

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 3S, 5S3

Other Listings
Review Code

Reviewer

Date

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*Resource Name or #: Texaco Service Station (former)

P1. Other Identifier:

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County: Riverside

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: Riverside East

Date: May 17, 2012

c. Address: 3102 Main Street

City: Riverside

Zip: 92507

e. Other Locational Data: APN 213-031-002-4

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This property is located on the southeast corner of Main Street and First Street and contains the one-story former Texaco Service Station constructed in 1936. The service station is oriented toward Main Street; it is set back from the sidewalk and surrounded on three sides by surface parking. The building is Streamline Moderne in style, rectangular in plan, with a flat roof and smooth stucco cladding. The green and white color scheme is part of the original design. The northern bay of the primary (west) façade has a flat, projecting canopy supported by metal posts, with rounded corners and speedlines that continue around all four façades of the building. The pedestrian entrance is contained in this volume, and consists of a single, wood slab door with transom. Fenestration consists of steel sash, divided light windows that wrap the corners; the glazing appears to have been replaced. The southern portion of the primary (west) façade contains two automobile service bays; the openings have been boarded over. The original, free-standing sign is at the northwest corner of the property at the sidewalk. The "Texaco" sign has been removed, but the standard, lighting, and signboard remain.

***P3b. Resource Attributes:** HP6 – 1-3 story commercial building

*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photo or Drawing



P5b. Description of Photo: (View, date, accession #) View looking South (March 2013)

***P6. Date Constructed/Age and Sources:** ☒ Historic

☐ Prehistoric ☐ Both
1936, building permit

***P7. Owner and Address:**

***P8. Recorded by:**

Historic Resources Group
12 S Fair Oaks Ave, Ste 200
Pasadena, CA 91105

***P9. Date Recorded:**

March 20, 2013

***P10. Survey Type:**

Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.")

Historic Resources Group, *Citywide Modernism Intensive Survey*, September 2013.

*Attachments: ☐ NONE ☐ Location Map ☐ Sketch Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record

☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record

☐ Artifact Record ☐ Photograph Record ☐ Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP Status Code 3S, 5S3

*Resource Name or # Texaco Service Station (former)

B1. Historic Name: Texaco Service Station

B2. Common Name: None

B3. Original Use: Commercial/auto

B4. Present Use: Vacant/not in use

***B5. Architectural Style:** Streamline Moderne

***B6. Construction History:**

The building was completed in 1936. The window glazing appears to have been replaced.

***B7. Moved?** ☒ No ☐ Yes ☐ Unknown **Date:**

Original Location:

***B8. Related Features:**

B9a. Architect: Walter Dorwin Teague

b. Builder:

***B10. Significance: Theme:** Modern Architecture

Area: Riverside

Period of Significance: 1936

Property Type: Commercial/auto

Applicable Criteria: C/3/c,d

The former Texaco Service Station at 3102 Main Street is an excellent example of a Streamline Moderne service station in Riverside. It was designed by noted industrial designer Walter Dorwin Teague. Teague's revolutionary concept of corporate identity defined the course of modern industrial and commercial marketing. In 1935, Teague designed the entire Texaco brand system and the first rollout of service stations, which were soon built across the nation. Constructed in 1936, the building at 3102 Main Street is an example of one of the first wave of Teague Texaco Stations to appear on America's city streets, and is likely one of a handful remaining, unaltered, in the country today.

The Streamline Moderne architectural style emerged in the United States in the 1930s and is often considered to be an extension of Art Deco, although with a more pure expression of modernity. Where Art Deco was rich, brightly colored, and highly ornamented, Streamline Moderne was sparse, stripped down and monochromatic. Rounded corners, horizontal bands, and smooth surfaces give Streamline Moderne buildings the appearance of being smoothed and rounded by aerodynamic forces. The prime movers behind the Streamline Moderne style such as Raymond Loewy, Walter Dorwin Teague, Gilbert Rohde, and Norman Bel Geddes all disliked Art Deco, seeing it as falsely modern. The Texaco Station exhibits significant character-defining features of the Streamline Moderne architectural style, including horizontal massing, flat roofline and flat canopy, smooth stucco exterior, curved corners, steel sash windows, and grooved moldings (or speedlines).

See Continuation Sheet.

B11. Additional Resource Attributes:

***B12. References:**

See Continuation Sheet.

B13. Remarks:

***B14. Evaluator:** Christine Lazzaretto

***Date of Evaluation:** March 20, 2013

(This space reserved for official comments.)



*Recorded by: Historic Resources Group

*Date: March 20, 2013 ■ Continuation □ Update

Significance Statement Continued.

Walter Dorwin Teague (1883-1960) was a world-renowned industrial designer. Born and raised in Indiana, he moved to New York City in 1902. He supported himself by painting signs and drawing for catalogue companies while attending the Arts Students League of New York. After touring Europe and working as a magazine illustrator, he joined a group of individuals interested in establishing industrial design as a separate occupation. As the first president of the American Society of Industrial Designers (now IDSA), Teague was a valued designer for companies such as Kodak, Ford, and Boeing, and is celebrated for his streamlined approach, which was concurrently reflected in modern architecture. He is known for pioneering designs in many industries, including photography, communications, transportation, fashion, building, automotive, and space exploration. Teague's, and later the Teague Corporation's, most well-known designs include: the Kodak Brownie and Bantam Special cameras; Polaroid's Land Camera - the first to develop its own film; passenger trains for New York Transit Association; the famous UPS truck design; the first sleeper cabin cross country truck; crew quarters for NASA; and the Boeing 777.

The Texaco Service Station retains sufficient integrity to convey its historic significance. It appears eligible for listing in the National Register of Historic Places at the local level of significance, the California Register, and as a local landmark. It is eligible under the Modern Architecture theme as a rare example of Streamline Moderne commercial architecture in Riverside, and as a rare, unaltered example of Texaco corporate architecture that was originally developed in 1935. It is eligible under the Architects of Modernism theme as a local example of the work of internationally renowned industrial designer Walter Dorwin Teague.

References.

City of Riverside Building Permits.

City of Riverside Modernism Context Statement, prepared for the City of Riverside by Christopher A. Joseph & Associates, Los Angeles, CA, November 2009.

County of Riverside Property Information Center.

Mermilliod, Jennifer. "Cultural Resources Survey Preliminary Findings for 3102 Main Street," July 23, 2007.

Riverside County Land Information System (LIS).



View looking East (March 2013)



Detail of Signage