

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet
Section 8**Rosenwald Building (Additional
Documentation)Name of Property
Bernalillo, New MexicoCounty and State
78001806

NR Reference Number

State Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X additional documentation ___ additional documentation: name change
___ move ___ removal ___ othermeets 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.

Signature of Certifying Official/Title

5/30/2023

Date of Action

Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ additional documentation ___ additional documentation: name change
___ move ___ removal ___ othermeets 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.

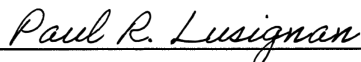
Signature of Certifying Official/Title

Date of Action

National Park Service Certification

I hereby certify that this property is:

- X entered in the National Register
___ determined eligible for the National Register
___ determined not eligible for the National Register
___ removed from the National Register
X additional documentation accepted
___ other (explain:) _____



Signature of the Keeper

06/30/2023

Date of Action

United States Department of the Interior
National Park Service**National Register of Historic Places**
Continuation Sheet
Section 8Rosenwald Building (Additional
Documentation)Name of Property
Bernalillo, New MexicoCounty and State
78001806

NR Reference Number

The Rosenwald Building and the Route 66 Re-alignment Intersection in Albuquerque

Roger M. Zimmerman, Ph. D., P.E. (retired)

May 17, 2023

INTRODUCTION

This additional documentation for the Rosenwald Building¹ identifies the significance of the intersection of 4th Street and Central Avenue in Albuquerque, New Mexico, because it is important in history of Route 66. This additional documentation is limited to the text of this document. This additional documentation does not seek to change any aspect of the existing Rosenwald Building National Register nomination. This information, which was not addressed in the original nomination, expands on the history of the Rosenwald Building in Section 8.

The Rosenwald Building has an important connection to Route 66 and this intersection because the building served as department stores from 1910-1977 and later small storefront shops. Both 4th Street and Central Avenue are major thoroughfares through the commercial district of Albuquerque. Central Avenue developed as the city's principal commercial street. Patrons of the department stores would have used Route 66, especially Central Avenue, as a vehicular route to Rosenwald's and pedestrian route. The Rosenwald Building nomination is suited for this additional documentation because it is an important visual and commercial landmark at the intersection of 4th Street and Central Avenue.

The Rosenwald Building is located at 320 Central Avenue on the southeast corner of the intersection. This is the only place on Route 66 where the highway was aligned in a north-south direction (along 4th Street) for 11 years (1926-1937) and then realigned in the east-west direction (Central Avenue) for the remaining 48 years (1937-1985) of the existence of Route 66. "Historic Route 66" signs are displayed on both streets in Albuquerque. The east-west realignment saved 107 miles of travel across the state and bypassed Santa Fe with the purpose of improving transcontinental travel through the state.

In 1937, the alignment of Route 66 was changed to create a shortcut from Santa Rosa, New Mexico to near Laguna, New Mexico. The shortcut is called the Santa Rosa-Laguna Shortcut and is composed of two cut-offs: the Santa Rosa Cut-off and the Laguna Cut-off. The Santa Rosa Cut-off was started in 1926, shortly after US 66 was created. The Laguna Cut-off was authorized in 1926 but didn't begin until after 1930. The intersection of 4th and Central is the termination for the Santa Rosa Cut-off and the beginning of the Laguna Cut-off.²

¹ The Rosenwald Building was listed in the National Register of Historic Places on June 29, 1978.

² Details on decisions and activities related to establishing this realignment are contained in the references.

United States Department of the Interior
National Park Service**National Register of Historic Places**
Continuation Sheet
Section 8Rosenwald Building (Additional
Documentation)Name of Property
Bernalillo, New MexicoCounty and State
78001806

NR Reference Number

The intersection at 4th Street and Central Avenue symbolizes the important historical events that occurred in the first eleven years of US 66. This additional Documentation discusses shopping opportunities and services at this intersection for travelers on either of the alignments. The Rosenwald Building is significant because it was among the first department stores in Albuquerque and, among the buildings at the intersection, it retains the highest level of integrity.

BACKGROUND

Two of the major US highways that were started in 1926 and affected Albuquerque were US 85 and US 66. US 85 stretched from Denver to El Paso with an alignment from Raton to Las Cruces. US 66 was an east-west highway from Chicago to Los Angeles through with a New Mexico alignment from Tucumcari to Gallup. The original US 66 in 1926 went from Santa Rosa to Romeroville (near Las Vegas), where it joined US 85, then passed through Santa Fe, Bernalillo, Albuquerque, and Los Lunas. At Los Lunas, US 85 went south and US 66 separated and followed the railroad west towards Laguna Pueblo. In the original 1926-1937 alignment, over 120 miles of US 66 shared the road with US Highway 85, including the section through Albuquerque.

Following the realignment in 1937, US 66 from Santa Rosa was redirected to Buford, near Moriarty, Tijeras, and then through the intersection at 4th and Central in Albuquerque. It then headed west on Central Avenue toward Laguna Pueblo. It bypassed Santa Fe, Bernalillo, and Los Lunas resulting in business losses in the bypassed communities. In 1926, US 66 covered 506 miles through New Mexico. In 1937, the route was reduced to 399 miles. After 1937, Highway 85 continued to function as a major north-south federal highway through Albuquerque.

ROUTE 66 ALIGNMENTS

The Sanborn map in figure 1 captures the intersection of 4th Street and Central Avenue in 1931. The map shows that Central Avenue is wider than 4th Street. Central Avenue has an 80 ft. right-of-way while 4th Street only has a 60 ft. passage. Central Avenue was originally Railroad Avenue in Albuquerque and contained a trolley that ran from the railroad at 1st Street and Railroad Avenue to Old Town, roughly two miles west of downtown. Currently, two rails from the electric trolley are embedded in the 4th Street and Central Avenue intersection. The electric trolley, which ran from 1904-1927, was preceded by a horse- and mule-drawn trolley from 1880-1904.

This intersection was the termination point of the Santa Rosa Cut-off and the beginning point of the Laguna Cut-off. The Santa Rosa Cut-off originated in Santa Rosa and continued west for 76 miles until it intersected US 470 just north of Moriarty. US 470 originated in Willard, New Mexico and continued north through Estancia and Moriarty until it turned west towards Barton and Tijeras. From Tijeras, US 470 continued 16 miles to the original Route 66 alignment on the corner of 4th Street and Central Avenue. The Santa Rosa Cut-off saved 90 miles of travel.

The Laguna Cut-off passed from 4th Street and Central, crossed the Rio Grande on a new bridge that was

United States Department of the Interior
National Park Service**National Register of Historic Places**
Continuation Sheet

Section 8

Rosenwald Building (Additional
Documentation)

Name of Property

Bernalillo, New Mexico

County and State

78001806

NR Reference Number

completed in 1930. The cut-off continued west until it joined the original Route 66 alignment from Los Lunas. The Laguna Cut-off, which was 32 miles long, saved 17 miles of travel distance.

The intersection of 4th Street and Central Avenue is captured in figures 2-6. The three-story reinforced-concrete Rosenwald Building is depicted in most views. Descriptions of the major buildings at the 4th and Central intersection follow:

BUSINESSES at the CORNER of 4th STREET and CENTRAL AVENUE**Rosenwald Building**

The Rosenwald Building was designed by Henry C. Trost and completed in 1910. It was the earliest reinforced-concrete building in downtown Albuquerque. The department store sold dry goods from 1910-1927. Between 1927 and 1977, the ground floor was leased to McLellan Stores (a variety store). Between 1927-1932, Women's Ready-to-Wear garments were sold on the second floor. Between 1933-1942, Maisel's Indian Trading Post leased space in the building. In 1981, the upper floors were converted to offices.

Yrisarri Block

The Yrisarri Block, which is located on the southwest corner of the intersection, was built by Emilia Yrissari, a member of a pioneer New Mexico family. The two-story block, designed by architect J. L. La Driere and built in 1909, is a commercial-style brick-and-stone building, with an elaborate decorative brick entablature. The first floor and basement were utilized by mercantile business and the upper floor was equipped to accommodate private apartments for boarders.

From 1909-1935, the property was called the Stern Block and it housed a clothing store. The building was renamed the Yrisarri Block in 1935. It served as a bookstore from 1936-1960. From 1960-1980, tenants included a drug store, shoe store, and a curio store. Restaurants occupied the first floor after 1980. The second floor was converted to offices. Tenants included El Fego Baca, a renowned New Mexico lawyer, US Senator Dennis Chavez, and Italian consul Charles Melini.

F. W. Woolworth Building

In 1940, the Woolworth Building, built in 1914, and a building that included the State Hotel and Butts Drug Store on the southeast corner of 4th and Central were razed to build a new Woolworths building (figure 2). Between 1941-1970, Woolworth, the largest and finest Woolworth store in Southeast, served as hub of downtown commerce. It operated a lunch counter that ran the length of the store.

United States Department of the Interior
National Park Service**National Register of Historic Places**
Continuation Sheet

Section 8

Rosenwald Building (Additional
Documentation)Name of Property
Bernalillo, New MexicoCounty and State
78001806

NR Reference Number

Man's Store and Court Cafe

In 1920, D.F. McDonald and Warren Graham built a one-story commercial building at the northwest corner of 4th and Central. The building was 75 feet wide on Central and 142 feet along 4th Street. Between 1927-1932, the Cosy Corner Confectionery operated in the corner location until The Man's Store opened. It operated until the 1950s. By 1935, the owner of the property made modifications on the 4th Street elevation to accommodate The Man's Store, the Court Barber Shop, and J. C. Boyler Jewelry Store.

The Court Café was located at 109 N 4th Street. Initially, grocery stores occupied the building, but cafes appeared in 1925. The first was the Elite Café, which opened in 1927 and was remodeled in 1929 and 1935. In the 1940s, the business expanded to include the Court Café with Blue Room Bar at 107 N 4th. Also in the 1940s, the Hickory Barbeque was added at 109 West Central. He expanded to the north across the alley to establish the Dutch Maid Pantry & Delicatessen at 113 N 4th. In 1947, this became the Court Bakery/Court Pastry Shop. By 1961, the Court Café was renamed Chronis Brothers Court Café. The Betty Gay shop (403-405 West Central) was a women's shop that operated from 1945-1964. Walgreens then occupied the space until 1982 (figure 3).

Crossroads Park

In 1984, as part of a broader urban renewal effort to reshape downtown, 4th Street was rebuilt as a pedestrian mall and closed to automobile traffic between Central and Marquette avenues. Two blocks were appropriated for the expansion of the Civic Plaza. The two blocks from Central to Tijeras avenues formed the pedestrian mall called the "Crossroads." It was intended as a place for people to relax and enjoy themselves, but crime on the mall soared and it reverted to two-lanes of automobile traffic in 2014. Trees and wide sidewalks remain from the Crossroads. Additionally, a clock tower (figure 7) that recognized the significance of the 4th and Central intersection was located on the mall on the south side Central.³

IMPACT OF INTERSECTION ON ALBUQUERQUE

The rerouting of Route 66 through New Mexico had a significant economic impact on the state. Route 66 is the most celebrated highway in American popular culture. Bobby Troup, in his hit song, "Route 66" talks of "Getting your kicks on Route 66." John Steinbeck, in "The Grapes of Wrath," called it the "Mother Road of Flight" as it depicted the flight of citizens westward from the Midwest as they escaped the horrors of the "Dust Bowl" in the 1930s. Some "Dust Bowl" statistics are useful in assessing the source of the significant volume of traffic that passed through New Mexico during the 1930s. It has been reported that roughly 440,000 people left the Dust Bowl state of Oklahoma during this decade. The Dust Bowl appeared to be at its worst in 1934. About 250,000 of these Dust Bowl refugees left between 1935-1940 for California. The unpaved (before 1938) and paved Route 66 had to accommodate these

³ This clock tower was relocated to the edge of the Civic Plaza at the intersection of 4th Street and Tijeras Avenue.

United States Department of the Interior
National Park Service**National Register of Historic Places**
Continuation Sheet
Section 8Rosenwald Building (Additional
Documentation)Name of Property
Bernalillo, New MexicoCounty and State
78001806

NR Reference Number

migrations, and the interstate travelers weren't interested in traveling any further than necessary in New Mexico, as is documented in "The Grapes of Wrath."

Travel on the cut-offs was a boon to interstate tourists. Automobiles entering the state from the east increased from less than 200 vehicles per day in 1926 to nearly 1,000 by 1940. From the west, crossings of the state line went from less than 600 vehicles per day to nearly 1,600 in the same period. These increases in interstate traffic through New Mexico enabled tourism to flourish. This is reflected in the large number and wide distribution of tourist courts, restaurants, and stores selling souvenirs. In 1935, there were three tourist courts on Central Avenue and sixteen along 4th Street. By 1941, 37 tourist courts were located along Central Avenue and by 1955, the number increased to 98.

REFERENCES

Zimmerman, Roger M. "Intersection that Symbolizes Major Changes to Albuquerque." Historical Society of New Mexico 5 (May 8, 2015). Published in digital form in "Memoirs of Roger Max Zimmerman, Volunteer Activities," 2019.

_____. "The Junction of Route 66 and Route 66: A Memorial to New Mexico's Political Past and Albuquerque's Future," Route 66 New Mexico (Winter 2017).

Schaller, Diane. "Downtown Albuquerque Tour Guides." Historic Albuquerque, Inc, 2014. (Photos provided by Jillian Hartke, Albuquerque Art Museum).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8

Rosenwald Building (Additional
Documentation)

Name of Property

Bernalillo, New Mexico

County and State

78001806

NR Reference Number

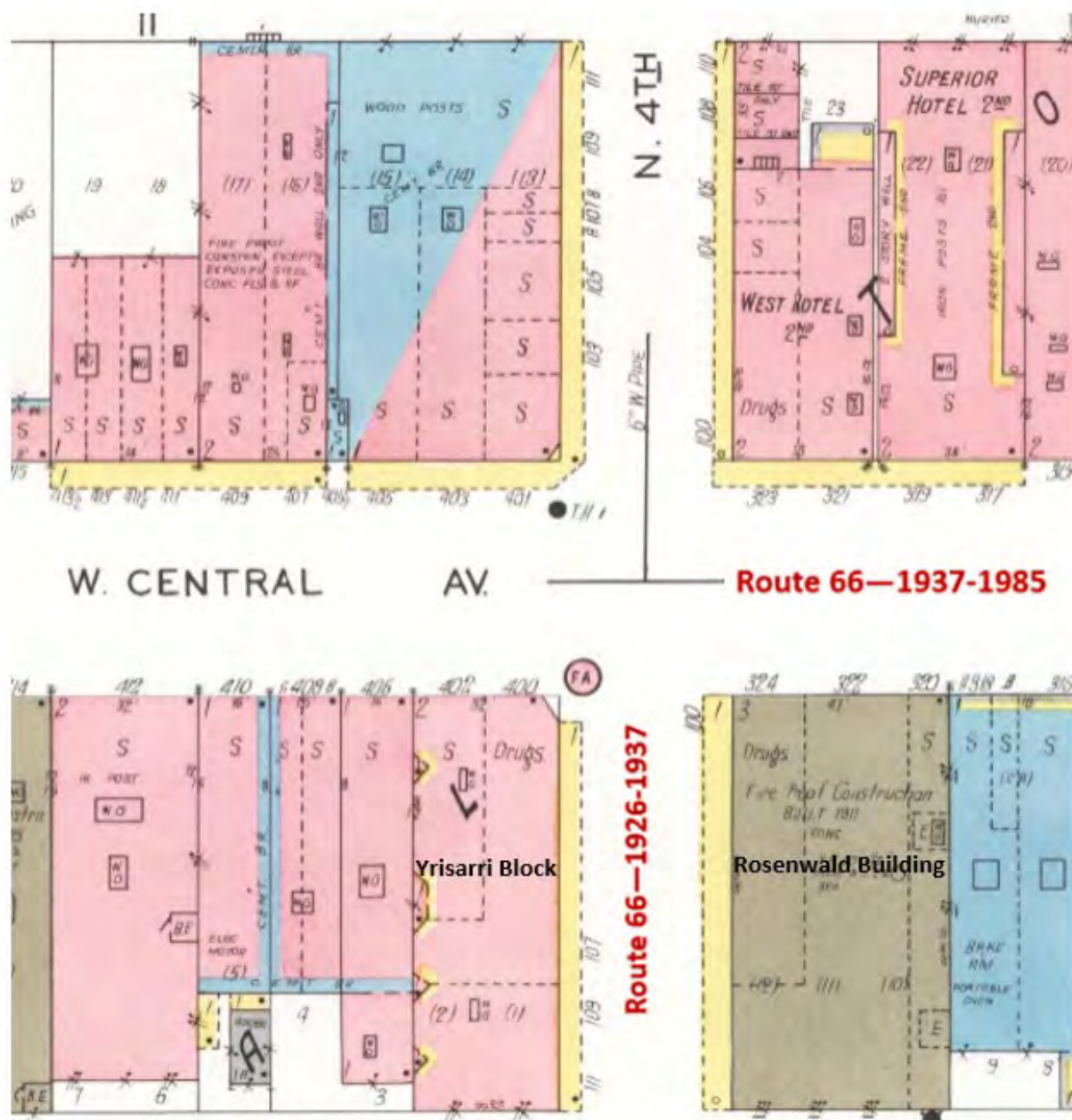


Figure 1. Sanborn Map of 4th Street and Central Avenue Intersection, 1931

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet
Section 8

Rosenwald Building (Additional
Documentation)

Name of Property

Bernalillo, New Mexico

County and State

78001806

NR Reference Number



Figure 2. East along Central Avenue with Rosenwald Building (right), ca. 1950.
(Courtesy Albuquerque Museum)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet
Section 8

Rosenwald Building (Additional
Documentation)

Name of Property

Bernalillo, New Mexico

County and State

78001806

NR Reference Number



Figure 3. Court Café and The Man's Store at northwest corner of 4th Street and Central Avenue, ca. 1950. (Courtesy Albuquerque Museum, gift of John Airy)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet
Section 8

Rosenwald Building (Additional
Documentation)

Name of Property

Bernalillo, New Mexico

County and State

78001806

NR Reference Number



Figure 4. The Yrisarri Block at the southwest corner of 4th Street and Central Avenue, n.d.
(Courtesy Albuquerque Museum, gift of John Airy)



Figure 5. Central Avenue with Rosenwald Building (right) in ca. 1969.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet
Section 8

Rosenwald Building (Additional
Documentation)

Name of Property

Bernalillo, New Mexico

County and State

78001806

NR Reference Number

(Courtesy of Albuquerque Museum, a transfer from the Planning Department.)



Figure 6. East on Central Avenue with Rosenwald Building (right), before 1937.
(Courtesy of Albuquerque Museum)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet
Section 8

Rosenwald Building (Additional
Documentation)

Name of Property

Bernalillo, New Mexico

County and State

78001806

NR Reference Number



Figure 7. Between 1984 and 2014, 4th Street south of Central Avenue was rebuilt as pedestrian plaza and closed to traffic. The city then erected a clock tower that recognized the significance of Route 66 and the 4th and Central intersection. In 2014 the clock tower was removed.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:	Additional Documentation	
Property Name:	Rosenwald Building (Additional Documentation)	
Multiple Name:		
State & County:	NEW MEXICO, Bernalillo	

Date Received: 5/30/2023 Date of Pending List: 6/15/2023 Date of 16th Day: 6/30/2023 Date of 45th Day: 7/14/2023 Date of Weekly List:

Reference number:	AD78001806
Nominator:	
Reason For Review:	

 X Accept Return Reject 6/30/2023 Date

Abstract/Summary Comments:	The Additional Documentation supplements the historical context for the listed Rosenwald Building by providing information on the building's pivotal location along historic Route 66 through Albuquerque. The documentation does not change any aspect of the existing nomination as the listing criteria, areas and period of significance and boundaries all remain the same.
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Recommendation/ Criteria	Accept Additional Documentation
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Reviewer Paul Lusignan Discipline Historian

Telephone (202)354-2229 Date 06/30/2023

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



Michelle Lujan Grisham
Governor

STATE OF NEW MEXICO
DEPARTMENT OF CULTURAL AFFAIRS
HISTORIC PRESERVATION DIVISION

BATAAN MEMORIAL BUILDING
407 GALISTEO STREET, SUITE 236
SANTA FE, NEW MEXICO 87501
PHONE (505) 827-6320 FAX (505) 827-6338

May 30, 2023

Keeper of the National Register
National Register of Historic Places
Mail Stop 7228
1849 C St, NW
Washington, D.C. 20240

To whom it may concern:

The attached file contains the true and correct copy of the nomination of the Rosenwald Building (Additional Documentation) in Bernalillo County, New Mexico, to the National Register of Historic Places.

 X Pdf of the transmittal letter.
 X Pdf of the signed additional documentation.
 X Technical Amendment
_____ Substantive Amendment
_____ Correspondence
_____ Other:

COMMENTS:

_____ This property has been certified under 36 CFR 67 (Part 1)
_____ The enclosed owner objection(s) do _____ do not _____ constitute a majority of property owners.
_____ Special considerations:

If you have any questions, please contact me at steven.moffson@dca.nm.gov

Sincerely,

Steven Moffson
State and National Register Coordinator