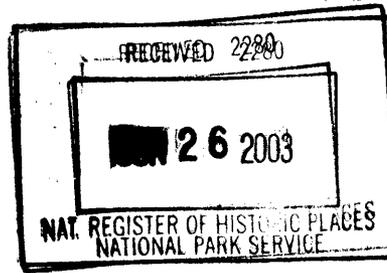


United States Department of the Interior
National Park Service



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 *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 Chevy Chase Arcade
other names _____

2. Location

street & number 5520 Connecticut Avenue not for publication
city or town Washington, D.C. vicinity
state District of Columbia code DC county _____ code 001 zip code 20015

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).

Shirley Buchanan / SNPO 6/3/03
Signature of certifying official/Title Date

DC State 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).

Shirley Buchanan 6/3/03
Signature of certifying official/Title Date

DC SNPO
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): _____

John W. Beall 8.4.30
Signature of the Keeper Date of Action

Chevy Chase Arcade
Name of Property

Washington, D.C.
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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/Specialty Stores/business

COMMERCE/TRADE/Specialty Stores/business

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

LATE 19TH and EARLY 20TH CENTURY REVIVALS/
Classical Revival

foundation _____
walls Limestone _____

roof _____
other _____

Narrative Description

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

Chevy Chase Arcade
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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)

ARCHITECTURE

Period of Significance

1925

Significant Dates

1925

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Louis R. Moss

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:

Chevy Chase Arcade
Name of Property

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10. Geographical Data

Acreeage of Property 16,085 square feet

UTM References

(Place additional UTM references on a continuation sheet)

1	1 8 Zone	3 2 0 2 0 8 Easting	4 3 1 4 5 6 6 Northing	3			
2				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 Stephen Callcott (1997)/Kim Williams (revision, 2003)

Organization D.C. Historic Preservation Office date May 27, 2003

street & number 801 North Capitol Street telephone 202 442-8800

city or town Washington, D.C. state District of Columbia zip code 20002

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 5520 Arcade Limited

street & number 2 Wisconsin Circle telephone _____

city or town Washington, D.C. state _____ zip code 20015

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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Chevy Chase Arcade

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Description Summary:

The Chevy Chase Arcade, located at 5520 Connecticut Avenue, N.W. in Washington, D.C. is a two-story, Classical Revival-style commercial building with a two-story arcade that opens to the avenue. The building measures approximately 50' wide, 140' deep and covers 100% of its lot. Constructed of reinforced concrete and brick, the structure's facade is faced with limestone. The building's first floor contains retail space, while the second floor is dedicated to office space. +

General Description:

Exterior Description:

The front elevation facing Connecticut Avenue is divided into five equal bays defined by six, double-story Doric pilasters and an engaged architrave surround with a central arched opening. A wide frieze with smooth roundels symmetrically aligned above each of the outer two pilasters sits atop the pilasters and is inscribed in Roman lettering with the building name "CHEVY CHASE ARCADE." The entrance to the arcade is located on center of the façade and is highly articulated. The limestone architrave surround has fluted pilasters, a rope molding, and an entablature with a projecting cornice. Stone urns top each end of the entry's projecting cornice. The arched opening has an unornamented metal gate.

To either side of the central entry on the first floor are large commercial show windows comprised of a granite base and a single plate glass window topped by a three-light transom. The frames of the windows are painted metal. On the second story, there are five, three-part wood casement windows topped by three-light transoms.

Interior Description:

The arched entry leads into the two-story arcade that measures approximately 10' wide by 100' deep. Each side of the arcade has five commercial storefronts separated by black marble pilasters, while the end of the arcade culminates in a final storefront with a double door. Each storefront has a single light, wood frame door flanked by plate glass windows atop black marble bases and trimmed with decorative pressed metal detailing. Above each storefront are five eight-light wood transom windows that establish a clerestory.

The marble pilasters on the interior carry an ornate entablature decorated with a vegetal bas relief and an elaborate projecting cornice comprised of several classical moldings, including an egg and dart bed molding, a fluted band, and a bead and reel stringcourse. An acanthus leaf ogee

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cornice completes the profile. The floor is covered by an alternating pattern of black and white marble tiles laid on the diagonal.

A barrel-vaulted ceiling extends above the clerestory. The frieze running below the barrel vault contains a stylized floral pattern; its cornice continues the decorative classical profiles found throughout the rest of the arcade interior. At each end of the vaulted ceiling is an elliptical panel with a painted plaster bas-relief of musicians and cherubs in a sylvan setting

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Summary Statement of Significance:

The Chevy Chase Arcade, at 5520 Connecticut Avenue, N.W. in Washington, D.C., was built in 1925 as a community retail and office center. The classically styled building was constructed by real estate developer Edward H. Jones and designed by local architect Louis R. Moss. The arcade building was constructed in present-day Chevy Chase, D.C. and was specifically intended to serve as a model for future commercial development in the adjacent residential-only suburb of Chevy Chase (straddling the D.C./Maryland border). The Chevy Chase Arcade meets National Register Criterion C with architecture as its area of significance for the following reasons:

The Chevy Chase Arcade is significant as the only local example of a distinctive building type (the arcade) that gained prominence in 19th century Europe. Further, the building, designed in a Classical Revival style, possesses high artistic value in its design and craftsmanship, namely its interior plaster bas reliefs and carved stonework.

The period of significance is 1925.

+

Resource History and Historic Context:

The Chevy Chase Suburb:

The Chevy Chase Arcade is historically associated with the development of Chevy Chase, a streetcar suburb of Washington, D.C. The suburb of Chevy Chase was the creation of Francis G. Newlands (1848-1917), one of Washington's most important real estate developers. Newlands, who had begun planning Chevy Chase in the late 1880s with the purpose of developing an exclusive suburb serving the nation's capital, formed the Chevy Chase Land Company (CCLC) in 1890. Through intermediaries, Newlands secretly amassed more than 1,700 acres of farmland between present-day Calvert Street in the District to Chevy Chase Lake in Montgomery County, Maryland. The CCLC spent over \$1.5 billion buying the land and then spent an almost equal sum grading the roadbed, building bridges along Connecticut Avenue and installing an electric streetcar line to connect the suburb with the city. Newlands planned the Chevy Chase suburb with five sections, including four in Montgomery County, just across the District line, and one in the District, just south of the District line.

Chevy Chase was intended to be a model of suburban elegance and planning. No commercial ventures, apartment buildings or rowhouses were allowed in the exclusively residential subdivision, and minimum lot sizes and housing costs were established. The streets of the

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subdivision were laid out in an Olmsted-inspired picturesque fashion and were given English or Scottish names, and planted with trees and shrubs. Several years after its founding, the community became the home of the capital area's first country club. The high standards for the community were ensured by the Chevy Chase Land Company retaining complete ownership and control over the development. The first part of the suburb to be developed was known as Section 2 (present-day Chevy Chase Village), which opened in 1892. The subdivision grew slowly, with additional tracts opening up in the following decades.

In May of 1907, the CCLC opened its first Chevy Chase subdivision on the District side of the border. Although the CCLC owned the five-block tract of land on the east side of Connecticut Avenue that it developed as Chevy Chase, D.C., along with a section on the west side of Connecticut Avenue, the company did not own all of the surrounding land in present-day Chevy Chase, D.C. and thus did not control all of its growth.

Commerce in Chevy Chase:

The CCLC had always planned for a commercial zone to accommodate its residential subdivisions, but no commercial area was established in its initial years. In fact, just as it had done in its Maryland subdivisions, the Chevy Chase Land Company prohibited all commercial enterprises in its District subdivisions in the belief that commerce would detract from the desirability and exclusivity of the neighborhood. However, the lack of commercial services forced residents to either order food from downtown and have it delivered via the freight car to the streetcar stop, or journey three miles south themselves to Tenleytown to shop.

Other developers, who sought to capitalize on the success of the Chevy Chase suburb, had begun to purchase land adjacent to CCLC-owned land and craft their own subdivisions, using Chevy Chase as a model. Recognizing the need for more convenient shopping, one developer, Fulton Gordon, opened his subdivision on the west side of Connecticut Avenue (from present-day Military Road to Northampton Street) free of the commercial restrictions that defined the CCLC subdivisions. In 1910, shortly after Gordon's Connecticut Avenue Terrace opened, the area's first store opened. Soon other businesses followed.

Commerce in Chevy Chase, D.C. was restricted to the stretch of land owned by Fulton Gordon on the west side of the avenue. By the early 1920s, about a dozen businesses had located in the four-block area between Livingston and Northampton Streets, including a barber, cobbler, tailor shops, and a grocery store. The success of Chevy Chase's small neighborhood-oriented commercial zone may have influenced the creation of similar commercial areas elsewhere along Connecticut Avenue. A plan creating four such commercial zones along the Avenue --at Cleveland Park, Van Ness, Nebraska Avenue and Chevy Chase --was codified in the city's first

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zoning plan in 1920. As the commercial development in Chevy Chase proved successful in the Fulton Gordon-owned subdivisions of Chevy Chase, the CCLC tried to overturn its commercial ban on its own Chevy Chase, D.C. lands. Despite these efforts and due to neighborhood objections, the CCLC-owned lands in Chevy Chase, D.C. remained commerce-free until 1952.¹

The Chevy Chase Citizens' Association, established in 1909, was concerned with the appearance of the business district, which they felt should be of an architectural quality equal to the residential area. However, no architectural guidelines or minimum investment costs for commercial buildings were established, as they had been in the residential areas. The result was noted in a 1922 issue of the *Chevy Chase News* which stated: "With but few exceptions the buildings erected in the business zone have been constructed with little regard for architecture in keeping with the neighborhood."² Indeed, Chevy Chase's earliest commercial buildings were stylistically non-descript buildings. Some businesses located in converted houses, while the purpose-built commercial buildings were generally two-story brick or stucco-clad structures with little architectural character.

The Chevy Chase Arcade:

The Chevy Chase Arcade was constructed in 1925 as a response and antidote to the strip's undistinguished commercial architecture. Builder Edward H. Jones acquired two 25-foot wide mid-block lots on the avenue in 1925, with the intention of erecting "a modern office building to house [his real estate development] organization and to give room for needed enterprise in this community [and] a building in which all Chevy Chase may take pride."³ Jones hired local architect Louis R. Moss to design the structure. Little is known of architect Moss and his career. His documented work includes the New Amsterdam apartment building at 2701-2713 14th Street, N.W. (1927) and a dozen or so houses dating from the 1920s and 30s in the Kalorama and Cleveland Park neighborhoods. The buildings are typical of their period in their use of historical revival detail.⁴

When the Chevy Chase Arcade opened in 1925, the community newspaper singled it out for commendation in an article entitled "Praise to Whom Praise Is Due." The article read:

¹ Elizabeth Jo Lampl and Kimberly Prothro Williams, *Chevy Chase: A Home Suburb for the Nation's Capital*, Crownsville, Maryland, Maryland Historical Trust Press, 1989.

² *Chevy Chase News*, October 18, 1922

³ Interview with David Orem, President of the Edward H. Jones Company, 1987.

⁴ Moss's known buildings include: 3111 Cathedral Avenue (1924); 3620 Garfield Street (1924); 2439 Tracy Place (1928); 2324 Tracy Place (1928); 2320 Tracy Place (1928); 3518-42 and 3312-14 Porter Street (1928); 301 Delafield Place (1936); and 2356 40th Street (1937).

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“Another...example of a builder recognizing his debtorship to the neighborhood is exemplified in the Chevy Chase Arcade building, also recently completed... Our Mr. Jones is responsible for that beautiful and costly building.”⁵

Initially, the construction of the elegant Classical Revival arcade seemed to have the desired effect of spurring more architecturally distinguished edifices along the Avenue. In the following year, Riggs Bank constructed a Chevy Chase branch immediately next door to the arcade that demonstrated a similar concern for design quality. The Riggs building, designed in the classical style by Arthur B. Heaton, was constructed of a red-hued Ohio sandstone and ornamented with bas-relief roundels depicting George Washington and Pierre L'Enfant. However, the influence of these buildings proved short-lived. The Chevy Chase Arcade and the Riggs Bank remain the only stone-faced classically styled commercial buildings in the area.

Since its opening, the Chevy Chase Arcade has provided space for a number of small businesses offering a variety of goods and services to the Chevy Chase neighborhood. Many of the businesses occupying the building today offer similar neighborhood-oriented services as those that occupied it when it opened in 1925. The Arcade has served as a commercial hub for several generations of Chevy Chase residents.

The Arcade as Building Type:

Although it has been used in one form or another for many centuries, the arcade as we know it came into being in Paris in the late 18th century. It flourished throughout the 19th century, nourished by a growing middle class with increasing disposable income. As noted by scholar N. MacKeith, “By the end of the 18th century there was ...a growing population with enough wealth and a desire for luxury goods...It was an age when people loved to promenade, to keep in fashion, to be seen...The French were the first to sense the commercial possibilities of bringing all these aspirations together, and the result was the shopping arcade.”⁶

The Palais Royal, built in the late 18th century around three sides of a quadrangle with an arcaded ground floor, served as a model for other arcades in the city. By the end of the 19th century, Paris had at least 40 arcades, 19 of which survive today.

The growth of trade, travel, and architectural publications in the 19th century all helped spread the arcade concept to other European countries and the United States. By the end of the century, over two hundred arcades had been erected in 30 countries. Technological advances in the production of iron allowed larger and grander arcade spans, and their design became increasingly

⁵ *Chevy Chase News*, November 1, 1925, p. 7.

⁶ N. MacKeith, *The History and Conservation of Shopping Arcades*, p. 14

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monumental, with interior spaces soaring two or more stories topped by fanciful and elaborate trusses and glass. In Milan, the new technology made possible the construction of the glass and iron dome that encloses the largest arcade in the world, the Galleria Vittorio Emanuele II, erected in 1865-1877.

The first known arcade in the United States was the impressive Greek Revival Arcade in Providence, Rhode Island, dating from 1827. Arcades were also found in Philadelphia and New York prior to the Civil War. Possibly the largest and most daring arcade in America was in Cleveland, Ohio. Known simply as "The Arcade," the complex had five floors of shops and offices surrounding a center light well crowned by an innovative steel and glass roof.

Arcades were popular with the public because of their delightful and often dramatic interiors, and the protection from weather and traffic they offered. Merchants, in turn, liked arcades for the large crowds that they invariably drew. However, by the early 20th century, the era of arcades was already beginning to pass, as commercial activity began relocating from urbanized downtowns to the suburban periphery. While a few historic arcades have been preserved and restored (such as in Providence, Philadelphia and Cleveland), many urban arcades have been demolished as cities have sought to revitalize their fading central cores. The modern suburban shopping mall, with its interior protected from automobiles and inclement weather, closely echoes the basic concepts, if not the architectural character, of the 19th century urban arcade.

Conclusion:

The Chevy Chase Arcade is unique in the city. The plan of the building maximizes the public frontage of its retailers, in this case providing approximately 250' of frontage for its stores rather than merely 50' for a more conventional commercial building on this site. The building also better accommodates smaller neighborhood-oriented businesses, providing a street presence and less expensive smaller spaces. Its location in a neighborhood commercial strip, rather than in the downtown shopping area, is noteworthy and testament to the concern for architectural quality which has defined Chevy Chase since its inception.

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Chevy Chase Arcade

Name of Property

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Geist, J.F. *Arcades: The History a Building Type*. MIT Press: Cambridge, MA, 1983

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Verbal Boundary Description:

The Chevy Chase Arcade occupies Lot 74 in Square 1859. The building is located at 5520 Connecticut Avenue. It is on the west side of Connecticut Avenue, between Livingston and Morrison Streets in Chevy Chase, D.C. +

Boundary Justification:

The Chevy Chase Arcade has occupied Lot 74 since the building was constructed in 1925.
+

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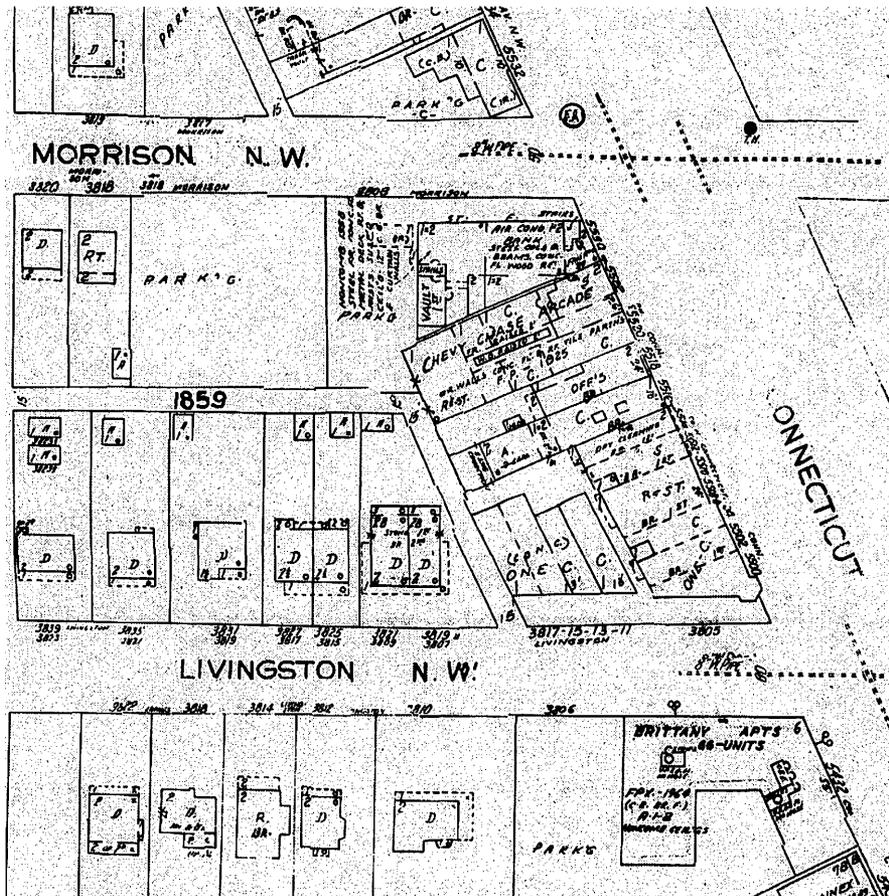
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SITE MAP



Chevy Chase Arcade
5520 Connecticut Avenue, N.W.
Washington, D.C.