

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

Historic name Burgherr's Service Station

Other names/site number N/A

Name of related Multiple Property Listing Historic Auto-Related Resources of St. Louis, Missouri

2. Location

Street & number 1956 Utah Street (Aka, 1958 Utah Street and 3300-04 Wisconsin Avenue)

N/A	not for publication
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City or town St. Louis

N/A	vicinity
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State Missouri Code MO County St. Louis [Independent City] Code 510 Zip code 63118

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
 I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

Applicable National Register Criteria: A B X C D

Toni M. Prawl AUG 11 2017
 Signature of certifying official/Title Toni M. Prawl, Ph.D., Deputy SHPO Date

Missouri Department of Natural Resources
 State or Federal agency/bureau or Tribal Government

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

 Signature of commenting official Date

 Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

 entered in the National Register determined eligible for the National Register

 determined not eligible for the National Register removed from the National Register

 other (explain:)

 Signature of the Keeper Date of Action

Burgherr's Service Station
Name of Property

St. Louis [Independent City] Missouri
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

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

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

TRANSPORTATION/road related

Current Functions
(Enter categories from instructions.)

Vacant/not in use

7. Description

Architectural Classification
(Enter categories from instructions.)

Modern Movement

Materials
(Enter categories from instructions.)

foundation: Concrete

walls: Brick

Steel

roof: Wood

other: _____

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Burgherr's Service Station
Name of Property

St. Louis [Independent City] Missouri
County and State

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

Areas of Significance

ARCHITECTURE

Period of Significance

1937

Significant Dates

1937

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Saum Architects

H. Bohem Builder

9. Major Bibliographical References

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Landmarks Association of St. Louis

Historic Resources Survey Number (if assigned): _____

Burgherr's Service Station
Name of Property

St. Louis [Independent City] Missouri
County and State

10. Geographical Data

Acreeage of Property Less than 1 acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1 38.594256 -90.220277 3 _____
Latitude: Longitude: Latitude: Longitude:

2 _____ 4 _____
Latitude: Longitude: Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____ 3 _____
Zone Easting Northing Zone Easting Northing

2 _____ 4 _____
Zone Easting Northing Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Andrew Weil, Executive Director
organization Landmarks Association of St. Louis date 3/31/2017
street & number 911 Washington Avenue, Suite 170 telephone 314-421-6474
city or town St. Louis state MO zip code 63101
e-mail aweil@landmarks-stl.org

Additional Documentation

Submit the following items with the completed form:

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

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Burgherr's Service Station

Name of Property

St. Louis [Independent City] Missouri

County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: **Burgherr's Service Station**

City or Vicinity: **St. Louis [Independent City]**

County: **St. Louis [Independent City]** State: **Missouri**

Photographer: **Andrew Weil**

Date

Photographed: **8/19/2016-6/7/17**

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

- 1 of 12: Andrew Weil, Photo 1, Property Facing SW
- 2 of 12: Andrew Weil, Photo 2, Property Facing E
- 3 of 12: Andrew Weil, Photo 3, Property Facing NW
- 4 of 12: Andrew Weil, Photo 4, Property Facing SW
- 5 of 12: Andrew Weil, Photo 5, Interior Window Facing E
- 6 of 12: Andrew Weil, Photo 6, Interior Overhead Doors Facing N
- 7 of 12: Andrew Weil, Photo 7, Internal Connection Between Service and Retail Areas Facing W
- 8 of 12: Andrew Weil, Photo 8, Facing Boarded Retail Display Bay Facing W
- 9 of 12: Andrew Weil, Photo 9, Rear of Retail Display Area/Restroom Facing W.
- 10 of 12: Andrew Weil, Photo 10, West Elevation Facing E
- 11 of 12: Andrew Weil, Photo 11, Primary Façade Facing SW
- 12 of 12: Andrew Weil, Photo 12, Northwest Storefront Corner facing SE

Figure Log:

- Figure 1. Location Map, 1956 Utah
- Figure 2: Location of 1956 Utah Within Context of St. Louis
- Figure 3: Photo Location Key
- Figure 4: 1956 Utah Aerial Neighborhood Context
- Figure 5: Thurman Station prior to rehabilitation
- Figure 6: Thurman Station after rehabilitation
- Figure 7: 4266 McRee prior to rehabilitation
- Figure 8: 4266 McRee after rehabilitation
- Figure 9: Typical Oblong Box Station

National Register of Historic Places
Continuation Sheet

Section number 7 Page 1

Burgherr's Service Station
Name of Property
St. Louis [Independent City] Missouri
County and State
Historic Auto-Related Resources of St. Louis, Missouri
Name of multiple listing (if applicable)

Summary

Burgherr's Service Station is an excellent example of a pre-World War II "Oblong Box Type" modernist filling and service station. It is a property type that has been determined to be locally significant to the automotive industry in St. Louis. Eligible for listing in the National Register under Criterion C for ARCHITECTURE, the building embodies the distinctive characteristics of the "Oblong Box" typology as defined by NPS Preservation Brief 46 ("The Preservation and Reuse of Historic Gas Stations") and meets the registration requirements established by the Multiple Property Documentation Form (MPDF) *Historic Auto-Related Resources of St. Louis, Missouri*. According to the MPDF, a building meets the standards for registration if it is a good example of an eligible type, can be easily identified as a service station, retains its original exterior wall material, roof form and other identifying features such as garage door bays. In addition, the location of windows and doors should be clearly identifiable, and interior spaces should retain original features such as open expanses and high ceilings in the service bays, original wall surfaces and concrete slab flooring.¹ The building at 1956 Utah possesses all such requisite registration characteristics. The period of significance is 1937, the date the building was constructed.

Setting

Burgherr's Service Station is located in the Benton Park neighborhood of south St. Louis. It is situated at the southeast corner of Utah Street and Wisconsin Avenue and has addresses on both streets (figures 1-2). The preferred address for the purpose of the nomination is 1956 Utah, which is the address for the property most commonly referenced in historic city directories. The building is intentionally set back from both Utah and Wisconsin Avenue to allow cars to access the pumps (removed) which, based on the location of the fuel tanks (removed) would have been situated on the northeastern portion of the lot along Utah Street. It is unknown when the pumps were removed, but it was likely prior to the building's last recorded use as a car wash in 1997. The neighborhood was listed in the National Register in 1985 for significance in the areas of architecture and industry. The surrounding neighborhood is primarily composed of dense blocks of 19th century brick residential buildings, though there are significant numbers of buildings with commercial components as well as some major industrial facilities including the Lemp Brewery complex. The service station is not considered a contributing resource within the district because it was constructed outside of the district's period of significance, defined as 1848-1935. The appearance of the surrounding neighborhood and the context for the nominated property has remained virtually unchanged since the building's construction and is still characterized by dense rows of primarily late 19th century brick buildings (figure 4).

The location of the building on the corner of two streets and at the center of a large lot is intentional. Such box type stations were intentionally sited on corner locations to provide maximum visibility and access, and the buildings and their associated pumps were placed close to the interior of the lot so that patrons could pull out of traffic to make purchases.² In earlier years, gasoline pumps had frequently

¹ Ruth Keenoy and Karen Bode Baxter, *National Register of Historic Places Multiple Property Documentation Form: Historic Auto-Related Resources of St. Louis, Missouri* (Washington, D.C.: Department of the Interior, 2005), p. F-42

² Colorado Office of Archaeology and Historic Preservation <http://www.historycolorado.org/oaahp/oblong-box-gas-station> viewed on 6/2/17

National Register of Historic Places
Continuation Sheet

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Burgherr's Service Station
Name of Property
St. Louis [Independent City] Missouri
County and State
Historic Auto-Related Resources of St. Louis, Missouri
Name of multiple listing (if applicable)

been curbside installations.³ As automobiles became more common, curbside pumps began to cause traffic problems resulting in a new pattern of development that catered to the needs of the automobile by moving refueling functions out of the roadway and into the interior of expansive lots.⁴

Physical Description

The building measures 47 x 26 feet. Its long axis runs essentially east-west (figure 3). The primary façade (north) of the building faces Utah Street and contains two components: a service area and a storefront/attendant's area (photos 1, 2, 11). The service area is on the east end of the building and contains two garage bays (photo 11). Both bays have been boarded, but interior inspection shows that both original/historic overhead wooden doors remain intact and in place (photo 6) though they are in poor condition. The attendant's area is located at the northwest corner of the building and has an entry and storefront bay facing Utah Street (north) and a storefront bay facing Wisconsin Avenue (West) (photo 12). Neither the door nor the storefront windows are intact and all the bays are boarded. The primary façade is covered with porcelain enameled steel panels that have been whitewashed many times, probably to conceal graffiti.

The west side of the building is a secondary façade, but it was also visible from the street (Wisconsin Avenue) and is also clad in porcelain enameled steel panels (photo 10). There is a boarded storefront window (into the attendant's area) at the northwestern corner of the west elevation. At the southwestern end of the elevation there is a small, non-original projecting CMU block vestibule containing a single steel security door that faces north. The vestibule is also clad with enameled steel panels on its north and west sides so that it blends with the rest of the building. The vestibule was constructed to enclose an existing public restroom entrance and appears to have also truncated an original window opening which is now boarded and obscured by foliage.

The south elevation is not visible from a public right of way and thus was not clad with steel panels (photo 3). Because the steel panels represented an additional cost, non-public facades were not always clad, as was the case with the nearby Thurman Station (NR 7/23/13).⁵ The south elevation has five rectangular window bays. Three of the bays have been blinded with CMU block and two are boarded.

The east elevation was only visible from an alley and was also not clad with steel panels (photo 4). There is a long rectangular window opening with a soldier course lintel constructed of engineer's brick and a rowlock sill of standard brick. Within the opening is a ribbon of four, 16 light steel sash industrial windows (photo 5). The window's muntins and jams are intact, but most of the lights have been broken.

The interior of the building reflects a division of space between its automotive service functions and its retail function (figure 3). The two use areas are separated by a plaster on lathe partition wall that is pierced by two doorways. The doorway connecting the main storefront area to the service bay contains

³ Alison Blanton, *National Register of Historic Places Multiple Property Documentation Form: Historic Gas Stations of Roanoke Virginia* (Washington, D.C.: Department of the Interior, 2012), p. E-1.

⁴ Ibid.

⁵ Michael Allen, *National Register of Historic Places Nomination Form: Thurman Station* (Washington, D.C.: Department of the Interior, 2013), Section 7. p.2.

National Register of Historic Places
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Burgherr's Service Station
Name of Property
St. Louis [Independent City] Missouri
County and State
Historic Auto-Related Resources of St. Louis, Missouri
Name of multiple listing (if applicable)

a historic wooden door with five horizontal panels. The doorway is flanked by one-by-one, eight-light casement windows (photo 7). One of the windows is missing the muntin between its bottom two lights and that section of the window has been boarded. The decking of the flat roof is in poor shape and is missing in many areas, but the wooden rafters are intact. The interior of the retail display area and the storage/restroom areas are separated with a frame/plaster on lathe partition wall and the original arrangement of space is intact, but the display window is boarded (photos 8-9).

In 2014, eight underground storage tanks for gasoline and oil were removed from the site. In April of 2017, a hydraulic lift and associated oil reservoir was removed from the floor of the westernmost service bay. These actions were taken in the interest of remediating environmental hazards.

Integrity

The building retains integrity of design, materials, location, craftsmanship, and clearly “reads” as a historic service station. The only alteration to the floor plan of the original building is an approximately 28 square foot concrete block vestibule that was constructed to enclose a doorway on the west side of the building sometime after 1964.⁶ (figure 3). Built to protect a side entry to the rear public restroom, the vestibule was clad with enameled steel panels to match the rest of the building (photo 10). The pattern of the service bays and corner storefront bays remains intact as do what appear to be the original wooden overhead garage doors and steel sash industrial windows. The public facades of the building are clad in historic enameled steel panels and beneath layers of whitewash. While window bays on the south façade have been blinded with CMU block, the fenestration pattern and window bay dimensions remain visible and could be restored. The interior retains original concrete floors. Overall the building is an excellent example of an “Oblong Box Type” station as defined in NPS Preservation Brief 46 and meets the registration requirements for service stations established by the MPDF “*Historic Auto-Related Resource of St. Louis, Missouri.*”

⁶ Sanborn Map Company, (New York: Sanborn Map Company, 1909, revised through 1964).

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Burgherr's Service Station
Name of Property
St. Louis [Independent City] Missouri
County and State
Historic Auto-Related Resources of St. Louis, Missouri
Name of multiple listing (if applicable)

Summary

The one story filling station at 1956 Utah Avenue is an excellent example of a pre-World War II "Oblong Box Type" modernist filling and service station in St. Louis and is eligible for listing in the National Register under Criterion C for ARCHITECTURE. The building embodies the distinctive characteristics of the "Box" typology as defined by NPS Preservation Brief 46 ("The Preservation and Reuse of Historic Gas Stations") and meets the registration requirements established by the Multiple Property Documentation Form (MPDF) *Historic Auto-Related Resources of St. Louis, Missouri*. Under the MPDF, the building is associated with the context "Marketing and Servicing the Automobile in St. Louis, 1900-1955" and its associated property type "Service Stations." Two other variants of Oblong Box stations in St. Louis can be found in the 1940 "Thurman Station" at 2232 Thurman Avenue (NR 7/23/13) and the station at 4266 McCree Avenue, which was constructed in 1937 and is a contributing resource in the Liggett & Myers National Register District (NR 6/18/09). Combined with Burgherr's station, these three buildings provide insight into the variability of the box form as it was employed in St. Louis neighborhood contexts in the late 1930s and 1940s. Photos of Thurman Station before and after rehabilitation are included as figures 5-6, and photos of 4266 McCree before and after rehabilitation are included as figures 7-8. Like these other two examples, Burgherr's Service Station was designed at a time when the aesthetics of filling/service stations were evolving from earlier Craftsman and Neo-Tudor "House Type" designs to a more streamlined, industrial look. According to the MPDF, the registration requirements for such buildings require them to be good examples of a building type and easily identified as a service station.⁷ Eligible buildings must retain their original exterior wall material, roof form as well as other identifying features such as garage door bays. The location of windows and doors should be clearly identifiable, and interior spaces should retain original features such as open expanses and high ceilings in the service bays, original wall surfaces and concrete slab flooring.⁸ Burgherr's Service Station possesses all such requisite registration characteristics. The period of significance is 1937, which is the date of the building's construction. While the building is located within the Benton Park National Register Historic District (NR 12/30/85), it is considered a non-contributing resource because it was constructed two years after the end of the district's period of significance (c. 1848-1935).

Historical Background

The building was constructed by Harry F. Sieving in 1937 and operated for decades by Emmet H. Burgherr.⁹ At the time of construction, Sieving was the Vice President of the Cottonwood Fibre Company, which supplied fiber additives for architectural plaster and for box manufacturing.¹⁰ Born in Missouri in 1894, Sieving was a veteran of World War I.¹¹ He, his wife Vera, and two sons lived in north

⁷ Ruth Keenoy and Karen Bode Baxter, *National Register of Historic Places Multiple Property Documentation Form: Historic Auto-Related Resources of St. Louis, Missouri* (Washington, D.C.: Department of the Interior, 2005), p. F-42.

⁸ Ibid.

⁹ City of St. Louis Building Permit Records. St. Louis: City Hall, Records Retention Division, Office of the Comptroller.

¹⁰ Maclean-Hunter Publishing Corporation, *Rock Products* (Toronto: Maclean-Hunter Publishing Corporation, 1913), p. 52.

¹¹ U.S. Census, 1930. Retrieved from Heritage Quest: <http://www.heritagequestonline.com>

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Burgherr's Service Station
Name of Property
St. Louis [Independent City] Missouri
County and State
Historic Auto-Related Resources of St. Louis, Missouri
Name of multiple listing (if applicable)

St. Louis, but his company's factory was located on the south riverfront.¹² Located at 1st Street and Victor, the factory was just over a mile away from where Sieving eventually built the service station.

It's unclear why Sieving constructed the station, although it appears to have simply been an investment. Its location embedded within a dense residential neighborhood is interesting. Utah Street is not a major artery, but before Interstate 55 was constructed in the 1960s (to the east of the station), it provided a convenient, uninterrupted path for east-west traffic from Grand Boulevard all the way to Broadway and the riverfront; a distance of nearly two miles. It also had another advantage, at least from the perspective of motorists: no streetcars. Streets are very narrow in this old section of the city and existing streetcar lines already ran on the two east-west collector streets on either side of Utah (to the north and south of the station respectively). While speculation, it isn't hard to imagine automobile owners attempting to avoid these routes because the streetcars moved slowly and stopped frequently obstructing traffic. Sandwiched between two lines, Utah Street would have been an optimal route for automobile traffic moving through this heavily populated section of the city and would have provided access to the busy, north-south arteries of Grand Boulevard, Jefferson Avenue, Virginia Avenue and Broadway. Of course, in addition to intra-city commuters, the surrounding neighborhood residents would have provided a customer base as well.

Emmet Burgherr was born in 1911 and grew up in south St. Louis.¹³ His father worked in a clothing store. The 1930 census listed him as a 19 year old clerk in a dry goods store who lived with his parents at 1903 Utah Street, less than a block away from the service station he would eventually operate.¹⁴ The 1940 census recorded him with his wife Helen and one year old daughter Marylin living at 3326 S. 18th Street.¹⁵ This home is barely two blocks from the "filling station," which, by that time, he was recorded as leasing and operating. In the same census, Burgherr's parents John H. and Selma were recorded living at 1953 Utah, directly across the street from the station to the north.¹⁶ They remained there through 1959, during the duration of the period when their son operated the business.¹⁷

The proximity of Burgherr's home and that of his parents to the business he operated in 1940 is indicative of a transitional period in American society. The automobile was becoming increasingly accessible, and the freedom of movement the vehicles allowed was changing the way Americans did everything from shopping and developing neighborhoods, to commuting and traveling. Because the automobile made it possible to cover significant distances with ease, reliability, and flexibility, the days when neighborhood shop keepers generally lived walking distance or even in the same buildings as their businesses were numbered. Ironically, Emmet Burgherr and his little neighborhood service station located two blocks from his front door and across the street from his parent's home essentially employed a 19th century live-work model in support of a technology that was making such a way of life increasingly rare.

¹² St. Louis City Directories 1925-1940.

¹³ U.S. Census, 1920. Retrieved from Heritage Quest: <http://www.heritagequestonline.com>

¹⁴ U.S. Census, 1930. Retrieved from Heritage Quest: <http://www.heritagequestonline.com>

¹⁵ U.S. Census, 1940. Retrieved from Heritage Quest: <http://www.heritagequestonline.com>

¹⁶ Ibid.

¹⁷ St. Louis City Directories, 1940-1960

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Burgherr's Service Station
Name of Property
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Name of multiple listing (if applicable)

Burgherr operated the filling station from when it opened in 1938 through 1958, when he embarked upon a career change.¹⁸ That year he was listed as the proprietor of both the station and “Burgherr’s Tavern” which was located in the corner storefront of the building directly across Wisconsin Avenue to the west (extant). By 1959, he operated the tavern full time.¹⁹

While no record exists of exactly what services Burgherr’s station provided, the station’s Oblong Box design indicates retail, repair, and refueling activities all took place on site. According to the Colorado Office of Archaeology and Historic Preservation’s brief on service stations, the Oblong Box type station was organized in the following manner. The office and sales area, where service orders were processed and repair/maintenance related items like oil were sold, was situated on a prominent corner facing the adjacent intersection.²⁰ In the case of Burgherr’s Station, the office faces the intersection of Utah Street and Wisconsin Avenue. Behind the office/retail section was a storage area as well as a restroom(s) which could be accessed both internally and externally through a side or rear door. The dual service bays (the two-bay model was most common) were attached to the retail portion and contained overhead roll-down doors.²¹ Each service bay had its own purpose; one contained a hydraulic lift for repairs, and the other was used for simpler services and washing.²²

Technically, customers could have accessed the station from three sides. Curb cuts along Wisconsin Avenue (west), Utah Street (north) and an alley on the east side of the property allowed great flexibility for ingress/egress. Prior to remediation, the remains of pump Islands were visibly situated along Utah Street, although it is possible that additional pumps could have been located along Wisconsin Avenue as well historically. During the period of significance, it is almost certain that these pumps would have been operated by an attendant rather than as “self service” stations for customers. The first “self service” station was opened by a man named Frank Ulrich in Los Angeles in 1947, but the practice was slow to catch on and more than 20 years later, still only 16% of the gasoline sold in the United States was self serve.²³ It is unclear if there was ever a canopy over the pumping islands, although research suggests that canopies were more often associated with “filling stations” (whose primary function was refueling), than they were with “service stations” where a more diverse range of activities took place.²⁴ This was for the simple reason that the canopy and its supports obstructed the visibility of the station’s service and retail functions from the street and made the movement of vehicles more complicated.²⁵

After Burgherr departed, the building continued to be used by a succession of auto-related businesses until at least 1997 when it was home to the “Show Me Car Wash.” City directories for 1998-2000 are

¹⁸ Ibid., 1938-1958

¹⁹ Ibid., 1959

²⁰ Colorado Office of Archaeology and Historic Preservation.

²¹ Ibid.

²² Ibid.

²³ Sarah Hamaker, “Self Serve Evolution” The Association for Convenience and Fuel Retailing magazine. October, 2011. <http://www.nacsonline.com/Magazine/PastIssues/2011/October2011/Pages/Feature8.aspx>

²⁴ Alison Blanton, 2012. E.2.

²⁵ Ibid.

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Burgherr's Service Station
Name of Property
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not available, but by 2001 the building was vacant. Of the later occupants, only Burgherr's successor, Nicholas Ferrante (Ferrantes Service and Gas Station) remained in the building for more than five years. Ferrante occupied the building from 1960 through 1969.

Architecture

The building is an example of an "Oblong Box Type Station" also known as a "Box Type" as identified by the National Park Service's Preservation Brief 46 "The Preservation and Reuse of Historic Gas Stations."²⁶ According to the brief, such stations drew upon Art Moderne and International Style motifs and "...featured flat roofs, unadorned exteriors of stucco, terra cotta, porcelain enamel steel, or structural glass panels."²⁷ Continuing on, the brief explains "[T]he use of glass and porcelain enamel presented a futuristic image of modern efficiency, cleanliness and professionalism."²⁸ The building's form is also significant according to the preservation brief because it illustrates a change in the way service stations operated during the Great Depression. According to the brief, the operators of service stations were forced "...to explore other revenue streams" at this time by "add[ing] service and repair bays (emphasizing the characteristic rectangular footprint of box stations) as well as expanded sales areas to market lucrative car tires, batteries and accessories. Large display windows and glazed service bay doors highlighted the products and services."²⁹

While some such buildings were designed according to prototypes created by national corporations like the Standard Oil Company (i.e. 2232 Thurman Station: Figures 5-6), Burgherr's Station was constructed by an entrepreneur with no affiliation with a national brand.³⁰ As such, while other historic service stations in St. Louis represent formal corporate policies that were provided to individual franchisees, Burgherr's station can be interpreted as being the product of an independent businessman who purposely emulated the architecture of a national brand. Interestingly, the design is the work of the Saum Architects, a prominent local firm.³¹ Formed by brothers Frank and Thomas Saum in 1915, the firm was well known primarily for high profile residential commissions on some of the most prestigious streets in St. Louis including Flora Place, Portland Place, Washington Terrace, and Compton Heights.³² Constructed at a cost of \$3,000, the station was erected by a builder named H. Bohlen.

Oblong Box stations like Burgherr's represented a shift from the earlier gabled roof designs that frequently drew on Craftsman or Neo Tudor elements. According to Michael Allen in his nomination of Thurman Station, during the 1930s, Streamline industrial design began to influence car manufacturers, and the appearance of automotive-related buildings evolved to reflect this changing trend in contemporary car culture.³³ Station owners began to reject the more romantic, cottage-like designs of

²⁶ Chad Randl, *Preservation Brief 46: The Preservation and Reuse of Historic Gas Stations Missouri* (Washington, D.C.: Department of the Interior, ND). NP.

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Michael Allen, 2013. Section 8 p.4.

³¹ *St. Louis Daily Record*, 25 August, 1937.

³² Saum Architects. Architects files. On file, Landmarks Association of St. Louis.

³³ Michael Allen, 2013; Section 8. p.4.

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earlier days in favor of flat roofed industrial buildings featuring steel sash windows and polished porcelain enamel steel panel cladding.³⁴ It is somewhat unusual that Burgherr's Station's cladding survived as the steel panel aesthetic fell out of favor by the end of the 1950s and the panels were frequently removed when buildings were remodeled.³⁵

The MPDF correctly asserts that in St. Louis "most pre-1955 gasoline stations have closed and many have been demolished or adapted to new uses..." This statement particularly applies to stations that were embedded in neighborhood contexts, rather than situated along major arterial roads where automotive uses were more viable. Once a neighborhood station closed, they quickly became eyesores for surrounding residents. Because such stations, including Burgherr's, frequently replaced earlier homes on their sites, their appearance didn't conform to the dominant architectural character of their neighborhoods. Anecdotal evidence suggests that neighbors often regard them as stylistic intrusions, which, when coupled with their associated environmental problems, leads to a perception of the buildings as liabilities rather than assets for a neighborhood.³⁶ While no formal survey of surviving historic service stations in St. Louis exists, intact Oblong Box stations with enameled steel cladding are not a common feature in St. Louis' neighborhood contexts. When combined with the two other referenced Box Type variants (Thurman Station and 4266 McCree) that are already documented for the National Register, Burgherr's Station represents a significant addition to the typological inventory of historic service stations in St. Louis City.

Conclusion

Burgherr's Service Station is an excellent example of a pre-World War II "Oblong Box Type" modernist filling and service station. It is a property type that has been determined to be locally significant to the automotive industry in St. Louis. Eligible for listing in the National Register under Criterion C for ARCHITECTURE, the building embodies the distinctive characteristics the "Oblong Box" typology as defined by NPS Preservation Brief 46 ("The Preservation and Reuse of Historic Gas Stations") and meets the registration requirements established by the Multiple Property Documentation Form (MPDF) *Historic Auto-Related Resources of St. Louis, Missouri*. According to the MPDF, a building meets the standards for registration if it is a good example of an eligible type, can be easily identified as a service station, retains its original exterior wall material, roof form and other identifying features such as garage door bays and concrete slab floors. In addition, the location of windows and doors should be clearly identifiable, and interior spaces should retain original features such as open expanses and high ceilings in the service bays.³⁷ Burgherr's Station possesses all such requisite registration characteristics in addition to integrity of design, materials, location, craftsmanship, and setting.

³⁴ Ruth Keenoy and Karen Bode Baxter, 2005: F-41.

³⁵ John Margolies, *Pump and Circumstance: Glory Days of the Gas Station* (Boston: Bullfinch Press, 1993), p. 99.

³⁶ Randl, ND.

³⁷ Ruth Keenoy and Karen Bode Baxter, 2005: F-42

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St. Louis City Assessor's Office

St. Louis City Directories 1920-1997

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U.S. Census, 1930: <http://www.heritagequestonline.com> accessed on 3/10/17

U.S. Census, 1930: <http://www.heritagequestonline.com> accessed on 3/10/17

U.S. Census, 1940: <http://www.heritagequestonline.com> accessed on 3/10/17

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Boundary Description

The nominated property is located at 1956 Utah Street (aka 3300-3304 Wisconsin Avenue) on city block 1532 in the Benton Park neighborhood of south St. Louis. Its legal description is "City Block 1532 Wisconsin, 61 FT 1 ½ Inch x 125 FT. St. Louis Commons Addition, Lot 22 23."

Boundary Justification

The boundary encompasses the building and land that was historically associated with Burgherr's Service Station when it was constructed in 1937.

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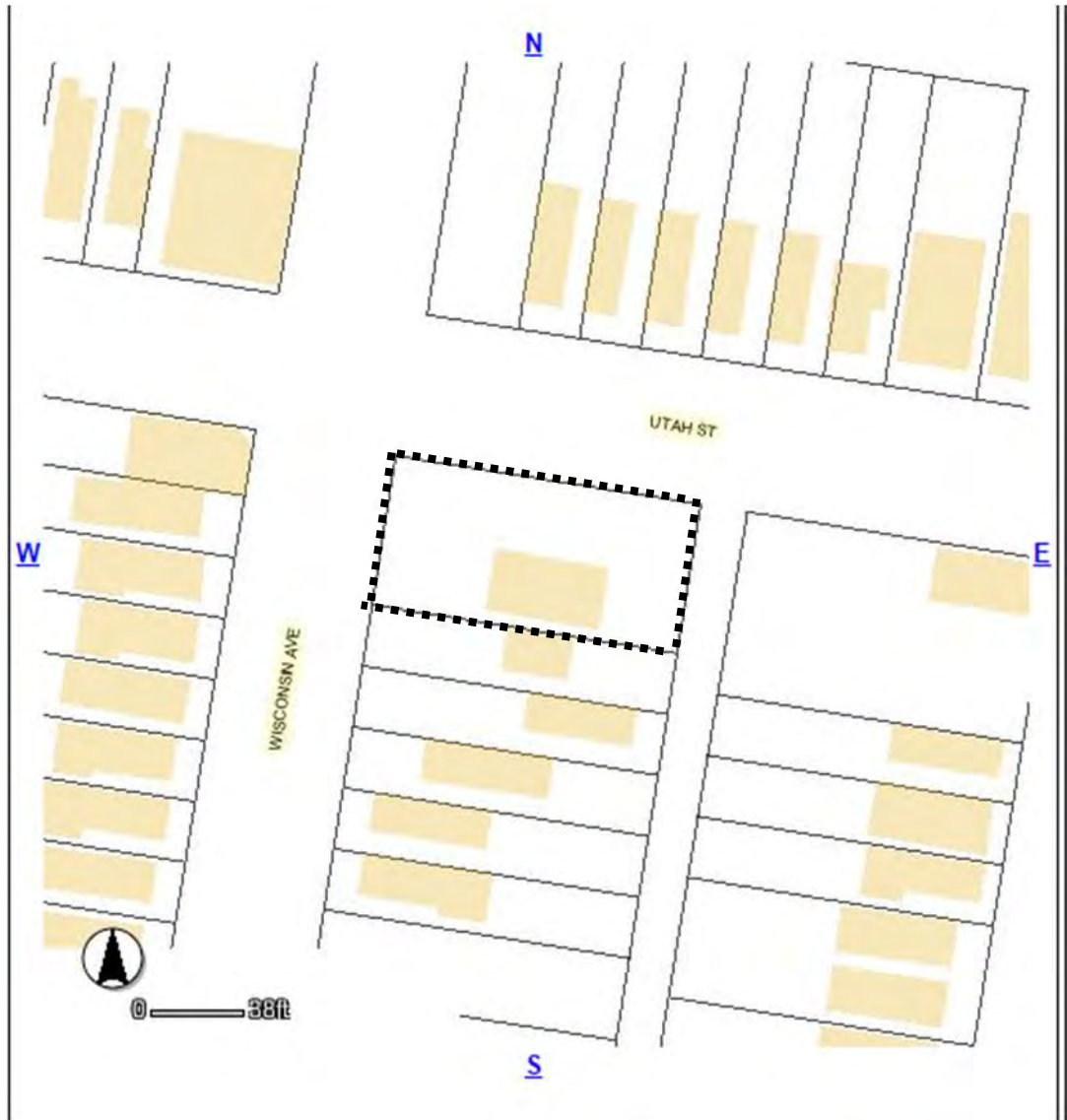
Name of multiple listing (if applicable)

Figure 1: 1956 Utah Location Map, St. Louis City Assessor's Office

Lat: 38.594256

Long: -90.220277

Boundary of Nominated Property :

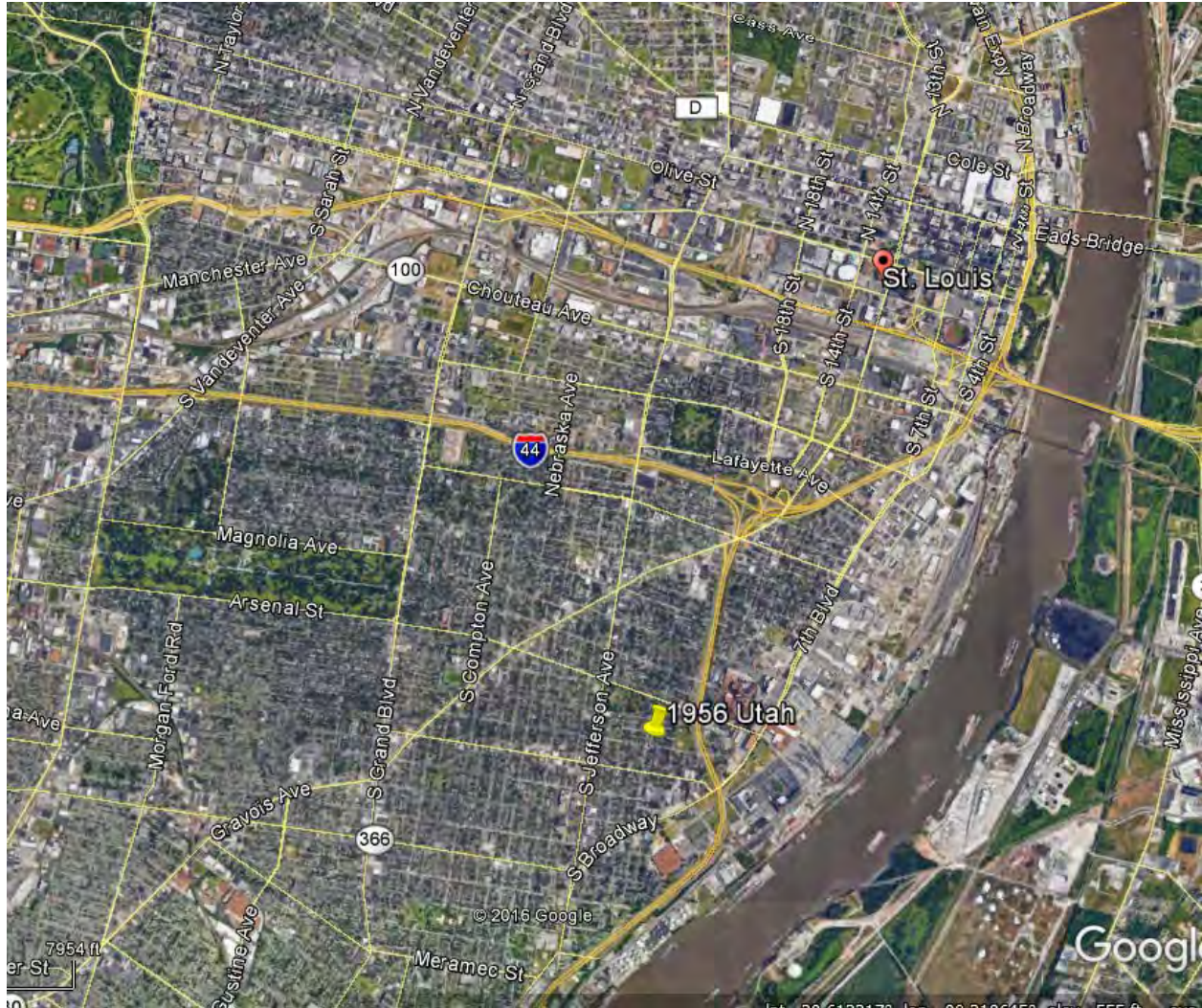


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Figure 2: Location of Nominated Property within Context of St. Louis (Google Earth)

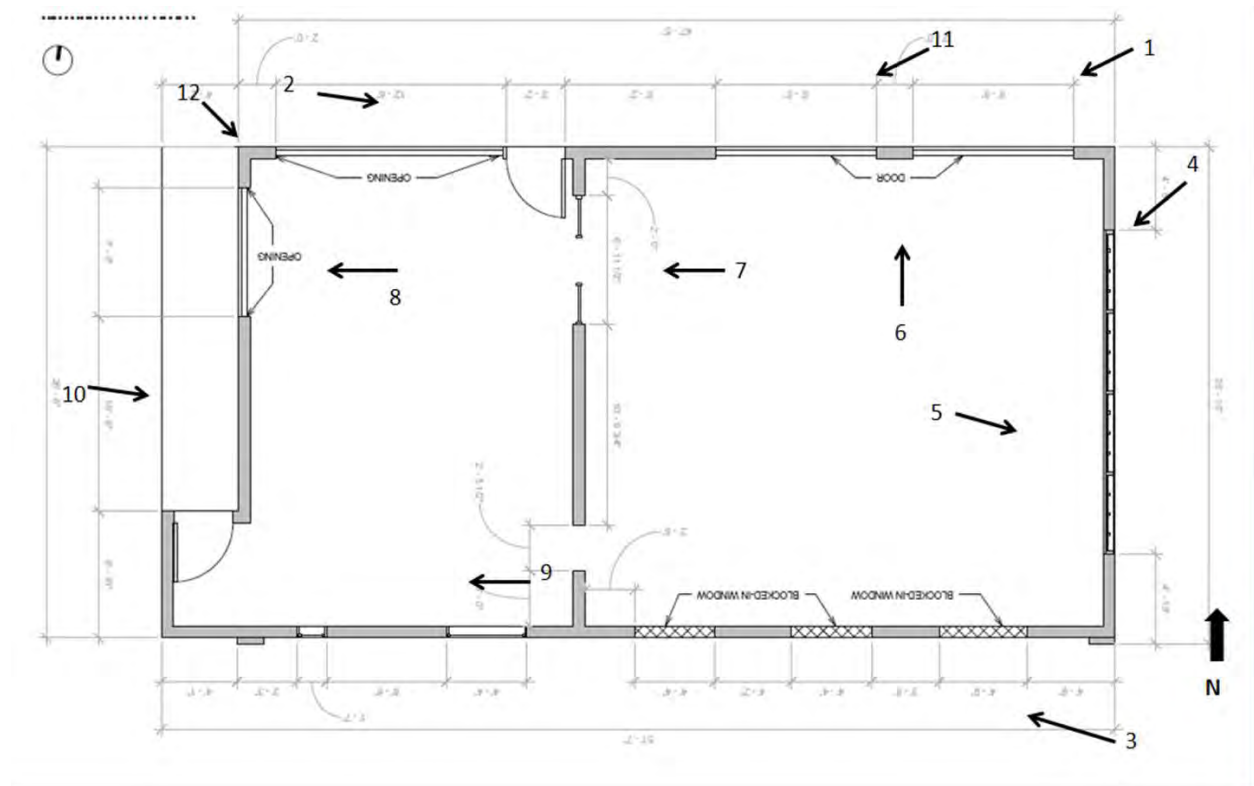


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Figure 3: Floorplan and Photo Location Key (provided by owner)



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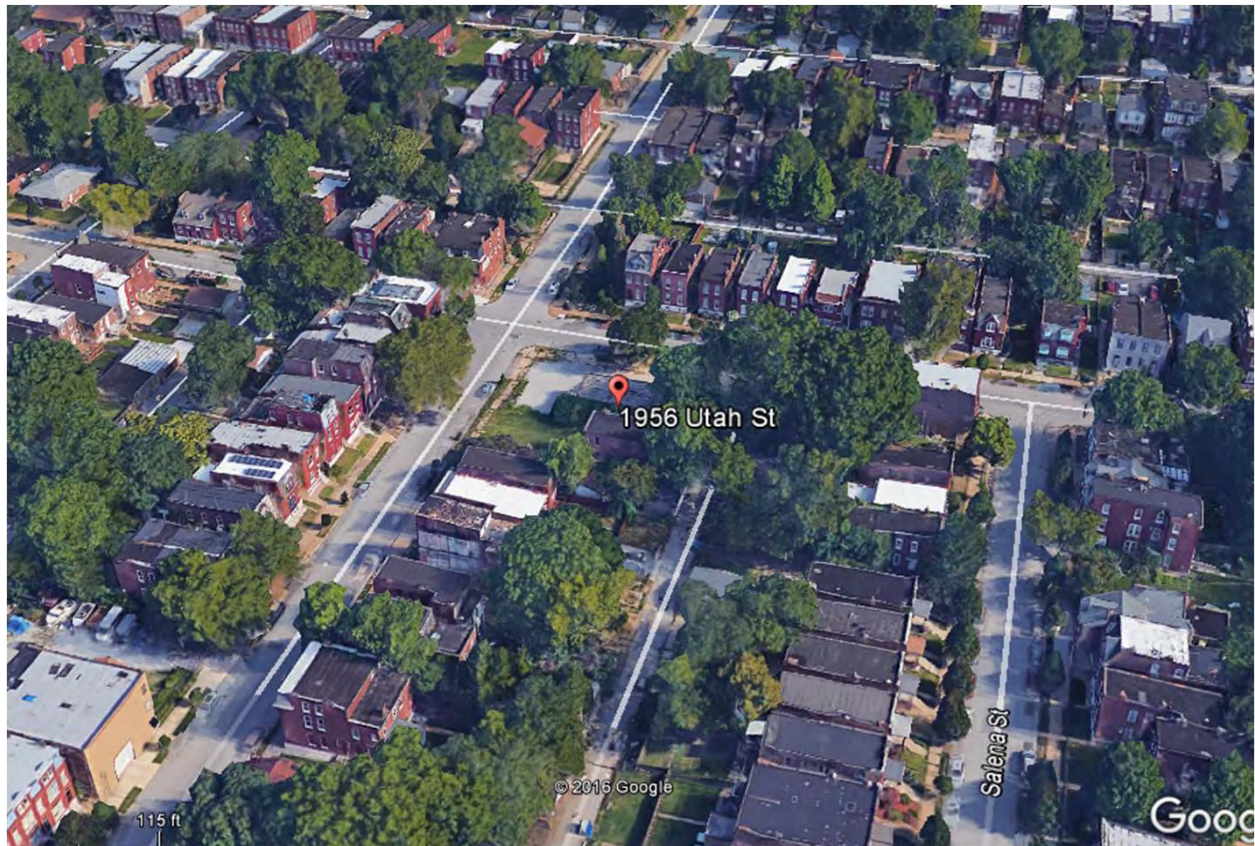
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Figure 4: 1956 Utah within Context of Intact Historic Neighborhood (Google Earth)

North ↑



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Figure 5: Thurman Station (Box Type Service Station, 2232 Thurman Avenue, St. Louis, MO)
Prior to Rehabilitation. Courtesy, Sean Spencer.



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Figure 6: Thurman Station (Box Type Service Station, 2232 Thurman Avenue, St. Louis, MO)
After Rehabilitation. Courtesy, Sean Spencer.



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Figure 7: 4266 Mcree (Box Type Service Station, 4266 McCree Ave, St. Louis, MO) Prior to Rehabilitation. Courtesy, Urban Improvement Company.



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Figure 8: 4266 Mcree (Box Type Service Station, 4266 McCree Ave, St. Louis, MO) After Rehabilitation. Courtesy, Urban Improvement Company.



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Figure 9: Typical Oblong Box Type Station, Constructed c.1940. Colorado Office of Archaeology and Historic Preservation.







Handwritten graffiti in black ink, appearing to be a stylized signature or name.

NO PA

Large, stylized black graffiti on the right side of the building, consisting of several interconnected loops and lines.

BLDG

















ZIPsystem

ZIPsystem

ZIPsystem

ZIPsystem

CLDG. DIV.

EST. 1954

KING OF THE HILL



NO PARKING

NO PARKING

NO PARKING



NO PARKING

BLOG DIV.