NPS Form 10-900
United States Department of the Interior
National Park Service

OMB No. 1024-0018

389

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

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MAY 6 2016
Nat. Register of Historic Places
National Park Service

1. Name of Property

Historic name: Gallup Commercial Historic District

Other names/site number: _____

Name of related multiple property listing:

_____

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

2. Location

Street & number: Roughly bounded by U.S. Route 66 on the north, West Coal Avenue on the south, South Puerco Drive on the east, and South 7th Street on the west

City or town: Gallup State: NM County: McKinley

Not For Publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

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

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

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

___**national** _X_**statewide** _X_**local**

Applicable National Register Criteria:

_X_**A** ___**B** _X_**C** ___**D**

Dr. Jeff Pappas, New Mexico States Historic Preservation Officer

Signature of certifying official/Title: **Date** 5/2/16

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

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:) _____

Carol Johnson R. Beall 6.21.16

Signature of the Keeper Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	x
Public – Local	x
Public – State	
Public – Federal	

Category of Property

(Check only **one** box.)

Building(s)	
District	x
Site	
Structure	
Object	

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing	
58	26	buildings
0	0	sites
1	0	structures
1	0	objects
60	26	Total

Number of contributing resources previously listed in the National Register: 7. These incude: The Rex Hotel, Old U.S. Post Office, Palace Lodge, El Morro Theater, Grand Hotel (Ricca's Mercantile), White Café, and the Chief Theater, which were listed under "Historic Resources of Downtown Gallup" Multiple Resource Area in 1988. The total figure for contributing resources above does not include the seven previously listed resources.

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6. Function or Use
Historic Functions
(Enter categories from instructions.)
Domestic: single dwelling, multiple dwelling
Commerce/Trade: professional, business, organizational, specialty store, restaurant
Recreation and Culture: theater

Current Functions
(Enter categories from instructions.)
Domestic: single dwelling, multiple dwelling
Commerce/Trade: professional, business, organizational, specialty store, restaurant
Recreation and Culture: theater

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7. Description

Architectural Classification
(Enter categories from instructions.)
Late 19th and 20th Century Revivals: Mission / Spanish Colonial Revival, Pueblo
Late 19th and 20th Century Revivals: Commercial Style
Modern Movement: Art Deco

Materials: (enter categories from instructions.)
Principal exterior materials of the property: Brick, Adobe, Stone, Stucco

Narrative Description

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

Summary Paragraph

The Gallup Commercial Historic District is a linear-shaped historic district that runs along West Route 66 and West Coal Avenue and includes the largest concentration of historic commercial buildings in Gallup. The historic district is located in the city of Gallup, McKinley County in western New Mexico. Commerce in Gallup has been shaped historically the large numbers of Native Americans living in close proximity, including the Navajo Nation to the north, Zuni Indian Reservation to the south, Hopi Indian Reservation to the west, and numerous other tribes in the vicinity. The town was laid out in 1881 in a gridiron plan with roads parallel and perpendicular to the railroad line. The one-and-two-story attached-and-freestanding buildings are most densely concentrated between South 1st and South 3rd streets. The buildings, built mostly in the early to mid-20th century, are built of brick and stone in the Commercial, Romanesque Revival, Spanish-Baroque, Spanish-Pueblo Revival, Pueblo Revival, and Art Deco styles.

Narrative Description

The Gallup Commercial Historic District is a linear-shaped historic district that runs along West Route 66 and West Coal Avenue and includes the largest concentration of historic commercial buildings in Gallup. The historic district is located in the city of Gallup, McKinley County in western New Mexico. Gallup is located amid the Navajo Reservation, the Navajo Nation, Zuni, Hopi, Acoma, and Laguna reservations. The Gallup commercial district has served as an important center of trade for Native Americans in western New Mexico and Arizona. The town's diverse population is composed of 44 percent Native American, including Navajo, Hopi, and Zuni, and other tribes, 32 percent Hispanic or Latino, 22 percent Caucasian, and 2 percent other ethnicities.[1] Gallup is located on the Colorado Plateau, northwest of the Zuni Mountains, south of the Chuska Mountains, west of the San Mateo Mountains and Mount Taylor. These mountain ranges provided Native groups and the city of Gallup with ponderosa pine, spruce, and fir.

Gallup was established as a stop on the Atlantic & Pacific Railroad in 1881, and as a result, became a booming coal mining and timber center. From the beginning, the commercial district developed alongside the railroad tracks on Railroad Avenue (U.S. Route 66). Later commercial buildings were constructed to the south on West Coal and West Aztec avenues. The commercial

[1] http://quickfacts.census.gov/qfd/states/35/3528460.html [Accessed on August 8, 2015].

district was platted as a gridiron plan of streets, with lots that measure approximately 25 feet wide by 125 feet deep. Unpaved service alleys, measuring 16 feet wide, run east to west. The historic district is characterized by one-and two-story attached commercial buildings on West Route 66 and West Coal Avenue. Most governmental buildings are located south of the district.

Native red sandstone and Gallup brick served as the principal construction materials for many of the early to-mid-20th-century buildings. Maroon-colored tile was used from the 1920s through the 1940s in attempt to modernize older facades. Much of the maroon tile derived from the construction of the El Morro Theater in 1928. Brightly painted murals, especially depicting scenes and motifs from the region's Native American culture, are found on many of the buildings in commercial district.

The commercial district includes neon signs located on commercial buildings on West Route 66 and West Coal Avenue. These signs employ the names of businesses and some include graphic imagery to advertise products for sale. The signs appear on the main façades of storefronts, projecting from storefronts, and mounted on rooftops. Neon signs were popular from the 1930s through the early 1950s. Neon signs were an integral component of the historic landscape associated with Route 66 as documented by David Kammer in "Neon Signs Along Route 66 in New Mexico," a Multiple Property Documentation Form, listed in the National Register in 2003. Neon signs in Gallup are located on the Richardson Trading Company, Jerry's Mexican American Food Café, and the Lexington Hotel, which includes a roof-mounted sign installed in the 1930s that is one oldest surviving neon signs along Route 66.

Descriptions of Individual Buildings

The following contributing resources convey the character of the Gallup Commercial Historic District. These buildings, are organized alphabetically by street address, illustrate the variety of building types and architectural styles that are prevalent in the historic district.

Montgomery Ward Building, 100 West Coal Avenue

Constructed c.1929, this two-story beige-brick building in the Decorative Brick Commercial style housed the Montgomery Ward Company, one of the most modern department stores in Gallup (photo 1). The storefront was altered with large, divided plate-glass windows, which were added c.1950. Decorative pilasters divide the façade into three bays. A recessed double-leaf door with transom and sidelights serves as the main entrance. Above the storefront, painted letters announce the current occupant, the Southwest Indian Foundation.

The second story includes three wood-framed window groupings consisting of a large fixed center pane flanked by one-over-one double-hung windows, all surmounted by transoms and capped by awnings. Decorative panels are located above each grouping. Clerestory lights are located on the east elevation. A double-leaf loading door and large steel-casement windows are

found on the rear elevation. The Montgomery Ward Company is listed in the 1941-1942 City Directory. By 1960, the property was listed as Levine's Department Store.

Allison Building, 115-119 West Coal Avenue

Full-height stepped pilasters, which pierce the roofline, divide this two-story commercial building into four bays (photo 2). According to the Sanborn Maps and the City Directories, the building was constructed between 1940 and 1948. This modern building, built of reinforced concrete, offered both retail and office space. The pilasters and large steel-casement windows across the second story are evocative of the Art Deco style. The exterior finish is pale yellow stucco with red accents.

The main façade consists of three storefronts and a set of double-leaf wood-and-glass doors with aluminum push-bars, which lead to the second story. A two-light transom surmounts the door. The storefront at 115 West Coal Avenue retains a single-leaf wood-and-glass door, but has been altered with infill. The storefront at 117 is the most intact, with a deeply recessed double-leaf door surmounted by a transom flanked by sidelights and framed by display windows. The entry vestibule of 117 includes terra-cotta tile flooring. The storefront at 119 includes bronze-anodized plate-glass windows, which frame a recessed single-leaf door. A recessed panel, perhaps transoms at one time, spans the façade above the storefronts. The interior of 119 includes wood floor and pressed-tin ceiling.

The 1948 Sanborn Map shows this building with numerous skylights and notations of concrete and "pilastd (sic) walls." The address is shown as 111-115 West Coal Avenue. The 1951 City Directory lists this building as the "Allison Building;" which was occupied by the Gallup Medical Clinic; Charles Ketlel, physician; and, Denny & Glassrock, lawyers at 111. The Home Appliance Company and Franklin Engineering Company were located at 115. In the 1960 City Directory, No. 111 includes the offices of Richard McDermott (lawyer); John Perry (lawyer); Navajo Forest Product; and, Jess Walker & Associates (accountants). F.H. Griswold Curios was located at No. 115.

Commercial Building, 116-118 West Coal Avenue

Constructed between 1922 and 1930, this one-story blond-brick building reflects the Decorative Brick Commercial style of the early 20th-century (photo 3). The storefront consists of eight plate-glass windows, which frame a recessed double-leaf door with sidelights and a transom. The recessed entrance is tiled and enclosed with security bars. The base of the building beneath the windows has been altered with slump brick, which are bricks that are distorted in the manufacturing process. A stuccoed section above the storefront includes two four-pane steel-casement windows on either side. Soldier and rowlock courses enliven the upper façade, which includes a brick panel, stepped parapet, and diamond-patterned brickwork. The 1930 Sanborn Map notes iron posts as structural members, a mezzanine at the back of the building, and several

skylights. In the 1940s, the building housed the J.C. Penney Company. By 1960, Thrifty Drug and Fountain occupied 116 West Coal Avenue.

Morris-Ruiz Optical Building, 201 West Coal Avenue

Built circa 1928, the two-story, stucco-covered Morris Building is associated with the El Morro Theater, which is joined to its west elevation (photo 4). Sharing similar details, the two buildings were originally intended to appear as a single building. The Morris Building features painted kachinas between the second floor windows, reflecting the significant Native American history associated with Gallup. The interior includes wood floors and a decorative pressed tin ceiling. Although some of the details have been modified, the Morris Building, which stands at the corner of Second Street and West Coal Avenue, is still a landmark building in Gallup. The building has a pronounced corner entrance. Plate-glass windows are located on the first story, framing the entrance. The transoms feature turned-wood window grills or screens. Six-over-one and one-over-one double-hung windows light the second-story interior. The brick is laid in common bond. The parapet roofline is lined with terra-cotta tiles. The Morris Building was designed by Carl Boller of Boller Brothers, the Los Angeles and Kansas City architectural firm which designed the neighboring El Morro Theater.

El Morro Theater, 205-207 West Coal Avenue

The El Morro Theater, designed by Carl Boller of Boller Brothers, is designed in the Spanish Colonial Revival style and is among the most ornate buildings in the commercial district (photo 5). The symmetrical building has a deeply recessed tiled entrance with projecting ticket booth. Two intact storefronts, which housed Holman's Jewelry Company and the El Morro Beauty Shop in the 1940s, frame the central section. Decorative red tilework outlined with black tile enlivens the lower façade of the El Morro. The second story includes nine six-over-one double-hung wood windows surmounted by a blind arch with decorative spindles. Terra-cotta tiles line the parapet. The center bay, which includes four spirelets, breaks the parapet with elaborate Spanish Baroque ornamentation. In the 1940s, the town included two state-of-the-art theaters, the El Morro and the Chief.

Shanklin Hardware Store, 208 West Coal Avenue

The Shanklin Hardware Store is a two-story, blond-brick commercial building, constructed c.1920 (photo 6). The storefront has been remodeled, and includes a recessed wood-paneled door in the center flanked by large rectangular windows with transoms. These windows are set in wood surrounds with decorative metal railings at street level. Paired one-over-one double-hung replacement windows distinguish the second story. Although the original opening has been maintained, the windows are smaller than the originals. A band of stucco serves as the lintel and sill. Decorative brickwork with a rowlock course functions as the cornice. This building housed

Shanklin Hardware, and later, S. P. Vidal Company, another hardware store. The storefront was remodeled in 1987. The pressed-tin ceiling survives.

Grand Hotel (Ricca's Mercantile), 306 West Coal Avenue

This two-story, beige-brick commercial building, constructed between 1922 and 1930, has a symmetrical façade, which is divided into two storefronts (photo 7). Built as a hotel, the building also housed as a dry goods store and bus depot on the first floor with lodging above. A c.1920s photograph of the streetscape indicates this building housed the Ricca Hotel in the early 20th century. By 1940, the city directory lists this location as the Grand Hotel, and by 1960, the building housed Ricca's Mercantile and Furniture Store, as well as the Grand Hotel. The 1947 City Directory listed twelve hotels in Gallup, illustrating the large number of tourists visiting and traveling through town.

The first story has a concrete finish that frames the storefronts. The concrete was covered with stucco at the time of the 1980s survey. A central entrance flanked by sidelights and surmounted by a transom leads to the second story. Each side of the building is marked by a recessed entrance framed by anodized plate-glass windows. At the time of the previous survey, the storefronts included aluminum-framed windows. The wood-and-glass entrance doors have transoms and brass kick plates. The entrance bays have wood floors and decorative pressed-tin ceilings. Paired one-over-one double-hung wood windows are located on the second story. A continuous concrete band serves as a lintel for the windows; a brick course serves as the sill. The entablature includes a corbelled-brick cornice and concrete coping. Once separated by a wall, the interior space has been opened into one large room. The interior retains hardwood floors, decorative pressed-tin ceiling, and several five-paneled wood doors.

American Bar, 221 West Coal Avenue

The American Bar, built c.1927, is a two-story blond-brick commercial building that includes a recessed single-leaf entry door in the center, flanked by glass-block windows (photo 8). The first story has been covered in stucco, which was painted red, white, and blue with "American Bar" in bold letters. The upper façade remains exposed brick and includes paired one-over-one double-hung wood windows surmounted by brick lintels. There were once three groupings of windows, but the center openings are now filled, supporting another sign that projects from the façade. A corbelled cornice crowns the building. The 1985 survey form states that this building once functioned as a hotel. In the 1940s, the American Bar was located at 217 West Coal Avenue, and in 1960, the name was changed to American Bar Liquors.

Rico Motors Company Building, 307 West Coal Avenue

A filling station appears at the front of this lot, according to the 1930 Sanborn Map. However, the rear of the building has a similar footprint to the 1948 map, with four skylights, perhaps

indicating that the back of the building may be older than the front façade (photo 9). This building originally housed the Rico Motor Company, which sold Buick and Cadillac automobiles, as well as Good Year tires. The 1941-1942 City Directory indicates that the motor company and Rico Motor Service Station were located at 307 West Coal Avenue. The company occupied nearly the entire block. Rico Motors was one of a number of gas stations, car dealerships, and auto repair shops that served the town of Gallup and travelers on Route 66.

Rico Motors is one-story building covered with stucco and built of reinforced concrete. The commercial building features fixed aluminum-framed plate-glass windows spanning the façade. The sloping shed-roofed section across the front is covered with terra-cotta tiles that frame the storefront. Double-leaf doors serve as the main entrance on the north elevation. Concrete coping outlines the stepped parapet on the main façade. The details are evocative of the Spanish-Pueblo Revival style. Service bays are located on the west elevation, and a parking lot is located immediately to the west. The south (rear) elevation has a stucco finish and reveals four, large steel-casement windows and one service bay with a paneled-wood rollup door. The rear roofline features a stepped parapet.

Commercial Building, 407 West Coal Avenue

In 1941, this building housed the Goodrich Silvertown Store. The 1948 Sanborn Map indicates this commercial building was built of adobe (photo 10). The façade of this plain building is divided into two storefronts, each with a recessed wood-and-glass door framed by plate-glass windows. The windows are set in wood frames and surmounted by wood-framed transom panels. The side parapets step back to the rear elevation. In 1930, this block was predominantly residential.

U.S. Post Office in Gallup, 201 West First Street

Influenced by the Mediterranean Revival style, the Gallup Post Office is constructed of blond brick laid in common bond above a raised foundation (photo 11). Concrete steps provide access to the main entrance, which is distinguished by columns that support a heavy wood lintel with carved corbels. The entrance vestibule features paneled-wood entrance doors surmounted by carved-wood transom grills. The Mediterranean Revival style is seen in the wood details, such as the carved corbels and transom screens. Decorative concrete architraves and iron-window grills frame the wood-casement windows. Crests with the American eagle adorn the façade. The low, hipped roof is covered with terra-cotta tile and includes a molded-concrete coping. A two-story section extends to the east. An interior chimney punctuates the roof.

The interior includes a clay-tiled floor and glazed-tile wainscot with an abstract design. Murals by Warren E. Rollins, who was employed by the Santa Fe Railroad in the late 1910s to paint western scenes and landscapes, embellish the interior of the post office. Rollins later became known as the “Dean of the Santa Fe Art Colony.” The cornerstone at the northwest corner reads:

"William H Woodin, Secretary of the Treasury; James A. Farley, Postmaster General; Lawrence W. Robert, Jr., Assistant Secretary of the Treasury; James A. Wetmore, Acting Supervising Architect; 1933."

White Café, 101 West Route 66

Built in 1928 in the Decorative Brick Commercial style, the façades of the White Café are blond brick, embellished with red-brick headers that enliven the street-facing elevations (photo12, left). Two-story pilasters with vertical brick accents divide the facades into bays. The first story has large plate-glass windows surmounted by transoms with decorative turned-wood screens. Decorative brickwork distinguishes the corner entrance bay at the intersection of Second Street and Route 66. Red-brick arches surmount the one-over-one double-hung windows on the second story. The 1941City Directory identifies the White Café, a bar located in the basement, and four tenants in upstairs apartments. By 1960, the directory lists the occupants as the Continental Trailways Bus Depot and Bus Lines, Veteran's Flash Taxicab, and the White Café.

Southern Hotel, 103 West Route 66

The Southern Hotel, a two-story blond-brick building, adjoins White Café on the west (photo 12, right). The early 20th-century building includes a maroon-tiled first story with decorative diamond-shaped insets. This tile was commonly added to modernize buildings in Gallup, especially along Route 66. The storefront includes a recessed, single-leaf aluminum-and-glass door, framed by plate-glass windows set in aluminum frames. A single-leaf door is located to the left of the shop, which provides access to the second floor. The four window openings on the second story are filled with small replacement windows and infill. A continuous brick sill is located beneath the windows. The cornice includes corbelled brick and plain-brick coping.

Commercial Buildings, 101 to 119 West Route 66

The following is a series of one-story attached commercial buildings, built in the 1930s and located on West Route 66 (photo 13). The commercial building at 109 West Route 66 features a one-story storefront with a recessed single-leaf door surmounted by a transom and flanked by aluminum-framed plate-glass windows. Small terra-cotta tiles, likely a 1950s addition, surround the windows. The upper façade is stucco with a large painted sign. Plain coping covers the parapet. According to the 1941-1942 City Directory, Sprouse-Reitz Company, a variety store, occupied the building. By 1958, the Ambassador Café is listed at 108, indicating the period during which the building was divided into two businesses. In 1960, the directory only lists the café and the Arcade Company, an "amusement center." In 1966, Guillen & Guillen, a men's clothing store, was located at 108, with 108 ½ listed as vacant.

The commercial building at 109 ½ and 111 West Route 66 is a one-story commercial building distinguished by the maroon tiles that cover both storefronts. The shop at 111 includes a recessed single-leaf entrance door surmounted by a transom and framed by plate-glass display windows. Signs cover the upper façade of 111. The smaller commercial space at 109 ½ has a recessed single-leaf door and a large plate-glass window. The upper façade is stucco. The 1941-1942 City Directory lists Union Pool Club (basement) at 110 ½ and Busy Bee Café at 110. By 1951, Pino's Café and Pino Drug Store were listed at 110 and 110 ½ was listed as vacant. By 1966, 110 housed Pino & Son Drugs and Pino Ray Insurance.

The commercial building at 133 West Route 66 features a one-story storefront with a recessed single-leaf door in the center, framed by divided plate-glass windows. Maroon tile surrounds the windows and covers the bulkheads. A painted mural with a Native American motif spans the upper façade. Many of the commercial buildings fronting Route 66 include signage for the business or a mural across the upper façade. A projecting vertical sign extends from the center of the façade. The 1941-1942 City Directory lists the Coney Island Café at 112 and Santa Fe Club Dominoes at 112 ½. By 1958, the building housed Ferree's Trading Post, a dry-goods store. By 1960, the establishment was known as Gallup Dry Goods, a general-merchandise store.

The commercial building at 115 West Route 66 includes a one-story storefront with a stucco upper façade with painted Native American imagery and a neon sign mounted in the center. Corbeled-wood posts frame the recessed storefront, which is comprises a central single-leaf door framed by plate-glass display windows. Decorative vigas project above the storefront. The 1930 Sanborn Map shows a building at 114 labeled "drugs." The 1942 City Directory lists Pastime Club and Ortiz Transfer at 114 West Route 66. In 1951, the directory shows Hendrie & Bolthoff Co., an auto accessories store and by 1960, Stearns Sporting Goods is listed at 114.

The commercial building at 117 West Route 66 includes a one-story recessed storefront with plate-glass display windows framing a central single-leaf wood-and-glass door. Marble tiles have been added to the storefront surrounds and bulkheads, covering the historic maroon tile, some of which is still visible. The upper façade is stucco with a painted business sign. A prismatic glass-block transom surmounts the storefront. The interior displays include wood casework.

The commercial building at 119 West Route 66 includes two recessed double-leaf wood doors with one light each. Large plate-glass windows with aluminum frames span the façade. Transoms surmounted the doors at one time, but are now filled. Maroon-tile covers the frames the windows and covers the bulkhead. The upper façade is stucco and includes a painted sign.

Kitchen's Opera House, 221 West Route 66

Constructed in 1895, Kitchen's Opera House, among the oldest buildings in the city, is a two-story brick building covered with stucco (no photo). *The Gallup Cleaner*, the local newspaper in

the 1890s, reported: "When finished, it (Kitchen's) will be the best opera house between Denver and Los Angeles. It will be fitted up with all modern improvements." Kitchen's Opera House has hosted important social, political, and sporting events in Gallup for nearly 120 years. It served as a venue for movies, community dances, theatrical performances, boxing matches, high school graduation ceremonies, and political conventions. The opera house was located on the second floor above a bar and restaurant.

The second-story façade is divided into five bays with two sets of one-over-one double-hung windows framing a central Queen Anne-style window with multi-colored lights in the upper sash. Windows with arched heads are located along the sides of the buildings. A cornice and stepped parapet crown the building. The interior of the second floor is intact with the stage, chairs, wood floors, baseboards, beadboard wainscoting, pressed-tin ceiling, and ornate cornice.

According to historic photographs, the brick was covered with stucco by the 1930s. The first story was significantly altered in 1970 with the addition of brick veneer and pent roof. The pent roof is covered with wood shingles. On the first floor, a paneled-wood double-leaf door leads to the second-story opera house. Maroon tiles underneath the brick veneer are partially visible.

Lexington Hotel, 407 West Route 66

Built in 1931, the Lexington Hotel is a two-story building, constructed of native rusticated stone laid in random courses (photo 14). This commercial building is one example of many in the commercial district that employ stone construction. The first story includes a single-leaf aluminum-and-glass door framed by sidelights and a transom. This door provides access to the second floor. Two storefronts with recessed entries and large plate-glass windows flank the central door. The first story fenestration is modern, whereas the second story includes the original one-over-one double-hung windows. Two neon signs announce the hotel: one is mounted to a steel armature on the roof and the other is a smaller sign that projects from the main façade.

Gas Station, 511 West Route 66

The gas station, according to the Sanborn Maps, was constructed by 1948 (photo 15). The one-story, long-and-narrow building is constructed of concrete block. The small office is entered by a single-leaf wood-and-glass door. The façade includes two service bays with wood rollup doors. The canopy, supported by steel posts sheltered motorists pumping gas, though the pumps are no longer extant. A small restroom is located on west elevation.

Resources in the Gallup Commercial Historic District

Historic Name/ Street Address	Date of Construction	Architectural Style/Type	Contributing/ Noncontributing
112-114 E Coal Avenue	c.1930-1948	Utilitarian Commercial/Residential	C
110 E Coal Avenue	c.1953	Garage	C
100 W Coal Avenue	c.1929	Decorative Brick Commercial	C, Photo 1
101 W Coal Avenue	c.1973	Commercial	NC
104 W Coal Avenue	c.1930-1948	Commercial	C, Photo 1
105 W Coal Avenue	c.1942	Commercial	NC
106 W Coal Avenue	c.1930	Commercial	NC
107 W Coal Avenue	c.1953, c.2000	Commercial	NC
108 W Coal Avenue	c.1950 (remodel)	Commercial	C
110 W Coal Avenue	Post-1960 (remodel)	Commercial	NC
112 W Coal Avenue	c.1943, Post-1960 (remodel)	Commercial	NC
115-119 W Coal Avenue	c.1940-1948	Art Deco	C, Photo 2
116 W Coal Avenue	c.1922-1930	Decorative Brick Commercial	C, Photo 3
120 W Coal Avenue	c.1943-1950	Commercial	C
123 W Coal Avenue	c.1932, ca. 1990 (remodel)	Commercial	NC
124 W Coal Avenue	c.1930, c.1990 (remodel)	Commercial	NC
126 W Coal Avenue	c.1930, c.1990 (remodel)	Commercial	NC
200 W Coal Avenue	c.1930, c.1990 (remodel)	Commercial	NC
Morris-Ruiz Optical 201 W Coal Avenue	c.1928	Spanish Colonial Revival	C, Photo 4
204 W Coal Avenue	Post-1985 (remodel)	Commercial	NC
206 W Coal Avenue	Post-1985 (remodel)	Commercial	NC, Photo 5
El Morro Theater 205-207 W Coal Avenue	c.1928	Spanish Baroque	C (NR), Photo 6
Shanklin Hardware 208 W Coal Avenue	c.1920	Decorative Brick Commercial	C, Photo 7
210 W Coal Avenue	c.1911-1916, c.1940, c.1970-1980	Commercial	C
211-213 W Coal Avenue	c.1916, c.1940 (remodel)	Commercial	C
212 W Coal Avenue	c.1965	Commercial	NC
216 W Coal Avenue	c.1990 (remodel)	Commercial	NC
218 W Coal Avenue	c.1922, c.1930, post-1985 (remodel)	Commercial	NC
219 W Coal Avenue	c.1950 (remodel)	Commercial	C, Photo 8
American Bar 221 W Coal Avenue	c.1927	Decorative Brick Commercial	C, Photo 8
222 W Coal Avenue	c.1930, post-1950	Commercial	NC, Photo 18
223 W Coal Avenue	c.1960s	Commercial	NC
224 W Coal Avenue	c.1922-1930, c.1970 (remodel)	Commercial	NC
225-227 W Coal Avenue	c.1948, c.1965 (remodel)	Commercial	C
226 W Coal Avenue	c.1930	Commercial	C

229-235 W Coal Avenue	c.1930	Commercial	NC
The Chief Theater, 230 W Coal Avenue	c.1928	Art Deco/Egyptian Revival	C (NR)
IOOF Lodge, 237 W Coal Avenue	c.1898	Commercial	C
300 W Coal Avenue	Post-1963, post-1985 (altered)	Late Pueblo	NC
301 W Coal Avenue	c.1970	Commercial	NC
303 W Coal Avenue	c.1922-1930	Decorative Brick	C
304 W Coal Avenue	c.1930	Commercial	NC
305 W Coal Avenue	c.1937	Commercial	C
Grand Hotel (Ricca's Mercantile), 306 W Coal Avenue	c.1922-1930	Commercial	C (NR)
Rico Motor Company, 307 W Coal Avenue	c.1930-1948	Mission Revival	C, Photo 9
308 W Coal Avenue	c.1950	Commercial	C
400 W Coal Avenue	c.1966 and post-1966	Commercial	NC
406 W Coal Avenue	c.1930-1948	Commercial	C
407 W Coal Avenue	c.1930-1948	Commercial	C, Photo 10
Gallup Post Office, 201 S First St	1933	Mediterranean	C, (NR), Photo 11
AT & SF Railroad Station, 201 E Route 66	c.1918, c.1990 (remodel)	Spanish-Pueblo Revival	NC
White Café, 101 W Route 66	c.1928	Decorative Brick	C, (NR) Photo 12
Southern Hotel, 103 W Route 66	c.1922	Decorative Brick	C, Photo 12
105 W Route 66	Post-1948	Commercial	NC
109 W Route 66	c.1930, ca. 1950 (remodel)	Commercial	C
109 ½ -111 W Route 66	c.1930	Commercial	C
113 W Route 66	c.1930	Commercial	C
115 W Route 66	c.1930, cc. 1970 (remodel?)	Pueblo Revival	NC
117 W Route 66	c.1930	Art Deco	C
119 W Route 66	c.1930	Art Deco	C
121 W Route 66		Commercial	NC
First State Bank, 201-205 W Route 66	1904	Commercial	C
209 W Route 66	c.1970 (remodel)	Commercial	NC
211 W Route 66	c.1960 (remodel)	Commercial	C
Zimmerman's, 219 W Route 66	c.1970 (remodel)	Commercial	NC
Kitchen's Opera House & Eagle's Café 221 W Route 66	1895	Commercial with Queen Anne	C, Figure 1
Richardson's, 222 W Route 66	c.1930, ca. 1990 (remodel)	Commercial	NC

Richardson's Trading Co, 223 W Route 66	c.1930, ca. 1960 (remodel)	Commercial	C
230 W Route 66	c.1990	None - Blank Wall	NC
231 W Route 66	c.1922	Commercial	NC
233 W Route 66	c.1916, c.1950, c.1990	Commercial	NC
Palace Hotel, 235 W Route 66	c.1902-1919	Romanesque Revival	C, (NR)
Rex Hotel, 301 W Route 66	c.1900	Stone Commercial	C, (NR)
401 W Route 66	c.1930	Commercial	C
403 W Route 66	c.1898, c.1930	Commercial	C
405 W Route 66	c.1930	Decorative Brick	C
Lexington Hotel, 407 W Route 66	1931	Commercial	C, Photo 14
431 W Route 66	c.1950 c.1950	Gas Station Quonset	NC C
501 W Route 66	c.1968	Commercial	NC
507 W Route 66	c.1930	Stone Commercial	C
511 W Route 66	c.1930-1948	Modernist, Gas Station	C, Photo 15
601 W Route 66	c.1930, 1960	Modernist, Gas Station	C
603-605 W Route 66	c.1948	Southwest Vernacular	C
611 W Route 66	c.1950-1960	Commercial	C
615 W Route 66	c.1948	Southwest Vernacular-Gas Station	C
105 S Sixth Street	(Assoc. with 510 W Hwy 66)	Commercial	C
South 4th Street	c.1948	Sheds	C
South 4th Street	c.1948	Sheds	C
Gallup Street Plan	c.1881-1893	N/A	C (Structure)
Neon Signs	c.1920 – ca. 1960	N/A	C (Object)

Historic Integrity

The historic district retains a high level of historic integrity with most buildings retaining integrity of design, materials, and workmanship. The commercial district retains its historic gridiron plan of streets and continuous rows of attached commercial buildings on West Route 66 and West Coal Avenue. Most buildings remain intact. Typical of 19th -and-early 20th-century commercial districts, most historic storefronts have been replaced, but the piers, entablature, and, in some cases, second stories, remain intact.

Noncontributing buildings were constructed after the period of significance of 1966, or have been altered so that they no longer convey their historic significance. The building at 101 West Coal Avenue was constructed after the period of significance and is identified as noncontributing. Other buildings have received incompatible additions or have been clad with materials that diminish their historic integrity or obscure their historic facades. These include the addition of stucco facades that obscure the historic façade beneath.

Contributing and Noncontributing Resources

Contributing buildings are each counted as one contributing building.
The plan of streets is counted as one contributing structure.
The neon signs are counted as one contributing object.

Noncontributing buildings are each counted as one noncontributing building.

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.)

- [x] 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.
- [x] 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

Areas of Significance
(Enter categories from instructions.)
Architecture
Community Planning and Development
Commerce
Ethnic Heritage: Native American
Entertainment/Recreation

Period of Significance
1881 - 1966

Significant Dates
1881—Town of Gallup was established
1901—Gallup made the seat of McKinley County

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

Cultural Affiliation
N/A

Architect/Builder
Boller, Carl (architect)
Rollins, Warren E. (artist)

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

The Gallup Commercial Historic District comprises one-and-two-story attached-and-unattached brick-and-stone buildings located along West Route 66 and West Coal Avenue in the city of Gallup in McKinley County in western New Mexico. The Gallup Commercial Historic District is significant at the local level under National Register Criterion C in the area of architecture because the historic includes excellent examples late 19th -and early 20th-century commercial buildings in styles that include the Brick Commercial, Romanesque Revival, Art Deco, Spanish-Pueblo Revival, and Spanish Baroque Revival. The historic district is significant at the local level under National Register Criterion A in the area of community planning and development because its gridiron plan of streets oriented to the railroad is a common town plan for railroad-era towns in New Mexico. The historic district is significant at the local level under National Register Criterion A in the area commerce because Gallup served as a regional center for commerce with numerous trading posts for the buying, selling, and trading of Native American jewelry, rugs, and other crafts. The historic district is significant at the state level in the area of Native American ethnic heritage because the annual Inter-Tribal Indian Ceremonial included a Native American Ceremonial parade through downtown. The historic district is significant at the state level under National Register Criterion A in the area of entertainment and recreation because downtown Gallup was a center for entertainment with hotels, bars, cafes, restaurants, ballrooms, saloons, and movie theaters, and because the Inter-Tribal Indian Ceremonial has been an important part of tourism in Gallup since it began in 1922.

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

The Gallup Commercial Historic District comprises one-and-two-story attached and unattached brick-and-stone buildings located along West Route 66 and West Coal Avenue in the city of Gallup in McKinley County in western New Mexico. The Gallup Commercial Historic District is significant at the local level under National Register Criterion C in the area of architecture because the historic includes excellent examples late 19th -and early 20th -century commercial architecture in styles that include the Brick Commercial, Romanesque Revival, Art Deco, Spanish-Pueblo Revival, and Spanish Baroque Revival. These buildings are representative of those found in large railroad-era towns throughout New Mexico.

The historic district is significant at the local level under National Register Criterion A in the area of community planning and development because its gridiron plan of streets oriented to the railroad is a common town plan for railroad-era towns in New Mexico. The commercial district reflects the desire among businesses in the early 20th century to be located downtown, resulting in the densely developed West Route 66 and West Coal Avenue, with numerous one-and-two-story attached buildings.

The historic district is significant at the local level under National Register Criterion A in the area commerce because Gallup served as a regional center for commerce and because it was an important center with numerous trading posts for the buying, selling, and trading of Native American jewelry, rugs, baskets, and other hand-crafted items. This is due to its location amid the Navajo Nation and the Zuni and Hopi reservation. No other city in New Mexico retains this historic and ongoing association with Native American populations.

The historic district is also significant at the state level in the area of Native American ethnic heritage because the annual four-day Inter-Tribal Indian Ceremonial, begun in 1922 and held every year since then, includes a Native American parade down West Route 66 and West Coal Avenue. This route continues to hold importance to native tribes because it passes the locations of the trading stores, which sponsored the Ceremonial as a demonstration of their appreciation for the local Native Americans. The parade, which has continued every August, now accommodates more than fifty tribes from across the country. The Ceremonial Parade has changed little with traditional and contemporary music and participants walking, riding on horseback, and riding in wagons. The four-day Ceremonial includes events held in Red Rock Park, such as outdoor crafts, performances, pow-wows, and a rodeo.

The historic district is significant at the state level under National Register Criterion A in the area of entertainment and recreation because downtown Gallup was a center for entertainment with hotels, bars, cafes, restaurants, ballrooms; saloons; and several movie theaters, and because the Inter-Tribal Indian Ceremonial has been an important part of tourism in Gallup since it began in 1922.

Developmental history/additional historic context information

The town of Gallup, located in western New Mexico, was established in 1881 as a major stop on the cross-country Atlantic & Pacific Railroad. The railroad was formed by an Act of Congress in 1866, which authorized a land grant and a route along the 35th parallel to the Pacific Ocean.[2] The route, which passes through Gallup, was selected based on the grades across the Continental Divide. Gallup is located amidst large populations of Native Americans, especially the Navajo Nation to the north and west, the Ramah Navajo Indian Reservation and the Zuni Indian Reservation to the south, and the Hopi Indian Reservation to the west. The town was named for David L. Gallup, the railroad paymaster.

Gallup is surrounded by dramatic red rock formations. The mountains to the south and east of town provided lumber for thousands of railroad ties, infrastructure, and early buildings in the community. By 1890, Gallup had become a division terminal because of its proximity to coal mines. Under subsidiary companies, such as the New Mexico Town Company, the railroads platted and developed the towns in the region, including Albuquerque, Grants, and Gallup.[3]

[2] David Myrick. *New Mexico's Railroads—An Historical Survey*. (Golden: Colorado Railroad Museum, 1970), 17.
[3] David Kammer, "Historic and Architectural Resources on Route 66 through New Mexico," Multiple Properties Documentation Form, 1993.

Both Albuquerque and Gallup prospered because they included machine shops for the railroad. In Gallup, restaurants, cafes, saloons, and hotels operated along Railroad Avenue (later, a section of Route 66). Originally part of Bernalillo County, Gallup citizens petitioned the U.S. Congress to divide the large area and form McKinley County in 1899. Gallup was incorporated in 1891, and was made the county seat in 1901.

By 1893, Railroad and West Coal avenues included a mix of residential and commercial buildings that included dry-goods stores, saloons, barbers, meat markets, groceries, drug stores, a lumber yard, hardware, furniture store, and an International Order of Odd Fellows Lodge. Between First and Third streets were several lodging houses.[4] In the early 1900s, the Atchison Topeka & Santa Fe Railroad purchased the Atlantic & Pacific Railroad. Railroad-related resources, such as the roundhouse and machine shops, the city waterworks, lumberyards, and building suppliers located downtown and the industrial area north of the tracks, just below the Rio Puerco. By 1902, Railroad Avenue consisted of mostly commercial businesses; West Coal Avenue included residential properties and vacant lots. Aztec and Hill avenues to the south were almost exclusively residential dwellings.

By 1916, commercial development had moved west along Railroad Avenue. West Coal Avenue was beginning to transition from residential to commercial. In 1923, Fred Harvey opened El Navajo, a link in his famous chain of Harvey hotels. It was located on the north side of Railroad Avenue, adjacent to the train depot in downtown Gallup.[5] Architect Mary Colter designed El Navajo in the Spanish-Pueblo Revival style in 1923. The hotel, a prominent destination for both residents and travelers, served hundreds of meals to train passengers daily.[6] The hotel was demolished when Route 66 was widened in 1957.

The construction of the AT&SF Railroad line through Gallup enabled the mining of coal deposits in the region, which provided the town with several decades of economic prosperity. Gallup soon became a lucrative coal-mining community sustained by European, Asian, and Mexican immigrants who came to build the railroad and stayed to work in the mines. Merchants from the Midwest created thriving businesses that supported the local economy. The coal deposits reached north into the Navajo Reservation.[7] By 1886, the Gallup-Zuni coal field, part of the San Juan Basin coal region, was the largest coal producer in the territory, second only to the Colfax County mines in northeastern New Mexico, near Raton.[8]

By 1900, coal camps surrounded Gallup, including Clarkville, Gibson, and Coolidge camps. Established by the Clark Coal Company, Clarkville was an important lignite coal camp about six miles west of Gallup. It boasted a two-story brick commissary, school, library, and hospital. Gibson, located three miles northeast of Gallup, supported the Gallup Mine, which was operated

[4] Sanborn Fire Insurance Maps. (New York: Sanborn-Perris Map Company, 1893).
[5] Images found at http://harvey.library.arizona.edu/finding_aid/7nm/11/welcome.html, New Mexico, Box 7, Folder 11.
[6] Sally Noe, *Greetings from Gallup: Six Decades of Route 66* (Gallup: New Mexico: Gallup Downtown Development Group, 1991), 56-62.
[7] Harry Richard Rubenstein, "Union Activity in the Gallup Mines, 1933-1935" Master's Thesis. University of New Mexico, Albuquerque, 1979, 9.
[8] Myrick, 173.

by the Crescent Coal Company in the 1880s. In the early 20th century, American Fuel Company purchased Crescent, becoming the largest coal producer in the region. By 1908, the company operated five of the largest mines, producing more than 77 percent of the coal in the county and employing roughly 93 percent of miners.[9]

The Coolidge settlement, first known as Crane, utilized the Atlantic & Pacific Railroad, which passed near the camp. However, most of the railroad-related businesses soon transferred to Gallup, and Coolidge declined by the end of the 19th century. Coolidge re-established itself with a trading post and a gas station along Route 66.

There were numerous other coal camps that were established in the surrounding area in the early 20th century. In 1919, State Mine Inspector W.W. Risdon reported the ethnicities of the miners: 36 percent Mexican or Spanish-speaking; 23 percent Native American; 16 percent Italian; 9 percent Slavic; 6 percent Austrian; 4 percent Greek; 4 percent Japanese; and, the remainder, other Europeans and blacks.[10] In 1920, a map showed eight different spurs to various coal mines extending from a nine-mile section of the main AT&SF line around Gallup.[11]

Cheaper fuel oils, World War I, the Great Depression, and the Gallup Coal Strikes of 1933 led to the decline of the coal industry. During the strikes, Governor Andrew Hockenhull declared martial law and ordered the National Guard to Gallup.[12] In 1933, the *Gallup Independent* reported half of the area's 2,000 miners were unemployed.[13] Later, the mines were closed and the railroad spurs that led to the mines were disassembled.

In the early 20th century, as railroads extended west, state political candidates and civic organizations began promoting improved roads to link towns in New Mexico. In 1918, Arthur Hannett, a Gallup mayoral candidate, campaigned on paving Main Street, a promise he kept after his election. Soon, he established the Gallup Good Roads Committee to promote paved streets to attract cross-country travelers.[14] Paved streets and street lights were installed in Gallup by the late 1920s.

Towns across New Mexico clamored for a chance to be located along a much-anticipated cross-country automobile route to California. Rivalries between towns arose. Gallup staged automobile races to demonstrate it was the shortest route west from Albuquerque. Neither Albuquerque nor Gallup wanted to be bypassed in favor of a southern route through Clovis and Socorro.[15] The *Gallup Independent* compared the landscape and beauty of the two proposed routes: "the privilege of passing over the most wonderful scenic route in the whole Southwest"

[9] Rubenstein, 12.
[10] W.W. Risdon, "State Mine Report," *Coal Age* (January 16, 1919).
[11] Myrick, 174.
[12] William Keheler, *Memoirs: Episodes in New Mexico History*. (Sunstone Press, 2008), *1892-1969*, 207-208.
[13] *Gallup Independent*, August 29, 1933.
[14] Kammer, E 29.
[15] Kammer, E 30.

instead of the "barren desert road by the way of Magdalena, Springerville, and St. Johns, a route several hundred miles further."[16]

From 1920 to 1934, approximately 483 miles of Route 66 were constructed through New Mexico, of which roughly 195 miles was paved.[17] The *Gallup Independent* proclaimed: "This [Route 66] is the greatest highway project in America."[18] As early as 1922, Gallup promoted the annual Inter-Tribal Indian Ceremonial to motorists traveling the highway. In the Multiple Properties Documentation Form, entitled "Historic and Architectural Resources of Route 66 through New Mexico," author David Kammer writes: "Over time it [the Ceremonial] would become one of the events defining the tourist experience along Route 66 in New Mexico, receiving support and official designation from the state."[19] Today, the Inter-Tribal Indian Ceremonial includes more than fifty tribes, who come from across the country. The event brings 50,000 visitors each year.[20]

Gas stations, curio shops, motor courts, and hotels built during the 1920s and early 1930s are located along the Gallup commercial district on Route 66, first called Railroad Avenue. Several buildings that functioned as retail with hotel rooms on the second floor survive, including the Grand Hotel (Ricca's Mercantile) at 306 West Coal Avenue; the Southern Hotel at 103 West Route 66; and the Lexington Hotel at 407 West Route 66. This property type survives in the greatest numbers in the commercial district, reflecting the importance of tourism to the Gallup economy as early as the 1920s and 1930s. By 1930, Railroad Avenue between First and Sixth streets was predominantly commercial with few vacant lots in the center of downtown. The north side of West Coal Avenue was mostly commercial, while the south side was devoted to residential development. Trading posts and mercantile shops, such as Richardson's Trading Company on West Route 66, served as pawnshops.

Merchants in Gallup in the early 20th century include Sesto Bonaguidi, an Italian immigrant, who arrived in the U.S. in 1921. By age twenty-five, he was a proprietor of a shoe store, known as the City Electric Shoe Shop, at the corner of West Coal Avenue and 3rd Street in Gallup.[21] His son, Louie Bonaguidi, continues to operate the leather goods business.

Charles Garrett Wallace arrived in Gallup in 1918, and soon thereafter operated a trading post at the Zuni Pueblo. Wallace, who became conversant in the Zuni and Navajo languages, encouraged the Zunis to create silver jewelry for the tourist trade. In the 1940s, he moved his business to 211 West Route 66 in downtown Gallup.[22]

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[16] *Gallup Independent*, March 3, 1921.
[17] Kammer, E 39.
[18] *Gallup Independent*, April 15, 1927.
[19] Kammer, E 46.
[20] Rick Nathanson, "Tribes gather from around the country at Gallup Ceremonial," *Albuquerque Journal*, (October 12, 2013).
[21] United States Census Bureau. U.S. Federal Census, 1930 [database online]. Ancestry.com. accessed 2015.
[22] http://www.antiqueamericanindianart.com/cg-wallace---indian-trader-at-zuni-pueblo-nm.html [Accessed on October 7, 2015].

In the 1920s, tourism bolstered the local economy and numerous tourism-related businesses began to prosper. In the late 1920s and early 1930s, new construction projects were underway, including the El Morro Theater (1928), the White Café (1928), Montgomery Ward (1929), and the Gallup Post Office (1933). El Morro, the White Café, and the Gallup Post Office are architectural landmarks, with elaborate brickwork and tiled facades.

The Inter-Tribal Indian Ceremonial began in 1922 as a means for traders of Indian goods in Gallup to demonstrate their appreciation for Native Americans in surrounding communities. It developed into a major Indian cultural and tourist event. Gallup was perfectly situated for this event because of its geographic location amidst tribes in New Mexico and Arizona. The event began with a Ceremonial Parade of local Native American parade on West Route 66 and West Coal Avenue, past many of the trading stores. Though many of the original traders no longer operate, the route continues to hold significance for local tribes because of its association with the traders. In c.1933, the city of Gallup imposed a one-cent gas tax to support the Ceremonial, which was made a state agency from 1936 to 1996. In the 1970s, the construction of Interstate 40 destroyed the historic Ceremonial grounds north of town, and in 1975 many of the events were moved to Red Rock Park, seven miles east of Gallup.

The annual four-day Inter-Tribal Indian Ceremonial is held in August each year with native tribes from across the country. The Ceremonial Parade route has since been lengthened to accommodate the more than fifty tribes that now participate each year. The event includes outdoor crafts, performances, pow-wows, and a rodeo at Red Rock Park. The Ceremonial Parade in Gallup, held since 1922, has changed little with traditional and contemporary music and participants walking, riding on horseback, and riding in in wagons. As late as 1965, more than 200 wagons, which local tribes continued to rely on for transportation, participated in the parade. The Ceremonial was periodically visited by celebrities, such as Vincent Price and Robert Redford, and politicians, including President Dwight D. Eisenhower, Senator John Kerry, and, more recently, New Mexico Governors Bill Richardson and Susana Martinez.[23]

Between 1928 and 1936, traffic counts east of Gallup rose by 30 percent, from 556 to 724 travelers. The number of out-of-state drivers in 1936-1937 and 1941 jumped from 360 to 1,096, an increase of more than 200 percent.[24] This increase in tourist travel reflects the effective advertising campaigns of the cities and towns along Route 66 and the lure of the Southwest. Long-time Gallup families, such as the Richardsons and Kirks, prospered with businesses along Route 66.

The increasing numbers of the travelers on Route 66 resulted in sprawl as more businesses clamored for the opportunity to locate along the roadway. In Gallup, this sprawl is mostly located east of downtown, where diners, motor courts, and hotels, such as El Rancho, are located. By the late 1950s, the New Mexico State Highway Department had widened Route 66

[23] Louie Bonaguidi, telephone interview with Steven Moffson, 17 February 2016.
[24] Kammer, E 60.

through several towns, including Grants, and Santa Rosa, and Gallup from two to four lanes.[25] This is resulted in the destruction of numerous buildings on the north side of the roadway.

Planning for the modern Interstate Highway System, including U.S. Interstate 40, began almost as soon as the 1956 Federal Highways Administration Act was established. Some towns along Route 66, such as Tucumcari and Grants, elected to have the interstate bypass Route 66 and thereby minimize the physical damage to their downtowns. Gallup selected to locate Interstate 40 close to Route 66, necessitating the demolition of several blocks of commercial and residential buildings north of the tracks.[26] By the late 1960s, I-40 followed the alignment of historic Route 66 through town and it wasn't until 1980 that the redesign of I-40, which bypasses Gallup, was completed.

The 1948 Sanborn Map shows the core of downtown as almost completely commercial.[27] After 1948, most of the 300 block fronting West Route 66 was demolished for a parking lot. A few of the remaining vacant lots on West Coal Avenue were filled with commercial buildings. In the 1960s, 1970s, and 1980s, several large car dealerships were constructed or expanded west of the district. In the 1990s, there were several campaigns to beautify downtown Gallup, including the rehabilitation of several buildings, such as the row of buildings in the 200 block of West Route 66. Most buildings in the commercial district are occupied with businesses and few buildings are vacant.

[25] Kammer, E 72 and E 75.
[26] Kammer, E 78.
[27] Sanborn Fire Insurance Maps. (New York: Sanborn-Perris Map Company,1948).

9. Major Bibliographical References

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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:

_X_ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property Approximately 38 acres. This figure does not include acreage from properties previously listed in the National Register.

Latitude/Longitude Coordinates (decimal degrees)
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

A. Latitude: 35.528313 Longitude: -108.741484

B. Latitude: 35.527809 Longitude: -108.739842

C. Latitude: 35.527383 Longitude: -108.740287

D. Latitude: 35.526146 Longitude: -108.744410

E. Latitude: 35.525799 Longitude: -108.748741

F. Latitude: 35.526081 Longitude: -108.748865

Or
UTM References
Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

1. Zone: Easting: Northing:

2. Zone: Easting: Northing:

3. Zone: Easting: Northing:

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

The nominated property is indicated by a heavy red line on an attached map, drawn to scale.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the intact historic buildings associated with the commercial development of Gallup, New Mexico.

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11. Form Prepared By

name/title: Heather Barrett, Architectural Historian
organization: N/A
street & number: 945 Hess Terrace; 18000 Castillo Road
city or town: Las Cruces state: New Mexico zip: 88005
e-mail: N/A
telephone: N/A
date: August 2015

State Historic Preservation Office

name/title: Steven Moffson, State and National Register Coordinator
organization: New Mexico Historic Preservation Division
street & number: 407 Galisteo Street, Suite 236
city or town: Santa Fe state: New Mexico zip: 87501
e-mail: steven.moffson@state.nm.us
telephone: 505.476.0444
date: February 15, 2015

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.)

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:	Gallup Commercial Historic District
City or Vicinity:	Gallup
County:	McKinley
State:	New Mexico
Photographer:	Heather Barrett
Date of Photographs	October 2015

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

1 of 15. Montgomery Ward Building, 100 and 104 West Coal Avenue, photographer facing northeast.

2 of 15. Alison Building, 115-119 West Coal Avenue, photographer facing south.

3 of 15. J.C. Penny Company, 116-118 West Coal Avenue, photographer facing northwest.

4 of 15. Morris-Ruiz Optical Building, 201 West Coal Avenue, photographer facing northwest.

5 of 15. El Morro Theater, 205-207, West Coal Avenue, photographer facing southwest.

6 of 15. Shanklin Hardware, 208 West Coal Avenue, photographer facing northwest.

7 of 15. Grand Hotel (Ricca's Mercantile), 304-306 West Coal Avenue, photographer facing northwest.

8 of 15. American Bar, 221 West Coal Avenue, photographer facing south.

9 of 15. Rico Motors Company Building, 307 West Coal Avenue, photographer facing southeast.

10 of 15. Commercial Building, 407 West Coal Avenue, photographer facing southeast.

11 of 15. U.S. Post Office, 201 South First Street, photographer facing northeast.

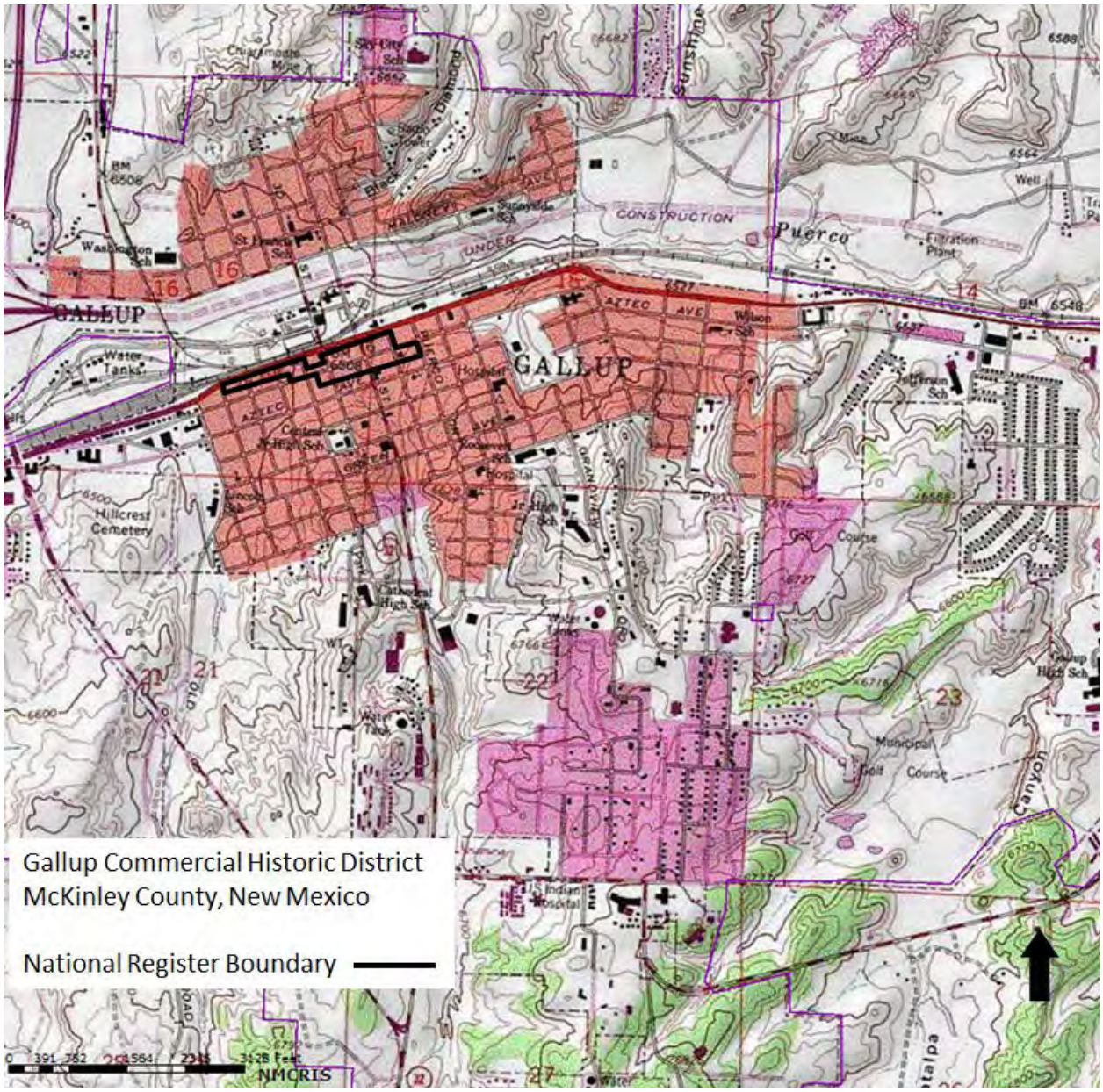
12 of 15. White Café (left) and Southern Hotel (right), 101-103 West Route 66, photographer facing southeast.

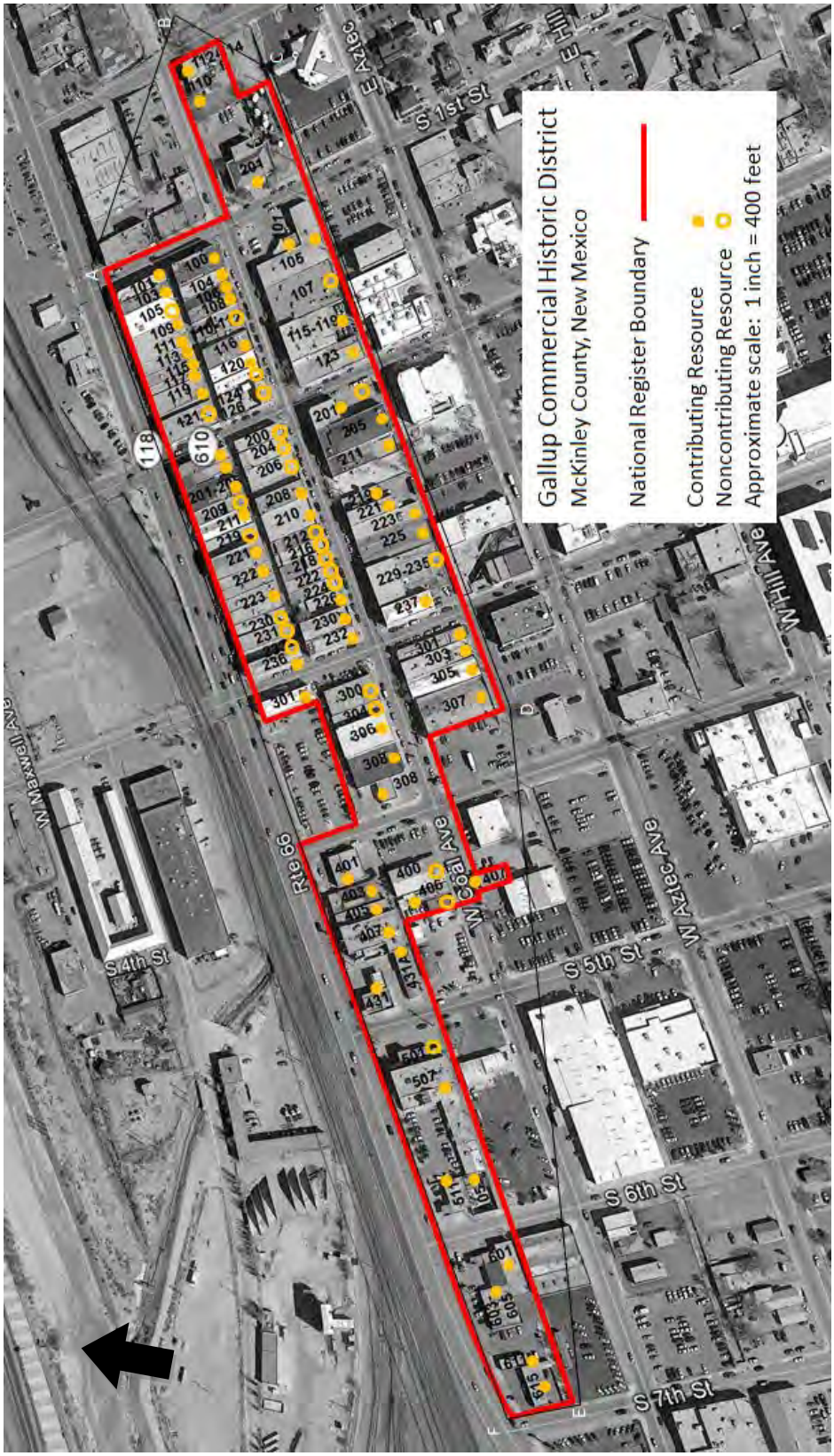
13 of 15. Commercial Buildings, 101-119 West Route 66, photographer facing southeast.

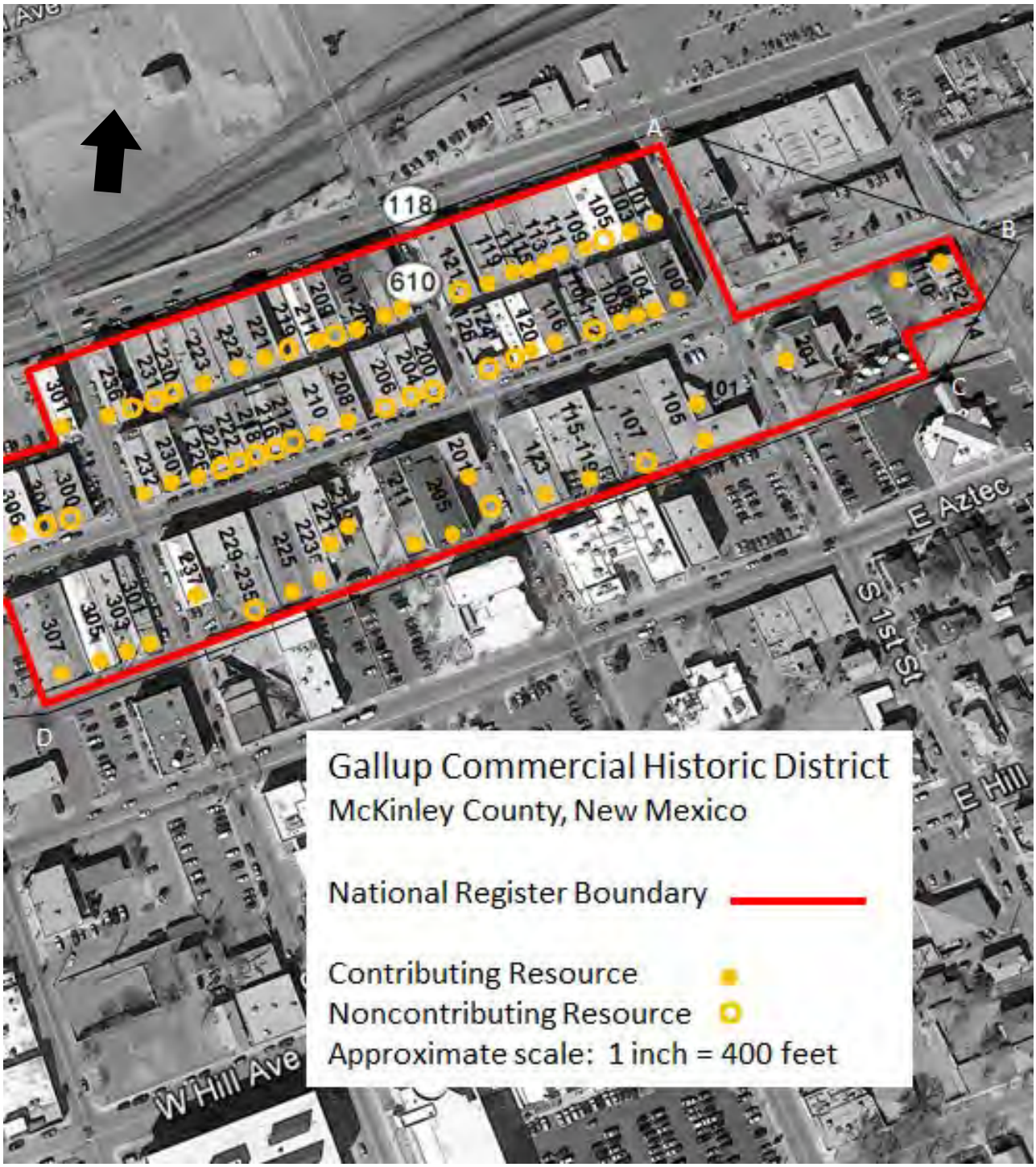
14 of 15. Lexington Hotel, 408 West Route 66, photographer facing southeast.

15 of 15. Gas Station, 511 West Route 66, photographer facing southeast.

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.


Gallup Commercial Historic District
McKinley County, New Mexico
National Register Boundary
GALLUP
Puerco
CONSTRUCTION
UNDER
AZTEC AVE
Hillcrest Cemetery
Water Tanks
Filtration Plant
Municipal Golf Course
Canyon
NMCRIS


Gallup Commercial Historic District
McKinley County, New Mexico
National Register Boundary
Contributing Resource
Noncontributing Resource
Approximate scale: 1 inch = 400 feet
W Maxwell Ave
S 4th St
Rte 66
W Coal Ave
S 5th St
W Aztec Ave
S 6th St
S 7th St
E Aztec
S 1st St
W Hill Ave
118
610



Detail of Gallup Commercial Historic District 1

Detail of Gallup Commercial Historic District 2

Figure 1. Sanborn Map of Gallup, New Mexico, 1898.

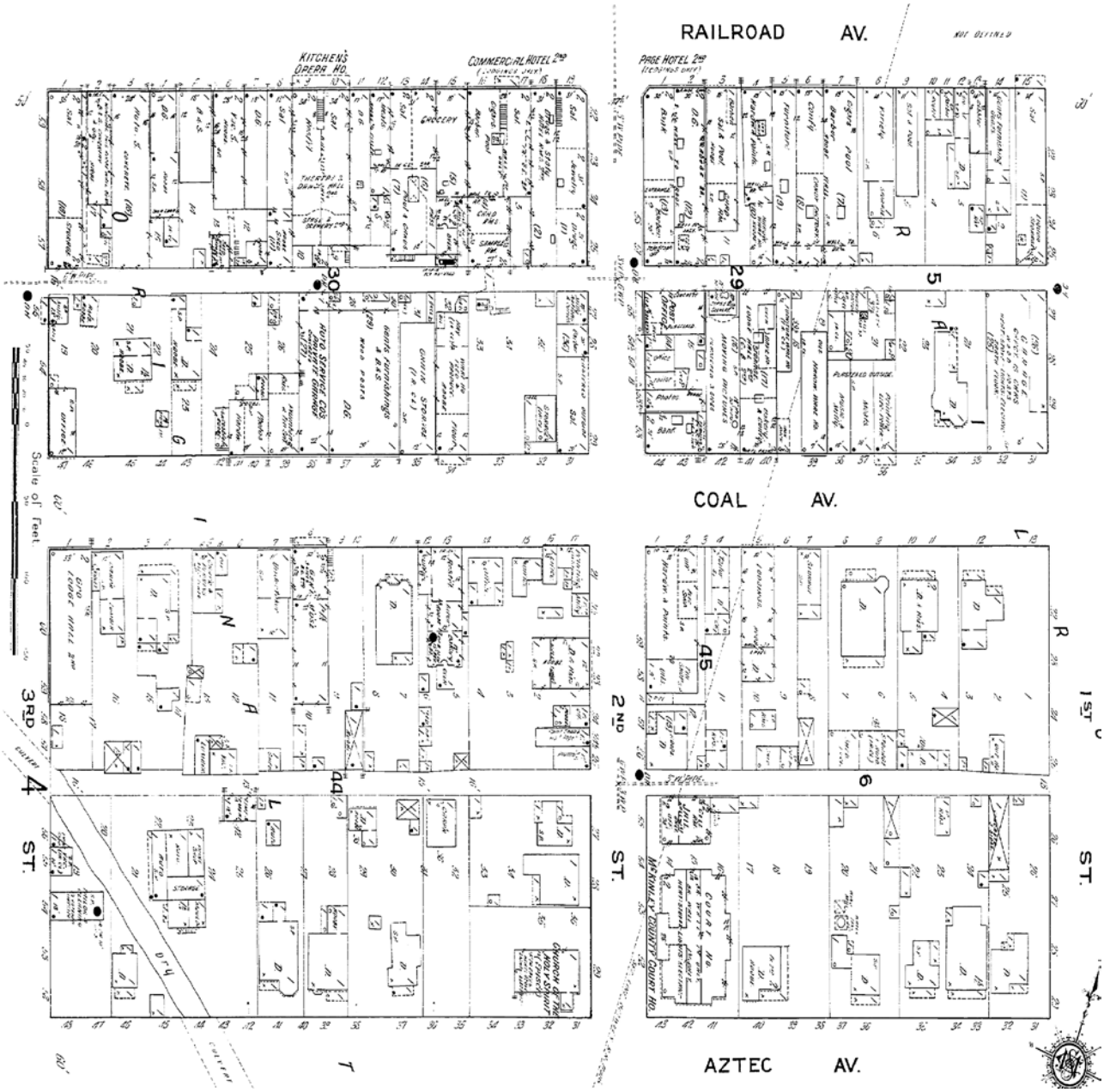


Figure 2. Sanborn Map of Gallup, New Mexico, 1916.

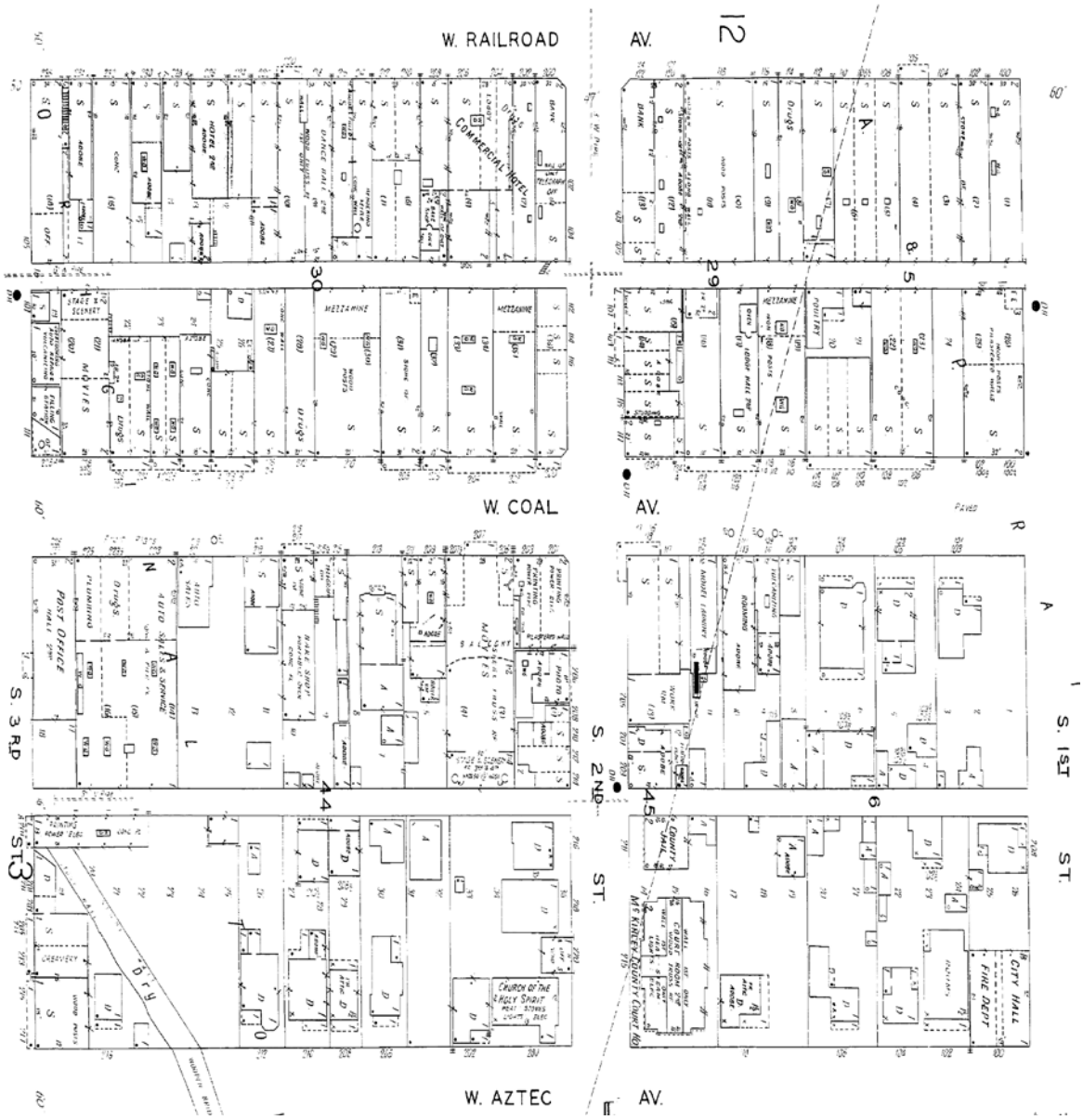


Figure 3: Sanborn Map of Gallup, New Mexico, 1930.

Photographs

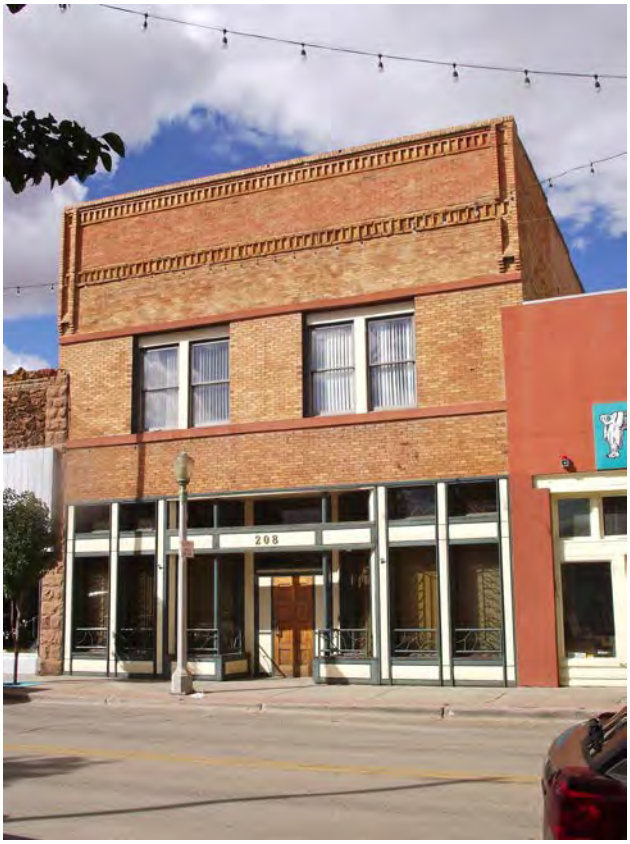
1 of 15. Montgomery Ward Building100 and 104 West Coal Avenue, photographer facing northeast.

2 of 15. Allison Building,115-119 West Coal Avenue, photographer facing south.

3 of 15. J.C. Penny Company, 116-118 West Coal Avenue, photographer facing northwest.

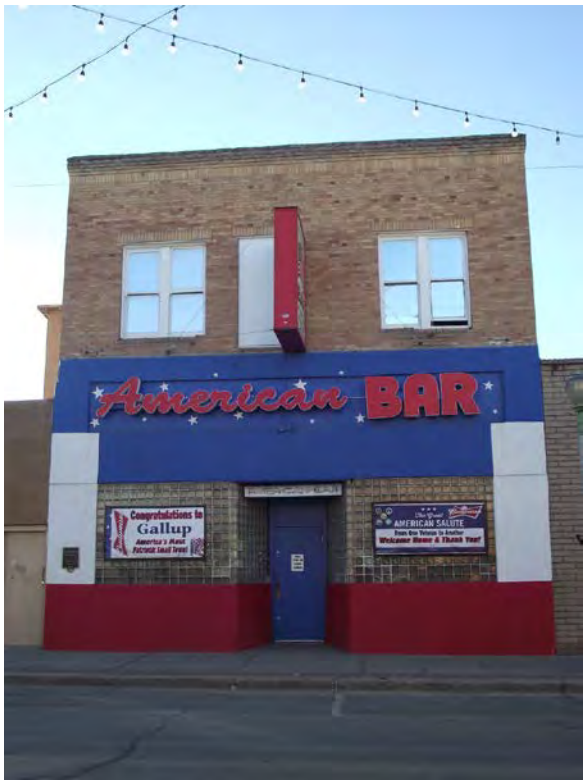
4 of 15. Morris-Ruiz Optical Building, 201 West Coal Avenue, photographer facing northwest.

5 of 15. El Morro Theater, 205-207, West Coal Avenue, photographer facing southwest.

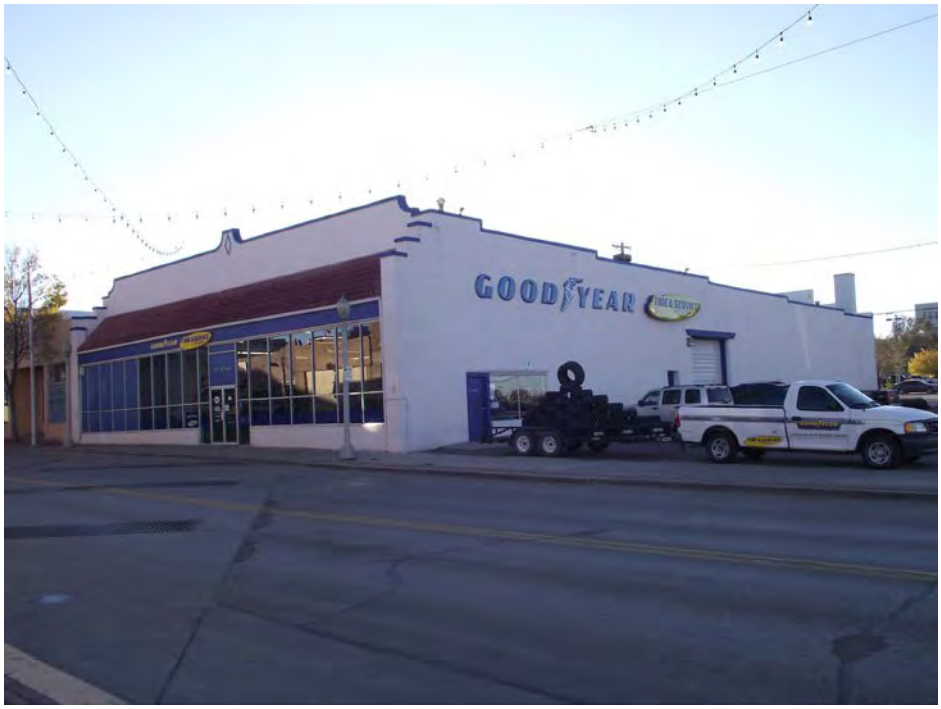


6 of 15. Shanklin Hardware Store, 208 West Coal Avenue, photographer facing northwest.

7 of 15. Grand Hotel (Ricca Mercantile), 304-306 West Coal Avenue, photographer facing northwest.



8 of 15. American Bar, 221 West Coal Avenue, photographer facing south.



9 of 15. Rico Motors Company Building, 307 West Coal Avenue, photographer facing southeast.

10 of 15. Commercial Building, 407 West Coal Avenue, photographer facing southeast.

11 of 15. U.S. Post Office, 201 South First Street, photographer facing northeast.

12 of 15. White Café (left) and Southern Hotel (right), 101-103 West Route 66, photographer facing southeast.

13 of 15. Commercial buildings, 101-119 West Route 66, photographer facing southeast.

14 of 15. Lexington Hotel, 408 West Route 66, photographer facing southeast.

15 of 15. Gas Station, 511 West Route 66, photographer facing southeast.

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