



PRELIMINARY INFORMATION FORM (PIF) for INDIVIDUAL PROPERTIES

Note: PIFs are prepared by applicants and evaluated by DHR staff and the State Review Board based on information known at the time of preparation. Recommendations concerning PIFs are subject to change if new information becomes available.

DHR No. (to be completed by DHR staff) _____

1. General Property Information

Property name: Beach Carousel Motel

Property address: 1300 Pacific Avenue

City or Town: Virginia Beach

Zip code: 23451

Name of the Independent City or County where the property is located: Virginia Beach

Category of Property (choose only one of the following):

Building [X] Site [] Structure [] Object []

2. Physical Aspects

Acreage: 0.6

Setting (choose only one of the following):

Urban [X] Suburban [] Town [] Village [] Hamlet [] Rural []

Briefly describe the property's overall location and setting, including any notable landscape features:

The Beach Carousel Motel is located on the southeast corner of the intersection of Pacific Avenue and 14th Street and the front of the building faces west across Pacific Avenue towards Lake Holly, located opposite the motel on the other side of Pacific Avenue. The lot is centrally located within the oceanfront resort area of Virginia Beach, and Atlantic Avenue is located half a block to the east, with the Boardwalk, beach, and fishing pier just beyond that. The parcels immediately surrounding the motel are occupied by parking lots - to the east, north, and south. Beyond the parking lots are high-rise hotels and commercial strips on Atlantic Avenue, and other small motels to the south along Pacific. A small, linear park, called Virginia Legends Park, abuts the property on the south side. The large Star of the Sea Catholic Church is located diagonally across the intersection to the northwest of the motel. The motel building is set back from Pacific Avenue on the rear 1/3 of the parcel, making room for a parking lot between the road and the motel. There are two original entrances to the parking lot, both accessible from Pacific Avenue, though the one furthest to the south has now been physically blocked with metal posts set in concrete-filled buckets and the space has been infilled with parking spaces. A swimming pool is prominently located in front of the motel along 14th Street; a small utility building is located beside it. Iconic, and largely original, signage is located on the northwest corner of the building and an additional freestanding sign is located along Pacific Avenue, beside one of the driveways into the parking lot. Landscaping on the property is extremely minimal; for the most part, the portion of the parcel not occupied by buildings or the pool is a paved parking lot.

3. Architectural Description

Architectural Style(s): Modern

If the property was designed by an architect, landscape architect, engineer, or other professional, please list here: Based on a newspaper article, we know it was designed by an architect but their name has not yet been discovered (this will be the focus of research for a full nomination).

If the builder is known, please list here: Jack Osmond, owner and contractor

Date of construction (can be approximate): 1967

Narrative Description (Please do not exceed one page in describing the property):

Briefly describe the property's general characteristics, such as its current use (and historic use if different), as well as the primary building or structure on the property (such as a house, store, mill, factory, depot, bridge, etc.). Include the materials and method(s) of construction, physical appearance and condition (exterior and interior), and any additions or other major alterations.

The Beach Carousel Motel is a two-story, concrete block, Modernist-style motel building with a flat roof and a rectangular footprint with a return on the north end. It includes 37 units - 23 two-room apartments with kitchens and 14 motel rooms - and was constructed in 1967. The front of the building is the west elevation, which faces the parking lot and Lake Holly across Pacific Avenue. This front elevation is characterized by a stacked arrangement of visually distinct motel units, each with a door and a large picture window. The second story units open onto a continuous cantilevered concrete balcony that serves as an exterior corridor and shelters the walkway below in front of the first story units. The balcony and balcony roof are supported by exposed concrete beams. Two flights of straight concrete stairs provide access from the parking lot to the second story units. These stairs ascend in opposite directions and are located towards the ends of building. The stairs and second story balcony are edged with a balustrade consisting of aluminum posts connected with top and bottom rails and semi-translucent fiberglass panels filling the space between the rails.

The swimming pool and surrounding courtyard are part of the original design of the motel and are located in front of the building and along 14th Street. The pool and courtyard are surrounded by a breeze block wall with globe lamps mounted on each pier. The blank wall of the motel on the west side of the return overlooks the pool; this two-story section is covered with stucco and boasts the motel's signature signage with a neon carousel and the words "Beach Carousel" rendered in large script lettering.

On the front elevation, the individual units are divided by expressed concrete block piers that support the exposed concrete beams that support the cantilevered balcony/roof. Each unit consists of panels of stucco over sheetrock framing a fixed plate glass window and a flush door, which have wood frames. A concrete block apron, with the block laid in a stacked bond, runs along the base of the wall. The office is located on the first story of the motel, beside the pool courtyard. The front wall of the office consists of three floor-to-ceiling plate glass windows in aluminum frames alongside a glass door. This storefront appears to be an alteration to the original, though the office has always been in this location.

The north side elevation of the building is covered with stucco and features two large, fixed windows centered on the elevation and vertically aligned, one on each story. The rear elevation of the motel is painted concrete block and features small slider windows, evenly spaced and vertically aligned.

The original floorplan of the motel is intact – it consists of an office and 37 guest units (23 two-room apartments and 14 motel rooms), all of which open onto an exterior walkway that fronts the parking lot. The two-room apartments are all located in the southern portion of the building, while the motel rooms are located in the area around the pool. Adjacent to the office, and connected to it by an interior door, is a manager’s apartment. This apartment is one of four that has two bathrooms – one opens off of the front living space, while the other opens off of the bedroom. In these apartments, the kitchen is located along the hallway that connects the two main rooms. All of the other two-room apartments with one bathroom have the same floorplan – the door from the balcony opens into a living room with a kitchen along the back wall; a short hallway connects the living room with a bedroom, and the bathroom opens off of this hallway. The 14 motel rooms feature a single room with two beds with a bathroom to the rear. In both the motel units and the apartments, the walls are painted concrete block and the ceilings are also painted concrete – both original finishes. Other interior materials have been changed over the years – including the carpeting in the living rooms and bedrooms and tile flooring in the hallways, bathrooms, and kitchen areas. Cabinetry, plumbing fixtures, and appliances in the kitchens and bathrooms have also been updated over the years.

The Beach Carousel Motel has been in operation as a motel since it opened in 1968. There have been no additions or significant alterations to the original design, and it is in good condition.

In a bullet list, include any outbuildings or secondary resources or major landscape features (such as barns, sheds, dam and mill pond, storage tanks, scales, railroad spurs, etc.), including their condition and their estimated construction dates.

- Swimming Pool - Contributing

The in-ground swimming pool is an original component of the motel property; it was permitted in December 1967. The concrete pool is surrounded by a concrete patio that is edged by a breeze block wall. At the time of survey, the pool was covered for the winter season, but is still operational during the summer months.

- Shed - Contributing

On the northwest corner of the motel property, adjacent to the pool patio, there is a one-story concrete block shed with a low-pitched shed roof. This building appears to reflect multiple building periods, based on the seams in the concrete block construction. This building is used to store pool chemicals and supplies. Part of the building may have been constructed at the same time as the motel and pool.

- Freestanding sign - Noncontributing

In addition to the signage on the building itself, there is also a freestanding sign located in the parking lot near Pacific Avenue. The sign consists of an illuminated rectangular two-sided panel set on top of a concrete base and metal-clad pedestal. On both sides the illuminated panel says “Beach Carousel Motel & Apartments” above a message board that can feature a custom message. A neon “No Vacancy” sign is located below the illuminated panel on the plinth. The faces of the sign are oriented north-south to be visible to traffic coming from either direction on Pacific Avenue. This sign is a replacement for the iconic original sign, which was taller, with metal pole supports, and featured a large carousel on top of the sign.

4. Property’s History and Significance (Please do not exceed one page)

Briefly explain the property’s historic importance, such as significant events, persons, and/or families associated with the property.

If the property is important for its architecture, engineering, landscape architecture, or other aspects of design, please include a brief explanation of this aspect.

Construction began on the Beach Carousel Motel in September 1967 and it was operational in time for the 1968 summer season along the oceanfront. Mr. Jack Osmond, a contractor by trade, and his wife, Jeanne Osmond, were the principals in Beach Carousel Ltd., which was noted as both the owner and contractor in a September 1967 newspaper article. An architect's rendering of the design for the Beach Carousel was published in *The Virginian-Pilot* in October 1967, though the architect's identity has not yet been discovered. Mrs. Osmond was the manager of the Beach Carousel for the first couple years of operation. The motel was purchased by Mr. Mirl Junius (MJ) Farrar Jr., under the name Beach Assets, Ltd, in 1969 and he operated it until his death in 1984.

The Beach Carousel Motel was part of a wave of new motel construction along the Virginia Beach Oceanfront in the late 1950s and 1960s. These small, independently owned and run motels drew on Modernist architecture for inspiration and many were architect-designed. The historic significance of this period in the hospitality industry in Virginia Beach is fully developed in the Multiple Property Document titled *Virginia Beach Oceanfront Resort Motels and Hotels (1955- 1970)*, and this motel fits squarely into the context developed in that document. The explosion in motel and hotel construction along the Oceanfront during this period is attributable to a variety of factors, including the rise of the middle class, transportation improvements, the automobile craze, and shifting social trends seen in the national hospitality industry. The booming oceanfront resort area included at least 70 motels and hotels by 1971; today only around 20 pre-1970 motels/hotels remain, all of which are threatened by redevelopment due to the skyrocketing value of land in the oceanfront area.

The Beach Carousel Motel is an excellent example of the Motel subtype defined in the MPD and it embodies several trends that were significant in the evolution of the oceanfront resort area. The location of the Beach Carousel Motel along Pacific Avenue represents the expansion of the resort area one block to the west as available oceanfront land on Atlantic Avenue became increasingly expensive and scarce. This press westward started occurring around 1963 and resulted in an increase in the amenities offered by motel owners. In an effort to attract guests in an increasingly crowded market, motel owners began offering options like swimming pools and kitchenettes, both of which were original features of the Beach Carousel. The inclusion of the kitchenettes represented both sociocultural shifts prioritizing privacy and informality, as well as economic considerations – it made vacations more affordable for families and it allowed property owners to remain open during the off season for short term rentals.

Architecturally, the Beach Carousel Motel is an excellent example of a Modernist-style motel that features many of the character-defining features of the Motel subtype defined in the MPD. The low, two-story motel has a flat roof and a streamlined, Modern appearance, accented by cantilevered concrete balconies with metal railings. The concrete construction, visually defined vertically stacked units, and large picture windows are all characteristic of the type. The breeze block wall surrounding the swimming pool, the cantilevered concrete balconies forming exterior corridors, and the large, iconic signage on the street-facing side of the building are significant design features.

As per the Registration Requirements established in the MPD, eligible resources should retain good integrity of location, design, setting, materials, and association. The Beach Carousel Motel remains on its original site (integrity of location) within a mixed commercial setting on the Pacific Avenue strip with a parking lot prominently located in front of the building (integrity of setting). The Beach Carousel retains good integrity of association because it was built between 1955 and 1970 within the resort area of Virginia Beach to provide overnight or short-term accommodations to tourists. It retains such significant character-defining features as concrete block construction; original flat roof; visually differentiated units; cantilevered concrete balconies with original aluminum railings forming exterior

corridors; cantilevered concrete stairs with original railings; original floorplan with kitchenettes in 24 units; plate glass windows; original footprint and two-story height; stacked/vertically aligned facade; original swimming pool surrounded by a breeze block wall; original signage on the side of the building; and Modern-inspired style, all of which contribute to its excellent integrity of design and are character-defining features of the Resort Motel subtype defined in the MPD beginning on page 30. Good integrity of materials is demonstrated by the retention of the original concrete structural system, the original aluminum railings, and the breeze block wall around the pool area.

The Beach Carousel Motel is recommended eligible for listing on the Registers under the MPD at the local level of significance under Criterion A in the area of Commerce and Criterion C in the area of Architecture with a period of significance from 1967 (the year construction began) to 1973 (significance in the area of commerce continued into the 1970s as an example of an independently owned motel that continued to compete with the newly arrived chain motels and hotels).



Historic postcard for the Beach Carousel. Date unknown.

Please list all sources of information used to research the history of the property, such as deeds, census and tax records, and/or published articles and books. (It is not necessary to attach lengthy articles or family genealogies to this form.)

- McClane, Debra and Kristin Kirchen, *Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)*, National Register of Historic Places Multiple Property Document, 2021.
- City of Virginia Beach Property Card, Beach Carousel Motel.
- Various newspaper articles published in The Virginian-Pilot.
- Historic postcards in the collection of the Virginia Beach Public Library.

5. Property Ownership (Check as many categories as apply):

Private: X Public\Local Public\State Public\Federal

Current Legal Owner(s) of the Property (If the property has more than one owner, please list each below or on an additional sheet.)

name/title: Manan Shah

organization: Sharanya Ventures, LLC

street & number: 200 Golden Oak Ct., Suite 410

city or town: Virginia Beach state: VA zip code: 23452-6756

e-mail: manan@pashmglobal.com telephone: (757) 401-4102

Legal Owner's Signature: M. U. [Signature]

Date: 4/11/2023

•• Signature required for processing all applications. ••

In the event of corporate ownership you must provide the name and title of the appropriate contact person.

Contact person: Manan Shah

Daytime Telephone: (757) 401-4102

Applicant Information (Individual completing form if other than legal owner of property)

name/title: Kristin Kirchen, Architectural Historian

organization: Iron Dog Preservation, LLC

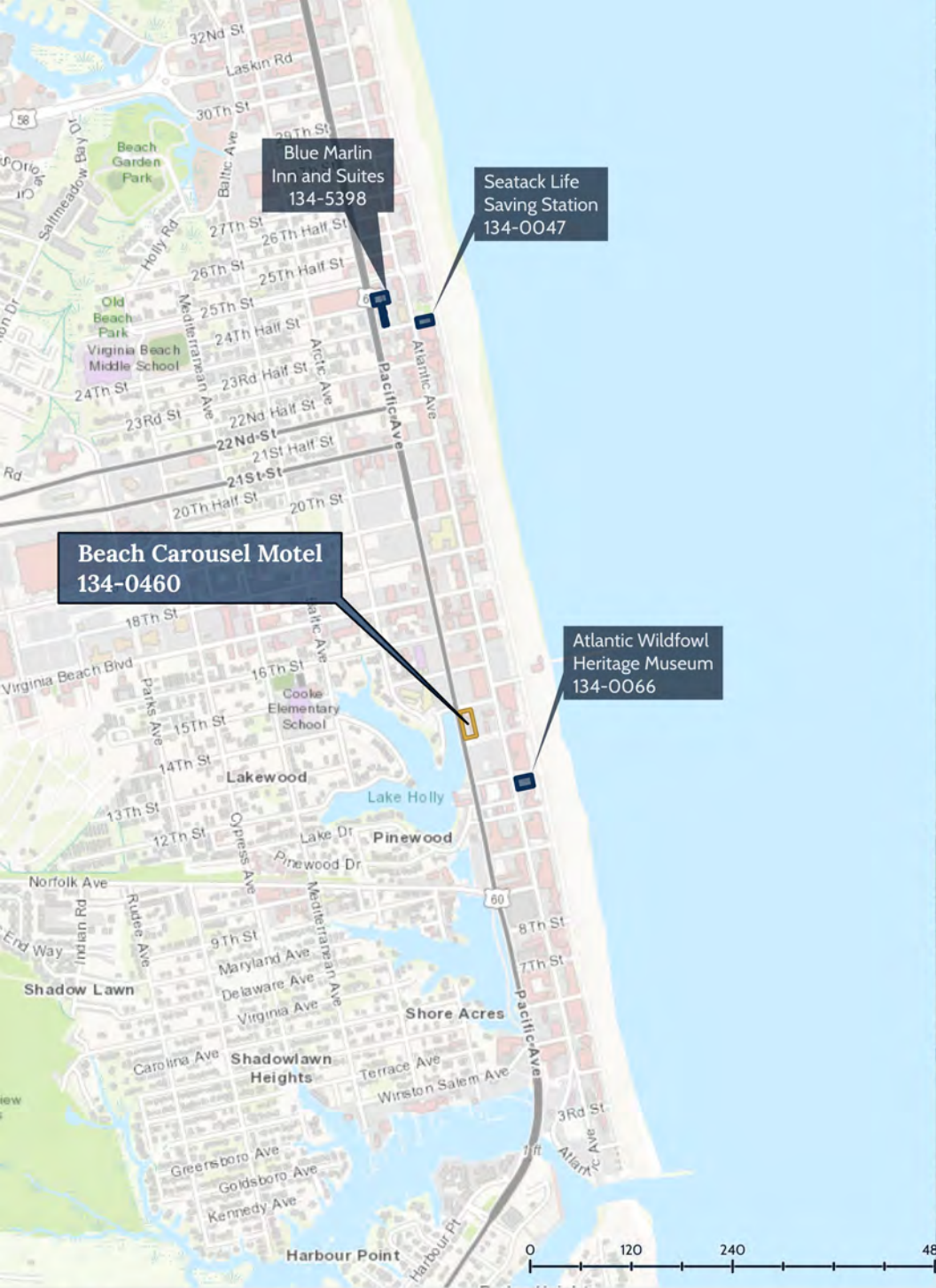
street & number: 532 Pantela Drive

city or town: N. Chesterfield state: VA zip code: 23235

e-mail: irondogpreservation@gmail.com telephone: (804) 516-8200

Date: April 2023

PLEASE DO NOT ATTACH CONTINUATION SHEETS TO THIS FORM. THANK YOU!



Beach Carousel Motel
City of Virginia Beach, Virginia Beach Quad
DHR ID: 134-0460

- Listed Resources
- 134-0460

Created By: D. Bascone 4/19/2023
 Sources: VDHHR 2023, ESRI 2023, VDOT 2023, VGIN 2023
 Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years and the representation depicted is based on the field observation data and may not reflect current ground conditions. The map is for general illustration purposes and is not intended for engineering, legal or other site-specific uses. The map may contain errors and is provided "as-is". Contact DHR for the most recent information as data is updated continually.

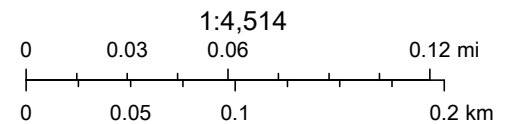


ArcGIS Web Map



3/21/2023, 10:22:16 AM

- Property Information
- ▭ City Boundary
- ▭ Parcels



Esri Community Maps Contributors, City of Virginia Beach, VGIN, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph,

ArcGIS Web AppBuilder

Sketch Site Plan

Resource Name: Beach Carousel Motel

VDHR #134-0460/134-5721

Location: 1300 Pacific Avenue

NTS

07/2020



Star of The Sea
Catholic Church

parking lot

1472 Street

neon signage

utility
bldg

sidewalk

pool

cbwall

of. entry

sign

Pacific Avenue

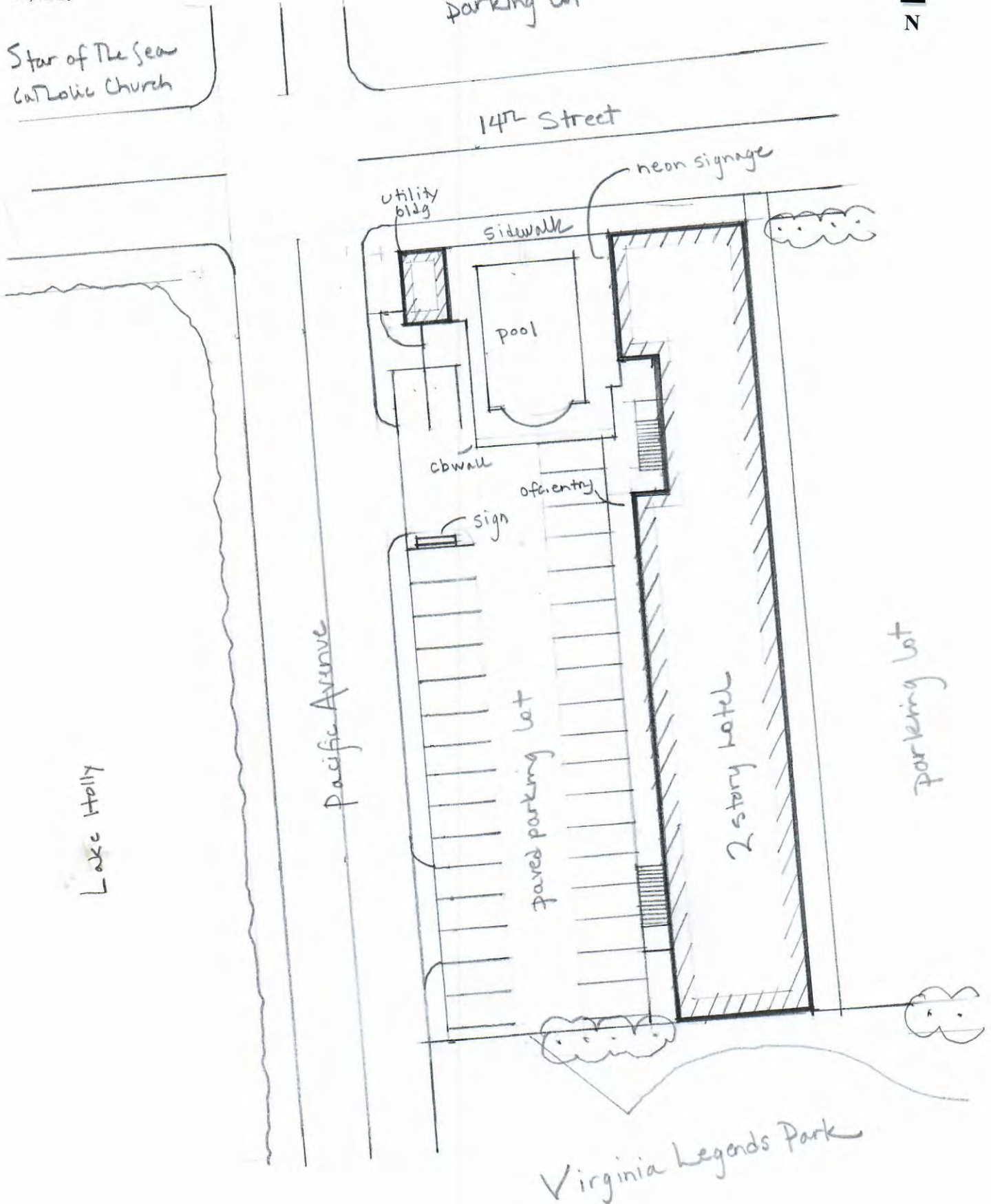
Lake Holly

paved parking lot

2 story hotel

parking lot

Virginia Legends Park





Beach Carousel
MOTEL & APARTMENTS

1300



OPEN

























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EXIT









