

Columbus Register of Historic Properties Registration Form

Planning Division, Historic Preservation Office

This form is for use in nominating individual properties and districts. Complete each item by marking "x" in the appropriate box or entering the information requested. If an item does not apply to the property being documented enter "N/A" for "not applicable." Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name Winders Motor Sales Co. Building

Other name N/A

2. Location

Address 182 E. Long Street Zip Code 43215-1809

3. Historic Preservation Officer Certification

As the designated authority under the Columbus City Code Chapter 3116 and 3117, I hereby certify that this nomination meets the documentation standards for registering properties in the Columbus Register of Historic Properties and meets the procedural requirements set forth in Columbus City Code Chapter 3117. In my opinion, the property or properties meet(s) does not meet the Columbus Register criteria. I recommend that this property or properties be considered significant locally nationally statewide.

Historic Preservation Officer _____ Date _____

In our opinion, the property or properties meet(s) does not meet the Columbus Register criteria.

Historic Resources Commission Chair _____ Date _____

4. Columbus City Council Certification

I hereby certify that this property or properties is/are:

- entered in the Columbus Register.
- determined not eligible for the Columbus Register.
- removed from the Columbus Register
- other, (explain) _____

Signature of the City Clerk _____ Date _____

I hereby certify that the Franklin County Recorder has been notified that this property or properties has/have been entered into the Columbus Register.

Historic Preservation Officer _____ Date _____

5. Classification

Ownership of Property
(Check all boxes that apply)

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

Category of Property
(Check only one box)

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

Number of Resources within Property

(Do not include previously listed resources in count)

<i>Contributing</i>	<i>Non-contributing</i>	
	1	buildings
		sites
		structures
		objects
	1	<i>Total</i>

Number of contributing resources previously listed in the Columbus Register

0

6. Function or Use

Historic Functions

Commerce/Business

Current Functions

Commerce/Business

7. Description

Architectural Classification

Commercial Style

Materials

Reinforced concrete _____ foundation
 Brick, stone _____ walls
 _____ walls
 Timber, asphalt _____ roof
 _____ other

Narrative Description

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

See Continuation Sheets

8. Statement of Significance

Applicable Columbus Register Criteria

- A. The design or style of the property's exterior and/or interior is of significance to the historical, architectural or cultural development of the city, state or nation.
- B. The property is closely and publicly identified with a person who has significantly contributed to the historical, architectural or cultural development of the city, state, or nation.
- C. The property is identified as a significant work of an architect, artisan, engineer, landscape architect or builder whose individual work has influenced the historical, architectural, or cultural development of the city, state, or nation.
- D. The property demonstrates significant craftsmanship in architectural design, detail, or use of materials.
- E. The property is closely and publicly identified with an event, or series of events, which has influenced the historical, architectural, or cultural development of the city, state, or nation.

Period or Periods of Significance

1916-1924

Significant Date or Dates

1916

Significant Person or Persons

(Complete if Criterion 2 is marked)

Architect/Builder

Unknown

Criteria Considerations

(select box if applicable.)

Property is:

- less than 40 years of age or achieved
- significance within past 40 years.

Narrative Statement of Significance

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

See Continuation Sheets

9. Major Bibliographical References

Bibliography

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

See Continuation Sheets

Primary location of additional data

- Columbus Historic Preservation Office
- University
- State Historic Preservation Office
- Other

Name of repository City of Columbus Metropolitan Library

10. Geographical DataAcreage of Property 0.09 acres

Verbal Boundary Description

(Describe the boundaries of the property, or properties or district on a continuation sheet.)

See Continuation Sheets

Boundary Justification

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

*See Continuation Sheets***11. Form Prepared By:**Name/Title Alex GreenOrganization Sandvick ArchitectsStreet Address 1265 W. 6th StreetTelephone 216-621-8055E-mail address agreen@sandvickarchitects.com

Date _____

City ClevelandState OH Zip Code 43215-1809**12. Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets

Map (A to scale sketch map for individually listed property, or properties or historic district.)

Photographs (Representative digital and 4" x 6", black and white or color prints of the property, or properties, or historic district.)

Additional items (check with the Columbus Historic Preservation Officer for any additional items.)

13. Property Owner

(Use Continuation Sheets to list additional property owners.)

Name/Title Del Monte Holdings III LLC; c/o Brad DeHaysStreet Address 1400 Dublin RoadTelephone 614-354-0091City ColumbusState OH Zip Code 43215-1009E-mail address brad@connect-ohio.com

Date _____

CONTINUATION PAGES

Building Name: Winders Motor Sales Company

Narrative Description

(Describe the historic and current condition of the property)

Winders Motor Sales Company occupies the northwest corner of the intersection of E. Long and N. Young Streets in downtown Columbus, Ohio, approximately three blocks away from the Ohio State House. Constructed in 1916 the building has a narrow rectangular footprint and is two stories tall with a poured concrete basement and wood-framed construction set atop it. Its north side is flanked by a parking lot, and its west side shares a wide alley with the building at the corner of Fourth and Long.

The primary façade facing Long Street demonstrates a popular style for retail buildings in the early 20th century: three wide bays, red brick framed with gleaming white terra cotta elements, some sandstone, and massive storefront windows. As the Long Street façade is the only elevation that is at all decorative, it is intended to be attention-grabbing. The terra cotta frames the brick and rectangles are echoed between the first and second story windows with other face brick arrangements. The cornice of the building is glaze terra cotta with small “pedestals” that jut up from the cornice, following the framing terra coat below. The arrangement of the terra cotta mimics columns, thus lending a Classical air to the façade and elevating its otherwise simple design.

The windows on Winders Motor Sales Company are all contemporary replacements of insulated glass with white frames, installed in the 1990s. The storefront windows, all of which are contemporary save the frame of the central door and its transom light, are clear plate glass and only just imitate what may have been originally there. The second story windows, set up like double-hung sashes, are also contemporary insulated plate glass. All other windows on the building have received the same treatment. A modern sign has been attached to the primary façade over the right bay’s storefront window.

The poured concrete lower level of the Winders Motor Sales Company building is largely unchanged and appears almost identical to how it would have looked during the period of significance, save for newer coats of paint and the addition of contemporary lighting/mechanical pipes. The first-floor showroom space has been subdivided by partition walls primarily in the rear of the building, creating closets, a corridor, and an office space, and remained largely open in the front of the building. The original cast-iron stairs, which ran perpendicular to the west wall, remain intact. The hexagonal tile and Greek key patterns on the first floor showroom space also remain beneath modern carpeting and are still visible within the historic stairwell. The second floor has been subdivided into one central long room, accessed by the new rear stairs, flanked by rows of private offices on each side. The wood floors are intact on the second floor.

The primary façade of Winders Motor Sales Company retains much of its historic appearance, with the brick and terra cotta façade effectively unchanged and historic openings intact.

Replacement windows and storefronts are compatible with its historic character and do not significantly detract from the original design. Despite the introduction of new partitions and dropped ceilings, the building's interior also retains several significant features, including the character-defining historic stair and historic wood and tile flooring. The remaining ramp in the rear of the building, historically used for automobile access to the basement, also reflects its associations with Winders Motor Sales Company.

Narrative Statement of Significance

(Explain the significance of the property)

The Winders Motor Sales Company building reveals a snapshot into the commercial conversion that took place in the surrounding area of downtown Columbus in the early 20th century. Built in 1916, it continued a trend of replacing former dwellings and neighborhood shops with commercial buildings serving a much wider area of the city. The surrounding area's development was particularly concentrated on the rapidly growing automotive industry, with several other similar businesses moving to the surrounding blocks during the same period. The primary façade facing E. Long Street demonstrates a popular style for retail buildings in the early 20th century: three wide bays, red brick framed with gleaming white terra cotta elements, some sandstone, and massive storefront windows to advertise the goods and services available for sale. The usage of terra cotta gives a nod toward Classical design, and lends a respectable and luxurious element to the business which it housed.

Between 1896 and 1917, the automotive industry saw incredible growth from one to over six hundred manufacturers in the national market, and Columbus – a remote cog in a greater distribution network of automobiles – contributed to this wide scale movement. The central business district of Columbus transitioned from manufacturing to offices, insurance agencies and retail as heavy industries moved outside the city center.

While the modern car industry of the period began in 1896, over the decades after the process for sales and the distribution of automobiles changed dramatically. Initially, manufacturers would sell cars directly from the factory or factory-owned stores. Mail order consignment and traveling salesmen were also utilized. It soon became apparent that independent sales agents would be required if automobile sales were to achieve the market access the makers desired.

By 1905, auto dealers had begun to organize and create standard sales practices, and this attempt culminated in the creation of the National Association of Auto Dealers in 1917. This included 15,000 dealers upon creation, demonstrating the incredible growth over the span of twenty-one years. These dealerships were issued territories by the manufacturers and given sole rights to sell in their region, though they reserved the right to issue more franchises that could change or overlap territories. This appears to have been partially used to make sure the franchises complied with corporate policies such as standardized pricing. Dealerships were also required to keep a set amount of repair parts on hand, which varied between manufacturers. They had to have facilities in which to repair any branded vehicle of the manufacturer regardless if it was purchased in that

franchise's territory. Dealers found to be selling in another dealers region were levied fines and could have their franchise rights revoked. Standard pricing was also strictly adhered to, as manufacturers were afraid discounting would cause competition between their own brand dealers, reducing the efficiency of the system they created.

Wilbur Winders, born 1877, built a newly-branded automobile facility at 182 East Long Street in 1916, next to recently-constructed offices of the Standard Building. Managed by Winders himself, the company served as a middleman agent of Chevrolet. Their success is noted in *Motor World for Jobbers, Dealers and Garagemen*, Volume 51, where Winders himself is lauded for expanding his territory to seven counties and over twenty agencies. Winders is listed as being a distribution dealer, and is the only one listed in the city directories. This suggests that Winders Motor Sales Company likely fulfilled the aforementioned duties, which explains their rapid growth and need for expanded facilities. The sales rooms in their initial building were outgrown in under eight years.

In 1924, following the industry-wide trend of focusing sales agencies away from the central business district and onto N. High Street – colloquially referred to as “the Short North” – Winders Motor Sales Company built a new headquarters. Prior to the move and beginning in 1908, a cadre of merchants helped to subsidize the costs of electrifying N. High Street: this infusion of capital allowed the corridor to develop rapidly and by 1914 a streetcar was added. Adding the line required the street to be widened, which was accomplished by 1922. The large investments, direct access to public transit, and separation from the air pollution of the industry contributed to auto dealers congregating en masse in what became the Short North. Winders' property at 182 E. Long Street is therefore fairly unique in its location as one of the very few remaining automobile dealerships in the downtown area.

In addition to his work, Winders was listed as being in charge of twenty agencies, which included repair facilities associated with his Chevrolet sales, thereby providing his customers with a location where they would be able to maintain their purchases. The premises at 182 East Long Street were outgrown by 1924 and larger facilities were built. This rapid growth of Winders Motor Sales Company can be attributed to both Columbus' continual expansion during the era and the increased access that the growing middle class had to cars.

Past 1924, the property was no longer listed under Winders Motor Sales Company in the Columbus city directories. The property at 182 East Long Street passed through several usages over the following decade: in 1931 it was listed as Foster's Tire Co., by 1934 it was Stewart Warner Sales Co., and by 1940 Koller Bros. Plumbing Supplies. None of these businesses appeared to sustain prolonged tenure at the location. Winders Motor Sales Company remained in Columbus until its dissolution in 1974. At its location at 783 North High Street in the Short North it is the most visible remaining dealership from an era when this region contained numerous similar establishments for the other major auto brands. Winders remained a Chevrolet dealership through the entirety of its sixty year history in Columbus. Winders Motor Sales

Company is significant in that it reflects the evolving and complex system of car sales and repair, and how these elements are tied to the original manufacturers.

For its associations with the significant local company for which it is named, and its reflection of the broader development of its area of downtown Columbus as a center of automotive businesses in the 1910s, Winders Motor Sales Company is nominated for inclusion on the Columbus Register of Historic Properties.

Bibliography

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

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on April 22, 2013. Retrieved November 15, 2014.

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Verbal Boundary Description

(Describe the boundaries of the property, or properties or district)

The nominated property consists of one parcel (Franklin County Parcel #010-056033), bounded by E. Long Street to the south, N. Young Street to the east, an unnamed alley to the west, and an adjacent parking lot to the north.

Boundary Justification

(Explain why the boundaries were selected)

The proposed boundary includes the two story property historically associated with the Winders Motor Sales Company building, but not the property that occupies the alley to the immediate west. A three-story building, which served as additional space for the motor company, was once situated on the alley, but it was torn down at an unknown time in the last century.

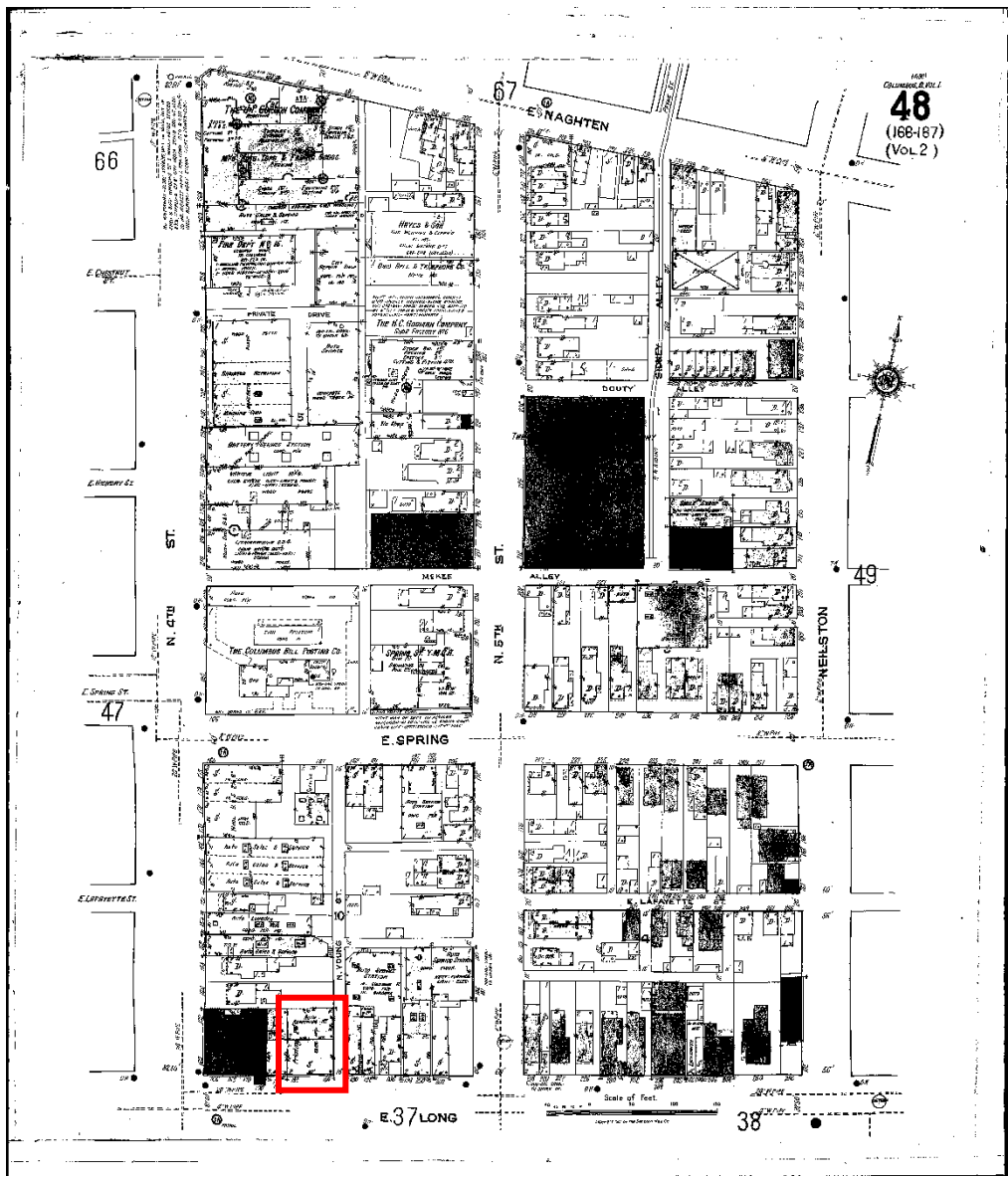


Figure 1: 1921 Sanborn map, Columbus, Ohio, Volume 1, Sheet 48. *Ohio Web Library.*

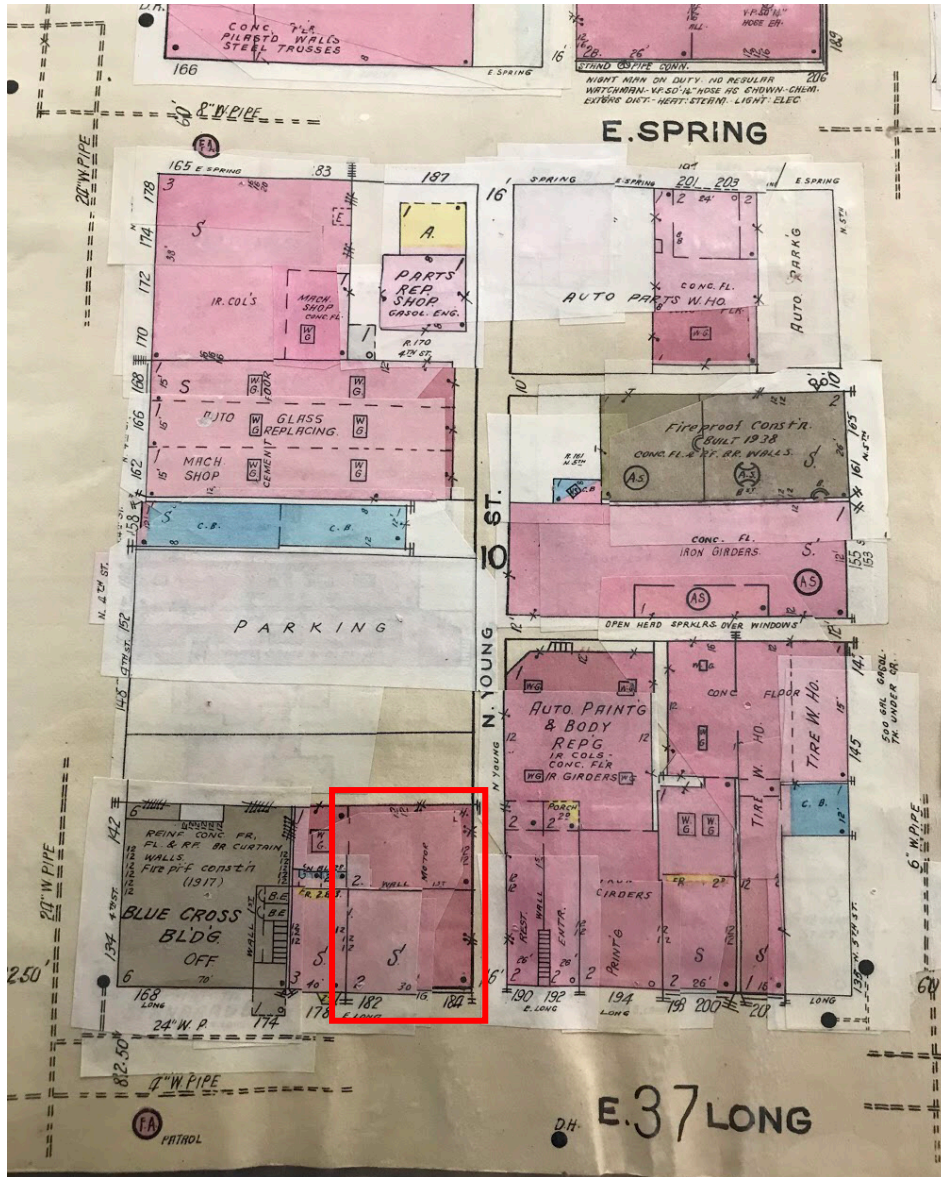


Figure 2: 1921 Sanborn map with 1951 edits, Columbus, Ohio, Volume 1, Sheet 37. Columbus Metropolitan Library.

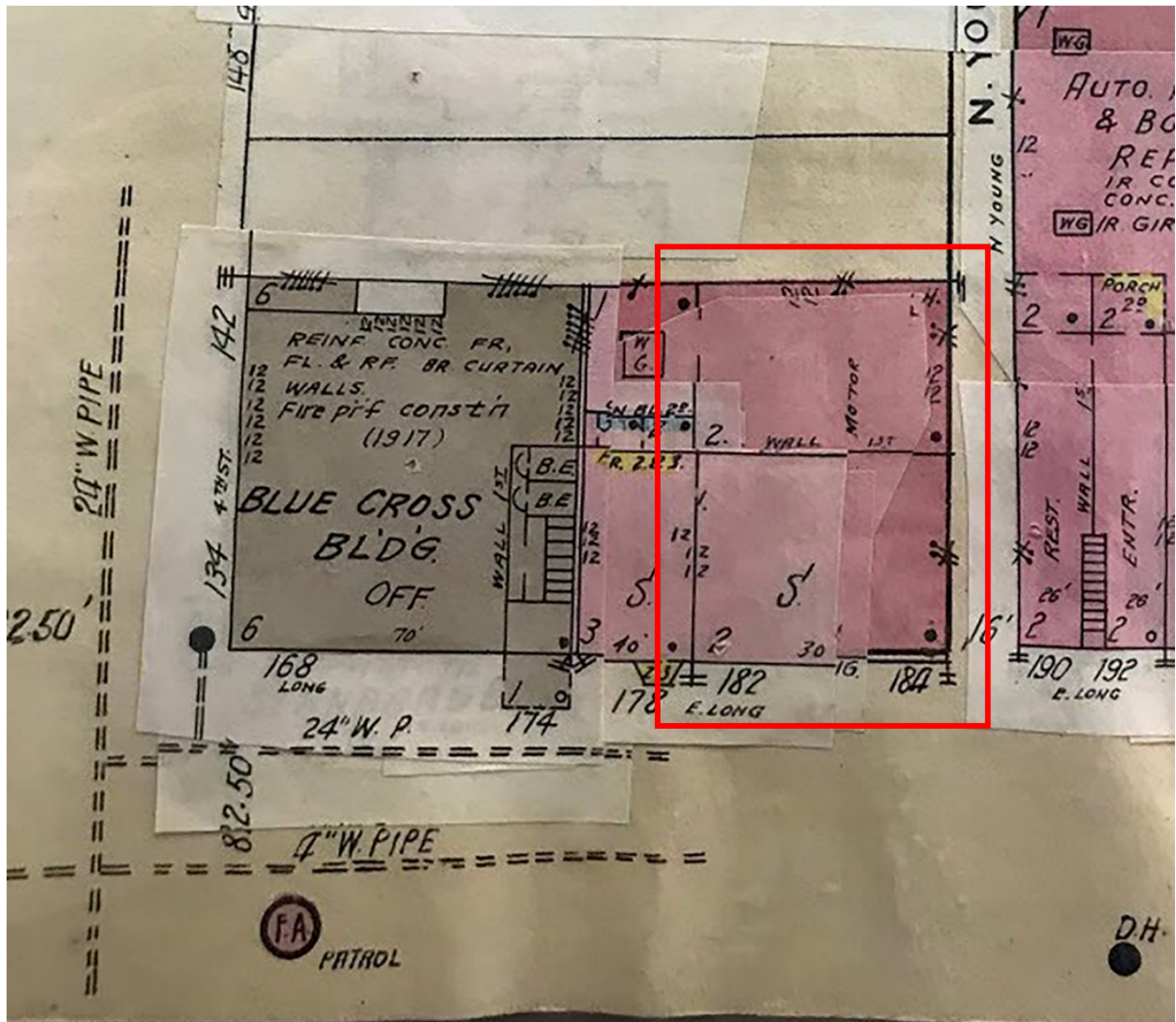
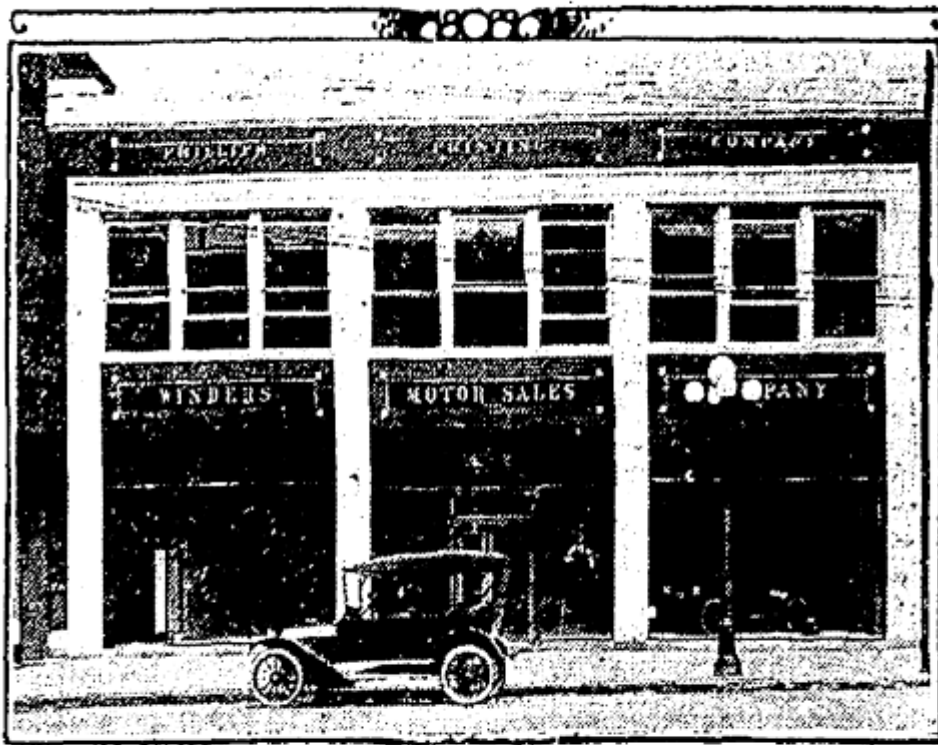


Figure 3: 1921 Sanborn map with 1951 edits, Columbus, Ohio, Volume 1, Sheet 37.
 Columbus Metropolitan Library.



Figure 4: 1911 Caricature of Wilbur Winders at The Fidelity Mutual Life Insurance Company. *Club Men of Columbus In Caricature.*

NEW SALESROOMS OF WINDERS MOTOR SALES COMPANY



The Winders Motor Sales Co., Central Ohio distributors of Chevrolet motor cars, has taken possession of its new two-story fireproof building at 182-184 East Long street, where it occupies a frontage of 80 feet in an L-shaped building of terra cotta and brick, with a salesroom 80x30 feet in dimensions, having a mezzanine office. The service station, 80x45 feet, in the rear, occupies both the basement and first floor and is well equipped to give prompt service to Chevrolet owners. The salesroom, fronting on Long street, which is well lighted through plate glass windows extending across its entire width, offers plenty of space for display.

Figure 5: "New Salesroom of Winders Motor Company." 1916. *Columbus Sunday Dispatch*.