

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.



### 1. Name of Property

Historic name: Winders Motor Sales Company

Other names/site number: N/A

Name of related multiple property listing:  
N/A

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

### 2. Location

Street & number: 182 E. Long Street

City or town: Columbus State: Ohio County: Franklin

Not For Publication: 

|     |
|-----|
| N/A |
|-----|

 Vicinity: 

|     |
|-----|
| N/A |
|-----|

### 3. State/Federal Agency Certification

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

I hereby certify that this X nomination     request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets     does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

    national     statewide X local

Applicable National Register Criteria:

X A     B     C     D

|   |  |
|---|--|
|   |  |
| DSHPO for Inventory & Registration  | <u>9/6/2019</u>  |
| <b>Signature of certifying official/Title:</b>  |  |
| <b>Date</b>   |  |
| <u>State Historic Preservation Office, Ohio History Connection</u>                                    |  |
| <b>State or Federal agency/bureau or Tribal Government</b>  |  |
| In my opinion, the property <u>   </u> meets <u>   </u> does not meet the National Register criteria. |  |
| <hr/>   |  |
| <b>Signature of commenting official:</b>  | <b>Date</b>  |
| <hr/>   |  |
| <b>Title :</b>  | <b>State or Federal agency/bureau or Tribal Government</b> |


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**4. National Park Service Certification**

I hereby certify that this property is:

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

  
Signature of the Keeper

10/18/19  
Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

| Contributing      | Noncontributing   |            |
|-------------------|-------------------|------------|
| <u>1</u>          | <u>0</u>          | buildings  |
| <u>          </u> | <u>          </u> | sites      |
| <u>          </u> | <u>          </u> | structures |
| <u>          </u> | <u>          </u> | objects    |
| <u>1</u>          | <u>0</u>          | Total      |

Number of contributing resources previously listed in the National Register 0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/business

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

COMMERCE/business

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE 19<sup>th</sup> and EARLY 20<sup>th</sup> CENTURY AMERICAN MOVEMENTS: Commercial Style

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: BRICK; STONE

### Narrative Description

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

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### Summary Paragraph

Winders Motor Sales Company is a two-story, timber-frame building with a rectangular footprint at the northwest corner of Long and Young Streets in the central business district of Columbus, Ohio. Designed by an unknown architect and completed in 1916, the building, which has elements of the Commercial Style, features red brick face on its elevations, white glazed terra cotta elements, and a large storefront window system intended to advertise the goods and services that the Winders Motor Sales Company provided. Interior fabric, consisting of tile floors in the showroom, an original cast iron stair, and reinforced concrete automobile ramp with traction grooves to the basement and intact wood ceilings and floors, all remain.

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### Narrative Description

Winders Motor Sales Company occupies the northwest corner of the intersection of E. Long and N. Young Streets in downtown Columbus, Ohio. It is located approximately three blocks away from the Ohio State House and is within walking distance to an area that was historically oriented toward manufacturing and warehouse storage. Constructed in 1916, the building has a narrow rectangular footprint and is two stories tall with a poured concrete basement and wood-framed construction set atop it. Its north side is flanked by a parking lot, and its west side shares a wide alley with the building next door, the Standard Building. The alley is the site of a former three-story downtown building constructed c.1900, which once served as additional space for the Winders Motor Sales Company. The loss of the abutting building has not altogether affected the

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integrity of Winders Motor Sales Company, as their interior connection existed near the rear of the latter building. The former connection space was filled with concrete block painted to match the other secondary elevations of Winders Motor Sales Company. A Sanborn map from 1921 lists the building as timber frame, not uncommon for smaller commercial buildings of the period, but a Baist map from 1920 lists the building as brick construction. Both are correct: exploratory work done to the interior of the building, in January 2019, shows that interior construction was timber, while the perimeter walls are brick construction.

The primary façade facing Long Street demonstrates a popular configuration for retail buildings in the early 20<sup>th</sup> century: three wide bays, red brick framed with white terra cotta elements, some sandstone, and massive storefront windows (Photos: 1-4). As the Long Street façade is the only elevation that is at all decorative, it is intended to be attention grabbing. The terra cotta frames the brick. Rectangular panels, framed by a row of header course bricks with terra cotta corner blocks, are between the first and second story windows and also above the second story windows. The parapet of the building is glazed terra cotta with small “pedestals” that jut up from the cornice, following the framing terra cotta below. The arrangement of the terra cotta mimics columns, thus lending a Classical air to the façade and elevating its otherwise simple design.

The building exhibits a few elements of the Commercial Style. The tripartite configuration of the second story windows is the building’s primary Commercial Style feature. Other elements include the flat roof with emphasized cornice, created with the terra cotta; the symmetrical fenestration pattern; and the highlighted rectangular spandrels.

The windows on Winders Motor Sales Company are all contemporary replacements of insulated glass with white frames, installed in the 1990s. The storefront windows, all of which are contemporary save the frame of the central door and its transom light, are clear plate glass and only just imitate what may have been originally there (Photos: 1-4, 10). The second story windows, set up like double-hung sashes, are also contemporary insulated plate glass (Photo: 15). All other windows on the building have received the same treatment of replacement sash. A modern sign has been attached to the primary façade over the right bay’s storefront window (Photo: 1).

The west elevation is stuccoed brick, painted red, and features three windows near the rear of the building. The openings are historic as evidenced by the painted sandstone lintels, but the windows are not (Photo: 5). The ghosts of two old chimneys are still attached to the west elevation of Winders Motor Sales Company, likely left over from the building that used to occupy the alley and shared a party wall. The rear of the elevation beneath the windows has also seen some concrete masonry unit infill that is painted, filling in a space that has an iron girder for a lintel. This space was the former interior connection between Winders Motor Sales Company and the building that sat adjacent (Photos: 5, 6). As the Winders Motor Sales Company sold automobiles, it is likely this may have been a means of driving said automobiles into the showroom.

The north elevation has three bays, one on each floor, totaling six windows, all of which have

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painted sandstone lintels and sills (Photos: 6, 8). The upper three, while not original to the building, are historic. It is estimated that they date to the 1930s or 1940s, as they are wood framed with wood sashes, and arranged in two-over-one and two-over-two configurations. The left and center windows on the first floor have been bricked in, and the third window opening has been filled with glass block. The entire rear of the building is unpainted brick.

The east elevation has four bays, all of which have contemporary windows in the window openings, but maintain their painted sandstone sills (Photos: 7-9). From south to north, there are: one pair of windows over a concrete masonry unit infill opening (potential drive-in for vehicles to the showroom), two pairs of windows over two half-width pairs of windows, two pairs of windows over two half-width pairs of windows and three bricked-in windows, and lastly, one pair of windows next to a door and another pair of windows. The last three are set into the north-most bay of the east elevation over a contemporary entrance cut into the side of the building. This entrance was widened slightly from its original size, as it previously served as a garage opening to an automobile ramp made of reinforced concrete that led directly into the basement repair shop. The ramp is still intact and accessible from the interior staircase to the lower level. The door on the second floor of the last bay is fixed closed, but formerly utilized a pulley system to move equipment or materials to the second floor of the building without using the stairs. Remnants of the pulley system are still in place above the door opening (Photos: 7-8).

#### Lower Level

The lower level of the Winders Motor Sales Company building is largely unchanged and appears almost identical to how it would have looked during the period of significance, save for newer coats of paint and the addition of contemporary lighting/mechanical pipes. Some contemporary partitions have been incorporated at the southeast corner of the basement. The floor and walls are poured concrete and the beams of the ceiling (the first floor) are visible (Photos: 17-18). Additionally, an automobile ramp to the basement from the east elevation, while blocked from the outside in recent years, remains intact (Photos: 19-20). This ramp, made of reinforced concrete with narrow grooves pressed in during the setting process for more effective automotive tire traction, is original to the building and was most likely used by those working in the Winders on-site repair shop, though there are no remnants of the shop in question. Not as wide as it would have been originally, one half of the ramp is concealed under the basement staircase, and the other half (abutting the concrete foundations to the north) is accessible via a contemporary door.

#### First Floor

The first floor showroom space has been subdivided by partition walls primarily in the rear of the building, creating closets, a corridor, and an office space, but it remains largely open in the front of the building (Photos: 10, 16). The ceilings are at original height above the contemporary drops, and are exposed wood beams. There is no indication the ceilings were finished with plaster. The original cast-iron stairs, which ran perpendicular to the west wall, are intact and visible but blocked up to the second floor and currently used as storage space and utilities space (Photo: 12). The hexagonal tile and Greek key patterns on the first floor showroom space are located beneath modern carpeting (Photo: 11) and only visible in the east blocked stairwell.

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### Second Floor

The second floor has been subdivided into one central long room, accessed by the new rear stairs, added in the 1990s, flanked by rows of private offices on each side (Photos: 13, 15). Drop ceilings are also over the originals on this floor. The wood floors are intact on the second floor (Photo: 14). Many new walls have been introduced throughout the interior, though they were not originally configured in such a way, as the space would have been more open.

### Integrity

Winders Motor Sales Company exhibits all seven aspects of integrity. It is in its original location, and despite substantial demolition having occurred in surrounding blocks, several historic buildings from the same period remain and reflect a sense of its historic setting at the southern edge of a light manufacturing and warehouse district area, northeast of Columbus' central business district. The Commercial Style design of the façade remains clearly evident, with a wide storefront system par for the building type and use, plus other elements of the style are intact, such as the upper story tripartite window configuration, flat roof with prominent cornice, and rectangular spandrels. With a vast majority of the exterior masonry and storefront configuration remaining, in addition to the decorative hexagonal tile of the showroom floor, original wood floor, intact automobile ramp, cast iron stair, and other interior structural details, the building also retains integrity of materials and workmanship. The remaining exterior and interior design details support the building's integrity of feeling and reflect the historic character and appearance. As defined in Section 8 in the Automobile Dealership Design discussion, dealership buildings of the early 1900s had some commonalities in their design and configuration. These features include frequent use of decorative terra cotta, tile, and brick facades; traditional commercial storefronts, although often larger than other commercial storefront systems to better display an automobile; and garages with interior connections to the showrooms. Winders Motor Sales Company is clearly recognizable as an early-20<sup>th</sup> century automobile dealership and reflects its association with the burgeoning automotive industry of the period and the development of the car dealership as a specialty use low-rise commercial building.

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## 8. Statement of Significance

### Applicable National Register Criteria

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

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

### Criteria Considerations

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

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years



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**Areas of Significance**

(Enter categories from instructions.)

COMMERCE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1916-1925  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1916  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Unknown  
\_\_\_\_\_

**Statement of Significance Summary Paragraph**

The Winders Motor Sales Company building is being nominated under Criterion A for local commerce. It reveals a snapshot into the commercial conversion that took place in the central business district of Columbus. Built in 1916 next to the Standard Building (completed several years prior), it established a commercial and retail block in an area formerly dominated by industry. The primary façade facing E. Long Street demonstrates a popular style for retail buildings in the early 20<sup>th</sup> century: three wide bays, red brick framed with gleaming white terra cotta elements, some sandstone, and massive storefront windows to advertise the goods and services available for sale. The usage of terra cotta gives a nod toward Classical design, and lends a respectable and luxurious element to the business which it housed.

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The Winders Motor Sales Company building also reflects local historical trends that echo larger national patterns that generated ingrained socio-cultural patterns. These include the conversion of central business districts from industrial use to commercial and retail and the foundations of car culture. The car becoming an ingrained part of American life has had dynamic and massive impacts on urban property usage and its ever evolving relationship with suburban and exurban populations. Winders Motor Sales Company was a central location for sales of Chevrolet in the 1910s and 1920s, which specifically impacted this development in the central Ohio region. The Period of Significance is 1916, when the building was constructed, to 1925, when the Winders Motor Sales Company relocated to another building.

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## Narrative Statement of Significance

### Contextual Local History

Columbus - located in central Ohio – at one time connected with five major train lines, allowing for highly economical distribution. Aside from light industries such as shoes and buggies, it was not a major center of any specific industry. By 1920 the automotive industry was dominated by Detroit, and supported by huge industrial supplier chains found around the rest of the steel manufacturing hubs adjacent to the Great Lakes. Columbus' relation to the automotive industry was as a remote cog in greater distribution networks.

Columbus had several large automotive-supplying concerns in this era, but sources indicate that they did not drastically impact the economy.<sup>1</sup> The 1910s-1930s was a time where larger manufacturing facilities became necessary, as well as modern manufacturing principles based on the assembly line and scientific management, which were required to remain economically viable.<sup>2</sup> Up through the 1910s, the businesses within the area were still predominantly relegated to 19<sup>th</sup> century needs: liveries and buggies, saddle manufacturing and pre-automobile transportation. These enterprises off of Fourth, Gay, Pearl, and other surrounding streets transformed with the changing needs of the modern consumer. Many buggy stores became auto stores, and auto sales increased in the area with every passing year.

Heavy manufacturing was forced outside the city's core to more distant regions. While the central business district largely transitioned to offices, insurance agencies and retail, a respectable amount of light manufacturing remained and flourished in the area.<sup>3</sup> The northeast area of the central business district was roughly bounded by warehousing and industry of this nature, between Spring, Neilston, Naghten, and 4<sup>th</sup> Streets. By 1920, new retail businesses

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<sup>1</sup> Henry L. Hunker, *Industrial Evolution Of Columbus, Ohio* (Columbus, OH: Bureau of Business Research of Commerce and Administration, 1958). p. 55, 149.

<sup>2</sup> Hunker. *Industrial Evolution of Columbus*. p. 56-58.

<sup>3</sup> Hunker. *Industrial Evolution of Columbus*. p. 46-54.

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included a variety of automobile-related enterprises that had evolved from the aforementioned 19<sup>th</sup> century transportation businesses. For example, a Ford dealer was located along Fourth Street, just south of Long Street, and a Kissel Kar was north of the same – Kissel also constructed a showroom in 1916 that did not survive the end of the 20<sup>th</sup> century.<sup>4</sup> Winders Motor Sales Company was located at the southern edge of this unofficial district, which was beginning to pack in with gas stations, service stations, and parts shops.

### Contextual Automotive History

Between 1896 and 1917, the automotive industry saw incredible growth from one to over six hundred manufacturers in the national market. Sales became a different matter: While the modern car industry of the period began in 1896, over the decades the process for sales and the distribution of automobiles changed dramatically. Initially, manufacturers would sell cars directly from the factory or factory-owned stores. Mail order consignment and traveling salesmen were also utilized. It soon became apparent that independent sales agents would be required if automobile sales were to achieve the market access the makers desired.

By 1905, auto dealers had begun to organize and create standard sales practices, and this eventually culminated in the creation of the National Association of Auto Dealers in 1917.<sup>5</sup> This included 15,000 dealers upon creation, demonstrating the incredible growth over the span of twenty-one years. These dealerships were issued territories by the manufacturers and given sole rights to sell in their region, though the manufacturers reserved the right to issue more franchises that could change or overlap territories. This appears to have been partially used to make sure the franchises complied with corporate policies such as standardized pricing. Dealerships were also required to keep a set amount of repair parts on hand, which varied between manufacturers. They had to have facilities in which to repair any branded vehicle of the manufacturer, regardless if it was purchased in that franchise's territory. Dealers found to be selling in another dealer's region were levied fines and could have their franchise rights revoked. Standard pricing was also strictly adhered to, as manufacturers were afraid discounting would cause competition between their own brand dealers, reducing the efficiency of the system they created. Interestingly, these franchises were designated with simple two-page contracts, and were issued to individuals rather than businesses.<sup>6</sup>

There also existed a variation of this model distribution franchise, which were often owned by the manufacturer. These were usually positioned in large urban centers or near major rail lines to receive the new vehicles. It makes perfect sense that Columbus, as a transportation hub, was a location Chevrolet chose for a distribution franchise. These franchises had the additional responsibility of getting newly-received automobiles ready for sale and delivery to the associated franchises. They also had to train the technicians from all the repair shops beneath them how to maintain the new models. Thus, it operated as the central distribution node in regional networks of dealerships and repair facilities.<sup>7</sup> That it also operated its own dealership and repair facilities is

<sup>4</sup> "Our New Display Room and Service Station," *Columbus Sunday Dispatch*, September 10, 1916. p. 36.

<sup>5</sup> Genat, Robert. *American Car Dealership*. Motorbooks International, 2004, p. 17-20.

<sup>6</sup> Genat. *American Car Dealership*. 17-20.

<sup>7</sup> Genat. *American Car Dealership*. 17-20.

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noted as a source of friction with other franchises, as they wielded the power to issue new franchises: this meant that a dealer who they felt was not representing the company well, displeasing the local distribution dealership, could have his territory compromised. The other major reason was likely to allow for more local perspective on growth to add dealerships as market demand dictated.<sup>8</sup>

### Automobile Dealership Design

General early dealership design reflects the style, needs, and use of Winders Motor Sales Company. While there are no standardized plans for dealerships, as they varied minutely from company to company, there are more commonalities than differences. In the very early years of auto carriage companies, they were predominantly 1-2 story commercial style storefronts or garages converted to accommodate dealership use. Many early dealerships were later converted auto repair garages.

Around 1920 dealers began to demand that buildings “fit” the product being moved and advertised, as converted buildings could be problematic in terms of space and the movement of vehicles when dealing with the preexisting infrastructure. Most of these new, purpose-built dealerships had large doors on the primary elevation to pull cars into the showroom, and tended to feature decorative terra cotta, tile, and brick facades, not unlike Winders. The traditional commercial storefronts were retained for customer familiarity, though the glass storefronts were often larger than other commercial storefront systems to better display the merchandise. Garages and showrooms were usually arranged side-to-side or back-to-back with interior connections, with offices either in the rear or on a second floor. Automobile access was either at the front of the building and accessed from the street, or along the side of the building.<sup>9</sup>

Similar examples include the Kelly-Reppert Motor Company Building of Kansas City, Missouri, which included a storefront, second story, decorative cornice, and large doors for vehicular access. Modeled after the Albert Kahn auto-specific buildings in New York City, buildings like Kelly-Reppert Motor Company combined open showrooms, car repair, and storage areas in one design.<sup>10</sup> The Mall Motor Company of Cleveland, Ohio was a substantially larger agency than Winders, but it reflected similar needs and a similar layout: expansive showroom space, with a second floor packed with offices and a service department also occupying the property.<sup>11</sup>

A number of dealerships in St. Louis, Missouri (Missouri Motor Company, St. Louis Stearns Auto Company, Champion Auto Springs), also had decorative commercial storefronts, with service centers either adjacent to or behind the showrooms on the first floor, and freight elevators connecting to the second floor, for automobile storage in an urban environment.<sup>12</sup> As indicated

<sup>8</sup> Genat. *American Car Dealership*. 17-20.

<sup>9</sup> Genat. *American Car Dealership*. 40.

<sup>10</sup> Ketter, Peter. *Bryant Building*. National Register Nomination, 2014, p. 12.

<sup>11</sup> Ketter. *Bryant Building*. 14.

<sup>12</sup> Baxter, Karen Bode. *Historic Auto-Related Resources of St. Louis [Independent City], MO*. National Register Nomination, 2005, p. 33.

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by this evidence, dealers and dealerships found a formula of effective arrangement for advertising, sales, and service that hasn't changed much even into the 21<sup>st</sup> century.

Locally, a Columbus, Ohio Ford dealership of the era sits at 99 E. Main, constructed circa 1920, in a similar Commercial style to Winders. This particular dealership utilized comparable design elements in terms of visually contrasting materials (brick and sandstone/terra cotta), as well as elements of the Classical Revival and Italian Renaissance Revival styles. Other early downtown car dealerships were located on E. Broad Street. Completed in 1919, the three-story Commercial Style building at 390 E. Broad St. is also labeled as a garage on the 1920 Baist Property map. It was a Chevrolet dealer by the late 1940s and a Buick dealer by 1964, and Byers Automotive used it as a dealership until 2006. Two immediately adjacent to each other at 611 and 621 E. Broad Street, are Spanish Renaissance Revival and Commercial styles, respectively, both being simplified versions thereof. County auditor's records indicate that 621 E. Broad was an auto salesroom and service station, completed in 1927, and a 1937 Plat map labels it as the REO-Phelps Co. Auto Sales Room. County auditor's records for 611 E. Broad indicate that it was an unfinished salesroom in 1927 and completed the following year. With arched bays and a Mission-style tile roof, 611 E. Broad is the more ornate of the adjacent dealerships. Both are designated at auto sales and service on the 1951 Sanborn map. The distribution of these dealerships in their scattered positions across the Columbus downtown suggests how widespread the automotive movement was within the city limits, spanning multiple city blocks and encouraging accessibility to pedestrians based on their frontages immediately abutting sidewalks, and wide first floor windows intended to better advertise the goods and services provided. Like Winders, these automotive dealers made their wares easy to see and peruse, while utilizing the effective design traits dealerships were increasingly putting into buildings explicitly built for this purpose.

#### Wilbur Winders and Winders Motor Sales Company

Wilbur Winders was born in 1877, and for the first half of his career worked at multiple life insurance companies in the Columbus area. In his mid-twenties, from 1901-1902, he was listed as a cashier for the New York Life Insurance Company at the Lexington Building.<sup>13</sup> By 1912 Winders served as the Manager of Central Ohio Fidelity Mutual Life Insurance at the Columbus Savings and Trust Building - also known as the Atlas Building - altering his focus in profession by the end of 1914 (Fig. 4). Upon dramatically shifting the direction of his career, Winders started "Motor Sales Co." in 1914, at 240 N. 4<sup>th</sup> Street. The company remained at the location until 1916, when it outgrew the premises and Winders changed the named to Winders Motor Sales Company.

Winders built his newly-branded automobile facilities at 182 East Long Street in 1916, next to recently-constructed offices of the Standard Building.<sup>14</sup> An article in the *Columbus Sunday Dispatch* from 1916 states Winders' intent to construct the building, having been appointed a

<sup>13</sup> Columbus City Directories. 1901-1902. Columbus Metropolitan Library.

<sup>14</sup> *Jewish Chronicle* (Columbus), October 15, 1914, accessed June 13, 2018, Ohio News Papers, keyword: Winders Motor Company.

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factory representative for Chevrolet in the state of Ohio. Needing to “secure larger quarters” for the influx of Chevrolet, Monroe, and Velie car parts, an approximate description of the Winders Motor Sales Company design and interior was described as being one of the most modern and best equipped salesrooms in the city.<sup>15</sup> The building in its current form is extremely similar to the historic image in the paper (Figure 5), with few alterations to the primary façade.<sup>16</sup> The first floor was occupied by Winders and company, while the second – as seen in the photograph – was occupied by a printing company. Completely independent from the owning tenant (Winders) and separated from the showroom, the printing company was accessed by the historic first floor stair that had its own door in the primary elevation. The printer leased the space from 1916 through at least 1921, as indicated by Sanborn maps.

Run by Winders himself, and a manager named George Anderson with experience in Velie car sales, Winders Motor Sales Company served as a middleman agent of Chevrolet. Their success is noted in *Motor World for Jobbers, Dealers and Garagemen*, Volume 51, where Winders himself is lauded for expanding his territory to seven counties and over twenty agencies.<sup>17</sup>

Winders Motor Sales Company was the primary local distributor for Chevrolet, which had already become one of the most dominant auto-makers. Manufacturers issued franchise licenses and, in the center of large territories, created distributor franchises like Winders: these received the products and trained technicians for local repair shops. Distribution franchises such as these were opened in the vast majority of major cities.<sup>18</sup> As stated previously, Winders Motor Sales Company was issued this franchise designation prior to February of 1916.<sup>19</sup> Winders is listed as being a distribution dealer and is the only one listed in the city directories at this time. The sales rooms in their initial building were outgrown in under eight years.

Winders also made concerted efforts toward expanding the company’s scope by getting into the sale of tractors and other unlisted mechanized farm equipment. With the expansion into surrounding counties this made the most sense, as farm equipment sales would be much higher in the more agrarian regions of central Ohio. According to *Farm Machinery and Hardware*, a trade journal from 1919, dealerships nationwide were attempting to grow into this market.<sup>20</sup>

In addition, Wilbur Winders was listed as being in charge of twenty agencies, which included repair facilities associated with his Chevrolet sales, thereby providing his customers with a

<sup>15</sup> “Winders to Build,” *The Columbus Sunday Dispatch*, February 13, 1916. p. 60.

<sup>16</sup> “New Salesrooms of Winders Motor Sales Company,” *The Columbus Sunday Dispatch*, September 10, 1916. p. 36

<sup>17</sup> “The Retail News,” *Motor World for Jobbers, Dealers, and Garagemen*, April 11, 1917. p. 31.

<sup>18</sup> Genat, Robert. *American Car Dealership*. Motorbooks International, 2004. p. 17.

<sup>19</sup> Ancestry.com. *U.S. City Directories, 1822-1995* [database on-line]. Provo, UT, USA: Ancestry.com Operations, Inc., 2011. year 1918.

<sup>20</sup> “Many Dealers Take on Utilitor,” *Farm Machinery and Hardware*, 1920, p. 64.

Winders Motor Sales Co.  
Name of Property

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location where they would be able to maintain their purchases. In the late 1910s and early 1920s, the *Columbus Dispatch* regularly reported on Winders Motors' brisk sales. Even with the new facility, Wilbur Winders still had a need to rent warehousing space for new car storage, upon their arrival via the railroad. A year after the Long Street building opened, it was announced that a one-story brick "adjoining" building would be completed quickly, with the intention of improving service for the business.<sup>21</sup> Winders Motor Sales Co., which advertised itself as the oldest Chevrolet dealer in Ohio,<sup>22</sup> had fully outgrown the premises at 182 East Long Street by 1924. Larger facilities were built, though the company remained on the premises at Long Street for some time after to better facilitate the transition of the business.<sup>23</sup>

This rapid growth of Winders Motor Sales Company can be attributed to both Columbus' continual expansion during the era and the increased access that the growing middle class had to cars, as well as the burgeoning popularity of Chevrolet as an automobile company. Chevrolet, which directly challenged Ford's Model T in 1915 by value-pricing its cars, became stiff competition that built the foundations of its reputation as reliable and affordable. Just a couple of short years after Wilbur Winders had acquired his franchise from Chevrolet, the company merged with General Motors and its advertisement campaigns skyrocketed in 1918.<sup>24</sup> In twenty short years, Columbus' population grew from 125,560 in 1900 to 290,564.<sup>25</sup> Not only were manufacturers and dealerships expanded, but a large service industry for maintaining the vehicles they provided grew organically as well.

In 1924, following the local trend of focusing sales agencies away from the central business district and onto N. High Street – colloquially referred to as "the Short North" – Winders Motor Sales Company built a new headquarters. Prior to the move and beginning in 1908, a cadre of merchants helped to subsidize the costs of electrifying N. High Street: this infusion of capital allowed the corridor to develop rapidly and by 1914 a streetcar was added. Adding the line required the street to be widened, which was accomplished by 1922. The large investments, direct access to public transit, and separation from the air pollution of industry contributed to auto dealers congregating en masse in what became the Short North.<sup>26</sup>

Past 1925, the nominated property was no longer listed under Winders Motor Sales Company in the Columbus city directories. The property at 182 East Long Street passed through several usages over the following decade: in 1931 it was listed as Foster's Tire Co., by 1934 it was Stewart Warner Sales Co., and by 1940 Koller Bros. Plumbing Supplies. None of these

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<sup>21</sup> Historic maps do not indicate that the 1917 building was an addition to the nominated building. No physical evidence of an addition to the original building has been uncovered, and it is likely that the building was on another lot and adjoined the Winders property, but was not an actual addition.

<sup>22</sup> Columbus Dispatch, "Winders Motor Sales Co. Advertisement," May 10, 1923, p. 10.

<sup>23</sup> *Jewish Chronicle* (Columbus), February 15, 1924, accessed June 13, 2018, Ohio News Papers, keyword: Winders Motor Company. p. 8.

<sup>24</sup> Kimes, Beverly Rae. *Chevrolet: A History from 1911*. Automobile Quarterly; 2<sup>nd</sup> Edition. May 1, 1987. p. 20-29.

<sup>25</sup> United States Census Bureau. "Census of Population and Housing". Archived from the original on April 22, 2013. Retrieved November 15, 2014.

<sup>26</sup> Tom Betti, Ed Lentz, and Doreen Uhas Saur. *Columbus Neighborhoods*. (Charleston, SC: History Press, 2013).

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Name of Property

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businesses appeared to sustain prolonged tenure at the location.<sup>27</sup> The 1951 Sanborn map labels it as a broom factory. The building is currently vacant. Winders Motor Sales Company remained in Columbus until its dissolution in 1974. At its location at 783 North High Street in the Short North, it is the most visible remaining dealership from an era when this neighborhood contained numerous similar establishments for the other major auto brands. Winders remained a Chevrolet dealership through the entirety of its sixty year history in Columbus.<sup>28</sup>

### Conclusion

The Winders Motor Sales Co. property at 182 E. Long Street is one of the very few remaining automobile dealership buildings in the downtown area. This area saw rapid transformation from 19<sup>th</sup> century industries, such as buggy manufacturers and suppliers, to repair and auto services and numerous businesses which supported automotive ownership – such as gas stations, service stations along both Long and Fourth Streets – grew in the place of these declining industries between 1910 and the mid-1920s.<sup>29</sup> Winders Motor Sales Company’s proximity to both the smaller industries of the neighborhood as well as residential areas reflected Winders’ desire to settle his business in the most profitable middle ground, emphasizing a more pedestrian-friendly approach of delivering the technological advancements to consumers on a personal basis and demonstrating the automobile-heavy transition of the downtown area in the early 1900s.

Nominated under Criterion A for commerce, Winders Motor Sales Company is significant in that it reflects the evolving and complex system of car sales and repair in the early 20<sup>th</sup> century and how these elements are tied to the original manufacturers. Affordable access to the car is one of the defining features of the American middle class in the 20<sup>th</sup> century and companies, such as Winders, allowed consumers access to both original sale and replacement parts. This took place as the Columbus central business district evolved towards its modern usages and reflects national trends of urban cores in the 1920s. To conclude, Winders Motor Sales Company, a long-lasting and adaptable dealership, is also reflective of trends that developed as the nascent car culture became a dominant part of American life. In its period of significance, it was the most important dealership for Chevrolet in central Ohio as a distributing center, raising its profile compared to the other Chevrolet dealerships in the region.

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<sup>27</sup> Ancestry.com. U.S. City Directories, 1822-1995 [database on-line]. Provo, UT, USA: Ancestry.com Operations, Inc., 2011. year 1924-1940

<sup>28</sup> Betti, Lentz, Uhas Saur, *Columbus Neighborhoods*.

<sup>29</sup> Baist, G. Wm. “1920 Baist Real Estate Atlas for Columbus, Ohio.” Map. In *1920 Baist Real Estate Atlas for Columbus, Ohio*. Columbus, OH: G. Wm. Baist, 1920. Accessed December 19, 2018. <https://digital-collections.columbuslibrary.org/digital/collection/maps/id/3>



Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

## 9. Major Bibliographical References

### Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Ancestry.com. *U.S. City Directories, 1822-1995* [database on-line]. Provo, UT, USA: Ancestry.com Operations, Inc., 2011. (1916-1940)

Baist, G. Wm. "1910 Baist Real Estate Atlas for Columbus, Ohio." Map. In *1910 Baist Real Estate Atlas for Columbus, Ohio*. Columbus, OH: G. Wm. Baist, 1920. Accessed December 19, 2018. <https://digital-collections.columbuslibrary.org/digital/collection/maps/id/61/rec/4>

Baist, G. Wm. "1920 Baist Real Estate Atlas for Columbus, Ohio." Map. In *1920 Baist Real Estate Atlas for Columbus, Ohio*. Columbus, OH: G. Wm. Baist, 1920. Accessed December 19, 2018. <https://digitalcollections.columbuslibrary.org/digital/collection/maps/id/3>

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*Columbus Sunday Dispatch*, "New Salesrooms of Winders Motor Sales Company," September 10, 1916, p. 36.

*Columbus Sunday Dispatch*, "Storing Cars," November 19, 1916.

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Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

*Jewish Chronicle* (Columbus), February 15, 1924. Accessed June 13, 2018. Ohio News Papers.  
Keyword: Winders Motor Company.

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*Sanborn Fire Insurance Maps*. Various Years. Ohio Web Library & Columbus Metropolitan Library.

"The Week in the Industry." *Automotive Industries*, March 2, 1916, p. 440.

United States Census Bureau. "Census of Population and Housing". Archived from the original on April 22, 2013. Retrieved November 15, 2014.

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**Previous documentation on file (NPS):**

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

**Primary location of additional data:**

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

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

**Historic Resources Survey Number (if assigned):** FRA-02774-18

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### 10. Geographical Data

**Acreage of Property** 0.09 acres

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

- |                        |                       |
|------------------------|-----------------------|
| 1. Latitude: 39.965719 | Longitude: -82.996239 |
| 2. Latitude:           | Longitude:            |
| 3. Latitude:           | Longitude:            |
| 4. Latitude:           | Longitude:            |

**Or**

#### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |             |                 |                   |
|-------------|-----------------|-------------------|
| 1. Zone: 17 | Easting: 329506 | Northing: 4425638 |
| 2. Zone:    | Easting:        | Northing:         |
| 3. Zone:    | Easting:        | Northing:         |
| 4. Zone:    | Easting :       | Northing:         |

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

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

The nominated property consists of one parcel (Franklin County Parcel #010-056033), bounded by E. Long Street to the south, N. Young Street to the east, an unnamed alley to the west, and an adjacent parking lot to the north.

**Boundary Justification** (Explain why the boundaries were selected.)

The proposed boundary includes the two story building and parcel historically associated with the Winders Motor Sales Company building, but not the property that occupies the alley to the immediate west. An extant c.1900 three-story building, which served as additional space for the motor company, was once situated on the alley, but it was torn down at an unknown time in the late 1900s. It predated the construction of the Winders Motor Sales Company building, was only briefly associated with the company, and was not owned by Winders.

---

**11. Form Prepared By**

name/title: Alex Green and Matthew Sandvick  
organization: Sandvick Architects Inc.  
street & number: 1265 W. Sixth Street  
city or town: Cleveland state: Ohio zip code: 44113  
e-mail agreen@sandvickarchitects.com  
telephone: 216-621-8055  
date: February 28, 2019

---

**Additional Documentation**

Submit the following items with the completed form:

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

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

### Photographs

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

### Photo Log

Name of Property: Winders Motor Sales Company Building

City or Vicinity: Columbus

County: Franklin

State: Ohio

Photographer: Alex Green

Date Photographed: May 2018 and April 2019

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo #1 (OH\_FranklinCounty\_WindersMotorCo\_0001)  
Southeast oblique, camera facing northwest

Photo #2 (OH\_FranklinCounty\_WindersMotorCo\_0002)  
South façade, base level, camera facing northwest

Photo #3 (OH\_FranklinCounty\_WindersMotorCo\_0003)  
South façade, base level, camera facing north

Photo #4 (OH\_FranklinCounty\_WindersMotorCo\_0004)  
South façade, second level, camera facing north

Photo #5 (OH\_FranklinCounty\_WindersMotorCo\_0005)  
West façade, camera facing northeast

Photo #6 (OH\_FranklinCounty\_WindersMotorCo\_0006)  
North façade, camera facing south

Photo #7 (OH\_FranklinCounty\_WindersMotorCo\_0007)  
Northeast oblique, second level, camera facing southwest

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Photo #8 (OH\_FranklinCounty\_WindersMotorCo\_0008)  
Northeast oblique, camera facing southwest

Photo #9 (OH\_FranklinCounty\_WindersMotorCo\_0009)  
Windows and masonry, second level, camera facing west

Photo #10 (OH\_FranklinCounty\_WindersMotorCo\_0010)  
Typical interior, storefront windows, camera facing south

Photo #11 (OH\_FranklinCounty\_WindersMotorCo\_0011)  
Typical interior, historic tilework, camera facing west

Photo #12 (OH\_FranklinCounty\_WindersMotorCo\_0012)  
Typical interior, historic stair, camera facing south

Photo #13 (OH\_FranklinCounty\_WindersMotorCo\_0013)  
Typical office interior, camera facing south

Photo #14 (OH\_FranklinCounty\_WindersMotorCo\_0014)  
Typical office interior, historic wood floor, camera facing southeast

Photo #15 (OH\_FranklinCounty\_WindersMotorCo\_0015)  
Typical office interior, contemporary windows, camera facing southwest

Photo #16 (OH\_FranklinCounty\_WindersMotorCo\_0016)  
Typical office interior, camera facing west

Photo #17 (OH\_FranklinCounty\_WindersMotorCo\_0017)  
Typical basement interior, camera facing east

Photo #18 (OH\_FranklinCounty\_WindersMotorCo\_0018)  
Typical basement interior, camera facing southeast

Photo #19 (OH\_FranklinCounty\_WindersMotorCo\_0019)  
Basement interior, historic automobile ramp, camera facing east

Photo #20 (OH\_FranklinCounty\_WindersMotorCo\_0020)  
Basement interior, historic automobile ramp, camera facing east

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

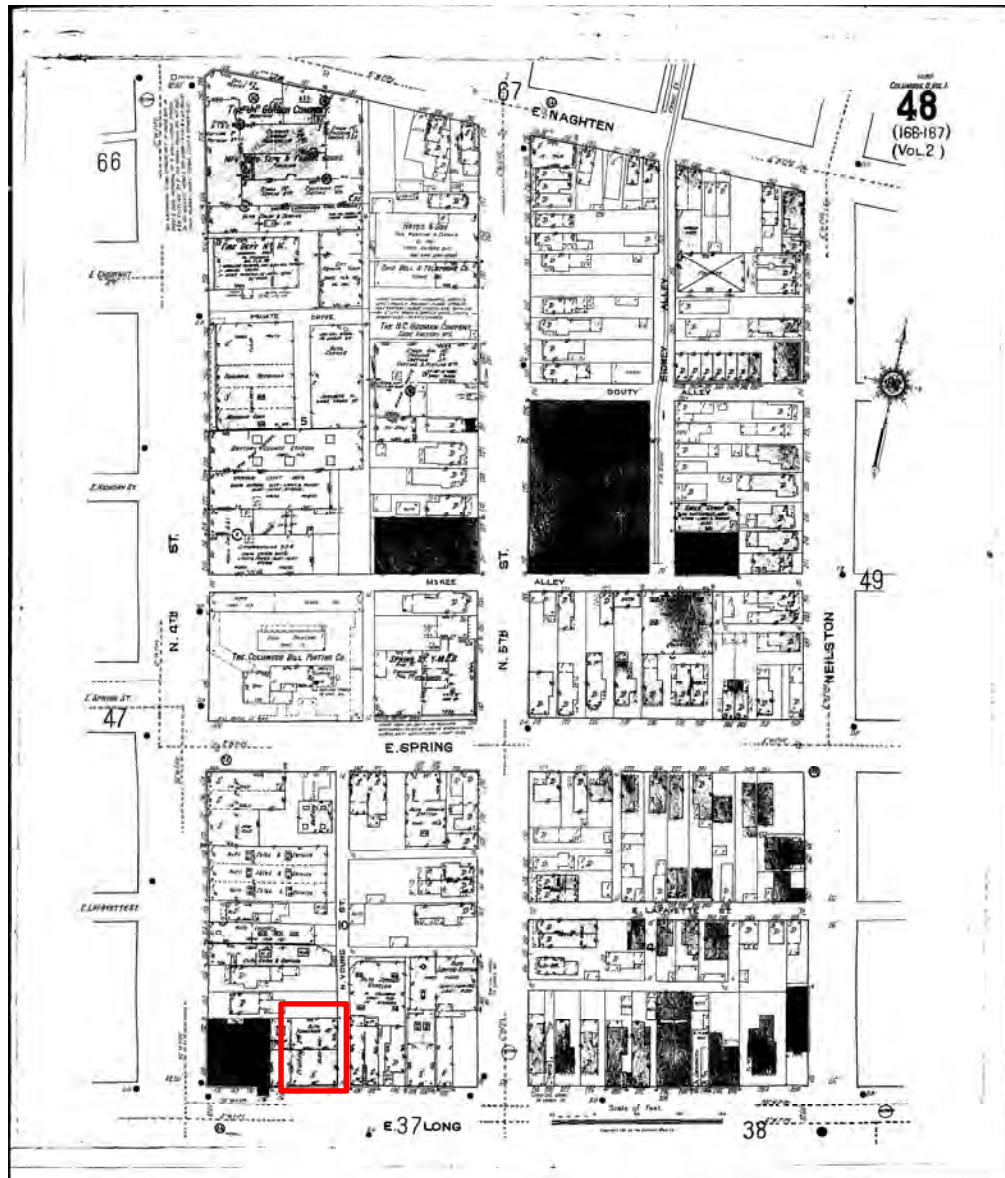


Figure 1: 1921 Sanborn map, Columbus, Ohio, Volume 1, Sheet 48. *Ohio Web Library.*

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

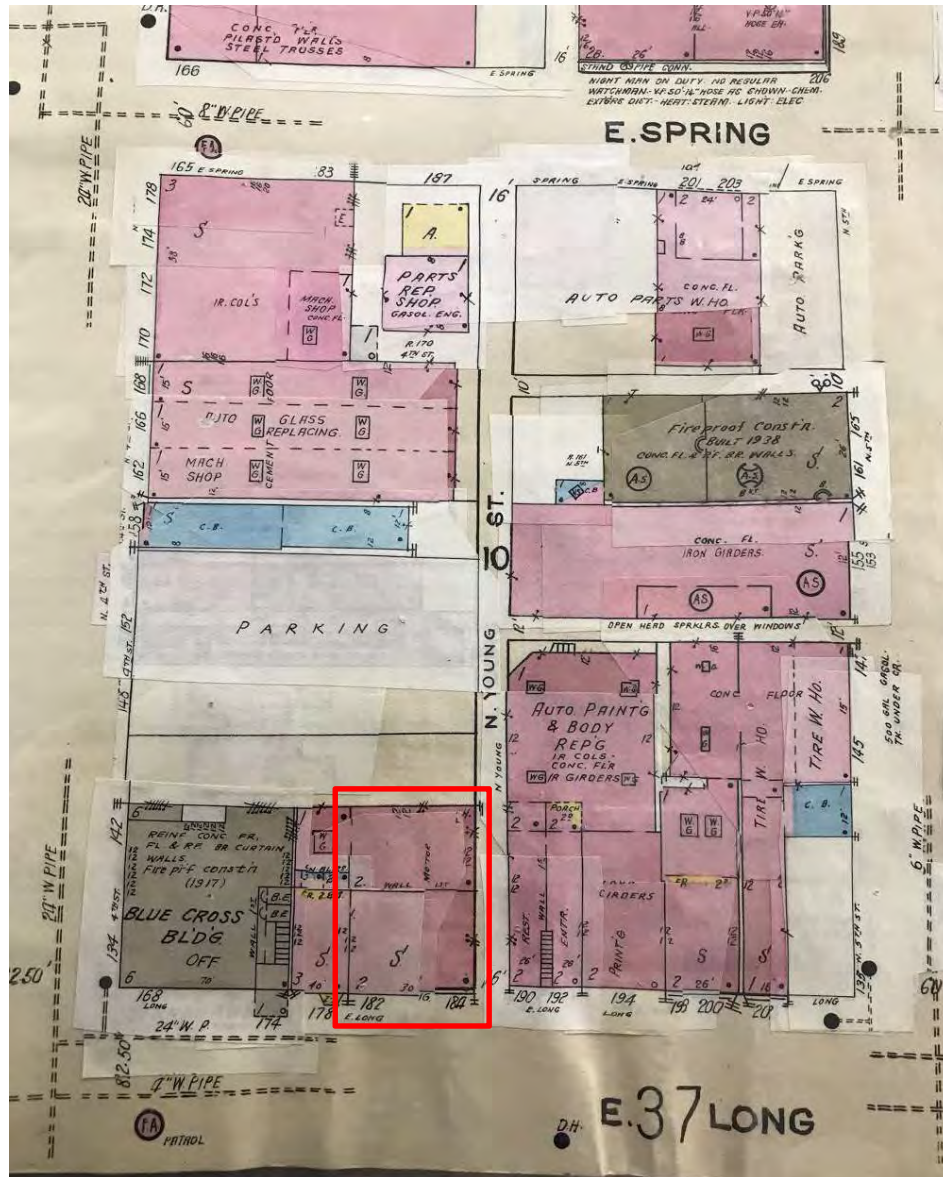


Figure 2: 1921 Sanborn map with 1951 edits, Columbus, Ohio, Volume 1, Sheet 37. Columbus Metropolitan Library.



Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

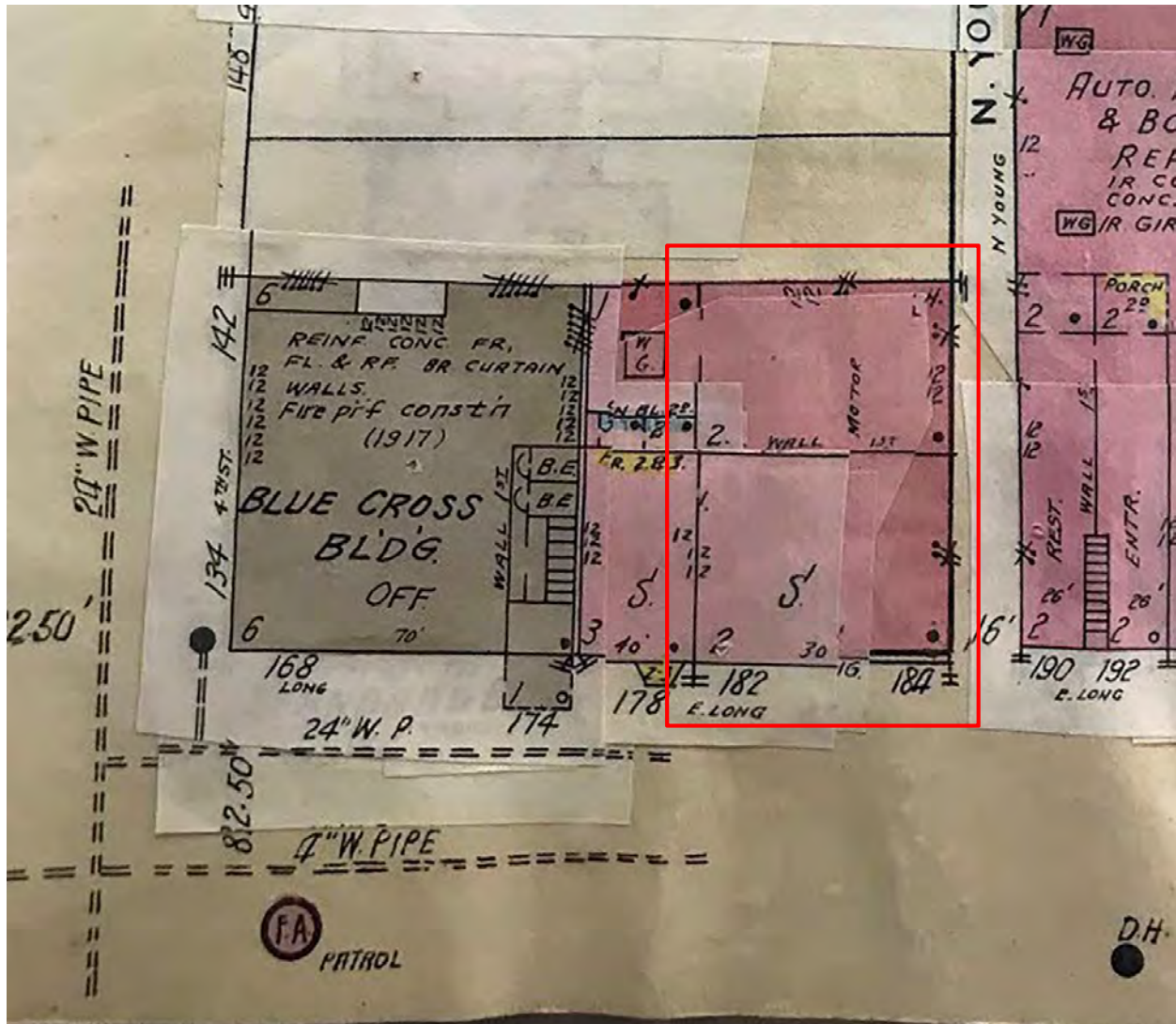


Figure 3: 1921 Sanborn map with 1951 edits, Columbus, Ohio, Volume 1, Sheet 37. Columbus Metropolitan Library.

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State



**Figure 4:** 1911 Caricature of Wilbur Winders at The Fidelity Mutual Life Insurance Company. *Club Men of Columbus In Caricature.*

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State



Figure 5: Winders Motor Sales Company. *The Columbus Sunday Dispatch*. 1916.

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State



**Figure 6:** Winders Motor Sales Company  
Columbus, Franklin County, Ohio Zone 17 Easting 329506, Northing 4425638

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State



**Figure 7:** Winders Motor Sales Company  
Columbus, Franklin County, Ohio Zone 17 Easting 329506, Northing 4425638

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

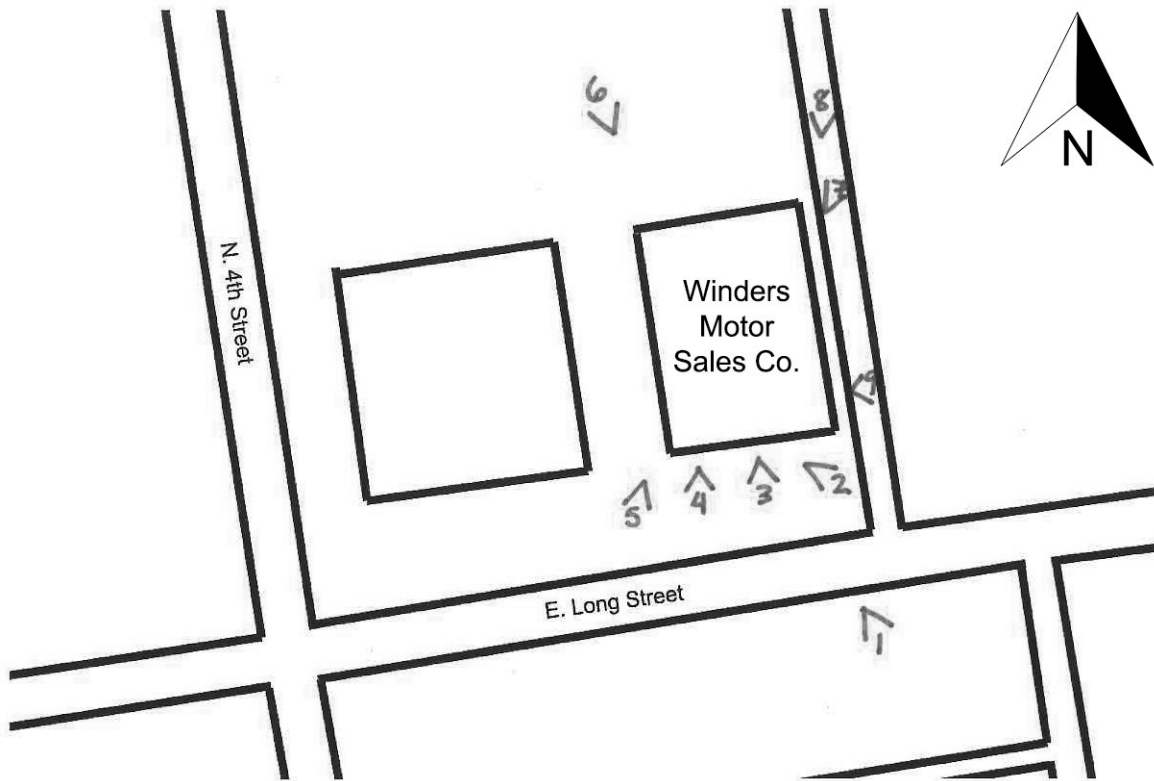
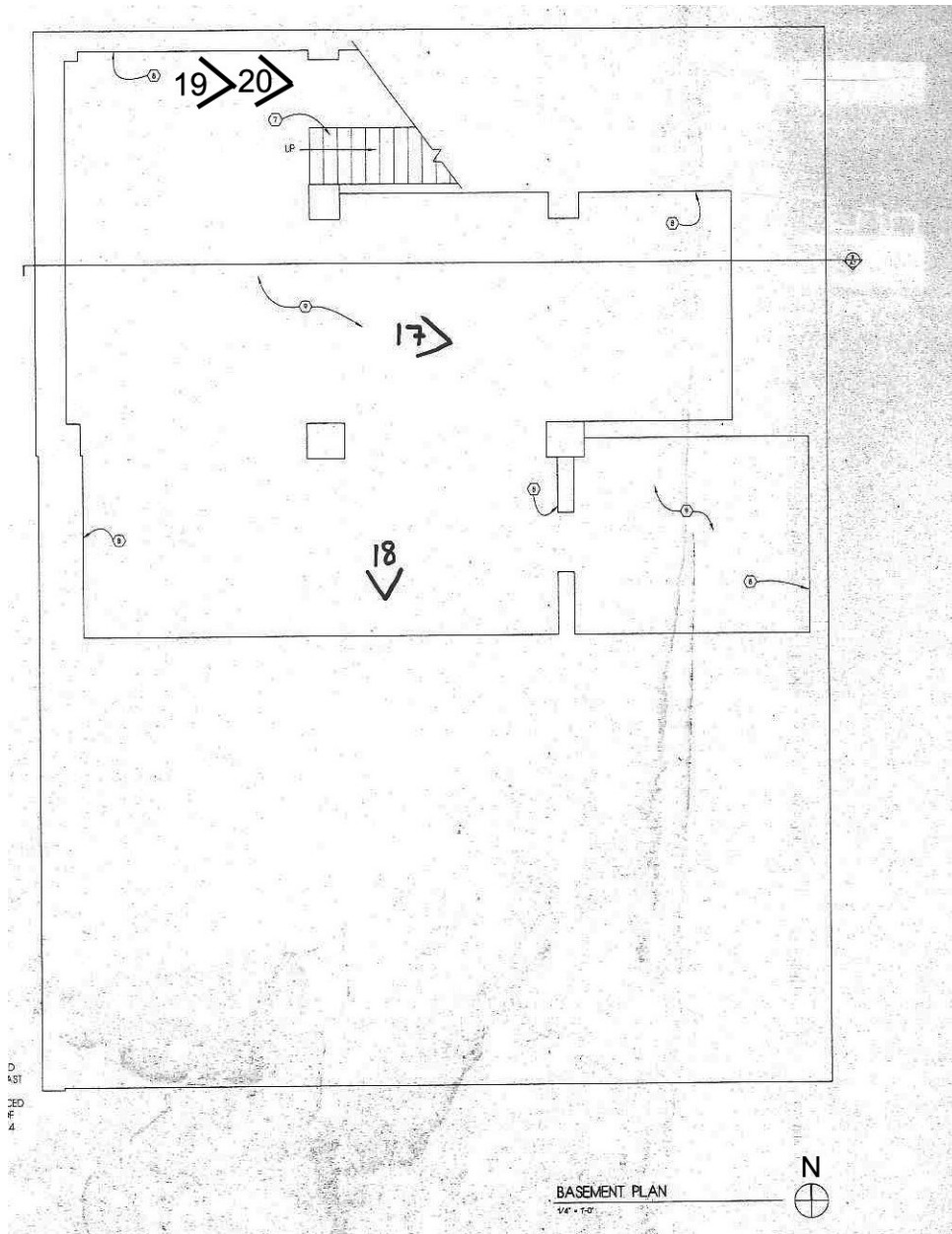


Figure 8: Exterior sketch map key, Columbus, Ohio

Winders Motor Sales Co.  
Name of Property

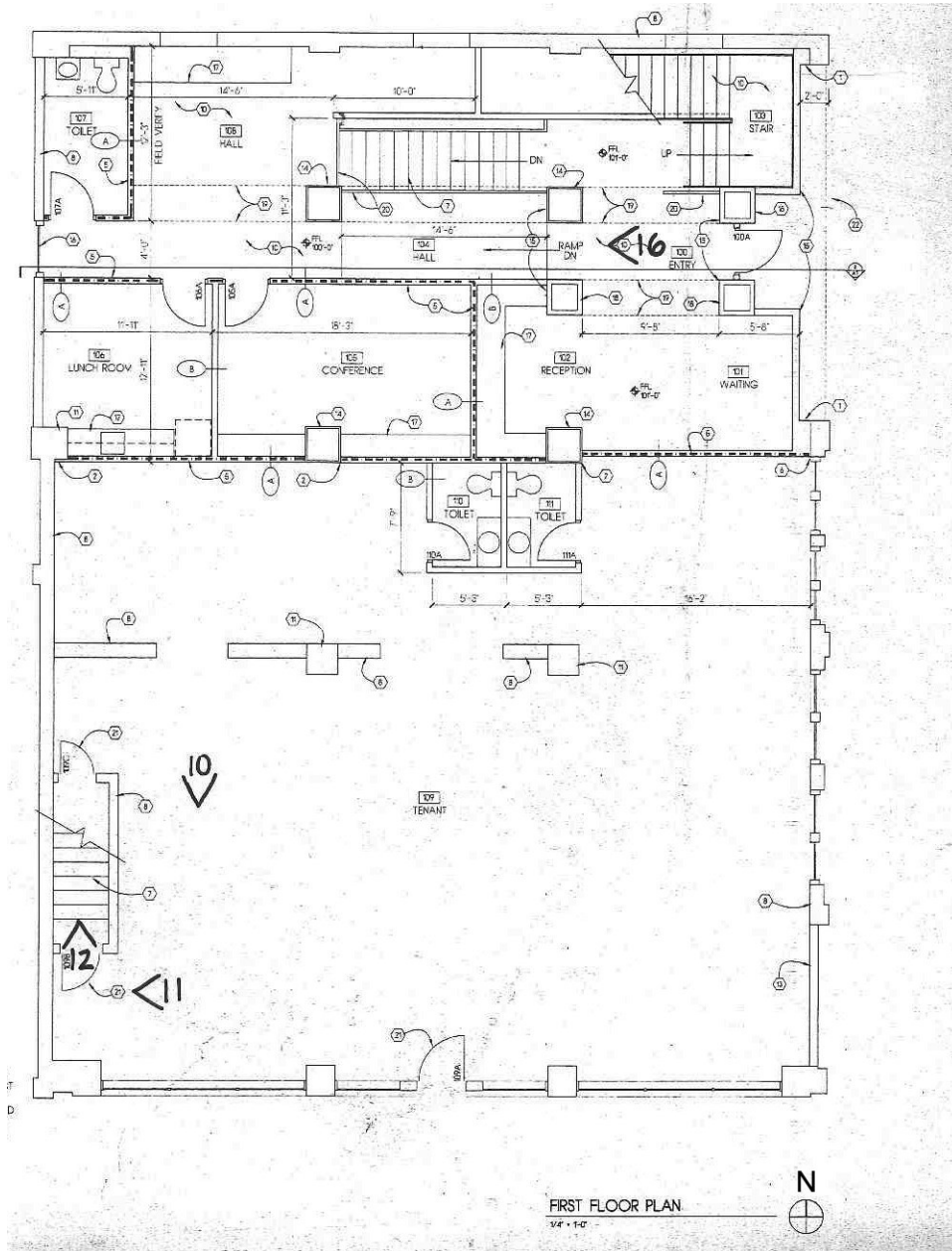
Franklin County, Ohio  
County and State



**Figure 9:** Winders Motor Sales Company  
Photo Key – Basement

Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State



**Figure 10:** Winders Motor Sales Company  
Photo Key – Floor 1



Winders Motor Sales Co.  
Name of Property

Franklin County, Ohio  
County and State

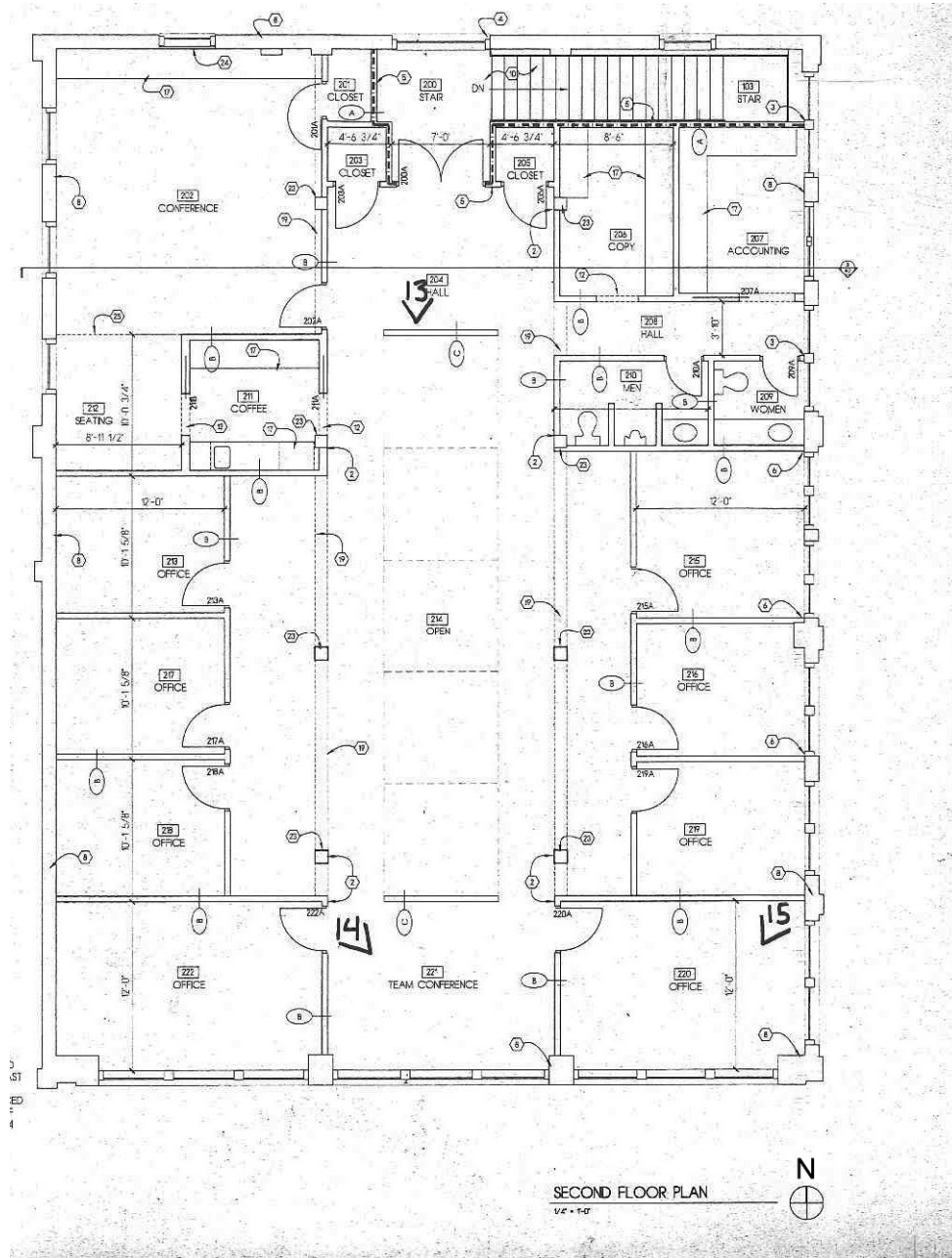


Figure 11: Winders Motor Sales Company  
Photo Key – Floors 2



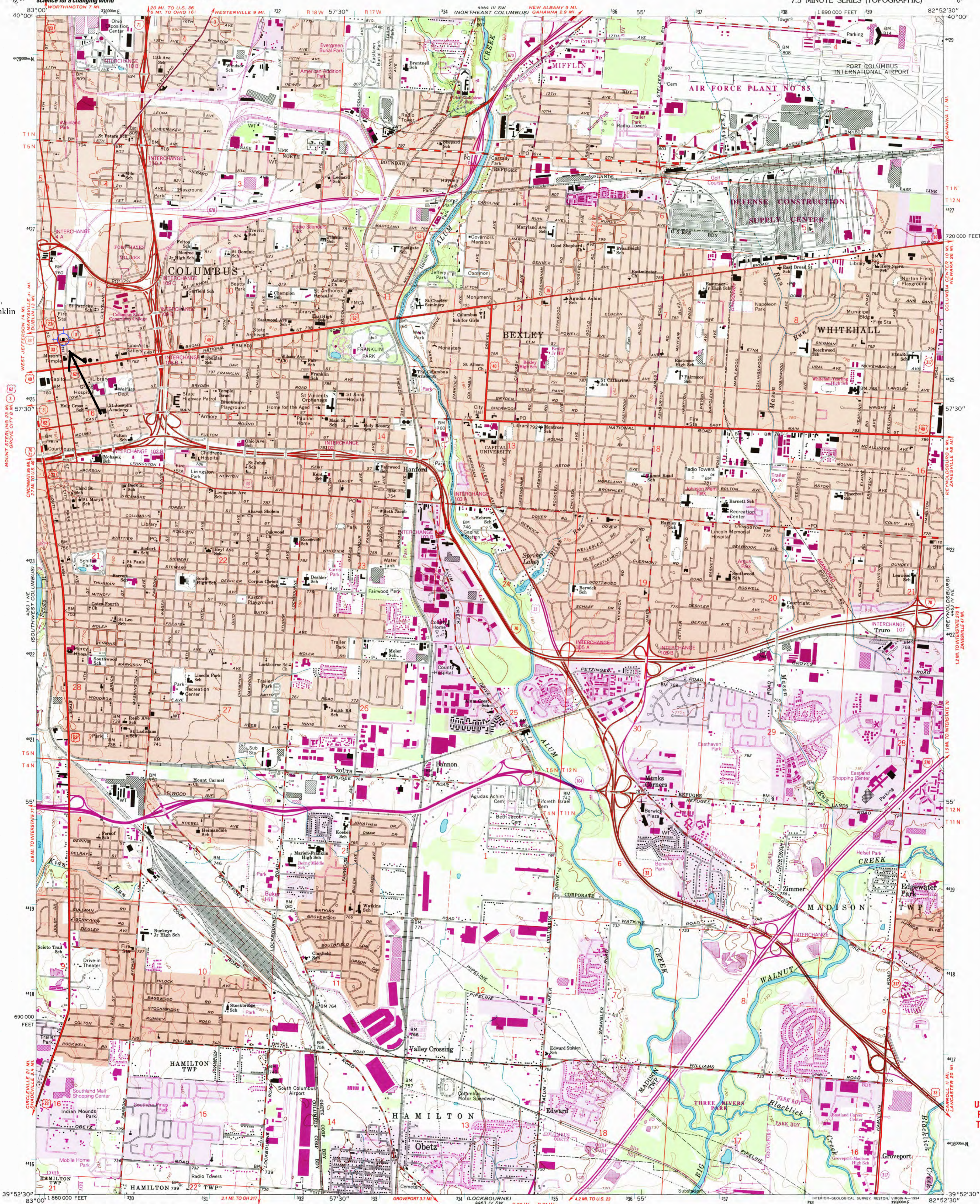
U.S. DEPARTMENT OF THE INTERIOR  
U.S. GEOLOGICAL SURVEY

SOUTHEAST COLUMBUS QUADRANGLE  
OHIO-FRANKLIN CO.  
7.5 MINUTE SERIES (TOPOGRAPHIC)

Winders Motor  
Sales Company,  
Columbus, Franklin  
County, Ohio

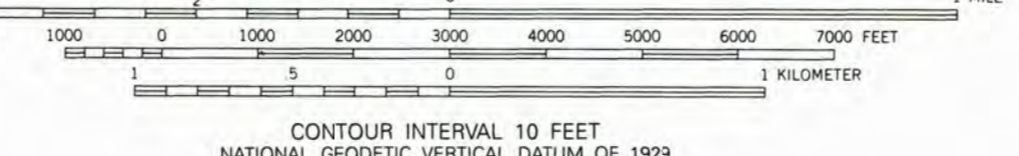
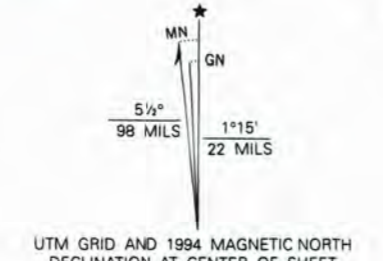
39.965719  
-82.996239

NAD 27  
Zone 17  
East 329506  
North 4425638



USGS Library  
Reston, VA.  
Topo Archive

Produced by the United States Geological Survey  
Control by USGS and NOS/NOAA  
Compiled from aerial photographs taken 1953 and 1954. Revisions shown in purple and woodland compiled from aerial photographs taken 1989 and 1992 and other sources. Map edited 1994. Contours may exist between some updated features and previously mapped contours  
North American Datum of 1927 (NAD 27). Projection and 10 000-foot ticks: Ohio Coordinate System, south zone Lambert Conformal Conic  
Blue 1000-meter Universal Transverse Mercator ticks, zone 17  
North American Datum of 1983 (NAD 83) is shown by dashed corner ticks. The values of the shift between NAD 27 and NAD 83 for 7.5 minute intersections are obtainable from National Geographic Survey NADCON software  
There may be private inholdings within the boundaries of the National or State reservations shown on this map  
Area north of Base Line lies within the United States Military District  
Land lines based on the Base Line of the United States Military District  
Area South of Base Line lies within Congress Lands east of the Scioto River  
Land lines within T<sub>s</sub> 4 and 5 N-R22W, based on the Scioto River Base  
Land lines within T<sub>s</sub> 11 and 12 N-R21W, based on the Ohio River base



ROAD CLASSIFICATION

|                                 |   |
|---------------------------------|---|
| Primary highway, hard surface   | Light-duty road, hard or improved surface |
| Secondary highway, hard surface | Unimproved road                           |
| Interstate Route                | U. S. Route                               |
|                                 | State Route                               |

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

SOUTHEAST COLUMBUS, OH  
39082-H8-TF-024  
APR 21 2005  
1964  
REVISED 1994  
DMA 4463 IV NW-SERIES V852





E Long St

NO PARKING  
ANYTIME

MISS LI



182

CAUTION  
BEFORE OPENING

1  
8  
2

AUTOMATIC  
CAUTION  
DOOR  
ACTIVATE SWITCH  
TO OPERATE







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ONLY







ONE

STO







EXIT



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CONTROL VALVE



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TEL: 630-261-1111  
FAX: 630-261-1112  
www.koorsen.com

TEST REPORT

| TEST NO. | TEST DATE | TEST TIME | TESTER   | TEST RESULT |
|----------|-----------|-----------|----------|-------------|
| 1000     | 10/10/10  | 10:00     | John Doe | Pass        |
| 1001     | 10/11/10  | 11:00     | John Doe | Pass        |
| 1002     | 10/12/10  | 12:00     | John Doe | Pass        |
| 1003     | 10/13/10  | 13:00     | John Doe | Pass        |
| 1004     | 10/14/10  | 14:00     | John Doe | Pass        |
| 1005     | 10/15/10  | 15:00     | John Doe | Pass        |
| 1006     | 10/16/10  | 16:00     | John Doe | Pass        |
| 1007     | 10/17/10  | 17:00     | John Doe | Pass        |
| 1008     | 10/18/10  | 18:00     | John Doe | Pass        |
| 1009     | 10/19/10  | 19:00     | John Doe | Pass        |
| 1010     | 10/20/10  | 20:00     | John Doe | Pass        |

**tyco**  
Fire & Security Division  
24 Hour Emergency Service  
814-452-2000  
www.tycofire.com

TEST REPORT

| TEST NO. | TEST DATE | TEST TIME | TESTER   | TEST RESULT |
|----------|-----------|-----------|----------|-------------|
| 1000     | 10/10/10  | 10:00     | John Doe | Pass        |
| 1001     | 10/11/10  | 11:00     | John Doe | Pass        |
| 1002     | 10/12/10  | 12:00     | John Doe | Pass        |
| 1003     | 10/13/10  | 13:00     | John Doe | Pass        |
| 1004     | 10/14/10  | 14:00     | John Doe | Pass        |
| 1005     | 10/15/10  | 15:00     | John Doe | Pass        |
| 1006     | 10/16/10  | 16:00     | John Doe | Pass        |
| 1007     | 10/17/10  | 17:00     | John Doe | Pass        |
| 1008     | 10/18/10  | 18:00     | John Doe | Pass        |
| 1009     | 10/19/10  | 19:00     | John Doe | Pass        |
| 1010     | 10/20/10  | 20:00     | John Doe | Pass        |

**Koorsen**  
FIRE & SECURITY

700



YORKTOWN  
2 1/2' x 17' 20' No.  
90 Shingles

Koorson 200  
1-888-KOORSON  
AIR-WATER  
PRESSURE GAUGE  
PSI

Sauder  
Heater



















UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Winders Motor Sales Company

Multiple Name: \_\_\_\_\_

State & County: OHIO, Franklin

Date Received: 9/10/2019      Date of Pending List: 9/30/2019      Date of 16th Day: 10/15/2019      Date of 45th Day: 10/25/2019      Date of Weekly List: \_\_\_\_\_

Reference number: SG100004542

Nominator: SHPO

Reason For Review:

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

Accept       Return       Reject      10/18/2019 Date

Abstract/Summary NR Criterion A.  
Comments: \_\_\_\_\_

Recommendation/ Criteria AOS: Commerce; POS: 1916-1925; LOS: local. Well-written context for commerce.

Reviewer Lisa Deline      Discipline Historian

Telephone (202)354-2239      Date 10/18/19

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

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



NATIONAL REGISTER OF HISTORIC PLACES  
NPS TRANSMITTAL CHECK LIST

OHIO HISTORIC PRESERVATION OFFICE  
800 E. 17<sup>th</sup> Avenue  
Columbus, OH 43211  
(614)-298-2000

The following materials are submitted on Sept. 6, 2019  
For nomination of the Winders Motor Sales to the National Register of  
Historic Places: Company, Franklin County, OH

- Original National Register of Historic Places nomination form  
\_\_\_ Paper  PDF
- Multiple Property Nomination Cover Document  
\_\_\_ Paper \_\_\_ PDF
- Multiple Property Nomination form  
\_\_\_ Paper \_\_\_ PDF
- Photographs  
\_\_\_ Prints  TIFFs
- CD with electronic images
- Original USGS map(s)  
\_\_\_ Paper  Digital
- Sketch map(s)/Photograph view map(s)/Floor plan(s)  
\_\_\_ Paper  PDF
- Piece(s) of correspondence  
\_\_\_ Paper \_\_\_ PDF
- Other \_\_\_\_\_

COMMENTS:

- Please provide a substantive review of this nomination
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do \_\_\_\_\_ do not \_\_\_\_\_  
Constitute a majority of property owners
- Other: Requesting to waive 15-day  
Federal Register comment period  
and a shortened review.





September 6, 2019

Julie Ernstein, Acting Chief, National Register of Historic Places  
National Park Service  
National Register of Historic Places  
1849 C Street, NW, Mail Stop 7228  
Washington, DC 20240

Dear Ms. Ernstein:

Enclosed please find one new National Register nomination for Ohio. All appropriate notification procedures have been followed for the new nomination submission.

NEW NOMINATIONS

Winders Motor Sales Company

COUNTY


Franklin

The enclosed disks contain the true and correct copy of the information to the National Register of Historic Places nomination for Winders Motor Sales Company.

We are requesting to waive the 15-day notice in the Federal Register and a shortened review period for this nomination. The property owners have completed historic conservation easement donation (to Heritage Ohio) on the building based on approved Part 1s, but subsequently learned that formal NR listing is required before any tax benefits related to the easement can be claimed. The property owners have requested the nomination is listed by September 15, 2019.

Thank you for your attention to this request for expedited review. If you have questions or comments about the nomination, please contact Barbara Powers in the State Historic Preservation Office at (614) 298-2000 or [bpowers@ohiohistory.org](mailto:bpowers@ohiohistory.org).

Sincerely,

*for*   
Lox A. Logan, Jr.  
Executive Director and CEO  
State Historic Preservation Officer

Enclosures: CD with NR nomination form and photos



Joeckel, Jeffery &lt;jeff\_joeckel@nps.gov&gt;

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**Fwd: [EXTERNAL] GBX group - follow-up**

1 message

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**Deline, Lisa** <lisa\_deline@nps.gov>  
To: Jeffery Joeckel <jeff\_joeckel@nps.gov>  
Cc: Barb Powers <bpowers@ohiohistory.org>

Tue, Sep 17, 2019 at 2:10 PM

Jeff - This email pertains to the Winder #4542 NR project.

Barb - FYI.

L.

----- Forwarded message -----

From: **Serena Bellew** <serena\_bellew@nps.gov>  
Date: Fri, Sep 13, 2019 at 8:00 PM  
Subject: Re: [EXTERNAL] GBX group - follow-up  
To: Antonin Robert <arobert@gbxgroup.com>

Hello Mr. Robert,

Sorry I wasn't able to get to your call today but wanted to follow up via email.

Unfortunately, your suggestion of the Keeper's signature date on the National Register nomination (i.e. listing the property) being based on when NPS received the nomination is not an option as that would circumvent the public comment process if that public comment period took place after the Keeper had already signed the nomination.

I very much regret we couldn't find a way to support your IRS filing for this easement by September 15, but we will certainly do our best with future applications when we are not up against a 10-day turn around time.

Sincerely,  
Serena Bellew

Sent from my iPhone

On Sep 11, 2019, at 11:45 PM, Antonin Robert <arobert@gbxgroup.com> wrote:

Serena,

First of all I want to thank you for the efforts and support you have shown with respect to the nomination of the Winders Building in Columbus, OH. As you can see, the situation we are in is not a normal event.

As a follow-up to our conversation this afternoon, I wanted to share with you an Economic Impact Study that was completed by Donovan Ripkema of PlaceEconomics for GBX and Historic Columbia Foundation. This study is demonstrative of the kind of work that GBX engages in around the country. We raise capital and invest in historic buildings in need of rehabilitation. We protect these buildings using the Preservation Easement program and rehab them in accordance with Department of Interior Standards for Rehabilitation. We then place them back into service bringing life back into often forgotten districts and neighborhoods. We believe that these investments serve a catalyst to further investment in our urban downtowns bringing about economic growth. We use the tax incentives as part of the economic driver to get investors to invest in these projects.

As you will see in the attached Economic Impact Study, we have had great success in Columbia, SC. We have a similar study being completed for work done in Columbus Ohio that shows similar economic impact results. Our projects have won several rehabilitation awards. We have demonstrated that we can preserve important elements of our culture, architecture and tradition, while using program intended by Congress, and providing positive economic results that assure the proper management and maintenance of the historic buildings we rehabilitate.

Anyway, thanks again for your help. I look forward to hearing back from you,

Antonin

*Antonin E. Robert*

*President of Community Development*

**GBX Group**

[2101 Superior Ave](#)

[Cleveland, OH 44114](#)

216.241.6689, x232 (Office)

847.650.9849 (Cell)

<Columbia, SC Impact Study (Electronic version), 7.16.18 4818-4173-1694 v.2.pdf>

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Lisa Deline, MA, MLA

Architectural Historian

National Register of Historic Places

[www.nps.gov/subjects/NationalRegister](http://www.nps.gov/subjects/NationalRegister)

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