United States Department of the Interior
National Park Service

National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting property groups relating to one or several historic contexts. See instructions in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Complete each item by entering the requested information.

__X___ New Submission   _____ Amended Submission

A. Name of Multiple Property Listing
Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)

B. Associated Historic Contexts
(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

Resort Motels and Hotels Built between 1955 and 1970 in the Oceanfront Area of Virginia Beach

C. Form Prepared by:
name/title: Debra A. McClane and Kristin H. Kirchen, Architectural Historians
organization: Debra A. McClane, Architectural Historian and Iron Dog Preservation, LLC
street & number: 4711 Devonshire Road
city or town: Richmond   state: VA   zip code: 23225
e-mail: dmcclane1@verizon.net; irondogpreservation@gmail.com
telephone: 804/233-3890   date: November 2020

D. Certification
As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation.

_____   _____   _____
Signature of certifying official   Title   Date

_Virginia Department of Historic Resources_____
State or Federal Agency or Tribal government

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

_____   _____
Signature of the Keeper   Date of Action

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels	Virginia
Name of Multiple Property Listing	State

Table of Contents for Written Narrative
Create a Table of Contents and list the page numbers for each of these sections in the space below.
Provide narrative explanations for each of these sections on continuation sheets. In the header of each section,
cite the letter, page number, and name of the multiple property listing. Refer to *How to Complete the Multiple
Property Documentation Form* for additional guidance.

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
      Name of Multiple Property Listing   State

E. Statement of Historic Contexts

Introduction

The Virginia Beach Oceanfront Resort Motels and Hotels illustrate a significant period in the development of the city's beach frontage that spans the period between the early family cottages and luxury hotel accommodations constructed in the 1880s and the early twentieth century, and the emergence of national chain hotels that entered the market in 1970. In the mid-1950s, new motels in the resort area began to reflect national hospitality industry trends that acknowledged their guests' shift away from formal, domestic settings to a more informal, private setting. Visitors were no longer only wealthy patrons who could afford to travel by train for extended periods; America's prosperous post-World War II economy gave rise to a strong middle-class that had leisure time, owned private automobiles, and could afford to vacation annually. As a result, business in the resort area boomed in the postwar era and was aided by major transportation initiatives that made Virginia Beach increasingly accessible to tourists from major cities along the Atlantic seaboard. Within the first three years of the 1960s, eleven new motels/hotels were added to the Virginia Beach resort area. These resort motels and hotels once lined the beach and were so prevalent that by 1971, the local Chamber of Commerce noted at least 70 such facilities, approximately 20 of which are still extant.[1] The era, however, also was a period of national debate concerning Civil Rights and racial segregation, the results of which were eventually felt in every corner of the country. Resulting changes were reflected in the hospitality industry, but research has shown that the Virginia Beach resort area catered largely to white guests into the late 1960s.

Architecturally, the new motel accommodations appeared streamlined, open, accessible, and above all "modern." The image was achieved through the use of materials (concrete, glass, metal), guest room arrangement (vertically stacked identical units), open-air breezeways and walkways (often edged by walls of concrete breeze block or metal railings), and ample parking for guests' automobiles. Both trade and architectural publications of the time emphasized the need to consider the automobile in the planning and management of new motels and hotels. Privacy was maximized as guests could move from their car to their room without entering a main lobby, and almost every unit was equipped with a private balcony instead of a shared verandah. The Resort Motels and Hotels reflect the change in function and aesthetics that was ushered in during the early years of the "automobile culture" and also reflect the influence of commercial construction, which utilized modern materials and was overwhelmingly Modernist in style during the 1950-1960s period.

Over its 140 years of development, the types of vacation accommodations built at Virginia Beach have tended to reflect national trends, from cottages and hotels to motor courts, motels, motor inns, resort motels, and resort hotels. But development has also been guided by the unique physical and landscape aspects of the resort area. Since its initial construction in 1888, the boardwalk has been a distinctive feature of the Virginia Beach oceanfront. Commercial development fronting onto the Virginia Beach Boardwalk was limited by local zoning that tightly controlled the construction of restaurants and shops facing "Ocean Avenue." As a result, the Virginia Beach Boardwalk dramatically differs from that of Atlantic City, New Jersey, or Ocean City, Maryland, where shops open directly onto the walkway. The network of gridded streets, also established in the 1880s, featured a primary roadway (present-day Atlantic Avenue) that ran parallel to the oceanfront. The growth of the resort area was constrained by various factors as the twentieth-century advanced, but the original gridded street plan with major north-south throughfares paralleling the oceanfront and connected by smaller, east-west streets remains intact.

The finite expanse of developable land also has kept the resort area in Virginia Beach to a relatively tight footprint. By the mid-twentieth century, the availability of undeveloped oceanfront land dwindled and the period saw the ascendence of Pacific Avenue, two blocks west of the beach, as a secondary area of motel development. At Virginia Beach, there are approximately three-and-a-half miles of resort ocean frontage, while at Myrtle Beach, South Carolina, there are nearly 40 miles along the area's "Grand Strand." The size of the resort area also differentiates Virginia Beach from such beachfront towns and resort areas as Miami and Fort Lauderdale in Florida.

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels	Virginia
Name of Multiple Property Listing	State

At present, many of the resort area motels and hotels are associated with a national chain; however, several of the mid-century buildings, and a few of the recently constructed lodgings, are still managed by owner/operators. Some of these individuals are second- and third-generation owners and have repeat clientele who enjoy the personal relationship of a local owner. A few of the hotels observe the tradition of closing for the winter season, but most remain open as Virginia Beach has emerged as a major convention, recreational, and event locale with year-round visitation.

Setting

The City of Virginia Beach, which was chartered in 1952 and merged with Princess Anne County in 1963, is bordered on the west by the cities of Norfolk, Portsmouth, and Chesapeake, on the north by the Chesapeake Bay, on the east by the Atlantic Ocean, and on the south by the state border with North Carolina. The resort area is generally bounded by Rudee Inlet on the south and 40th Street on the north with residential and military development and a state park beyond. The long, commercial strips of Atlantic and Pacific avenues extend north-to-south through the area with numbered streets running east-to-west. In the southern end of the resort area, Lake Holly is present on the west side of Pacific Avenue. The oceanfront resort area's eastern edge includes the wide, sandy beach and encompasses the City of Virginia Beach's three-mile-long boardwalk, and the grass-covered strip between the oceanfront buildings and the boardwalk. The 35-foot-wide grassy ribbon is platted on city maps as "Ocean Avenue," a city-owned street. The strip has never been considered for development as a vehicular roadway, but is retained as a buffer between the private hotels and the public boardwalk, which includes a paved bike/walking lane. A small amount of resort-oriented development (including motels) is present along the main roads that lead to the oceanfront (Laskin Road, Virginia Beach Boulevard).

Early advertisements for Virginia Beach often described the area as lying between "ocean and pines," referencing the vast pine forest stands in the area. Besides the beauty of the juxtaposition of the woods and sea, the trees also were believed to control mosquito populations and, therefore, helped to prevent malaria. One of the prominent forest stands was south of present-day Fort Story and the sand hill area known as "The Desert." In 1866, the over 5,000-acre tract was sold by the state to private investors, who timbered part of the area. By 1890, about one-half of the property was sold to the Cape Henry Park and Land Development Company, which sold residential lots and transferred timber and quarrying rights to the Camp Manufacturing Company. In 1933, much of the area became the Seashore State Park, and in 1995 the name was formally changed to "First Landing State Park."[2]

The Development of the Virginia Beach Oceanfront

Throughout the eighteenth and nineteenth centuries, the major influences on the Tidewater region's development were its geography and transportation access by water. Virginia Beach's location at the confluence of the Atlantic Ocean and the Chesapeake Bay shaped settlement patterns, agriculture, industry, transportation networks, and the built environment resulting in a unique cultural landscape.[3] The wide stretch of sandy beach along the Atlantic coastline, however, did not develop in earnest as a resort area until the 1880s. Steamer ships that docked in Norfolk brought visitors from Baltimore, Philadelphia, and New York, but it was the completion of the railroad that finally opened up Virginia Beach for its growth in tourism.

In the late nineteenth century, a small community grew up around the Seatack Lifesaving Station on the oceanfront. The station, originally constructed in 1878 and replaced in 1903 on the east side of the present-day intersection of 24th Street and Atlantic Avenue, was one of five such stations built to assist mariners navigating the Princess Anne County coast.[4] Seatack residents were farmers and fishermen, many of whom also served as lifesavers and surfmen. Most of the land was owned by white property owners, but current, ongoing research indicates some of Seatack's farmers and fishermen, and possibly landowners, were African American.[5]

In 1880, Marshall Parks, a Norfolk resident and chief engineer and president of the Albemarle and Chesapeake Canal, formed the Seaside Hotel and Land Company. In 1859, Parks' company had built the Kempsville Canal, which provided a needed transportation route for county farmers. By the end of the century, Parks saw the potential of the oceanfront as a resort area and through his new land company began purchasing the Seatack farms. In total, Parks purchased 11 farms

encompassing over 1,500 acres with five miles of oceanfront. In order to draw visitors to the area, Parks reorganized the Norfolk and Sewell's Point Railroad in 1882 to form the Norfolk and Virginia Beach Railroad and Improvement Company (NVBRRIC), which assumed control of the land company's holdings. When the rail line opened in 1883, connecting Norfolk to Virginia Beach, the terminus was Parks' newly constructed beachfront pavilion on 17th Street. Area residents began to make day trips to the oceanfront to enjoy the new amenities. In 1884, Parks' "Virginia Beach Hotel" opened. The 90-room hotel, which stood on the oceanfront between 14th and 16th streets, was "a rambling three-story, timber-frame, shingled structure with sweeping oceanfront verandas."[6] The railroad delivered vacationers directly to the front door of the hotel.

Due to financial difficulties, Parks' company, its oceanfront amenities, and about 1,500 acres of undeveloped land were sold at auction in 1887.[7] Charles W. Mackey of Pittsburgh, a member of the NVBRRIC board of directors, was the winning bidder. The following year, the company's hotel, which Mackey enlarged, was renamed the "Princess Anne Hotel," and remained an iconic oceanfront building until it burned in 1907.

Figure 1. Map of Virginia Beach Owned by Norfolk and Virginia Beach Railroad and Improvement Company, Marshall Parks, President (1883-1884). This map shows the oceanfront area south from Fourth Street (left) and north to Forty-Seventh Street (right). Parks' rail line can be seen crossing Lake Holly. The Virginia Beach Hotel was not yet built. Courtesy of Sargeant Memorial Collection, Norfolk Public Library

In an effort to regain some of the company's previous investment, Mackey began selling lots from the company's beach area landholdings in 1887. The lots were soon purchased by prominent residents of Norfolk, Richmond, and Lynchburg who built large summer cottages for themselves. Mostly located north of 16th Street, the large dwellings formed an area that became known as "cottage line" and was featured on local tourist postcards.

A beachfront society developed around the hotel and cottages; amenities included golf, tennis, horseback riding, and musical concerts. In 1888, a wooden boardwalk, set atop a log bulkhead, was constructed along the beach between 12th and 16th streets, and provided a proper promenade for vacationers and day visitors.[8] Grassy lawns extended between the eastward looking porches of the hotel and cottages and the boardwalk, providing a polite distance between the public walk and the private porch.

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
      Name of Multiple Property Listing   State

Figure 2. Detail of a postcard image showing the Princess Anne Hotel (1902) and the wooden boardwalk along the beachfront.
Courtesy VBPL, Edgar T. Brown Collection.

Figure 3. An early twentieth century photograph shows a section of "Cottage Line," looking south. A portion of the Princess Anne
Hotel and its tower is seen at the right with the Breakers Hotel and the Seatack Lifesaving Station beyond.
Courtesy of the Library of Virginia, Harry C. Mann Collection (Mann #01753).

Both Parks and Mackey marketed their beachfront enterprises to an upper-class clientele, and particularly to Northern
vacationers. The same Northern sportsmen who enjoyed the abundant wildfowl hunting grounds of Princess Anne
County's Back Bay area were also lured to the sandy oceanfront. Between 1870 and 1920, locals and Northern investors
established over 100 hunt clubs in the southern area of the county that drew such elite visitors as U.S. generals and
admirals; U.S. presidents Benjamin Harrison, William Howard Taft, and Grover Cleveland; and baseball legend Ty Cobb.
George Eastman, a partner in the Kodak-Eastman photography corporation, was a co-owner of the Horn Point Club.[9] The
hunting season was typically during the fall and winter, so Mackey marketed his hotel to Northerners for the winter
season through advertisements in Boston, New York, and Washington area newspapers, but with limited success. Mackey
promoted the warm temperatures and a bathing season that was more prolonged than that on the New York or New Jersey
shores. While sportsmen hunted, their wives and children could be left in comfort at the Princess Anne Hotel. Some of the
socially and culturally elite families of Boston and New York also began to use Virginia Beach as a stop on their annual
migration to Florida for the winter season and on their return north in the spring.[10]

In 1889, additional hotels joined the Princess Anne on the oceanfront. The Ocean Shore Park Hotel opened that summer; the three-story, 72-room, Queen Anne-style building sat on a 10-acre oceanfront parcel near Rudee Inlet (south of the Princess Anne). Though not as large or as grand as the Princess Anne, the Arlington Hotel also was built on the oceanfront (at 13th Street) by 1900 (replaced by the Bel Harbor Hotel in 1965). When the Princess Anne burned in 1907, the Arlington, which stood between the Glennan Cottage and the Booth Cottage, served as an alternative for visitors.[11]

By about 1890, the NVBRR, which had formed in 1883, was part of the Norfolk & Southern Railway system.[12] In its annual vacationing booklet, *Virginia Summer Resorts*, the railroad highlighted vacation locales its line serviced and associated accommodations at each. The 1890 booklet praised the Virginia Beach Hotel (Princess Anne Hotel) and the Pavilion Hotel/Ocean Shore Park. A 50-minute ride on the NVBRR branch carried a guest from Norfolk to Virginia Beach, which was described as being "as fine as any on the coast." The Princess Anne Hotel could accommodate 500 guests and had broad piazzas and a dancing pavilion attached. The Pavilion/Ocean Shore Park, standing south of the Princess Anne, was "specially designed" for large excursion parties.[13] In 1916, the NVBRR ran 16 electric trains that carried passengers daily from Norfolk to Virginia Beach.

By the end of the nineteenth century, many cottages that began as private homes were converted to tourist homes or boarding houses that offered full meals in a well-appointed dining room with servers. A living room or parlor provided respite from the sun during the heat of the day. A distinct formality was observed in these early accommodations.[14] Even along the boardwalk, men wore coats and hats, and ladies wore full-length dresses and carried parasols. Providing a "home-away-from-home," these tourist homes proliferated along the oceanfront and remained a significant part of the resort area offerings for the next 50 years. The cottages also provided an ample number of accommodations that could be enjoyed by middle-class vacationers. The beachfront accommodations, however, were available only to white clientele; African-American and other minorities were not welcomed on the beachfront and were only present in the area as restaurant servers, housekeeping staff, or child caregivers. The segregation of the resort area was a social standard that would last into the 1960s.

Early Twentieth Century Vacation Accommodations
The first decade of the twentieth century saw significant changes in ownership and government organization in the resort area. In 1900, both the Princess Anne and Ocean Shore Park hotels and all other property of the N&W Railway were acquired by the Virginia Beach Development Company, headed by James S. Groves, a Norfolk real estate developer.[15] In 1906, area residents drafted and submitted a town charter to the Virginia General Assembly. In March 1906, the General Assembly granted incorporation to the Town of Virginia Beach, and Bernard P. Holland served as the first mayor. The new town set about to provide improved infrastructure in the resort area, including initial water and sewer systems.[16] The "cottage line" continued to develop and in 1907, the Ferebee Cottage was added to the stately row of oceanfront accommodations that included the late-nineteenth century Burton Cottage and the NRHP-listed Holland-DeWitt Cottage (DHR #134-0066).

The area received a boost in 1907 when the Jamestown Tercentennial Exposition was held in Norfolk. The seven-month long event brought almost three million visitors, although organizers had anticipated six million.[17] Other amenities were added to the oceanfront to draw local visitors, as well as vacationers. In 1912, the Norfolk & Southern built the Virginia Beach Casino, which included a dance hall and bathhouses. A new investor who purchased the facility renamed it Seaside Park and added amusement park-type amenities such as rides and a picnic pavilion. The park remained an important beachfront attraction until it was partly destroyed by fire in 1956 and was completely razed in 1986.

Much of the development in the resort area came to a halt with the onset of America's involvement in World War I. That conflict, however, brought additional military development to the region. In 1912, the State of Virginia selected a nearly 300-acre site south of Rudee Inlet for development as the state rifle range, which would provide a location for annual training of National Guardsmen and militia in marksmanship and other military skills. In 1914, the U.S. Army established Fort Story at the northeast corner of the town overlooking the entrance to the Chesapeake Bay from the Atlantic Ocean.

During the first decades of the twentieth century, access to the resort was still heavily reliant on rail service and steamer traffic through the port of Norfolk. A 1904 issue of *Horseless Age*, a New York publication "devoted to motor interests," provided an assessment of transportation options to Virginia Beach, which was under consideration as a potential location for an automobile racecourse:

> It is not likely that there will be much touring to Virginia beach (sic). The roads that would have to be traversed in Virginia are very poor, and the routes from New York, Washington, Philadelphia, Boston, etc., are for the most part over roads that would not be conducive to pleasurable touring. On the other hand, an Old Dominion steamer sailing at 3 o'clock in the afternoon can be taken at New York and Norfolk reached about 10 o'clock next morning. A fine shell road runs between Norfolk and the beach, a distance of about 15 miles, so that the journey may be finished per automobile. Thus the traveler leaving New York in the middle of the afternoon of one day will arrive at the beach noon of the next.
>
> There is an abundance of hotel accommodation at Virginia beach, prices ranging from $2.50 per day upward.[18]

As the country emerged from the war in Europe, the 1920s was a period of resumed growth and optimism in the Town of Virginia Beach. In 1920, the Princess Anne Country Club opened and offered golfing and social event space that, once again, attracted an elite clientele to the beachfront. Before the end of the decade, several major area roadways were paved including the first concrete roadway linking Norfolk and Virginia Beach (Virginia Beach Boulevard) and Shore Drive along the northern bay shore; a new casino was constructed at the site of the former Princess Anne Hotel (between 14th and 16th streets); and the seven-story, 200-room Cavalier Hotel (VDHR #134-0503; NRHP 2014) was constructed, which with its Jeffersonian-inspired Classicism restored an air of opulence to the beachfront and provided a large hotel that once again lured wealthy visitors to the beach. Transportation was key to the new hotel's success, and both the Norfolk & Southern and the Pennsylvania Railroad provided service directly to the hotel premises; non-stop Pullman service from Chicago and New York was soon added.[19] Another enhancement to the resort area was added in 1927 when the Virginia Beach Walkway Corporation was successful in obtaining approval for a $250,000-bond issue to replace the wooden boardwalk with a concrete boardwalk, providing durability, visual continuity, and an enhanced sense of permanence to the oceanfront.[20]

Figure 4. View along the Virginia Beach Boardwalk (ca. 1927), H.C. Mann.
Courtesy of the Library of Virginia, H.C. Mann Collection (Mann #00072).

In the early 1930s transportation across the Chesapeake Bay was made possible by the onset of automobile and passenger ferry service connecting Kiptopeke on the Virginia Eastern Shore and Little Creek. The ferry ran 24 hours a day and offered 19 daily round trips.

During the 1920s, new accommodations continued to be built within the oceanfront area. A shift began to occur, however, from family homes that were converted to inns to buildings that were purpose-built as inns and hotels intended as lodgings for seasonal visitors. The largest inns in the area during this time included the Courtney Terrace, which was constructed in 1902 on the west side of Atlantic Avenue at 16th Street and then moved to the oceanfront and expanded. Other new inns of the period included the 75-room Albemarle Hall built in the 1920s (24th Street and Atlantic Avenue, demolished in the 1970s); the 57-room Trafton-Chalfonte (28th Street and Ocean Avenue, destroyed by fire); and the Pocahontas Hotel 19th Street & Ocean, ca. 1914). The Laskin family also built two apartment-style buildings, Pontiac and Traymore Apartments (8th Street & Ocean Avenue), and the 60-room Pinewood Hotel. The latter building exhibited a restrained Spanish Revival-style of architecture, but many of the early inns and cottages were Shingle style buildings covered by broad gable roofs with wide gambrel dormers, awning-covered windows, and verandahs and open porches. One characteristic of the cottages was their additive nature. As owners, who most often had their residences in or adjacent to the cottage or hotel, accumulated profits, they added wings and stories to their existing buildings—a "pay-as-you-go" type of development. Other hotels that appeared during this period included the "new" Princess Anne Hotel, the Spotswood Arms (located next to the Princess Anne), the Waverly, the Martha Washington Hotel and Apartments, and the Edgewater, and exhibited traditional Colonial Revival and Mediterranean Revival-style architectural elements.[21]

Figure 5. View Looking West at the Cavalier Hotel, ca. 1930. VBPL, Edgar T. Brown Collection.

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
            Name of Multiple Property Listing   State

Figure 6. Postcard image of the Courtney Terrace. VBPL, C. Michelle Norton Postcard Collection.

As with the late nineteenth-century facilities, the early twentieth century resort area accommodations remained segregated; some establishments allowed African Americans who were traveling as employees of white families to stay on the premises, but often this meant little more than a cot in a basement or kitchen area. African-American travelers could find hospitable lodging in the City of Norfolk, which historically had a larger black population. Tourist homes were the most common type of lodging found, and often the black musicians and bands that entertained guests at such segregated beach venues as the Cavalier would find overnight accommodations in private homes.[22]

By the time of the stock market crash of 1929 and the onset of the Great Depression, Virginia Beach's oceanfront held a two-mile long line of large, multi-storied inns and cottages that provided thousands of rooms for vacationers. Easily accessible by train, and increasingly accessible by automobile, the beachfront grew in popularity as one of several "stops" along the Atlantic seaboard. The beach also was a favorite vacation spot of regional visitors, which also fueled demand in the local residential real estate market that boomed during this time. The local population growth and resort development that began in the late nineteenth century continued throughout the first half of the twentieth century; in 1930, the town had a population of 1,730 and by 1940, the local population had risen to 2,600, nearly double the 1880s population.[23] Due in part to the patronage of the local and regional population, and the increase in military personnel stationed nearby, the many resort area businesses were able to survive the decade's financial crisis.

With the increase in the private ownership of automobiles during the 1920s and 1930s, another type of accommodation, the motor court, began to develop in America. In the Virginia Beach area, this type of automobile-oriented development logically first appeared along major roadways and offered travelers lodging with easy access and parking. Early examples of motor courts, in which accommodations were provided in small freestanding cabins or in a long row of adjoining rooms, was the White Oak Cabins (17th Street and Birdneck Road) and the London Bridge Cabins (Virginia Beach Boulevard west of Great Neck Road). Owners and operators of some of these early courts eventually moved to the oceanfront where they built or purchased hotels.[24] The motor court buildings were modest in size with buildings constructed at a residential scale and reflecting traditional architectural elements (in Virginia Beach usually the Colonial Revival style or a bungalow-like style). Owners often lived on site and some complexes included an on-site restaurant.[25]

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
       Name of Multiple Property Listing   State

Figure 7. Postcard image of two tourist cabin courts owned and operated by Mr. and Mrs. Capps during the 1930s.
Courtesy of Jimmy Capps.

As with World War I, America's entry into World War II significantly impacted the progress of the oceanfront development in Virginia Beach. Hotels and cottages continued to host summer vacationers, but due to the beach's strategic location, some were occupied by military organizations, including the opulent Cavalier Hotel, which was used by the U.S. Navy as a radar training school.

At the end of the 1940s, Virginia Beach's resort area retained the look and feel of a late-nineteenth/early-twentieth century beach town. The large cottages with their extended porches, and the hotels that offered a variety of on-site meal plans to seasonal clientele, still dominated the beachfront; however, changes in the way Americans lived and traveled, an end to wartime gas rationing, and a rise in leisure time brought changes to the types of buildings that were built beginning in the 1950s. In 1947, the Norfolk-Virginia Beach railroad line (Norfolk & Southern) closed, and the automobile ushered in a new era of development.[26]

Ease of vehicular access to the beachfront continued to improve as additional roads, bridges, and tunnels were constructed throughout the Tidewater region. In 1957, a section of Interstate-64 opened in Hampton extending to the then two-lane Hampton Roads Bridge Tunnel (opened on November 1, 1957). The Virginia Beach-Norfolk Expressway, an extension of I-64 that led east from the tunnel to the oceanfront, was a toll road that opened on December 1, 1967, as Virginia State Route 44.[27] In 1964, the Owl Creek Project was approved by the Corps of Engineers for a 3.2-mile long roadway and 30-foot-high bridge over Owl Creek. The project connected the southern end of Pacific Avenue with Oceana Avenue.[28] Most notable, in April 1964, the Chesapeake Bay Bridge-Tunnel was completed and connected the north end of the City of Virginia Beach with the Virginia Eastern Shore. The completion of the fixed crossing ended the ferry service that had carried passengers across the Bay since 1933.[29]
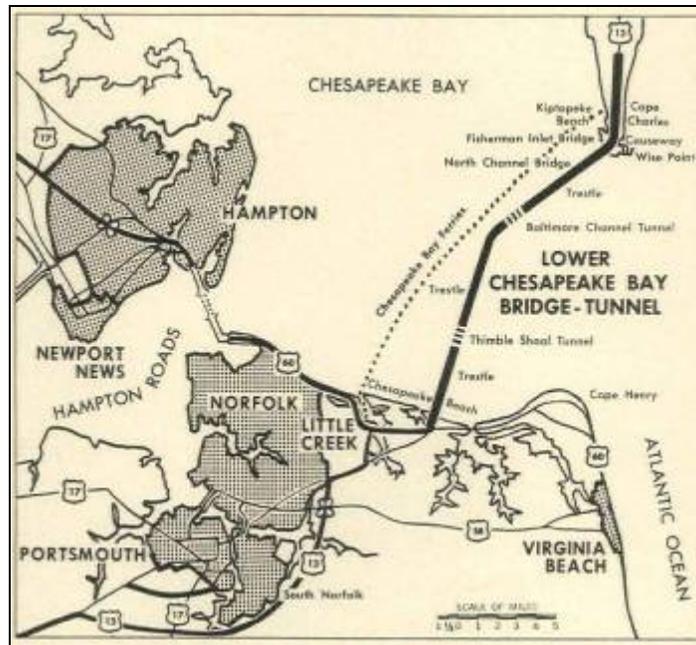
Figure 8. Map showing route of the Chesapeake Bay Bridge-Tunnel linking Virginia's Eastern Shore and the Tidewater region. *Virginia Record*, Vol. LXXXV, No. Nine (September) 1963:7.

Land use in the resort area throughout the 1950s and 1960s underwent dramatic changes as development pressures created incentives for cities to expand their borders. In 1959, the City of Norfolk annexed a 13-square mile area of Princess Anne County and continued plans to connect city waterlines to suburbs developing just outside the municipal boundaries, a tradition that dated to the 1925 water main first connecting water supplies from Norfolk to the oceanfront. Concerned by the political implications and other factors, residents of Princess Anne County and Virginia Beach agreed to merge and in 1963, they formed the City of Virginia Beach. The 310-square mile city became known as the "World's Largest Resort City."[30]

Municipal improvements to the resort area continued that were aimed at enhancing the beach and protecting the substantial private investment along the oceanfront. Beginning in the late 1940s, shoreline protection and beach fill/augmentation projects were undertaken in collaboration with U.S. Army Corps of Engineers to maintain the seawall and to replenish sand lost to wave action and storms.[31] Subsequent studies and commissions have continued to focus on beach preservation and mechanical dredging and replenishment activities continue on the beachfront. Over the years, numerous hurricanes, tropical storms, and northeasters have battered Virginia Beach's oceanfront properties. Notable among these storms were the August 23, 1933, Chesapeake-Potomac Hurricane, which heavily damaged oceanfront buildings and washed out roadways and bridges in the area; some communities south of Virginia Beach, including the Coast Guard village of Little Island, were completely destroyed.[32] The Ash Wednesday Storm on March 7, 1962, brought 20'-30' waves to the beachfront and tides over seven feet above normal. Beachfront buildings from Cape Henry south to the newly developed area of Sandbridge were heavily damaged, some catastrophically. One report cited area losses at 340 homes damaged or destroyed, 1,000 automobiles damaged, and 34 deaths.[33] The Cavalier Beach Club, located oceanfront, and the boardwalk were among the resort area losses. Both were rebuilt and the boardwalk was heavily reinforced, widened and repaved.[34] Nevertheless, by April, beach boosters were making sure that vacationers knew that the area had been repaired and would open in time for the season. The *Virginia Record*'s article, "Va Beach Anticipates Record Season," assured travelers that the Corps of Engineers had repaired and reinforced the seawall and that "many of the hotels and motels have not only glamorized their accommodations, but expanded their facilities for guests' enjoyment."[35]

Emergence of the Postwar Motel

Although the motor courts of the 1920s and 1930s were modest in scale, the trend to provide facilities for "autoists" was surging and was cited as "the single growing and highly active division of the building industry during the depression year." In addition, the hospitality industry itself was becoming more professionalized with publications and trade journals appearing that provided operators and developers with the "latest" in trends, architecture, and proper management of these facilities.[36]

Following World War II, the hospitality industry was poised for substantial growth. Road improvements made Virginia Beach increasingly accessible by automobile, and social changes resulted in more Americans than ever taking advantage of their new-found mobility and traveling for leisure. Soldiers returning from the war were marrying, starting families, and earning good incomes, which in turn created an economic middle class with a strong emphasis on family life and significant purchasing power. For such families, automobile ownership became a necessity, and the 1950s and 1960s saw the rise of the family road trip to near iconic status. An increase in disposable income and leisure time meant that a family vacation was now within reach of a much broader segment of the population than it had been earlier in the century. Vacation destinations like Virginia Beach, which were within manageable driving distance of several major population centers, saw immense growth during this period. *The Motel in America*, which is the seminal work on the evolution of the hospitality industry during the twentieth century, charts a typology of hospitality accommodations that begins with the late-nineteenth-century downtown hotel and develops into the auto camp, followed by the cabin camp, the cottage court, the motor court, the motor inn, and culminating with the highway hotel. The motor courts were on the rise in the postwar period and the word "motel" became synonymous with this property type.[37] Motel construction exploded during the late 1950s and 1960s, and by 1964 there were over 60,000 motels in the country.[38]

While *The Motel in America* study focuses mainly on roadside accommodations (i.e., inexpensive lodgings for travelers en route to a destination), a separate type of motel developed around 1950 in resort areas. The resort motel is the focus of *Designing the Good Life*, authored by Florida-based architect Norman Giller. The architect discusses what he calls the "first resort motel," his design for the Ocean Palm Motel in Sunny Isles, Florida. As per his definition, the resort motel type arose out of a desire to build an establishment with the convenience and affordability of a motel, but also with accommodations and amenities that would make the motel a tourist destination. In the case of the Ocean Palm, the decision to raise the motel to two stories was driven by the high cost of land along the beachfront combined with a desire to keep the per-room construction costs low.[39]

As an outgrowth of the earlier motor courts, motor inns and motels consisted of one or two stories of adjoined guest rooms that had exterior access from a public walkway and ample surface parking located directly in front of the rooms. Early examples in Virginia Beach resembled the motor court type in their use of a single story that often incorporated several building wings extending around a central courtyard of surface parking and/or swimming pools (an L- or U-shaped complex). The resort motels by comparison, and as illustrated by Giller, evolved into two-story buildings with an office incorporated into the guest room wing or provided in a separate structure placed in proximity to the street entrance and marked by distinctive signage. Resort motels had open, public walkway balconies that fronted onto the parking area; oceanfront accommodations had private balconies that faced onto the ocean or provided ocean views. Period postcards and advertisements proclaimed the new motels "thoroughly modern" or "ultra modern" and offered all-glass "window walls" overlooking the white sandy beach.

The new motels utilized materials and architectural features that were associated with the high-style Modernist movement. The use of masonry, generally concrete block with pre-stressed and pre-cast concrete beams, floors, and ceilings, was primarily an economic decision by builders but provided both fireproofing and soundproofing of the buildings. The use of concrete, a malleable material, allowed architects and builders to create cantilevered features, such as balconies and canopies above entrances, which in turn also served as sunscreens. Long cantilevered planes created the continuous balconies, which also served as the outdoor hallway accessing guest rooms. With this arrangement, windows could be placed on both elevations of the rooms, creating cross ventilation. While architects praised concrete for its expressive

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
          Name of Multiple Property Listing   State

versatility, motel operators appreciated the efficiency and ease of maintenance. Durable materials were necessary in the harsh oceanfront climate.[40] In 1956, Edward Durrell Stone, one of Modernism's most expressive architects, introduced the perforated concrete block to the American architecture and building trade. The decorative blocks were pierced with an open design (a cross, star, or other motif) and when stacked together formed a wall that allowed light and air to pass through. The "breeze blocks," as the masonry units were called, could be placed in front of windows, stairwells, or open walkways for an added measure of privacy. Stone noted that the blocks provided "pattern, warmth and interest," but also served the highly utilitarian purpose of shielding sun and providing privacy.[41]
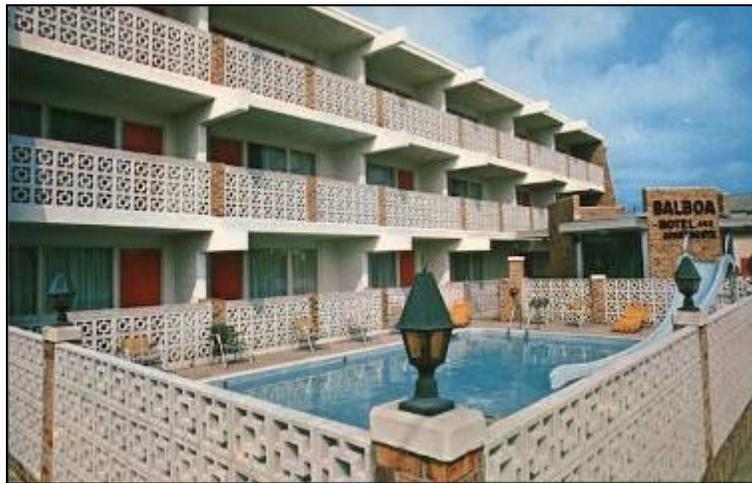

Figure 9. Postcard image of the Balboa Motel and Apartments, designed by architect William B. Alderman, showing typical use of breeze block to enclose pool and to edge private balconies of guest rooms. The Balboa, constructed in 1970 and demolished in 2011, stood at the corner of 29th Street and Pacific Avenue. Source: www.cardcow.com, #713120

Flat roofs, another hallmark of the new motels, were a cost-efficient construction method that also provided additional space in the guest rooms and conveyed a "contemporary" look to the buildings. The element would function as both roof and interior ceiling of the uppermost room.[42] In 1960, motels nationally averaged 20-22 rooms usually located on two or three floors.[43] Owners often added new wings of rooms or floors to their motels, as possible, especially the oceanfront hotels in Virginia Beach that sought to maximize their investment. Some of Virginia Beach's early 1960s motels offered 40 units. Taller motels began to appear on the oceanfront in the late 1950s. In 1963, the six-story Americana Motor Lodge (39th Street and Atlantic) was constructed and the next year the Seahawk Resort Motel (25th Street and Atlantic), also six stories, was completed.[44]

As one of a building's most stylistically important elements, the windows of the new motels also signaled a contemporary look and modernity. Wooden frame windows with multi-pane sashes were outmoded. The new motels featured wide expanses of glass ("plate glass") set within modern, cost-efficient aluminum frames. The absence of panes also visually blurred the line between exterior and interior and gave the guest an uninterrupted view of the outdoors. The amount of glass within the wall construction itself also increased and led to the development of curtain wall construction in which the structural frame (either steel or concrete) supported the building load rather than the wall itself being load bearing. Offices and restaurants, when present, tended to use curtain wall construction, providing maximum visibility from the street. Guest rooms consisted of an enframed unit generally defined by metal mullions set within a grid; the spaces could be filled with an entrance door, fixed windows, or metal or stucco panels. The rhythm of the units, which were vertically stacked between floors, created a uniform appearance from the street and enhanced the horizontality of the motels.[45]

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
        Name of Multiple Property Listing   State

Figure 10. The six-story Americana Motor Lodge, 1963, showing staggered arrangement of guest rooms.
Courtesy VBPL, Edgar T. Brown Collection.

Figure 11. The 1964 Seahawk Resort Motel, 26th Street and Ocean Avenue. Note use of vaulted arches and open walkways on guest
rooms tower and use of curtain wall construction on the streetfront office and restaurant.
Courtesy VBPL, Edgard T. Brown Collection.

Although windows on the corridor side of the guest rooms were nearly always fixed, the ocean side/private balcony side often featured sliding glass doors and/or sliding windows. In the cases where a fixed picture window was present, the intent was to provide an abundance of natural light to the interior, and most windows were set within aluminum frames– the highly touted, postwar, mass produced material that was light-weight, durable, and economical. Aluminum, prized as a highly malleable material, also was used for balcony railings and for decorative grilles. Owners and architects appreciated that the new material was affordable, durable, and could be used to create a modernistic, contemporary environment on a budget.[46]

Many of the new motels exhibited a lack of applied decoration, which gave the buildings a clean, streamlined appearance. Austere concrete elevations were fenestrated with large expanses of glass and were accented with horizontal metal railings and cantilevered concrete balconies and stairs. Other features reflecting Modernist tenets included use of hollow metal pipe columns and sliding windows and doors. Inexpensive, but striking, features were produced by the use of contrasting cladding textures, screens of concrete breeze block, pierced metal grilles, and water features.

Trade publications, as well as architectural periodicals shared information with owner-managers and architects on the best practice for designing the new motels, with an emphasis on accommodating automobile travel, and on expectations of their guests. By 1960, most guests were arriving at the resort motels via private automobile. A lighted sign with good visibility from the roadway helped the guest to navigate in an unknown place; a porte cochere entry sheltered the guest as he arrived by car and checked in; parking as close to the room door as possible was desirable. One design book noted, "the approach, the lobby and parking facilities help form an arriving patron's opinion of hostelry." Although considered a necessity, the book acknowledged the impact of the parking lot on the aesthetic environment and lamented, "our motels sit in an asphalt sea."[47]

Figure 12. Typical motel guest room configuration as illustrated in Architectural Record's *Motels, Restaurants and Bars* (1960).

Figure 13. Postcard image of the Saxony Motel, opened 1958 at 21st Street and Ocean Avenue (demolished ca. 2008), showing guest room arrangement and configuration. Courtesy VBPL, Edgar T. Brown Collection.

Amenities that soon became standards at the new motels were swimming pools and often a wading pool for children; sun decks and terraces (mostly for socializing); color televisions; electrical fans (ceiling fans) and later air conditioning; and local telephones. Such amenities also served to differentiate motels from hotels, which were a bit more formal; as one study noted, if you had to pay extra for an amenity (ice bucket, bellhop, etc.), then you were in a hotel. Pools, game courts, and restaurants were seen as lucrative amenities, while gasoline stations were deemed a "drawback" due to the dirt

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels	Virginia
Name of Multiple Property Listing	State

and noise generated by the operation.[48] In the late 1960s, bridal suites or newlywed suites were also offered at motels. In Virginia Beach, the Washington Club Inn reserved six of its large, ocean-facing rooms on the top floor for newlyweds. One long-time hotel operator noted that owner-operators stayed abreast of what their competitors were offering and would include amenities to "keep up."[49]

Emergence of Virginia Beach Resort Motels and Hotels

By the 1950s, available beachfront property at Virginia Beach was limited; above 41st Street, residential and military development had occurred and did not permit construction of hotels in the area. South of the resort area lay Rudee Inlet and residential and military development similar to the northern end of the strand. With land at a premium, hotel and motel owners began to purchase existing properties and either modernized their facilities or demolished standing structures and built new.

Many of Virginia Beach's cottages that survived into the mid-twentieth century were soon perceived as somewhat outmoded or old fashioned and began to be replaced with the new motor inn and motel type buildings. Throughout the country, the new roadside lodgings catered to travelers en route to a destination. In Virginia Beach, the beach was the destination, so new buildings remained focused on the visitor's experience and resort amenities and embraced the increasing presence of cars and the onset of America's "automobile culture." Period publications suggested that the "resort motel/hotel" was a property type in its own right that was derived from, and responded to, the popularity of the middle-class road trip. Parking was a key component of the new auto-centric establishments that resulted in a reduction in the size of landscaping elements, which became generally confined to small, landscaped beds along the edges of parcels or around freestanding signage.

Figure 14. Two of the early-twentieth-century cottage-style hotels that remained on the Virginia Beach oceanfront into the late twentieth century: (left) the 58-room Avamere Hotel (26th Street and Ocean Avenue) built in 1935 and demolished in 1994 and (right) the 33-room Essex House (16th Street and Ocean Avenue) demolished in 1983. Courtesy of VBPL, Edgar T. Brown Collection.

The new building type also reflected the more informal nature of travel that emerged during the 1950s and 1960s. Although check-in at the office was still required, guests could move from their cars to their rooms without having to pass through a formal lobby. In addition, guest rooms often included a private balcony. Although some communal spaces, especially pool terraces or sun decks, allowed for social gatherings, guests were given more autonomy over their vacation stays. The new motel form was influenced by prototypes constructed in California and Florida, which came to epitomize the typology. The year-round climates of those locales encouraged the use of unenclosed exterior walkways and flat roofs; mid-century construction booms and a new demand for fashionable and up-to-date architectural trends also fueled the emerging motel image of streamlined, modern, chic, and convenient–a combination of aesthetics and function.

The first "Florida-style" motel was constructed at the north end of Virginia Beach's resort area at Atlantic and 40th Street. The Aeolus Motel was built in 1956 by former Virginia Beach Mayor Paul F. (Pat) Murray and was operated as a family endeavor between Murray and his sons. The two-story, rectangular-shaped motel stood with its short end facing Atlantic

Avenue and featured a three-story tower at the eastern end of the building overlooking the beach; open walkways extended along the south elevation of the motel, which overlooked the adjacent parking area but retained an ocean view. The Aeolus was designed by the Fort Lauderdale architectural firm of Gambel, Pownall, & Gilroy. A 1956 article described the building as having a "tropical modern look" and a 1960s ad called the motel "a triumph of modern architecture and decor…here everything is so easy, so convenient, so inviting - so attractively relaxing and pleasantly convivial."[50]

Figure 15. Ca. 1960 postcard of the Aeolus Motel (foreground) with the iconic Cavalier Hotel in the background.
Courtesy VBPL, Edgar T. Brown Collection.

The Aeolus remained the lone "Florida" motel on the Virginia Beach strip for several years, but by the late 1950s and early 1960s other examples cropped up. The Virginia Beach Accommodation Directories from this period capture the juxtaposition of old and new. Bel Harbor, an "Oceanfront Resort Motel" at 13th Street, the Gay Vacationer Motel and Motor Lodge "on the ocean at 34th Street," Holiday Sands, "resort motel on the ocean at 11th Street," and the Thunderbird Motor Lodge, "on the ocean at 35th Street" are illustrated in the 1961 directory, and are examples of the new, Modernist-style resort motel of the 1960s. As noted, some of the older cottages and older hotels that stood on the oceanfront were demolished to make way for the new buildings; some of the new buildings incorporated older sections. The Seahawk Resort Motel, built in 1964 at 2525 Atlantic Avenue, replaced the 1910 Spotswood Arms hotel, while the Americana Motor Inn incorporated the Sir Walter Hotel (itself an expansion of the 1938 Gay Manor Hotel).

By the late 1960s, the resort motel form was well established and although modified in such details as number of floors, number of units, and stair placement, exhibited a uniformity. In particular, those motels that were built off-beach and did not possess expansive views of the ocean were boiled down versions of the prototype, exhibiting the primary, defining features of the mid-century form. Motels built along Pacific Avenue, but also some built on the west side of Atlantic Avenue, are good examples of this simplified version: two to three stories, flat roof, exterior walkways with overhang, masonry construction, fixed windows, and cantilevered stairs. Built between 1966 and 1970, the Beach Carousel, the Bali Hai, the Mardi Gras, the Sandcastle Motel, and part of the original Sandpiper reflect this form.

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
              Name of Multiple Property Listing   State

Figure 16. The Beach Carousel (above), 13th Street and Pacific Avenue, and the Mardi Gras Motel and Apartments (below), at 28th Street and Atlantic Avenue, both opened in 1968. The buildings are excellent examples of the two-story modern concrete motel covered by a flat roof with cantilevered walkways and stairs and exposed structural elements. The Mardi Gras included an on-site pool and a rooftop sun deck. Courtesy VBPL, Edgar T. Brown Collection.

While the resort motel form remained consistent between establishments, owners often used decorative themes to distinguish their motels. In some resort areas, mid-century motels were adorned with architectural elements and décor that drew on nationally popular themes including Polynesian island culture, Hawaiian culture, Space Age motifs, and other whimsical settings. In Virginia Beach such examples in the resort area included the Polynesian-themed Bali Hai Motor Inn, the Kona Kai Hotels, and the Hawaiian-inspired Aloha Motel, the Nordic-theme Viking Motel, and the Irish-themed Murphy's Emerald Isle. But the colonial past also remained popular; with the bar set by the Cavalier Hotel and nearby Williamsburg as a major attraction, some motels that reflected this theme included the Plantation Motel, the Colonial Inn, the Martha Washington Inn, the Washington Club Inn, the Saxony, the Waverly, and the Jefferson Manor. Others relied on beach- or nature-related names and themes including the Sandpiper, the Seahawk, the Royal Clipper, and the Blue Marlin Lodge. There were also a few outliers with regard to themes: the Beach Carousel Motel on Pacific Avenue projected a circus theme and offered one of the more engaging signs that featured a stylized merry-go-round at the top that was also lighted at night. Signage and some architectural elements generally carried the theme, and some interior décor of guest rooms or on-site coffeeshops/restaurants also added to the ambiance. As historical studies have noted, the motels sought to associate themselves with "cultural and historical themes central to the American experience" and by promotion of such themes, provide an "escape from mundane routines."[51]

Figure 17. The Beach Carousel street sign. Source: John Margolies Roadside America photograph archive (1972-2008), Library of Congress, Prints and Photographs Division (https://www.loc.gov/item/2017705924/)

Ownership, operation, and management of the new motels was still largely a private enterprise. Often referred to as "Mom & Pop" operations, since many of the owner/operators were married couples, these small entrepreneurs personally managed all aspects of their businesses, such as Mr. and Mrs. Norman T. Cox at the Empress Motel. Some owners saw the enterprises as an investment. Dr. John R. Anderson, a Virginia Beach dentist, and his wife Helen, who managed day-to-day motel operations, constructed the Blue Marlin Lodge in 1965 as a way to finance their children's education. During this period, several family-run corporations were formed that built multiple motels in the resort area, which resulted in generational ownership. Among these were the Jefferson Manor Motel Apartments, built by "Pete" Bosher in 1963 and still operated by his daughter Christina; the 1966 Kona Kai Hotel, which was one of several oceanfront hotels operated by various members of the Chaplain family; and Murphy's Emerald Isle, which was built in 1966 by Thomas and Lela Murphy and later operated by their son Philip. Other well-established industry families in Virginia Beach include the Capps, the Gardners, the Joyners, the Kitchins, and the Leggett sisters.

Figure 18. The Jefferson Manor Motel Apartments, owned and operated by Pete Bosher and designed by architect William B. Burton. As illustrated in the 1964 *Virginia Record*.

Often the early motels were "pay as you go" endeavors similar to the early cottage operations, and expanded their footprints through construction of additional floors and wings as revenues allowed. By the early 1960s, owners were financing the construction of their motels through bank loans and the motel industry was considered a solid investment. Many entrepreneurs decided to enter the hospitality industry at this time, building motels to supplement their incomes,

fund their retirement, or meet other financial goals. Banks looked favorably on motel investments as the industry had a higher cash flow than other real estate investments and properties tended to appreciate rapidly.[52] With ready capital, an owner did not have to build in phases, but rather could erect as many units as he desired at once. Of course, additions continued to be constructed on some motels either as additional guest room floors or separate wings. The Sandpiper incrementally added to its complex, first on the Lake Holly side of Pacific Avenue, then on the east side; Murphy's Emerald Isle added a floor, then a separate office building, and in the late twentieth century a large tower was added to the site. Financing, however, also required year-round payments, which resulted in more motels offering year-round operation. Within the prototypical motel form, a new room arrangement was introduced that included a miniature kitchen. The units were termed "kitchenettes" or "efficiencies" and were intended to draw long-term rentals for the summer season, but mostly for the lower rate off-season months. Many of the late 1960s motels included both "regular" rooms and efficiencies. Some motels and motor inns continued to be open on a seasonal basis, opening in late April or May and closing in September, but those equipped with efficiencies, kitchenettes, or with furnished apartments or studios offered lower off-season rates for visitors and long-term rentals. Some, including the Blue Marlin Lodge and the Sandpiper Motel, advertised off-season rentals to schoolteachers, bachelors, and married couples.

In addition to providing the owner with the ability to rent the units for longer periods in the off-season, kitchenette-style accommodations were also connected to the increasingly informal nature of oceanfront vacations. Rather than the formal dining room and formal dress required for dining in restaurants, middle-class families could prepare their own meals and dine in their rooms in their bathing suits, if they so desired. Mid-century issues of *Architectural Record* promoted kitchenettes as a way for families to reduce the costs associated with vacationing. Owners, therefore, marketed kitchenettes as another guest amenity that could set their motel apart from the competition. Particularly for those establishments located on the west side of Atlantic Avenue and along Pacific Avenue that lacked an ocean view, a kitchenette was an enticement for potential guests, particularly those who may be vacationing on a budget.

Throughout the 1960s, accommodations continued to be built off-beach, including the Hilltop Motel (located two miles from the beach), the Surf & Sand Motel (one-half mile from the beach), the White Heron Motel and Marina overlooking Linkhorn Bay, and the Sandman Motel—all of which were located on 31st Street Extended/Laskin Road. Other non-oceanfront areas of development included Virginia Beach Boulevard, 16th 20th, and 21st streets. The off-beach establishments were built to handle "overflow" demand from the beachfront hotels.[53] By the late 1960s, Pacific Avenue, one block west of Atlantic Avenue, emerged as a secondary hotel strip. In 1967, newspaper articles featured the $1.5-2 million in motel construction along the roadway. The reason for the move, the paper said, was "obvious" and quoted Assistant City Planner Pat Standing who stated "It's a matter of economics. First of all, there is land available along Pacific. There is very little left along the oceanfront (Atlantic Avenue) and what's there is tremendously expensive." Many of the units built on Pacific were efficiencies, which were intended for summertime family rentals, but also for long-term residences in the winter months. The newly constructed motels, several of which required zoning modifications, were an architectural addition to the area, which held a few residences and summer cottages but lacked a cohesive character. "For years the only constants in the architecture along the street were the utility poles and the median strip down the four-lane thoroughfare. It was and still is a mixed bag of business…." As Pacific Avenue emerged as another haven for the tourist of Virginia Beach," the impact was felt primarily by the older accommodations such as the motor courts that remained in operation further from the oceanfront.[54]

Significantly, there were also off-beach accommodations that catered to African-American visitors including Rocks Motel and Shady Rest Motel, both located in the Seatack area around Birdneck Road. These operations also were black-owned businesses.[55] During the 1940s, Seaview Beach, located on Norfolk's bay shore, emerged as a highly popular recreational area for black vacationers and regional residents where those visitors felt both welcomed and safe. In its issue of August 18, 1947 *Life* magazine featured a photo-essay of Seaview Beach that referred to the park as Virginia's best-known resort for African Americans and reported that over 10,000 tourists visited the park on summer weekends.[56]

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels	Virginia
Name of Multiple Property Listing	State

<u>Architect-Designed Motels in Virginia Beach</u>
Of the Resort Motels and Hotels that remain extant in Virginia Beach, at least half were architect-designed Modernist examples. Although some have been incorporated into later, larger structures, many remain intact and are notable for their architectural distinction and use of modern materials.

In 1958, the Virginia Chapter of the American Institute of Architects (AIA) held its spring meeting in Virginia Beach's newly constructed civic center (the Dome), where Tidewater-area architects exhibited drawings of some of their recent work. In a special "Tidewater Architecture Section" of the monthly magazine, *Virginia Record*, the exhibited works were described as "splendid examples of progressive, contemporary design." The article's introduction went on to state, "One of the most exciting building fields in which the Tidewater area architects are working is that of beach motels and hotels. Shown this month are two fine examples of the new buildings at the Virginia sea-side resort: The Ocean Ranch and the Gay Vacationer. They are but two of many exciting new buildings in that city…."[57] Though no longer extant, the two motels were highly indicative of the type of motels being built in Virginia Beach at the time. The 42-unit Ocean Ranch (32nd Street & Ocean) was designed by Norfolk-based architects Lublin, McGaughy & Associates.[58] The two-story guest room building wing was faced with brick and wood and a separate one-story element housed offices and public space. Windows were fixed sash and floors were tiles. Images show that decorative metal railings extended along the open walkways fronting the rooms and along cantilevered staircases. The porte cochere entry beside the office and the guest room wing were covered by flat roofs. Sol W. Cohen was the designer of the 40-unit Gay Vacationer (34th Street and Ocean), which was faced with "Florida" brick over concrete block construction. The modern motel was described as incorporating "a host of innovations in its tropical shell. The two and three story structure at 34th Street has 40 units in an "L" shape and encloses a kidney-shaped swimming pool surrounded by a sun deck that doubles as a dance floor. The ocean front rooms of the motel have private balconies, cathedral ceilings, and large areas of glass. All rooms have individually controlled heating and air conditioning."[59]

Over the decade and a half, many of Virginia Beach's new motels were highlighted in the pages of *Virginia Record*. These articles provide information on the architects involved in the design of the buildings, describe construction methods and materials used, and also provide names of contractors, subcontractors, and material suppliers. The published examples indicate that Tidewater architects were well versed in the Modernist style and the use of the latest materials. The designs provided their clients with individualistic designs that were architecturally pleasing and also met the necessary program for oceanfront accommodations. No two were alike. Expressive use of decorative breeze blocks, architectural grillwork, and varied building footprints yielded handsome designs that retain a modern air even today. Local newspaper articles also regularly identified the construction projects in the resort area that list the owner/developers, architects, and contractors involved. Among the Tidewater-area architects and architectural firms repeatedly working in the motel field during the late 1950s and 1960s were William Burton Alderman; Sol W. Cohen; David T. Fitzgibbon; McCorkle, Northern & Associates (Evan McCorkle, principal); Oliver & Smith; E. Bradford Tazewell; Waller & Britt (John S. Waller, principal, also Waller & Sadler); and Yates, Boggs, Berkley & Service (Glen Yates, principal). The firms of Gambel, Pownall & Gilroy of Fort Lauderdale, Florida, and James R. Walker of Jacksonville also completed designs for resort area motels.

The two most active firms noted were William Burton Alderman of Virginia Beach and Oliver & Smith of Norfolk. The designs of these architects ushered in an era of highly expressive, Modernist motel designs in Virginia Beach's resort area. William Burton Alderman was born in Williamsburg, Virginia, on June 30, 1927. He and his twin brother, Ernie, served in the Army during World War II and then attended the University of Virginia where Bill graduated from the School of Architecture in 1952.[60] In 1956, Alderman founded his own architectural firm in Virginia Beach that specialized in residential, commercial, religious, and recreational buildings; health facilities; landscape design; and interior design. Current research suggests that Alderman was one of the most prolific motel designers in the resort area from the late 1950s to 1970.[61] Six resort area motels produced by Alderman (three still extant) have been identified, each of which displayed notable materials and elements of the Modernist style including masonry (concrete) construction, breeze block walls, metal grilles, articulated wall elevations, glass mosaic, and vaulted arched roofs. In 1963, Alderman designed the L-

shaped Crest Kitchenette Motel, located on the southwest corner of 37th Street and Atlantic Avenue. The size of the site and the desire to give each unit an ocean view resulted in four rows of guest rooms on three stories, each provided with a private balcony. To provide additional privacy, as well as sun shading and a pleasing visual pattern, Alderman staggered the front elevation by projecting the two center bays slightly beyond the end bays. The construction of the motel consisted of ceilings formed "by the shape of the continuous prestressed double tee slabs which were erected in place by cranes onto bearing walls tied and welded to the slabs. Acoustic plaster was sprayed onto the ceiling slabs creating a soft effect and absorbing noises."[62]

Figure 19. Alderman's Crest Kitchenette Motel as illustrated in the 1964 *Virginia Record* (left) and present-day photograph of motel, now called the Cutty Sark Motel and Efficiencies.

The following year, Alderman began his design of the Blue Marlin Lodge (1964), which was a two-story, open walkway motel located on Pacific Avenue north of its intersection with 24th Street. The project, completed for Dr. John Anderson and his wife Hellen, was an extension of Anderson's dentist office, which was located on the lot at the Pacific Avenue streetfront. The eight kitchenette units were set into two wings (forming an L-shape) that were covered by folded plate roofs. The motel property was enhanced by ample parking, a swimming pool, and a sun terrace. The most notable element of the design was the twin exterior concrete stairs that were detailed with a "delicate design motif" and were "contained within aluminum grille panels from sidewalk level to roof." The grilles surrounded a tiled reflection pool that contained a water spray, described by Alderman as "creating an interesting sensation as one walks down the stairs within the grille surrounds."[63]
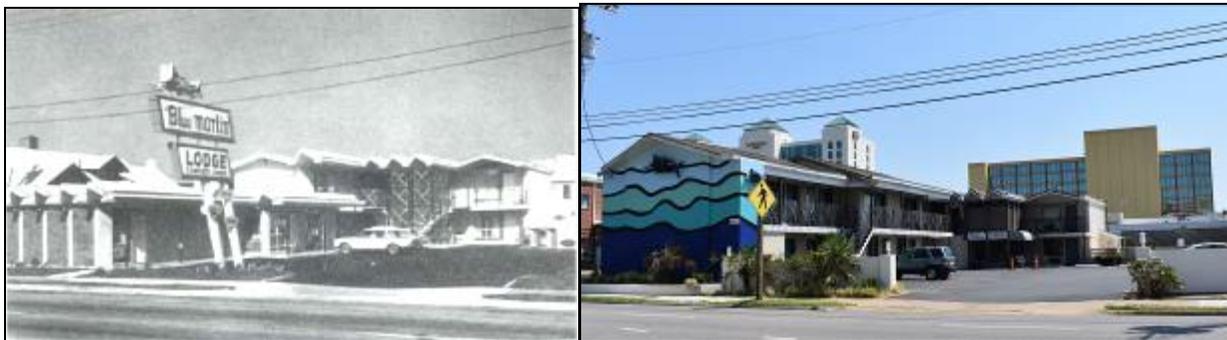

Figure 20. Alderman's Blue Marlin Lodge showing the folded plate roof, grille-enclosed stairs, and stylish sign at the street side. As illustrated in the 1966 *Virginia Record* (left) and present day image (right).

The Norfolk-based firm of Oliver & Smith produced some of Virginia Beach's early, iconic motels in the resort area. Louis A. Oliver and Herbert L. Smith III formed their firm in 1950. A North Carolina native, Oliver trained at several universities, including the University of Virginia, and worked for the Norfolk District of the Army Corps of Engineers during World War II. Smith (d. 1982) attended the University of Virginia, served in the Navy during World War II, and

served on the Virginia Beach Historical Review Board. Oliver & Smith were responsible for numerous local educational and institutional building designs, including the geodesic dome of the Virginia Beach Civic Center (1958).[64]

Oliver & Smith's 1959 design for the Thunderbird Motel Lodge (1958-1959) at 35th Street and the oceanfront remained a Modernist icon in the area until the late 1980s. In an article about the design and construction of the motel, the architects noted that the building included:

> "many new innovations, both in the basic structure and the use of materials. At first observation, the masonry block solar screen, which extends from the first to the fifth floor, catches the eye. This solar screen is made up of lightweight aggregate and white cement masonry block units with a single core which have been laid in a decorative pattern. This screen accomplishes a three fold purpose: in screening the service walkways from the exterior, protection of the walkways from the sun, wind, and rain, and in producing a very pleasing and decorative pattern to the exterior of the building. The building's structure is a radical departure from the usual in that it is one of the highest in the country, making use of precast concrete T-Slabs for floors and roof, which are supported on precast concrete beams and precast post tensioned concrete columns. The columns and beams were fabricated on the job site and the concrete T-Slabs were manufactured at the Southern Block Company plant in Norfolk…. The entire structure, being constructed of concrete materials, is one of lasting beauty and low maintenance, even though it will be subjected to severe winds and salt spray. It has been proved through the years that only concrete will withstand the severe weather conditions of Virginia Beach, and with a small amount of seasonal painting, this building will withstand the ravages of time." [65]

The architects' confidence in their new building was evident. The article concluded by stating, "It is hoped by the architects that this structure will set an example for future structures at Virginia Beach."
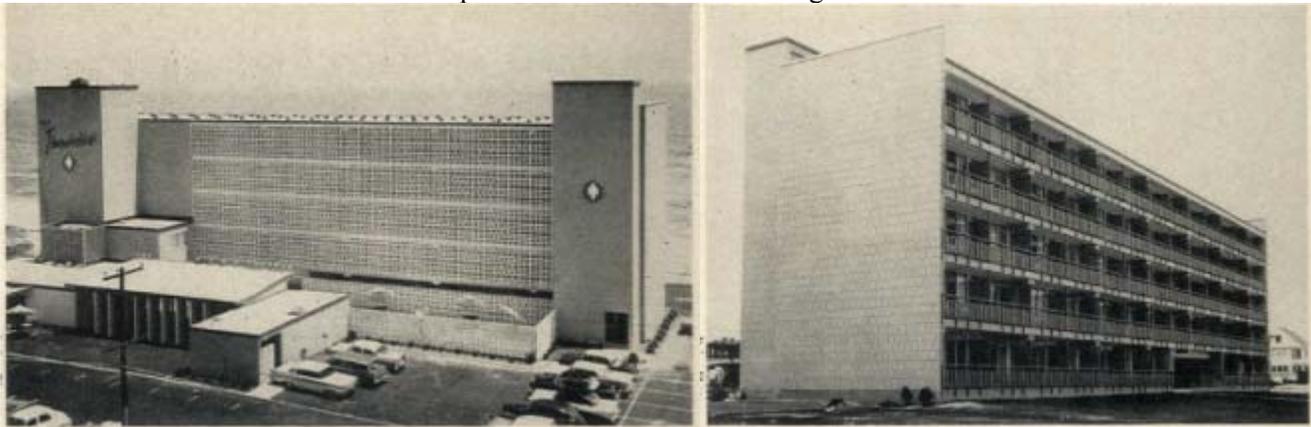

Figure 21. Oliver & Smith's Thunderbird Hotel, as illustrated in the 1959 *Virginia Record*.

In their 1963 design for the Americana Motor Lodge at 39th Street and Atlantic Avenue, Oliver & Smith created a new, six-story motel and renovated an adjacent Sir Walter Hotel that resulted in the largest motor lodge (178 guest rooms) on the oceanfront at the time. The Americana exhibited numerous distinctive architectural elements and finishes, including a six-story glass tower lobby that fronted onto Atlantic Avenue, which allowed "the activity of guest traffic coming and going to high speed elevator is viewed day and night, by the arriving guest coming from the north or south approaches." The exterior elevation, with staggered guest rooms and balconies overlooking the swimming pool, was finished with white-faced brick with accents of inset stripes of brown brick; balcony railings and other trim painted a "surf blue" color;

and the striking five-story tall signs on the north and southwest corners of the building that consisted of two-and-a-half-foot-high, white translucent plastic boxes with red embossed letters.[66]

Figure 22. Oliver & Smith's Americana Motor Lodge, as illustrated in the 1963 *Virginia Record.*

Arrival of the National Chain Hotel, 1970

Even as new motels of the two- and three-story form were being built or expanded, another change came to the Virginia Beach oceanfront. The 1970 summer season opened with the beachfront's first national hotel chain franchises—Hilton and Holiday Inn. Hilton Hotels granted a franchise to Charles Gardner's Washington Club Inn, at 8th Street and Atlantic Avenue, which was designed by Virginia Beach architect Evan John McCorkle, Jr. and opened its first wing in 1966. In January 1970, the hotel was closed for the season and construction was underway on a second wing of the uniquely semi-circular-shaped hotel. The second wing, designed by McCorkle's firm McCorkle, Northern and Associates, more than doubled the number of guest accommodations at the hotel. Gardner, who also owned the Martha Washington Hotel, stated that the franchise names would provide prestige and international advertisement for the city. He noted that the arrival of the chains indicated that Virginia Beach had reached a point of maturity that was recognized nationally. In keeping with Hilton's convention-focused business, which was responsible for about 35 percent of the company's revenues in the 1970s, Gardner replaced the Martha Washington Hotel, located west across Atlantic from the Washington Club Inn, with a Hilton-associated conference center and parking garage (1972, designed by McCorkle).[67]

Figure 23. The Hilton-associated Washington Club Inn as it appeared in the 1978 Virginia Beach Accommodations Directory.
Courtesy VBPL, Edgar T. Brown Collection.

The Holiday Inn chain, which also opened for the 1970 season, constructed a new, eight-story, 103-unit oceanfront building at 39th Street. At the time, the hotel was identified as the only "high rise" hotel on the oceanfront and the largest Holiday Inn in the Tidewater region, a fact that attested to the company's recognition of the Virginia Beach area as a sound investment.[68]

For some the arrival of the chains confirmed that Virginia Beach was no longer simply a resort that drew visitors from its proximate region, but a destination recognized throughout the country. Other hotel owners viewed the arrival of the chains and their homogeneous architecture, furnishings, and amenities as a blow to the unique aspects of local motels and the one-on-one relationships between owners and guests. At present, the majority of resort area hotels and motels are associated with national chains, but a handful of motels, including many in this documentation, remain privately owned and operated.

Some of the resort area motels and hotels constructed during the early 1970s in Virginia Beach, including national chain motels, continued to exhibit the Modernist look of the 1950-1960s buildings; however, the oceanfront accommodations were changing and rapidly adapting to the national chains' identifiable prototypes. Although physical layout, number of guest room units, and other features differed from location to location, franchises were to maintain consistency with the chain's design and amenities.[69]

Societal/Economic Changes
Virginia Beach's oceanfront accommodations remained segregated into the late 1960s. Typical of many, but not all, Virginia localities, African-American visitors were prohibited from staying at the many resort motels and hotels at the beachfront. Black employees provided restaurant and housekeeping services for nearly every resort establishment and black entertainers were regularly enlisted for casinos and music venues, but accommodations were off limits to these individuals.

Similar to other societal aspects, a separate waterfront developed for the Tidewater region's black community. In 1945, Seaview Beach and Amusement Park opened on Norfolk's Bayshore; the enterprise was funded by 21 local African-American businessmen, who were assisted by Dudley Cooper, the driving force behind the all-white Ocean View Park. The amusement park was designated for "coloreds only" and was a vital part of Virginia's upper and middle-class African-American society until its demolition in 1966. Seaview offered a dance hall, amusement park rides, and bayfront beach access. Accommodations opened at the beach in 1947 with the construction of a 100-room, fireproof hotel. The buildings at Seaview reflected traditional construction and stylistic elements typical of early-twentieth-century oceanfront buildings. None of the Seaview buildings, which were demolished in the late 1960s, reflected influence of the Modernist motel trends.[70]

26

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
            Name of Multiple Property Listing   State

The 1964 federal Civil Rights Act included a section that specifically prohibited discrimination on the basis of race, color, religion, or national origin in places of public accommodations (Title II), but integration of the Virginia Beach oceanfront did not occur immediately. Prospective black visitors were often denied reservations with claims of "no vacancy" or, if rooms were provided, especially in the off season, they were given the less desirable rooms that lacked an ocean view.[71] Into the late 1960s, black people also were not permitted on the beach itself; one lifetime area resident, who stated she did not set foot onto the beach until after her high school graduation in 1969, noted that into the late 1950s police officers would approach black beachgoers and insist that they leave. Only those African Americans who were with white families, to assist with children or pets, were permitted on the beachfront.[72] However, many of the motel operators interviewed for this study indicated that black patrons were welcomed in most establishments in the late 1960s and that economic conditions and the need to make a profit quickly trumped any prejudices that owners may have held. As one Virginia Beach owner put it, "We had a budget to fund." National studies show that instances of non-compliance with Title II were, in most cases, quickly resolved. Hotels profited from an expanded customer base despite the initial predictions that business would decrease.[73]

Black visitors were not the only group who were refused service at some of the resort area accommodations. Historically, early cottages and hotels, as well as 1950s-era hotels, refused to rent to single women, unmarried couples, and some military personnel. In the late twentieth century many homosexual visitors also were denied accommodations, usually with the response of "no vacancy." These conditions changed as acceptance within larger society also changed.

Figure 24. Ca. 1947 aerial view of Seaview Beach.
Courtesy of Sargeant Memorial Collection, Norfolk Public Library, Photo Craftsmen Collection.

The most significant impetus to change, however, was economical. As owners began to finance the construction of their motels, the necessity to pay the mortgage prompted owners to accept reservations from all visitors. In addition, national chains also required that hotels be occupied as much as possible. These two forces, in addition to an increase in demand, resulted in fewer hotels being operated on a seasonal basis and instead offering lodgings year-round.

Comparison Properties
Although Marshall Parks originally envisioned Virginia Beach as a Southern "Atlantic City," opinions changed as development ensued and the area became more populated. Atlantic City began to develop as a resort area in the 1880s and by 1900, there were nearly 700 hotels in the city. Unlike Cape May, New Jersey, which was a more serene ocean town, Atlantic City was known for its liberality in regard to gambling, prostitution, and Sunday liquor sales.[74] Initial resistance

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels	Virginia
Name of Multiple Property Listing	State

may have come from the upper class visitors to Virginia Beach's cottages and hotels, but twentieth-century zoning limited the commercial shops facing onto the boardwalk and, as in other Virginia locales, liquor sales were strictly controlled.[75] Virginia Beach did aspire to emulate Atlantic City as a tourism draw and local developers and investors embarked on the construction of amusement parks, casinos (dance halls), and other entertainment venues that drew nationally acclaimed bands and performers. In the 1960s, new rock bands such as the Rolling Stones, The Who, and Jimi Hendrix played concerts at the Virginia Beach Civic Center, known as the Dome, then located at Pacific Avenue and 19th Street.[76]

The early development of Virginia Beach's resort area is similar to other Atlantic Seaboard resort areas, including Myrtle Beach and Atlantic City, in that land companies initially purchased large tracts of land, then replatted and sold the property to individual owners.[77] Residential development in the town and in the surrounding county ensued in the early twentieth century, and by the 1960s, the city became, in part, a bedroom community of Norfolk, resulting in a large year-round population that also enjoyed the oceanfront amenities.

Virginia Beach Oceanfront Resort Motels and Hotels Inventory
The following 20 properties were surveyed as part of the documentation for this Multiple Property Listing. Recommendations have been given for each property following the evaluation methods and registration requirements provided in this document. The properties are listed by date of construction.

Current name/ VDHR #	Historic Name	Address	Date of Construction	Architect	NRHP Recommendation
Oceans II Condominiums (partial)/ 134-5873	Aeolus Motel	4005 Atlantic Avenue	1956	Gambel, Pownall, & Gilroy, Ft. Lauderdale, FL	Eligible
Econo Lodge Oceanfront/134-5858	Saxony Motel	2109 Atlantic Avenue	1958	Waller, Britt & Yates, Portsmouth	Not eligible
Best Western Sandcastle Beachfront/134-5873	Holiday House Motel	1307 Atlantic Avenue	1962	William Burton Alderman, Virginia Beach	Not eligible
Jefferson Manor Motel Apartments/134-5383	Jefferson Manor Motel Apartments	3300 Pacific Avenue	1963	William Burton Alderman, Virginia Beach	Eligible
Holiday Inn and Suites Virginia Beach - North Beach/ 134-5864	Americana/Americano Motor Lodge	3900 Atlantic Avenue	1963	Oliver and Smith, Norfolk	Not eligible
Cutty Sark Motel and Efficiencies/ 134-5866	Crest Kitchenette Motel	3614 Atlantic Avenue	1963	William Burton Alderman, Virginia Beach	Eligible
Seahawk Motel/ 134-5857	The Seahawk Resort Motel	2525 Atlantic Avenue	1964	Waller & Britt, Portsmouth	Eligible
Blue Marlin Inn and Suites/134-5398	Blue Marlin Lodge	2411 Pacific Avenue	1965	William Burton Alderman, Virginia Beach	Eligible
Virginia House/ 134-5865	Virginia House	3810 Atlantic Avenue	ca. 1965	Not known	Not eligible
Econo Lodge Virginia Beach/ 134-5869	Empress Motel	2707 Atlantic Avenue	1965	Not known	Eligible
Super 8 Virginia	Kona Kai Hotel	1719 Atlantic Avenue	1966	Not known	Not eligible

United States Department of the Interior
National Park Service

| Virginia Beach Oceanfront Resort Motels and Hotels | | | | | Virginia |
| Name of Multiple Property Listing | | | | | State |

Current name/ VDHR #	Historic Name	Address	Date of Construction	Architect	NRHP Recommendation
Beach Oceanfront/134-5859					
Royal Clipper Inn and Suites/134-5871	Royal Clipper Motel	3508 Atlantic Avenue	1966	James R. Walker, Jacksonville, FL	Eligible
Seashire Inn and Suites/134-5860	Sandpiper Motor Apartments	1112 Pacific Avenue	1967	Not known	Eligible
Beach Carousel Motel/134-0460	Beach Carousel Motel	1300 Pacific Avenue	1968	Not known	Eligible
Rodeway Inn by the Beach/134-5862	Murphy's Emerald Isle	1005 Pacific Avenue	1968	Not known	Not eligible
Quality Inn and Suites/134-5863	Washington Club Inn Motel	705 Atlantic Avenue	1968	McCorkle, Northern and Associates, Virginia Beach (Evan John McCorkle, Jr.)	Eligible
Breeze Inn and Suites/134-5867	Bali Hai Motor Apartments	207 29th Street	1968	Not known	Potentially Eligible
Travelodge/134-5868	Mardi Gras Motel and Apartments	2802 Atlantic Avenue	1968	Not known	Eligible
Belmont Inn and Suites/134-5861	Sandpiper Motor Apartments	1113 Pacific Avenue	1969	Not known	Eligible
Oceans 2700/ 134-5870	Sandcastle Motel	2700 Pacific Avenue	1970	Not known	Eligible

F. Associated Property Types

There is a single property type associated with this multiple property submission: Mid-20th Century Short-term Tourist Accommodations along the Virginia Beach Oceanfront. This property type can be broken down into two subtypes – Resort Motels and Resort Hotels.

Subtype: Resort Motels

The Resort Motels associated with this multiple property submission are those that were built within the oceanfront resort area of Virginia Beach between the years 1955 and 1970. A Resort Motel is a property that was constructed to provide short-term accommodations (nightly or weekly rentals) to serve the tourist economy; it may have also provided weekly or monthly rentals during the off-season but was primarily intended to meet the demands of the summer season.

Geographically, Resort Motels are located from Pacific Avenue east to the oceanfront and from Rudee Inlet north to 40th Street. They are often sited on their lot with primary consideration going to maximizing parking, maximizing visibility from the street, and taking advantage of any potential water view. A property's physical location will dictate which of these considerations carries more weight, but all Resort Motels will provide on-site parking (or did originally). As the resort area changed in the postwar period to cater to middle-class tourists traveling by car, so did the hospitality industry. Motels built between 1955 and 1970 had to provide parking for all the guests' vehicles, and a primary difference between the Resort Motels and the Resort Hotels is that the Motels provided the convenience of allowing guests to park close to the entrance to their room. This means that parking lots are often located in front of the motel and that most motels

prioritize spacious parking lots over landscaping. It is typical for a motel parcel to be fully built out with paved parking occupying all of the space not occupied by buildings or a pool.

This pivot towards attracting guests traveling by car also resulted in motels that were designed to attract attention from the road. In some cases this meant that the building itself was given an "eye-catching" overall appearance or particular design feature, such as the barrel-vaulted roofs on the Seahawk, Jefferson Manor, and the Royal Clipper, while in every case a primary façade faced the most heavily traveled road that provided vehicular access to the parcel. Sometimes, this resulted in a motel having more than one primary façade. If, for example, it also had an oceanfront lot then the ocean-facing side of the building would contain a grid of balconies and, perhaps, an eye-catching decorative detail or two, as was the case for the former Kona Kai (now Super 8 Virginia Beach Oceanfront) and its distinctive roof, but the side of the building that faced Atlantic Avenue would also be architecturally detailed and contain the primary entrance for the motel. Or, if the parcel had very narrow frontage on a highly traveled road and much wider frontage along a side street, as in the case of the former Mardi Gras Motel and Apartments (now the Travelodge Virginia Beach) which had narrow frontage on Atlantic Avenue, the primary oceanfront thoroughfare, and took up most of the block along 28th Street, a side street, the motel might have an eye-catching side elevation along that main thoroughfare to draw in customers while the motel units faced the side street. The former Mardi Gras incorporated a glass curtain wall that was two stories tall that illuminated the office and lobby along Atlantic Avenue, along with a porte cochere topped by a sun deck to make vehicular access from Atlantic Avenue to the large parking lot in front of the units both feasible and welcoming.

In order to accentuate their roadside visibility and stand out from the crowd while still maximizing parking spaces in front of the units and, in some cases, an oceanfront location, some motels pulled the office out of the main motel building and constructed separate office buildings that were located immediately adjacent to a main thoroughfare. These office buildings were often just as architecturally detailed as the main motel building, designed to get people's attention, and often included a porte cochere to shelter guests checking in. Surviving examples include the former Empress Motor Lodge (now Econo Lodge Virginia Beach), the former Sandcastle Motel (now Oceans 2700), the Royal Clipper Inn and Suites, the Seahawk Motel, the former Sandpiper Motor Apartments (now Seashire Inn and Suites), the former Saxony Motel (now Econo Lodge Oceanfront), and the former Kona Kai (now Super 8 Virginia Beach Oceanfront).

The most obvious way to increase roadside visibility was through elaborate, illuminated signage which most, if not all, of the Resort Motels originally incorporated. Most of them had large, freestanding signs that were located at the road, but only one of the surviving property examples has an original sign – the freestanding Beach Carousel sign dates to the 1960s, but it has been modified. Historic postcards show that many of the surviving motels and hotels did initially incorporate prominent, freestanding signage. Some of the motels also had prominent signage on the building itself; the Jefferson Manor Motel Apartments, for example, has "Jefferson Manor" in large script front and center on the building and these letters were originally finished with a gold and glittery sheen to increase their visibility.

In addition to providing parking and maximizing their roadside visibility, the other factor that dictated how Resort Motels were sited on the lot was, of course, the ocean view. Those that were located along the oceanfront were always situated to provide as many rooms with an ocean view as possible. Depending on the width and depth of the lot, this might mean a wide multi-story block with a rectangular footprint located close to the eastern property line, or it might mean an L-shaped plan with one block of oceanfront rooms and a longer block of ocean view rooms, often with canted balconies to maximize the view, or it could utilize a version of a U-shaped plan with the opening of the U facing the ocean.

Architecturally, Resort Motels share many character-defining features. At their cores, all are concrete boxes with vertically stacked individual units that draw on both materials and design decisions popularized by the Modernist architectural movement. All have a structural system that relies on concrete and steel, either concrete block, reinforced concrete, or prestressed precast concrete, and all incorporate plate glass windows in the individual units, most often beside the front door and/or on the ocean-facing side of the building. Sliding windows are typical on side elevations (if any

windows exist) or rear elevations. Resort Motels are multi-story buildings (documented surviving examples range from two to seven stories in height with later additional stories) covered by flat or barrel-vaulted roofs. Balconies are a dominant feature on the primary elevation(s). In most cases, concrete, cantilevered balconies extend the full width of the building creating exterior public corridors that provide access to the rooms. In addition, oceanfront or ocean view rooms are equipped with private balconies that open to the east. On the primary elevation(s), individual units are visually differentiated with a stacked, or vertically aligned, arrangement. Where present, stylistic influences tend toward the Modernist with exposed concrete beams, cantilevered overhangs, concrete construction, breeze block walls and screens, barrel-vaulted roofs, and glass curtain walls. It was common, though not universal, for motels to have a theme when originally constructed. Where present, this theme often embraced a "Florida" theme or imagery of the South Pacific. Both the former Bali Hai Motor Apartments (now Breeze Inn and Suites) and the former Kona Kai Hotel (now Super 8 Virginia Beach Oceanfront) had roof details and names that evoked this Pacific island ambiance. Unfortunately, these thematic details rarely survive, particularly those showing a South Pacific influence; those with more local beach-inspired motifs, like the Blue Marlin Lodge or the Beach Carousel Motel, are more likely to retain at least some elements of their original theme. This thematic approach to design and decoration is commonly found in other beach resort towns that experienced substantial growth in the mid-twentieth century, particularly the adherence to beach-related motifs and allusions to the South Pacific. In some cases, including The Wildwoods in New Jersey and Miami Beach in Florida, the themes were carried throughout the motel and were decidedly over-the-top. The evidence suggests that in Virginia Beach themes were applied with a more delicate touch. There was an additional thematic type exhibited in Virginia Beach that harkened back to the South's romanticized colonial history, with the Cavalier Hotel as perhaps the most extreme example. Other more modest examples that appeared in the 1960s directories included the Plantation Motel, the Colonial Inn Motel, and The Homestead (none of which survive). And although inspired by the owner's career as a salesman with the Jefferson Life Insurance Company and not necessarily with the historical figure of Thomas Jefferson, the Jefferson Manor Motel Apartments could also trade on the lofty connotations of Jeffersonian Virginia, particularly among white, Southern tourists.

Motels offered a variety of amenities to attract customers, including apartment-style accommodations, kitchenettes and efficiencies, pools, sun decks, and coffee shops. Again, the location of the motel within the oceanfront area had an impact on what amenities were offered; those that were located two blocks from the ocean on Pacific Avenue were more likely to have apartment-style units and kitchenettes as they sought ways to attract customers in spite of their off-beach location. Pools and sun decks were a very common amenity and, by the mid-1960s, had become practically a requirement for a Resort Motel. Some motels that were originally built without a pool, such as the former Aeolus (now Oceans II Condominiums), added a swimming pool in the 1960s or 1970s. Coffee shops in motels replaced the fancier dining rooms in earlier hotels. Surviving examples of the Resort Motel are not anticipated to have all of these amenities (and indeed, those that were built with kitchenettes were perhaps less likely to have coffee shops) but where such amenities do survive, they would be considered character defining features of the type.

Subtype: Resort Hotels
Resort Hotels share all of the same associative and architectural features as the Resort Motels with one exception. The only difference between the two subtypes is that Resort Hotels feature interior corridors that guest rooms open onto, instead of the direct connection between guest unit and parking area featured by Resort Motels. Practically speaking, this means that all hotel guests had to enter the building through the same main entrance and pass through a lobby in order to access stairs or an elevator to their rooms, while motel guests did not have to pass through any interior communal spaces between parking lot and room. This presence or absence of interior corridors is the sole feature that distinguishes between resort hotels and resort motels. The former Washington Club Inn (now Quality Inn and Suites) is an example of this property type.

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels	Virginia
Name of Multiple Property Listing	State

Property Type Significance

The property type associated with this context, Resort Motels and Resort Hotels constructed along the Virginia Beach oceanfront between 1955 and 1970, may be significant at the local level under Criteria A and C in the areas of Commerce and Architecture. These resources are associated with a transformative period of time in the hospitality industry along the Virginia Beach oceanfront which encapsulated a rapid shift from family-owned, independent cottages to modest-sized independently operated motels and hotels, to large chain hotels. Surviving examples illustrate the optimism, entrepreneurial spirit, booming economy, rise of the middle class, and automotive craze that were hallmarks of post-World War II commerce. Architecturally, these resources embraced designs and materials not previously seen along the oceanfront. The use of concrete-based structural systems, glass curtain walls, and Modern-inspired designs would, over the course of 15 years, fundamentally change the look and feel of the oceanfront. By embracing materials and designs not previously used before in the industry, motel owners also engaged a new participant in the construction process – the professional architect. This period saw a dramatic increase in the number of architect-designed motels and hotels, with some local architectural firms like William Burton Alderman and Oliver & Smith designing multiple properties and having a substantial impact on the visual evolution of the resort area of Virginia Beach.

Registration Requirements

In order to be eligible for listing on the NRHP, an example of this property type must meet the following registration requirements and at least one of the NRHP Criteria identified in this document. In general, resources should retain good integrity of location, design, setting, materials, and association.

In order to retain good integrity of location a motel or hotel must remain on its original site.

In order to retain good integrity of association a property must:

- Have been built between 1955 and 1970 within the defined geographic resort area for the purpose of providing overnight accommodations to tourists. A property may have been used for short-term weekly or monthly rentals during the off-season but must have been primarily intended to provide tourist accommodations during the peak resort season of May to September. A property may have been converted to long-term apartment rentals after the end of the period of significance without negatively impacting its eligibility, assuming that it retains sufficient integrity in other ways (for example, original footprint, intact roof form, original floorplan, original façade with individual units identifiable) in order to convey its historical association.

In order to retain good integrity of design a property should:

- Retain the building footprint that it achieved during the period of significance. If it has been added onto, the original footprint should still be distinguishable.
- Primary elevation(s) should not have been obscured by later additions.
- Original roof form should be intact.
- Still be identifiable as a motel or hotel with stacked, vertically aligned primary elevation(s) with visually differentiated units.
- Motels should retain continuous, concrete balconies that form exterior corridors. Balustrades have frequently been altered or updated to meet life safety codes, but this change will not, in and of itself, disqualify a property. Other alterations to access points, such as the widening of doorways or installation of ramps, may have been made to meet Americans with Disabilities and universal accessibility requirements and these changes would also not, in and of themselves, disqualify a property from listing.
- Hotels should retain interior corridors that provide access to guest rooms.

- Retain a separate office building if one was originally part of the property design. If the space between the office building and the motel building was originally open and has now been enclosed, it must have been done in such a way that the original design can still be observed, i.e. with glass walls. A space that was originally a covered walkway may be enclosed to create a breezeway if the original roof is retained and the new walls are at least 75% glass to retain transparency.
- Retain any distinctive architectural details of the original design, even if they are only minimally legible.

In order to retain good integrity of setting a property should:

- Retain a pool if one was part of the property during the period of significance.
- Retain on-site parking.

In order to retain good integrity of materials a property should:

- Retain plate glass windows on the primary elevation(s). If windows have been replaced with new windows that are slightly smaller than the original windows this will not disqualify the property as long as the new windows are also a fixed, plate glass design; the replacement of plate glass windows on either the front (beside the door) or the ocean side with double- or single-hung or casement windows would dramatically change the character of the property. Small, sliding windows were common on rear and side elevations and should be retained.
- Retain its original concrete or concrete-and-steel structural system. Some examples reflect alteration of exterior cladding materials, such as the application of synthetic stucco. The application should not significantly alter the historic appearance or character of the motel.
- Retain glass curtain walls where they were originally present.

G. Geographical Data

The Virginia Beach Oceanfront Resort Motels and Hotels includes properties located from the west side of Pacific Avenue to the east side of Atlantic Avenue (oceanfront), and from Rudee Inlet on the south to the north side of 40th Street and the end of the Virginia Beach Boardwalk. This area encompasses the majority of Resort Motels and Resort Hotels built during the period of significance.

H. Summary of Identification and Evaluation Methods

Between July and September 2020, an architectural survey of motels within the above geographic area was conducted using a list of 20 motels identified through Virginia Beach land records as having been constructed in the 1950s and 1960s.[78] One motel, the Belvedere, had been demolished by the time of survey, therefore, the project team added the former Aeolus (Oceans II) to the list. The field survey was conducted following National Park Service and Virginia Department of Historic Resources (VDHR) (State Historic Preservation Office) guidelines for conducting reconnaissance level investigations. Each of the survey properties was recorded using VDHR inventory forms, which were supplemented with exterior photographs (interiors, where possible) and sketch location maps. Attention was given to collecting information on pertinent character-defining features of the motels, including construction type, exterior cladding, fenestration, roof form, existing office building, swimming pool and sun deck, balconies, individual unit composition, signage, and parking lots. Three properties–Jefferson Manor Motel Apartments, Blue Marlin Inn and Suites, and Beach Carousel Motel–had been previously documented. Those inventory forms were updated.

In addition to field survey, historical background research was undertaken for this project. The project's period of performance began on July 1, 2020, during a time when most research facilities, governmental offices, and other

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
   Name of Multiple Property Listing   State

repositories were closed to the public due to the COVID-19 outbreak. Initial research focused on sources that could be accessed through the Internet or that were in private collections; in the fall of 2020, some library facilities, including the City of Virginia Beach and the Library of Virginia in Richmond, opened on a limited basis. Reference librarians Lori P. Shedlock, Carmen V. Harris, and others provided considerable assistance in searching the archival collections at the city's Meyera E. Oberndorf Central Library.

A variety of sources were used to identify and evaluate the subject properties. Books pertaining to the history of motels in America and studies focused on similar resources in other states were consulted, as were trade and tourism periodicals, and local and regional newspapers. Virginia Beach Hotel Accommodation directories, telephone directories, and local maps also provided key information in identifying the locations of the historic motels. Period postcards and advertising brochures of the subject motels also supplemented the visual archive for each property and provided information on significant amenities and building features.

A significant contribution to the identification and evaluation methods, as well as to the development of the historic context, came through first-hand accounts from motel owners and operators who are still active in the oceanfront area. Local historians investigating related subject matters also provided important supplemental information for this document. These individuals include:

- Christina E. "Kitty" Bosher, second generation motel owner and operator of The Jefferson Manor Motel Apartments;
- Jimmy Capps, third generation motel owner and operator, current owner and General Manager of The Breakers Resort Inn;
- Edna Hawkins-Hendrix, local historian and researcher, author of Black History—Our Heritage: Princess Anne County-Virginia Beach, Virginia (1998), and co-author of History of African-American Communities in Princess Anne County/Virginia Beach (2017);
- Oliver Joyner, second generation motel owner and operator, owner and General Manager of The Capes Hotel;
- Mrs. Jimmie Koch, previous manager of the former Empress Lodge and the Windjammer Motel, and current owner and operator of the Cutty Sark Motel (former Crest Kitchenette);
- Mark A. Reed, Historic Preservation Planner, Planning and Community Development, City of Virginia Beach; and
- Mr. Manan Shah, owner and General Manager of the Blue Marlin Inn and Suites.

Based on the project survey, research, and evaluation, it became clear that these mid-century motels and hotels illustrated a pivotal moment in the history and development of the Virginia Beach oceanfront resort area. A historic context was developed that encapsulated and explained the evolution of the area from family-owned beach cottages to chain hotels and the architectural impacts thereof. Secondary sources that explored the rise of the motel within the context of American commercial history were paired with primary and secondary sources that illuminated the development of Virginia Beach as a tourist destination to flesh out the architectural and historical background for the surveyed resources. The period of significance was defined with the aid of primary resources, namely newspaper articles, that identified the design and construction of the Aeolus Motel in 1955 as "the first of the Florida-type hotels built here" and that noted the opening in 1970 of the first of the national chain motels along the oceanfront. The geographical area for the context was largely determined by physical boundaries (such as the ocean to the east and Rudee Inlet to the south) and land-use patterns, such as the single-family housing development north of 40th Street and south of the inlet. The history of this geographic area as a beach-oriented tourist destination dates back to the late 19th century and the physical development evolved over time.

The 20 resources documented for this project were identified as either Resort Motels or Resort Hotels based on the character-defining features of their overall plan (See Section F: Property Type). Most resources are categorized as Modernist in style with rectangular, L-, or U-shaped plans. Recommendations regarding Registration Requirements were based on the condition of the existing properties as determined during the field survey, along with an understanding of

which features were most essential to convey the significance of the associated context. Properties that were recommended as eligible or potentially eligible for listing under this MPD were those that retain their original location and were built within the identified period of significance as lodgings primarily for summertime vacationers. The properties also retain their original footprint, a majority of exterior materials, and key architectural and site features.

Field survey identified several alterations that are typical to this resource type:

- Replacement of original windows, sliding doors, and/or room doors (almost always with in-kind units)
- Alteration to exterior cladding (e.g., synthetic stucco/Dryvit)
- Replacement of original balcony railings (due to either deterioration or stricter code requirements)
- Construction of multi-level parking garages on site
- Construction of additional floors or wings to motel complex
- Enclosure of formerly open walkways
- Enclosure or removal of swimming pool
- Replacement of signage (due to ownership/name change)

Some of the alterations, such as in-kind replacement of deteriorated features, did not detract from the historical integrity of the property as long as the overall façade arrangement remained intact. The most common alteration to exterior wall cladding has been application of synthetic stucco (Dryvit). Such an alteration was deemed acceptable if the cladding is applied to existing building elements in a way that does not diminish the architectural massing, scale, or character of the element (such as an end tower). Such an alteration, however, significantly diminishes the property's integrity if the cladding overwhelms the original scale of the building, changes the overall appearance and/or character of the building, or obscures significant details. If walkways or breezeways were enclosed with windows, the alteration was deemed acceptable since the aspect of transparency was intact. Construction of additional floors, additional wings, and parking garages tended to diminish important aspects of the properties; these additions often overwhelmed the original buildings or replaced significant site elements, such as former surface parking lots, signage, or swimming pools. Replacement of signage was not a significant determining factor in the evaluation of the properties. Most properties have not retained their historic name, and, therefore, signage is expected to be altered; however, existing original signage was considered significant if present.

Resort Motels and Resort Hotels deemed not eligible for listing under this MPD were those that, although built as vacation lodgings in the oceanfront area during the period of significance, did not retain sufficient integrity of design and materials to convey their historic appearance and historic association with the context. Some historic motels have been incorporated into larger complexes and, although the historic wing is discernible (usually on the oceanfront side), the remodeling overwhelms the original resource. One property, the former Holiday House Motel, was determined to have been demolished in order to build the current hotel on that site. In addition, research and evaluation determined that the Virginia House did not fit into this context because it was not originally built primarily to accommodate summer tourists. It does seem to have incorporated some rooms that were rented on a short-term basis, but it also included offices and long-term rentals. It has been recommended "not eligible" under this MPD as a result.

I. Major Bibliographical References

American Institute of Architects
1956, 1962, 1970   Historical Directory of American Architects. Accessed online at
        https://aiahistoricaldirectory.atlassian.net/wiki/spaces/AHDAA/overview.

[Architectural Record, eds.]
1960   Motels, Hotels, Restaurants, and Bars. 1953. 2nd ed. New York: McGraw-Hill.

Chandler, Jenna
2019   "An Illustrated Guide to SoCal Breeze Blocks," *Curbed: Los Angeles.* April 23. Accessed online at
        https://la.curbed.com/2019/8/23/20826908/breeze-blocks-wall-los-angeles.

DiBari, Sherry
2017   "Seaview Beach and Amusement Park: An African-American Gem on Virginia's Chesapeake Bay." This research
        was funded with a 2017 Research Grant from the Virginia Beach Historic Preservation Commission.

Ferebee, E.E. and J. Pendleton Wilson, Jr.
1924   *An Economic and Social Survey of Princess Anne County*. Charlottesville: University of Virginia Record
        Extension Series.

Frazier Associates (Frazier)
1992   *Reconnaissance Architectural Survey Report, City of Virginia Beach*. Prepared for the City of
        Virginia Beach and the Virginia Department of Historic Resources. Staunton, Virginia.

Giller, Norman M. Giller and Sarah Giller Nelson
2007   *Designing the Good Life*. Gainesville, FL: University Press of Florida.

Hawkins-Hendrix, E.
1998   *Our Heritage: Black History: Princess Anne County, Virginia Beach, Virginia: A Pictorial History.*
        Virginia Beach, Va.

Jakle, John A., Keith A Sculle, and Jefferson S. Rogers
1996   *The Motel in America*. Baltimore: Johns Hopkins University Press.

Johnson, Archie and Bud Coppedge
1991   *Gun Clubs and Decoys of Back Bay and Currituck Sound*. Virginia Beach, VA: CurBac Press.

Mansfield, Stephen S.
1989   *Princess Anne County and Virginia Beach: A Pictorial History*. Norfolk/Virginia Beach, VA: The
        Donning Company Publishers.

Purvis, Laura R. and Debra A. McClane
2018   *Historic Architectural Resource Survey Update, City of Virginia Beach, Virginia – Northern Half.* Prepared for
        the City of Virginia Beach, Virginia. Prepared by Cultural Resource Analysts, Inc., Henrico, Virginia.

Souther, Jonathan Mark
1996   "Twixt Ocean and Pines: The Seaside Resort at Virginia Beach, 1880-1930." Master's Thesis,
        University of Richmond. Accessed online at http://scholarship.richmond.edu/masterstheses/
        1037.

Sylvester, Caitlin Sylvester [Dovetail Cultural Resources Group]
2020   "Resort Hotels/Motels in Virginia Beach Built in the 1950s and 1960s." Preliminary Information Form for
        Historic Districts. Copy on file, Archives, Virginia Department of Historic Resources, Richmond.

Virginia Beach Public Library
2006   *The Beach: A History of Virginia Beach, Virginia*. 1996. Revised Edition. Virginia Beach, VA: Department
        of Public Libraries, City of Virginia Beach.

---   Historic postcards, brochures, and ephemera. Edgar T. Brown Collection.

Virginian-Pilot, The (Norfolk, VA)
Various   Newspaper articles concerning motel and hotel construction, alterations, and demolitions, as well as trends in
           oceanfront development. Articles obtained via the Virginia Beach Public Library.

Virginia Record
Various   Articles pertaining to motel construction projects. Published monthly by Virginia Publishers Wings, Inc.,
Richmond, VA (1955-1973). Issues retrieved via www.USModernist.org.

Yarsinske, Amy Waters
1998   *Virginia Beach: Jewel Resort of the Atlantic*. Arcadia Publishing: Charleston, SC.

National Register of Historic Places Nominations/Local Designation Reports Consulted
City of Miami Beach Planning Department [Carolyn Klepser, Historical Research Consultant; Debbie Tackett, Senior
Planner; and William H. Cary, Assistant Planning Director]. "Morris Lapidus/Mid-20th Century Designation Report." As
Adopted October 14. 2009.

Kimble, David. "Seashore State Park, First Landing State Park, VDHR Number 134-0099." National Register of Historic
Places Registration Form, 2005.

Pollard, Marcus Pollard. "Cavalier Hotel, VDHR #134-0503." National Register of Historic Places Registration Form,
2013.

Prosser, Daniel. "Los Angeles Citywide Historic Context Statement, Context: Commercial Development, 1859-1980
Theme: Hotels, 1870-1980." Prepared for City of Los Angeles Department of City Planning, Office of Historic Resources,
2017.

Zerbe, Nancy, Stephanie M. Hoagland, and Kevin D. Murphy. "Motels of the Wildwoods." National Register of Historic
Places Multiple Property Documentation Form, 2003.

Personal Communication
Bosher, Christina E. "Kitty," second generation motel owner and operator of The Jefferson Manor Motel Apartments

Capps, Jimmy, third generation motel owner and operator, current owner and General Manager of The Breakers Resort
Inn

Hawkins-Hendrix, Edna, local historian and researcher, author of Black History—Our Heritage: Princess Anne County-
Virginia Beach, Virginia (1998), and co-author of History of African-American Communities in Princess Anne
County/Virginia Beach (2017)

Joyner, Oliver, second generation motel owner and operator, owner and General Manager of The Capes Hotel

Koch, Mrs. Jimmie, previous manager of the former Empress Lodge and the Windjammer Motel, and current owner and
           operator of the Cutty Sark Motel (former Crest Kitchenette)

Reed, Mark A., Historic Preservation Planner, Planning and Community Development, City of Virginia Beach

Shah, Manan, owner and General Manager of the Blue Marlin Inn and Suites

United States Department of the Interior
National Park Service

Virginia Beach Oceanfront Resort Motels and Hotels   Virginia
         Name of Multiple Property Listing   State

Historic Images Log

Figure 1. Map of Virginia Beach Owned by Norfolk and Virginia Beach Railroad and Improvement Company, Marshall Parks, President (1883-1884). This map shows the oceanfront area south from Fourth Street (left) and north to Forty-Seventh Street (right). Parks' rail line can be seen crossing Lake Holly. The Virginia Beach Hotel was not yet built. Courtesy of Sargeant Memorial Collection, Norfolk Public Library

Figure 2. Detail of a postcard image showing the Princess Anne Hotel (1902) and the wooden boardwalk along the beachfront. Courtesy VBPL, Edgar T. Brown Collection.

Figure 3. An early twentieth century photograph shows a section of "Cottage Line," looking south. A portion of the Princess Anne Hotel and its tower is seen at the right with the Breakers Hotel and the Seatack Lifesaving Station beyond. Courtesy of the Library of Virginia, Harry C. Mann Collection (Mann #01753).

Figure 4. View along the Virginia Beach Boardwalk (ca. 1927), H.C. Mann. Courtesy of the Library of Virginia, H.C. Mann Collection (Mann #00072).

Figure 5. View Looking West at the Cavalier Hotel, ca. 1930. VBPL, Edgar T. Brown Collection.

Figure 6. Postcard image of the Courtney Terrace. VBPL, C. Michelle Norton Postcard Collection.

Figure 7. Postcard image of two tourist cabin courts owned and operated by Mr. and Mrs. Capps during the 1930s. Courtesy of Jimmy Capps.

Figure 8. Map showing route of the Chesapeake Bay Bridge-Tunnel linking Virginia's Eastern Shore and the Tidewater region. *Virginia Record*, Vol. LXXXV, No. Nine (September) 1963:7.

Figure 9. Postcard image of the Balboa Motel and Apartments, designed by architect William B. Alderman, showing typical use of breeze block to enclose pool and to edge private balconies of guest rooms. The Balboa, constructed in 1970 and demolished in 2011, stood at the corner of 29th Street and Pacific Avenue. Source: www.cardcow.com, #713120

Figure 10. The six-story Americana Motor Lodge, 1963, showing staggered arrangement of guest rooms. Courtesy VBPL, Edgar T. Brown Collection.

Figure 11. The 1964 Seahawk Resort Motel, 26th Street and Ocean Avenue. Note use of vaulted arches and open walkways on guest rooms tower and use of curtain wall construction on the streetfront office and restaurant. Courtesy VBPL, Edgard T. Brown Collection.

Figure 12. Typical motel guest room configuration as illustrated in Architectural Record's *Motels, Restaurants and Bars* (1960).

Figure 13. Postcard image of the Saxony Motel, opened 1958 at 21st Street and Ocean Avenue (demolished ca. 2008), showing guest room arrangement and configuration. Courtesy VBPL, Edgar T. Brown Collection.

Figure 14. Two of the early-twentieth-century cottage-style hotels that remained on the Virginia Beach oceanfront into the late twentieth century: (left) the 58-room Avamere Hotel (26th Street and Ocean Avenue) built in 1935 and demolished in 1994 and (right) the 33-room Essex House (16th Street and Ocean Avenue) demolished in 1983.

Figure 15. Ca. 1960 postcard of the Aeolus Motel (foreground0 with the iconic Cavalier Hotel in the background. Courtesy VBPL, Edgar T. Brown Collection.

Figure 16. The Beach Carousel (above), 13th Street and Pacific Avenue, and the Mardi Gras Motel and Apartments (below), at 28th Street and Atlantic Avenue, both opened in 1968. The buildings are excellent examples of the two-story modern concrete motel covered by a flat roof with cantilevered walkways and stairs and exposed structural elements. The Mardi Gras included an on-site pool and a rooftop sun deck. Courtesy VBPL, Edgar T. Brown Collection.

Figure 17. The Beach Carousel street sign. Source: John Margolies Roadside America photograph archive (1972-2008), Library of Congress, Prints and Photographs Division (https://www.loc.gov/item/2017705924/)

Figure 18. The Jefferson Manor Motel Apartments, owned and operated by Pete Bosher and designed by architect William B. Burton. As illustrated in the 1964 *Virginia Record.*

Figure 19. Alderman's Crest Kitchenette Motel as illustrated in the 1964 *Virginia Record* (left) and present-day photograph of motel, now called the Cutty Sark Motel and Efficiencies.

Figure 20. Alderman's Blue Marlin Lodge showing dentist office, folded plate roof, grille-enclosed stairs, and stylish sign at the street side. As illustrated in the 1966 *Virginia Record* (left) and present day image (right).

Figure 21. Oliver & Smith's Thunderbird Hotel, as illustrated in the 1959 *Virginia Record.*

Figure 22. Oliver & Smith's Americana Motor Lodge, as illustrated in the 1963 *Virginia Record.*

Figure 23. The Hilton-associated Washington Club Inn as it appeared in the 1978 Virginia Beach Accommodations Directory. Courtesy VBPL, Edgar T. Brown Collection.

Figure 24. Ca. 1947 aerial view of Seaview Beach. Courtesy of Sargeant Memorial Collection, Norfolk Public Library, Photo Craftsmen Collection.

ENDNOTES

[1] Caitlin Sylvester and Adriana T. Moss (Dovetail Cultural Resources Group, Fredericksburg, VA), "Resort Hotels/Motels in Virginia Beach Built in the 1950s and 1960s." Preliminary Information Form for Historic Districts, February 2020. Copy on file, Archives, Virginia Department of Historic Resources, Richmond.

[2] Jonathan Mark Souther, "Twixt Ocean and Pines: The Seaside Resort at Virginia Beach, 1880-1930," 1996:19. In another effort to control mosquitoes and malaria, a flume built on the eastern end of 13th Street pumped saltwater from the ocean to Lake Holly. A canal also was dug between Lake Holly and Linkhorn Bay to the north. The saltwater thwarted mosquito breeding and also provided convenient fishing for resort area guests. The flume was constructed around 1890 and remained in place until a storm destroyed it in 1933. Stephen S. Mansfield, *Princess Anne County and Virginia Beach: A Pictorial History*, 1989:117. Kimble David, "Seashore State Park, First Landing State Park, DHR Number 134-0099," National Register of Historic Places Registration Form, 2005: Section 8, pages 13, 22, and 54. Copy on file, Archives, Virginia Department of Historic Resources, Richmond. See also Mansfield 1996:88.

Seashore State Park, like other state parks and public facilities of the period, was racially segregated when it opened in the 1930s. On June 21, 1951, a racial discrimination suit was filed in the U.S. District Court by a group of African Americans who were denied admission to the park. The segregation of the park was even more hurtful since the all-black Company 1371 of the Civilian Conservation Corps had been responsible for cutting 20 miles of trails, drained the marsh, built cabins, and planted a wide variety of trees and shrubs for the newly formed park (see VDHR Historical Highway Marker KV-15-a, 2008). Following the U.S. Supreme Court decision in *Brown v. Board of Education*, the state decided to close Seashore to everyone for several years. In the ensuing years, desegregation slowly took place and by 1965 all facilities were re-opened to all citizens. Virginia Department of Conservation and Recreation, "History of Virginia State Parks:

1948 - 1964 – Racial Integration of State Parks," 2019. Accessed at https://www.dcr.virginia.gov/state-parks/history. See also Denise M. Watson, "Locals remember fun, frustration of former segregated beaches," *Virginian-Pilot,* July 13, 2018.

[3] Purvis and McClane, 2018:11;

[4] VBPL 2006:77-78. The lifesaving station was active until 1969 when it was decommissioned and vacated by the U.S. Coast Guard. In 1979, the City of Virginia Beach acquired the structure, listed it on the NRHP, and moved the building about 100 yards south to its present location. The station currently serves as the Virginia Beach Surf & Rescue Museum (DHR #134-0047). See also Mansfield, 1996:76-77.

[5] Mark Reed, personal communication, October 15, 2018. Note: Mr. Reed relayed information under research by Edna Hawkins-Hendrix.

[6] Mansfield 1996:77; Purvis and McClane 2018:16; Souther 1996:7-14.

[7] Mackey retained Parks' subdivision plat of the land company's oceanfront holdings but renamed some of the streets. Atlantic Avenue retained its original name, but other north-south routes that had been named after tree species (Cypress, Holly, Etc.) were changed to for bodies of water (Pacific, Baltic, Mediterranean, etc.). East-west numbered streets retained their original designations.

[8] Mansfield 1996:78, 108; VBPL 2006:84; Souther 1996:24.

[9] Archie Johnson and Bud Coppedge, *Gun Clubs and Decoys of Back Bay and Currituck Sound* (Virginia Beach, VA: CurBac Press), 1991: 8.

[10] Souther 1996:21-22.

[11] Amy Waters Yarsinske, *Virginia Beach: Jewel Resort of the Atlantic* 1998:19.

[12] In 1900, the Norfolk, Virginia Beach & Southern Railroad was acquired by Norfolk & Southern Railroad, which merged into the Southern Railway system in 1974.
http://smcdigital.norfolkpubliclibrary.org/digital/collection/p15987coll7/id/32

[13] Norfolk and Western Railway Company, *Virginia Summer Resorts* (Buffalo, N.Y.: Art-Printing Works of Matthews, Northrup), 1890:9-10.

[14] Souther 1996:30.

[15] Mansfield 1996:79. In 1898-1899, Groves was also vice president and general manager of the proposed Chautauqua-by-the-Sea development in Virginia Beach, which did not fully flourish. See Souther 1996:41-44.

[16] Mansfield 1996:79. In 1952, Virginia Beach became an independent city.

[17] Brian de Ruiter, "Jamestown Ter-Centennial Exposition of 1907," *Encyclopedia Virginia*. Virginia Humanities, October 27, 2015. Accessed online at: https://www.encyclopediavirginia.org/Jamestown_Ter-Centennial_Exposition_of_1907#start_entry.

[18] By the March 23, 1904 issue, Virginia Beach was no longer under consideration for a racecourse due to "unsatisfactory conditions" of the west and soft sandy beachfront. The association instead opted for trials at Ormond Beach, Florida. *Horseless* Age, Vol. 13, No. 11(March 16, 1904):320, Vol. 13, No. 12 (March 23, 1904):324.

[19] Souther 1996: 106.

[20] Mansfield 1996:134; VBPL 2006: 98-99; Marcus Pollard, "Cavalier Hotel, DHR #134-0503," National Register of Historic Places Registration Form, 2013: Section 7, page 7. Copy on file, Archives, Virginia Department of Historic Resources, Richmond. When the concrete boardwalk was completed, bicycles were initially banned for safety reasons. The ban was later lifted and today, a dedicated bike lane is part of the boardwalk complex.

[21] Souther 1996:110. The Courtney Terrace, which offered about 250 rooms, was first known as O'Keefe's Inn after its owner William O'Keefe. Located on the west side of Atlantic at 16th Street, the building was moved to the east side and enlarged. The building typical shingle style with broad cross gable roofs, second floor jetty, enclosed porch on lower level, open porch above was demolished in 1959. [See Yarsinskse 1998:23.] The Laskin family, including father, Elmer, and his two sons, Jacob and Louis, also significantly involved with the renovation of the Casino/Seaside Park project. The Laskins, who were from New York, had been successful in the hotel industry in Florida before arriving in Virginia Beach. The Traymore Apartments were demolished in 1983 and the Pinewood Hotel, completed in 1926, was incorporated into the 1959 Dunes Motor Inn at 10th Street (since demolished). Souther 1996:108-110.

[22] Oliver Joyner, personal communication, October 20, 2020, and Edna Hawkins-Hendrix, October 29, 2020.

[23] Frazier Associates 1992: 7-8; E.E. Ferebee and J. Pendleton Wilson, Jr., *An Economic and Social Survey of Princess Anne County* (Charlottesville: University of Virginia Record Extension Series), 1924:36.

[24] Jimmy Capps, personal communication, October 20, 2020. In the 1930s, Mr. Capps' grandparents, Buster and Gertie Capps built and operated the London Bridge Tourist Camp (London Bridge Road and Virginia Beach Boulevard) and the White Oak Tourist Court (17th Street and Birdneck Road). In 1962, they purchased the 1940s Essex House (16th Street and Ocean Avenue), which Mr. Capps replaced in 1983 with The Breakers Resort Inn.

[25] John A. Jakle, Keith A Sculle, and Jefferson S. Rogers, *The Motel in America* (Baltimore: Johns Hopkins University Press), 1996:18.

[26] Daily meal plans offered with accommodations were the American plan (no meals); the European plan (three meals); and the modified European plan (two meals). VBLP 2006: 94.

[27] Scott Kozel, "Roads to the Future: Interstate 64 in Virginia," 2007. Accessed online at: http://www.roadstothefuture.com/I64_VA_Desc.html#:~:text=I%2D64%20was%20built%20near,to%20Bowers%20Hill%20in%20Chesapeake.

[28] "Beach Highway Advances, Boulevard, Highway Link," *Virginian-Pilot*, September 17, 1964:33.

[29] Scott Kozel, "Roads to the Future: Chesapeake Bay Bridge-Tunnel," 2005. Accessed online at; http://www.roadstothefuture.com/CBBT.html.

[30] Purvis and McClane 2018:18; VBPL 2006:108-109. The name "Princess Anne" was retained by renaming the Seaboard Magisterial District "the Princess Anne Borough." The principal seat of government was to be located at the Princess Anne Courthouse and became known as the Virginia Beach Municipal Center. Additional discussion about the merger can be found in Mansfield 1996:1173, 196-197. In 1982, the City of Virginia Beach became Virginia's most populous city–a distinction it still holds in 2020 at 452,643 residents.

[31] George M. Watts, *Behavior of Beach Fill at Virginia Beach, Virginia*. Technical Memorandum-Beach Erosion Board; no. 113 (Washington: Beach Erosion Board, Corps of Engineers), 1959:1-3.

[32] "Death List Grows as Nearby Areas Report on Storm," *Virginian-Pilot*, August 26, 1933:1.

[33] Mansfield 1996:201.

[34] In the 1990s, a seawall project was undertaken that also expanded the boardwalk. In addition, municipal art (sculptures), expanses of decorative paving, heavily landscaped planting beds, and historical and directional signage also are present. The Virginia Beach Boardwalk has garnered many "best of" listings and is highly regarded in the tourism industry as one of the nation's best. https://virginiabeach.guide/article/all-about-virginia-beach-boardwalk#:~:text=The%20project%20took%20many%20weeks,40th%20Street%20and%20Rudee%20Inlet.

[35] "Va. Beach Anticipates Record Season," *Virginia Record*, Vol. LXXXIV, No. Four (April) 1962:55.

[36] *Architectural Record* 1933, as quoted in Chester H. Lieb, *Main Street to Miracle Mile: American Roadside Architecture* (Baltimore: The Johns Hopkins University Press), 1985:179. Influence of the automobile also led to the rise of the Streamline Moderne style for many of the roadside courts. In 1935, *Tourist Court Journal* published its first issue. *Motel/Motor Inn Journal* was another influential trade publication of the time.

[37] The term "motel" is a contraction of "motor hotel" and first appeared as early as 1926 when it was used by the Milestone Mo-tel in San Luis Obispo, CA. Jakle et al, 1996:18.

[38] Jakle et al, 1996: 45.

[39] Norman M. Giller and Sarah Giller Nelson, *Designing the Good Life* (Gainesville, FL: University Press of Florida) 2007: 52-53.

[40] Norman M. Giller and Sarah Giller Nelson, *Designing the Good Life* (Gainesville, FL: University Press of Florida) 2007:15, 21.

[41] Jenna Chandler, "An Illustrated Guide to SoCal Breeze Blocks," Curbed: Los Angeles, April 23, 2019. Accessed at https://la.curbed.com/2019/8/23/20826908/breeze-blocks-wall-los-angeles.

[42] Giller and Nelson 2007:17-18; *Motels, Hotels, Restaurants, and Bars*. 2nd ed. (New York: McGraw-Hill), 1960.

[43] *Motels, Hotels, Restaurants, and Bars*. 1953. 2nd ed. (New York: McGraw-Hill), 1960:32.

[44] In 1959, Oliver & Smith designed the five-story Thunderbird Motor Lodge. "Thunderbird Motor Lodge, Virginia Beach, Virginia," *Virginia Record,* Vol. LXXXI, No. Eight (August):34-35. In 1963, Sol William Cohen, in association with Oliver & Smith, designed the five-story Diplomat Motor Inn (33rd and Atlantic). *Virginia Record,* Vol. LXXXV, No. Eleven (November):41. The Diplomat was demolished in 2012 and replaced by a Hilton Garden Inn.

[45] Giller and Nelson 2007:24-25.

[46] Giller and Nelson 2007:25-26.

[47] *Motels, Hotels, Restaurants, and Bars* 1960:14, 16. This book was published by the editors of *Architectural Record.* The first edition appeared in 1953; when the second edition was published in 1960, William Dudley Hunter, Jr., AIA, Sr. Editor, noted in his foreword that "much has happened. Growing numbers of people, with increased leisure and income, are spending more time and money on travel and recreation than ever before…There have been numerous improvements and innovations in building technology."

[48] *Motels, Hotels, Restaurants, and Bars* 1960:14.

[49] Oliver Joyner, personal communication, October 20, 2020.

[50] "Beach Hotel Ready for Opening Next Weekend," *Virginian-Pilot*, April 6, 1956:52; "Va. Beach Motel Sold," *Virginian-Pilot*, November 1, 1963:46; Virginia Beach Accommodations Directory, ca. 1960, courtesy The Virginia Beach Public Library, Edgar T. Brown Collection.

[51] Jakle et al, 1996:21.

[52] Jakle et al, 1996: 45.

[53] "Resort Crowd Spills Back into Norfolk," *Virginian-Pilot,* July 4, 1960:17. This article discussed the holiday crowds that could not find rooms at the oceanfront and were forced back to Norfolk for accommodations. Nick Kostopulos, owner and manager of the Saxony Motel, and Lee Land, a clerk at the Thunderbird Motor Lodge, are quoted.

[54] Joseph W. Dunn," A Rival Motel Strip Develops at Beach," *Virginian-Pilot*, October 22, 1967:E-212; Oliver Joyner, personal communication, October 20, 2020.

[55] Edna Hawkins-Hendrix, personal communication, October 29, 2020. The subject of black owned businesses in Virginia Beach is currently being researched by Margie Coefield under a grant from the Virginia Beach Historic Preservation Commission.

[56] Sherry DiBari, "Seaview Beach and Amusement Park: An African-American Gem on Virginia's Chesapeake Bay," September 2017:2. This research was funded with a 2017 Research Grant from the Virginia Beach Historic Preservation Commission. Ms. DiBari's study provides an in-depth look at the development, operation, and closure of Seaview. She also traces the development of earlier resort areas, City Beach and Ocean View, that were operated as seasonal beaches for African-American patrons.

[57] "Tidewater Architecture," *Virginia Record*, Vol. LXXX, No. Eight (August) 1958:9.

[58] Alfred Max Lublin was born in Germany in 1906 and worked there prior to forming his Norfolk firm with John B. McGaughy, PE, in 1945. When Lublin died, McGaughy, Marshall & McMillian became the successor firm.

[59] "2 Unique Beach Motels: Ocean Ranch and Gay Vacationer," *Virginia Record*, Vol. LXXX, No. Eight (August) 1958:10-11.

[60] "William B. Alderman," Obituary, *Virginian-Pilot*, August 1, 2012; "William Burton Alderman," *Virginia Record,* Vol. LXXXII, No. Five (May) 1960:6.

[61] Designs attributed to Alderman include the Plantation Motel (1959-6); the Holiday House Motel (addition and renovations) (1962); Jefferson Manor Motel Apartments (1961-1963); Crest Kitchenette Motel (1963); Golden Sands Motel (1965); Blue Marlin Lodge (1964-66), and the Balboa Motel (1969-1970). He also provided renovations to the Marshalls Hotel, located north of the resort area) in the late 1960s.

[62] "Three Projects by William Burton Alderman, AIA: Crest Kitchenette Motel," *Virginia Record*, Vol. LXXXVI, No. Five (May) 1964:26-27.

[63] "The Blue Marlin Lodge," *Virginia Record*, Vol. LXXXVIII, No. Two (February)1966:55-56.

[64] American Institute of Architects, Directory, 1956, 1960, 1970. Accessed online: https://aiahistoricaldirectory.atlassian.net/wiki/spaces/AHDAA/overview.

[65] "The Thunderbird Motor Lodge, Virginia Beach, Virginia," *Virginia Record*, Vol. LXXXI, No. Eight (August) 1959:34-35.

[66] "Virginia Beach Hotel Expansion," *Virginia Record*, Vol. LXXXV, No. Eleven (November) 1963:19.

[67] Charles Stover, "Beach to Get Chains," *Virginian-Pilot*, January 12, 1970:B1.

[68] Stover 1970.

[69] In 1956, Holiday Inn hired Memphis architect William W. Bond to design the prototype for its franchise hotels. The "classic design" was a two-story, flat-roofed room segments formed into a U- or an L-shape that featured a centrally situated public space with a large swimming pool, recreational facilities, and perimeter landscaping. A separate building contained a lobby, restaurant, and meetings rooms. By the 1970s, however, the company had adopted a high-rise model. Jakle et al, 266-277.

[70] DiBari 2017:1-5, 17. Ms. DiBari notes that Norfolk's historically large percentage of African American residents, as well as the presence of an integrated military, led to a more cosmopolitan and accepting environment than other southern cities. Edna Hawkins-Hendrix also notes that Norfolk's middle- and upper-class black population resulted in the integration of the Norfolk public schools a decade before the integration of the Princess Anne/Virginia Beach public school.

[71] Maps of regional cities, such as Richmond and Washington, D.C., also were used to screen the locations of prospective visitors. If a guest's address was found to lie within one of the predominantly black neighborhoods, some motel operators would not provide a reservation.

[72] Edna Hawkins-Hendrix, personal communication, October 29, 2020.

[73] Mrs. Jimmie Koch, Personal Communication, October 24, 2020; Brian K. Landsberg, "Public Accommodations and the Civil Rights Act of 1964: A Surprising Success?" in Hamline University's School of Law's Journal of Public Law and Policy, Vol. 36, Issue 1, 2015. Accessed online at: https://digitalcommons.hamline.edu/jplp/vol36/iss1/1/. For more on area beaches and resorts developed for black visitors, see also Denise M. Watson, "Locals remember fun, frustration of former segregated beaches," *Virginian-Pilot,* July 13, 2018.

[74] Nancy Zerbe, Stephanie M. Hoagland, Kevin D. Murphy, "Motels of the Wildwoods," National Register of Historic Places Multiple Property Documentation Form, 2003: Section E, page 3. See also Atlantic City Free Public Library, "Explore Atlantic City History," http://acfpl.org/ac-history-menu/atlantic-city-faq-s/15-heston-archives/147-atlantic-city-history-22.html

[75] Since 1934, Virginia has been a "control state" in which the state government has rights to the wholesale or retailing of certain alcoholic beverages. There are reports that a Prohibition-era speakeasy operated out of the basement of the Cavalier Hotel and that liquor was available at some of the town's other private clubs and casinos.

[76] "Holiday Weekend in VA. Beach Best on Record--Weather Perfect," *Virginia Beach Sun*, July 7, 1966:1; Jake Denton, "A Rogue's Gallery of Clubs," *Virginia Living* September 5, 2015. Accessed at: http://www.virginialiving.com/culture/rogues-gallery-of-clubs/. The Dome, officially named the Alan B. Shepard Civic Center, was demolished in 1994.

[77] Myrtle Beach's beginnings date to the late 1890s when turpentine and timber tycoon Franklin G. Burroughs began purchasing acreage along South Carolina's oceanfront. After Burrough's death his widow and family continue the development, and in 1912, Chicago businessman Simeon P. Chapin joined the company to form Myrtle Beach Farms. Burroughs & Chapin remains the dominate developer in the Myrtle Beach area. See Barbara F. Stokes, *Myrtle Beach: A History, 1900-1980* (Columbia: University of South Carolina Press), 2007. Zerbe et al, 2003, provides a brief history of the Atlantic Beach development.

[78] Sylvester and Moss (Dovetail Cultural Resources Group), "Resort Hotels/Motels in Virginia Beach Built in the 1950s and 1960s."