sperling, M.D. *Huning's Highland Addition Neighborhood Walking Tour and Armchair Guide* Albuquerque: Huning Highlands Association. 1996.

Dewitt, Susan. *Historic Albuquerque Today: An Overview Survey of Historic Buildings and Districts*. Albuquerque: Historic Landmarks Survey of Albuquerque. 1978.

Ferguson, Erna. *Erna Ferguson's Albuquerque*. Albuquerque: Merle Armitage Editions, 1947.

Henderson, Wayne and Scott Benjamin. *Gas Stations*. Osceola, Fla.: Motor Books International. 1994.

Hudspeth's Albuquerque City Directory. El Paso: Hudspeth Directory Company. 1921-1966.

Huning Highlands Historic District, National Register of Historic Places Nomination Form. Donald Gunning, Architectural Coordinator. *Historic Landmarks Survey of Albuquerque*. 1977.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 9 Page 16

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Jakle, John A. and Keith A. Sculle. *The Gas Station in America*. Baltimore: Johns Hopkins University Press, 1994.

Johnson, Byron A. *Old Town, Albuquerque, New Mexico: A Guide to Its History and Architecture* Albuquerque: City of Albuquerque. 1980.

Kammer, David *The Historic and Architectural Resources of Route 66 through New Mexico*. Santa Fe: New Mexico Historic Preservation Division. 1992.

Liebs, Chester H. *1985 Main Street to Miracle Mile: American Roadside Architecture*. New York: Little, Brown and Co. 1985.

Longstreth, Richard. *Main Street: A Guide to American Commercial Architecture*. Washington, D.C.: The Preservation Press. 1987.

Pratt, Boyd C., et al. *Trails, Rails and Roads: The Central New Mexico East-West Transportation Corridor*. Santa Fe: New Mexico Historic Preservation Division. 1988.

Simmons, Marc. *Albuquerque: A Narrative History* Albuquerque: University of New Mexico Press. 1982

Wallis, Michael. *Route 66: The Mother Road*. New York: St. Martin's Press. 1990.

Wilson, Chris. *Auto-oriented Commercial Development in Albuquerque, New Mexico, 1916-1956*. National Register of Historic Places Multiple Property Documentation Form. 1996.

Witzel, Michael Karl. *The American Gas Station: History and Folklore of the Gas Station in American Car Culture*. Osceola, Fla.: Motor Books International. 1992.

_____. *Route 66 Remembered*. Osceola, Fla.: Motor Books International. 1999.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 10 Page 17

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Geographical Data

Verbal Boundary Description

The property is legally described as Lot 12 and the south one-half of Lot 11, Block 29, Huning Highlands Addition, Albuquerque, Bernalillo County, New Mexico. It is rectangular in shape with 150.0 feet along Coal Avenue SE and 75.0 feet along Walter Street SE.

Boundary Justification

The nominated property includes the entire parcel historically associated with the service station

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Photo Page 18

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico

Photo Log

The following information pertains to all photographs unless otherwise noted

Huning Highlands Conoco Service Station
Albuquerque, Bernalillo County, New Mexico
Photographer: Ed Boles
Photographs taken: December 2005
Negatives on file with The Albuquerque Conservation Association

Photo 1 of 8

Setting

Camera facing east

Photo 2 of 8

Front (south) façade

Camera facing north

Photo 3 of 8

Architectural detail corbel and chimney

Camera facing north

Photo 4 of 8

East and north elevations

Camera facing southwest

Photo 5 of 8

North and west elevations

Camera facing southeast

Photo 6 of 8

Office interior

Camera facing east

Photo 7 of 8

Interior of east bathroom

Camera facing north

Photo 8 of 8

Detail of west bathroom

Camera facing east