

United States Department of the Interior  
National Park Service

670

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Massachusetts Avenue Parking Shops

other names \_\_\_\_\_

2. Location

street & number 4841-4861 Massachusetts Avenue, N.W.  not for publication

city or town Washington, D.C.  vicinity

state Washington, DC code DC county \_\_\_\_\_ code 001 zip code 20016

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments).

Alan M. Buchanan, DC SPO 6/4/03  
Signature of certifying official/Title Date

DC Historic Preservation Office  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments).

Alan Buchanan 6/4/03  
Signature of certifying official/Title Date

DC Historic Preservation Office  
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register.
  - See continuation sheet.
- determined eligible for the National Register.
  - See continuation sheet.
- Determined not eligible for the National Register.
- removed from the National Register.
- other (explain): \_\_\_\_\_

Signature of the Keeper

Date of Action

Patricia Anderson

7/25/03

Massachusetts Avenue Parking Shops  
Name of Property

Washington, D.C.  
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)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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

**number of contributing resources previously listed in the National Register**

N/A

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

**Current Functions**  
(Enter categories from instructions)

COMMERCE/TRADE/Department Store/Financial  
Institution/Specialty Store  
TRANSPORTATION/Automobile Service Station

COMMERCE/TRADE/Department Store/Restaurant/  
Specialty Store/Financial Institution  
TRANSPORTATION/Automobile Service Station

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

**Materials**  
(Enter categories from instructions)

Colonial Revival

foundation Concrete and brick

walls Red brick

roof Slate

other

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets)

**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 pattern of our history.
- B** Property 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 of age or achieved significance within the past 50 years.

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets)

**Area of Significance**

(Enter categories from instructions)

Commerce  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1936  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1936  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete if Criterion B is marked above)

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

E. Burton Corning  
\_\_\_\_\_  
\_\_\_\_\_

**9. Major Bibliographical References**

**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

**Previous documentation on files (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 # \_\_\_\_\_

**Primary location of additional data:**

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

Name of repository:  
\_\_\_\_\_

Massachusetts Avenue Parking Shops  
Name of Property

Washington, D.C.  
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### 10. Geographical Data

Acreage of Property \_\_\_\_\_

#### UTM References

(Place additional UTM references on a continuation sheet)

1	1 8	3 1 8 2 7 2	4 3 1 2 6 6 6	3	1 8	3 1 8 3 7 4	4 3 1 2 5 2 4
	Zone	Easting	Northing		Zone	Easting	Northing
2	1 8	3 1 8 2 7 2	4 3 1 2 6 6 1	4			

See continuation sheet

#### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet)

#### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet)

### 11. Form Prepared By

name/title Antoinette Lee (updated in May 2003 by Kim Williams)

Organization \_\_\_\_\_ date 1989; May 2003

street & number 1717 Massachusetts Avenue, N.W. telephone \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### Maps

- X A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- X A **Sketch map** for historic districts and properties having large acreage or numerous resources.

#### Photographs

- X Representative **black and white photographs** of the property.

#### Additional Items

(Check with the SHPO or FPO for any additional items)

### Property Owner

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

Name \_\_\_\_\_

street & number \_\_\_\_\_ telephone \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

**Paperwork Reduction 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. 470 *et. seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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# National Register of Historic Places Continuation Sheet

Massachusetts Avenue Parking Shops

Name of Property

Washington, D.C.

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## Description Summary:

The Massachusetts Avenue Parking Shops is a mid-20<sup>th</sup>-century commercial building on Massachusetts Avenue in the Spring Valley/Wesley Heights neighborhood of Washington, D.C. The building, built in 1936, is designed in a Colonial Revival style and set back from the main thoroughfare of Massachusetts Avenue with surface parking in front. Its overall design scheme, its materials and architectural motifs are reminiscent of many Colonial Revival public buildings throughout the city, most notably its public school buildings. The building is a low-lying, five-part brick structure with a commanding central pavilion covered with a gable roof and cupola flanked by colonnaded wings covered with gable roofs with slate shingles. The end pavilions are square in plan and covered with hipped slate roofs. A decorative wooden lattice railing painted white serves to unify the central pavilion with the wings and end pavilions.

## General Description:

The Massachusetts Avenue Parking Shops is laid out in a wide U-shaped configuration with the bottom of the U defining the center part of the complex running parallel to Massachusetts Avenue. Surface parking fills in the U between the building and the street. As laid out in the original plans, the building included ten stores and a garage/filling station. Four stores were located in both the center and east sections of the building, while two stores and the five-bay service garage formed the western part of the U. Today, fewer stores occupy the original shops. A filling station island is located in front of the service garage, while an extensive parking lot is separated from the sidewalk along Massachusetts Avenue by wide grassy medians with trees. Two cuts in the median provide for entrance to and exit from Massachusetts Avenue. Each leg of the U measures 240 feet, while the line near the base of the U, fronting on the parking lot, measures 125 feet.

The central pavilion of the building, originally housing two independent stores and now combined into a single store, features brick end walls with parapets, brick end chimneys and a cupola with weathervane located on center of the gable roof. This central pavilion and its two stores were originally entered through ten brick piers that supported a copper cornice. From the cornice hung movable aluminum louvres that provided security when the stores were closed. In 1974-75, the piers were replaced by an arcade formed by five, segmental arched openings, supported by round wood columns. On either side of the central pavilion is a single store on the same building line, but under a lower roof section. These stores are tied to the connecting wings or hyphens by a colonnaded walk with a wooden lattice balustrade above. The covered walkway extends in both directions, stopping on the eastern side at the end pavilion and at the western section at the service garage. The end store on the east can be entered from the parking lot or from the end of the colonnade. Large shop windows define each individual store. The original

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design consisted of large expanses of glass with transoms above. In 1974-75, these original windows were replaced with the present multi-paned fixed sash.

At the rear of the store, along Yuma Avenue, the building presents a more domestic feel, in keeping with the residential buildings across the street. The Colonial Revival-style replacement windows echo the shop windows on the front of the structure, while dormers and chimneys punctuate the slate-covered roof. Landscaping along this street further enhances the building's domestic quality here. The design for this elevation clearly followed the recommendation of city planners to accord special attention to the rear elevations of planned shopping centers, since these elevations usually abut residential streets and private homes.

The building underwent alterations in 1974-75. These modifications removed the brick piers in front of the central two stores and replaced them with wood columns supporting five wooden archways in front of the central stores. Similarly, a segmental wooden archway design was applied to the frieze above the gas station garage. All of the windows and doors were replaced with more distinctly Colonial-inspired design elements. The alterations are sympathetic with the character of the 1936 design. In the process, the owners replaced several of the single-store proprietors with national chains such as People's Drug (now CVS).

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## Summary Statement of Significance:

The Massachusetts Avenue Parking Shops is located along Massachusetts Avenue between 48th and 49th streets, N.W. It was built in 1936 after designs prepared by Washington architect E. Burton Corning and developed by the C. H. Hillegeist Company for the Alton Realty Company. The Massachusetts Avenue Parking Shops is one of the oldest planned neighborhood shopping centers in the Washington metropolitan area (preceded perhaps only by the Park & Shop in Cleveland Park of 1930 and the Colonial Village Parking Stores in Arlington, Virginia, of 1935-36). As a direct descendent of Park & Shop, the Massachusetts Avenue Parking Shops is significant for its role in the architectural development of the planned neighborhood shopping center as a building type in the Washington area. Further, because of its coverage in national publications, the building is significant for its role in the development of commercial centers related to developing neighborhoods of the 1930s and 1940s.

The Massachusetts Avenue Parking Shops qualifies for listing in the National Register under Criteria A and C for the following reasons:

The building type represented by the Massachusetts Avenue Parking Shops responded to the need to provide planned shopping facilities for residential areas that increasingly were dispersed beyond the central core. Shaped by the automobile, these shopping centers were uniquely American. The Massachusetts Avenue Parking Shops survives as an early example of the type, with off-street parking provided by a forecourt. The Massachusetts Avenue Parking Shops was cited in national planning publications as a model and appears to have influenced subsequent projects elsewhere in the nation. In addition, the building provides an example of the Colonial Revival style adapted to a small commercial enterprise.

The Massachusetts Avenue Parking Shops was developed by C. H. Hillegeist, an important figure in Washington area real estate activities, and designed by E. Burton Corning, a well-known and successful architect who influenced design in the national capital region.

The period of significance of the Massachusetts Avenue Parking Shops is 1936.

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## Resource History and Historic Context:

The Massachusetts Avenue Parking Shops was one of the first commercial structures located along Massachusetts Avenue, N.W. intended to serve the developing neighborhoods of Wesley Heights, Spring Valley, and American University Park. In 1923, Washington realtors and developers W. C. and A. N. Miller initiated construction of Wesley Heights on portions of the old estate owned by Thomas Waggaman. In Wesley Heights, the Miller brothers established a practice of both subdividing and constructing all of the buildings. No lots were for sale to outside developers or to potential individual homebuilders. With this practice, the Millers were able to control the standards of construction and design for the houses in the neighborhood. The purchaser enjoyed the advantage of knowing “exactly what his home will look like, what the completed community will be like, and how the neighboring homes will look.”<sup>1</sup> While this approach to residential development was by no means unique, it was more the exception than the rule in Washington and elsewhere in the 1920s.

The Millers applied the same principle to the Spring Valley area where houses for the affluent were built along curvilinear streets starting in 1929. Both Wesley Heights and Spring Valley were publicized in planning periodicals such as the *American Civic Annual* and the *National Real Estate Journal*. By contrast, American University Park was developed starting in the 1920s by a variety of developers and homebuilders.

With residential development along both sides of Massachusetts Avenue proceeding at a rapid rate from the 1920s through the 1940s, the provision of convenient neighborhood shopping assumed an important role. Rather than allowing individual establishments to be located along the major thoroughfare, as could be found along Wisconsin Avenue, commercial development was limited to the blocks on both sides of Massachusetts Avenue, between 48th and 49th streets. This emphasis on predefined nodal, rather than uncontrolled linear, retail centers set the stage for planned shopping facilities.

The evolution of the Massachusetts Avenue commercial node occurred during the 1920s. The original 1920 D.C. Zoning Commission map delineated a commercial strip to run from Verplanck Place to the District line. By 1928, the Zoning Use Map shows that the commercial strip had been reduced to a square on both sides of Massachusetts Avenue, from Warren to Yuma streets. The idea of condensing the commercial zone to a node was based upon model neighborhood schemes advanced by urban planners in the 1920s such as Clarence Perry of the Russell Sage Foundation. Perry wrote extensively on the advantages of the “planned neighborhood unit” in which community and retail facilities were located at the core of a neighborhood and formed village-like complexes. As he stated in *Housing for the Machine Age*, “stores should be bunched rather than strung along a street.”<sup>2</sup>

<sup>1</sup> “A Subdivision: But No Lots for Sale,” *National Real Estate Journal*, July 9, 1928, p. 52.

<sup>2</sup> Clarence Arthur Perry, *Housing for the Machine Age*, New York: Russell Sage Foundation, 1939, p. 72.



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According to the 1925 Baist Real Estate Survey of Washington, Reginald R. Walker owned the land upon which the Massachusetts Avenue Parking Shops was built (Square 1499), as well as the land (Square 1500) across Massachusetts Avenue. By the late 1930s, F. S. Kogod and M. Burka and the Alton Realty Company owned Square 1499, while W. C. and A. N. Miller owned Square 1500. During the 1930s, Kogod and Burka developed their property with several establishments, including a movie theater. The Alton Realty Company built the Massachusetts Avenue Parking Shops in 1936, and W. C. & A. N. Miller built the five commercial buildings across Massachusetts Avenue on Square 1500 between 1939 and 1950.

### Developer and Architect:

The developer of the Massachusetts Avenue Parking Shops, Charles Hillegeist came to Washington at the conclusion of wartime service in 1919. Previously, he had been associated with the motion picture industry in Florida for two years. By the mid-1920s, Hillegeist was employed by W. C. & A. N. Miller as director of sales and personnel. In 1933, he was promoted to Vice-President of the firm. Several years later, he formed his own company. With his intimate knowledge of the neighborhoods along Massachusetts Avenue, he developed a neighborhood shopping center reflecting the Colonial Revival style that was in keeping with the prevailing architectural character of the area. Later, he played an important role in the development of the 1937-38 Silver Spring Shopping Center and in other Washington area projects.

Washington architect Edward Burton Corning (1889-1957) was hired to design the shopping center. Educated at McKinley Technical High School, Corning joined the firm headed by well-known Washington architect Arthur B. Heaton and took evening courses at George Washington University's architecture school where Heaton taught. Corning later became a partner in Heaton's firm. In 1932, Corning established his own practice, and in 1942 formed a partnership with Raymond G. Moore who had been associated with Hillegeist's firm in the 1930s. After World War II, the firm of Corning & Moore enjoyed a thriving practice that was centered on providing multi-family housing and neighborhood shopping centers throughout the Washington metropolitan area. Much of the firm's work generally was in the colonial revival style, although somewhat modernized to accommodate uses such as shopping centers and garden apartments. The larger apartment houses and office buildings were more modern in style, but by no means avant-garde.

The firm's post-war projects included the Queentown's Shopping Center in Prince George's County, the Willston Shopping Center in Falls Church, and the Berkshire and Greenbriar apartment houses in Washington, D.C. Corning & Moore also designed garden apartments in Langley Park, District Heights, Chillum Heights, and Kirkwood, all in Prince George's County; garden apartments in Willston, Falls Church and Vito Courts in the District. Corning's later projects included the Chevy Chase Baptist Church, the B'nai B'rith National Headquarters building on Rhode Island Avenue, and the regional

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headquarters building for the Maryland-National Capital Park and Planning Commission in Silver Spring.<sup>3</sup>

In all likelihood, Corning was selected to design the Massachusetts Avenue Parking Shops because of his knowledge of neighborhood shopping center design gained during his association with Heaton, who was the architect of the 1930 Park & Shop in Cleveland Park.

### The Neighborhood Shopping Center and the Massachusetts Avenue Parking Shops:

When completed in September 1936, the Massachusetts Avenue Parking Shops' close association with the automobile was evident. Described by the *Evening Star* as "this group of 'park and shop' stores and filling station," the building fully integrated shopping and motoring needs.<sup>4</sup> From the start, the shopping center contained stores that served the daily shopping needs of the nearby residential communities. Upon its completion, eight of the ten available stores were occupied. The anchors of the complex, the Sanitary Food Store and Atlantic & Pacific markets, occupied the central two stores. Other early establishments to open were the Massachusetts Avenue Parking Shop Pharmacy, Homewood Hardware, Knife & Fork Delicatessen, Pat-a-Cake Bake Shop, Homewood Beauty Shop, and Palace Laundry. Gulf operated the filling station. Later, the Flower Nook moved into the complex. By 1939, Wagshal's Delicatessen moved into 4855 Massachusetts Avenue, where it remains today. Throughout its history, the stores located in the Massachusetts Avenue Parking Shops have changed. However, their primary purpose has always been to serve the everyday needs of the local community.

The neighborhood shopping center building type, as exemplified by the Massachusetts Avenue Parking Shops, was characterized by a single owner and centralized management of a planned retail complex offering a range of services and including substantial off-street parking to accommodate customers' automobiles. Its roots lay in neighborhood commercial centers provided as part of planned communities. Real estate developer J. C. Nichols was an early proponent of locating small neighborhood commercial centers in planned communities, such as his pioneering Country Club District in Kansas City. Starting in 1908, Nichols developed the Country Club District that by 1950 housed a population of 50,000. A large shopping center, Country Club Plaza (begun 1922) was located on the edge of the district, while ten small neighborhood commercial centers were located at strategic points within the large residential area. Based on this experience, Nichols advocated the notion that easily accessible shopping was an essential element in planning stable and successful communities.

Another root in the evolution of the neighborhood shopping center was the success of the drive-in markets of the 1920s on the West Coast where "L" or "U"-shaped buildings housed a variety of food vendors. Already wedded to the automobile, Californians found convenience in the free parking

<sup>3</sup> "Architecture in Washington, D.C., 1949-50." *Progressive Architecture*, April 21, 1950, p. 76.

<sup>4</sup> "New Shopping Center Completed," *Evening Star*, September 12, 1936.

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provided by the drive-in market design. Early experiments with these commercial groupings addressed the problem of the spreading of businesses into residential areas and attendant problems in the shortage of parking spaces and congestion.

Both the planned neighborhood shopping centers and the drive-in markets received national publicity and were studied by planners, real estate developers, and architects across the country. These new buildings served as the inspiration for the pioneering Park & Shop in Cleveland Park completed in 1930. In developing Park & Shop, executives with the Shannon & Luchs firm adapted the drive-in market concept to different types of tenants--not only a market, but a range of additional shops, the presence of each reinforcing that of the others. In order to assemble stores that appealed to and could be supported by the surrounding neighborhoods, Shannon & Luchs sought out the correct mix of shops rather than leasing space on a first-come, first-served basis. The Park & Shop was publicized widely and influenced the planning of other shopping centers in the Washington area and elsewhere in the nation.

From the experience with early neighborhood shopping centers there emerged notions of merchandizing and buying patterns. The location, planning, design, and management of neighborhood shopping centers became a specialized field. Potential developers of shopping centers commissioned studies of prospective customers and their buying power, the configuration and depth of the shopping center building, entrances and exits, and the grouping of stores. The latter consideration was essential to the success of the shopping center. Each store provided customers for the others. As an ensemble, the right "psychological grouping" of stores, most often chain stores flanked by independent enterprises, made the critical difference between success and failure. Other considerations in the planning of neighborhood shopping centers included site and topography, parking accommodations, circulation within the complex, adaptability of rentable space for a variety of tenants, and the pedestrians' experience in the complex. Based on early models, service entrances ideally were placed at the rear. Lastly, it was highly desirable that the design of the neighborhood shopping center be in harmony with the general character of the neighborhood. Thus, the neighborhood shopping center building type is significant not so much for architectural details as for the application of a new merchandizing concept that would eventually leave a distinct mark on the American landscape.

The early neighborhood shopping centers followed the migration of residential development away from the traditional commercial core of the city. The decentralization of shopping centers was a factor of the natural desire of shoppers to seek convenient ways to purchase daily household supplies. The pulling power of decentralization was so great that it also encouraged the development of branches of local department stores as well as the location of national chain stores such as Sears, Penney's, and Woolworth's into dispersed shopping locations.

The onset of the Great Depression slowed building activities in Washington, causing a gap of at least five years between the success of the Park & Shop and succeeding neighborhood shopping centers. By

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1940, the Washington area probably had more planned neighborhood shopping centers than any other city, a point Carl Feiss made in the December 1939 issue of *House and Garden*.<sup>5</sup>

The large growth of the suburbs, fueled by an increased number of civil servants to handle the Depression and wartime programs, provided the necessary consumer trade for these neighborhood shopping centers. The Massachusetts Avenue Parking Shops is an important example of this building type in Washington. Its configuration of containment, rather than sprawl, and its planned elements were regarded as providing more desirable commercial facilities than could be found along other thoroughfares in the city. It exemplifies the proven formula of a group of stores located to the rear of a deep lot with space in front for parking. The design of the rear of the building is notable because it is residential in scale and appearance, thereby reflecting the recommendation of urban planner Clarence Perry who state, "special consideration should be given to the business structure at the point where the stores stop and dwellings begin."<sup>6</sup> The Massachusetts Avenue Parking Shops also provided for a covered sidewalk. With the addition of a filling station, patrons could purchase all their household needs and have their car serviced in one location.

Within a few years after its completion, the Massachusetts Avenue Parking Shops was cited in national publications as exemplary of the neighborhood shopping center building type. In the December 1939 issue of *House and Garden*, planner Carl Feiss described the modern shopping center: "The newer type of shopping center consists of rows of one or two-story buildings designed with parking off the street and either in front of or at either end of the building group. Several of the most successful examples of this type of shopping center have been built in and around Washington, D.C. and in the Los Angeles area."<sup>7</sup> In this article, Feiss included an illustration of the Massachusetts Avenue Parking Shops, with the caption: "This Washington, D.C. center is designed as an architectural entity, and shows proper uniformity in the matter of signs, lettering, etc."<sup>8</sup>

The September 1944 issue of *Urban Land*, published by the Urban Land Institute, carried the article, "Shopping Centers—A Neighborhood Necessity." An illustration of the Massachusetts Avenue Parking Shops with the caption: "Modern shopping center serving suburban residential community," was placed at the head of the article.<sup>9</sup> In *The Book of Houses* by John P. Dean and Simon Breines, published in 1946 on the eve of the great post-World War II suburban boom, the Massachusetts Avenue Parking Shops was illustrative of "Shopping Center, Washington, D.C." in the chapter devoted to "Purchasing a

<sup>5</sup> Carl Feiss, "Shopping Centers," *House and Garden*, December 1939, pp.49, 66.

<sup>6</sup> Clarence Arthur Perry, p. 72.

<sup>7</sup> Carl Feiss, p. 66.

<sup>8</sup> Carl Feiss, p. 49.

<sup>9</sup> "Shopping Centers—A Neighborhood Necessity," *Urban Land*, September 1944, pp. 1, 3-4.

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Neighborhood.”<sup>10</sup> In this book, the future of neighborhood planning would provide for shopping facilities grouped together in a shopping center with off-street parking, “rather than strung along an intolerably congested 'Main Street' as so often is the case today.”<sup>11</sup>

After World War II, the scale of residential development tended to become much greater in nearby developing suburbs nationwide. Larger community and regional shopping centers that served many residential areas began to eclipse the small neighborhood shopping center. The Massachusetts Avenue Parking Shops building gains additional significance for its position as one of the earliest and best-preserved examples of a planned neighborhood shopping center in the District of Columbia. The Park & Shop in Cleveland Park of 1930 preceded it. Its successors include the North Washington Shopping Center at 7709-7723 Georgia Avenue, N.W. of 1936 (intact), the Chevy Chase Park & Shop at 4433-65 Connecticut Avenue of 1938 (intact), the shopping center at 3839-61 Alabama Avenue, S.E. of 1940-41 (intact), and the Fairfax Village shopping center of 1941 (an integral part of the Fairfax Village garden apartment complex and in excellent condition). Other early shopping centers that still stand but have been altered include the Penn Park & Shop at 2515-29 Pennsylvania Avenue, S.E. of 1937-38, the Brentwood Shopping Center at 1301-05 Rhode Island Avenue, N.E. of 1939-40, and the Greenway Shopping Center at 3526-54 East Capitol Street, N.E. of 1941.

<sup>10</sup> “Shopping Center, Washington, D.C.” in John P. Dean and Simon Breines, *The Book of Houses*, New York: Crown Publishers, 1946, p. 49.

<sup>11</sup> *Ibid*, p. 48.

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### Major Bibliographical References:

"A Subdivision: But No Lots for Sale," *National Real Estate Journal*, July 9, 1928, pp. 51-54.

"Architect Corning Dead at 68," *Washington Post*, December 10, 1957.

"Architecture in Washington, D.C." *Progressive Architecture, 1949-1950*, April 21, 1950, p.76.

"C. H. Hillegeist New Vice President of Firm," *Leaves of Wesley Heights*, September 1933, n.p. (clippings file--Washingtoniana Division, Martin Luther King, Jr. Memorial Library).

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## Verbal Boundary Description:

The Massachusetts Avenue Parking Shops is located at 4821-4861 Massachusetts Avenue, N.W. and occupies Lots 8, 802 and 803 on Square 1499 in Washington, D.C. The boundary of the property includes the three lots numbered 8, 802 and 803 upon which the building sits. The boundary begins at the southeast intersection of Yuma and Massachusetts Avenue then moves easterly along Yuma Street to its intersection with 48<sup>th</sup> Street, then moves north westerly along Massachusetts Avenue, then north on 49<sup>th</sup> Street, and back to the beginning.

## Boundary Justification:

The Massachusetts Avenue Parking Shops building was constructed on the three undeveloped lots on Square 1499 in 1936. The building, designed to be an integral part of the planned residential subdivisions of Wesley Heights and Spring Valley, complements the surrounding neighborhood that it serves.

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**SUPPLEMENTARY LISTING RECORD**

NRIS Reference Number: 03000670

Date Listed: 7/25/2003

Property Name: Massachusetts Avenue Parking Shops

County: State: DC

\_\_\_\_\_  
Multiple Name

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This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

*Patricia Andrews*  
\_\_\_\_\_  
Signature of the Keeper

*7/25/2003*  
\_\_\_\_\_  
Date of Action

=====  
Amended Items in Nomination:

Section 10 of the form did not include an acreage figure for the nominated area; the SHPO has confirmed that it is 1 acre. The form is amended to add this information.

**DISTRIBUTION:**  
**National Register property file**  
**Nominating Authority (without nomination attachment)**