

United States Department of the Interior
National Park Service

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NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

NATIONAL
REGISTER

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 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. 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 Embassy Gulf Service Station other names/site number Embassy Chevron Service Station

=====

2. Location

street & number 2200 P Street, NW not for publication _____
city or town Washington vicinity N/A
state District of Columbia code DC county N/A
code 001 zip code 20036

=====

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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 _____ nationally X statewide _____ locally. (_____ See continuation sheet for additional comments.)

Robert L. Mallett 8/27/93
Signature of certifying official Date

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:

	signature	date of action
<input checked="" type="checkbox"/> entered in the National Register ____ See continuation sheet.	<u>Patrick Andrews</u>	<u>9/30/93</u>
<input type="checkbox"/> determined eligible for the National Register ____ See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain): _____	_____	_____

=====

5. Classification

=====

Ownership of Property (Check as many boxes as apply)

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

Category of Property (Check only one box)

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

Number of Resources within Property		
Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>1</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>2</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

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

=====
6. Function or Use
=====

Historic Functions (Enter categories from instructions)
TRANSPORTATION/ Gas Station

Current Functions (Enter categories from instructions)
TRANSPORTATION/ Gas Station

=====
7. Description
=====

Architectural Classification (Enter categories from instructions)
Classical Revival

Materials (Enter categories from instructions)
foundation _____
roof STONE: slate
walls STONE: limestone
other _____

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

=====

8. Statement of Significance

=====

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

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

Criteria Considerations (Mark "X" in all the boxes that apply.)

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

Areas of Significance (Enter categories from instructions)

ARCHITECTURE
LANDSCAPE ARCHITECTURE
TRANSPORTATION

Period of Significance 1936 - 1937 Significant Dates 1936

Significant Person (Complete if Criterion B is marked above)
N/A

Cultural Affiliation N/A

Architect/Builder Hogner, Pierre L.R.

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

=====

9. Major Bibliographical References

=====

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

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

- Primary Location of Additional Data
- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other

Name of repository: _____

=====

10. Geographical Data

=====

Acreage of Property less than one

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	18	322274	4308500	3		
	--	-----	-----	--	-----	-----
2				4		
	--	-----	-----	--	-----	-----

See continuation sheet.

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

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

=====
11. Form Prepared By
=====

name/title Laura Hughes, Laura Trieschmann
organization Traceries date 16 August 1993
street & number 5420 Western Avenue telephone (301)656-5203
city or town Chevy Chase state MD zip code 20815
=====

Additional Documentation
=====

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property.

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

=====
Property Owner
=====

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

name Chevron Corporation
street & number 225 Bush Street
telephone _____
city or town San Francisco state CA zip code 94104
=====

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 the 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 Project (1024-0018), Washington, DC 20503.

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 7 Page 1

Embassy Gulf (Chevron) Service Station
Washington, DC

Description

The Embassy Gulf Service Station is located at the southwest corner of P and 22nd Streets, adjacent to Rock Creek Park and marks the transition from Georgetown to Dupont Circle. Designed in the Neo-Classical style, the property presents an abstract interpretation of a di-style in antis temple-form building with Tuscan columns. Central to the building's architectural presentation is the reduced ornamentation and smooth austerity of wall surfaces. The diminutive structure measures 72' long by 28' wide and is one-and-one-half stories high. The longitudinal cross-plan structure is built of brick faced with scored Alabama limestone set in regular coursing. The structure is supported with an unseen wood piling foundation. The cross-gable roof is covered by slate shingles flashed with copper. Simple fenestration marks the composition and is comprised of large multi-light windows and doors, as well as large functional garage bay openings arranged in consonance with the building's temple motif.

The principal (north) elevation of the structure features the dominant temple front facade with a wide entablature supporting a pedimented end-gable. Divided into three bays, this front elevation contains a central entry door flanked by two long, rectangular window openings occupying the first and third bays with solid piers buttressing the building's corners. The window openings are inset with multi-light wood sash with arched transoms of a simple five-part fan design. The east bay window retains the original configuration of twelve fixed lights, while the window in the west bay, which also had twelve panes, is now fitted with nine panes (the bottom three are elongated) and a night-teller's cash drawer and microphone. The central bay, flanked by 3/4-engaged Tuscan columns, contains a rectangular multi-light glass and wood door with an arched transom. The Tuscan columns, in conjunction with the end piers, support, both visually and structurally, the plain entablature and pediment above. A blind roundel holding a clock, still in working order, decorates the tympanum space; the roundel is surrounded by four keystones with acorn swags on either side.

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Section 7 Page 2

Embassy Gulf (Chevron) Service Station
Washington, DC

Description (continued)

The east elevation parallels 21st Street, and is divided to serve the three main functions of the gas station. The southern extreme houses the mechanical, service and maintenance bays of the station. Three heavy wooden garage doors, flush with the building, open into the interior service area. The openings are accentuated with a simple, projecting self-molding. The projecting cross-bay marks the entry to the women's restroom, and is topped by a pedimented gable roof over a slightly recessed entrance. A blind rectangular entry is fitted with a smaller painted, multi-light glass and wood door. The northern-most bay, in the same plane as the garage bays, serves as the station office and accounting area. The rectangular multi-light glass and wood paneled door with arched transom is slightly recessed.

The west elevation, parallel to 23rd Street, mirrors the east elevation in mass and ornamentation. The northern-most bay, as well as the projecting cross-bay are formed by solid planes that were, in fact, once punctured by a door and windows. The men's restroom entry is located on the southern side of the projecting cross bay. Additionally, the original openings to the service area are closed and fitted with fixed wood panel doors imitating the original garage doors. Unlike the east elevation, a roundel window with four keystones is set within the tympanum of the pedimented end-gable. A limestone-faced chimney is set within the south side of the cross-gable. A satellite dish, fixed to the roof, is visible from this elevation.

The south elevation of the service station holds three, six-over-six, double-hung, wooden sash windows centered closely together. A roundel window with four keystones is set within the pedimented end-gable. Modern metal light fixtures with globes have been added to the exterior of the building.

In 1973, plans called for the demolition of the existing station, and replacement with a modern 1970s design. Amid community outcry over the potential loss of the neighborhood landmark, the Gulf

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Section 7 Page 3

Embassy Gulf (Chevron) Service Station
Washington, DC

Description (continued)

Corporation decided to save the building and carry out a renovation of the exterior and interior of the structure.

Today, the Embassy Gulf Station is essentially intact; only minor alterations have been made, including the infill of several of the glass garage bays, windows and doors, and the replacement of light fixtures. Currently, two metal canopies cover the gasoline pumps. A small end-gable form outbuilding (probably dating to the 1950s) has been constructed several feet from the service station on the southeast corner. The outbuilding, houses two soda machines, and imitates the service station in material and design. A painted brick and fiberglass Chevron sign appears on the northeast corner of the lot.

The interior of the structure retains its original plan with renovations for contemporary use. The northern end of the station houses the office and accounting area with a large built-in desk at the western corner of the room. Behind the office, in the middle of the building, is a storage area. The restrooms flank the storage space on either side. The service and maintenance spaces are located at the southern end of the building and occupy three bays.¹ The second floor crawl space provides attic storage with access by metal stairs that were installed around 1977. The existing floor covering is concrete with a dropped acoustical tile ceiling. The service and storage areas have painted brick walls while the office walls are faced with wood panelling. None of the original lighting fixtures remain; fluorescent overhead lighting with a plastic sheathing cover is in place.

Today, the landscaping around the service station is minimal, primarily small shrubs and grass patches. The northeast corner of

¹ Historic American Buildings Survey, Embassy Gulf Service Center.

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Section 7 Page 4

Embassy Gulf (Chevron) Service Station
Washington, DC

Description (continued)

the lot is dominated by a concrete forecourt with a grass strip. Bushes and grass bound the site on the north and east sides. The west side is bounded by a low concrete wall. The original site has been extended to the south, providing additional parking for the gas station. This extended lot is bounded by shrubs, young trees, and a metal fence.

This symbol of the growth and maturation of the gasoline industry is an excellent example of the Neo-Classical style. The property still retains its physical integrity these 56 years since its construction.

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 1

Embassy Gulf (Chevron) Service Station
Washington, DC

Significance

The Embassy Gulf Service Station is an important and intact example of 1930s gas station architecture in the District of Columbia. Unlike the earliest gas stations constructed in the United States, architects designing in the second and third decades of the twentieth century were inspired to produce artistic buildings: attractive, fully articulated structures that attempted to enhance rather than detract from neighboring architecture. These efforts were rewarded with a change in perception toward the building type, as in the case of the P Street Gulf station that stood the test of stringent design review by the Commission of Fine Arts and the National Capital Planning Commission. The restrained Neo-Classical design by Gulf Oil Corporation architect P.R.L. Hogner respects the dignified Church of the Pilgrims across P Street, and fosters in its scale and massing a benign acceptance of a gas station in the Dupont Circle neighborhood. Today, the Embassy Gulf Service Station retains its original design and character and is regarded as a building that "is really unique...it's what Gulf was doing in the Thirties, and now it's a piece of the landscape and people have a real affection for it."²

Automobiles and the accompanying new structures to service, maintain and house them changed the face of the urban street and rural roadways across the country at the beginning of the twentieth century. Through all its design manifestations, from the earliest simple shed and shelter-type stations, the "artistic" structures of the 1920s and 1930s, the modernistic forms of the mid-twentieth century and on to today's minimalist structures, the gas station reminds us of the "golden days of service to the automobile."³ The

² Quote of Charles Atherton, Secretary of the Commission of Fine Arts regarding the restoration plans for the Embassy Gulf Station in 1973 in *The Orange Disc*, July-August, 1974.

³ Michael Karl Witzel, *The American Gas Station* (Osceola, WI: Motor Books International Publishers, 1992), p. 7.

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Section 8 Page 2

Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

current interest, study, and attention afforded twentieth century commercial structures including gas stations increasingly warrants their preservation and the recognition of their architectural and historic significance.

The Embassy Gulf Service Station is an important and intact symbol of the rise of the automobile and, particularly, the Gulf Oil Corporation in the District of Columbia. Located in Square 48 and bounded by 22nd, P, 23rd, and O Streets, in northwest Washington, D.C., the Embassy Gulf (now Chevron) Service Station is a significant illustration of 1930s gas station architecture. Designed to fit harmoniously into the existing context and to promote a solid and respectable corporate image, the gas stations of this period were intended to be viewed as "civic assets" and, in fact, did much to dispel the poorly regarded image of previously constructed gas stations. The Embassy Gulf Service Station, designed in 1936 by Gulf Oil Corporation architect P.L.R. Hogner, was conceived and sited to complement its setting as part of an aesthetic directive by the Gulf Oil Corporation to construct a gas station with details, materials and massing more commonly associated with the mainstays of the community such as banks and libraries.

EARLY HISTORY OF GASOLINE SERVICE STATIONS

By the first decade of the twentieth century, the automobile was emerging as the vehicle of choice. It provided individuals with the opportunity to enjoy the personalized travel possible with the horse and buggy, without their associated expense and effort. Many Americans were no longer content to sit passively in a rail car and watch the scenery go by. For some, the automobile was a rejection of the industrialization of the 19th century and the mass mentality

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

of public transportation.⁴ The automobile gave Americans the freedom to experience the thrill of the open road, and to go as fast or as far as the motorist desired (or at least as fast as the car would go). Soon, cars were manufactured in great numbers -- flooding the marketplace. The affordability of motorcars like the Ford Company Model T offered an irresistible transportation alternative. Motorists "were active participants rather than passive observers and had an engineer's-eye view as the automobile penetrated the landscape in a continuous race toward the vanishing point at the end of the highway."⁵ By 1929, total car registration reached 26,000,000 and gas was available at some 317,000 places.⁶

The 1905 invention of the gasoline pump coupled with the increasing affordability of the automobile gave almost every American greater access to the road. The exact location of the first gas "station" is controversial, although the date appears to coincide with the introduction of the pump. The instant popularity of gas pumps resulted in the demand for gasoline exceeding the supply. Consequently, distributors were scrambling to construct structures from which they could dispense gasoline. In alarming numbers, gas pumps were installed in every conceivable location including lumber yards, feed stores, parking lots, highway fruit stands, and restaurants attempting to secure the motorists' business.⁷ Little

⁴ Warren James Belasco, *Americans on the Road: From Autocamp to Motel, 1910-1945*, (Cambridge, MA: The MIT Press), 1979.

⁵ Chester H. Liebs, *From Main Street to Miracle Mile*, (Boston: Little, Brown and Company, 1985), p. 4.

⁶ "Planning Techniques for New and Remodeled Buildings: Service Stations 1," *The Architectural Forum*, 66 (February, 1937):86.

⁷ Liebs, *Main Street to Miracle Mile*, p. 97.

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

attempt was made, nor deemed necessary, during these early years to site or design structures that would attract customers or provide facilities, amenities or even safety for the motorist.⁸ Soon, thousands of curbside sheds with gasoline pumps were constructed along heavily traveled arteries and many city blocks. This resulted in extreme traffic congestion and many accidents, associating the cars and their associated gas pumps with urban problems.

The breakup of the Standard Oil trust in 1911, combined with the discovery of new oil in many countries, created corporate rivalry between the oil men of the period. Companies began to adopt logos, signs, and slogans to attract consumers. In December, 1913, the Gulf Oil Refining Company was the first to construct a drive-in station.⁹ The drive-in station drastically altered urban land use as installation required enough space for motorists to pull on and off the street, as well as space to park next to the pumps. Increasingly, oil distributors began to build and manage their own stations, or to lease them out to private investors. By World War I, drive-in filling stations were found throughout the country especially in the larger cities. In the early part of the century, the highway system was in its infancy. Consequently, predicting the ideal locations and sites for this new building type was difficult. As new roads opened, the oil companies competed to construct gas stations, even developing a series of prefabricated stations for easy assembly and construction across the country. Their colorful signs, pumps, and buildings changed the face of America.

⁸ Daniel I. Vieyra, *Fill'er Up*, (New York: Macmillan Publishing Co., Inc., 1979), p. 7.

⁹ "Planning Techniques for New and Remodeled Buildings: Service Stations," p. 86.

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

The gasoline pump with its random placement and unstylish sheds were considered an unpleasant addition to urban life; the mature filling station, with its small commercial buildings, gas pumps, and advertisements all located on one large lot, was soon singled out as a prime example of urban blight by advocates of city planning and civic reform. Followers of the City Beautiful movement, concerned planners, and more restrictive building codes put pressure on the oil companies to develop gas station designs and plans that reflected a higher aesthetic. Newspaper and magazine articles appeared espousing gas station design reform:

Many American cities are making a vigorous fight for the freedom of their streets. One phase of this campaign has been directed against the glistening red curb gasoline pumps that are a godsend to the gas-famished motor car--and the bane of traffic officers and city planners. At present, curb gasoline pumps have been flatly forbidden in fourteen American cities from which reports have been received. Their installation has been restricted in many others by zoning and special ordinances.¹⁰

Those concerned with civic beauty called for the removal of hideous signs and billboards in favor of trees, fountains, and statuary.¹¹

¹⁰ C.A. Crosser, "Curbing the Curb Pump," *The American City* 29, no. 2 (August 1923): 155.

¹¹ Ideas taken from: William H. Wilson, *The City Beautiful Movement* (Baltimore: Johns Hopkins University Press, 1989).

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

Since the gasoline station had become such an indispensable part of city life, communities began to adopt regulations for the construction of the stations. Limits were placed on the style of gas stations, requirements regarding architectural compatibility with the existing neighborhood were established, and building codes were adopted dealing specifically with gas station regulations.¹²

Simultaneously, competition between oil companies, distributors, and private investors to supply gasoline to the multiplying number of motorists continued to increase. To attract motorists, the stations had to do more than just sell gasoline. As no preconceived standards had been established for gas station architecture, retailers began to experiment with designs for stations, constructing buildings that resembled airplanes, animals, boats, icebergs, pyramids, and pagodas.¹³ Despite their size and fanciful nature, these structures were the first to deal with the issue of architectural communication.¹⁴

On narrow lanes and on wide, important boulevards these structures, are to be found sometimes wedged in between pretentious buildings, but sometimes placed on important corners with plenty of elbow room. There will be found, ready for the most fastidious automobilists Chinese pagodas,

¹² Lucy Lowe, "Service Stations as an Asset to the City," *The American City* 25, no. 2 (August 1921): 153.

¹³ Vieyra, p. 15.

¹⁴ *Ibid.*, p. 19.

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

Mohammedan mosques, Norman castles and Flemish towers. Keen rivalry and business competition have, however, brought about a vast change. Oil and gas companies have begun to realize that an attractive building brings trade, and in consequence thereof the oil service stations have taken on better lines of architecture.¹⁵

In response, gas station architects began to draw design inspiration from existing monuments and architecture in the Classical Revival, Colonial Revival, Beaux Arts and Neo-Classical styles. One of the ornamental stations built for the Atlantic Refining Company in 1922, was enthusiastically described:

This dainty little edifice graces one of the most popular automobile roads in Quaker City...It is a reproduction, on an enlarged scale, of the monument to Lysicrates...and is surrounded on two sides by an Ionic colonnade...The building is constructed of dazzling white terra cotta, and its perfect proportions will linger long in the memory. This charming reproduction of one of the finest bits of Grecian architecture extant forms a striking contrast to the great majority of buildings erected for the purpose of supplying the

¹⁵ Alexander G. Guth, "The Automobile Service Station," *The Architectural Forum* XLV, no. 1 (July 1926): 33.

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

wants of modern charioteers.¹⁶

These buildings attempted to mimic the dignity and stature of local courthouses, libraries and banks with classically inspired detailing and forms. Known as "artistic" stations, many were modeled after Greek temples and Roman monuments, and offered a sense of instant stability and respectability. It was the gas station architecture of the 1920s and 1930s, particularly the "artistic" stations that changed the perception of gas stations to something favorable and attractive. Whether constructed of terra cotta, brick, cut stone, or concrete, the ornamental and artistic stations were intended to be regarded as "civic assets." In addition to the miniature civic monuments, the inexpensive prefabricated buildings of this style were becoming popular. These metal and glass buildings, like Sears houses, could be purchased through catalogs and were easily assembled. The modest examples resembled railroad sheds or industrial gatehouses; the more grand examples mimicked the monumental architecture of the city with elaborate ornamental details reproduced in sheet metal and steel.¹⁷

The mid-1920s brought the "classic" filling station with ornamentation in the Tudor, Georgian, and Romanesque styles. The most popular style being the small house station -- a cross between the "fantasy stations" and the "respectable stations". They could be built with materials readily available and were compatible with residential architecture. The sight of a little house selling gas along the roadside could also trigger thoughts of friendliness, comfort, and security to a motorist. The buildings were generally rectangular with a hipped roof projecting out over a driveway to form a canopy supported by two columns. These structures closely resembled bungalow style dwellings that were being constructed

¹⁶ J.F. Kuntz, "Greek Architecture and Gasoline Service Stations," *The American City* 27 (August 1922), pp. 123-124.

¹⁷ Liebs, p. 100.

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Embassy Gulf (Chevron) Service Station
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Significance (continued)

during this period. Typical of the period were the stations designed by architect C.A. Peterson for the Pure Oil Company that were styled after English cottages. Petersen's cottage motif featured a high-pitched gable roof, tall end chimneys, and trellises. The stations were painted in the Pure Oil corporate colors of white with blue trim and came in two sizes. The buildings were constructed of brick or wood frame with stucco or clapboard. Indeed, within a few years, the design was synonymous in the public's mind with Pure Oil.¹⁸

The increase in the number of gas stations in the Nation's Capital is easily seen by examining the table below which illustrates the involvement of the Commission of Fine Arts in the review and approval of designs for gas stations and garages within in the 1930s:¹⁹

Fiscal Year	Gas Stations	Public Garages	Other Businesses	Total
1934	24	3	48	75
1935	28	4	96	128
1936	29	12	95	136
1937	34	8	200	242 ²⁰

¹⁸ Ibid., p. 101.

¹⁹ The involvement of the Commission of Fine Arts in design review was limited to buildings sited along specific corridors and Federal land holdings.

²⁰ Shipstead-Luce Act Case, Records of the Commission of Fine Arts, Box 13, RG66, National Archives, Washington, D.C.

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

THE GULF OIL CORPORATION and ITS COMMITMENT TO WASHINGTON, D.C.

The tapping of rich oil deposits in Spindletop, Texas in 1901, prompted the organization of the Gulf Refining Company with financial assistance from the Pittsburgh banking house of T. Mellon & Sons. By 1903, W.L. Mellon had extended the company's marketing facilities and adopted as part of a corporate image the identifying color of orange. In January 1907, a new organization was created merging the assets of the Gulf Refining Company and the J.M. Guffey Petroleum Company into the Gulf Oil Corporation.²¹

As the nation's urban centers entered the machine age, new structures were required for the storage, display and service of automobiles--the emerging mode of transportation. Gulf Oil devoted its efforts to keeping pace with the development of "service facilities with which to cater to the needs of the growing flood of cars."²² The coming of the automobile necessitated the construction of many auxiliary structures including the filling station. Like cities all across America, gas stations appeared along Washington's streets in alarming numbers at the beginning of the twentieth century. In 1921, it was estimated that Kansas City, Missouri had an average of one filling station to every two or three blocks.²³ More than 170,000 gasoline stations were doing business in the United States by 1933.²⁴ By 1937, Gulf Oil Corporation alone boasted nearly 60 service stations within the District of Columbia, all having been designed directly by the

²¹ "Gulf Oil Corporation: A Capsule History," (Pittsburgh, PA: Gulf Oil Corporation, 1983) p. 2.

²² "Tales of Oil's Progress," *The Orange Disc*, (September-October, 1957).

²³ Lowe, pp. 151-153.

²⁴ Witzel, p. 59.

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Embassy Gulf (Chevron) Service Station
Washington, DC

Significance (continued)

chief corporate architect in Pittsburgh.²⁵

In 1913, in a move symbolic of its commitment to innovation, Gulf Oil opened the first drive-in service station at Baum Boulevard and St. Clair Street in Pittsburgh, "a historic event in this march of progress."²⁶ The design of the facility provided the attendants shelter from the elements and a small office to keep the station's accounting records. The station was also the first to provide 24-hour service, public restrooms, and free crank case service. The station was described as:

A modest little structure, that first service station opened by Gulf on December 1st, 1913. Outwardly, it curiously resembled a Chinese pagoda with an oil can jutting from the roof and it was located in the center of a triangular plot...Modest though it was, it made history for this was the world's first drive in station, and is a milestone not only in Gulf's history, but also in the annals of motoring. For here, indeed, was evidence of a new attitude toward service, prompted by men of vision and pioneered by Gulf, today is still evident at over 37,000 service stations identified by

²⁵ "In the Shadow of the Nation's Capitol," *The Orange Disc*, (May-June 1937), p. 17.

²⁶ "Tales of Oil's Progress," *The Orange Disc*, (September-October, 1957).

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the familiar Sign of the Orange Disc.²⁷

The simple shelter service station served as the model for gas station design for many years. As motorists demanded few additional services in the early decades of the twentieth century, changes in design were limited. Dedicated to improvement, and secure as the leader in innovative and exciting gas station planning and design, Gulf Oil persisted in attaining the best gas station design and services:

Gulf recognized the advertising value of attractive buildings and led the way in the steady improvement of both appearance of the stations and the service offered to the public. As Gulf grew the sturdy character of the familiar, tapestry brick stations became an easily recognized symbol of the Gulf organization to the motoring public from Maine to Texas.²⁸

Increasingly motorists demanded more from their gas stations. Improvements in highway circulation and automobile designs afforded motorists the ability to stay on the road longer, and pass by unattractive old stations. The motorist "has learned that modern stations is where he can find the most complete selection of products, the best lubrication and car washing facilities, a complete stock of tires and accessories, and above all the courteous, well-trained attendants who can service his car in the

²⁷ F.P. McLaughlin, "We Were First," *The Orange Disc*, (March-April 1940), pp 2-4.

²⁸ M. Van Der Kloet, "Evolution of the Service Station," *The Orange Disc*, (January-February 1941), p. 5.

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proper manner."²⁹

In 1939, in anticipation of the huge numbers of Americans travelling by road to the New York World's Fair, Gulf Oil made numerous changes in the

physical appearance and managerial directions of stations located on the principal highways which pass through its marketing territory. And in New York City proper, both company and dealer stations have been geared to the point where the high type of service rendered at the Sign of the Orange Disc will greatly increase Gulf's favor with car owners.³⁰

Typically, the original design concept was created by the Chief Architect P.R.L. Hogner at the Gulf Oil Corporation Executive Headquarters in Pittsburgh, Pennsylvania. Superintendents of Construction within each Division Office around the country adapted the design to conform to the local architectural traditions and building regulations. Gulf Oil was devoted to the concept of the modern service station for which they felt:

...the services of experienced architects are indispensable. Continually new and better designs are developed and the use of new and attractive building materials are made possible. More and more attention is being given to the selection of designs to harmonize

²⁹ Ibid.

³⁰ "Host to the Nation," *The Orange Disc*, (July-August 1939), p. 27.

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with the surrounding buildings, or to complement the architectural tradition and historic interest of various parts of the country. The construction of Gulf's colonial design service stations in New England is an example, and these stations are receiving generous praise from natives as well as tourists.³¹

In 1937, the company proudly elaborated in its corporate magazine, titled *The Orange Disc*, on their two-year expansion program in the District of Columbia. Indeed, that year brought the number to 60 service stations that Gulf supported in the city. The magazines boasted that the new stations:

...are completely modern throughout, and their architecture is in absolute harmony with nearby beautiful structures...Gulf is exceedingly proud of its Washington stations--proud not only because the structures are architecturally beautiful, but because they have been received so favorably by car owners in this area.³²

A recent survey shows that of the 43 Gulf service stations listed in the *Washington, D.C. City Directories* between the years 1937 and 1939, only six remain intact today. The earliest remaining Gulf service station in the city is located at 200 Massachusetts Ave,

³¹ Van Der Kloet, p. 7.

³² "In the Shadow of the Nation's Capitol," *The Orange Disc*, (May-June 1937), p. 16.

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N.E., within the Capitol Hill Historic District. Designed in 1935, by J.P. Balaze, the brick and terra cotta structure was designed in the Colonial Revival style. In scale, massing and ornamentation, this gas station typifies Gulf's Colonial designs in Washington. The remaining five were designed by P.R.L. Hogner, the Chief Architect for Gulf Oil Corporation. Besides the Embassy Gulf Service Station, the remaining Gulf stations are located at 4861 Massachusetts Ave., N.W. (1936); 5120 Georgia Ave., N.W.; 1020 Michigan Ave., N.E.; and 3011 Martin Luther King Blvd., S.E. were all designed by Hogner in the Colonial Revival style.³³

The construction of the Embassy Gulf Service Station on P Street was part of Gulf's corporate expansion in Washington, D.C. The exacting reviews and regulations in Washington necessitated that most of the Gulf stations designed for D.C. required further adaption from the original designs. Gulf did not have a separate department of construction in Washington; consequently, all revisions were made by Hogner back in the main office in Pittsburgh. In 1936, Hogner completed the review process and gained approvals from all the necessary agencies. At that time, Gulf Oil began construction of its gas station in Square 48. Constructed of limestone with finely detailed elevations including arched windows and flat pediments, the design for the Embassy Gulf Service station complemented the surrounding architecture and marked the entrance to the Park along P Street in a dignified and complementary manner.

The success and acceptance of the restrained Neo-Classical style of the Embassy Gulf Service Station in the Dupont Circle neighborhood, on the edge of Rock Creek Park attests to the achievement of Hogner's design and the commitment and accomplishments of the

³³ The Gulf Service Station at 4861 Massachusetts Avenue, N.W. is protected as part of the D.C. Landmark Spring Valley Shopping Center from 1936.

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Commission of Fine Arts to supervise designs adjacent to the park. The Commission reviewed the Gulf gas station designs for the Georgia Avenue, Michigan Avenue and Martin Luther King Boulevard service stations. In an attempt to conform with existing residential architecture in these three neighborhoods, Hogner and the Commission of Fine Arts selected brick as the building material and the employed a Colonial Revival vocabulary. The location of the Embassy Gulf Service Station adjacent to Rock Creek Park and across from the monumental Church of the Pilgrims warranted a special design, both in stylistic inspiration and the selection of building materials.

HISTORY OF THE SITE

Historically, the present site of the Gulf Service Station has been occupied with improvements from at least the 1870s. Faehz and Pratt's 1873-74 Tax Plats record two frame structures. Hopkins 1887 map indicates four structures on the square, with one sited on Lot 4 and one on Lot 5, the general location of the current structure. Subsequently, the West End Market was constructed, filling all of Lot 4 and most of Lot 5. According to the 1903 Baist map, the building was a large, frame structure. In 1913, the Market was purchased by the Washington Riding and Hunt Club which occupied the structure until 1936. Washington's only enclosed riding academy, the Washington Hunt and Riding Club was razed in 1936 to make way for the Embassy Gulf Service Station (Permit to Raze #190612, April 30, 1936).

In 1930, the duties of the Commission of Fine Arts were expanded by the passage of the Shipstead-Luce Act. This authorized the Commission to advise the District of Columbia Government on plans for private buildings bordering public spaces in certain areas of the city. This area covers monumental Washington -- the area bordering the Mall, the White House, Judiciary Square, the U.S. Capitol and Union Station. Additionally, the Act governs property bordering Rock Creek Park. The Commission's purview under this Act

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is limited to considerations of height, exterior design and construction.

Consequently, the siting of the Gulf Oil Station adjacent to Rock Creek Park triggered a review by the Commission of Fine Arts, as well as review by the National Park Service and the National Capital Parks and Planning Commission. This complex series of reviews and review agencies involved in the construction of the Embassy Gulf Service Station is not unique in Washington.³⁴

On January 15, 1936, H.M. Rogers, assistant district sales manager for Gulf Oil Corporation, announced his company's plans to locate a gasoline station at the intersection of P Street and 22nd Street, NW. In a letter to the National Capital Park and Planning Commission, Rogers wrote:

With reference to the proposed acquisition by this company of Lots 800 and 802 in Square 48, and the anticipated development of part of Lot 800 at the intersection of 22nd and P Streets, NW, as a service station site by this Company, we hereby agree that upon consummation of purchase and necessary approval for service station permit that this Company will dedicate in fee simple to the United States for park and parkway purposes all of Lot 802, being a strip approximately 17 x 300 feet lying immediately adjacent to the west line of Lot 800 and bordering Rock Creek and Potomac

³⁴ The Embassy Gulf Service Station is not the only Gulf Oil station that the Commission of Fine Arts reviewed.

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Parkways. It is further understood that this Company will cooperate with the Government authorities in order to obtain acceptable architectural and landscaping plans properly related to the adjoining park property.³⁵

In a memo to the National Park Service, the National Capital Parks and Planning Commission confirmed that Gulf Oil Corporation proposed "to dedicate the desired 17-foot strip by its full depth of 300-feet from P Street if the Commission will indicate at once its approval of the pending application."³⁶

On April 15, 1936, H.M. Rogers, et. ux., purchased Lots 1, 4, 5, 6, and the east 17 feet front by the full depth of original lots 2 and 3 in Square 48 from the Eno Foundation for Highway Traffic Regulation, Inc.³⁷ which, in turn, had been deeded the land from the Riding and Hunt Club of Washington on March 27, 1935.³⁸ Six

³⁵ H.M. Rogers, Assistant District Sales Manager of Gulf Refining Company to the National Capital Parks and Planning Commission, January 15, 1936, RG328, 545-15-10, National Archives, Washington, D.C.

³⁶ John Nolen, Jr., Director of Planning, National Capital Parks and Planning Commission, to Frederick Delano, Chairman of the National Park Service, and Arno Cammerer, Director of the National Park Service, January 15, 1936, National Capital Parks and Planning Commission, RG328, National Archives, Washington, D.C.

³⁷ Liber 6982 Folio 387, April 15, 1936, Recorder of Deeds, Washington, D.C.

³⁸ Liber 6874 Folio 553, March 27, 1935, Recorder of Deeds, Washington, D.C.

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days later, April 21, 1936, Rogers deeded the land to the Gulf Oil Corporation of Pennsylvania.³⁹ It appears that Rogers served as a "straw" party on behalf of Gulf Oil in this transaction.

In approaching the review of the proposed gas station, the National Park Service was concerned first with the use of the improved land immediately adjacent to the park. The assurance from the Gulf Oil Corporation that the strip of land in Square 48 would be dedicated to the National Park Service for park purposes alleviated much of their fears. The National Park Service stated in a letter dated January 16, 1936 that it had been "considering for sometime the most desirable use that might be made of Lot 801 in Square 48 from the standpoint of the its location adjoining the park and parkway property" and offered suggestions to NCPC concerning its use.⁴⁰ No objection was offered to the application for construction of the gas station by the National Park Service provided "the park property was protected through the dedication of the 17 x 300 foot strip and that the Gulf Oil Corporation will cooperate with the Governmental authorities in order to obtain acceptable architectural and landscaping plans properly..."⁴¹ The deeding of this strip "in fee simple,"⁴² although appearing to have been

³⁹ Liber 6984 Folio 302, April 21, 1936, Recorder of Deeds, Washington, D.C.

⁴⁰ Arno Cammerer, Director of the National Park Service, to Mr. Sultan, Engineering Commissioner, January 16, 1936, National Capital Parks and Planning Commission, RG328, National Archives, Washington, D.C.

⁴¹ Ibid.

⁴² Rogers, Ibid.

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consummated, is not recorded.⁴³

Upon the dedication of Lot 802, the Commission of Fine Arts approved the location of the gas station on the condition that it be "properly designed by an architect with due regard to the Rock Creek Parkway and the Presbyterian Church on the north side of P Street, and if the architectural design has the approval of the Commission of Fine Arts."⁴⁴

HISTORY OF DESIGN AND LANDSCAPE PLAN FOR THE EMBASSY GULF SERVICE STATION

On May 20, 1936, Gulf Oil Corporation sent architectural plans for the service station along with a landscape plan to the National Capital Park and Planning Commission and the Commission of Fine Arts for approval.⁴⁵ The plan as a whole cleared through the coordinating committee and the National Capital Parks and Planning Commission which then referred the landscaping plan to the National Park Service before presenting the application and plans to the D.C. Board of Commissioners.⁴⁶ The National Park Service was

⁴³ The Recorder of Deeds, Washington, D.C. does not appear to have a record of this transaction.

⁴⁴ Embassy Gulf Service Center Historic American Buildings Survey Report (DRAFT), HABS No. DC-664, p. 2.

⁴⁵ E.G. Kaltenbach, Gulf Oil Corporation, to John Nolen, Jr., Director of Planning, National Capital Parks and Planning Commission, May 20, 1936, National Capital Parks and Planning Commission, RG328, National Archives, Washington, D.C.

⁴⁶ Memo from John Noel, Jr. to C. Marshall Finnan, Superintendent of the National Park Service, June 10, 1936, National Capital Parks and Planning Commission, RG328, National

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satisfied with the general arrangement and layout of the proposed service station. On July 9, 1936, the Board of Commissioners granted Gulf Oil Corporation a D.C. Permit to Build for a design approved by the National Capital Parks and Planning Commission and the Commission of Fine Arts and with the agreement that the corporation continue its negotiations regarding the landscape design.⁴⁷

The approval for the construction of the Embassy Gas Station was made contingent on the endorsement of the landscape design by the National Capital Parks and Planning Commission and the Commission of Fine Arts. The landscape plans forwarded by Gulf Oil did not win immediate acceptance. The Gulf Oil landscape plan dated May 1936 proposed flowering and colorful plantings including azaleas, junipers, hydrangea, and forsythia, as well as assorted shrubs. Superintendent of the National Capital Parks C. Marshall Finnan objected to this landscape plan. He extended his views to Nolen at the National Capital Parks and Planning Commission in June, 1936:

This plan is not satisfactory because the choice of plant material indicated is in many instances inappropriate... The 100 'assorted shrubs under Item G on the plan seems to be a poorly chosen assortment. It is doubtful that some of the gardenesque flowering materials included would look appropriate against the woodland background of the park. It is even more doubtful

Archives, Washington, D.C.

⁴⁷ Embassy Gulf Service Station Historic American Buildings Survey Report (DRAFT), Ibid.

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that they would develop successfully in what I recall as a very shaded position next to these woods...I cannot imagine that the spotty arrangement of phitzer junipers and azalea amoena would contribute anything to the composition. Further, the bloom of azalea amoena has one of the most difficult colors to manage in any composition. I would suggest the most straight forward way of handling this problem would be consultation between the man who prepared this plan and one of the Park Service landscape architects.⁴⁸

Nolen agreed with Finnan's evaluation of the Gulf design and replied through a memo dated October 1936 stating: "The Gulf Company agreed to follow such plans as Mr. Kirkpatrick would develop and to incorporate it in a contract supplementary to the gas station construction."⁴⁹ In accordance to this agreement, planting plans were completed by Malcolm Kirkpatrick, architect for the National Park Service, for use by the Gulf Oil Corporation after the permit to build had already been granted.

⁴⁸ C. Marshall Finnan, Superintendent of the National Capital Parks, to John Nolen, Jr., Director of Planning, National Capital Parks and Planning Commission, June 1936, RG328, National Capital Parks and Planning Commission, National Archives, Washington, D.C.

⁴⁹ John Nolen, Jr., Director of Planning, National Capital Parks and Planning Commission, to C. Marshall Finnan, Superintendent of the National Park Service, October 10, 1936, RG328, National Capital Parks and Planning Commission, National Archives, Washington, D.C.

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Although Gulf Oil worked closely with the National Park Service, the National Capital Parks and Planning Commission, and the Commission Fine Arts to obtain the permit to build a gas station on Square 48, it is uncertain if the relationship continued once the permit was granted. Continuing correspondence initiated by the National Capital Parks and Planning Commission reveals their commitment to the development of an acceptable landscape plan and the dedication of the strip of property to the west for park purposes. On January 11, 1937, Nolen wrote to E.G. Kaltenbach of the Gulf Oil Corporation: "Since I have had no acknowledgment of my letter and note that the station is being rapidly completed, I am writing to make sure that you have not overlooked this arrangement."⁵⁰

It is difficult to determine if Gulf Oil followed the landscape plan drawn by the National Park Service. If the landscape plan drawn by Malcolm Kirkpatrick in December, 1936 was executed, its elements no longer exist today. An October 19, 1937 photograph accompanying Permit to Erect Sign #208112, 11/4/1937, shows landscaped areas and small shrubs surrounding the gas station. Clearly some attention was directed to the landscaping surrounding the gas station, although the names and types of shrubs used is unknown. Today, the landscaping around the service station is minimal, primarily small shrubs and grass patches.

ORIGINAL CONSTRUCTION AND ALTERATIONS

The District of Columbia issued a permit to build to the Gulf Oil Corporation on July 9, 1936 (D.C. Permit to Build #193195) to construct a gas station at 2200 P Street. The permit lists P.R.L.

⁵⁰ John Nolen, Jr., Director of Planning, National Capital Parks and Planning Commission, to E.G. Kaltenbach, Gulf Refining Company, January 11, 1937, RG328, National Capital Parks and Planning Commission, National Archives, Washington, D.C.

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Hogner as architect and the Engineer and Construction Department of the Gulf Oil Corporation as the builder. Gulf Oil Corporation supplied their own construction crew and signage. The building was to be constructed of cut stone with a pitched slate roof. The one-story building was to cover 27,500 cubic feet on a lot measuring 120' x 105'. The estimated construction cost was \$17,500 (markedly in contrast with other service stations constructed by Gulf Oil in the 1930s which maintained an estimated construction cost of \$5,800 to \$7,000).

As built, the service station was constructed of brick clad with Alabama limestone. The use of limestone instead of the traditional brick customarily employed by Gulf Oil was prompted by its location across the street from the architecturally significant Church of the Pilgrims, which is clad in Alabama limestone. A wood piling foundation was used to compensate for moist soil conditions resulting from the close proximity to Rock Creek.

In the early 1970s, the Gulf Oil Corporation ground-leased the southern portion of Lot 804 (now Lot 7). This move was intended to pave the way for demolition of the service station for construction of a new facility. Pressure from the neighborhood prevented the demolition and the station was renovated in 1973. Part of the 1973 renovations included sandblasting the limestone elevations, and additions of new gasoline pumps, concrete decks, and light fixtures. The existing canopies, tank and pumps appear to have been installed about 1985. Today, the service station remains essentially intact, with a few cosmetic alterations to the exterior and interior of the building.

Gulf Oil Corporation owns the building and land that comprise the Embassy Gulf Service Station; the franchise was sold to George Marsh in the late 1960s, who in turn sold the station in 1970 to Carl Lotto, the current operator. The sale of the Gulf Oil Corporation in the early 1980s, and subsequent purchase by the Chevron Corporation resulted in the name changing from the Embassy Gulf Service Station to the Embassy Chevron Service Station.

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THE ARCHITECT: PIERRE RICHARD LEONARD HOGNER (1884-1966)

As an architect, P.R.L. Hogner devoted his career to the design of buildings for two corporate entities: Aluminum Company of America (ALCOA) and the Gulf Oil Corporation. A sound academic background, coupled with his extensive early training and apprenticeship with leading architectural firms across the country, provided Hogner with the skills and background to produce significant and innovative architecture throughout his career. During his 35-year corporate career, he also maintained a small private practice in Pittsburgh, Pennsylvania. Many of Hogner's buildings, though commissioned outside his corporate career, were obtained through his associations with ALCOA and Gulf. He designed numerous buildings in New Kensington, Pennsylvania, an industrial and commercial center outside of Pittsburgh and the headquarters of ALCOA.

Pierre Hogner was born in Sweden on July 18, 1884. He immigrated to the United States, becoming a naturalized citizen sometime between 1884 and 1899 when he entered English High School in Boston. He attended The Massachusetts Institute of Technology as a civil engineer and architecture major from 1902 to 1906. He transferred to Harvard University for his final year of college.

In 1907, he received a Bachelor of Science in Architecture from the Lawrence Scientific School at Harvard. Hogner continued his education, studying for one year at the *Atelier Trelat, Ecole Speciale d'Architecture* in Paris and another year at Harvard receiving a Certificate in Structural Engineering.⁵¹

Hogner's early training was received in such noted architectural firms as Boston's Shepley, Rutan and Coolidge in 1908 and Gould and Champney in Seattle in 1909. He began his private architectural

⁵¹ Alumni Archives, Harvard University, Cambridge, Massachusetts.

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practice in 1910, forming the firm Harvey and Hogner in Portland, Oregon. The partnership between A.E. Harvey, AIA and Hogner ended in 1912 when Harvey relocated to Los Angeles. Hogner moved to Chicago and worked for the firm of Otis and Clark until his employment in the Civil Service Department of the City of Chicago as a Classification Designer. He remained in the City of Chicago until 1918 when he joined the United States Army. As a 1st Lieutenant in charge of construction and maintenance, Hogner was stationed at Rock Island Arsenal. He was later transferred to Washington, D.C. as Assistant Constructing Quartermaster under the Construction Division.

By 1920, Hogner was an architect for ALCOA in Pittsburgh. Along with Henry Hornbostel, AIA, Hogner was responsible for the design of the ALCOA Research Laboratory and Machine Shop in New Kensington in 1930. Independently, Hogner was responsible for the design and construction of ALCOA buildings in Tennessee that included housing for employees, industrial buildings, two school houses, and two churches. He was also the architect-in-charge of ALCOA construction in Arvida, Quebec, Canada. During his years at ALCOA, Hogner invented and patented a new process for drypoint etching on aluminum by first coating the plate with a special coating. ALCOA currently owns the patent.

Between 1920 and 1932, while at ALCOA, Hogner continued to maintain his own independent practice in New Kensington, Pennsylvania. He was responsible for the Logan National Bank and Office Building (1927), the Nurses' Home of Citizens General Hospital (1923), and the United States Post Office in New Kensington (1932). He is also given credit for the Knights of Columbus Building, the W. Riley Alter Building, the Junior High School of Arnold, Pennsylvania, and several residences, stores and garages in New Kensington.

In 1933, Pierre Hogner became the Chief Architect for the Gulf Oil Corporation headquartered in Pittsburgh. The majority of Hogner's work for Gulf Oil was the design and construction of gas stations across the country. Gulf Oil led the way among oil companies in

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attempting to construct gas stations that were architecturally pleasing. As head of the corporation's design department, Hogner was at the forefront in contextual design, maintaining and enhancing the stylistic appearance of extant buildings in established neighborhoods with the intention of having his gas stations designs deemed "civic assets," rather than blights on the landscape. Hogner is credited with the design of gas stations in Washington, D.C.; Cleveland, Ohio; and Pittsburgh, Pennsylvania.

In 1939, Hogner became a member of the American Institute of Architects, Pittsburgh Chapter. He continued to maintain a private practice while still designing for Gulf Oil. During this time he worked on alterations and additions for the Pittsburgh Athletic Association and the Old University Club of Pittsburgh. Hogner is also credited with the design of residences for J. S. Murray and Fred Ely, both of Pittsburgh.

On July 18, 1954, Hogner became a Member Emeritus of the AIA. By 1955, he retired as the Chief Architect of Gulf Oil Corporation and moved to Fort Lauderdale, Florida. In Florida, Hogner opened a private architectural firm by the name of P.R.L. Hogner. He continued his practice until he fully retired in 1965. Hogner died on April 28, 1966 in Fort Lauderdale, Florida.⁵²

CONCLUSION

Of the remaining P.R.L. Hogner-designed service stations in Washington, the Embassy Gulf Service Station is the only surviving example of his work in the Neo-Classical style. It is the most significant and most intact example of his work in the Nation's Capital and is an important symbol of Gulf Oil's commitment to developing gas station architecture as community assets worthy of praise and preservation.

⁵² P.R.L. Hogner, Box 99, Folder 5, RG803, The Richard Morris Hunt Room, The American Institute of Architects Library, The American Institute of Architects Headquarters, Washington, D.C.

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United States Department of the Interior
National Park Service

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Section 10 Page 1

Embassy Gulf (Chevron) Service Station
Washington, DC

Verbal boundary description

The property occupies Lot 800 of Square 48 in the District of Columbia.

Verbal Boundary Justification

The subject lot, 800, has historically defined the Embassy Gulf Service Station site.

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

**National Register of Historic Places
Continuation Sheet**

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SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 93001014 Date Listed: 9/30/93

Embassy Gulf Service Station Washington DC
Property Name: County: State:

Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for Patrick Andrews

Signature of the Keeper

10/4/93

Date of Action

=====
Amended Items in Nomination:

This building meets National Register Criterion C for its architectural importance. The building is also nominated for significance in Landscape Architecture, but this Area of Significance is not justified because there are no original landscape features surviving. Landscape Architecture is deleted as an Area of Significance.

DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)