

1037

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

AUG 11 2005

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

1. Name of Property

historic name W. P. Fuller Paint Company Office and Warehouse

other name/site number _____

2. Location

street & town 404 West 400 South not for publication

city or town Salt Lake City vicinity

state Utah code UT county Salt Lake code 035 zip code 84101

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] 8/11/05
Signature of certifying official/Title Date

Utah Division of State History, Office of Historic Preservation
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 certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

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

[Signature] 9.15.05
Signature of the Keeper Date of Action

5. Classification

Ownership of Property

(check as many boxes as apply)

Category of Property

(check only one box)

Number of Resources within Property

(Do not include previously listed resources in the count.)

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

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

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Function

(Enter categories from instructions)

INDUSTRY/PROCESSING/EXTRACTION: Manufacturing

INDUSTRY/PROCESSING/EXTRACTION: Industrial Storage

Current Function

(Enter categories from instructions)

COMMERCE/TRADE: Business Office

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH & EARLY 20TH CENTURY MOVEMENTS:

Commerical Style

Art Deco

Materials

(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE

STUCCO

roof BUILT-UP

other CONCRETE FRAME

Narrative Description

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

See continuation sheet(s) for Section No. 7

8. Description

Applicable National Register Criteria

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

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

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

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(enter categories from instructions)

- ARCHITECTURE _____
- ENGINEERING _____
- INDUSTRY _____
- _____
- _____
- _____

Period of Significance

1922 - 1955 _____

Significant Dates

1922 _____

1951 _____

Significant Persons

(Complete if Criterion B is marked above)

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

John E. & Henry E. Schraven: Builders _____

See continuation sheet(s) for Section No. 8

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other Name of repository:

Utah State Historic Preservation Office _____

See continuation sheet(s) for Section No. 9

10. Geographical Data

Acreage of Property 1.12 acres

UTM References

(Place additional boundaries of the property on a continuation sheet.)

1 <u>1/2</u> Zone	<u>4/2/3/8/4/0</u> Easting	<u>4/5/1/2/4/2/0</u> Northing	2 <u>/</u> Zone	<u>/ / / / /</u> Easting	<u>/ / / / /</u> Northing
3 <u>/</u> Zone	<u>/ / / / /</u> Easting	<u>/ / / / /</u> Northing	4 <u>/</u> Zone	<u>/ / / / /</u> Easting	<u>/ / / / /</u> Northing

Verbal Boundary Description

(Describe the boundaries of the property.)

All of Lot 1, and the South 41.25 feet of Lot 8, Block 47, Plat "A", Salt Lake City Survey.

Property Tax No. 15-01-327-014, 15-01-327-015

Boundary Justification

(Explain why the boundaries were selected.)

The boundaries have been associated with the property since 1921.

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Korral Broschinsky
organization Preservation Documentation Resource date June 16, 2005
street & number P.O. Box 58766 telephone (801) 913-5645
city or town Salt Lake City state UT zip code 84158

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

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

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

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

Property Owner

name/title Big-D Construction Company (Venture 404 West, L.C.)
street & number 404 West 400 South telephone (801) 415-6045
city or town Salt Lake City state UT zip code 84101

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

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

National Register of Historic Places Continuation Sheet

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W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

Narrative Description

The W. P. Fuller Paint Company Office and Warehouse is a four-story reinforced concrete commercial block, built in 1922. The Fuller Paint building is a concrete frame structure covered in painted stucco. The style is basically utilitarian with modest influences of early Art Deco found in some tile and painted details. The building has four stories of office and warehouse space with a full basement. The interior is illuminated with multi-pane warehouse windows. The raised foundation is concrete. The roof is flat and built-up with a three-story tower at the southeast corner. The building is located at 404 W. 400 South in Salt Lake City, and is situated at the southwest corner of a 1.21-acre parcel. The Fuller Paint building has two primary elevations, the south and the east, which are located along the sidewalk at the corner of 400 South and 400 West. A rehabilitation and adaptive re-use of the building was completed in December 2004 as a federal tax credit project. The Fuller Paint building has been rehabilitated for use as office space by the current owner, the Big-D Construction Company.

A building permit for the Fuller Paint building was issued on May 3 1922. The permit was for a four-story warehouse to be built at a price of \$100,000. The tower, which originally housed a water tank, rises above the rectangular block at the southeast corner. The building is divided into bays by vertical piers of concrete, visible on the south and east elevations as giant pilasters capped with aggregate concrete a few feet below the roofline. The perimeter of the roof features a parapet wall with an aggregate concrete coping. The vertical supports are not articulated on the west and north elevations. The wall surfaces, including the raised basement level, were covered in smooth stucco and various layers of paint. During the rehabilitation a new pre-colored flexible coating with stucco-like appearance was applied to the surface to repair cracks and other imperfections in the stucco. The sills and coping were cleaned and repainted. The building is now cream-colored with tan details, replacing the most recent colors, blue on the bottom (circa 1980s) and yellow-ochre on the top (circa 1951). The sign band found just under the parapet coping, originally read "W. P. Fuller & Co." now reads "Big-D" on the south and east elevations, and "Big-D Construction" on the west elevation. The Art Deco details are found on mostly on the tower, where the pilasters are six stories high and decorated with tile and paint in diamond-shaped patterns. The painted date 1922 is found in the center of the large central diamonds and an "F" is in the smaller diamonds.¹

The L-shaped Fuller paint building measures approximately 150 x 120 feet. The footprint is slightly convex at the northwest corner where the railroad spur and receiving dock were located. The building is divided into bays, which vary by size according to location, but are approximately 20 x 20 feet. The east elevation is divided into six bays. The south elevation has seven. Pilasters divide each bay on the primary elevations. Within each bay are two daylight warehouse windows. The windows are steel-sash multi-pane windows. The

¹ The previous lettering style was different from that seen on a 1937 tax photograph of the building and was probably redone during a 1951 remodel of the building. The north elevation originally featured a mural of a full-torso man, probably W. P. Fuller as a '49er, in mid-19th century clothes carrying a pickax. Until the recent rehabilitation the painted date 1922 was not visible on the south and east elevations because it was covered by a "paint can" sign graphic.

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W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

windows are proportional to floor height, but most have twelve or more lights. The center six panes were originally louvered for ventilation, but the hardware was inoperable and removed when the windows were rehabilitated. The windows were re-glazed, but the original sashes were retained and painted a dark rust color. The sills are aggregate concrete. There are similar windows on the west and north elevations, but the wall surface is not divided into bays.

The east elevation has no openings other than the windows. The windows and the drain scuppers were rehabilitated. The south elevation features the original main entrance off 400 South and several truck dock openings at the main level. Overhead doors had replaced the originals, probably in the 1970s and 1980s. At each opening the concrete base splays inward slightly. During the recent rehabilitation the dock bays were glazed with horizontal lights. Diagonal braces of steel were added to bring the building up to seismic code. The dock area was filled with concrete to make the space level with the main floor and extending the foundation line (now with vents). The room at the southwest corner remained lowered to allow for street-level handicap access with a new concrete ramp. New storefront-type doors replaced the circa 1951 entrances at the east and west ends of the elevation. Several of the windows, which had been filled with glass block (circa 1980s or 1990s), were re-glazed.

The north elevation has no fenestration (except in the basement) at the projecting east end. The Big-D logo of a construction worker has been painted on the blank wall. The main entrance was changed to the north elevation in order to better access the parking area. The rail dock along the north elevation was removed and replaced with a new concrete ramp, steps, and a glass entrance vestibule. The original walls and openings are visible in the foyer area, and the ramp follows the curve of the building and the original rail dock. On the west elevation, a 1941 wood frame and seamed-metal warehouse addition was removed. The original sliding metal door was mounted in place and the opening glazed. A new storefront door and glazing was installed at the rear entrance (in the fourth bay from the south end). The built-up roof was replaced with an EDPM membrane. Non-historic signage was also removed.

On the interior, the building has approximately 69,600 square feet of space divided between the floors. The most dramatic change to the interior has been the addition of a full-height atrium cut through the three main floors in the three center bays. A skylight monitor was added to the roof to provide daylight to the atrium space. An open stair, constructed of steel and glass, was built in the atrium space. The main floor is 15,000 square feet. Several non-historic partitions were removed. An original office space in the southeast corner was retained for a boardroom. New glass offices and conference rooms were added along the east and south walls. On the north side is a new reception desk and lobby area. The new passenger elevator is located on the north wall near the reception desk. Kitchenettes, restrooms and mechanical rooms were built on the west side of the building. New tile in the restrooms mimics the details on the tower. There is an open lunchroom along the north wall. The remaining space is open with some cubicles behind a display wall. The west dock area is now a street-level training room accessed by a handicap lift from the interior. The main floor has a ceiling height of 19 feet except where a mezzanine level is located on the west half of the main floor. The interior span is supported on board-formed hexagonal concrete columns. The columns have no base, but feature splayed caps

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and a square crown. All the columns have been retained and are visible. The new mechanical systems are visible and the lighting is attached to suspended clouds. The main floor columns are divided at the mezzanine level, which has a relatively low ceiling height. The mezzanine is 7,000 square feet and now features an open view of the main floor, including a curved platform with steel railings near the elevator. The original main door at the southeast corner is now an emergency exit. The freight elevators were removed. Original closed staircases are located at the west end and in the southeast corner near the tower.

Many of the interior wall surfaces have had new drywall and insulation installed, but the concrete has been left bare with a clear finish in conference rooms and many other locations on each floor. The ceilings and columns remain bare (or newly painted) concrete. The second floor was remodeled substantially in the 1950s and again in the 1980s. Cinder block partition walls and some hollow-tile (terra cotta) block walls were added, probably in 1951, and removed during the recent rehabilitation. The second-floor columns are square with splayed caps. The 15,000 square feet of space on the second floor is now similar to the main floor with glass partitioned offices, conference rooms, and workrooms along the perimeter. Prior to the rehabilitation, the third floor (also 15,000 square feet), most closely resembled the original space, which had bare concrete surfaces and no partitions. The columns are similar to those on the second floor. It is now similar to the second floor with offices and cubicles ringing the central atrium. The tower had three levels and originally housed a 15,000-gallon water tank for the gravity fire suppression system. The water tank was probably removed in the 1950s. One interior floor of the tower was removed to make room for the chiller and other mechanical equipment. The two penthouses on the roof for the freight elevators were removed during the rehabilitation. The concrete chimneystack at the northwest corner extends down to the boiler room in the basement was retained and is still being used. The roof monitor is in the center of the roof. The basement is slightly larger than the main floor at 15,900 square feet. It extends under the dock on the north elevation. The basement columns are hexagonal, like those on the main floor, but are much shorter and squatter. The basement remains mostly open except where the boiler room was located. An office and a computer room were added here.

The site is a 1.21-acre square-shaped parcel. The Fuller Paint building abuts the property lines on the south and east property lines. The old chain link fence was removed during the rehabilitation. A large 1951 (rusted and dilapidated) corrugated metal shed at the north end of the property was demolished and a smaller concrete block dumpster shelter was built in its place. Most of the site was covered in concrete for parking with some median planting and lighting. A metal structure extends from the north vestibule to shelter patrons along the curving line of the north elevation. The Fuller Paint building is across the street from Pioneer Park, a large green space and the site of the first pioneer fort in Salt Lake City. The neighborhood is an eclectic mix of warehouses and commercial buildings with a few surviving nineteenth-century Victorian cottages. Because of the proximity of the Rio Grande railroad depot and some extant tracks, this area has been called the Depot District. There have been a number of recent warehouse rehabilitations in the area in the past decade. The W. P. Fuller Paint Office and Warehouse, is in excellent condition and a contributing resource in one of Salt Lake's industrial west side neighborhoods.

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W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

Narrative Statement of Significance

The W. P. Fuller Paint Company Office and Warehouse, built in 1922, is significant under Criteria A and C. The building is historically significant for its association with the twentieth-century development of Salt Lake City's west side railroad and industrial district. It is located in an area of Salt Lake City that was, in the early settlement period, a neighborhood of residences and small family farms. After the coming of the railroad in 1870, the area was the preferred location for large-scale industries that wanted to access the railroad and expand their manufacturing capacities. The Fuller building was a transitional building designed to accommodate both rail and truck traffic. The building is also architecturally significant under Criterion C as one of the first all-concrete warehouses in the city. The design for the concrete frame and curtain wall construction probably originated at the national offices of the W. P. Fuller Company in San Francisco, but was executed by local contractors John F. and Henry E. Schraven. The formed concrete support columns were innovative engineering for Salt Lake City of the period, and modest Art Deco details were an early manifestation of the style, especially in such a utilitarian structure. The W. P. Fuller Paint Company Office and Warehouse is being nominated as part of the *Salt Lake City Business District Multiple Resource Area* context. After sitting mostly vacant for several years the building was rehabilitated in 2004 and is a contributing resource in one of Salt Lake's historic west side neighborhoods.

History of the W. P. Fuller Paint Company Office and Warehouse

As the political capital of the State of Utah and the social and economic center for the Intermountain West, Salt Lake City has been one of the nation's major regional centers since its establishment in 1847. The discovery of valuable ores in the canyons near Salt Lake in the early 1860s and the arrival of the transcontinental railroad in 1869 secured the city's place as a major center of mining, smelting and refining. As a result, the number of foundries in the city quadrupled by the turn of the nineteenth century. Most of these facilities were located along an industrial corridor along either side of the numerous rail lines between 300 West and 500 West.² The

² Originally 400 West was known as 3rd or Third West. All numbered streets in the area were renumbered in 1972. The original numbering system was based on the zero-numbered "Temple" streets bordering Temple Square in downtown Salt Lake City. West Temple, an original zero street, was followed by 1st West, 2nd West, 3rd West and so on. Similar numbering came from North Temple. Address numbers were based on the origin point at the intersection of South Temple and Main Street (East Temple). This resulted in some confusion between street numbers north and west of the origin, and numbers to the south and east. For example, the address of Fuller Paint building was 404 West 4th South, although it was located at the corner of 3rd West and 4th South. In 1972 North and West Temple streets were renumbered 100 North and 100 West. First West became 200 West, 2nd West became 300 West, etc. The older numbering system is found on all historic documents used in researching this nomination; however, within the nomination the streets and buildings are designated by their current addresses.

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W. P. Fuller Paint Company Office and Warehouse
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construction of the Rio Grande (passenger) Depot at 300 S. Rio Grande Street (350 West) in 1910, as well as nearby freight depots, was celebrated as an event and was another sign that the previously semi-rural neighborhood had become city's railroad district, and center for industry and warehousing.

Block 47 of Salt Lake City's Plat A was located just west Block 48, the site of Salt Lake's first pioneer fort and today's Pioneer Park. By the 1880s, two tracks of the Oregon Short Line Railroad ran down the center of 400 West. The east half of Block 47 was originally divided into residential lots, but the 1898 Sanborn map indicates an early industry, a coal storage plant with a rail spur, was in the area. By the time of the 1911 map three industries (a seed and produce company, a meat packing plant, and a lime-cement company) had built in the middle of the block. Two rail spurs curved from the main line into the block to service the companies. There were still several dwellings and one store at the north and south ends of the block.

On August 24, 1921, W. P. Fuller & Co. purchased the property from the heirs of Henry Reiser. A building permit for the construction of a four-story warehouse at be built at a price of \$100,000 was approved on May 3, 1922. No architect was listed.³ The builders were listed as John F. Schraven (1854-1939) and his son Henry E. Schraven (1879-1945). The Schraven family moved from Kentucky to Utah in 1902 and immediately began their father-son contracting business. Henry Schraven continued the firm after his father's retirement in 1929. The firm built the Salt Lake library, the Model Laundry building, a number of public schools, and several projects for the Union Pacific Railroad. Construction probably took place that summer. The address is listed in the 1922 city directory for Salt Lake City.

William Parmer Fuller (1827-1890) was born in New Hampshire. He went to California in search of gold in 1849. Unfortunately, he was frustrated in his quest for gold and became a paperhanger in Sacramento. He partnered with a man named Seton Heather and the two made a fortune in the paint and glass industry. Fuller settled in the San Francisco area in 1862 where he founded a branch of Fuller and Heather. In 1877, when Fuller established a partnership with the Whittier Company, the firm built the largest plant on the Pacific Coast. The partnership dissolved in 1894, and the reorganized W. P. Fuller & Company began to realize plans to dominate the paint, oil and glass market in the Western United States. The company first expanded into other parts of California and then to the Pacific Northwest. The company established its first branch in the Intermountain West in Boise, Idaho in 1908.

In 1921-1922, Salt Lake City became the fifteenth branch and the eighth executive office for the Fuller Company. The building in Salt Lake City was designed as a regional office and distribution center. A separate retail store was established in the downtown business district. Prior to this time, the company had used hardware merchants and dealers for distribution. At the time of the construction of the building in Salt Lake

³ A newspaper clipping for the building (*Deseret News*, December 2, 1922) was located in the Utah SHPO architect files for Scott & Welch. However, neither Carl W. Scott (1887-1959) or George W. Welch (1886-1942) were mentioned in the article, so it is not known whether they worked on the building. The firm of Scott & Welch was very prominent in Salt Lake City during the 1920s.

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W. P. Fuller Paint Company Office and Warehouse
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City, I. F. Littlefield, assisted by William P. Fuller II, managed the company. The 1920s marked a period of change for the company: the proliferation of specialized retail stores and ownership of the land where offices and warehouses were located. The design of the building was probably generated by architects in the corporate office. There is a Fuller building with a similar design in Tacoma, Washington. The family and company had sustained heavy losses during the 1906 San Francisco earthquake and fire. This event may have made the reinforced concrete construction method particularly attractive for warehouse designers at the Fuller Company.

The W. P. Fuller Company was one of six paint manufacturers in Salt Lake City, most of which were local firms. As was customary at the time for many industries, W. P. Fuller had a retail store in downtown Salt Lake at 40 East 200 South (building demolished). The company sold paints, oils, glass, varnish, and greases. The office and warehouse was located at 404 W. 400 South, near the railroad tracks. A newspaper article from the *Deseret News*, dated December 2, 1922, described the recently completed building in detail. The reporter was particularly impressed by the 70,000 square feet of floor space, the 15,000-gallon water tank, and the Fuller roofing material. According to the article, the main floor was to be used for office space, shelving, storage, and for glass cutting. The main floor tower room was used for paint testing. At the rail platform, three rail cars could be unloaded (or loaded) simultaneously. The truck landing could service four trucks at a time with a garage room for the company's rolling equipment. The mezzanine was used for storing brushes, bronze powders, tools, etc. The second floor was devoted to the paints, varnishes, and enamels. The top floor was where the glass was stored. The offices took up only a small portion of the warehouse floor. The office was the only part of the building heated.

Art B. Cadman, the manager at the time, was quoted in the article as the manager in the 1920s, describing the company's new facilities: "W. P. Fuller & Company stated in 1849 and has been reaching out for larger territory ever since. This is now the most easterly branch and one of the largest, as well as embodying all the latest innovations that experience has found necessary." Cadman stated that the Salt Lake branch had "by far the largest territory to serve in regard to distance covered of any of the Fuller branches" and that the "payroll will probably include 75 men and woman all of whom are Utahns." The author of the article declared, "It should be a matter of pride to Salt Lake that it is classes as one of the biggest branches of this great [Fuller] organization."⁴

By the 1930s, rail activity in the area had decreased, but a 1937 tax photograph of the south elevation shows the truck docks in use. In 1941, the seamed metal and frame addition was built on the west elevation. It was used as a glass warehouse. A lunch stand was built on the southwest corner of the property in 1949. There was also a service station in the yard. In the early 1950s, the interior was substantially remodeled. Historic photographs taken in 1951 by the Shipler photographers of Salt Lake City indicate the offices were expanded and modernized on the second floor and mezzanine levels. The exterior was probably painted at the same time. The large corrugated metal shed was added to the property in 1951. By the 1950s, the company had moved their retail store to 211 South State Street. A full-page advertisement in the 1951 Salt Lake directory read "W.

⁴ *Deseret News*, December 2, 1922.

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W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

P. Fuller & Co. for Paint – Glass – Wallpaper; Manufacturers of Paints for Farm, Home, Industry; Complete Glass and Installation Service.”

The W. P. Fuller Paint Company building was in use by the Fuller Company until 1965 when it was sold to the Nielson Investment Company. The office and warehouse was used as rental space for a variety of businesses. The 1969 Sanborn map shows the building divided for use by an auto repair shop, a sign painting company, and a school supplies warehouse. The metal shed housed three enterprises: a tire warehouse, a furniture warehouse and a garage. Between 1986 and 2003, the property changed hands five times. The Snarr Advertising Company was a long-time tenant. The owners mostly leased the space for light manufacturing and storage; for example, trucking, distribution, and the manufacture of fireplace equipment. On at least two occasions, in 1998 and 1999, proposed plans for the adaptive reuse of the building were never realized. Big-D Construction Company purchased the building in November 2003. The company converted the building into its corporate offices in 2004 as part of a federal tax credit rehabilitation project.

Architectural Significance

The W. P. Fuller Paint Company Office and Warehouse is architecturally significant in a number of ways. Perhaps foremost, the building is a very early and substantial example of a reinforced concrete frame building in Salt Lake City. Though concrete was in common use as a foundation material by 1915, concrete support systems were not common until the 1920s and 1930s. The Fuller building represents a particularly good example of the construction method within the warehouse building type category. Warehouse is a term for a building type introduced circa 1885 that was relatively expensive because of the structural components, yet simple and undecorated. Warehouses were one of the earliest buildings to stress utility and functional honesty in architecture. The main elements were structural strength and access to natural light. Their strength was largely articulated on the outside by the pier, which was an unbroken line from sidewalk to skyline: and served as pilasters to divide the wall into bays as well as stiffen the walls. The light came through large, multi-light windows set in a slender sash. Prior to 1922, most Salt Lake warehouses were of mill construction; or in other words, built of heavy timbers and brick masonry. An example is the Model Laundry building (244 W. 300 North), a warehouse constructed by Fuller building contractors John and Henry Schraven in 1911, which is typical for the period. A few had structural steel or iron frame, but the support system was invariably not visible on the exterior.

Because of the many varied industrial uses, fire protection was an important part of the evolving construction technology of the warehouse. Buildings of fire-resistant heavy timbers and thick brick masonry walls were common, but concrete as a fireproof material had been in use since the late 19th century. In the 1920s and 1930s, fireproof construction was common, especially for schools and other institutional buildings. According to a survey of the Sanborn maps for Salt Lake City, most examples of fire-proof construction, like the West High School built in 1917, used concrete frames sheathed in brick masonry, often with Jacobean or other historic ornamentation. There were a number of concrete-frame warehouses erected on Salt Lake's west side.

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W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

In all cases, the curtain wall is either completely faced in brick or the infill between the concrete supports is brick masonry, for example the Nelson-Ricks Creamery (National Register listed 8/17/1982) and the Salt Lake Stamp Company (National Register listed 8/17/1982). Even the Ford Motor Company Service Building (National Register listed 11/2/2000), one block north of the Fuller building and designed by the firm of Albert Kahn, completely hides the concrete support system with glazing and brick masonry. The Ford building uses nearly identical hexagonal support columns on the interior, but was built two years later than the Fuller building. Other buildings such as the Salt Lake Flour Mills, built in 1924 a block south of the Fuller building, are purely utilitarian and have no ornamentation. Later concrete-frame buildings (from the 1930s-1940s) utilized concrete blocks or cinder blocks as infill material.

The Fuller building was the first large-scale all-concrete building in Salt Lake City. In other words, unlike most buildings of the period, not a single brick was used in construction. It was the first to elevate concrete above the previously pure utilitarian uses for structure and fireproofing. The smooth stucco surface and modest Art Deco details make the building appear very modern. The style must have been very different for the builders, John and Henry Schraven. Their most famous building is the Neo-classical stone-finished Salt Lake City Public Library (National Register listed 8/7/1979). The recent rehabilitation reversed years of neglect and restored the Fuller Paint building as a contributing resource in Salt Lake historic industrial district. The contemporary account of the building by the author of the *Deseret News* article sums up the architectural significance of the Salt Lake building in 1922: "The huge pile of concrete, tile and steel at the corner of Third West and Fourth South streets, taking up nearly a quarter of a block, is one of the most modern structures of its kind in the West and the last word in fireproof building science."

National Register of Historic Places Continuation Sheet

Section No. 9 Page 1

W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

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National Register of Historic Places Continuation Sheet

Section No. 9 Page 2

W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

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National Register of Historic Places Continuation Sheet

Section No. PHOTOS Page 1

W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

Common Label Information

1. W. P. Fuller Paint Company Office and Warehouse
2. 404 W. 400 South, Salt Lake City, Salt Lake County, Utah
3. Photographer: Korral Broschinsky
4. Date: February 2005
5. Negatives on file at Utah SHPO.

Archival

Photo No. 1:

6. South & east elevations of building. Camera facing northwest.

Photo No. 2:

6. North & west elevations of building. Camera facing southeast.

Supplemental

Photo No. 3:

6. North & east elevations of building. Camera facing southwest.

Photo No. 4:

6. East elevation of building. Camera facing west.

Photo No. 5:

6. South elevation of building. Camera facing north.

Photo No. 6:

6. West elevation of building. Camera facing east.

Photo No. 7:

6. North elevation of tower. Camera facing south.

Photo No. 8:

6. Interior of building, main floor. Camera facing southwest.

Photo No. 9:

6. Interior of building, main floor. Camera facing north.

National Register of Historic Places Continuation Sheet

Section No. PHOTOS Page 2

W. P. Fuller Paint Company Office and Warehouse
Salt Lake City, Salt Lake County, UT

Photo No. 10:

6. Interior of building, top floor. Camera facing southeast?

Photo No. 11:

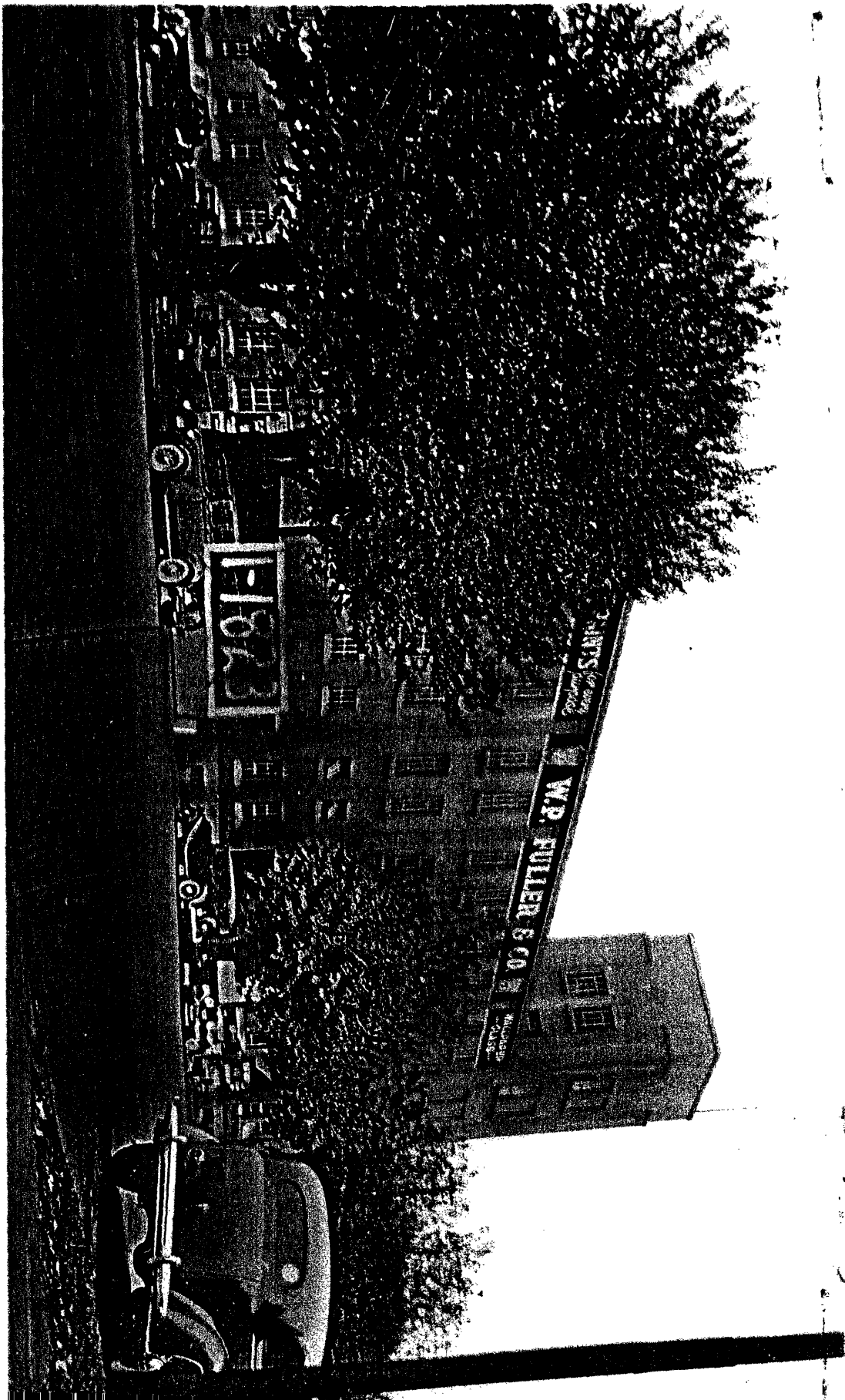
6. Interior of building, stairwell. Camera facing northeast?

Photo No. 12:

6. Interior of building, office main floor. Camera facing northeast.

Photo No. 13:

6. Photocopy of 1937 Tax Assessment photograph

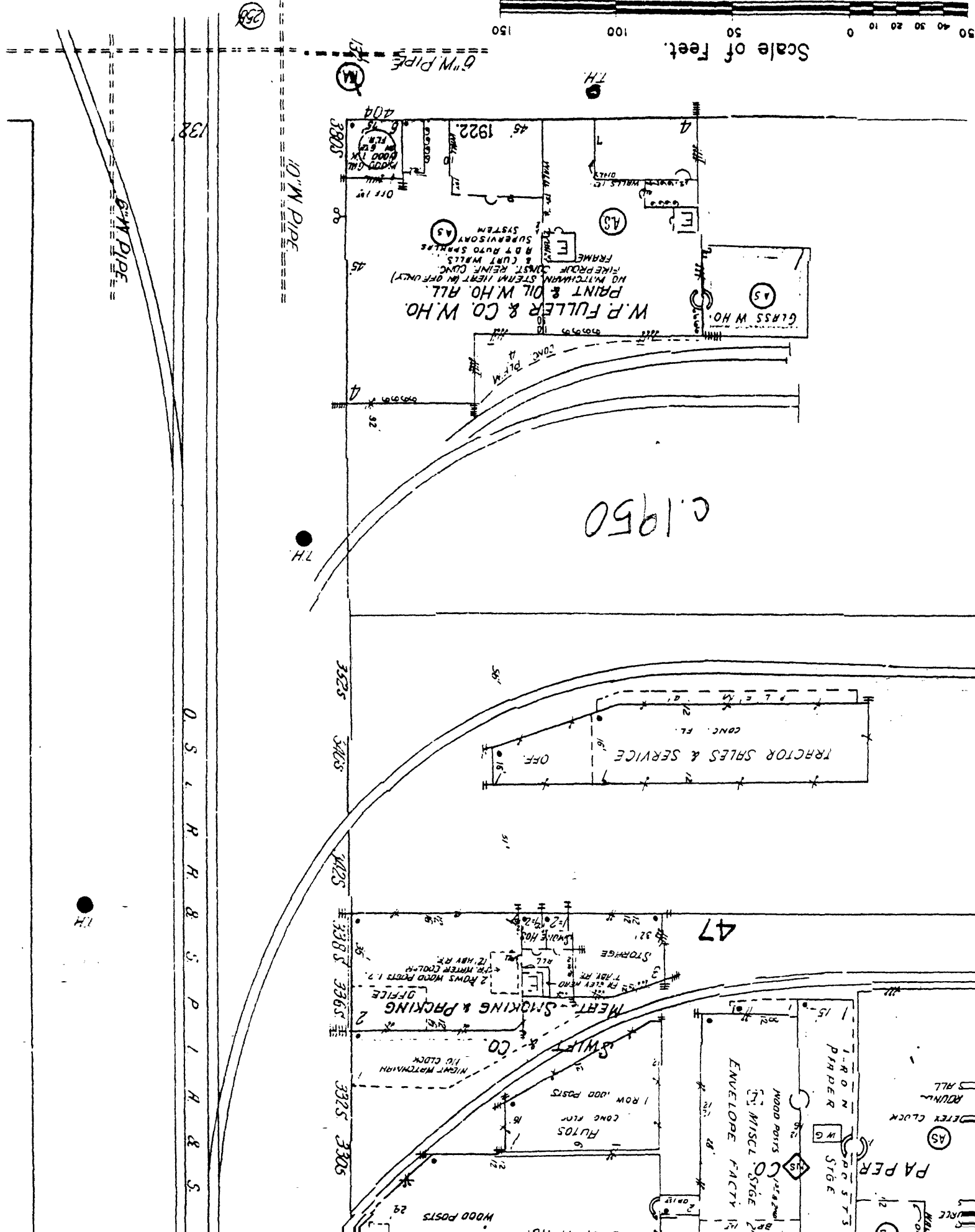


13.

W. P. Fuller Paint Co. Office & Warehouse
404 W. 400 South, Salt Lake City, Utah
Tax photograph, 1937



Scale of Feet.



W.P. FULLER & CO. W.H.O.
PRINT & OIL W.H.O. ALL.
FIRE PROOF CONST. REINFC. CONC.
NO MITCHAMAN STEAM HEAT (W. OFF. ONLY)
FRAME & CURT. WALLS.
R.D.T. AUTO SPRINKLER
SUPERVISORY SYSTEM

TRACTOR SALES & SERVICE
CONC. FL.
OFF.

MEAT-SMOKING & PACKING CO.
OFFICE
2 ROWS WOOD POSTS 1.7.
T. HAY RR.
NIGHT WATTMAN
H/O. CLOCK

PAPER
PAPER STAGE
WOOD POSTS
MISCL. STAGE
ENVELOPE FACTY R.
IRON PAPER
PAPER STAGE
W.G.
ENTER CLUCK
ROUN.
ALL

c.1950

132

47

O. S. & R. R. & S. P. & A. & S.

3525 3405 3425 3385 3365 3325 3305

6" W. PIPE

10" W. PIPE

6" W. PIPE

258

7H

7H

WOOD POSTS 29

AUTOS
CONC. FLM.

1 ROW, 1000 POSTS

SWIFT & CO.

STORAGE

EXPANSE HO.

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

T. HAY RR.

NIGHT WATTMAN

H/O. CLOCK

OFFICE

2 ROWS WOOD POSTS 1.7.

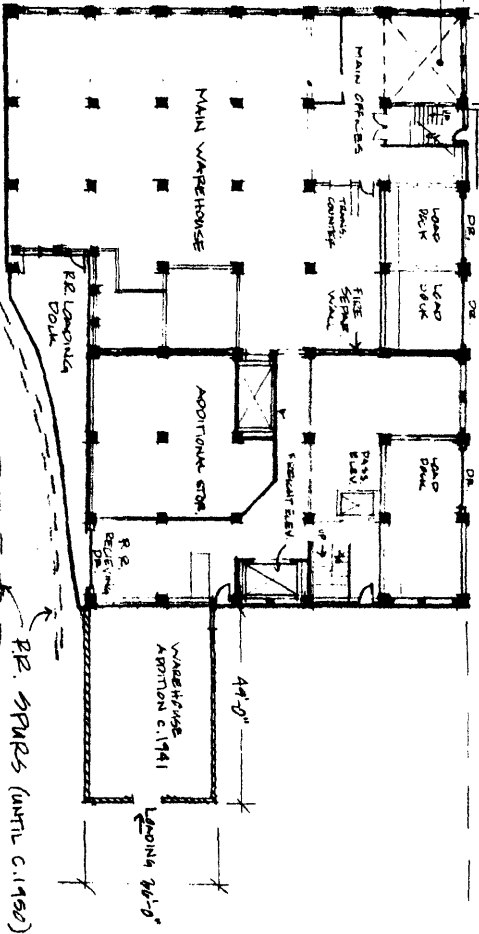
RAILROAD TRAILS

300 WEST

6" STEEL
DOWN
PERMANENT
CONCRETE
WATER TANK

GROUND GRID

TRUCK LOADING AREA



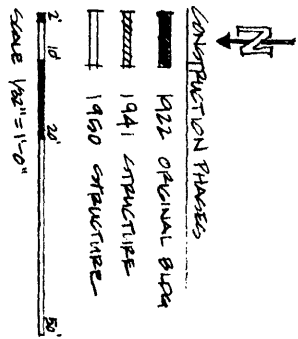
APPROXIMATE IRON WAREHOUSE C. 1950, 51

28'-0"

RAILROAD SPURS (UNTL. C. 1950)

WAREHOUSE ADDITION C. 1941

LOADING DOCK



400 SOUTH

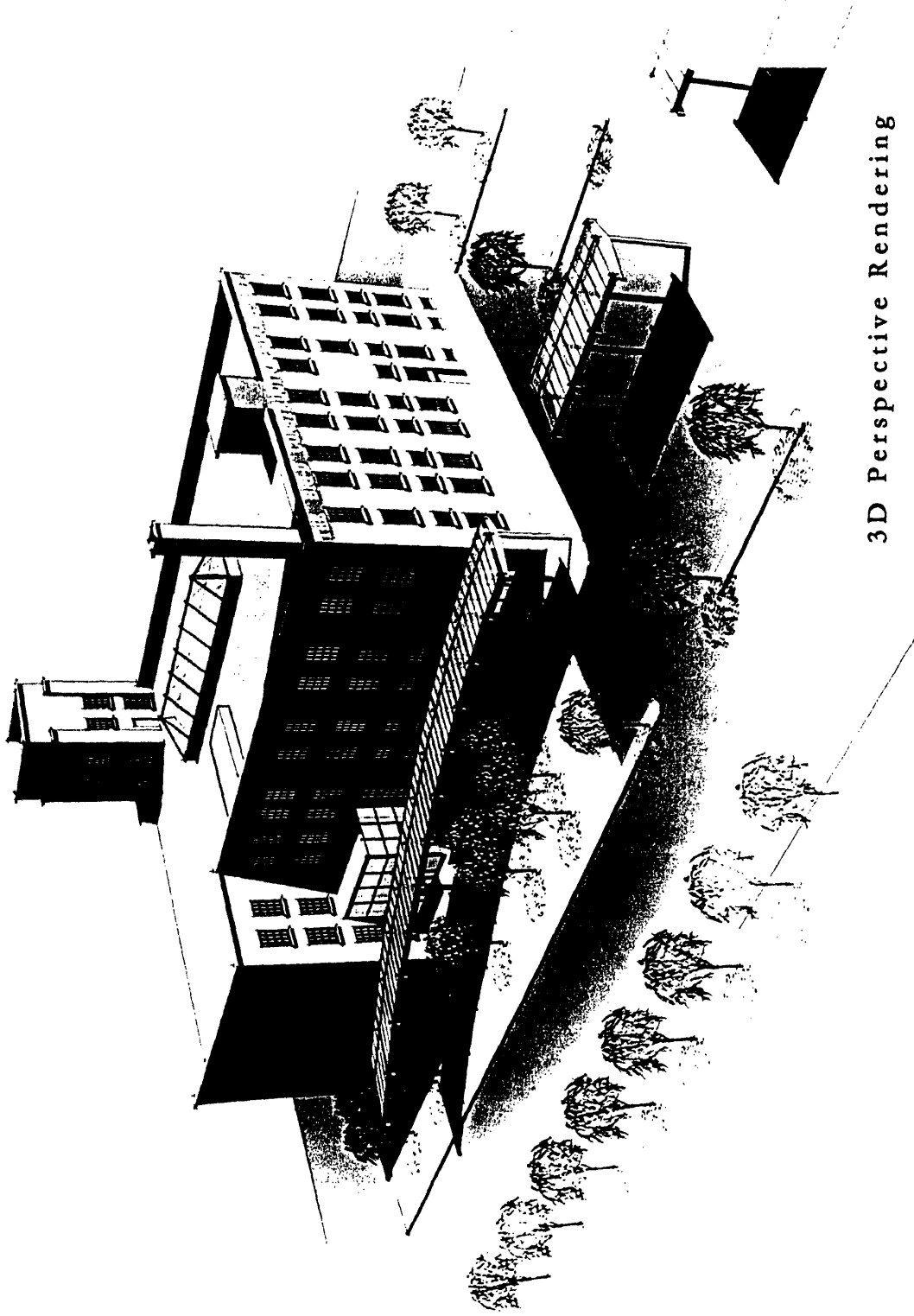
W.P. FULLER & CO.

404 W 400 S
SALT LAKE CITY, UTAH

SCHEMATIC MAIN FLOOR PLAN & SITE PLAN

SCALE 1/32" = 1'-0"	APPROVED BY
DATE	DRAWN BY
	REVISION

DRAWING NUMBER



3D Perspective Rendering

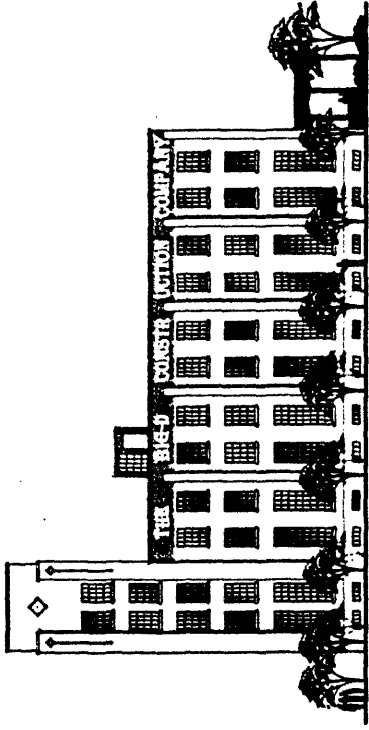
Big-D Corporate
at the W.P. Fuller & Co. Paint Building



CELLS STANLEY BREYNS SMITH



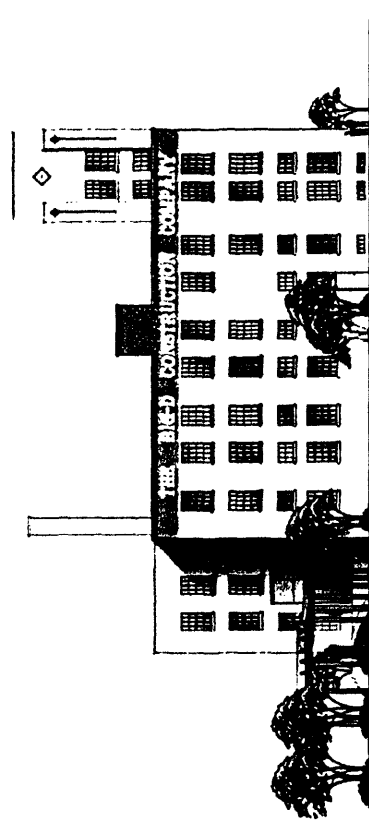
North Elevation



East Elevation



South Elevation



West Elevation

Big-D Corporation

at the W.P. Fuller & Co. Paint Building

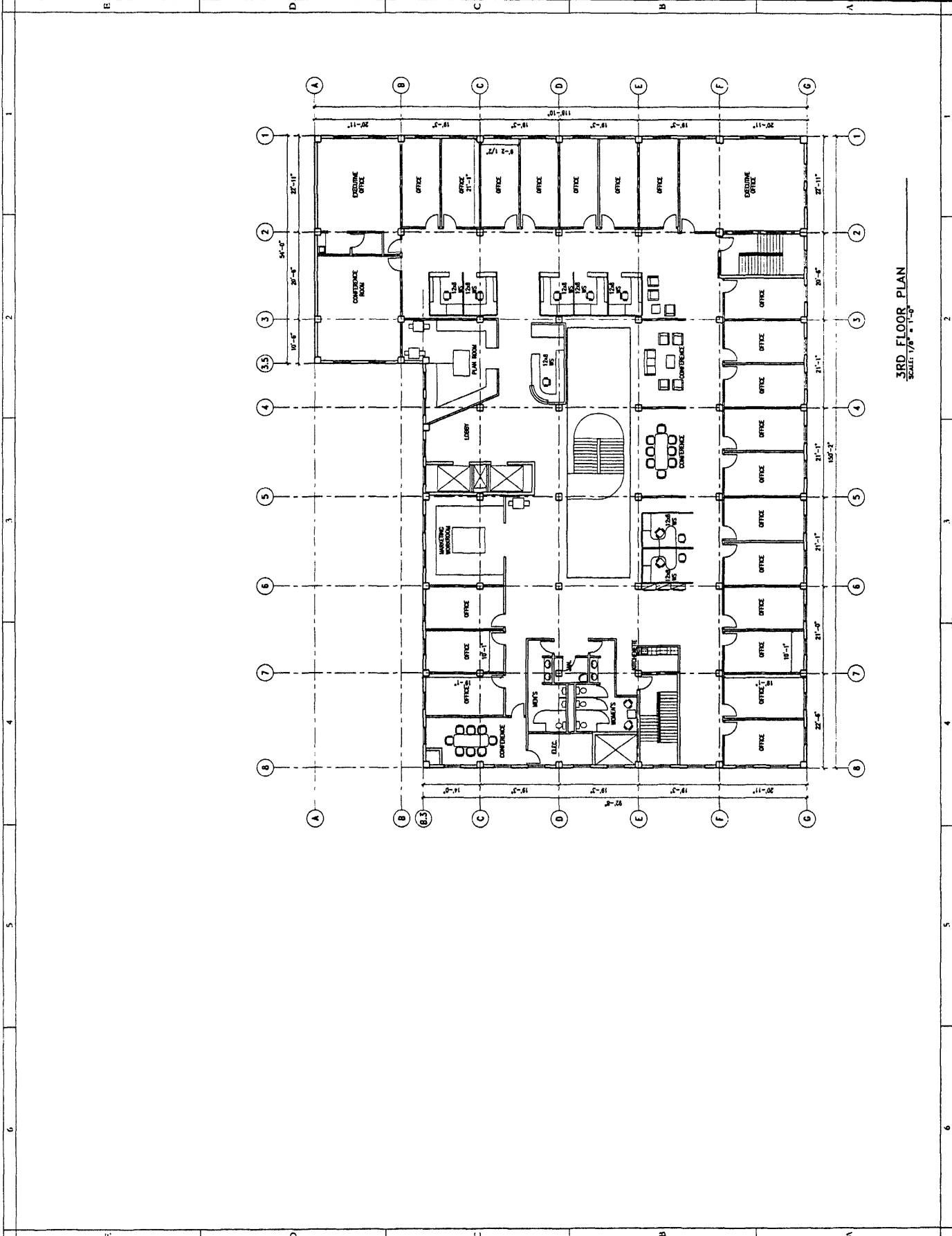


NO.	DATE	REVISION

**BIG-D
 CORPORATE
 OFFICE
 BUILDING**

3RD FLOOR PLAN
 SCALE: 1/8" = 1'-0"

3RD FLOOR PLAN
 SCALE: 1/8" = 1'-0"



3RD FLOOR PLAN
 SCALE: 1/8" = 1'-0"

NO.	DATE	REVISION

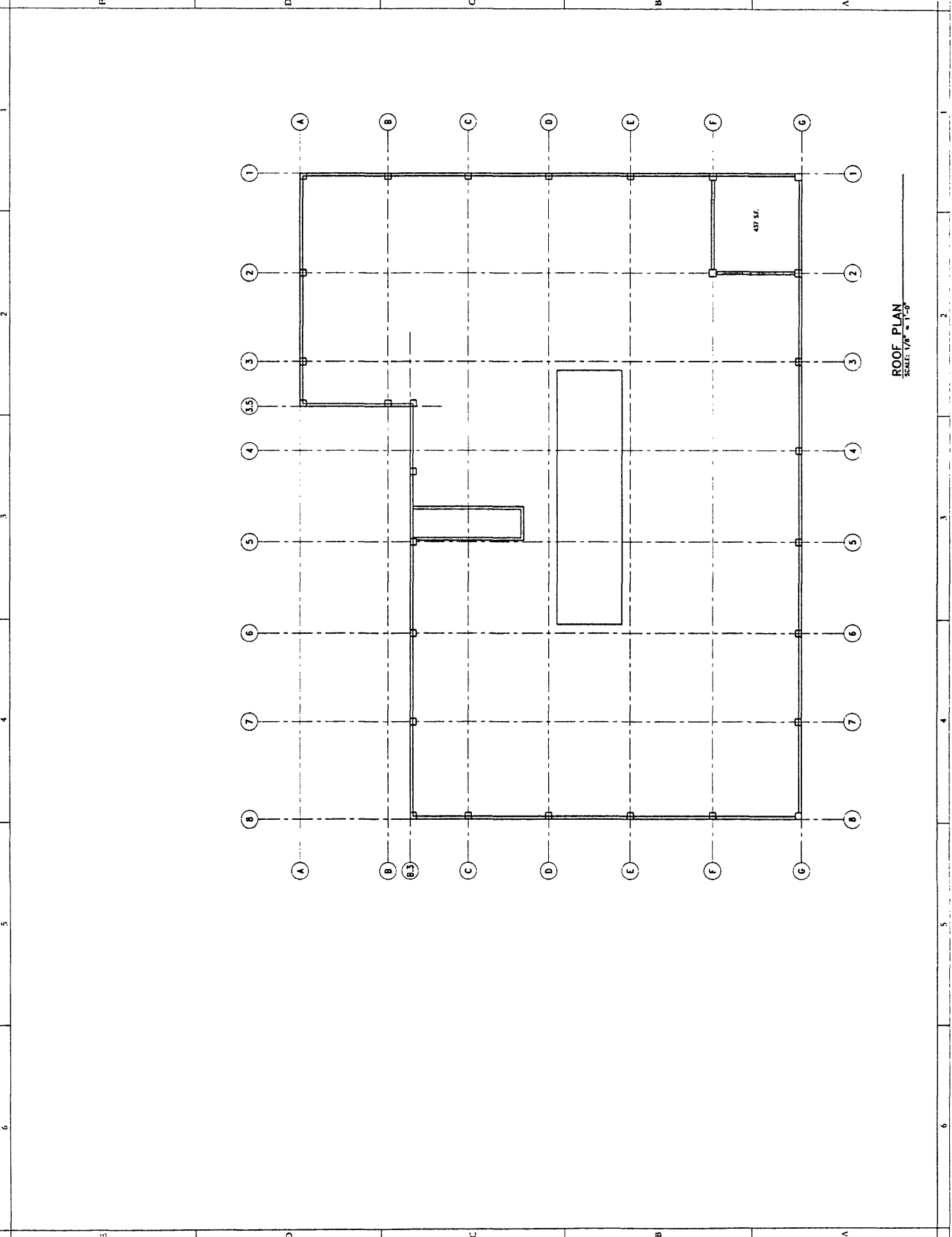
BIG-D
CORPORATE
OFFICE
BUILDING

68 West 10th Street
 Minneapolis, MN 55402

BIG-D
CONSTRUCTION

58 East 10th Street
 Minneapolis, MN 55402

NO.	DATE	REVISION



ROOF PLAN
 SCALE: 1/8" = 1'-0"

