

United States Department of the Interior
National Park Service / National Register of Historic Places Registration Form

Rushmer Building
 Name of Property

Weber County, Utah
 County and State

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.

NRHP Listed Date:

6/13/2022

1. Name of Property

Historic name: Rushmer Building

Other names/Site Number: _____

Name of related multiple property listing: Commercial and Industrial Properties of Ogden, Utah, 1845-1975

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

2. Location

Street & number: 2434-2436 Washington Boulevard

City or town: Ogden State: Utah County: Weber

Not for Publication: _____ Vicinity: _____

3. State/Federal Agency Certification

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

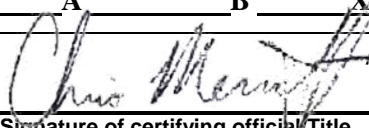
I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36CFR Part 60.

In my opinion, the property ☒ 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:

A B X C D

		<u>SHPO</u>
<u>Signature of certifying official/Title</u>		<u>5/11/2022</u> <u>Date</u>
<u>Utah Division of State History/Office of Historic Preservation</u> <u>State or Federal agency/bureau or Tribal Government</u>		

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

<u>Signature of commenting official:</u>		<u>Date</u>
<u>Title:</u>		<u>State or Federal Agency/Bureau</u> <u>or Tribal Government</u>

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4. National Park Service Certification

I hereby certify that this property is:

- ☐ Entered in the National Register
☐ Determined eligible for the National Register
☐ Determined not eligible for the National Register
☐ Removed from the National Register
☐ Other (explain): _____

 Signature of the Keeper

 Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply)

- Private ☒
 Public – Local ☐
 Public – State ☐
 Public – Federal ☐

Category of Property

(Check only **one** box)

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

Number of Resources within Property

(Do not include previously listed resources in the county)

Contributing	Noncontributing	
1	0	Buildings
0	0	Sites
0	0	Structures
0	0	Objects
1	0	Total

Number of contributing resources previously listed in the National Register: 0

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(Enter categories from instructions)

COMMERCE / specialty store = furniture store, jewelry store

COMMERCE / professional = optometrist office

Current Functions

(Enter categories from instructions)

COMMERCE / professional = artist studio, musician studio

SOCIAL / meeting hall

7. Description**Architectural Classification**

(Enter categories from instructions)

MODERN MOVEMENT / Art Deco

Materials

(Enter categories from instructions)

Foundation: brick, stone, concrete

Walls: brick (structural)

Walls: glass / Vitrolite (storefront)

Walls: glass / stucco (storefront)

Walls: metal / steel

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(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 Rushmer Building, in Ogden, Weber County, is two-part commercial block constructed in 1901 in Ogden's central business district on Washington Boulevard. Through two periods of significant alterations, the building is representative of the national trend to modernize older commercial districts: during the Great Depression, with its glass tile storefront, and in the post-World War II era, with its second-story stucco application. The building has been in continual commercial use since its construction.

The Rushmer Building was originally constructed in 1901 as a two-part commercial block-type building with Victorian Eclectic stylistic features. The building façade was altered in ca. 1921, 1939, and 1956. The building remains recognizable as a two-part commercial block through its massing, proportions, and spatial relationship with adjacent buildings. The 1939 and 1956 façade alterations remain intact and have become significant in their own right. The alterations are the physical vestiges of the trend to modernize the Washington Boulevard commercial district in Ogden and have gained significance as a rare surviving example of this architectural trend that occurred during the Defense-Based Economy 1929–1953 (Defense) and Decline of the Railroads, Suburbanization, and a Return to Industrialization 1954–1975 (Reindustrialization) periods of *the Commercial and Industrial Properties of Ogden, Utah, 1845–1975* Multiple Property Documentation Form. For this reason, the period of significance is 1939 to 1956, during which time the Rushmer Building attained the characteristics that make it significant. The Rushmer Building has not undergone significant exterior alteration since 1956 and retains integrity of location, design, materials, workmanship, and association sufficient to convey its significance within these two contexts. It is therefore eligible for listing on the National Register of Historic Places under *Criterion C*.

NARRATIVE DESCRIPTION*Building*

Research indicates the building at 2434–2436 Washington Boulevard was constructed in 1901 by Adam Patterson and David Eccles concurrently with the adjoining Patterson Block to the north (Figures 1–4).¹ Title research and Sanborn Maps of Ogden indicate that Patterson and Eccles purchased a wood-framed saloon at the same address from the estate of James L. Dee in 1901 and constructed the extant brick building by October of the same year (Figure 5 and Figure 6). The street address for the building first appears in the *Ogden Standard* in 1901 as one of several street numbers for Ogden Furniture and Carpet Company (*Ogden Standard* 1901). The building has since housed a series of specialty stores and professional offices (Table 1).

The building is a two-part commercial block-type building in a row of abutting commercial buildings (see Figure 1). The building has a narrow street frontage that is 22 feet wide and a long interior that is 119 feet deep. The north and south side walls adjoin the neighboring buildings while the west (primary) elevation faces Washington Boulevard, and the east (rear) elevation faces Canal Alley and a parking area in the middle of the block. The foundation is constructed of uncoursed stone ashlar below grade. The

¹ Historic images depict similar architectural detailing on the street-facing elevations of the two buildings in the 1920s, and the extant rear elevations have nearly identical gable roofs with central circular vents in the gable ends.

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walls are constructed of load-bearing red brick laid in common bond. As it was originally constructed, the west elevation facing the street exhibited architectural details characteristic of Victorian Eclectic commercial buildings such as patterned brick work, belt courses, and sunburst motifs. Above the west elevation, the roof is flat and hidden behind a parapet that has been truncated from the original parapet and central finial. Midway through the building, the roof transitions to a rear gable visible above the east elevation. The roof is clad in asphalt rolled roofing.²

Exterior

In 1939, the storefront was reconfigured, and the exterior of the first story was clad in Vitrolite glass, characteristic of Art Deco and Moderne storefronts of the 1930s and 1940s (see Figure 2 and Figure 3). Opposing aluminum sash display cases were constructed at the sidewalk on either side of the central entrance to capture the attention of pedestrian consumers in the commercial district. The terrazzo floor was designed to draw consumers into the entrance toward the flanking wood stile and rail doors featuring seven horizontal lites, which lead to two commercial spaces on the first floor. Opposing display cases are adjacent to either entry.

The Vitrolite glass initially extended above the storefront emblazoned with the name and symbol of the Rushmer Building. In 1955, a fire occurred and the Vitrolite sign was replaced with the extant two-tone ribbed metal.

In 1956, the exterior of the second story was covered with concrete stucco that is incised to simulate rectangular panels. Concurrently, the original window openings were reduced in size, and the original glazing was replaced with the extant sliding aluminum sash windows. The smaller windows provided greater surface area for applied signage at the second story, characteristic of 1950s and 1960s storefronts. When this modification was made, Farr Jewelers occupied the second-story commercial space, and a large “Farr & Co.” sign was affixed to the exterior of the second story (see Figure 4).

The east (rear) elevation faces Canal Alley—historically, the location of an irrigation canal—and a parking lot and contains a rear entrance into the second-story store at grade. Historically, the east elevation stood two stories tall above grade. A well adjacent to the first story was created by the fill for the existing road and covered with the existing concrete entry stairs. The exterior of the first story remains extant underground and retains the historic or original freight entry door and two original windows. The freight door consists of two outer hinged wood doors with a two-lite transom in a segmental arch door surround. The door is offset to the north end of the west elevation. The windows are fixed three-over-three lite wood sash windows with two-lite transoms set in segmental arched openings and supported on sandstone.

Interior

The Rushmer Building consists of three commercial spaces in the first story (two on the north side and one on the south) and one in the second story (Figure 7 and Figure 8). The interior of the building retains a myriad of features from the original building and its subsequent renovations, but the space predominantly exhibits features dating to the 1960s and 1970s. Original features in the building are limited to the freight area at the rear first story, a pulley-operated elevator, select beadboard paneling, select baseboard trim, original flooring in the second-floor shop, and decorative vent covers.

The north half of the first story is divided into front and rear commercial spaces. The front space is finished with laminate wood flooring, blonde wood paneling characteristic of the 1950s, and a drop ceiling. A columned side aisle is below the stairs and leads to the second-floor commercial space. The

² The roof composition and cladding were identified in aerial imagery (Google Earth 2020).

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rear space is open, with vinyl flooring, beadboard wainscoting, and a false ceiling. A modern bathroom is between the rear north commercial space and the freight area at the rear of the building.

The south commercial space on the first story dates primarily from the late 1960s and 1970s and consists of a showroom, small front room, corridor, office, lavatory, and freight area. The showroom is finished with vinyl tile flooring, wood paneling covering the walls, and a drop ceiling that has reduced the full height of the ceiling. A small room adjacent to the storefront entrance retains the access window for the south storefront display. Beyond the showroom, a narrow corridor leads to a small room, which may have served as an optometrist's office, and the rear freight space. The basement is accessed from the rear freight area. The pulley-operated elevator and shaft remain intact in the first floor and basement.

The second-story commercial space consists of a showroom that is accessed from the stairs in the side entrance of the storefront and a shop area accessed from the rear at Canal Alley. A utility space is in between. The showroom space retains select features dating to the 1960s when Farr and Company occupied the second story, including a double door enclosure around the stair landing and a two-way mirror in the east wall. The room is finished with carpeted flooring, pegboard wall cladding, and a drop ceiling. The shop space retains the original wood flooring; although, the elevator shaft has been removed and the floor patched in.

Site / Setting

The Rushmer Building stands on the east side of the 2400 block of Washington Boulevard, in the center of Ogden's central business district. The east side of the block retains an abutting series of late nineteenth-century commercial buildings dating from 1856 to 1927. The west side of the street was redeveloped in 1972 and 1997 with three large buildings that overshadow the Peery Egyptian Theater.

Integrity

The registration requirements in the *Commercial and Industrial Properties of Ogden, Utah, 1845–1975 Multiple Property Documentation Form* call for allowances when evaluating the integrity of two-part commercial blocks under any of the National Register criteria. Alterations to modernize storefronts may be significant in their own right for their association with historic trends to modernize older commercial districts in the Great Depression and the post–World War II era. A modernized two-part block may qualify for registration during the modernized period of significance—the period of alteration—if it retains integrity from that period and is associated with the events, trends, and patterns in commerce in Ogden during that period. The Rushmer Building has not undergone significant exterior alteration since 1956. It retains integrity of location, design, materials, workmanship, and association from the modernized period of significance. It is therefore eligible for listing in the National Register of Historic Places under *Criterion C* in the area of Architecture.

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

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

Criteria Considerations

(Mark "x" in all 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

Period of Significance

1939–1956

Significant Dates

1939

1956

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

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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 Rushmer Building was constructed in 1901 in Ogden, Weber County, Utah in the center of the commercial district on Washington Boulevard; its storefront was modernized in 1939 and 1956. These alterations coincide with the Defense and Reindustrialization periods detailed in the *Commercial and Industrial Properties of Ogden, Utah, 1845–1975 Multiple Property Documentation Form*. The period of significance for the Rushmer Building is 1939 to 1956, when the modernization alterations were made to the storefront and when the Rushmer Building attained its current exterior appearance.

The Rushmer Building is significant at the local level under *Criterion C* in the area of Architecture as a rare surviving example of local architectural trends to modernize the storefronts of late nineteenth- and early twentieth-century buildings in Ogden's commercial district. These trends occurred first during the Great Depression and New Deal era as a means to stimulate the economy. In Ogden, Washington Boulevard—the main commercial district providing goods and services for residents of Ogden and Weber County—was first modernized with sleek street-level storefronts in the 1930s and early 1940s during the Defense period. The Rushmer's black and gray Carrara glass storefront exemplifies this trend. Modernization transformed Washington Boulevard again in the late 1940s and 1950s in response to increased competition from automobile-oriented, decentralized shopping areas. Alterations included large graphics and signage over unornamented slipcovers, or stucco applications to the upper stories of these storefronts to appeal to consumers traveling by automobile. The Rushmer's stucco clad storefront is emblematic of second story modernization that proliferated on Washington Boulevard.

Of the modernized storefronts on Washington Boulevard, many buildings were demolished entirely as a result of urban renewal projects in the late 1970s. For those buildings that remain, street-level storefronts and upper stories have been restored to earlier appearances or further altered since the 1970s. The Rushmer Building has not undergone significant exterior changes and is likely the only building that retains both an intact structural glass storefront from the 1930s and a stucco application from the 1950s. As a result, the Rushmer Building is a rare surviving example of architectural trends that characterized modernization in Ogden's Defense Period and the Reindustrialization period as detailed in the associated MPDF. The building is being nominated to the National Register of Historic Places in an effort to preserve its existing historic character through the Federal Historic Tax Credit program.

NARRATIVE STATEMENT OF SIGNIFICANCE

(Provide at least one paragraph for each area of significance.)

Criterion C Significance

Architecture

The *Commercial and Industrial Properties of Ogden, Utah, 1845–1975 Multiple Property Documentation Form* serves as the basis for evaluating resources associated with the commercial and industrial enterprise in Ogden and delineates the economic history of Ogden into five economic periods:

- Settlement of an Agricultural Community, 1845–1868 (Settlement)
- Development of a Multicultural Railroad Hub, 1869–1889 (Railroad)
- Growth of Commercial Enterprise and Industrialization, 1890–1928 (Commercial and Industrialization)
- Great Depression and Transition to a Defense-Based Economy, 1929–1955 (Defense)

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- Decline of the Railroads, Suburbanization, and a Return to Industrialization, 1955–1975 (Reindustrialization)

The Rushmer Building is significant in the area of Architecture because it is extant evidence of architectural trends that physically manifested in Ogden on Washington Boulevard in the central business district first during the Great Depression and New Deal Era and again after the World War II. As noted in the MPDF, the architectural trend to modernize downtown “Main Street” commercial districts first occurred during the Great Depression in street-level storefronts in the mid- to late 1930s and early 1940s during the Defense period. During this time, the Rushmer Building was modernized with a characteristic structural glass street-level storefront. After World War II, the general pattern of decentralization, the development of suburban shopping areas, and the proliferation of automobiles were in direct competition with the downtown commercial district. In Ogden, this pattern again manifested in the central business district on Washington Boulevard in the late 1940s and throughout the 1950s during the Defense and Reindustrialization periods. These trends exacerbated existing criticism of the older commercial districts that were not convenient for or compatible with consumers traveling by automobile. In response, commercial buildings, such as the Rushmer Building were again modernized with stucco applications or architectural slipcovers to the upper stories, creating a canvas for larger advertising.

Modernizing in the Great Depression and the New Deal Era

Used generally, the term *Main Street* refers to the archetypical commercial district that developed during the late nineteenth and early twentieth centuries in the center of towns and cities across the United States. Although no commercial district is identical, similar characteristics are anticipated in the typical Main Street, which critics described as homogenous in the early 1900s (Esperdy 2008:15). In *Modernizing Main Street*, Esperdy aptly describes this archetype as

a physical pattern and spatial matrix that was fixed by 1900—a linearly developed, densely built strip in which commercial establishments clustered together to form a business and retail zone occupying contiguous, intersecting, or parallel blocks. A typical strip consisted of two- or three-story buildings arranged in continuous rows, punctuated by additional structures whose heights varied from four to ten stories depending on the size of the town and the value of the land. Much of Main Street’s built fabric dated to the era of rapid economic expansion in the late nineteenth century and possessed a formal organization largely determined by commercial and speculative real estate exigencies. (Esperdy 2008:17)

Ogden’s central business district originated in the present 2400 block of Washington Boulevard in the Settlement period by providing limited goods and services to the agricultural community. In the decades after the railroads were completed, the district spread north and south on Washington Boulevard and west along 24th and 25th Streets. By the turn of the twentieth century in the Commercial and Industrial period, the central business district in Ogden paralleled the Main Street archetype. Abutting commercial blocks and warehouses lined the streets with taller vertical blocks anchoring the corners.

Two distinct commercial districts emerged during this time in Ogden. Twenty-fifth Street served as the entertainment district catering to railroad passengers and industry laborers, whereas Washington Boulevard provided goods and professional services for residents of Ogden and Weber County and struggled to stimulate consumer spending during the Great Depression. The campaign to modernize appealed to cultural sentiment at that time. To modernize was to remove the dated stylistic features and ornaments characteristic of late nineteenth- and early twentieth-century commercial buildings. In the 1930s, these were universally perceived as obsolete.

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To a consuming public being educated to recognize heavy molding, pronounced cornices, jutting dormers, elaborate masonry, and cast-iron storefronts as signifiers of age, these features rendered a building “an antiquated nightmare”—but not irrevocably. As the FHA put it, “Buildings can be rescued from obsolescence by a few simple operations” on their exteriors. The building, like a streamlined consumer good, was stripped of ornament and details and sheathed in a veneer of materials perceived as modern: Carrara and Vitrolite structural glass, Formica and Micarta laminated plastic, or Enduro and Veribrite enameled steel. (Esperdy 2008:163)

As noted in the Ogden MPDF, only three extant commercial buildings were completed between 1931 and 1934, emblematic of the decline in the construction industry during the early 1930s (Utah Division of State History 2021). Amidst the suite of federal relief programs created under the New Deal, federal loan programs were enacted to encourage renovations to the existing building stock, which would thereby stimulate the construction industry and entice consumer spending at newly modernized stores. In 1934, Title I of the National Housing Act authorized the Federal Housing Administration (FHA) to insure private lenders against losses on low-interest loans for modernization projects on existing residential and non-residential buildings (Esperdy 2008). This program, known as the Modernization Credit Plan, was spearheaded by Utah banker and special assistant to the Secretary of the Treasury, Marriner S. Eccles, and the president of the General Motor Holding Corporation, Albert L. Deane (Esperdy 2008:56). As the goal of the Modernization Credit Plan was to generate as much construction and lending activity as possible, all forms of real property, residential and non-residential, were eligible for the program.³

Once the Modernization Plan was enacted, its success hinged on participation in the program. In the summer of 1934, the FHA launched the Better Housing Program as a public awareness and mass marketing campaign to persuade the public to take advantage of the program:

At the same time, the FHA embarked on an ambitious public relations campaign intended to promote building modernization as a curative to the woes of the Depression: modernization would stimulate the building activity that would put money back into circulation and put people back to work; the modernized store would stimulate the shopping activity that put even more money back into circulation, especially from those who had previously been unemployed. (Esperdy 2008:7)

Advocacy for modernization proliferated in nationally published magazines and local newspapers through manufacturer and financial lender advertisements. The modernist message was popularized among property and business owners through trade publications and sign companies (Jackson 2017). Across the country, business owners applied sleek appearances to street-level storefronts with striking and colorful materials and streamlined designs influenced by the International, Art Deco, and Art Moderne styles in the 1930s and early 1940s (Esperdy 2008). Modernized storefronts of the Great Depression era are characterized by strong planar surfaces clad in flat panels of glass tile and porcelain enamel, aluminum sash display windows, and neon exterior lighting. All of which exhibited as stark visual contrasts to the materials that had previously characterized late nineteenth and early twentieth century commercial districts (Jackson 2017). Of the materials popularized during the modernization movement, glass tile—most commonly Carrara or Vitrolite—was deliberately and widely marketed for modernizing storefronts (Esperdy 2008:106).

In Ogden, references to modernizing and advertisements to modernize appeared in the *Ogden Standard-Examiner* as early as the late 1920s and continued to ebb and flow into the 1970s. However, the term *modernize* became a part of the vernacular in the 1930s and reflects the cultural sentiment that modern was the path forward during the period of economic recovery. Advertisements motivating consumers to

³ Whether the owners of the Rushmer Building took advantage of any of the modernization plans is not known.

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modernize peaked in 1934. Provocations such as, “Modernize; make your home livable!” appeared in tandem with advice on how to borrow through the FHA loan program (*Ogden Standard-Examiner* 1934a). In 1935, First Security Bank of Utah was advertising FHA home loans to “help you to buy, build, repair, modernize” (*Ogden Standard-Examiner* 1935a). And in 1938, First Security Bank of Utah was advertising “Loans to Modernize Homes and business properties under the provisions of the liberalized F.H.A Amendments,” specifically noting it was time for new storefronts (*Ogden Standard-Examiner* 1938).

The result of this campaign manifested in the central business district as businesses on the 2400 block of Washington Boulevard and tangential blocks modernized storefronts throughout the 1930s. Newly modernized stores advertised their new sleek appearances and striking materials. In 1934, Broadstone Drugs at 25th Street and Washington Boulevard advertised the reopening of its newly modernized store and boasted a Vitrolite backbar and “novel window arrangement” through which the street was visible from the store interior (*Ogden Standard-Examiner* 1934c). The following year, Lincoln White’s jewelry store at 2473 Washington Boulevard was heralded for its dark, sleek storefront adding “another modern store to the business district,” and Payless Drug Store at 2415 Washington Avenue invited residents to “visit the most modern drug store in the Inter-Mountain Region” (*Ogden Standard-Examiner* 1935b; 1935c). In 1936, W.P. Fuller & Co. opened a “new modern store” at 2430 Washington Boulevard just north of the Rushmer Building. In 1940, J.C. Penney Co. touted the economic results of its newly modernized store at the corner of 24th Street and Washington Boulevard:

They came! They saw! They approved the NEW GREATER PENNEY’S! For three days the aisles at Penney’s were crowded with people from all over northern Utah, viewing and sharing in the excitement of this newly modernized store! (*Ogden Standard-Examiner* 1940)

In the midst of the ambitious modernization campaign, the street-level storefront of the Rushmer Building was modernized in 1939 and was noted for its “one of the most attractive in the city, being done in black and gray Carrara Glass, with colorful neon signs” (*Ogden Standard-Examiner* 1939). The modernized storefront featured a streamlined appearance with glass tile in contrasting black and white tones and aluminum sash display windows characteristic of the period. The storefront was capped with the building’s symbol, also in glass tile, and large neon eyeglasses (see Figure 3). The new storefront was emblematic of the modernization frenzy on Washington Boulevard.

Modernizing in Response to Automobiles and Suburbanization

After World War II, Main Streets were again transformed with a second generation of storefront modernizations. The general pattern of decentralization, the development of suburban shopping areas, and the proliferation of automobiles were in direct competition with Main Streets across the country. This pattern exacerbated the existing criticism of the older commercial districts that were no longer convenient for or compatible with consumers traveling by automobile. In response, business owners on Main Street, particularly those on national and state highway routes, again modernized storefronts to attract the attention of fast-moving consumers traveling in automobiles. To appeal to fast-moving consumers, upper portions or upper stories of older commercial buildings were transformed into blank canvases with large graphics and signage. Windows were often removed, reduced, or covered, and the exterior was streamlined with an architectural slipcover (Jackson 2017). Architectural slipcovers varied in complexity and use of a single material, such as masonry, glass, stucco, plastics, and composite materials, or a combination of them. Slipcovers were sometimes fabricated for easy installation and removal on the existing exterior façade. However, in some instances, slipcover applications involved removing surfaces characteristic of earlier periods, such as cornices, belt courses, and window hoods.

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In Ogden, World War II reignited the economy with an increased demand for goods to support the war effort and an increased population arriving in Ogden for employment opportunities at the Utah General Depot and Hill Air Force Base (Roberts and Sadler 1997). Suburban housing developments were constructed to accommodate Ogden's growing population and supported the increasing pattern of decentralization. Ogden experienced an economic and commercial shift in which suburban shopping strips and consumers were lured out of the central business district at the edge of the city to the peripheral towns of South Ogden and Riverdale, where ample space was available for sprawling parking lots; large signage; and long, low buildings set back from the road. Automobiles exacerbated the appeal of suburban shopping strips, which were typically one-story buildings and quickly constructed along major roads leading away from the city.

Long and low, they responded to the horizontal spread of the highway and to the imperatives of the automobile, especially as builders set them back from the road to provide perpendicular or diagonal parking for passing vehicles. (Esperdy 2008:20)

Increased competition from suburban shopping and the predominance of consumers traveling by automobile changed the appearance of the commercial district on Washington Boulevard, which is also U.S. 89. Beginning in the late 1940s and throughout the 1950s, business owners on Washington Boulevard between 22nd and 26th Streets modernized to compete with decentralized shopping and chain stores. The upper façades of the existing one- and two-part commercial buildings were transformed into blank canvases with large graphics and signage that would attract the attention of fast-moving consumers traveling in automobiles.

The frenzied excitement for this second generation of new storefronts again appeared in the *Ogden Standard-Examiner* through the 1950s. At 2305 Washington Boulevard, Leven's enticed customers to a remodeling sale with a new storefront featuring a windowless upper story and full-width "Leven's" sign (*Ogden Standard-Examiner* 1948). In 1952, Midgley's, at 2484 Washington Boulevard, appealed to his "old friends and customers" with a new storefront (*Ogden Standard-Examiner* 1952). Adjacent to the Rushmer Building at 2444 Washington Boulevard, Block's advertised a new storefront in 1960: "A new front . . . a modern front to contribute to a fast growing Ogden" (*Ogden Standard-Examiner* 1960). Rushmer too modernized the upper story of his building in 1956 with the existing stucco front on the second story and a large sign for "Farr & Co" characteristic of the period (see Figure 4) (*Ogden Standard-Examiner* 1956).

Conclusion

Most one- and two-part commercial blocks on Washington Boulevard between 22nd and 26th Streets were modernized with either or both a streamlined street-level store front an upper story stucco and an architectural slipcover and signage (Stewart Library 1920–1975). Since the late 1970s, many have been demolished, and many of the slipcovers have been removed or altered in later periods. Based on Weber County Tax Assessor photographs from the 1940s–1970s, the west side of the 2300 block was entirely modernized with new street-level storefronts and stucco or architectural slipcovers (Figure 9–Figure 17). These blocks, bounded by Washington Boulevard, 24th Street, and 22nd Street were demolished ca. 1977 in an early urban renewal project for the construction of the Ogden City Mall which was subsequently demolished between 2002–2004 for the extant The Junction mixed-use development. On the east side of the 2200 block several of the one-part commercial blocks retain architectural slipcovers; however, at least one slip cover has been removed at 2246 Washington Boulevard to reveal the early twentieth century façade, and one building at 2276 Washington Boulevard has been demolished (Figure 18–Figure 20). In the 2400 block of Washington Boulevard, either neighboring or across the street from the Rushmer Building, several buildings exhibiting modernized storefronts have also been demolished, one building was inaccurately restored (see Figure 4; Figure 21–Figure 23, and at least four buildings have been further altered.

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Based on these changes, Washington Boulevard does not retain sufficient integrity or sufficient contributing resources to represent a unique and distinguishable historic district. The Rushmer Building is a rare surviving example of architectural trends that occurred locally on Washington Boulevard in order to modernize older downtown commercial districts first to stimulate commerce during the Great Depression and secondly in response to competition from decentralized, automobile-oriented suburban shopping areas. Since 1956, the Rushmer Building has not undergone significant exterior changes and continues to reflect the modernizations that occurred in 1939 during the Defense periods and in 1956 during the Reindustrialization period of the MPDF. The building is being nominated to the National Register of Historic Places in an effort to preserve its existing historic character through the Federal Historic Tax Credit program.

Additional Historic Context

John T. Rushmer, an Ogden optician, purchased the building in 1921, and moved his optometry business there the following year (*Ogden Standard-Examiner* 1921). Rushmer's business was noted as being "the pioneer optical shop in Ogden" (*Ogden Standard-Examiner* 1922). Rushmer reportedly updated the storefront and interior store space for his business. A historic photograph dating to ca. 1924 depicts tall display windows on either side of a central entrance and a retractable awning. Above the awning, a full-width stained glass transom spans the storefront and features patterned tulip-like lites characteristic of the 1920s (see Figure 2). A cornice delineates the first and second stories above the transom and supports a marquee sign shaped like a pair of eyeglasses.

Rushmer modernized the storefront of his building in 1939 during the height of Vitrolite use in Ogden; the storefront was noted as "one of the most attractive in the city, being done in black and gray Carrara Glass, with colorful neon signs" (*Ogden Standard-Examiner* 1939). The Rushmer Building's Vitrolite storefront featured a streamlined black surface topped with the building's symbol and large neon eyeglasses (see Figure 3).

In 1955, a fire started at the Rushmer Building; it was caused by "defective wiring in the [Vitrolite] false front" and spread to the second story (*Ogden Standard-Examiner* 1955). The fire may have been sparked by the wiring for the large neon signs, which ran behind the Vitrolite glass. As a result of this fire, the Vitrolite Rushmer Building sign was presumably removed and replaced with the existing one of ribbed metal. The following year, in 1956, Rushmer applied, possibly by himself since the newspaper referred to him as "owner-builder," the existing stucco front on the second story (*Ogden Standard-Examiner* 1956). The second story subsequently displayed a large sign for "Farr & Co" characteristic of the period (see Figure 4).

Table 1. Tenants of the Rushmer Building between 1901 and 1975

Date	First Story (south)*	Date	First Story (north)	Date	Second Story
1901–1907	Ogden Furniture and Carpet Company			1901–1907	Boyle Furniture Company
1907–	Grand Union Tea Company	1908–??	Noggle Studio		
1913	Ballantyne and Perkins "The Home Builders"			1912–	Economy Sample Shoe Shop
	Unknown	??–1927	Silvia Dee Art Shop	1916–1923	Ogden Printing Company (Thomas Feeny)
1922–1930	J. T. Rushmer, Optometrist	1927	Taylor Building (front); La Rue picture framing shop (rear)	1927	Shewell's Store (clothing)

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1930- 1966	Dr. J.T. Rushmer and Son, Optometrists	1934- 1943	Greenwell Shoes; Dr. W. G. Greenwell Chiropodist	
		1943- 1975	Wecker Shoes	
			ca. 1950	Household Finance Company
			ca. 1956	Rabe Studio
			1960- 1970	Farr and Company Wholesale Distributors
1967- 1971	Dr. H. Earl Rushmer, Optometrist		1970- 1975	Farr's Jewelry

Source: *Ogden Standard-Examiner*.

* The first story originally included only one commercial space.

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9. Major Bibliographical References

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

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Ogden Standard-Examiner

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1922 Rusher Moves into New Shop. *Ogden Standard-Examiner* 5 July:16. Ogden, Utah.

1934a Modernize. *Ogden Standard-Examiner* 21 November:11. Ogden, Utah.

1934b Model Dairy—999 Washington Ave—Opens Tomorrow. *Ogden Standard-Examiner* 26 October:7. Ogden, Utah.

1934c New Store to be Formally Opened Here Wednesday. *Ogden Standard-Examiner* 6 November:8. Ogden, Utah.

1935a Let Experts Modernize Your Home. *Ogden Standard-Examiner* 22 May:12. Ogden, Utah.

1935b Lincoln White's New Jewelry Store. *Ogden Standard-Examiner* 20 March:4. Ogden, Utah.

1935c The Town's on the Run. *Ogden Standard-Examiner* 19 July:3. Ogden, Utah.

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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): UDSH Property Record ID #106495**10. Geographical Data**Acreage of Property: 0.07 acre

(Use either the UTM system or latitude/longitude coordinates)

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

Latitude: <u>41.221863</u>	Longitude: <u>-111.970228</u>
Latitude: _____	Longitude: _____
Latitude: _____	Longitude: _____
Latitude: _____	Longitude: _____

Or

UTM Reference☐ NAD 1927 or ☐ NAD 1983

1. Zone: _____	Easting: _____	Northing: _____
2. Zone: _____	Easting: _____	Northing: _____
3. Zone: _____	Easting: _____	Northing: _____
4. Zone: _____	Easting: _____	Northing: _____

**United States Department of the Interior
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(Describe the boundaries of the property.)

The Rushmer Building is located in part of Lot 6 in Block 26 of Plat A of the Ogden City Survey. The historic boundary begins at a point that is 16 rods and 0.32 feet, more or less, south from the northwest corner of Block 26, at the center of the south wall of the Patterson Block, and running thence south 22.25 feet, more or less, to the center of the south brick wall of the James L. Dee Building; thence east 132 feet; thence North 22.25 feet, more or less, to a point due east of the place of beginning; thence west 132 feet to the place of beginning.

Boundary Justification

(Explain why the boundaries were selected.)

Title research was conducted on May 12, 2021, at the Weber County Recorder's Office. The boundary for the Rushmer Building is based on the legal description assigned to the tax parcel 1901-2021.

11. Form Prepared ByName/Title: Megan DanielsOrganization: SWCA Environmental ConsultantsStreet & Number: 257 East 200 South, Suite 200City or Town: Salt Lake City State: Utah Zip Code: 84111e-mail: megan.daniels@swca.comTelephone: (801) 322-4307Date: June 30, 2021**Additional Documentation**

Submit the following items with the completed form:

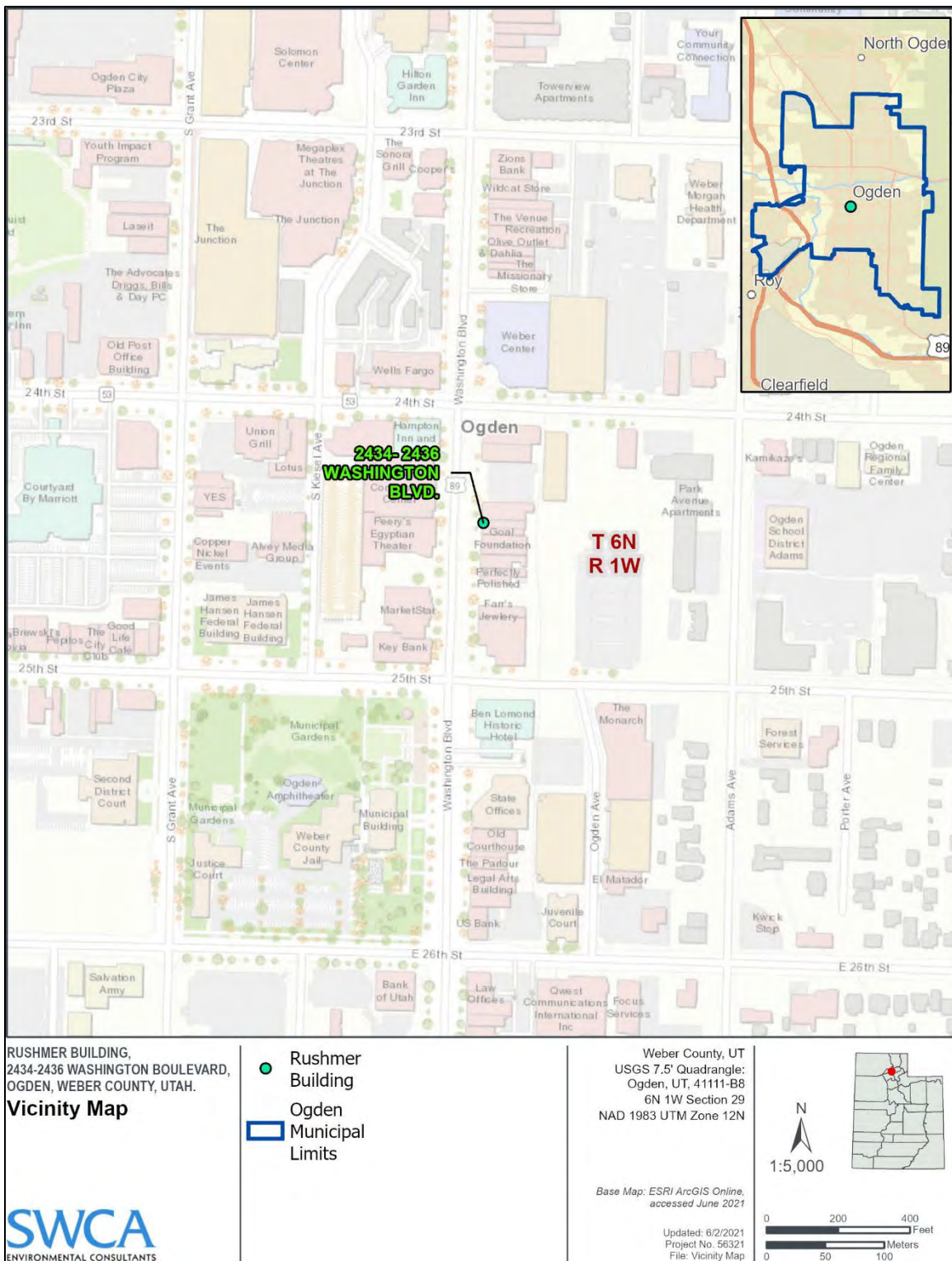
- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any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

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MAPS



Vicinity map.

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RUSHMER BUILDING,
 2434-2436 WASHINGTON BOULEVARD,
 OGDEN, WEBER COUNTY, UTAH.

Location Map

SWCA
 ENVIRONMENTAL CONSULTANTS



Rushmer
 Building-
 111.9701898°W,
 41.2218651°N



Parcel Boundary

Weber County, UT
 USGS 7.5' Quadrangle:
 Ogden, UT, 41111-B8
 6N 1W Section 29
 NAD 1983 UTM Zone 12N
 111.9702°W 41.222°N

Base Map: 2019 NAIP Imagery,
 accessed June 2021

Updated: 6/2/2021
 Project No. 56321
 File: location map

N
 1:1,000



0 40 80 Feet
 0 10 20 Meters

Location map.

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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:	Rushmer Building
Address	2434–2436 Washington Boulevard
City or Vicinity:	Ogden
County:	Weber County
State:	Utah
Photographer	Megan Daniels
Date Photographed	May 12, 2021

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Photo 1 of 24. Overview of the east side of the 2400 Block of Washington Boulevard, facing southeast. The Rushmer Building is second from the left.



Photo 2 of 24. West (primary) elevation of the Rushmer Building, facing east.

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Photo 3 of 24. Overview of the first-story storefront, facing east.



Photo 4 of 24. Centered entry to the flanking first-story commercial spaces with a side entry (left) to the second story commercial space.

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Photo 5 of 24. Detail of the flanking entry doors.



Photo 6 of 24. Detail of the patterned terrazzo floor

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Photo 7 of 24. Overview of the north display cases and the side entry to the second-story commercial space, facing northeast.



Photo 8 of 24. Overview of the south entrance display cases, facing southeast.

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Photo 9 of 24. Pieces of the Vitrolite sign that is being stored on-site at the Rushmer Building.



Photo 10 of 24. Ribbed metal signage replaced the Vitrolite signage in 1956, facing east.

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Photo 11 of 24. Exterior stucco cladding and sliding aluminum sash windows in the second story, facing east.



Photo 12 of 24. East (rear) elevation with the entry stairs and entrance to the second story at grade, facing west.

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Photo 13 of 24. Road fill enclosing the east (rear) elevation at the first story, facing south.



Photo 14 of 24. Freight door (right) and original window (left) in the first story of the east elevation, facing northwest.

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Photo 15 of 24. Interior of the front north commercial space, facing west.



Photo 16 of 24. Interior of the rear north commercial space with beadboard wall cladding, facing west.

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Photo 17 of 24. Interior of the south commercial space, facing east.



Photo 18 of 24. Interior of the small room at the west end (front) of the south commercial space, facing west.

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Photo 19 of 24. Interior of the south commercial space, facing east.



Photo 20 of 24. Hallway from the south commercial space past the optometrist office (right), facing west.

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Photo 21 of 24. Interior view of the hinged freight doors, facing east.



Photo 22 of 24. The pulley-operated elevator in the basement, facing northeast.

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RUSHMER HISTORIC PHOTOGRAPHS

Figure 1. Image of the Rushmer Building ca. 1920 with the intact Victorian Eclectic exterior. Courtesy of James Jacobs.

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Figure 2. Image of the Rushmer Building ca. 1924 with a Victorian storefront. Courtesy of James Jacobs.

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Figure 3. Image of the Rushmer Building ca. 1940 with the Art Deco storefront and most of the original second-story storefront. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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Figure 4. Image of the Rushmer Building ca. 1960 with the Art Deco storefront, ribbed metal signage and stucco on the second-story storefront. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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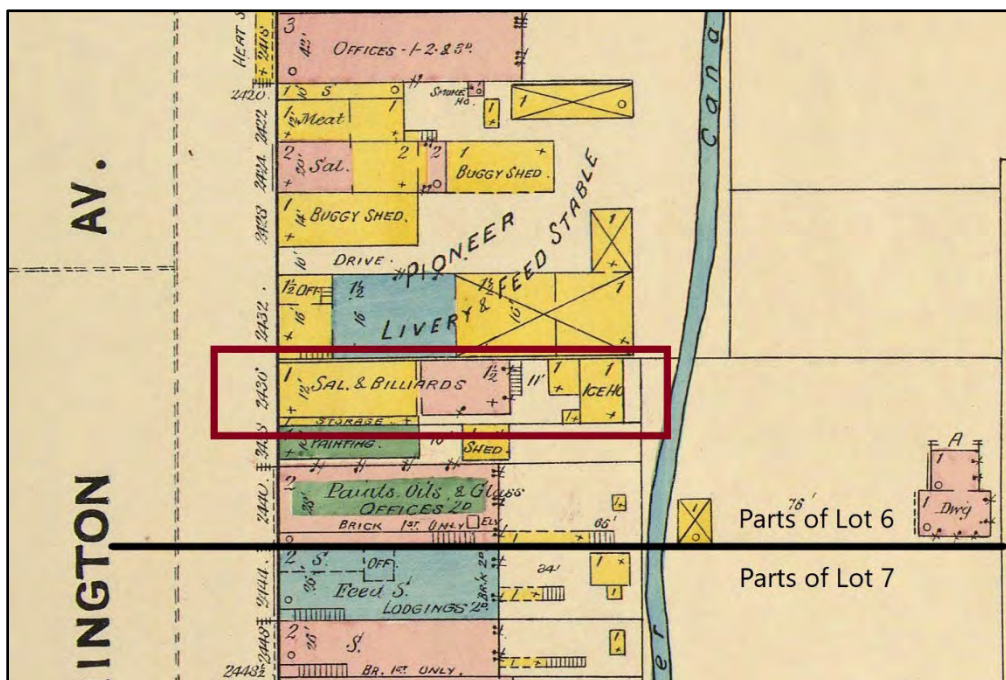
SANBORN MAPS

Figure 5. Location of the Rushmer Building on the 1890 Sanborn Map of Ogden, Utah (Sanborn Map and Publishing Company 1890).

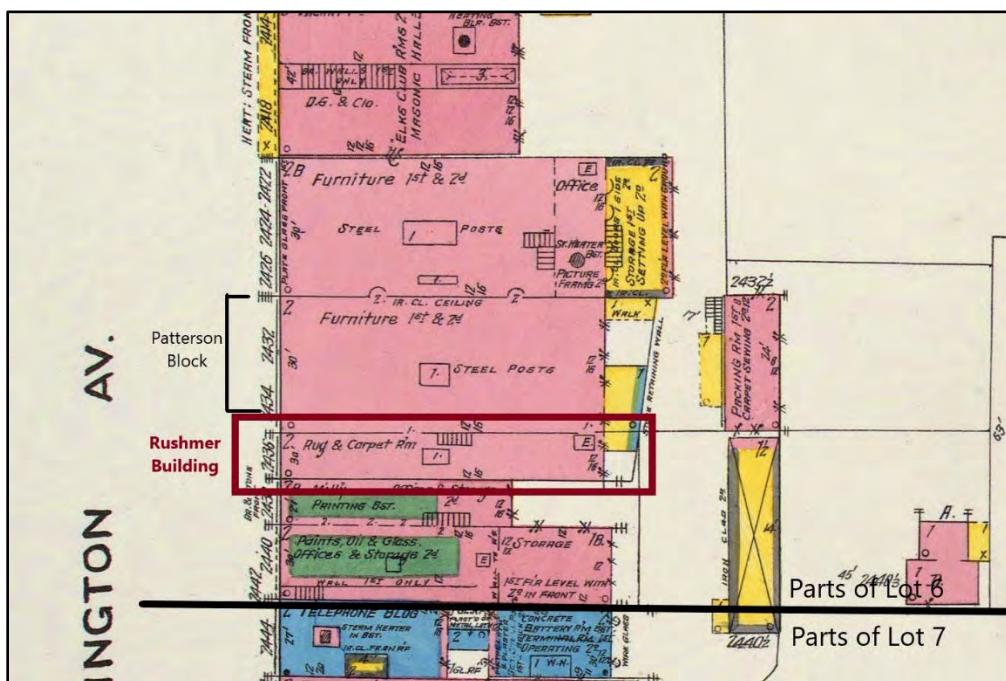


Figure 6. The Rushmer Building on the 1906 Sanborn Map of Ogden, Utah (Sanborn Map and Publishing Company 1906).

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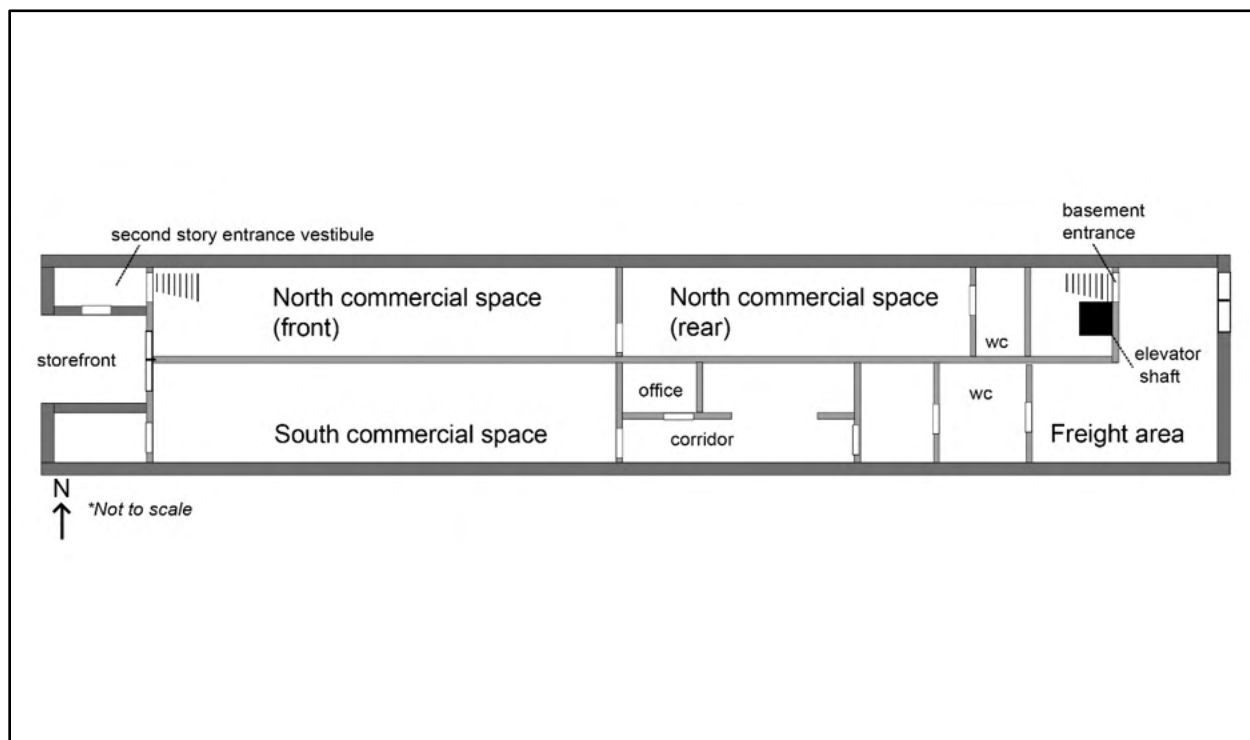
FLOOR PLANS

Figure 7. Rushmer Building, first-story floor plan.

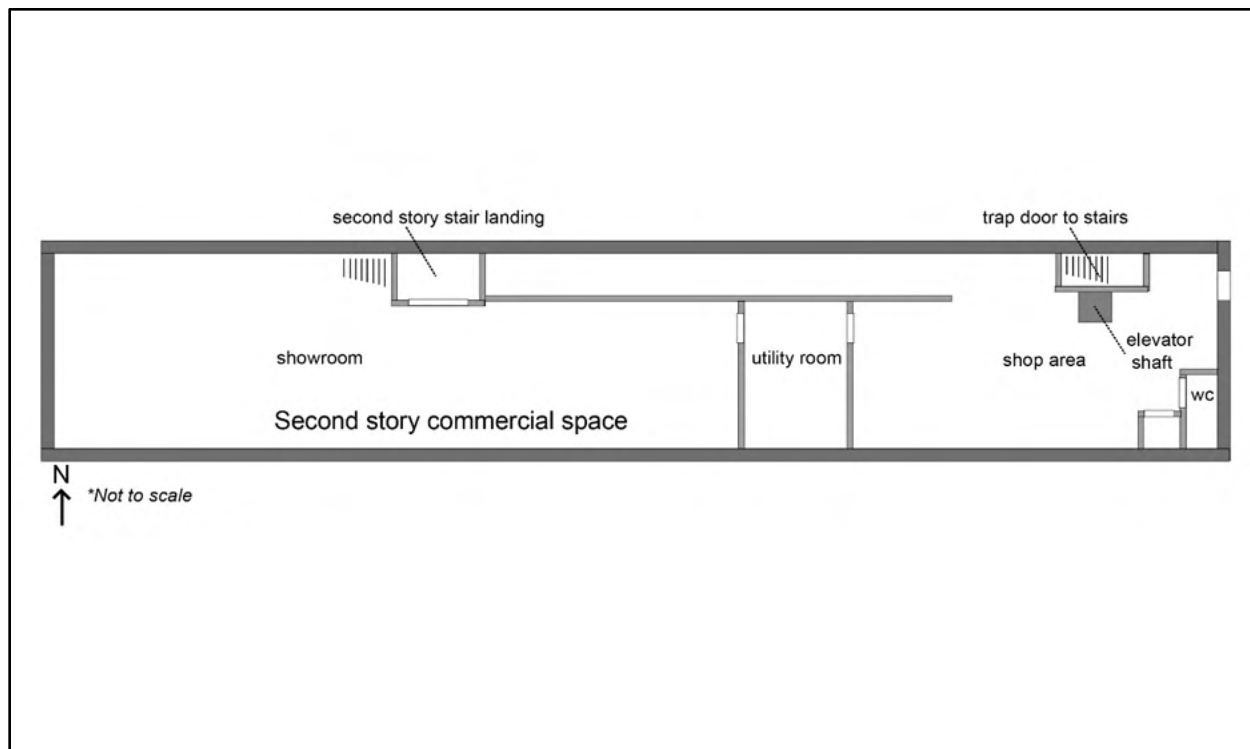


Figure 8. Rushmer Building, second-story floor plan.

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WASHINGTON BOULEVARD COMPARATIVE ANALYSIS

Figure 9. 2243 Washington Boulevard, ca. 1970, with architectural slipcover. Demolished ca. 1977. Courtesy of Special Collections Department, Stewart Library, Weber State University.



Figure 10. 2317 (far left) and 2305 (far right) Washington Boulevard, ca. 1950 with architectural slipcover. Demolished ca. 1977. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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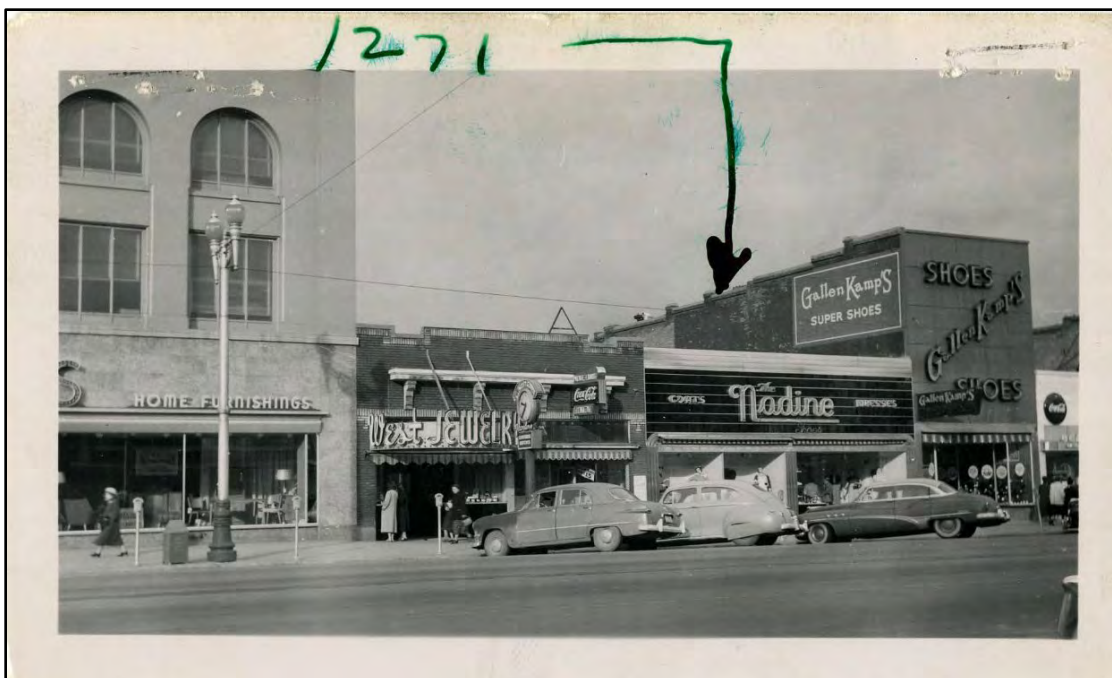


Figure 11. The Nadine at 2319 Washington Boulevard and Gallen Kamp Shoes at 2317, ca. 1950. Demolished ca. 1977. These buildings have been demolished. Courtesy of Special Collections Department, Stewart Library, Weber State University.



Figure 12. Morgan Jewelers at 2321 (far left), Doll House at 2319 (left center), and Juliette's at 2317 (center) Washington Boulevard, ca. 1970, (right) altered with architectural slipcovers. Demolished ca. 1977. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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Figure 13. Clifton's (address unknown) and Thom McAn at 2339 Washington Boulevard, ca. 1970. Demolished ca. 1977. Courtesy of Special Collections Department, Stewart Library, Weber State University.

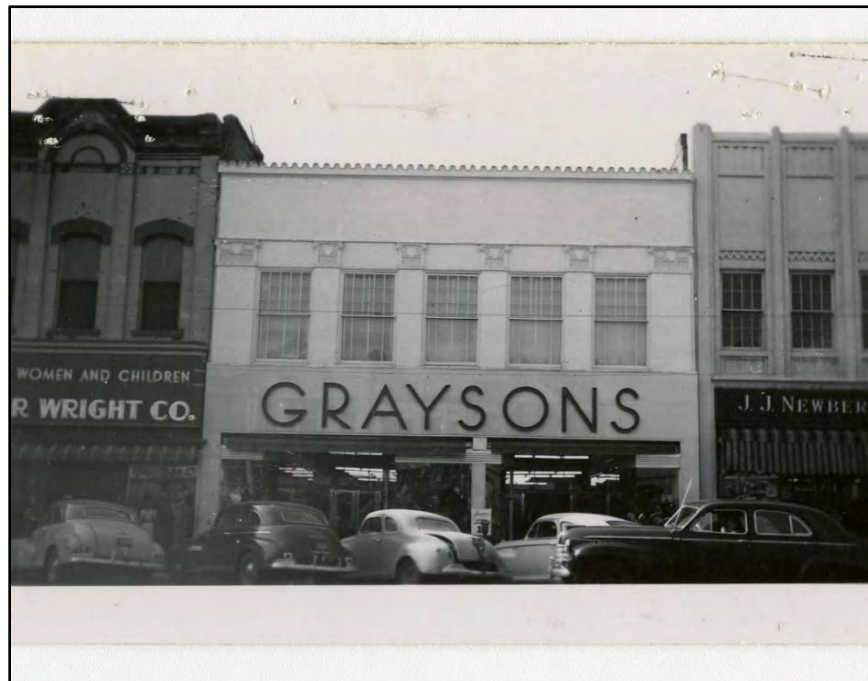


Figure 14. Graysons at 2349-2351 Washington Boulevard, ca. 1940, with modernized storefront. Demolished ca. 1977. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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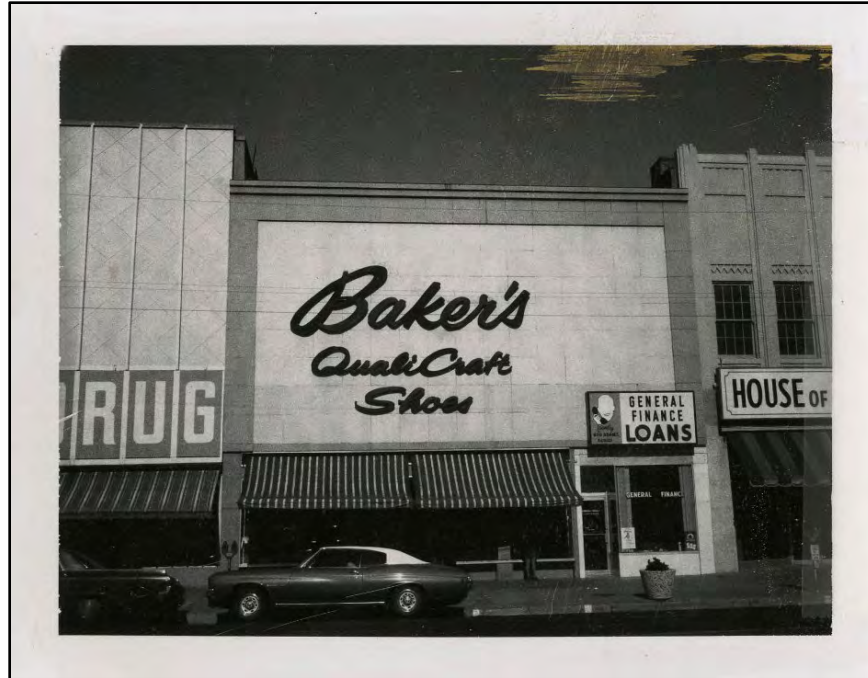


Figure 15. Baker's Quality Craft Shoes at 2349-2351 Washington Boulevard, ca. 1970, modernized with architectural slipcover. Demolished ca. 1977. Courtesy of Special Collections Department, Stewart Library, Weber State University.



Figure 16. Top Drug at 2353 Washington Boulevard, ca. 1970, (right) modernized with architectural slipcover. Demolished ca. 1977. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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Figure 17. 2242 Washington Boulevard, ca. 1970, (left) with architectural slipcover. Courtesy of Special Collections Department, Stewart Library, Weber State University.



Figure 18. 2242 Washington Boulevard (left) with the architectural slipcover removed (2021).

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Figure 19. 2276 Washington Boulevard, at the northeast corner of Washington Boulevard and 23rd Street ca. 1950. Demolished between 1993–1997. Courtesy of Special Collections Department, Stewart Library, Weber State University.



Figure 20. Earlier location of Baker's Quality Craft Shoes at 2415 Washington Boulevard, ca. 1960, (center) with architectural slipcover. Demolished. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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Figure 21. English Tailors (left) at 2427 and Zales Jewelers (right) at 2431 Washington Boulevard, ca. 1960. Both demolished. Courtesy of Special Collections Department, Stewart Library, Weber State University.



Figure 22. 2430 Washington Boulevard, ca. 1960. The architectural slipcovers have since been removed and the adjacent building at 3420 Washington Boulevard has been demolished. Courtesy of Special Collections Department, Stewart Library, Weber State University.

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Property Owner Information

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

Name: James and Mary Ann JacobsAddress: 2756 Buchanan AvenueCity or Town: Ogden State: Utah Zip code: 84403Telephone/email: jcjacobs@weber.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.