NPS Form 10-900

OMB No. 1024-0018

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Petroleum Building
Other name/site number: NA
Name of related multiple property listing: NA

2. Location

Street & number: 202 East Whaley Street
City or town: Longview State: Texas County: Gregg
Not for publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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 at the following levels of significance:
☐ national ☐ statewide ☑ local

Applicable National Register Criteria: ☐ A ☐ B ☑ C ☐ D

Mark Wolfe — State Historic Preservation Officer — 1/29/19
Signature of certifying official / Title **Date**

Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

Signature of commenting or other official **Date**

State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

___ entered in the National Register
___ determined eligible for the National Register
___ determined not eligible for the National Register.
___ removed from the National Register
___ other, explain: _____

Signature of the Keeper **Date of Action**

5. Classification

Ownership of Property

x	Private
	Public - Local
	Public - State
	Public - Federal

Category of Property

x	building(s)
	district
	site
	structure
	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions: COMMERCE/TRADE: Business

Current Functions: WORK IN PROGRESS

7. Description

Architectural Classification: MIDCENTURY MODERN NONRESIDENTIAL; OTHER: Curtain Wall

Principal Exterior Materials: METAL, BRICK, GLASS, CONCRETE

Narrative Description (see continuation sheets 6-9)

8. Statement of Significance

Applicable National Register Criteria

	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	B	Property is associated with the lives of persons significant in our past.
x	**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: NA

Areas of Significance: ARCHITECTURE

Period of Significance: 1956

Significant Dates: 1956

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: WILSON, MORRIS, & CRAIN

Narrative Statement of Significance (see continuation sheets 10-17)

9. Major Bibliographic References

Bibliography (see continuation sheet 18)

Previous documentation on file (NPS):
- **x** 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:
- **x** State historic preservation office (*Texas Historical Commission*, Austin)
- _ Other state agency
- _ Federal agency
- _ Local government
- _ University
- _ Other -- Specify Repository:

Historic Resources Survey Number (if assigned): NA

10. Geographical Data

Acreage of Property: 0.2984

Coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 32.496592° N Longitude: -94.737518° W

Verbal Boundary Description: LTS 9 THRU 11 NCB 49 (N 100' W 30' LT 11 & N 100' LT 9-10) LONGVIEW - ORIGINAL TOWN

Boundary Justification: The boundary includes all the property historically associated with the nominated building.

11. Form Prepared By

Name/title: Haley Wilcox, Partner with assistance from THC staff.
Organization: Ogee LLC
Street & number: 2506 Little John Lane
City or Town: Austin State: TX Zip Code: 78704
Email: haley@ogeepreservation.com
Telephone: 469-751-7424
Date: July 9, 2018

Additional Documentation

Maps (see continuation sheets 19-21)

Additional items (see continuation sheets 22-34)

Photographs (see continuation sheets 5, 35-51)

Photograph Log
Name of Property: Petroleum Building
City, County, State: Longview, Gregg County, Texas
Photographer: Ellis Mumford-Russell
Date Photographed: July 2017

Photo 1
North (Primary) and West (Secondary) Elevations. View southeast.

Photo 2
West (Secondary) Elevation. View southeast.

Photo 3
West (Secondary) Elevation. View south.

Photo 4
North (Primary) Elevation. View south.

Photo 5
East and North (Primary) Elevations. View west.

Photo 6
South elevation. View east.

Photo 7
Signage Detail, North (Primary) Elevation. View southwest.

Photo 8
North (Primary) Elevation, detail of entrance. View south.

Photo 9
Parking garage ramp. View southeast

Photo 10
Parking garage interior. View northwest

Photo 11
First floor interior. View northwest.

Photo 12
Third floor interior. View north.

Photo 13
Third floor interior, detail of stair. View west.

Photo 14
Fourth floor interior. View west.

Photo 15
Fourth floor interior. View north.

Photo 16
Fourth floor interior. Typical office. View south.

Photo 17
Terrazzo with oil derrick inlay.

Narrative Description

The Petroleum Building, located at 202 East Whaley Street in Longview, Texas, was built in 1953 as a square-plan 5-story parking garage named Downtown Auto Park. The parking garage had one vehicle entrance on the west elevation, and a pedestrian entrance on the north elevation. In 1956, the upper 3 stories were converted to offices and the entire building was redesigned by famed Houston architecture firm Wilson, Morris & Crain – later known as Wilson, Morris, Crain & Anderson. After the conversion, the Modern building was rebranded as the Petroleum Building. The property is horizontal, with the exception of a brick-clad vertical circulation core on the primary elevation. This vertical element serves as the point where the floor levels shift between the east and west sides of the building. The building retains integrity on the exterior; on the north (primary), east, and west elevations, colorful teal curtain walls – significant and distinctive features of the Petroleum Building – are intact. Original exterior materials include enameled, teal aluminum panels, aluminum frame windows, and metal bands spanning the two primary elevations. A three-story tall brick sign projects from the center of the brick vertical circulation core on the primary elevation reading "PETROLEUM BUILDING." The interior is in poor condition with only half of the offices retaining their original partitions. Original finishes remain largely in the elevator lobbies throughout the building. Despite alterations over time, the building retains a high level of historic integrity.

Setting:
The Petroleum Building is located in the heart of downtown Longview, adjacent to the Gregg County Courthouse and civic buildings. Mid- and high-rise commercial buildings dominate the surrounding blocks with churches and civic buildings intermingled. Downtown buildings primarily date from three time periods in Longview: turn of the twentieth century, the interwar period, and post war period.

Site:
The building is bordered by North Fredonia Street to the west, East Whaley Street to the north, a neighboring building to the east, and a neighboring building to the south. Concrete sidewalks abut the north and west elevations. A narrow alley runs along the south elevation with a fire stair. The east elevation directly abuts a later 1950s building, which blocks some of the windows on the Petroleum Building.

Structure:
The building is built of reinforced concrete construction with a combination of orange brick and cream-colored glazed block forming the exterior walls between the concrete skeleton. Due to its original use as a parking garage, the concrete skeleton is built to withstand heavy loads.

A flat, built-up composite roof tops the west half of the building. A gravel roof tops the east half. The roof is in fair to poor condition with some areas of leakage and insufficient drainage. Metal coping lines the top of the roof and provides an important visual element to the facade. There is no parapet. Two penthouses are centered on the roof. The north penthouse contains the stairs. Brick clads the north, east, and west elevations of this penthouse with corrugated metal on the south. Opposite the north penthouse, the south penthouse houses elevator equipment and other mechanicals and is clad in corrugated metal.

Exterior:
The Petroleum building stands at a prominent corner in downtown Longview with its primary (north) elevation facing toward East Whaley Street, and its secondary (west) elevation facing toward North Fredonia Street. The five-story building is a distinct postwar office building exemplifying the popular method of reinforced concrete

construction and curtain wall cladding.[1] The structural concrete frame is which is somewhat visible and the intact balconies give reference to the property's previous life as a parking garage before it was adaptively reused. The first and second stories still appear as a garage, though upper floors were later converted into offices. The building is organized around a circulation core, centered on the north side, which contains an elevator, stair, and vehicular ramps.

The upper three stories of the building are defined by enameled, teal aluminum panels that fill spandrels and mark vertical structural elements. Aluminum seams between the panels run vertically between windows and structural piers as well as framing the windows. On the first and second stories, teal metal slats - added in the 1960s to further enclose the garage - mark the parking garage.

Fenestration on the building is regular, running in horizontal bands across the upper three stories of the building on north, east, and west elevations. The south elevation does not have any windows. Historic aluminum-frame windows remain throughout the building. The window configuration consists of narrow, paired casement windows flanked by rectangular fixed windows. Windows are positioned in banks of three throughout most of the building, with a few exceptions. Windows on the east elevation are partially blocked by a neighboring building built later.

The primary elevation faces north toward E. Whaley Street and is bifurcated by a brick elevator, stair, and ramp core. A three-story tall brick sign projects from the center of this core reading "PETROLEUM BUILDING" on both sides. Because of its original use as a parking garage, the west half of the building sits higher than the east half, a difference emphasized by the offset horizontal bands of aluminum that span the facade. These horizontal bands are carried through to the coping at the roof and penthouse as well as the balconies on the west elevation, emphasizing the horizontal feeling of the Modern building. Two entrances are located at the ground floor of the north elevation. The primary entrance to the building is located in the west half of the north elevation. Original fully-glazed, aluminum frame doors comprise the entrance with aluminum-frame transoms. A swatch of pink marble panels adorns the facade to the west of the doors with two, narrow, horizontal, aluminum-frame transoms above. A flat metal awning, suspended by cables hanging from the railing above, was added c. 1970s. The secondary entrance on the north elevation was added post 1960s though its style is compatible with the building. A single, fully-glazed, aluminum-frame door is flanked by aluminum-frame display windows above a black, mosaic tile knee wall. When the building first opened, this area was open to the parking garage, not a retail space as it is now. An original vehicle opening, left of the secondary entrance, has since been boarded up.

The secondary (west) elevation features reinforced concrete balconies with simple aluminum railings on the upper three floors. These balconies align with the horizontal metal bands on the north elevation. Two entrances, one for a storefront and one for vehicles, occupy the ground floor of the west elevation. The primary entrance on the west elevation is comprised of a series of storefront display windows and fully-glazed, aluminum frame doors over a black, mosaic tile knee wall. Glazing in the storefront has been replaced with a highly reflective glass. The vehicular entrance for the parking garage is located at the south end of the west elevation, but is boarded up. This utilitarian entrance consists of a single, large opening, wide enough for two lanes of traffic.

The south elevation is minimally visible. Cream-colored glazed brick fills the reinforced concrete skeleton of the building on the upper three stories while the lower two stories are open to the garage, with aluminum railings lining the openings. A fire escape occupies the alley on the south elevation, accessible from all floors through original doors at the end of corridors in the east half of the building.

[1] A curtain wall is defined as a nonstructural exterior wall used for protection and privacy. For more information see Marcus Whiffen, *American Architecture Since 1780: A Guide to the Styles*, (Cambridge: The MIT Press, 1992), 303.

The east elevation is minimally visible due to the later construction of a neighboring building that directly abuts the elevation. Only the fifth story and the northernmost bay of all floors are not obstructed by the neighboring building. The east elevation matches the north elevation in massing and materials, with metal bands spanning the elevation and the same teal panels as the rest of the building.

Interior:
The interior of the building is organized around a vertical circulation core centered on the north side of the building. Because the building was originally built as a parking garage, the east half of the building is lower than the west half with ramps connecting the two halves at the north and south sides on all floors. The first and second floors remain parking garages with some commercial spaces on the first floor. The upper three floors are offices, divided into east and west halves.

The first floor contains a parking garage with ramps connecting the east and west sides. A parking attendant booth is located inside the west vehicular entrance. A metal sculpture representing the East Texas oil field hangs on the north wall of the garage. The primary (north) entrance leads to a small entry and elevator lobby with a small store (formerly a jewelry store) inset to the south of the elevator. A corridor leads south from the entry lobby with a cafe lining the east side of the corridor. Elevator lobbies on all floors retain the highest level of finish on the interior with pink marble walls. The elevator lobby on the first floor has terrazzo floors with a contrasting terrazzo panel that has a 6’ tall brass oil derrick inlay. Terrazzo and marble extends into the corridor that leads south from the elevator lobby to the parking garage. The upper floor elevator lobbies have pink marble and green tile walls, and historically had VCT floors with oil derrick accents. An original metal mail chute is located in the elevator lobbies on all floors.

To the east and west of the entry lobby, storefronts occupy the interior of the first floor. The east storefront is open on the interior with a storage room at the rear. A small set of stairs with aluminum railings leads to the north elevation entrance. The west storefront, most recently an optometrist, is subdivided into exam rooms. Finishes in the ground floor commercial spaces include plaster walls and ceilings and concrete floors that would have originally had VCT floors. A single oil derrick accent VCT remains in the west storefront.

The second floor is a parking garage with ramps at the north and south side. A small elevator lobby is centered on the north side. Finishes in the parking garage areas of the first and second floors consist of concrete floors, brick and concrete block walls, and concrete ceilings, with the exception of the elevator lobby, which has pink marble and green tile walls.

Floors 3-5 were converted from parking garage to offices. All of the third floor has been gutted. On floors 4 and 5, the east half retains its office configuration while the west half has been gutted. Ramps connect the two sides. Bathrooms have been added to the north ramps. On the east side, a lobby at the stairs leads to a double-loaded corridor lined with offices. Finishes on floors 3-5 historically included plaster walls and ceilings, green tile walls near the stairs, elevators, and south doorway, and VCT or carpet on the floors. Original green tile lines extant corridors. Doors to offices have metal frames and were likely solid panel wood or veneer doors. The flooring has been removed from all levels. Metal panels clad the walls beneath the windows.

Alterations:
Built as a parking garage then converted into an office building shortly thereafter, the Petroleum Building saw one major building campaign that drastically changed its appearance. The original parking garage was a simple, utilitarian concrete garage with open sides and no roof (see Figure 1). The 1956 renovation added walls, windows, finishes, a roof to create offices on the upper floors, elevator lobbies on all floors, and commercial spaces on the ground floor.

Since 1956, the building has seen few alterations to the exterior. Teal metal slats were added around the parking garage in the 1960s, now considered a historic alteration. An awning was added above the primary (north) entrance and a secondary north entrance was also added in the 1960s or 1970s. Glass in the west storefront was replaced with a more reflective glass.

On the interior, elevator lobbies on all floors retain their historic finishes and configurations. The commercial interiors have been altered over time to accommodate changing uses though their general floor plan in the building remains. The cafe retains its original configuration and aluminum-frame storefront-type walls though the interior has lost all original finishes. On the upper floors, the west half of all floors has been gutted to the structure. On the east half where offices remain, the offices retain their original configuration and materials.

The building retains a high degree of historic integrity. It is in its original location and, since no major alteration have occurred since its completion, it retains integrity of design. The setting is largely intact and no major changes have occurred in downtown Longview since the building's construction. Original materials, including the building's prominent teal curtain walls and some interior fabric, are still present, exhibiting integrity of materials and workmanship. The building clearly conveys its Midcentury Modern design, connecting the building to Longview's thriving oil industry in the mid-20th century, which reinforces the buildings integrity of feeling.

Statement of Significance

Originally constructed as a parking garage in 1953, the Petroleum Building was adapted into a speculative office building with integrated parking in 1955 and completed in 1956 by local oil businessmen Earl Hollandsworth and Lee Travis. As indicated by its name, the building mainly housed oil-related businesses into the 1970s, though it was also home to several other businesses over the years. The building was designed by noted Texas architecture firm Wilson, Morris, & Crain and is an early example of the firm's penchant for postwar Modernism utilizing technological advancements in design, such as curtain wall technology. The Petroleum Building is eligible for listing in the National Register of Historic Places under Criterion C, in the area of Architecture, at the local level of significance as an outstanding example of postwar commercial design featuring curtain wall technology and integrated above-ground parking, the first and only example of its type in Longview. The property is also significant as an example of the work of prominent Texas firm Wilson, Morris, & Crain. The period of significance is 1956, the year of completion.

History of the Building

Prior to the construction of the Petroleum Building, the lot housed a five-story parking garage, which was later converted to the subject building. In 1954, the sale of the parking garage, called the Downtown Auto Park, to Earl Hollandsworth and Lee Travis was announced.[2] The construction of a new office building was publicized on October 31, 1954, reported at a cost of $1,250,000.[3] Initial plans called for an separate eight-story office structure with parking accommodated by the recently acquired Downtown Auto Park. However, at an unknown date, plans were changed, and the building was constructed by adapting the parking garage. Construction began in 1955 and the building was completed in spring of 1956, with the grand opening occurring on May 31. Upon opening, the building housed a coffee shop and a jewelry store on the ground floor. Office tenants included accountants, drilling companies, oil operators and other oil-related businesses, attorneys, and insurance agencies. The building housed oil-related businesses into the 1970s.[4]

History of Longview[5]

Longview is located 125 miles east of Dallas in eastern present-day Gregg and western present-day Harrison counties. Prior to the arrival of the railroad, which would establish the town, the area was settled by Caddo and Cherokee tribes. The town was established in the early 1870s, when the Southern Pacific Railroad extended its tracks from Marshall, Texas westward into Gregg County. One hundred acres were sold to the railroad company by Ossamus Methvin, who hoped the arrival of the railroad would increase the value of his land holdings in the area. In 1871, Longview was incorporated as the first town in Gregg County. The town quickly became a regional trading center for nearby towns, as wagons from surrounding East Texas arrived to ship goods on the newly-completed railroad line.

Development typical of railroad towns dominated Longview in its early years. Saloons and trading offices were housed in wood-frame buildings surrounding the railroad terminal. In 1872, the International Railroad built a connection between Longview and Palestine, joining the Southern Pacific about a mile east of the Longview depot, and creating an area known as Longview Junction. A third rail line began construction from Longview Junction

[2] "Downtown Auto Park Sold Here," *Longview News-Journal*, October 7, 1954, 1.
[3] "Petroleum Building Plans Progress," *Longview News-Journal*, October 31, 1954, 1.
[4] Longview City Directories. R.L. Polk & Co.
[5] Largely adapted from *Handbook of Texas Online*, Eugene W. McWhorter, "Longview, TX (Gregg County)," accessed June 26, 2017,http://www.tshaonline.org/handbook/online/articles/hdl03.

four years later. The expansion of the railroad contributed to rapid growth not only in Longview, but throughout northeast Texas. Larger, long-established counties began to be subdivided. A new county was created around Longview, taking pieces from Upshur, Rusk, and Harrison Counties, with Longview as the county seat.

A fire in 1877 resulted in the reconstruction of the main commercial center with buildings comprised of brick and stone. The town continued to grow rapidly in the 1880s, with the establishment of several churches, sawmills, schools, a bank, an opera house, and several industrial concerns such as a tanning mill, a cotton gin, a foundry, and a machine shop. A streetcar system provided transportation. Three local newspapers were in publication for a town whose population reached 1,525 by 1882. Longview Junction, which had developed into a separate commercial center connected by a street railway to Longview, was annexed to the city in 1904. By 1910 the population had reached 5,155. Aside from the railroad, the major industry in the town at the time was the Kelly Plow Company, an agricultural equipment factory.

The turn of the 20th century saw the arrival of electricity, municipal waterworks, and a sewer system. Industry also expanded to include crate and box manufacturing and an Iron Ore company. Growth slowed through 1920, with the population increasing only to 5,713. Longview, like many similar northeast Texas towns, served as a trade center for surrounding cotton and lumber production, in addition to its industries. Dwindling cotton and lumber prices in the 1920s created uncertainty for Longview, but a new highway constructed through town (U.S. Highway 80) increased the population by 2,000 by the end of the 1920s. By 1929, the city had over 7,000 residents. However, when the Texas and Pacific Railway moved its division offices elsewhere in 1929, nearly 700 families left Longview. The population continued to dwindle in the 1920s, falling to just over 5,000 by 1930.

While the majority of the United States was devastated by the Great Depression in the 1930s, the discovery of the East Texas oilfield in the early 1930s saved Longview from economic collapse. Longview quickly transformed from a railroad town to a thriving commercial and industrial city, with the population doubling during the 1930s to 13,758 in 1940. Longview's WWII efforts were critical to the United States, as the Big Inches Pipeline, constructed in 1942, transported crude oil to the East Coast for refining, insuring a constant supply of gas and oil during the war. During the war and afterward, industries in Longview were diversified, including the construction of a large hospital complex built by the federal government, a large manufacturing plant, and a large chemical complex associated with Eastman Kodak. The 1960s saw the construction of a Schlitz Brewery and an associated container factory. The brewery, later known as Stroh Brewery, would become the largest in Texas. The population of Longview continued to boom in the mid-century, reaching over 40,000 by 1960, and 62,762 by 1980. By 1990, the population was 70,311.

Earlee Industries: Downtown Auto Park and the Petroleum Building

Earl Hollandsworth and Lee Travis began their careers in oil in 1933. Their company, Hollandsworth Drilling Company, developed into one of the largest of its kind in the Southwest, drilling more than 1,500 wells in East Texas alone. Operations extended to Colorado, Utah, Indiana, Oklahoma, and Louisiana.[6] In 1951, they retired from the drilling and well servicing business (though they remained operators, a position which funded their future investments) and sold the company to Trans-Tex for $1,000,000.[7] Soon after the sale of the company, Hollandsworth and Travis embarked on a real estate development in downtown Longview, purchasing Hotel Longview with a plan to make improvements throughout the hotel, as well as a proposed addition.

[6] "Old Drilling Firm Has New Owners," *Longview News-Journal*, July 1, 1951, 1.
[7] Ibid.

Downtown Longview at this point was already experiencing tremendous growth, and attracting throngs of cars daily. In January of 1953, the *Longview News-Journal* announced that plans were in the works for a "modern five-story automobile parking building to serve the central shopping district."[8] Growing congestion and lack of parking had become an increasing concern among downtown merchants. In response, local businessmen and property owners set up a corporation known as Downtown Auto Park, Inc. to "construct and operate a $400,000 modern steel and concrete parking garage capable of handling 250 automobiles."[9] A site at the southeast corner of Fredonia and Whaley Streets was selected, due to its easy access to all downtown businesses, the post office, hotels, theaters, banks, the courthouse, and restaurants. The following month, Downtown Auto Park, Inc. was incorporated with a Capital stock of $300,000, and incorporators were H. P. Smead, Lecton Hillis, and Leo Butter.[10]

A building permit was issued for Downtown Auto Park on April 29, 1953, in the sum of $186,000, by far the largest permit issued at the time in Longview.[11] The parking structure was completed by November, and its completion was marked by an open house and local fanfare. Architects Wilson, Morris & Crain (who would later adapt the garage into the Petroleum Building) were praised for designing "the only structure of its kind in East Texas-- with each floor having two levels."[12] The architects and owners of the parking structure spent time studying and visiting the most advanced parking structures in the country to inform their design in order to "give Longview the best parking building possible."[13] The split-level structure was connected on each floor via spiral ramp system and also featured a waiting room and storage space on the ground floor. Downtown Auto Park was successful upon its opening, with 181 cars parked on its first day of operation, and more than fifty percent of the 100 reserved spaces were rented.[14]

In 1954, Hollandsworth and Travis formed Earlee Industries, a real estate development company, and purchased Downtown Auto Park. That same year, Hollandsworth was elected President of the Longview Building Corporation, a real estate investment firm he and Travis formed with Houston-based banker David C. Bintliff.[15] Longview Building Corporation announced a new project, called the Petroleum Building, in October of 1954. The new office building would be an eight-story "aluminum and glass office" and would be the "most beautiful and modern office building in East Texas."[16] Wyatt C. Hedrick of Dallas was named as architect. Located on the corner of Green and Whaley Streets, the fully air-conditioned building would "be of ultra-modern type" consisting of glass and aluminum on the exterior and red marble on the ground floor.[17] Parking would be accommodated through the Downtown Auto Park, which was adjacent to the proposed site.[18] In February of 1955, Hollandsworth announced that the plans for the building had slightly changed: Wilson, Morris and Crain would be the new architects of the Petroleum Building, which would be a ten-story building rather than eight, and construction would cost $2,500,000.[19] The original plans were altered to provide more convenient parking for tenants, which would be provided by an enclosed garage adjacent to the building.

By May of 1955, plans for the Petroleum Building had drastically changed, for reasons unknown. Rather than constructing a new building from the ground up, Earlee Industries would convert the existing Downtown Auto Park

[8] "New Opportunity: An Editorial," *Longview News-Journal*, January 4, 1953, 1.
[9] Ibid.
[10] "Two Local Business Firms Get Charters," *Longview News-Journal*, February 15, 1953, 3.
[11] "Largest Issued for Downtown's Parking Garage," *Longview News-Journal,* May 4, 1953, 6.
[12] "To Give Forty Door Prizes at Auto Park Open House," *Longview News-Journal,* November 29, 1953, 1.
[13] Ibid.
[14] "Auto Park Does Brisk Business," *Longview News-Journal*, December 4, 1953, 1.
[15] "$2.5 Million Building Set Here," *Longview News-Journal,* February 13, 1955, 1.
[16] "New $1,250,000 8-story Office Building Announced," *Longview News-Journal*, October 20, 1954, 1.
[17] Ibid.
[18] "Petroleum Building Plans Progress," *Longview News-Journal*, October 31, 1954, 1.
[19] "$2.5 Million Building Set Here" *Longview News-Journal*, February 13, 1955, 1.

into a five-story office building, with the first and second floors used as parking. The $1,750,000 project would create a 168 office spaces, and the building would include a drug store and coffee shop.[20] The building would also have air conditioning throughout, extra-large elevators, and customizable partition arrangements within tenant spaces. The architectural design had also changed: Exterior walls would be insulated porcelain enameled steel and brick.[21] Leasing for the building was advertised starting in June, and the building was described as "as modern as tomorrow."[22]

The Petroleum Building was completed in June of 1956. On the day of the open house, thousands of visitors inspected the "swank edifice."[23] At the open house, Houston investment banker (and the project's financial backer) David C. Bintliff praised Earlee Industries, saying:

> Tonight we are paying special tribute to Lee Travis and Earl Hollandsworth for their ingenuity and foresight which has resulted in the Petroleum Building. It took imagination to see the latest possibility of a five-story parking garage and daring to convert it into the beautiful building we see today. And it took keen concern for community welfare on the part of these two fine citizens to make this building possible. These two men have been my friends and on many occasions my business associates for many years. I have known them intimately as men and as business men and I have never known finer examples of either[...] Longview is doubly fortunate to have such men in its midst, men who have taken God-given talent and God-given resources and used them for everlasting good, men who have the vision to see the needs of their community and the courage and ability to translate needs into reality.[24]

Upon the building's opening, Hollandsworth and Travis were praised in an editorial in the *Longview News-Journal*: "Longview has no finer and more noble citizens, and none more public-spirited and progress-minded in their outlook."[25] Respected for their long, successful careers in the oil industry, Earlee Industries gained newfound respect for their efforts to develop Longview, showing a "keen sense of community responsibility."[26]

On June 1, 1956, the *Longview News-Journal* published an entire section covering the formal opening of the Petroleum Building, in which they described the building in detail, named those involved, such as contractors, plumbers, electricians, and painters, and generally praised the project as a great success. Those involved included: J. Sams Owens, Contractor; Gregg Glass Company; Maddox Air Conditioning Company; Southwest Electric Company; McWilliams Interior Decorating; Henderson Clay Products; C.B. Perkins Plumbing Company; Fred B. Moore Painting Company; and H.C. Sheet Metal Works.

The building was described as "progressively modern" and "one of the most beautiful and attractive to be found anywhere."[27] High-end materials, such as the pink marble at the entrance and the lobby, and the inlaid brass oil derrick on the terrazzo flooring, were complemented by modern furnishings and original oil paintings. Custom brass ashtrays shaped like oil derricks were located in elevator lobbies on each floor. Individual offices, which were almost completely leased out on the day of the open house, contained custom paneling in walnut, oak, or gumwood.

[20] "Work Starts Here on Two Projects," *Longview News-Journal,* May 8, 1955, 1.
[21] "Will Open Bids on Petroleum Building Here," *Longview News-Journal,* June 19, 1955, 1.
[22] Petroleum Building Advertisement, *Longview News-Journal,* July 3, 1955, 13.
[23] "Swank Edifice Draws Praise from Visitors," *Longview News-Journal,* June 3, 1956, 1.
[24] Ibid.
[25] "Beacon of Progress," *Longview News-Journal,* June 3, 1956, 1.
[26] Ibid.
[27] "Modern Design Incorporated in Petroleum Building," *Longview News-Journal,* June 1, 1956.

Because of its origin as a parking garage, the Petroleum Building was designed with a unique layout, according to the *News-Journal*. The east and west sections of the building each contained a double-loaded corridor. Because the east corridor was at a lower level than the west, the two wings were connected via a carpeted ramp. The west corridor contained the men's restrooms and water fountains, while the east contained ladies' lounges and janitors' supply rooms.[28]

The building continued to receive ample coverage in the newspaper, which discussed at length the building's "ultra-modern" amenities and beautiful design and praised Earlee industries for their vision in building such a structure in Longview. Of particular note by the media was the parking garage, which included a communication system, with intercoms at each elevator lobby throughout the building, so that tenants may call for their cars as they made their way to the garage.

The first retail tenants of the Petroleum Building included Turner's Diamond and Gift Shop, The Coffee Shop, Petroleum Building Barbershop, and Dr. Milton B. Queen Opthamologist. Office tenants included insurance agencies, attorneys, oil drilling companies (including Hollandsworth Oil Company, owned by Earl Hollandsworth and Lee Travis), oil operators, oil tool companies, oil-related contractors and builders, and accountants. Sixty percent of the original office tenants were present in the 1960 City Directory, and 40 percent of those remained in 1970. Oil-related businesses dominated the building well into the 1970s.

Earlee Industries continued to drill for oil and develop real estate in Longview into the 1960s. In 1959, Earlee Industries bought an existing office building, formerly home to a furniture company, and embarked on a large remodeling project, reopening the building as the Earlee Building in 1960. The same year, they completed a large addition to and renovation of Hotel Longview. They also owned real estate outside of Longview, such as the Carlton Hotel in Tyler, Community Inn in Kilgore, the White-Plaza Hotel in Dallas, and Hotel Marshall in Marshall. Respected for their progressive-mindedness in Longview, a downtown shopping center was named Earlee Shopping Center in their honor.[29]

CRITERION C: ARCHITECTURE

The Petroleum Building is significant at the local level under Criterion C for Architecture, as an early work of noted Texas architecture firm Wilson, Morris, & Crain in Longview. The Modern building serves as an intact example of a postwar commercial property with curtain wall construction and integrated above-ground parking.

Wilson, Morris, & Crain Architects

The firm of William, Morris & Crain was established after World War II when S.I. Morris, who had previously worked with F. Talbott Wilson, rejoined his partner with the addition of B.W. Crain. Prior to the war, Morris and Wilson had designed several suburban residential developments in the Houston area. As a new partnership, William, Morris & Crain built apartments and houses to meet the post-WWII housing demand. The late 1940s and early 1950s brought several club projects to the firm, such as the Houston Country Club, establishing them as specialists.

Ralph Anderson became a principal in 1958, and the company became known as Wilson, Morris, Crain & Anderson. The firm gained acclaim for their use of curtain wall design and Miesian aesthetics, both significant characteristics of Modern architecture which were often employed in their large-scale projects. The firm graduated

[28] "Corridors are Constructed On Two-Level Plan," *Longview News-Journal,* June 1, 1956, 11.
[29] "New Office Building Set For Longview." *Longview News-Journal,* December 20, 1959, 1.

from club commissions to larger institutional commissions: dormitories at the University of Texas; Hanszen, Baker, Will Rice, and Lovett colleges at Rice University; the Gerald Hines's residence and multiple projects for his company; the Kelsey Leary Seybold Clinic (figure 9); high-rise corporate headquarters for Southwestern Bell, Houston Lighting and Power, and Texaco; modifications to the Houston Post Building (NRHP 2018); the Downtown Houston United States Post Office (see figure 10, NRHP 2018), and the Bank of Houston, among others.[30]

Working with architects Skidmore Owings and Merrill, the firm designed the First City National Bank Building and One Shell Plaza in Houston and the TWA Administrative Offices Building in Kansas City (NRHP 2007). Starting in 1961, the firm became involved with their most prestigious effort: The Astrodome, in which they served as associate architects to Lloyd and Morgan (NRHP 2014, see figure 11). The project lasted seven years and gave the firm international recognition, involved challenging architectural, structural, and mechanical demands for a truly unique facility. In addition to their Houston area commissions, the firm had a substantial presence (as well as an office run by B.W. Crain in the 1950s) in Longview. In addition to the Petroleum Building, completed in 1956, the firm designed the Bramlette Building (1949, see figure 12), Longview National Bank (1959, see figure 13) and a plant and offices for Udell, Inc (1960).

The 1949 Bramlette Building, one of Wilson, Morris, & Crain's earliest office buildings, is an obvious precursor to the Petroleum Building. The four-story steel and brick building contains massing and fenestration emphasizing horizontality, an aesthetic later used on the Petroleum Building. A large brick volume centered on the building also emphasizes verticality. Though not as ornate as the Petroleum Building due to its lack of an enameled steel curtain wall, the building is clearly connected aesthetically and establishes precedent for the firm's later works, including the Petroleum Building.

The Petroleum Building, completed in 1956, is one of Wilson, Morris, & Crain's earliest modern buildings, and essentially builds off of the Bramlette Building by adding elements demonstrating technological advancements in architecture, such as integrating parking and an enameled steel curtain wall. The use of brightly colored tile added interest to the otherwise simple modernist design. The Petroleum Building further establishes precedent for the firm, who would later go on to embrace the practice of using a variety of materials to create texture, ornament, and visual depth on streamlined modernist buildings.

Wilson, Morris, Crain, & Anderson took a new direction with the Longview National Bank, constructed in 1960. The blocky, practically windowless form is defined by large stone panels on the primary facade, punctuated by a high, small row of windows. This monolithic design is fitting for a financial institution, as the massing translates security. Accompanying the bank lobby building is a bank drive-through wing with a decorative brise soleil. The use of texture rather than color preludes the approach to designing the Houston Post Office, completed in 1962.

The 1962 Downtown Houston Post Office (NRHP 2018), is a large, rectangular mass set on *pilotis* and adorned with a concrete screen of vertical slats. Devoid of color and any other ornament, the building's classically-derived elements place it in the New Formalist category, a significant departure from the firm's prior Modernist work.

Wilson, Morris, & Crain and Wilson, Morris, Crain & Anderson projects are overall characterized by their use of varied materials to create visual depth, texture, and ornament. By embracing technology and modern materials, such as enameled steel and concrete screens, the firm established themselves firmly among Modernist architects in Texas.

[30] Barry Moore, "Building a Houston Practice: the Career of S.I. Morris," *Cite: The Architecture and Design Review of Houston* 43 (1999): 31.

Curtain Wall Technology and Parking After World War II

After World War II, the Modern Movement placed even more emphasis on the incorporation of mass-produced and prefabricated elements in architecture, and in designing around the automobile. Higher demand for automobile accommodation resulted in the integration of enclosed parking in post-war buildings, both above and below ground. In Modern offices and institutional buildings, new methods such as curtain walls enabled large structures to express these aesthetics. Use of the curtain walls became widespread in commercial buildings in the 1950s and was expressed through different materials such as glass. A newly invented float process using insulated glazing, along with advancements in air conditioning and insulation technology, alleviated heating and cooling issues accompanying large areas of glazing.[31] In addition to glazing, post-war architects began using pressed-steel and aluminum for curtain walling. Following the war, large aluminum and steel producers pursued new markets to absorb their wartime surplus, targeting the building industry.[32] Composite materials such as porcelain-enameled steel (found on the subject building) allowed architects to embrace color, interest in which expanded throughout the 1950s. Initially used on gas stations and storefronts, architects began using porcelain-enameled metal in curtain walls, preferring it for its permanent color and strong resistance to corrosion and weathering.[33] These metals were the dominant choice for architects through the 1950s, and producers expanded to providing an array of components, including curtain wall systems, windows, doors, roofing, and structural components.[34]

Longview Architecture in the Postwar Period

Because of its strong oil economy, Longview experienced substantial growth post-World War II, resulting in many buildings of the era. Wilson, Morris & Crain, having an office in Longview, were well-positioned to take advantage of the city's growth and as a result, designed many of the city's post-war commercial buildings. One of the earliest was the Bramlette Building, discussed above, which was completed in 1949. In the same year, the city saw the completion of its first skyscraper, First National Bank, designed by Alfred Charles Finn. The ten-story masonry building remains its tallest building today. The restrained building employs varying masonry patterns to emphasize verticality and is simple in form.

After the Petroleum Building, Wilson, Morris & Crain, operating as Wilson, Morris, Crain & Anderson, designed the First State Bank in 1958, a one-story glass and stone pavilion-style building, and the Longview National Bank in 1960 (discussed above). Another oil-related building to be constructed by the firm during this time was the Lacy Building, also in a pavilion-style.

During the 1960s, several new office buildings were constructed in Longview to accommodate the still-booming oil industry. An example is the Semple Building, a one-story brick, structure with large plate glass windows with metal panels and a flat roof.

Petroleum Building as an Example of Postwar Modernism

The Petroleum Building typifies the design values and aesthetics of Postwar Modernism. Uniquely adapted from a parking garage, it is a distinct postwar office building exemplifying the popular method of concrete-frame construction and new curtain wall cladding. Its plan and elevations emphasize simplified rectilinear forms, and the

[31] Russell M. Sanders, AIA, "Curtain Walls: Not Just Another Pretty Facade," *Hoffman Architects Journal*, Volume 23, No.1, January, 2006.
[32] Thomas C. Jester, "Aluminum Finishes in Postwar Architecture," *APT Bulletin*, 46:1, 2015, 45.
[33] Ibid.
[34] Ibid.

primary elevation emphasizes both horizontality and verticality through massing and fenestration. The building is also designed with the characteristic Modern materials of concrete, steel and glass, executed in a simplified aesthetic.

The use of a steel and glass curtain wall not only befitted the building's adaptation form a parking garage, which was already a well-built concrete structure, but expressed Modernism's tenet of embracing technology in design. Touted for its ability to make structures weathertight without sacrificing light, the curtain wall ushered in a new building form used for decades. The porcelain-enameled steel panels used to form the Petroleum Building's curtain wall also demonstrated the use of vibrant colors in 1950s Modernism.

Furthermore, other technological advancements were embraced in the design of this building as evidenced in the Petroleum Building's transformation from a parking garage to office building. Though office buildings with integrated parking was popular by the time of the Petroleum Building's construction, adapting an existing parking structure as an office building was not as common.

Lastly, the Petroleum Building's auto-oriented design, with the retention of the parking structure at the first and second floors, emphasize the Modern era's embrace of the automobile. These characteristics combined formed a Modernist presence befitting Earlee Industry's emergence as a progressive-minded real estate development company in Longview, which was experiencing unprecedented growth and wealth from the oil industry.

Conclusion

Originally constructed as a 1953 downtown parking garage, the Petroleum Building was converted into an office building in 1956 by local oil businessmen Earl Hollandsworth and Lee Travis. As indicated by its name, the building housed many oil-related businesses into the 1970s, as well as several other businesses over the years. The Petroleum Building is nominated to the National Register of Historic Places under Criterion C, in the area of Architecture, at the local level of significance as an excellent example of postwar commercial property featuring curtain wall technology and integrated above-ground parking, the first and only example of its type in Longview. The property is also significant as an example of the work of prominent Texas firm Wilson, Morris, & Crain. The period of significance is 1956.

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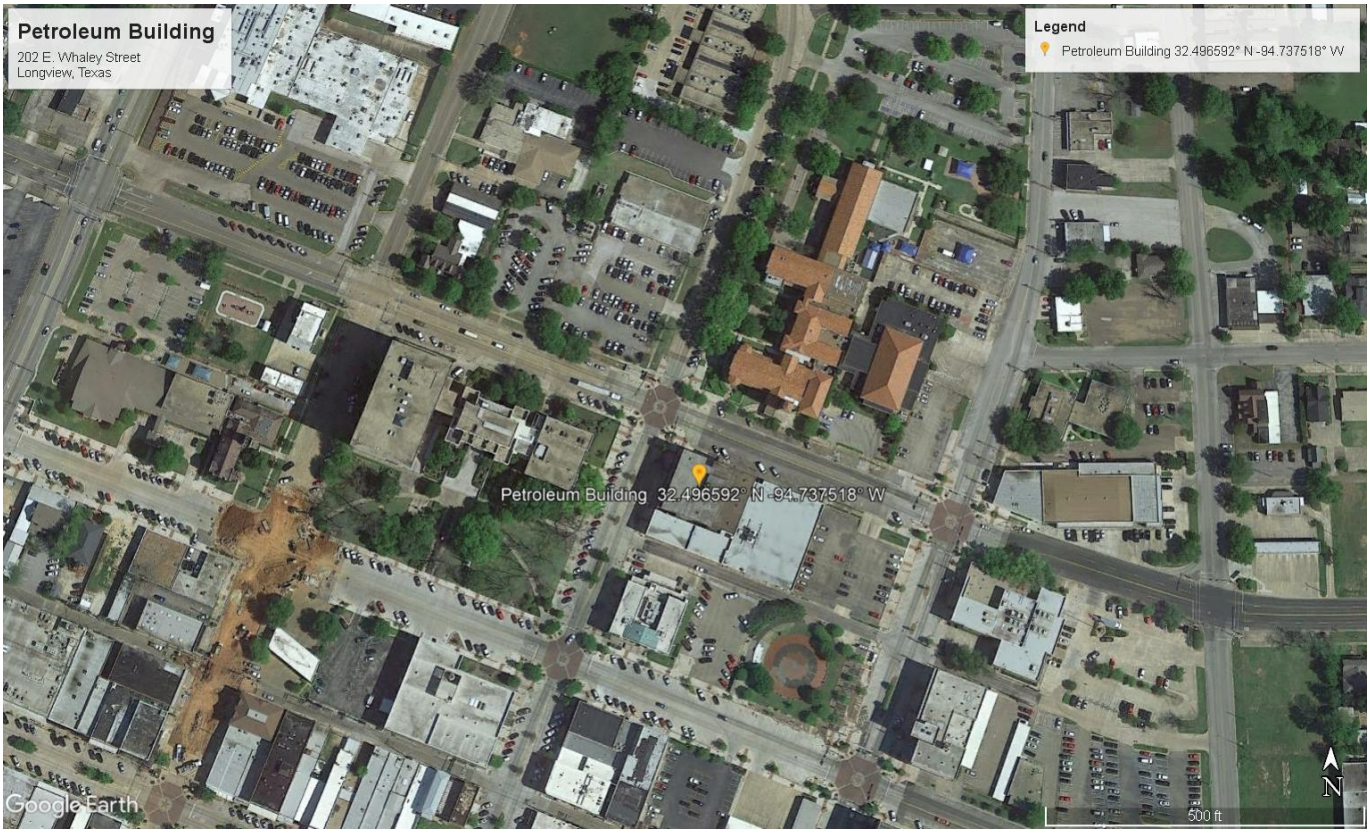
Maps 1: Gregg County

Map 2: Petroleum Building, Google Earth Map, Accessed August 7, 2018



Map 3: Petroleum Building, Google Earth Map

Map 4: Petroleum Building, Gregg County CAD

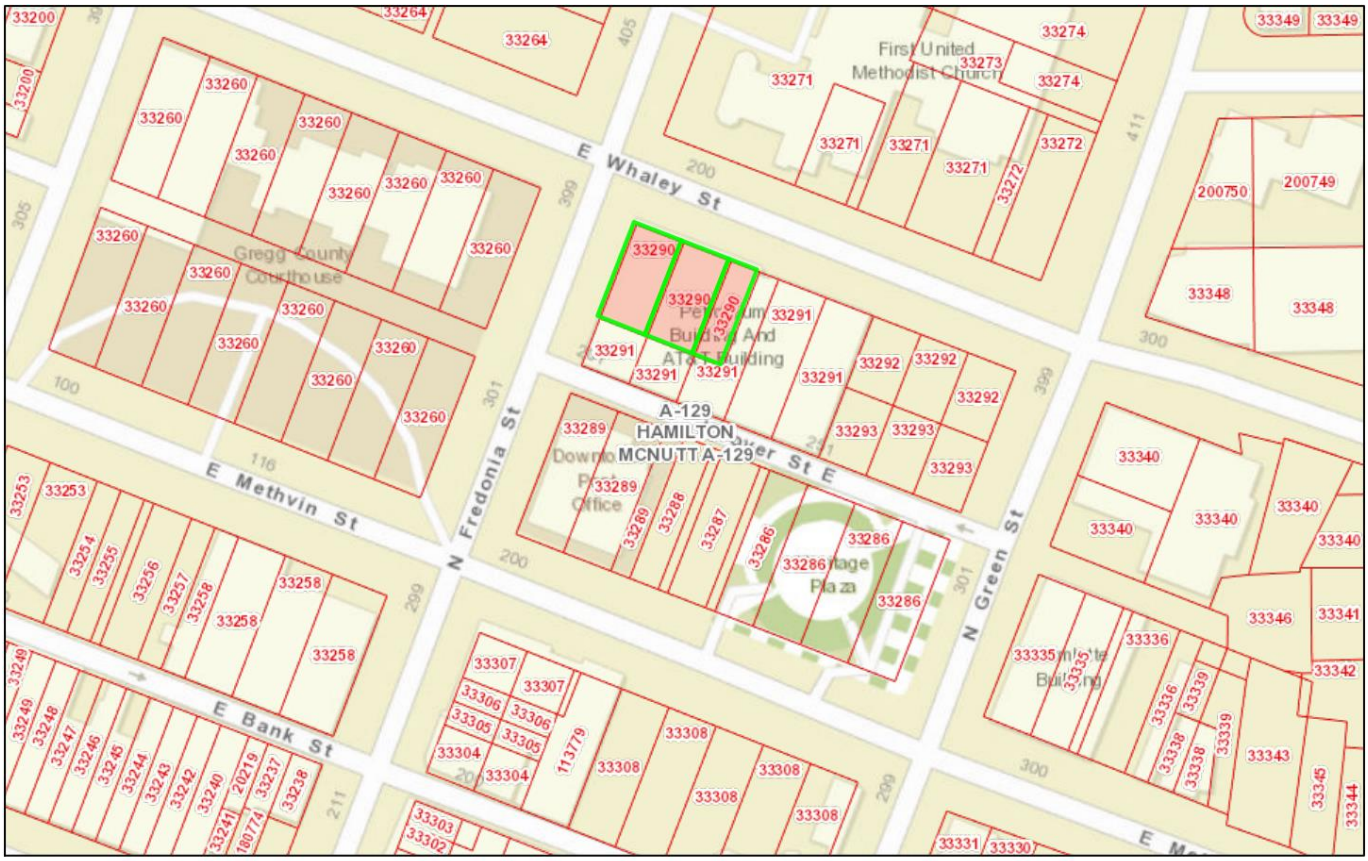


Figure 1: Downtown Auto Park, 1953. Image from the *Longview News-Journal*

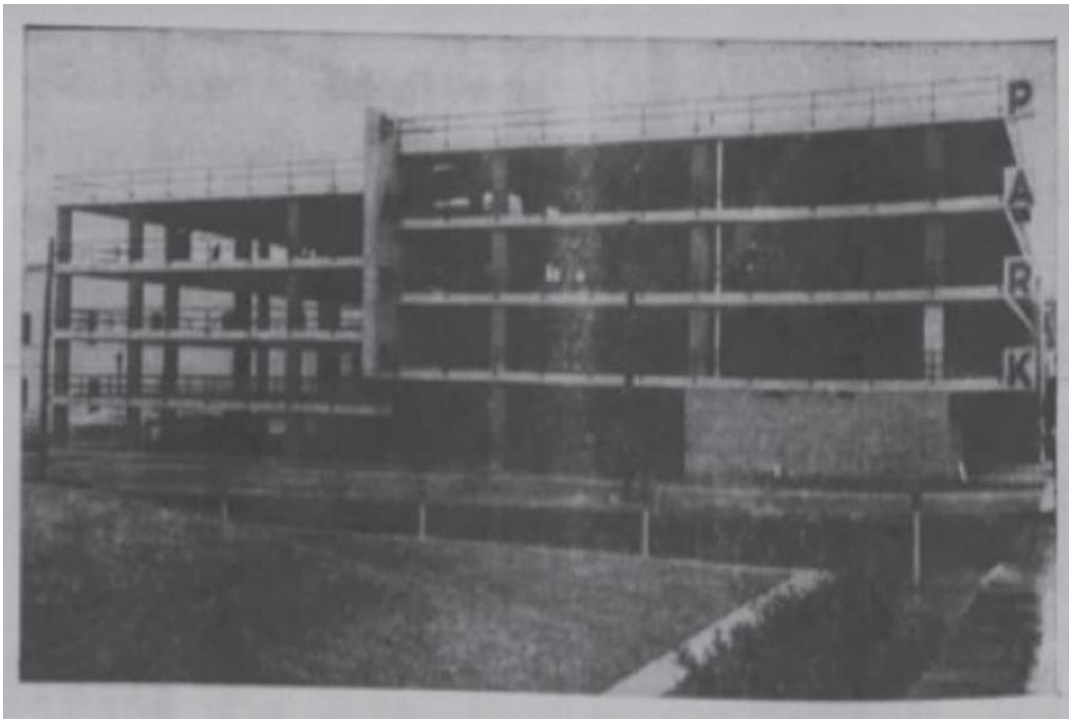
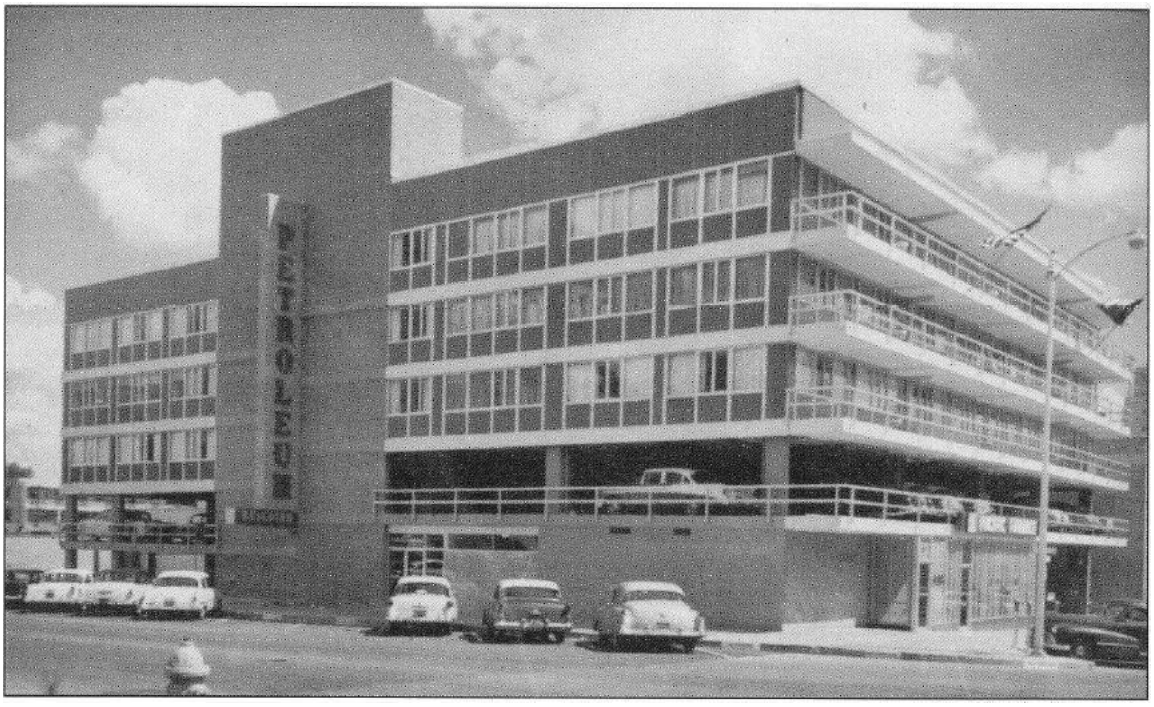
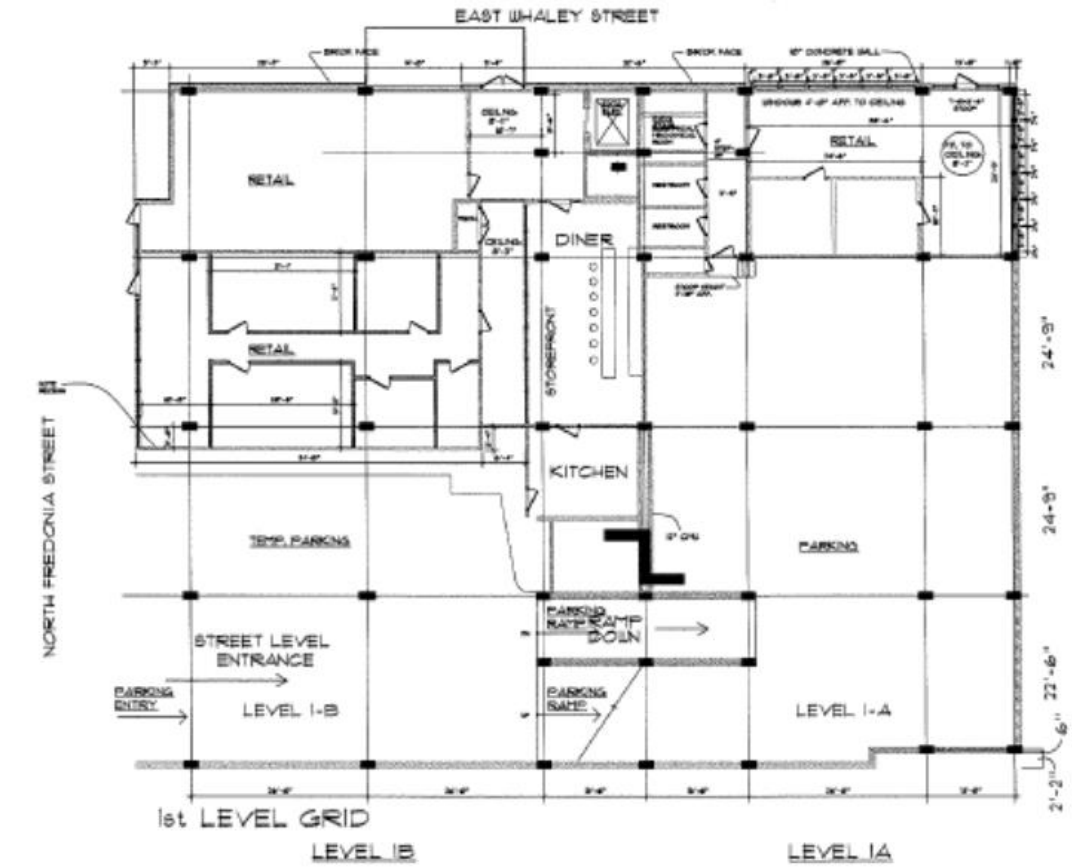


Figure 2: Historic Image, c. late 1950s. Image from Pinterest.

Figure 3: Historic Image, c. late 1950s. Image from *Postcard History Series: Longview*



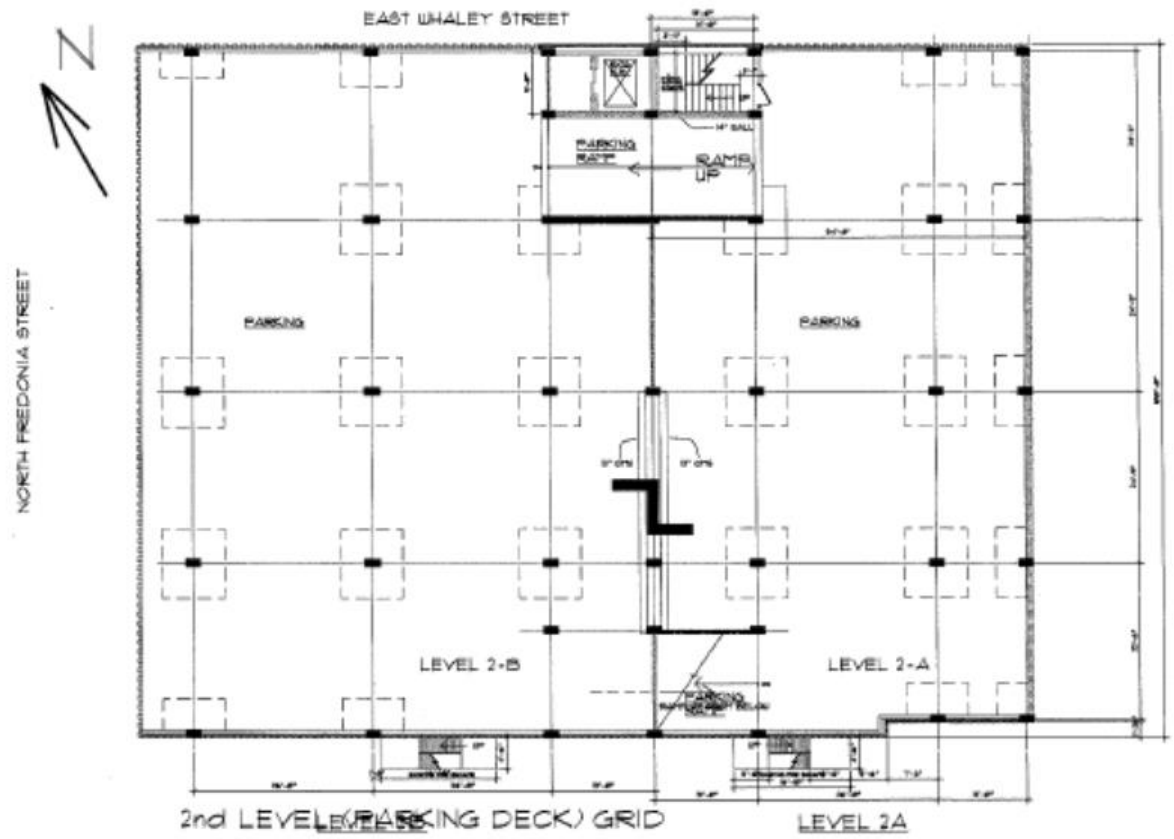
Figures 4: Architectural Drawings, Martin Riley Associates, 2009



1 LEVEL 1 FLOOR PLAN - EXISTING
1/16" = 1'-0"

MARTIN RILEY ASSOCIATES - ARCHITECTS, P.C.

Figure 5: Architectural Drawings, Martin Riley Associates, 2009



LEVEL 2 FLOOR PLAN - EXISTING
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Figure 6: Architectural Drawings, Martin Riley Associates, 2009

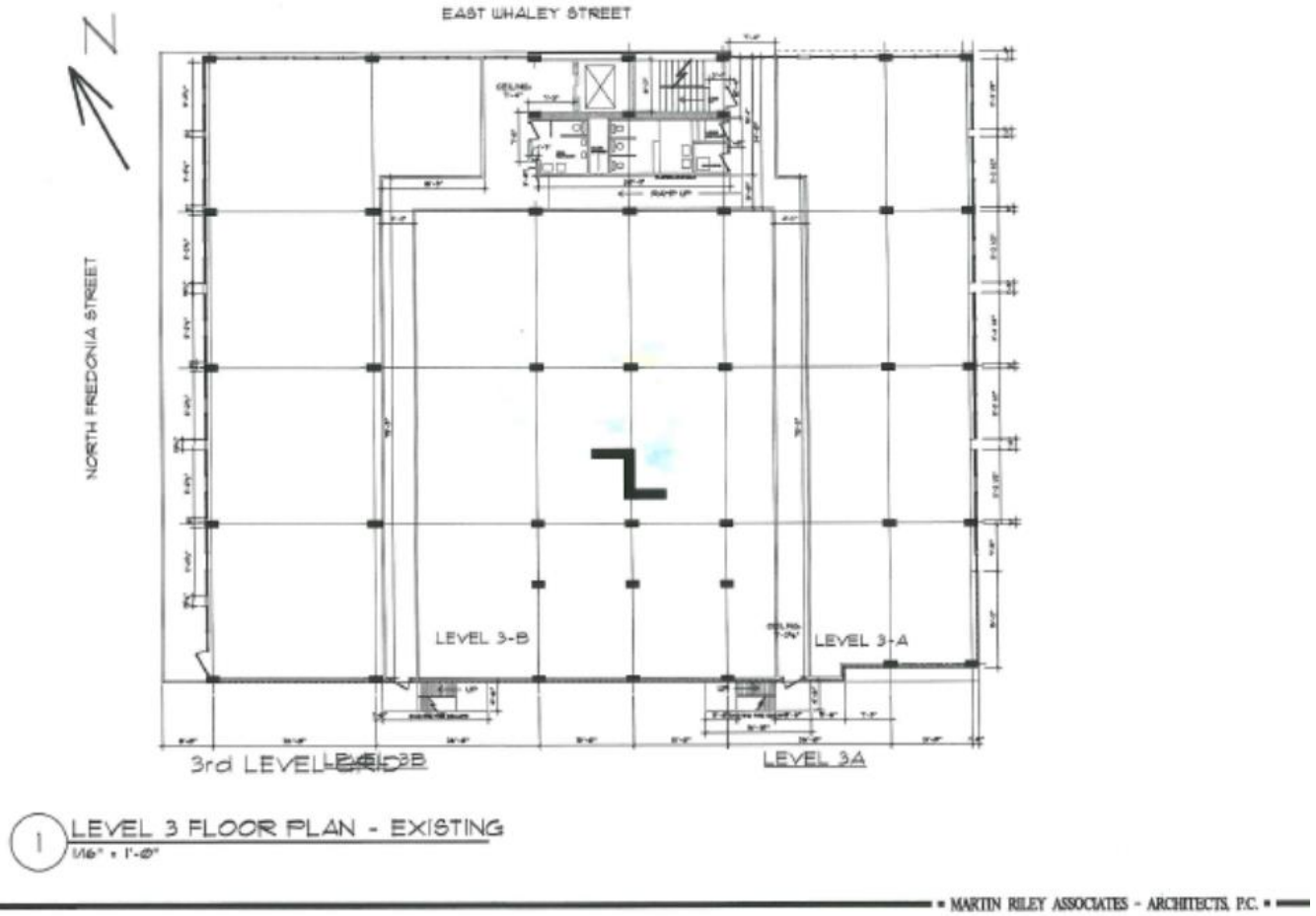
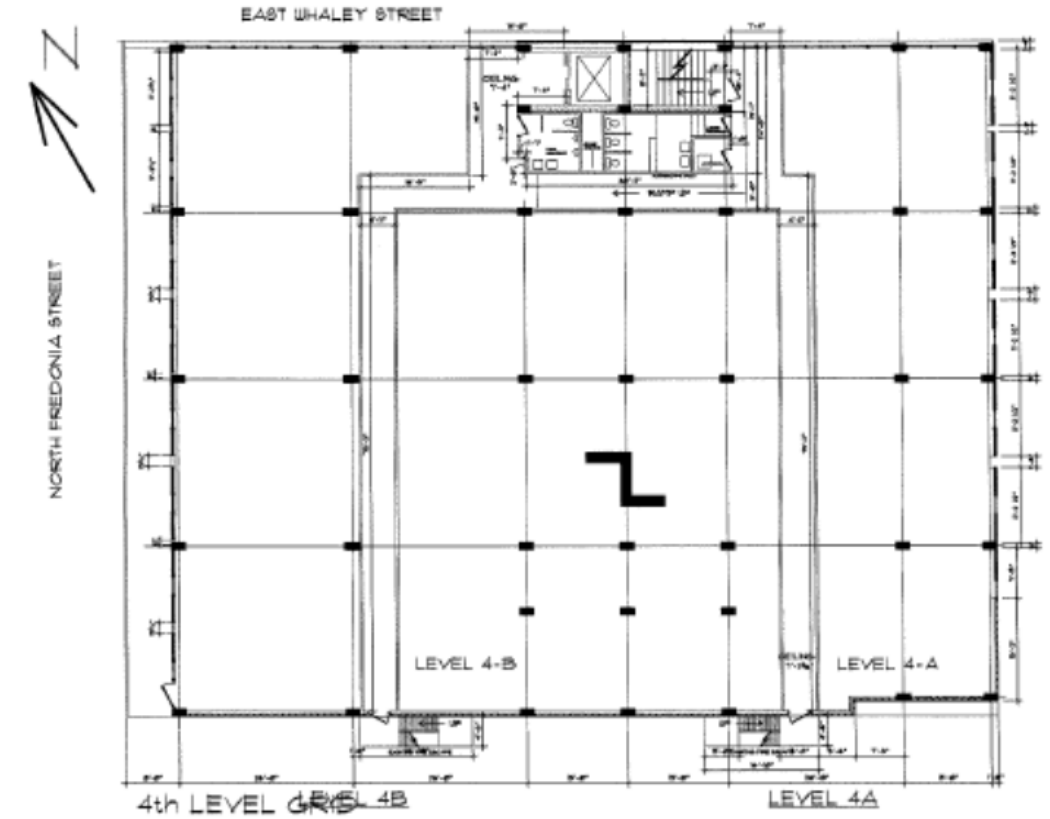


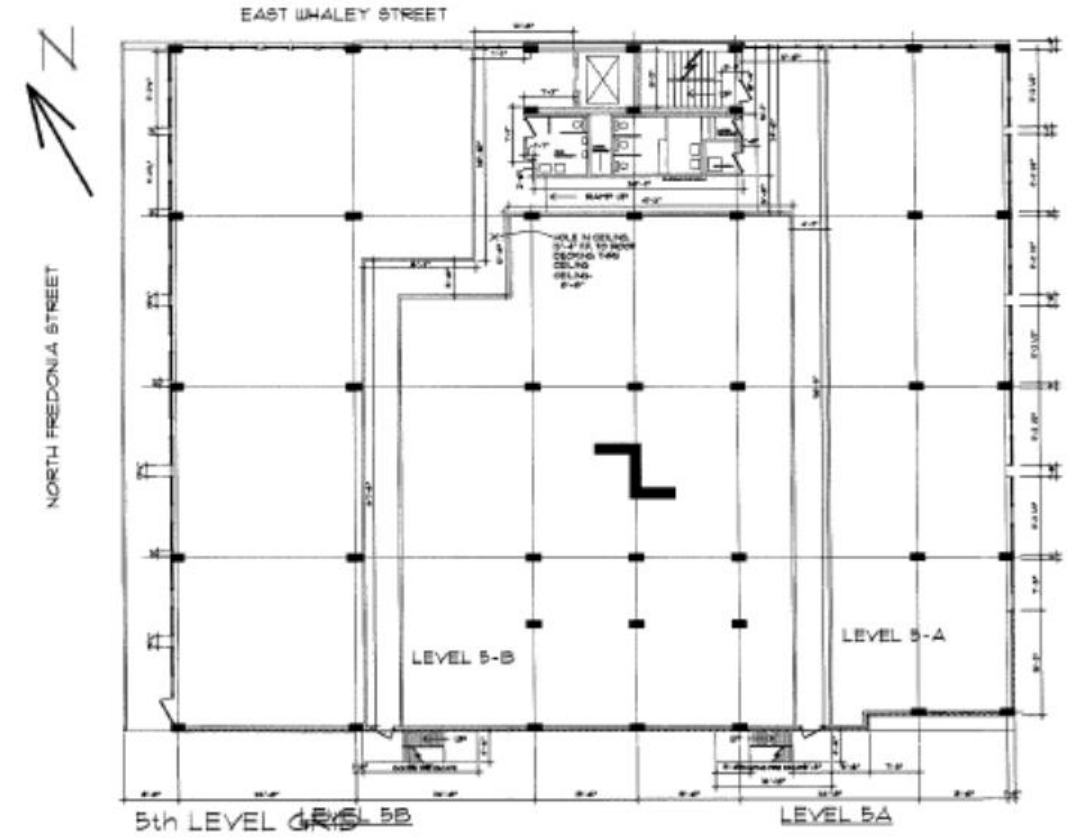
Figure 7: Architectural Drawings, Martin Riley Associates, 2009



1 LEVEL 4 FLOOR PLAN - EXISTING
1/16" = 1'-0"

MARTIN RILEY ASSOCIATES - ARCHITECTS, P.C.

Figure 8: Architectural Drawings, Martin Riley Associates, 2009



1 LEVEL 5 FLOOR PLAN - EXISTING
1/16" = 1'-0"

MARTIN RILEY ASSOCIATES - ARCHITECTS, P.C.

Figure 9: Kelsey-Leary-Seybold Clinic Building (foreground, demolished), Houston, Texas. Wilson, Morris, Crain & Anderson, 1963. Image courtesy of *Cite Magazine*.

Figure 10: Barbara Jordan Post Office, Houston, Texas. Wilson, Morris, Crain & Anderson, 1962. Image courtesy of the *Houston Chronicle.*

Figure 11: Astrodome, Houston, Texas. Lloyd & Morgan, associated with Wilson, Morris, Crain & Anderson, 1965. Image courtesy of the Texas Historical Commission.

Figure 12: Bramlette Building, Longview, Texas. Wilson, Morris, & Crain, 1949. Image courtesy of eBay.

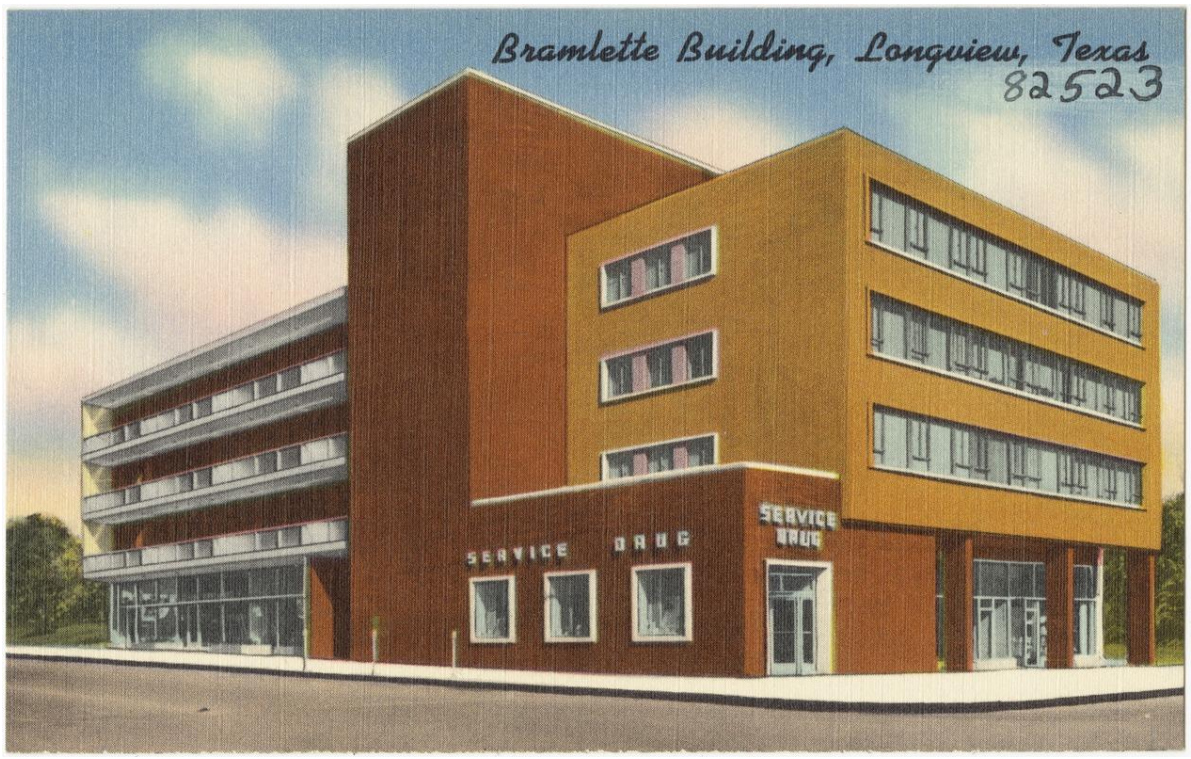


Figure 13: Longview National Bank, Longview, Texas. Wilson, Morris, Crain & Anderson, 1959. Image courtesy of Google.

Photo 1: North (Primary) and West (Secondary) Elevations. View southeast.

Photo 2: West (Secondary) Elevation. View southeast.

Photo 3**:** West (Secondary) Elevation. View south.

Photo 4: North (Primary) Elevation. View south.

Photo 5: East and North (Primary) Elevations. View west.

Photo 6: South Elevation. View east.

Photo 7: Signage Detail, North (Primary) Elevation. View southwest.

Photo 8: North (Primary) Elevation, detail of entrance. View south.

Photo 9: Parking garage ramp, first floor. View southeast.

Photo 10: Parking garage interior, facing west automobile entrance. View northwest.

Photo 11: First floor interior. View northwest.

Photo 12: Third floor interior. View north.

Photo 13: Third floor interior, detail of stair. View west.

Photo 14: Fourth floor interior. View west.

Photo 15: Fourth floor interior. View north.

Photo 16: Fourth floor interior. Typical office. View south.

Photo 17: Terrazzo with oil derrick inlay.