

**32** 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: Dixie Hillside "D"

Other names/site number: DSU "D", The "D"

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: N/A

City or town: St. George State: Utah County: Washington

Not For Publication:  Vicinity: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 \_\_\_ statewide X local

Applicable National Register Criteria:

X A \_\_\_ B \_\_\_ C \_\_\_ D

/SHPO

**Signature of certifying official/Title:**

**Date**

Utah Division of State History/Office of Historic Preservation

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

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

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**Signature of commenting official:** \_\_\_\_\_ **Date** \_\_\_\_\_

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**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:) \_\_\_\_\_

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Signature of the Keeper \_\_\_\_\_ 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

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Structure

Object

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>0</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>1</u>	<u>0</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.)

\_\_\_\_\_

\_\_\_\_\_

RECREATION AND CULTURE/work of art

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

\_\_\_\_\_

\_\_\_\_\_

RECREATION AND CULTURE/work of art

\_\_\_\_\_

\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

OTHER

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

Principal exterior materials of the property: STONE/Basalt

### 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

Constructed in 1915, the Dixie State University (DSU) Hillside "D" is an assembly of whitewashed basalt stones forming a large, monogrammed D on the Black Hill butte just west of downtown St. George, Washington County, Utah. Typical to many towns in the Western U.S. and their fortune for expansive views and civic pride, The DSU "D" represents a continuation of a popular trend at the time of manifesting social collective through hillside lettering.

Its prominence is also reinforced by its location on the Tabernacle Street axis, placing it in clear view throughout much of the city below and surrounding area. The initial footprint was blocked out at approximately 100 feet tall and 75 feet wide, with approximately 13-foot-wide stroke, by local civil engineer Leo A. Snow. Over the years, this boundary has slightly increased, as annual whitewashing events have led to an incremental increase in size (exact expansion amount is unknown). The increase is negligible and is due to the splashed lime in the annual whitewashing tradition (See Figure 15).

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## Narrative Description

The Dixie State University Hillside "D" formation sits just above and to the north of a historic 1870s quarry trail, used in the construction of the St. George Temple, that was refurbished in 1915 to provide better access for the wagons of supplies for the construction of the D, in celebration of the area's first "Founders Day" (Greggerson, 1993). Large basalt rocks were gathered from around the area by DSU students and faculty, and placed within the outline set by the initial survey. Once filled in, the rocks were generously whitewashed to contrast the letter against the darker hillside background. A form of geoglyph, also known as "mountain monograms" or "hill figures," the Dixie "D" is one of over five-hundred hillside letters located primarily in the western half of the United States.

In 1941, as the city of St. George began producing its own municipal power, a lighting system was installed at the "D." Rudger and Leona Atkin deeded the property to the Dixie College Alumni Association in 1949. This history is recited on a commemorative plaque placed at the site in 2015 (See Figure 14). In 2018, the "D" was retrofitted with modern LED lighting, giving the capability to add color for special occasions such as holidays and prominent university events. Although the lighting fixtures are not clearly visible during the day, they illuminate the monument at night and can change colors to signify important events. The lighting follows the outline of the monument and does not detract from the historical integrity of the landmark. The "D" on the hill is mentioned in the school song and has become one of the most cherished landmarks of a community and school. This event is each year with a week of celebration originally called "Founder's Days" but is now called "D-Week". The week-long celebration culminates as students, alumni, and community members converge on at the site to spread a fresh coat of lime on the rocks (See Figure 13).

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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.

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**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.)

SOCIAL HISTORY

EDUCATION

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

**Period of Significance**

1915-1972

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

**Significant Dates**

1915: "D" constructed

1941: lighting system installed

1949: property deeded to the Dixie College Alumni Association

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**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

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

**Cultural Affiliation**

N/A

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

**Architect/Builder**

Leo A. Snow/Civil Engineer, designer

Dixie Academy Students, builders

\_\_\_\_\_

**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 Dixie Hillside "D", located in Saint George, Washington County and constructed in 1915 is locally significant under Criterion A in the area of Social History. The Hillside "D" was originally constructed to commemorate "Founders Day" for what was then Dixie Academy. This has become an annual community event to demonstrate school and civic pride. A week-long celebration takes place each spring commemorating the founding of the institution in 1911. The culminating event of the celebration was, and still is, the annual whitewashing of the "D" to help keep the stark white appearance against the black basalt and red sand hillside. The "D" is a very prominent marker for the Saint George City. Even though it was constructed primarily for Dixie Academy (currently Dixie State University), it is more of a symbol for the entire city, often shown in advertisements and promotional media for the community. Although the object's appearance has slightly changed incrementally over time, it still retains its overall historical integrity in all seven aspects. The period of significance begins in 1915, the original date of construction and ends fifty years ago, in 1972. The tradition continues to be recognized today by students, alumni, and community members with a week of events at Dixie State University.

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

### **Criterion A Significance: Social History**

The Dixie State University Hillside "D" is significant under Criterion A in the Area of Social History not only as a symbol for the Dixie Academy (now Dixie State University) but for the city in general. The "D" has become one of the most cherished landmarks of the community and school. This pride is heightened by a week of festivities that celebrate the founding of the institution. The "D" is the symbol of the history and industry of the original Mormon pioneer settlers.

The "D" is principally tied to the legacy of Dixie State University which started as the founding educational system for the St. George area. On December 4, 1861, less than two weeks after arriving, Erastus Snow called the people to gather under 'the big tent' to start a school with Jabez Woodward as the teacher (Miles, 1923). On October 28, 1871, the "idea to establish a High School in St. George to be called the St. George Academy" was first posited (Bradshaw, 1978). The St. George Stake Academy was formally organized and opened in 1911 but was nicknamed the 'Dixie Academy' by the local people, and in time the name became official (Larsen, 1957).

At a faculty meeting of then St. George Stake Academy, participants proposed a celebration of the area's founders. Originally proposed as "Founder's Day", according to meeting notes from November 2, 1914. Later in that meeting, participants discussed then "construction of a large "D" on the Black Ridge west of town." After receiving permission from the Atkin family who owned the property, students met at the base of the hill on February 19, 1915 (Greggerson, 1993). After gathering and placing large basalt boulders, a slaked lime and water mixture was dumped onto the boulders emblazing the hill with a white D on a black backdrop. A photo marks this day as the first "Dixie Day" celebration, and the tradition of whitewashing the D has been held every year since (See Image 1 & 2).

The "D" continues to be an important symbol for both Dixie State University and the community. It can often be seen in photos representing both the city and school. In addition, each year during DSU's "D Week," the D becomes the focal point for activity as alumni, students, faculty, and staff of Dixie State University gather to participate in a whitewashing event that celebrates the legacy of the "D" and its relationship to the valley below.

### Cultural Meaning of "Dixie" in Southwest Utah

The significance of the hillside "D" is explicitly tied to the word "Dixie." In the 1800's, the area of St. George was known for being nearly uninhabitable because of its isolation and hot climate, with some Salt Lake Valley residents even fearful of being called to relocate to Southern Utah by Mormon Church leaders. However, efforts were quickly implemented to make it "blossom as the



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rose," (Smith, 1865) requiring significant cooperation, hard work, and ingenuity. Early Mormon settlers adopted the term "Dixie" as the title for an area located in the South of the proposed State of Deseret. Many of these settlers to the Virgin River Basin were from Alabama, Mississippi, Texas, Virginia, and Tennessee and came to grow cotton and other southern crops. The name "Dixie" quickly became colloquial (Larsen, 1957).

The original use of the word Dixie historically refers to the region and culture of the southern states below the Mason-Dixon line (border of Maryland and Pennsylvania). The hot temperatures, close-knit communities, and reliance on crop economy created a culture similar to that of the southern states.

For the local population, the term "Dixie" refers to a strong local tradition and identity stemming from the area's initial Mormon settlement in the 1860s. Although connected in climate to the southern states and ancestry of early settlers, the local definition of the term Dixie has evolved to capture the area's spirit referred to as the "Dixie Spirit." For example, a student penned the following in the 1924 yearbook:

The Dixie Spirit is one of loyalty to home, to school, to nation...In the Dixie, we feel that spirit...the brotherhood of man. We are here as one family, made to sense more keenly, to appreciate more fully that elbow relationship that makes our school an undivided unit of joyousness, friendship, and patriotism (McArthur, 1924)

Historic accounts reference many instances of turning work into community culture, such as community civic projects, peach pitting competitions, and later on even the creation of the hillside "D." This spirit and ethic have been upheld up into the 21st century, with people still today referencing their own "Dixie Spirit" passed from their pioneer ancestors. The name has also maintained its prominence in local reference, with many businesses and organizations bearing the name.

Although not geographically connected to the southern states referred to as Dixie, the local term Dixie has embroiled a connection to the antebellum South. Although most residents do not associate Utah's Dixie with the original Dixie of the southern states, others point to some examples that argue otherwise. A few practices and symbols from the American South have manifested in Utah's Dixie, giving the title a controversial connection in recent years. These instances mainly occurred at Dixie State University starting in the 1950s. The university mascot or nickname was known as the "Rebels," a term removed in 2008. According to the school's former yearbook, "The Confederate," mock slave auctions and blackface minstrel shows took place into the 1980s. The Confederate flag was widely used by the university but was retired from campus in 1993. In addition, a statue of Confederate soldiers could be found on campus until it was removed in 2012 (Makoto, 2022).

For many, this has raised questions of inclusion and appropriateness. The state of Utah recently approved legislation to change the institution's name to Utah Tech University (Cortez, 2021).

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Additionally, a heritage committee is being established to preserve the heritage, culture, and history of the region on the university campus.

### **Additional Historical Information**

Hillside lettering in the Western US was started by the UC Berkeley classes of 1907 and 1908. They built a concrete 'C' in 1905 as a means of ending the rivalry and the unruly physical encounters that had become a part of their annual rush each spring (Parsons, 1988). Since then, more than 500 hillside letters and messages can be found across the US, with the densest concentrations in Utah (78) and Idaho (34) and surrounding the Los Angeles Basin (26) (Corning, 2007).

Initially, some opposed Hillside lettering, considering it a form of graffiti. For example, some of the residents of Berkeley immediately opposed the building of the 'C,' believing it would destroy the natural beauty of the hillside. Yet these controversial giant emblems often become the most cherished landmarks of a community or school with time. This pride is heightened by the time and commitment it takes to build and maintain the letter and the traditions, such as painting, lighting, and other annual activities, that endear a letter to its supporters.

Of the most prominent in Utah other than the D in St. George is the Y near Provo and the U in Salt Lake City. In 1906, Brigham Young University in Provo, Utah, proposed and surveyed the first three-lettered hillside emblem BYU, but reduced it to the single letter Y after realizing the amount of labor involved (BYU Athletics, 2022). The following year, the class rivalry of the sophomores and freshmen at the University of Utah in Salt Lake City produced a hillside U on Mount Van Cott overlooking Salt Lake City (University of Utah, 2022).

Over the past century, hillside letters have impacted not just the landscape but also the culture of many communities throughout the American West. The ubiquity of these letters in the rural West is evidenced by the appearance in the movie Cars (2006) of an 'RS' overlooking the fictional Arizona town of Radiator Springs. In addition, the famous HOLLYWOOD sign built in 1923 to advertise the Hollywoodland Real Estate Group is not technically a hillside letter but rather a billboard (Hollywood Sign Trust, 2022). However, similar to hillside letters, it symbolizes the history and is a significant icon of the community.

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## 9. Major Bibliographical References

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

### Bibliography

- Bradshaw, H. (1978). Under Dixie Sun. In H. Bradshaw, *Under Dixie Sun* (p. 102). Washington County Chapter D.U.P.
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<http://www.trademarks.utah.edu/traditions/blockU.html>

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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: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

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**10. Geographical Data**

**Acreeage of Property** Less than once acre

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: 37.108130°                      Longitude: -113.597900°
2. Latitude:                                      Longitude:
3. Latitude:                                      Longitude:
4. Latitude:                                      Longitude:

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**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: |
| 4. Zone: | Easting : | Northing: |

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

The boundary for the Dixie Hillside D extends ten feet out from the footprint of the resource on all sides. See map for detailed boundary.

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

The boundary is a smaller segment of the full 25.99-acre legal parcel, and includes the resource and immediate surrounding area sufficient to convey the historical setting of the resource.

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### 11. Form Prepared By

name/title: Zachary A. Clegg  
organization: CRSA  
street & number: 175 S. Main Street, Ste. 300  
city or town: Salt Lake City state: Utah zip code: 84111  
e-mail zclegg@crsa-us.com  
telephone: 801-355-5915  
date: April 21, 2022

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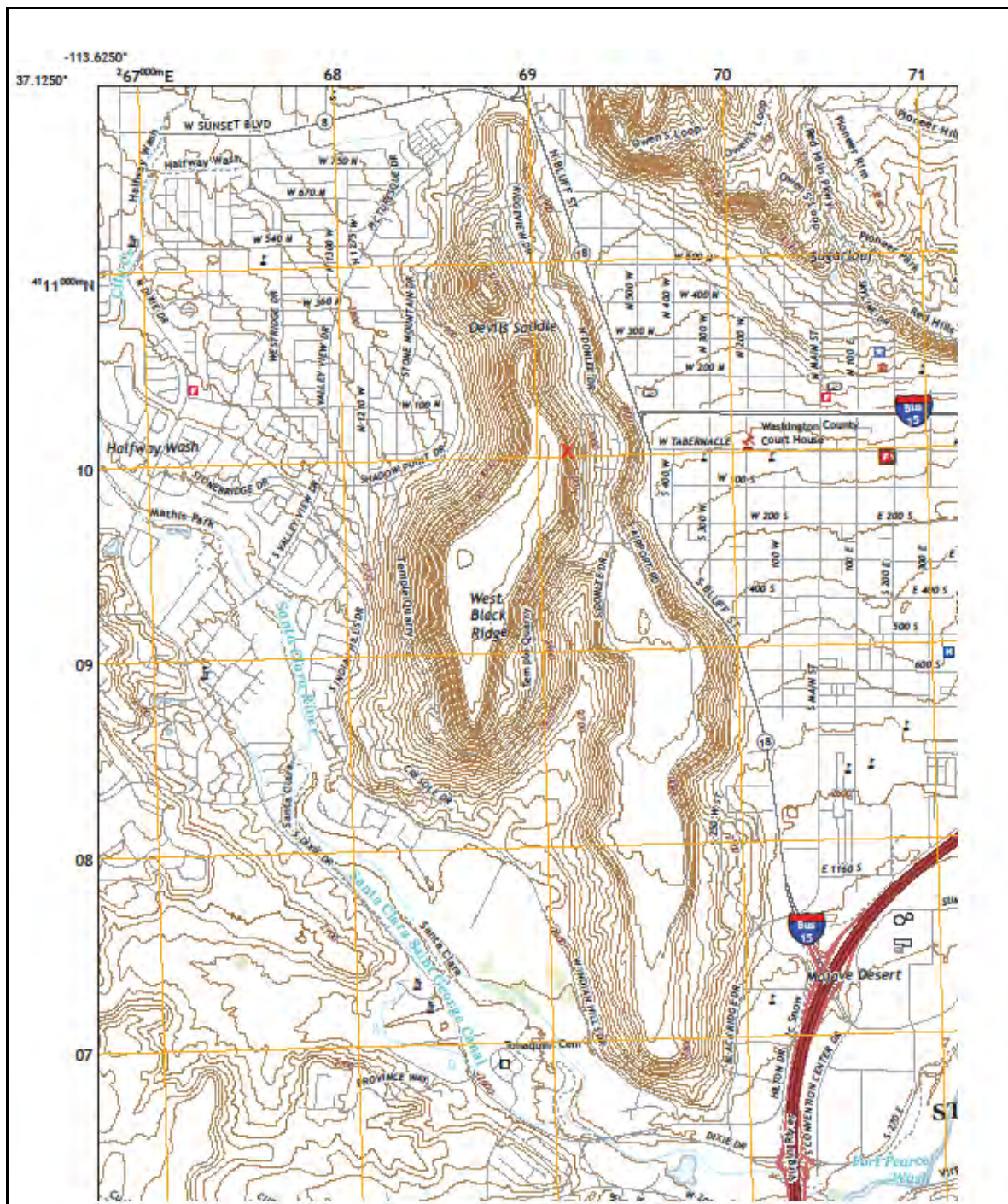
### Additional Documentation

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.)

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X = location on Saint George Quadrangle USGS Map (2020)

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**Dixie Hillside "D"**  
Black Hill  
St. George, Washington Co., UT  
84770

**MAP #1**



Latitude: 37.108130° N Longitude: -113.597900°

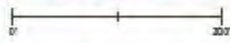


Dixie Hillside "D" Boundary





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**MAP #2**

-  Latitude: 37.108130° N    Longitude: -113.597900°
-  Dixie Hillside "D" Boundary

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PHOTO KEY

Dixie Hillside "D"  
St. George, Utah

Dixie Hillside "D"  
Name of Property

Washington, Utah  
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### 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: Dixie Hillside D

City or Vicinity: St. George

County: Washington State: UT

Photographer: Kyle Wells

Date Photographed: February 2022

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

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1 of 7. Aerial photograph. Camera facing west.



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2 of 7. Aerial photograph. Camera facing north along black hill.



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3 of 7. Detail of whitewashed basalt rocks. Camera facing west and up.



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4 of 7. Detail of newer LED lighting system. Camera facing down.



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5 of 7. Close-up detail of whitewashed basalt rocks. Camera facing down.





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6 of 7. Photograph of 2015 commemorative plaque. Camera facing southeast.



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7 of 7. Aerial photo of Hillside "D" and setting. Camera facing west



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**Figures**



Figure 1 of 4

Description: First whitewashing of Hillside "D"  
Source: Utah State Historical Society  
Date: 1915

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Figure 2 of 4

Description: First whitewashing Of Hillside "D"  
Source: Washington County Historical Society  
Date: 1915

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Figure 3 of 4

Description: Hillside "D" Looking West Up Tabernacle Street  
Source: Utah State Historical Society  
Date: Unknown

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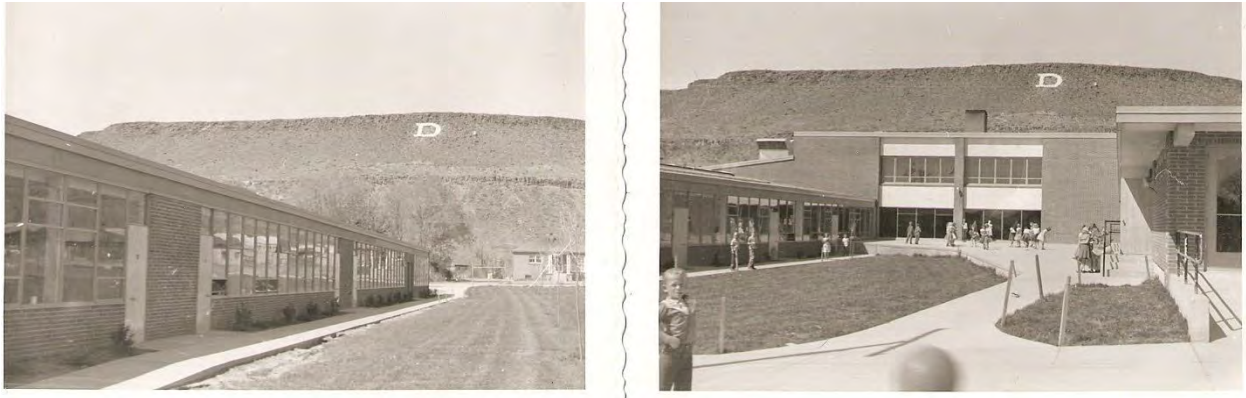


Figure 4 of 4

Description: Hillside "D" As Seen from Newly Constructed West Elementary, Looking West

Source: Washington County Historical Society

Date: 1956

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**Property Owner information:**

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

Name John Bowler - Dixie College Alumni Association

Address 225 S. 700 E.

City or Town St. George State Utah Zip code 84770

Telephone/email (602)743-1809/john.bowler@dixie.edu

**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.