

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Blue Marlin Lodge
Other names/site number: Blue Marlin Inn & Suites/DHR #134-5398
Name of related multiple property listing:
Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970) (DHR #134-5721)
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 2411 Pacific Avenue
City or town: Virginia Beach State: VA County: Independent City
Not For Publication: Vicinity: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 X 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide X local
Applicable National Register Criteria:
X A ___ B X C ___ D

Virginia of Department of Historic Resources	
Signature of certifying official/Title: <i>Julie V. Hangan</i> _____ Director/SHPO	Date 9/22/2022
State or Federal agency/bureau or Tribal Government	

In my opinion, the property ___ meets ___ does not meet the National Register criteria.	
Signature of commenting official: _____	Date _____
Title : _____	State or Federal agency/bureau or Tribal Government _____

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

4. National Park Service Certification

I hereby certify that this 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

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>1</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>1</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>2</u>	<u>1</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC/hotel

Current Functions

(Enter categories from instructions.)

DOMESTIC/hotel

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property: METAL: Aluminum, Steel; CONCRETE, GLASS

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Blue Marlin Lodge, built in 1965 and designed by architect William Burton Alderman, stands at 2411 Pacific Avenue in the oceanfront resort area of Virginia Beach. The two-story, concrete block motel has an L-shaped plan; rooms on both floors of the motel open directly to outdoor balconies and walkways. The front projecting wing of the building is covered by telescoping gable roofs, while the rear ell features sections covered by a folded-plate roof. The exterior walls are painted concrete block with inset stucco-clad panels framing the guest room units. Adjoining a one-story dental office wing at the front (west) end, the original motel contained 10 efficiency units, three standard rooms, and a motel office. About 1977, the second floor was extended over the one-story sections and in 1984, a separate, four-story hotel building (non-contributing building) was constructed on the south end of the property. The in-ground swimming pool (contributing structure) retains its original location at the east end of the property and a paved surface parking lot extends south of the motel, conveniently placed near the guest rooms. The motel retains good overall integrity of location, design, setting, materials, workmanship, feeling, and association.

Virginia Beach-based architect William Burton Alderman, who designed the Blue Marlin Lodge for owners Dr. and Mrs. John R. (Helen) Anderson, was responsible for the design of several motels in the oceanfront area during the late 1950s and 1960s. The Blue Marlin is one of only three remaining motels designed by Alderman; all others have been demolished. The motel's architectural style is reflective of

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

the Modern Movement and includes such elements as a concrete-based structural system, vertically stacked guest units, open balconies and stairs, and a distinctive roof form. The Blue Marlin was part of the emergent, modern "Florida-style" resort lodging that featured a more informal layout and feeling than the early-twentieth-century cottages that formerly lined the oceanfront.

Narrative Description

Site

The Blue Marlin Lodge, currently known as the Blue Marlin Inn & Suites, stands on the east side of Pacific Avenue between 24th and 25th Streets in the oceanfront resort area of the City of Virginia Beach. The surrounding cityscape is densely developed with office buildings, restaurants, entertainment/recreational venues, and other motels and hotels. The Blue Marlin is one block from the oceanfront.

At present, the Blue Marlin property consists of two buildings and one structure. The historic L-shaped building (on the north end of the parcel) is slightly set back from Pacific Avenue with a concrete street sidewalk on the west and a paved parking lot on the south side of the building. Parking also is provided on the north side of the historic motel wing and is accessed from 25th Street. The entrance to the property from Pacific Avenue is marked by stucco-clad, concrete block walls and piers. Ornamental grasses and small palms are planted in the landscaping beds that extend along the front edge of the property. The swimming pool, which is enclosed by a concrete block wall, retains its historic location south of the motel office. In 1984, upon the construction of the South Motel Building, the wading pool that was located west of the swimming pool was filled in and paved for additional required parking spaces.

A four-story South Motel Building, constructed in 1984, stands on the south end of the current parcel. A paved driveway leading south from the Blue Marlin parking lot accesses the south building's lower-level parking garage and continues to 24th Street.

Description

Exterior

The historic wing of the Blue Marlin Lodge is the two-story, L-shaped wing on the north end of the property. The motel's configuration conserved space on the parcel to accommodate on-site parking and the swimming pools. The building is constructed of reinforced concrete block set on a concrete slab foundation. The front projecting wing of the building is covered by telescoping gable roofs, while the rear ell features sections covered by the original folded-plate roof. The exterior walls of the motel are painted concrete block with stucco in some area.

The guest rooms, located on both floors of the L-shaped plan, open to the south or to the west. Each guest room unit consists of a flush metal door and a large metal-frame picture window. These elements are slightly recessed and enframed by smooth stucco-clad panels. An open, concrete walkway extends along the front of the first-floor rooms. Square metal pipe columns support the walkway roof/balcony floor above. An open, concrete stair near the west end of the wing accesses the upper-level balcony; another semi-enclosed stair near the east end of the wing (behind the office) also accesses the upper floor. The exposed edge of the balcony's concrete walkway is detailed with raised rectangular concrete blocks, which are somewhat reminiscent of classical modillions. The painted historic metal railing along the balcony features spans with large X-shaped braces and perforated metal screening set between the square metal pipe columns that support the balcony roof. A railing of the same design edges the open stairs. Room doors open directly onto the walkway or the balcony.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

The motel office, presently located at the joint of the L, features plate glass windows (storefront) on both levels. The office section is covered by the original folded-plate roof. A commercial glass door accesses the first-floor office space from the south, while the second-floor level is entered via a flush metal door (similar to guest room doors) from the west side. A cloth awning shelters the office's first-floor southern elevation and painted signage panels are affixed to the west side of the office.



Figure 1. View of folded-plate roof over enclosed office, from second-floor level.

The front projecting guest room wing features a stucco-clad wall on the west end that is decoratively painted in various shades of blue. The west elevation of the wall has a projecting center section beneath the prowed end of the gable roof. A stylized, fish-shaped, internally illuminated sign with letters spelling "Blue Marlin" is centrally located on the wall. A second sign of the same design is affixed to the south elevation of the end wall.

The plain north elevation of the motel wing is painted concrete block with areas of smooth stucco. A single, two-pane sliding window is located near the center of the elevation on the first floor. The original folded-plate roofline is easily distinguished on the motel wing's east elevation. The elevation is blank, except for the single fixed-pane window at the northeast corner on the first floor. In 2012, openings on the elevation that formerly held air conditioning wall units were infilled with concrete block. The south elevation, which is the short end of the L-shaped plan that faces the swimming pool, is clad with honeycomb-patterned concrete tiles.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State



Figure 2. Looking northwest at the east (right) and south (left) elevations of the original guest room wing. Note folded-plate roofs extending to the east and the honeycomb concrete tile cladding on the south elevation. The later frame fence around the pool area is seen in the lower left.

Interior

Upon its completion in 1965, the Blue Marlin Lodge housed 10 efficiency units, three standard motel rooms, and a motel office.¹ The guest rooms were housed in a two-story, L-shaped wing at the east of the building. Dr. John R. Anderson, who owned the Blue Marlin Lodge with his wife Helen, had his one-story dental office on the west end of the property. That office was built prior to the construction of Blue Marlin Lodge, likely around 1962 when the Andersons purchased the property.² During the construction of the motel, architect Alderman also renovated the dental office to “bring it up to date” and to match the motel’s new design. A one-story motel office served as a hyphen spanning between the dental office and the motel wing and also served to clearly separate the two functions on the site. Subsequent owners converted the dental and motel offices into five guest room units on the first-floor level. In 1977, a second floor was constructed above the one-story wing, bringing the guest room total to 19 (see additional discussion in “Alterations” below).

At present, the historic wing of the Blue Marlin Lodge holds 19 units, including the two-unit manager’s suite and one unit presently used for storage of housekeeping and maintenance supplies. Interiors have been updated and kitchenette appliances and cabinets have been replaced in-kind; however, no alteration to the room sizes or original configurations has been made except in the manager’s suite (discussed below). Seven of the guest rooms in the two-story, L-shaped motel wing are efficiency units. Each efficiency features an open, bedroom/living area. Furnishings include beds, side tables, a desk and chair, lamps, and television. An open-front closet space is recessed into one wall of the bedroom. The kitchenette area, located at the back of the space, is equipped with a range, microwave, refrigerator, overhead cabinets, and a sink. A small dinette set (table and chairs) also is provided. In some units, a half-wall/breakfast bar separates the kitchen from the bedroom/living area. In those units, the bathroom is accessed from the bedroom area; in other units, the bathroom is accessed from one end of the kitchenette. Finishes in the units include painted concrete block and gypsum board walls, gypsum board and plaster ceilings, and ceramic tile-clad concrete floors throughout. Each unit has a through-wall heating, ventilation, and air-conditioning (HVAC) sleeve inset into the front wall beneath the picture window.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

In 2012, two of the first-floor guest rooms were combined to create a manager's suite.³ These rooms, located behind the office, are accessed from the open walkway by a flush metal door that opens into a hallway accessing a bedroom to the east and the living area, dining area, and kitchen to the north. The hallway also can be accessed from the workroom at the back of the office, creating a convenient flow for the manger between the office and living area.

Swimming Pool (1965, Contributing)

The in-ground kidney-shaped pool, located south of the office wing in its original location, is edged by terra cotta tiles and is surrounded by a concrete apron and sun terrace. The shed-roofed, frame utility closet northeast of the pool is built onto the south elevation of the motel wing. Part of the closet is enclosed by star-patterned (also known as Empress) concrete breeze blocks (or screen blocks). The original wooden privacy fences that enclosed the pool area were decorated with applied plywood cutouts made by Dr. Anderson.⁴ At present, the pool area is enclosed on the west by a wall of painted concrete blocks (with the blocks standing on end to reveal the open cells) and on the east and south by a tall wooden fence of diagonally placed boards.

South Motel Building (1984, Non-contributing)

In 1984, a separate four-story motel building was constructed south of the original motel building on a parcel that was merged with the original motel property.⁵ The rectangular-shaped commercial building, which also was renovated in 2012, is of concrete block construction and is covered by a flat roof. The exterior walls are painted in a blue wave pattern similar to that on the historic building. The wall that encloses the stair on the south elevation, facing 24th Street, is partially clad with fluted concrete panels which provides visual texture and interest. A large blue marlin sculpture is affixed to the wall. In 2020, artist Sam Welty painted a large mural dedicated to health care and service workers on the west wall of the building.

The lower level of the building is a drive-through garage that leads from the Blue Marlin parking lot south to 24th Street. The upper three levels contain 9-10 guest rooms per floor, for a total of 29 units. Each unit features a flush metal door and large picture window in a metal frame. Interiors are finished with concrete floors with tile coverings and gypsum board walls. The rooms are accessed from open balconies that are supported by round metal pipe columns. A metal handrail with rectangular vertical bars extends along the balcony's edge. The balconies extend along the building's east elevation and provide broad views of the oceanfront.

Alterations

Since its construction in 1965, the Blue Marlin Lodge has been enlarged, but has retained much of its original character, feeling, and appearance. When Dr. Anderson died in 1968, his wife operated the motel for a few years, but eventually sold the property in 1971. Subsequent owners converted the dental office and the motel office spaces into five guest rooms. In 1977, new owners undertook expansion of the motel and added a second floor above the one-story wing that formerly held the office spaces. Robert L. Winstead, who was co-owner of the Blue Marlin at the time with his cousin, Arthur "Gene" Wells, could not confirm that William Alderman was the architect for the addition, but believes that Alderman likely was engaged because his cousin was friends with the architect whose office was just south down Pacific Avenue.⁶ The addition resulted in the loss of the characteristic folded-plate roof above the dental office, but the folded-plate roof over the motel office space was retained. None of the additions to the motel increased the building's footprint, which remained L-shaped in plan.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Originally, a set of double-sided stairs (twin stairs), which were contained within aluminum grille panels like those along the balcony, was located at the joint of the L-shaped motel. The semi-open stair hall, visible in historic postcards of the motel, surrounded a water spray and reflecting pool feature. It is not clear when the motel office was moved to that location. Postcards from the late 1970s show the stair intact. The original motel office was converted to guest room units in the early 1970s, and the office may have been temporarily housed in one of the smaller guest units. The relocation of the office required the installation of metal-frame fixed windows on both floor levels. Although the twin stairs were retained, the office occupied the former site of the water feature.

In 1984, construction of the South Motel Building resulted in an alteration to the motel's parking lot. Mr. Winstead stated that although a parking garage was provided on the lower level of the new building, additional spaces were required. The existing surface lot was expanded for approximately five new parking spaces on the west side of the swimming pool area. The expansion resulted in the loss of the children's wading pool, which Mr. Winstead stated had always been a much-used amenity.⁷ The kidney-shaped adult swimming pool, however, was retained.

2012 Renovation

The current owner purchased the property in 2012 and immediately undertook a renovation of the motel.⁸ The historic efficiency units were renovated, but no changes were made to the building envelope. The only change made to the floor plan involved the separation of spaces for the manager's suite, which encompasses two units that are connected by a hallway. The hallway was created by closing off a section of the formerly open walkway in front of the suite (former guest room units).

Since a second stairway had been added near the west end of the motel wing (ca. 1977), the former twin stair, located at the junction of the L-shaped plan, was changed to a single run. The run on the north side was removed and that space was converted to the office workroom that also connects to the manager's suite hallway. The stair run on the east side remains in its original location.

Interior and exterior materials have been maintained. The motel is of concrete block-on-slab construction and retains its exterior painted finish. Concrete walkways, balconies, and stairs also are intact. The metal screen railing along the balcony is original. The guest rooms originally had painted concrete block and plaster walls and ceilings, and the concrete floors were clad with asphalt tiles and carpeting. Helen Anderson, who was a local artist, was credited with selecting the motel's original interior colors and materials.⁹ The 2012 renovation repainted the motel's exterior walls and the metal railings. Interior concrete walls were repainted, existing gypsum board walls were replaced in-kind, and the concrete floors were clad with ceramic and porcelain tiles.¹⁰

The 2012 renovation also addressed modern code requirements. The door and window openings were enlarged slightly to comply with the American with Disability Act and other building code requirements and accessible hardware was installed on all doors, but the units retain the original fenestration arrangement. The existing units were replaced with in-kind metal-frame windows and flush metal doors. Additional vertical elements were placed along the balcony railing to address gap openings between the screens, but the additional elements do not detract from the overall design of the original X-braces and metal screening.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State



Figure 3. Detail of metal railing along second-floor balcony.

Integrity Statement

The Blue Marlin Lodge retains good overall integrity of location, design, setting, materials, workmanship, feeling, and association. The motel remains in its original location surrounded by commercial, resort-oriented buildings and maintains its original orientation to Pacific Avenue. The property retains such important site features as the adjacent parking lot, swimming pool and sun terrace, and landscaped beds. Dr. Anderson was noted as having designed the original landscape surrounding the motel and, although not original, the present landscaping maintains that element, which softens the space between the street and the motel. The original Blue Marlin Lodge sign, which was a freestanding sign located near the vehicular entrance, was produced by John Garven.¹¹ The sign does not survive, but the present signage reproduces the marlin image in a modern interpretation and maintains that distinctive concept.

Alderman's original design is intact with its character-defining two-story guest room wing; open concrete stairs, walkway, and balcony with distinctive X-shaped braces, metal screen railing, and raised rectangular detail along the exposed edge of the walkway; metal pipe columns; honeycomb-patterned concrete tiles cladding the south end exterior wall; and a section of the original folded-plate roof. The interiors of the guest rooms have been updated with in-kind elements and retain the original exterior configuration of a large plate glass window and door set within a recessed bay. The Blue Marlin Lodge is associated with an important period in the growth and development of the motel industry in Virginia Beach, a context that is fully developed in the associated Multiple Property Document, Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970), and its physical integrity allows it to convey this association along with a feeling of the less formal motel trend that emerged during the mid-twentieth century.

Inventory

Hotel, 1965, addition 1977, Contributing, Building
Swimming pool, 1965, Contributing, Structure
Hotel, 1984, **Non-contributing**, Building

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Areas of Significance

(Enter categories from instructions.)

COMMERCE
ARCHITECTURE

Period of Significance

1965-1972

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Alderman, William Burton (Architect)
C.S. Yoder (cement work and structural steel erection)
Sampson & Associates, Architects, P.C., (2012 renovations)

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Blue Marlin Lodge, located at 2411 Pacific Avenue in Virginia Beach, is eligible for listing at the local level under Criteria A and C in the areas of Commerce and Architecture and meets the Registration Requirements established by the Multiple Property Document (MPD) Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970) as an example of the Associated Property Subtype of Resort Motel.¹² The motel qualifies as a Resort Motel because it was purpose-built “to provide short-term accommodations (nightly or weekly rentals) to serve the tourist economy” and “also provided weekly or monthly rentals during the off-season but was primarily intended to meet the demands of the summer season.” Dr. John R. Anderson and his wife, Helen, who owned the property, engaged William Burton Alderman, a Virginia Beach architect, to design the modest-scale motel. The motel was completed in 1965 and stood adjacent to Dr. Anderson’s dental office, which stood on the same parcel and fronted onto Pacific Avenue. Later, the dental office was incorporated into the motel. The Blue Marlin Lodge, currently known as the Blue Marlin Inn & Suites, is significant in the area of Commerce as an example of the mid-century motels built in the oceanfront resort area during the 1950s and 1960s. Its location on Pacific Avenue reflects the expansion of the resort area to the west, where affordable land could be acquired in proximity to the oceanfront. Responding to industry trends and market demands, the Blue Marlin Lodge, which continues to operate as short-term vacation lodging, offered both efficiencies and standard rooms. The Blue Marlin Lodge is notable as an independently operated, mid-century motel that has, by adaptation and expansion, withstood the influence and financial prowess of the chain motels that emerged in the oceanfront area in the 1970s. The Blue Marlin Lodge also is significant in the area of Architecture as a motel designed by William Burton Alderman—a local architect who figured prominently in the designs of numerous resort area motels of the period. The Modernist design is executed in concrete-and-steel construction with limited applied ornamentation. Although not as structurally expressive as some of Alderman’s other resort area motel designs (such as the Jefferson Manor Motel Apartments, DHR #134-5383 or Crest Kitchenette Motel DHR#134-5866), the Blue Marlin reflects associated property characteristics described in the MPD including a low-rise profile (two stories), open concrete balconies and walkways along the main elevations, open concrete stairs, decorative metal railings, vertically stacked guest room units, and notable site amenities (parking, swimming pool). The period of significance (POS) for the property is 1965-1972, which extends from the date of construction of the original motel to the date of construction of the second-floor addition that is believed to have been designed by Alderman. This POS, which extends slightly beyond the POS for the MPD, directly relates to the role of the Blue Marlin Lodge in the oceanfront resort area and the period during which alterations to the building responded to industry trends and market demands.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Criteria Justification

Criteria A: Commerce

The Blue Marlin Lodge, which continues to operate as short-term vacation lodging, is significant in the area of Commerce as a mid-century motel that was built in the Virginia Beach oceanfront resort area in 1965. Per the MPD Registration Requirements, the Blue Marlin relates to the period of significance for the Resort Motels (1955-1970), relates to important development trends, and reflects a major stage of growth in the oceanfront area. The motel’s design also reflects the trends occurring in the hospitality industry at the time including the more informal arrangement of guest rooms that provided guests with direct exterior access (rather than through a common lobby), convenient on-site parking, and other on-site amenities such as a swimming pool and sun

Blue Marlin Lodge

Name of Property

City of Virginia Beach, VA

County and State

terrace. One national trend was the emergence of the kitchenette or efficiency unit, which provided a convenience to travelers, especially families, who wished to economize by preparing their own meals rather than dining out. The kitchenette also benefitted the owner, who could rent their accommodations as apartments during the off season. The evolution of the Blue Marlin Lodge also reflects the incremental additions typically constructed to these properties as owners amassed capital and were able to expand their offerings. The owners of the Blue Marlin Lodge responded to market demands by offering varied room options (kitchenette or standard) and by expanding the number of available units. The late 1950s and 1960s were a time of expansive growth on the Virginia Beach oceanfront as tourism boomed and more families had the leisure and the income to enjoy annual vacations. The MPD details the many social, economic, and transportation-related factors that contributed to the growth in tourism. The Blue Marlin Lodge was built in response to the increased tourism experienced in the oceanfront area. While Dr. Anderson enjoyed a successful dental career, he and his wife built the motel as an investment to provide for their children's education.¹³

Criterion C: Architecture

Architecturally, the mid-twentieth-century period witnessed a shift in resort motel construction methods from frame to concrete-and-steel and stylistically from a traditional, residential cottage style to Modern-inspired design. These architect-designed Modernist buildings were increasingly built along Pacific Avenue as the resort area expanded westward to take advantage of available affordable land. The Blue Marlin Lodge is a good example of an architect-designed, Modernist-style resort motel of concrete construction built along Pacific Avenue in the 1960s that was (and still is) independently owned. The Blue Marlin retains several distinctive architectural details of the original design, although these details are not as architecturally bold as on other examples. Such details include raised rectangular concrete blocks along the exposed edge of the concrete balcony; the metal railing along the balcony, which features a large X-shaped brace with spans of metal screen, square metal pipe columns; honeycomb-patterned concrete tiles cladding the south end exterior wall; exterior, open concrete stairs; and a portion of the original folded-plate roof. As an example of the Resort Motel Property Subtype, the Blue Marlin Lodge retains good overall integrity of location, setting, design, materials, workmanship, feeling, and association.

Criteria Consideration G

Because the POS extends to 1977, the property also must be eligible under Criteria Consideration G because it is a property that continues to achieve significance into a period less than 50 years prior to this nomination. The period of significance for the Blue Marlin Lodge extends to 1977—encompassing the period that the motel expanded from 10 rooms to 19 rooms. The Virginia Beach Oceanfront Resort Area Motels MPD has demonstrated the significance of Virginia Beach's mid-20th century resort motels and hotels. Since the Blue Marlin is an important part of that context, the alterations to keep it competitive against national chains are a logical progression of the Resort Motel Subtype. The Blue Marlin Lodge originally held 10 guest rooms on two floors. In the early 1970s, after the Andersons' ownership, the former one-story dental office and motel office spaces were converted into five guest rooms. The 1977 construction added four rooms on the second floor of the former one-story wing, expanding the number of available rooms in the motel's historic wing from 15 to 19. The expansion meets Criteria Consideration G as being of exceptional significance at the local level because it allowed the motel to grow and to continue to compete successfully at a time that corporate-owned motel chains were squeezing many small operators out of business along the oceanfront. The expansion signaled the continued success of the Blue Marlin Lodge and contributed directly to its continued operation in the more recent past. In the highly competitive tourism market in Virginia Beach, the Blue Marlin Lodge continues to operate today as an independently owned motel offering standard rooms and kitchenettes to oceanfront visitors.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Ownership History

At the turn of the twentieth century, the land on which the Blue Marlin Lodge was built was part of the holdings of the Virginia Beach Development Company, which had purchased all of the non-railroad holdings of the Norfolk and Southern Railway in the oceanfront area, including the two large hotels built by the railroad company (the Ocean Shore Park Hotel and the Princess Anne Hotel). Headed by James A. Groves, a Norfolk real estate developer, the Virginia Beach Development Company sold parcels to investors and developers, continuing the oceanfront development begun by Marshall Parks and Charles W. Mackey in the 1880s.¹⁴

During the first decade of the twentieth century, James C. Herrick and his wife, Virginia (Jennie), purchased Lots 4 and 5 in the block between 24th and 25th Streets and Pacific and Atlantic Avenues.¹⁵ Until 1903, the southeast corner of that block was the site of the Seatack Life Saving Station. In 1903, a new station was built across Atlantic Avenue (the present-day location of the 24th Street Park).¹⁶ James C. Herrick (1851-1935), a native of Virginia Beach, was a lifelong member of the Life Saving crew (later, U.S. Coast Guard) and may have viewed the purchase of land in the area as a good investment. In the 1909 deed conveying Lot 4 to Jennie L. Herrick, the Virginia Beach Development Company appended several restrictions to the transaction. The first restriction reflected the social norms of the time that precluded landowners, or even occupation, by non-whites: "...the said lot and the buildings that may be erected thereon shall never be sold, rented or let to any person of Negro descent."¹⁷ Those restrictions do not appear in any of the later deeds related to the property; by the late-twentieth century such racial restrictions were deemed unconstitutional by the U.S. Supreme Court.¹⁸

In 1910, James C. Herrick purchased Lot 5 on the same block from A.C. Smith, who had acquired the parcel directly from the Virginia Beach Development Company.¹⁹ As platted, the lots on the block were rectangular with the short ends oriented towards 24th or 25th Street, rather than towards Pacific Avenue (also called Holly Avenue), which at the time held the line of the Norfolk and Southern Railway.

James C. Herrick died in 1935 and in 1939 his widow, Jennie, sold Lots 4 and 5 to Henry Jaffe. Jennie Herrick then left Virginia Beach for San Diego, California, where she lived with her daughter and son-in-law until her death in 1946. Henry Jaffe lived in Suffolk, Virginia, where he owned and operated a successful furniture store. During his working years, Jaffe vacationed in the Virginia Beach area, eventually retiring there in 1949. Jaffe retained Lots 4 and 5 until 1949, when he sold both parcels to Max and Dorothy Moore. Their land purchase gave the Moores ownership of Lots 4, 5, and 6 on the block. In 1951, the Moores' landholdings were widened by the addition of an adjacent eight-foot-wide strip of land on Pacific Avenue that was formerly part of the Norfolk and Southern Railway line. The line had been vacated and the land was transferred to the Town of Virginia Beach in 1950.²⁰

The property was later part of two transactions dating to 1953 and 1962 in which John Roland Anderson purchased Lots 4, 5, and 6 of the block between 24th and 25th Streets and Pacific and Atlantic Avenues. The deeds and property cards indicate that Anderson paid a total of \$25,000 for the parcels. A previous structure on the property, a commercial building in which Dr. Anderson had his dental office, was demolished in 1957. In 1962, Dr. Anderson constructed a new dental office at 2411 Pacific Avenue.²¹ In 1965, the Andersons engaged architect William Burton Alderman to design the Blue Marlin Lodge on the property east of (behind) Dr. Anderson's office. Mrs. Anderson was primarily in charge of operating the motel. The family tended to stay on-site during the summer season; they also owned a house in the nearby Birdneck Point neighborhood where they lived in the winter.

The Andersons opened the Blue Marlin Lodge in late 1965, offering furnished studio apartments to bachelors or couples; the units were advertised as available "until July" and the beginning of the vacation season.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Alderman's design for the motel included renovations to Dr. Anderson's office that brought the office up-to-date and made it compatible with the architecture of the motel. The complex included a two-story, L-shaped guest room wing that connected to the motel office and manager's apartment, all of which was adjacent to the east end of the dental office. Initially, the design was conceived to hold eight kitchenette units and the manager's unit; however, the owners modified the plan to include both kitchenettes and regular guest rooms. The placement of the L-shaped building on the lot was intended to "conserve land for parking and recreation facilities," which included a kidney-shaped pool and a wading pool for children. The motel was operated as a relatively upscale accommodation, offering turndown service to its clientele.²²

Dr. Anderson died unexpectedly in June 1968; Mrs. Anderson continued to operate the motel until 1971, when, through chancery, the property was sold to Beach Realty Corp., headed by John William Vakos as president.²³ According to local records, the company paid \$155,800 for the property. The Vakos family has a long history in the hospitality and development industries in the Tidewater area. William Vakos, who immigrated to America from Greece when he was 19, moved his family from New York to Norfolk following World War II. Vakos purchased restaurants and bowling alleys through the 1950s. In the 1960s, Vakos acquired the Colonial Court motel at the oceanfront, the former Top Hat nightclub on 29th Street and land between 26th and 27th Streets between Pacific and Atlantic Avenues. Family members owned and operated such resort area motels as The Plantation, the Colonial Inn, the Surf and Sand, and the Viking. William's sons, John and George, were officers in the Beach Realty Corp. that purchased the Blue Marlin Lodge. George, who died in 2019, also served as the city attorney for Virginia Beach, was appointed Judge of the Municipal Court for the City of Virginia Beach, and later was appointed to the Virginia Beach Circuit Court.²⁴

Between 1971 and 1973, the property changed hands several times until 1974 when owners William D. Sessoms and his wife, Willie Copeland Sessoms, sold the motel and land to the corporation known as Blue Marlin Motel, Inc. The new owners were Robert L. Winstead and his cousin Arthur Eugene Wells. Mr. Winstead, who was a banker by occupation and lives in Salem, Virginia, stated that his cousin asked him to join in the purchase of the motel as an investment. Mr. Wells, who died in 2012, was a graduate of Medical College of Virginia's Pharmacy School and was a pharmacist in the Virginia Beach area before becoming co-owner in the Blue Marlin. Mr. Wells and his family were the primary operators for much of the year, but Mr. Winstead and his family assisted in the summer months. It was under their ownership that the second-floor addition was constructed to the historic wing of the motel and the South Motel Building was built (1984). They also consolidated the lots associated with the property into a single parcel (Parcel X).²⁵ It was also at this time that the name of the motel was changed from Blue Marlin Lodge to Blue Marlin Motel and Efficiencies. Period postcards show that the motel signage at the front of the property was changed to reflect this name.

Blue Marlin Motel, Inc., retained ownership of the motel property for 38 years—longer than any previous owners. In 2012, after Mr. Wells' death, Mr. Winstead sold the property to Tulsi Hotels LLC, headquartered in Virginia Beach and headed by Mr. Manan Shah.²⁶ Tulsi Hotels LLC, which remains the owner at present, undertook the 2012 renovation of the motel and changed the name to Blue Marlin Inn & Suites.

Dr. John R. and Helen Anderson

Dr. Anderson, a native of Ayden, North Carolina, attended Hampden-Sydney College, was a graduate of the school of dentistry at the University of Tennessee, and was a military veteran of World War II and Korea. Dr. Anderson moved to Virginia Beach in 1940 and during his career was a member of the Virginia Beach Chamber of Commerce, the American Dental Association, the Virginia Dental Association, the Tidewater Dental Association, the Virginia Beach Exchange Club, and the Virginia Beach Innkeepers Association. As noted, the Andersons owned a home in the Birdneck Point neighborhood, where Dr. Anderson also served as a member of the board of directors of the Birdneck Community League.

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Helen Virginia Luhring Anderson, a native of Norfolk, graduated from Goucher College in 1947, then attended the Corcoran School of Art (Washington, D.C.). She also earned her pilot's license in 1948. In 1949, she married John R. Anderson and moved to Virginia Beach. The Andersons had three children: Roland Garrett Anderson, Scott Luhring Anderson, and Virginia Schaffer Anderson. Mrs. Anderson told a newspaper reporter that the couple constructed the motel as an investment to help pay for their children's education.²⁷ While her husband was primarily concerned with the operation of his dental office, Mrs. Anderson managed the Blue Marlin and was active in the Innkeepers of Virginia Beach, serving as treasurer and secretary, and then as a member of the Board of Directors for six years. She was very active in local civic and arts organizations including the Council of Garden Clubs of Virginia Beach and Princess Anne County, the Princess Anne Junior Women's Club, and the Atlantic Mental Health Clinic. Helen Anderson was an award-winning local artist and served as the first chairman of the Boardwalk Art Show—a position she held for three years—and taught art classes as a volunteer at Linkhorn Park Elementary School. She was a Professional Registered member of the National Association of Parliamentarians, served on the national board of directors of that organization, and taught parliamentary procedure at Tidewater Community College and Old Dominion University.

Dr. Anderson died in 1968 at 45 years of age; Mrs. Anderson continued to operate the motel single-handedly through the early 1971, when the property was sold. Mrs. Anderson died in 2010.

William Burton Alderman

Research for the historic context contained in the MPD revealed that William Burton Alderman of Virginia Beach was one of the most active designers of motels in the resort area during the mid-century period. His work helped to usher in an era of highly expressive, Modernist motels designs.

William Burton Alderman was born in Williamsburg, Virginia, on June 30, 1927. He and his twin brother, Ernest H., served in the Army during World War II and then attended the University of Virginia where they both lived on The Lawn.²⁸ William graduated from the University's School of Architecture in 1952. The brothers moved to Richmond, then in 1956 moved to Princess Anne County/Virginia Beach where William Alderman established his architectural firm. The firm completed a variety of projects including residential, commercial, religious, and recreational buildings; health facilities; and produced landscape and interior designs. Seven mid-century resort area motels produced by Alderman have been identified, each of which displayed notable materials and elements of the Modernist style including masonry (concrete) construction, breeze block walls, metal grilles, articulated wall elevations, glass mosaic details, and vaulted arched roofs. While Alderman appears to have been a strong proponent of the emerging Modern style, especially for commercial designs, he also produced several traditional French Provincial and Colonial Revival-style residential buildings. He engaged local contractors, builders, and suppliers including the Doyle Brick Co. (Norfolk/Virginia Beach) for masonry and the Southern Materials Co. (Norfolk) for concrete and prestressed concrete, and often worked with the Yoder family as general contractors. Alderman later worked as an architect with the Naval Facilities Engineering Command at Naval Station Norfolk.

Research indicates that Alderman's earliest Virginia Beach motel design was the now-demolished Plantation Motel, located at 30th Street and Atlantic Avenue. The oceanfront motel, which opened for the 1960 summer season, held 58 guest rooms and included some efficiency units. The motel design combined the new hotel form with a more traditional Colonial Revival appearance, which was noted as a request of the owner to accompany the motel's evocative name.²⁹ During the same time, he was the architect of record for the substantial renovations to the Marshalls Hotel. In the mid-1960s his Virginia Beach motel commissions increased and he is known to have designed at least six others: Holiday House Motel (addition and renovations) (1962) (demolished), Jefferson Manor Motel Apartments (1961-1963) (DHR #134-5383), Crest

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

Kitchenette (1963) (DHR #134-5866), Golden Sands Motel (1965) (demolished), Blue Marlin Lodge (1965-66) (DHR #134-5398), and the Balboa Motel (1969-1970) (demolished). Each of these motels can be described as Modernist in style with concrete-and-steel frames, and at least six of them included a few kitchenette or apartment-style guest units (the Plantation Motel, Jefferson Manor, Crest Kitchenettes, Golden Sands, Blue Marlin, and Balboa). Alderman's architectural designs, therefore, had a profound influence on the development of the Virginia Beach oceanfront as a significant proponent of architectural trends that defined the 1960s resort motel construction.³⁰ The Blue Marlin Lodge is among those that epitomized the modern, informal resort motel form.



Figure 4. Illustration from November 1964 issue of Virginia Record showing house William B. Alderman designed for his brother. The accompanying article refers to the house as “an informal but Early American type house.”

When the Andersons engaged Alderman as the architect of the Blue Marlin Lodge, he had just finished designs for the Jefferson Manor Motel Apartments and the Crest Kitchenette motel. At the time, Alderman's office, at 2706 Pacific Avenue, was just a few blocks away from the site of the future motel.³¹ His design for the two-story, open-walkway motel was an extension of Anderson's existing dental office, which was located on the lot at the Pacific Avenue streetfront. The motel's guest units were set into an L-shaped wing, part of which was covered by a folded-plate roof. The motel property was enhanced by ample parking, a swimming pool, a children's wading pool, and a sun terrace. Although the motel was less structurally expressive than Alderman's earlier designs for the Jefferson Manor and the Crest Kitchenettes, he developed the Blue Marlin with subtle, but elegant ornament and detail. Alderman's use of a folded-plate roof carried from the manager's office through to the dental office, as can be seen in early photographs of the building. The dental office also featured a plastic honeycomb wall partition, a pattern that is echoed in concrete tiles affixed to the south wall of the guest room wing. The balcony railing comprised panels with X-shaped braces and perforated screens and raised concrete blocks defined the edge of the balcony's concrete walkway. The original twin stairs, formerly located at the junction of the L-plan, have been modified, but at the time of construction were enclosed by grilles reflecting the same pattern as the balcony railing. A water feature also was formerly part of the stairhall.

The Andersons, who served as their own contractors on the project but likely were aided by Alderman, engaged subcontractors and suppliers from throughout the Tidewater region. C.S. Yoder (Virginia Beach) was credited with the cement work and structural steel erection for the building, C.D. Gardner (Virginia Beach)

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

completed the rough carpentry, Virginia Beach Roofing Corp.(Virginia Beach) provided the roofing, and the swimming pools were installed by Master Pools, Inc. (Virginia Beach). Several of the artistic touches and interior furnishing were supplied by Norfolk businesses, including the iconic sign created by John Garven that formerly stood at the Pacific Avenue entrance. Ferrell Linoleum & Tile Co., Inc. supplied the exterior tile and stone, light fixtures, millwork, and kitchen cabinets were provided by Norfolk interests Atlantic Electric Corp., Building Supplies Division and General Supply Co., Inc., and Parris Cabinet Co., respectively. John W. Robinson of Portsmouth was the painter and Glenwood W. Cameron of Chesapeake was the plasterer. The Andersons also contributed to the look of the new motel. Dr. Anderson, a plant lover, designed and planted the landscaping beds around the motel, and designed and constructed the wooden three-dimensional ornaments placed along the fence enclosing the pool area. Mrs. Anderson, an artist, made the final selections of the interior colors and materials.³²



Figure 5. Illustration from the February 1966 issue of Virginia Record highlighting The Blue Marlin Lodge in Virginia Beach, designed by William Burton Alderman.

The Blue Marlin Lodge was Alderman’s sixth motel design and is one of only three still extant in the area. No two of Alderman’s designs were identical, and the Blue Marlin is the last extant example that reflects his dexterity with the new motel form and modern aesthetic. Although research completed to date has not determined the architect for the 1977 addition, it is likely that Alderman was involved in the designs since the architect was a friend of then-owner Gene Wells and was in active practice with his office located just south of the Blue Marlin at 22nd Street and Pacific Avenue. Mr. Alderman died in 2012.

Integrity and Registration Requirements

The Blue Marlin Lodge was one of 20 properties evaluated as part of the Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970) MPD and was one of 14 properties recommended as eligible or potentially eligible. The MPD states that properties recommended eligible “were those that retain their original location and were built within the identified period of significance as lodgings primarily for summertime vacationers. The properties also retain their original footprint, a majority of exterior materials, and key architectural and site features.”³³

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

As an excellent example of the Associated Property Subtype of a Resort Motel, the Blue Marlin Lodge reflects the distinctive “Florida-style” motel form that emerged during the mid-1950s, appearing first in Virginia Beach in 1955. Distinguishing features of the popular style included open balconies, outside access to rooms, on-site amenities, and masonry and steel construction. The motels were Modernist in character as expressed by the emerging concrete construction technology; low, sleek, and horizontally oriented building profiles; expansive use of glass and metal; and limited applied ornamentation, which was often geometric in design rather than classically derived. Notably, the architectural aspects of the Resort Motel property subtype are primarily related to scale, vertical arrangement of units, and masonry construction techniques.

The Blue Marlin retains good overall integrity. The motel remains on its original site, thus retaining integrity of **Location**. Although altered in some ways over the years, the Blue Marlin still retains good integrity of **Design**. The MPD Registration Requirements make allowance for alteration of certain elements, stating that for integrity of design the building should retain “any distinctive architectural details of the original design, even if they are only minimally legible.” The Blue Marlin retains much of its original design character and the folded-plate roof over the east-end guest wing and office area is intact. The Blue Marlin retains good integrity of **Setting** since it retains its original pool and sun terrace in the original location and retains on-site parking.

The Blue Marlin retains good integrity of **Materials** by retaining “a majority of exterior materials,” including the concrete block exterior walls, concrete walkways and balconies, concrete stairs, and original metal screen railings and metal pipe columns. The original guest room doors and windows have been replaced with in-kind units; however, such alterations are permissible under the MPD Registration Requirements.

The Blue Marlin also retains good integrity of **Workmanship**, which is conveyed through the method of construction (masonry), the individual structural components, concrete details along the edge of the balcony walkway, the open concrete stairs, and the metal screen railings.

The Blue Marlin retains very good integrity of **Association** since it was built during the identified period of significance (1955-1970), within the defined geographic resort area, and for the purpose of providing overnight accommodations. The Blue Marlin Lodge was constructed in 1965 on Pacific Avenue as a motel that primarily provided overnight accommodations to tourists to Virginia Beach. The motel included units equipped with efficiency kitchenettes, which was a popular industry trend among the oceanfront resort motels and hotels and allowed the motel to offer units for short-term rental during the off-season.

Historic Context

The following historic context is drawn from the Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970) MPD, which presents an in-depth narrative on the historical development of the Virginia Beach oceanfront. During the 1950s and 1960s, many of the motels in the resort area were operated on a seasonal business, closing in September for the winter months and re-opening in May. The older cottage-style lodgings and older hotels on the oceanfront generally offered guest rooms for vacationers with meals provided in a communal dining room (usually in a formal setting). In the post-World War II period, ownership of automobiles increased, and travelers became more mobile. These travelers also were searching for accommodations that afforded them autonomy of movement with a less formal atmosphere than the older hotel settings. Throughout the nation, the hospitality industry was poised for substantial growth and Virginia Beach motels and hotels benefitted from the construction of road improvements and proximity to numerous population centers. In 1955, on the eve of the 50th anniversary of Virginia’s incorporation as a town, a local newspaper noted the mid-century influx of visitors and the accompanying boom in motel construction:

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

...even greater popularity among the vacationing public came to Virginia Beach after the close of hostilities in the war that ended in 1945. Service personnel who had visited the resort during the war returned with their families and after building restrictions were lifted new accommodations were built and many old places remodeled.

The building boom is still going on today and each year finds new and modern tourist accommodations entering the resort picture, with new business places constantly expanding the business district.

In the past two to three years among tourist accommodations the trend has been to the construction of motel-type establishments. The latest to enter this field is the new Holiday Sands Motel at 11th Street and Oceanfront [designed by William B. Alderman] and a new ultra-modern motel is now under construction at 40th Street and Oceanfront [the Aeolus Motel, designed by the Fort Lauderdale architectural firm of Gambel, Pownall, & Gilroy].³⁴

As the MPD historic context details, during the early 1960s the inclusion of kitchenettes within motel guest room units was a major industry trend. Kitchenette units were marketed to guests as a way for families, particularly, to reduce the costs associated with vacationing.³⁵ Apartment-style accommodations and kitchenettes were prevalent along Pacific Avenue, just a block from the ocean, where the addition of amenities such as kitchen facilities were touted instead of an ocean view and dining room. For the property owners, the addition of kitchenettes expanded their rental options. Such units allowed motels to remain open and generate income during the off-season by offering short term rentals, often to schoolteachers or to bachelors, rather than closing completely. When the Blue Marlin Lodge opened in 1965, several of the latest motels included kitchenette units, including Alderman's recent designs for the Jefferson Manor Motel Apartments and the Crest Kitchenette.

According to longtime Virginia Beach motel owners Mr. Jimmy Capps and Mr. Oliver Joyner, the rise of the kitchenette also coincides with an increase in the cost of building motels. Prior to the motel building boom of the 1960s, many of the accommodations along the oceanfront were older shingle-style cottages that had expanded with multiple small additions over time. Those properties were often family-run businesses that had been in the same family for several decades. Owners added on to their properties as they could afford it. John Jakle explores a similar phenomenon in his book, *The Motel in America*, as he discusses the rise of the mom-and-pop motel operation in the 1930s: "Mom and Pop approached business expenses in the same way that they did their personal budget: they bought only what they could afford with cash on hand."³⁶ Particularly in the early days of the tourist cottage and motel courts, owners who had had a good summer season would spend the winter adding a few more cabins to the courtyard. But by the early 1960s along the Virginia Beach oceanfront, the demand for accommodations was surging and the cost of land was rising. Entrepreneurs looking to build entirely new hotels were attracted, not to the rambling shingled style of the early-twentieth century, but instead to the new Modern styles promoted in popular lifestyle publications like *LIFE* magazine and in trade magazines as they attempted to make their establishment stand out. The cost of building the new Modern concrete-and-steel structures, along with the rising cost of land, meant that entrepreneurs interested in getting into the motel business often had to take out a loan to cover construction and start-up costs. This was certainly the case for the Andersons, who placed their property in a Deed of Trust for \$67,500 with Tunstall Whitfield-Knight, Inc., of Norfolk, over a term of 20 years at 6% interest to be paid in 240 payments.³⁷ As banks required monthly payments on loans all year long, regardless of the ebbs and flows of tourism, the new motels were

Blue Marlin Lodge
Name of Property

City of Virginia Beach, VA
County and State

often equipped with heat, kitchens, and apartment-style accommodations to provide an income during the off-season through short-term rentals.³⁸

The Blue Marlin Lodge represents mid-century period of development in the oceanfront resort area of Virginia Beach. As one of several “Florida-style” motels, it featured guest rooms that had direct exterior access to an open walkway or balcony and on-site parking and swimming pool amenities. The motel offered both standard guest rooms and efficiency units. The low-rise profile of the building, its concrete-and-steel construction, and its limited, but elegant detailing also reflect the tenets of the emerging motel style, which was highly influenced by the Modernist Movement.

Beyond its architecture, however, the Blue Marlin Lodge also is significant for its role in Virginia Beach’s mid-century commercial history, especially with regard to the hospitality industry. Although Virginia Beach had enjoyed a reputation as a resort and vacation destination, the post-World War II period and the growth in the U.S. economy provided the middle class with increased disposable income and the leisure to travel. The construction of the mid-century motels, including the Blue Marlin, was a response to the success of the new informal lodgings and the demand for additional guest rooms in the oceanfront area.

The ownership history of the Blue Marlin Lodge also is interesting as a reflection of the hospitality industry as a means by which women and immigrant families gained business clout and financial independence. Mrs. Anderson was the primary manager of the motel in its early years and was an active member and officer in the Innkeepers of Virginia Beach. The Vakos family, who owned the motel for a brief period, are a highly regarded Greek-immigrant family with deep roots in Virginia Beach’s hospitality industry. Their endeavors continue today. The current owner, Mr. Manan Shah, is an immigrant from India whose role in a local development company has brought him business success. The rise of Indian-American ownership of motels is documented in Pawan Dhingra’s *Life Behind the Lobby: Indian American Motel Owners and the American Dream* (2012). At the time the book was written, Dhingra noted that one out of every two motels in the United States was owned independently (i.e., non-chain) by an Indian American, mostly from the Indian state of Gujarat (where Mr. Shah attended university), and that such owners take great pride in autonomous professions and working for themselves:

These motel owners have created what likely is the largest ethnic enterprise in U.S. history. They claim about half of all the nation’s motels and hotels, with a concentration in lower- and middle-budget motels.... Indian American motel owners appear as the American dream incarnate—self-employed, self-sufficient, boot-strapping immigrants who have become successful without government intervention.³⁹

After earning his bachelor’s degree in engineering in 2002 from Gujarat University in Ahmedabad, India, Mr. Shah moved to New York to pursue a master’s degree. A chance encounter led him to the U.S. Air Force as a supply analyst at Langley Air Force Base in Hampton. It was during that time that he realized his true calling of business ownership. He started his own business with the purchase of a small gas station and convenience store and in 2007, he joined the Virginia Beach-based Plaza Group, of which Tulsi Hotels LLC is a part. Mr. Shah’s organization currently owns and operates 14 hotels, two convenience stores, and several other businesses in the Tidewater, Virginia, and Elizabeth City, North Carolina, areas.⁴⁰ Mr. Shah has stated his admiration for the mid-century character of the Blue Marlin, which he intentionally retained and restored during the 2012 renovation.⁴¹ While his association with the property is recent, it is notable and one that connects the Blue Marlin Lodge and its owners to the commercial, social, and architectural history of the mid-century motels in Virginia Beach’s oceanfront resort area.

Jefferson Manor Motel Apartments (134-5383)
Name of Property

Virginia Beach, Virginia
County and State

9. Major Bibliographical References

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

- Alderman, William Burton, Obituary. *The Virginian-Pilot*, August 1, 2012.
- American Architects Directory: Biographical Section. 1962. Electronic Document, http://content.aia.org/sites/default/files/2018-09/Bowker_1962_A.pdf. Accessed October 5, 2020.
- Anderson, Helen V.L., Obituary. *The Virginian-Pilot*, February 5, 2010.
- “Helen Virginia Luhring Anderson,” Find A Grave, <https://www.findagrave.com/memorial/113280475/helen-virginia-anderson>.
- “Dr. John R. Anderson, 45, Dentist, of Va. Beach,” Obituary. *The Virginian-Pilot*. June 9, 1968.
- Dhingra, Pawan. *Life Behind the Lobby: Indian American Motel Owners and the American Dream*. Stanford, CA: Stanford University Press, 2012.
- Giller, Norman M. and Sarah Giller Nelson. *Designing the Good Life: Norman M. Giller and the Development of Miami Modernism*. University Press of Florida, 2007.
- Holden, Suzanne. “Callistamen Says ‘Can Do’ Despite California’s ‘Nay’.” *The Beacon*. June 8, 1969.
- Jakle, John A., Keith A. Sculle, Jefferson S. Rogers. *The Motel in America*. Baltimore: Johns Hopkins University Press, 1996.
- Kirchen, Kristin H. and Debra A. McClane, National Register of Historic Places Nomination Form, “Jefferson Manor Motel Apartments,” (#134-5383), February 2021.
- Mansfield, Stephen S. Mansfield. *Princess Anne County and Virginia Beach: A Pictorial History*. Norfolk/Virginia Beach: The Donning Company Publishers, 1989.
- McClane, Debra A. and Kristin H. Kirchen. National Register of Historic Places Multiple Property Documentation Form, “Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)” (#134-5721), November 2020.
- Motels, Hotels, Restaurants and Bars: An Architectural Record Book*. New York: McGraw Hill Book Company, 1960.
- Pennecke, Sandra J. “From India to Hampton Roads, Chesapeake Entrepreneur Continues to Make his Mark.” Inside Business, *The Virginian-Pilot*, August 21, 2021.
- Sampson and Associates Architects, P.C. [Virginia Beach] “Alterations to the Blue Marlin Motel, 2411 Pacific Avenue, Virginia Beach, Virginia.” Architectural drawings, revised April 30, 2012. Courtesy of Daniel L. Sampson.

Jefferson Manor Motel Apartments (134-5383)
Name of Property

Virginia Beach, Virginia
County and State

“Va. Beach Motel Sold.” *The Virginian-Pilot*, November 1, 1963, 46.

Virginia Beach Accommodation Directories and Virginia Beach Visitor’s Guides, Edgar T. Brown Collection, The Virginia Beach Public Library.

Virginia Beach Deed Books and Map Books. Office of the Clerk of the Circuit Court, Virginia Beach, VA.

Virginia Record

“New AIA Members,” Vol. LXXXII No. Five (May) 1960, 6.

---. “New Virginia Beach Motel Completed,” *Virginia Record* Vol. LXXXIII No. Eleven (November) 1961, 34.

---. “The Blue Marlin Lodge.” Vol. LXXXVIII No. Two (February) 1966, 55.

---. “The Virginia Architect Section: Tidewater Architecture.” Vol. LXXX No. Eight (August) 1958, 9.

---. “Three Projects by William Burton Alderman, AIA: Jefferson Manor Apartments, Crest Kitchenette Apartments, Norfolk Dental Offices.” Vol. LXXXVI No. Five (May 1964) 26-27.

Virginian-Pilot, The [newspaper]. Various obituary listings and articles pertaining to the motel industry and motel owners.

Personal Communication

Jimmy Capps, third generation motel owner and operator, current owner and General Manager of The Breakers Resort Inn, October 20, 2020.

Oliver Joyner, second generation motel owner and operator, owner and General Manager of The Capes Hotel, October 20, 2020.

Mrs. Jimmie Koch, current owner and operator of the Cutty Sark Motel and Efficiencies, June 2, 2021.

Mr. Anup Patel, Manager, Blue Marlin Inn & Suites, July 27, 2021.

Mark Reed, Historic Preservation Planner, City of Virginia Beach, electronic mail message, May 31, 2022.

Daniel L. Sampson, Architect, July 27, 2021.

Manan Shah, Owner, current owner Blue Marlin Inn & Suites, July 20, 2021; April 7, 2022.

John Vakos, Sr., former owner of the Blue Marlin Lodge and longtime Virginia Beach hotelier, April 29, 2022.

Robert L. Winstead, former co-owner of the Blue Marlin Motel and Efficiencies, December 9, 2021 and April 28, 2022.

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # _____

recorded by Historic American Engineering Record # _____

recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office

Other State agency

Jefferson Manor Motel Apartments (134-5383)
Name of Property

Virginia Beach, Virginia
County and State

- Federal agency
 Local government
 University
 Other

Name of repository: Virginia Department of Historic Resources, Richmond Virginia:
Planning and Community Development Department, City of Virginia Beach, Virginia
Historic Resources Survey Number (if assigned): 134-5398

10. Geographical Data

Acreeage of Property .5 acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 36.852890 | Longitude: -75.977140 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The boundaries of the listed property coincide with the boundaries of the associated tax parcel (GPIN 24271907160000). The T-shaped parcel extends east from Pacific Avenue, then south to 24th Street. The enclosed City of Virginia Beach tax parcel map shows the true and correct historic boundary.

Boundary Justification (Explain why the boundaries were selected.)

The selected boundaries correspond with the historic boundaries of the property owned by Dr. and Mrs. Anderson when they built the Blue Marlin Lodge, and as re-subdivided and merged as Parcel X in 1984 by owners Blue Marlin Motel, Inc. (Robert L. Winstead and Arthur Eugene Wells). The property's historic setting and all known associated historic resources have been included within the historic boundary.

Jefferson Manor Motel Apartments (134-5383)
Name of Property

Virginia Beach, Virginia
County and State

11. Form Prepared By

name/title: Debra A. McClane
organization: Debra A. McClane, Architectural Historian
street & number: 4711 Devonshire Road
city or town: Richmond state: Virginia zip code: 23235
e-mail: dmcclane1@verizon.net
telephone: 804/233-3890
date: September 2022

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: The Blue Marlin Lodge

City or Vicinity: City of Virginia Beach

County: N/A State: Virginia

Photographer: Debra A. McClane and Tulsi Hotels LLC (as noted)

Date Photographed: 2014; July 21, 2020; July 26-27, 2021

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo 1 of 15 VA_VirginiaBeach_BlueMarlinLodge_0001
General view of property, looking east

Photo 2 of 15 VA_VirginiaBeach_BlueMarlinLodge_0002
Historic guest room wing, looking north

Photo 3 of 15 VA_VirginiaBeach_BlueMarlinLodge_0003
Motel office and guest room wing, looking east

Jefferson Manor Motel Apartments (134-5383)

Name of Property

Virginia Beach, Virginia

County and State

Photo VA_VirginiaBeach_BlueMarlinLodge_0004
4 of 15 Detail view of motel office and folded-plate roof (2014, Tulsi Hotels LLC)

Photo VA_VirginiaBeach_BlueMarlinLodge_0005
5 of 15 Detail, folded-plate roof, from second-floor balcony

Photo VA_VirginiaBeach_BlueMarlinLodge_0006
6 of 15 Concrete stair with X-brace and metal screen railing

Photo VA_VirginiaBeach_BlueMarlinLodge_0007
7 of 15 Second-floor balcony, looking west

Photo VA_VirginiaBeach_BlueMarlinLodge_0008
8 of 15 Swimming pool, looking northeast (2014, Tulsi Hotels LLC)

Photo VA_VirginiaBeach_BlueMarlinLodge_0009
9 of 15 Interior, motel office

Photo VA_VirginiaBeach_BlueMarlinLodge_0010
10 of 15 Interior, kitchenette unit

Photo VA_VirginiaBeach_BlueMarlinLodge_0011
11 of 15 Interior, kitchenette unit (2014, Tulsi Hotels LLC)

Photo VA_VirginiaBeach_BlueMarlinLodge_0012
12 of 15 Interior, kitchenette unit

Photo VA_VirginiaBeach_BlueMarlinLodge_0013
13 of 15 South Motel Building (non-contributing), looking south

Photo VA_VirginiaBeach_BlueMarlinLodge_0014
14 of 15 South Motel Building (non-contributing), looking northwest

Photo VA_VirginiaBeach_BlueMarlinLodge_0015
15 of 15 South Motel Building (non-contributing), interior, guest room

Figures

Figure 1. View of folded-plate roof over enclosed office, from second-floor level.

Figure 2. Looking northwest at the east (right) and south (left) elevations of the original guest room wing.

Note folded-plate roofs extending to the east and the honeycomb concrete tile cladding on the south elevation. The later frame fence around the pool area is seen in the lower left.

Figure 5. Detail of metal railing along second-floor balcony.

Figure 4. Illustration from November 1964 issue of Virginia Records showing house William B.

Alderman designed for his brother. The accompanying article refers to the house as “an informal but Early American type house.”

Figure 5. Illustration from the February 1966 issue of Virginia Record magazine, highlighting The Blue Marlin Lodge in Virginia Beach, designed by William Burton Alderman.

Jefferson Manor Motel Apartments (134-5383)
Name of Property

Virginia Beach, Virginia
County and State

Additional Documentation

1. Illustration from the May 1964 issue of *Virginia Record* highlighting the work of William Burton Alderman.
2. Blue Marlin Lodge, postcard, 1961.
3. Blue Marlin Motel and Efficiencies, postcard, 1978.
4. Dr. John R. Anderson and Mrs. Helen Virginia Luhring Anderson.
5. William Burton Alderman as a fourth-year student at the University of Virginia, 1952, and as a young professional architect in 1960.
6. William Burton in the University of Virginia student chapter of the American Institute of Architects, 1952.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

ENDNOTES

- ¹ "The Blue Marlin Lodge," *Virginia Record*, Vol. LXXXVIII, No. Two (February) 1966, Page 55. Accessed online <https://usmodernist.org/AIAVA/AIAVA-1966-02.pdf>. This article provides numerous details concerning the design and construction of the motel.
"Legals [classified ads]," *Virginian-Pilot*, April 27, 1964, Page 29. Under "Virginia Beach Borough": "XVIII. Application for Dr. and Mrs. John Anderson by William B. Alderman for a Use Permit to construct an eight unit motel..." The final design, however, included additional guest room units.
- ² Virginia Beach (VB) Deed Book 747:443. Deed between Fred W. Issacs and Edith R. Issacs, his wife, to John R. and Helen L. Anderson, September 11, 1962.
- ³ Mr. Anup Patel, Personal Communication with Debra A. McClane, July 27, 2021; Daniel L. Sampson, Sampson and Associates Architects, P.C., Personal Communication with Debra A. McClane, Telephone interview, July 27, 2021; Sampson and Associates Architects, P.C. [Virginia Beach] "Alterations to the Blue Marlin Motel, 2411 Pacific Avenue, Virginia Beach, Virginia." Architectural drawings, revised April 30, 2012. Mr. Sampson kindly provided copies of his drawings and some photographs to the author.
- ⁴ *Virginia Record*, February 1966:55.
- ⁵ VB Map Book 185:44, Parcels 2A and 2B combined as Parcel X by Blue Marlin Motel. Inc., June 28, 1984.
- ⁶ Robert L. Winstead, Personal Communication with Debra A. McClane, Telephone interviews, December 9, 2021 and April 28, 2022. Mr. Winstead stated that he was not involved in day-to-day operations at the motel, but helped his cousin seasonally and served as a financial backer in the endeavor. He confirmed that Mr. Wells and Mr. Alderman were friends and felt strongly that Mr. Alderman was the architect for the addition, but did not have any documentation to support that assumption.
- ⁷ Robert L. Winstead, Personal Communication, April 28, 2022.
- ⁸ Mr. Manan Shah, Personal Communication with Debra A. McClane, Telephone Interview, April 7, 2022. VB Instrument #2012000033745, Deed between Blue Marlin Motel, Inc. and Tulsi Hotels LLC, March 19, 2012.
- ⁹ *Virginia Record*, February 1966:55.
- ¹⁰ Daniel L. Sampson, Personal Communication, July 27, 2021.
- ¹¹ *Virginia Record*, February 1966:55. In Suzanne Holden, "Callistamen Says 'Can Do' Despite California's 'Nay'" *The Beacon*, June 8, 1969, Dr. Anderson is noted as having planted a callistamen (bottle brush tree), a rarity in the Virginia Beach area, at the front of the motel.
- ¹² Debra A. McClane and Kristin H. Kirchen, National Register of Historic Places Multiple Property Documentation Form, "Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)," November 2020. Copy on file, Department of Historic Resources, Archives, Richmond, VA.

Jefferson Manor Motel Apartments (134-5383)

Name of Property

Virginia Beach, Virginia

County and State

- ¹³ Holden.
- ¹⁴ McClane and Kirchen 2020:7; Stephen S. Mansfield, *Princess Anne County and Virginia Beach: A Pictorial History* (Norfolk/Virginia Beach: The Donning Company Publishers, 1989), 79.
- ¹⁵ Herrick married Jennie L. Fisher (1873-1946) in 1891 after his first wife Olivia died.
- ¹⁶ Mark Reed, Personal Communication with Debra A. McClane, Electronic mail message, May 31, 2022. Mr. Reed provided the following information and references: The Seatack Life Saving Station was constructed in 1878 at the southeast corner of the subject block. When the station moved across the street to the oceanfront, the old building was retained and was possibly reused to house horses that pulled the life saving boats. The federal government retained ownership of the site, which was redeveloped in the 1930s as a post office. See Item "Treasury Department, U.S. Life Saving Service, Washington, D.C.," *The Virginian-Pilot*, May 13, 1902, page 2 and "New Life Saving Station Accepted," *The Virginian-Pilot*, July 21, 1903, page 3.
- ¹⁷ VB Deed Book 83:268, Virginia Beach Development Company to Jennie L. Herrick, October 12, 1909.
- ¹⁸ *Shelley v. Kraemer* (1948) held that racially restrictive covenants in land transactions were unconstitutional. The practice continued, however, until passage of The Fair Housing Act of 1968 (Title VIII of the Civil Rights Act), which outlawed the inclusion of such restrictions in deeds. 42 U.S.C. 3601 et seq., 1968.
- ¹⁹ VB Deed Book 98:348, A.C. Smith to J.C. Herrick, November 26, 1910.
- ²⁰ VB Deed Book 195:560, Jennie L. Herrick to Henry Jaffe, January 12, 1939. "Mrs. Virginia Herrick Succumbs in California," *The Virginian-Pilot* (published as *Norfolk Virginian-Pilot*) May 21, 1946, page 24. Some records indicate that Jennie Herrick divorced James Herrick in 1928 on grounds of desertion; however, Mr. Herrick's obituary lists her as his wife and her obituary lists her as his widow.
VB Deed Book 265:153, Henry and Leah Jaffe to Max and Dorothy Moore, July 30, 1949.
VB Deed Book 296:98, Town of Virginia Beach to Max and Dorothy Moore, December 13, 1951, see also VB Deed Book 283:534, Norfolk and Southern Railroad to Town of Virginia Beach, December 15, 1950.
- ²¹ VB Deed Book 336:492, Max T. and Dorothy D. Moore to J.R. Anderson, August 1, 1953; VB Deed Book 747:443, Fred W. and Edith R. Isaacs to John R. and Helen L. Anderson, September 11, 1962; Virginia Beach Property Card, 2411 Pacific Avenue. Copy obtained from Office of the Real Estate Assessor, Virginia Beach. A 1954 Virginia Beach telephone directory lists Dr. Anderson's office and two other occupants at 2411 Pacific Avenue. *Cross Reference Directory: Virginia Beach* (Independence, KS.: City Publishing Co., 1954). Accessed online at: <https://archive.org/details/crossreferencedi1954unse>.
- ²² Holden; Mrs. Jimmie Koch, Personal Communication with Debra A. McClane, Interview June 2, 2021.
- ²³ VB Deed Book 1198:384, Grover C. Wright, Jr., Special Commissioner et al, Helen L. Anderson, widow, et al, to Beach Realty Corp., March 31, 1971.
- ²⁴ John Vakos, Sr., Personal Communication with Debra A. McClane, Telephone Interview, April 29, 2022. Mr. Vakos, his son Matthew, and other Vakos family members continue to spearhead commercial and residential development projects in the Virginia Beach area. <http://www.vakosdevelopment.com/home.html>. "George William Vakos," obituary, *The Virginian-Pilot*, February 25, 2019. Accessed online at: <https://www.legacy.com/us/obituaries/pilotonline/name/george-vakos-obituary?id=15598253>. Judge Vakos' obituary notes that he was instrumental in crafting the Merger Agreement between the City of Virginia and Princess Anne County and prepared the first legal code for the reorganized City of Virginia Beach in 1963.
- ²⁵ The Sessoms acquired the property from Robert M. and Mary W. Faust. Mr. Faust was a World War II veteran and retired from the Navy after 24 years of service. He also was the owner of the Norwegian Lady Restaurant and Sambo's restaurants in the Virginia Beach area and was active in the Virginia Beach Chamber of Commerce and the Virginia Restaurant Association. He died in 1978. VB Deed Book 1342:622, Robert M. Faust and Mary W. Faust to W.D. Sessoms; "Robert M. Faust, 57, Virginia Beach Restaurant Owner Dies," *The Virginian-Pilot and the Ledger-Star*, July 30, 1978, page 25.
William Douglas Sessoms, a native of Bertie County, North Carolina, was president of the Doug Sessoms Realty Group. His wife, Willie Copeland Sessoms, was a native of Ahoskie, North Carolina, and moved to Virginia Beach to teach at the Malibu Elementary School. Mr. Sessoms died in 1981 and Mrs. Sessoms died in 2020. Their son, William D. Sessoms, Jr., served as Mayor of Virginia Beach from 2008-2018. VB Deed Book 1453:131, W.D. Sessoms and W.C. Sessoms to Blue Marlin Motel, Inc., September 5, 1974; "W. D. Sessoms, Sr., Retired President of Realty Company," obituary, *The Virginian-Pilot*, May 18, 1981, page 22; "Willie C. Sessoms," Tribute Archive. Accessed online at: <https://www.tributearchive.com/obituaries/18400603/Willie-C-Sessoms>;

Jefferson Manor Motel Apartments (134-5383)

Name of Property

Virginia Beach, Virginia

County and State

- “Arthur Eugene ‘Gene’ Wells” obituary, April 11, 2012. Accessed online at: <https://www.legacy.com/obituaries/legacy/obituary.aspx?n=arthur-eugene-wells-gene&pid=156933929&fhid=12188>. VB Map Book 185:44, Resubdivision of Property of Blue Marlin Motel, Inc.
- ²⁶ Instrument #2012000033745, Blue Marlin Motel, Inc. to Tulsi Hotels LLC, March 19, 2012.
- ²⁷ Holden.
- ²⁸ “William B. Alderman,” Obituary, *The Virginian-Pilot*, August 1, 2012; “William Burton Alderman,” *Virginia Record*, Vol. LXXXII, No. Five (May) 1960:6; *University of Virginia Lawn Resident Directory, 1895-1995* (Charlottesville, VA: Office of University Development, [1995]). Mr. Alderman is buried at the Forest Lawn Cemetery on the City of Richmond’s North Side.
- ²⁹ “New Virginia Beach Motel Completed,” *Virginia Record* Vol. LXXXIII No. Eleven (November 1961), 34.
- ³⁰ Kristin H. Kirchen and Debra A. McClane, Iron Dog Preservation LLC, National Register of Historic Places Nomination Form, “Jefferson Manor Motel Apartments,” (#134-5383), February 2021.
- ³¹ Alderman’s first office, listed in the 1962 American Institute of Architects’ Directory, was at 21st and Mediterranean, but he soon moved to 2706 Pacific Avenue. By 1967, the firm moved to 2206 Pacific Avenue, where it remained for the rest of Alderman’s career.
- ³² *Virginia Record*, February 1966:55.
- ³³ McClane and Kirchen 2020:35.
- ³⁴ “Ocean Vistas and Pleasant Climates Drew Notables and Commoners Alike to Beach,” *Virginia Beach Sun-News*, July 7, 1955, Special Section A, 2. Accessed online at: https://archive.org/details/Virginia_Beach_Sun-News_1955-07/page/n20/mode/1up. “Va. Beach Motel Sold.” *The Virginian-Pilot*, November 1, 1963, 46.
- ³⁵ *Motels, Hotels, Restaurants, and Bars*, [Architectural Record, eds.], 1960:6, 18.
- ³⁶ John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America* (Baltimore: Johns Hopkins University Press), 1996: 63.
- ³⁷ VB Deed Book, John R. Anderson and Helen L. Anderson to L.W. Richardson and Richmond Moore, Jr., trustees, January 15, 1965. The property remained subject to this Deed of Trust through 1974, when it was satisfied and released.
- ³⁸ Kirchen and McClane 2021; Jimmy Capps and Oliver Joyner, Personal Communication with Debra A. McClane and Kristin H. Kirchen, October 20, 2020.
- ³⁹ Pawan Dhingra, *Life Behind the Lobby: Indian American Motel Owners and the American Dream* (Stanford, CA: Stanford University Press, 2012), 1.
- ⁴⁰ Sandra J. Pennecke, “From India to Hampton Roads, Chesapeake Entrepreneur Continues to Make his Mark,” *Inside Business*, *The Virginian-Pilot*, August 21, 2021. Accessed online at: <https://www.pilotonline.com/inside-business/vp-ib-manan-shah-0823-20210821-5zraofyrwbethctcenzyv3hwi4-story.html>.
- ⁴¹ Manan Shah, Personal Communication, April 7, 2022.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Blue Marlin Lodge
Name of Property
Virginia Beach, VA
County and State
Virginia Beach Oceanfront Resort Motels and
Hotels (1955-1970)
Name of multiple listing (if applicable)

Section number Additional Documentation

Page 1



JEFFERSON MANOR
APARTMENTS
VIRGINIA BEACH



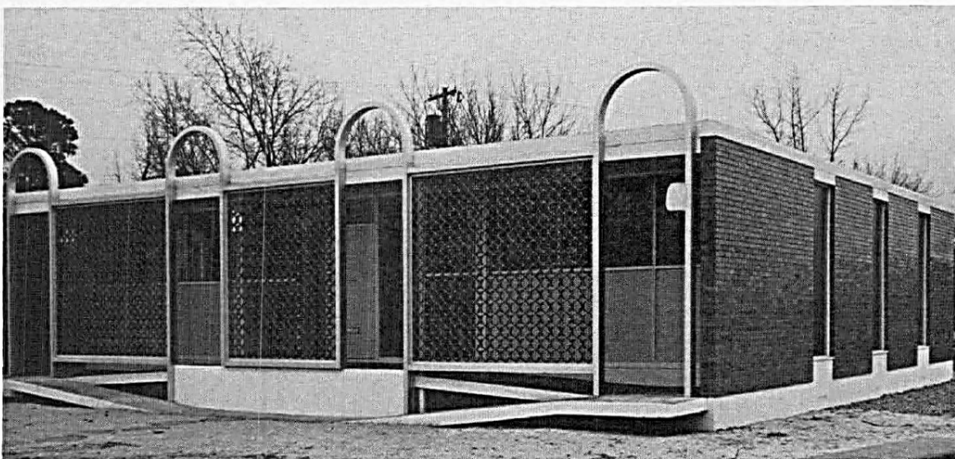
▲ CREST
KITCHENETTE
MOTEL

THREE PROJECTS

BY
WILLIAM BURTON ALDERMAN, AIA

ALFRED ABIOUNESS
Mechanical Consultant
N. C. EDGE
Structural Consultant

▼ NORFOLK DENTAL OFFICES
For Dr. Gerald Einhorn



PAGE TWENTY-SIX

VIRGINIA RECORD

Founded 1878

1. Illustration from the May 1964 issue of *Virginia Record* featuring recent work by William Burton Alderman. Note that all three projects are executed in a Modernist style using concrete and steel elements. The accompanying article notes that in the design for the dental office (bottom photo), “The architect was allowed complete freedom in design which resulted in open planning and flexibility throughout the entire building. The dentist and architect, together with the dentist’s wife, selected blue glazed brick for the exterior side panels with textured charcoal-brown brick behind forming cavity walls for its acoustic value, insulation value, and for bearing walls.” Perhaps the Andersons knew the Einhorns through professional circles and felt comfortable working with Alderman on the Blue Marlin Lodge design.

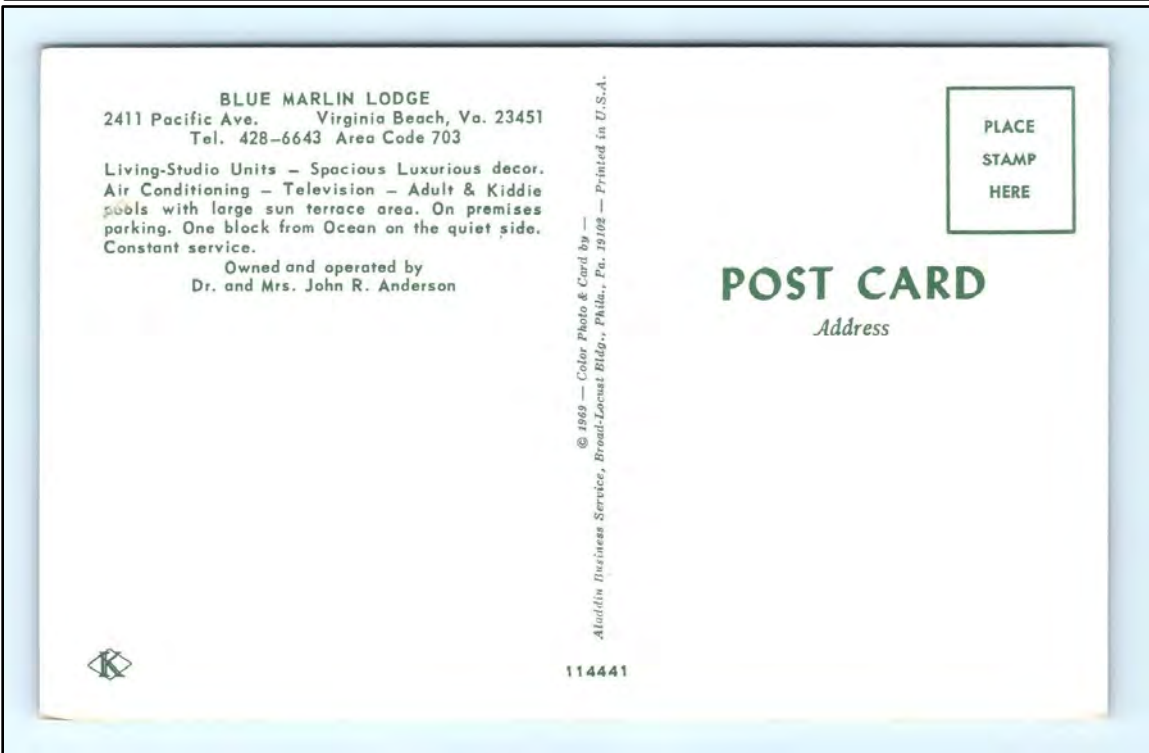
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Blue Marlin Lodge
Name of Property
Virginia Beach, VA
County and State
Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)
Name of multiple listing (if applicable)

Section number Additional Documentation

Page 2



2. Blue Marlin Lodge postcard, front (above) and verso (below), 1969. On the front, a full view of the motel shows Dr. Anderson’s one-story dental office fronting onto the street sidewalk, the motel office, and the two-story guest room wing at the back. The former twin stairs beneath the folded-plate roof are enclosed by metal grilles. The pool and the decorative motifs designed by Dr. Anderson are seen at the far right and in the inset image.

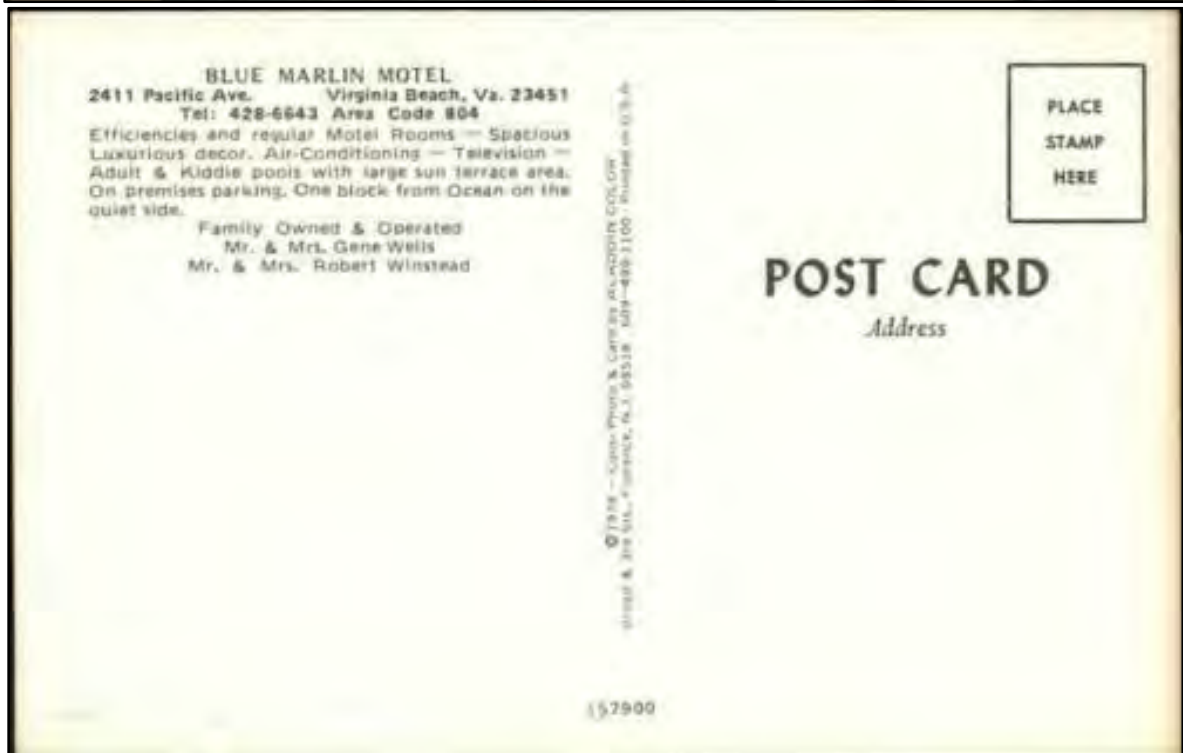
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Blue Marlin Lodge
Name of Property
Virginia Beach, VA
County and State
Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)
Name of multiple listing (if applicable)

Section number Additional Documentation

Page 3



3. The Blue Marlin Motel and Efficiencies, front (above) and verso (below), 1978. This image shows the building following the renovation of the one-story wing into guest rooms and the subsequent addition of a second floor. Note that the twin stairs are in the original location. This card reused the image of the swimming pool from the previous card. In 1984, the children's wading pool was removed due to an expansion of the parking lot.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Blue Marlin Lodge

Name of Property

Virginia Beach, VA

County and State

Virginia Beach Oceanfront Resort Motels and
Hotels (1955-1970)

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 4



4. Dr. John R. Anderson (1922-1968) (left) and Helen Virginia Luhring Anderson (1925-2010) (right) married in 1949. They hired architect William Burton Alderman to design the Blue Marlin Lodge, which opened in 1965. After Dr. Anderson's death, Mrs. Anderson retained the property until 1971.

Both images from *Find a Grave*: <https://www.findagrave.com/memorial/113280475/helen-virginia-anderson>.

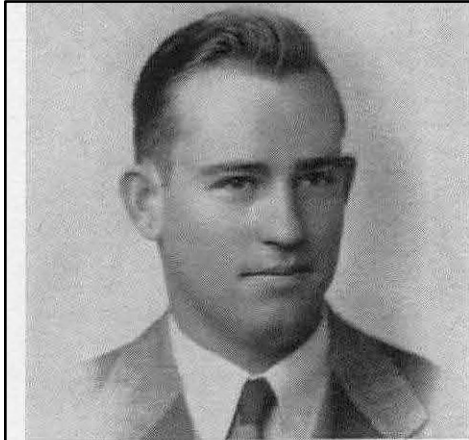
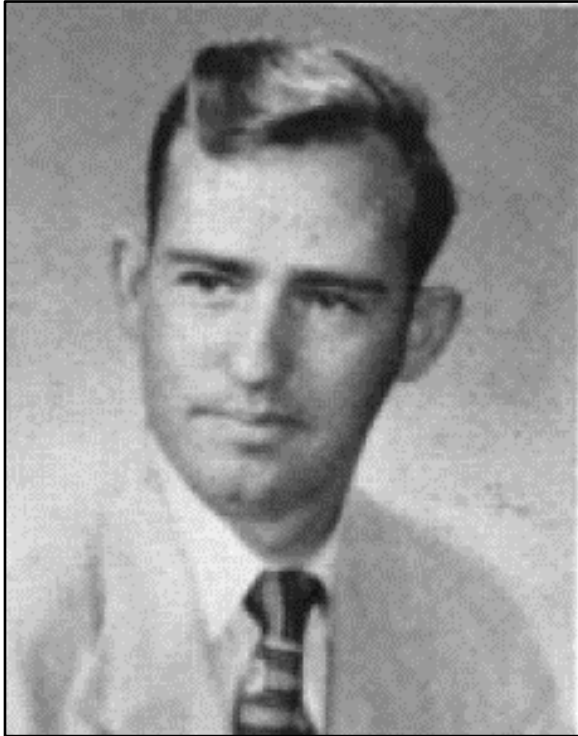
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Blue Marlin Lodge
Name of Property
Virginia Beach, VA
County and State
Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)
Name of multiple listing (if applicable)

Section number Additional Documentation

Page 5



WILLIAM BURTON ALDERMAN
 Born June 30, 1927 in Williamsburg. Graduated from Thomas Jefferson High School in Richmond in 1944. Attended University of Pennsylvania, and R.P.I., and graduated from the University of Virginia in 1952 with a B.S. in Architecture degree. Began his own practice in 1956 in Virginia Beach.

5. William Burton Alderman (1927-2012) as a fourth-year student at the University of Virginia (1952) (left) and featured as a young professional architect in the May 1960 issue of *Virginia Record* (right). Source: Corks and Curls, 1952, accessed online: https://search.lib.virginia.edu/sources/uva_library/items/u126747?idx=86; *Virginia Record* Vol. LXXXII, No. Five.



6. University of Virginia student chapter of the American Institute of Architects, 1952. The group stands in front of Fayerweather Hall, which housed the Architecture School until the construction of Campbell Hall in 1970. Alderman, who was secretary of the chapter, is in the first row, sixth from the left. He is wearing his drafting smock. Source: Corks and Curls, 1952, accessed online: https://search.lib.virginia.edu/sources/uva_library/items/u126747?idx=86.



Legend

County Boundaries

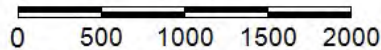
TOPOGRAPHIC MAP

Blue Marlin Lodge
Virginia Beach, VA
DHR No. 134-5398

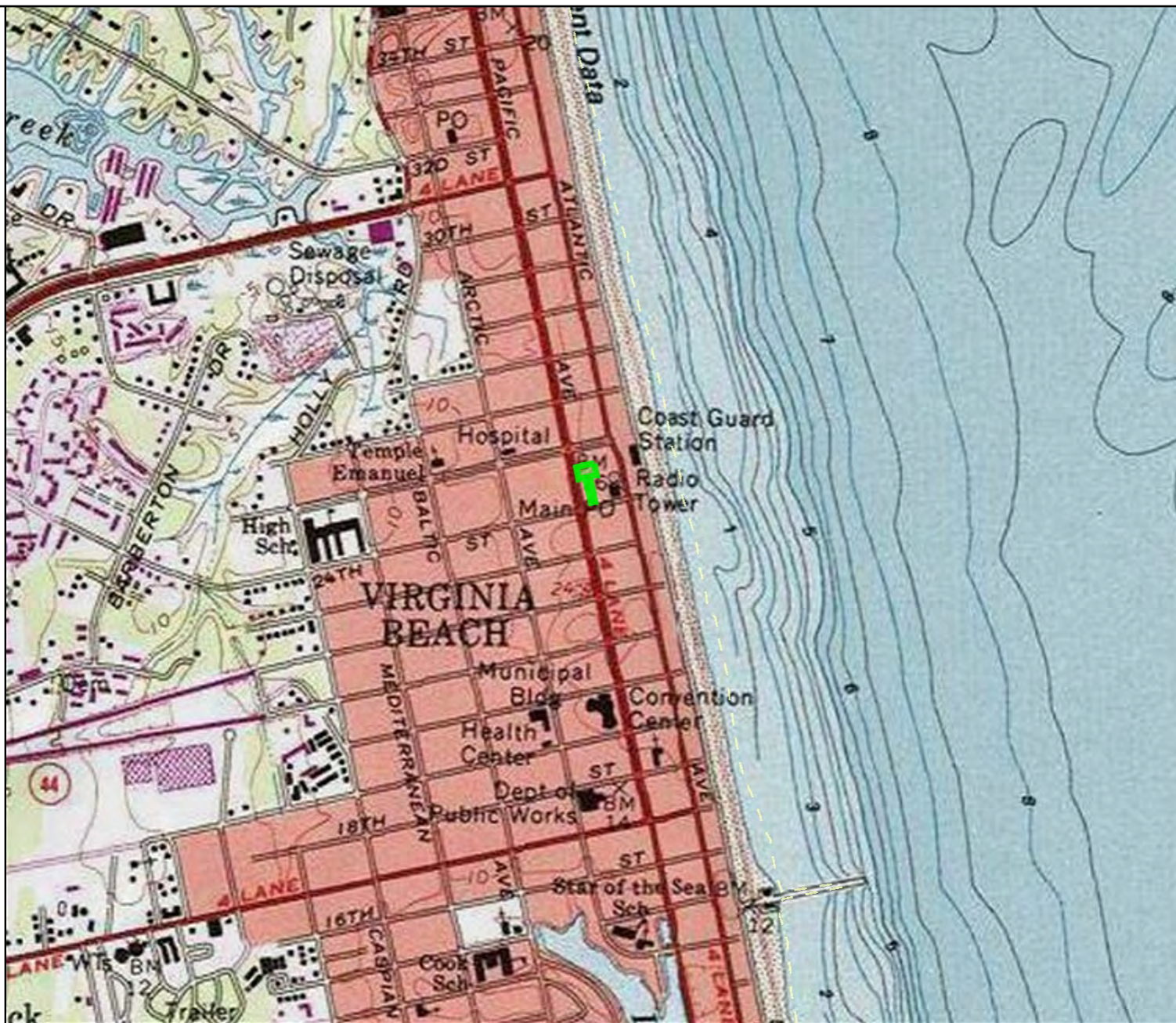
Historic Boundary



Feet



1:18,056 / 1"=1,505 Feet



Title:

Date: 9/22/2022

DISCLAIMER: Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions. The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

Notice if AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.



Legend

County Boundaries

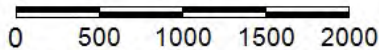
AERIAL VIEW - VICINITY

Blue Marlin Lodge
Virginia Beach, VA
DHR No. 134-5398

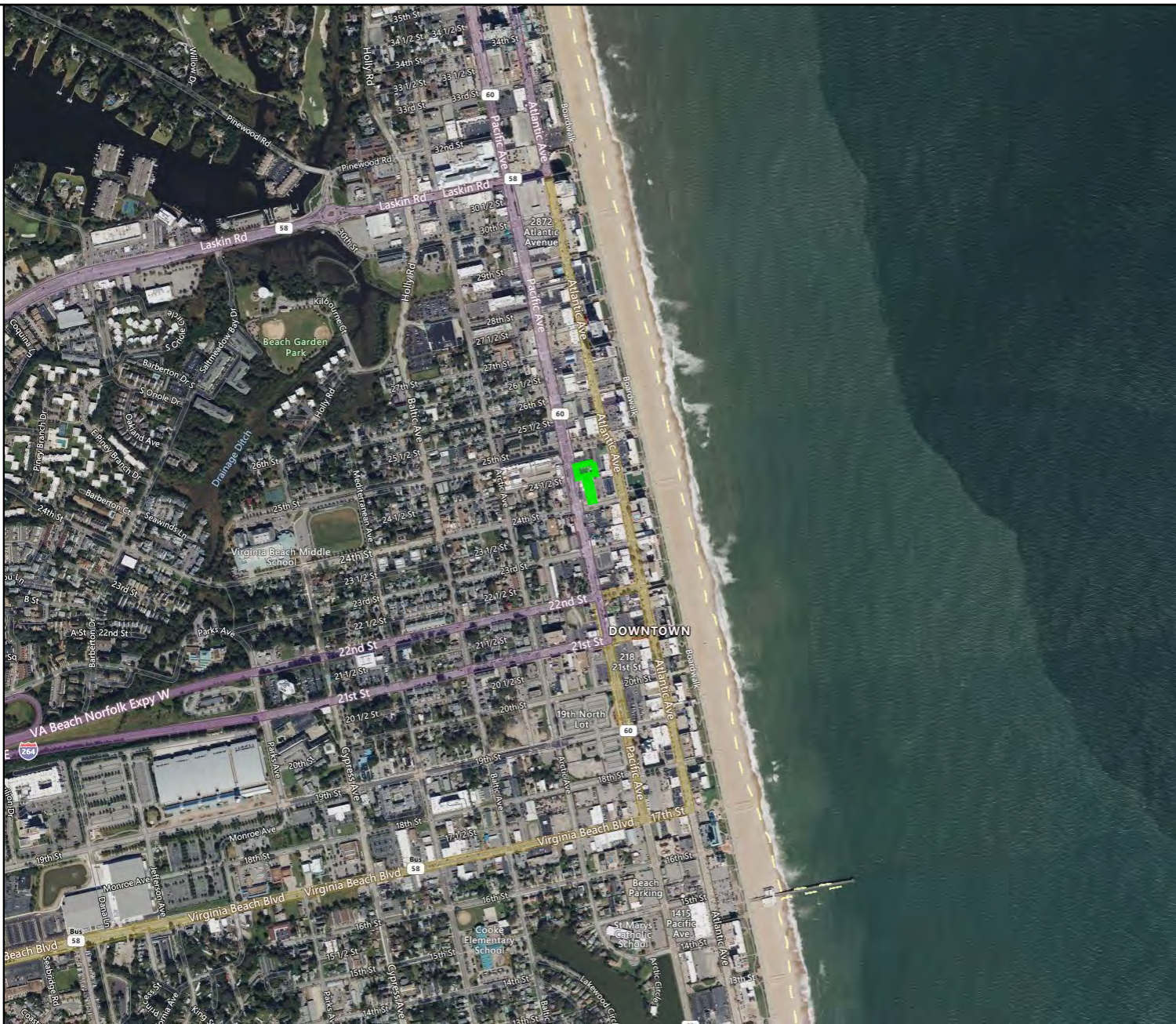
Historic Boundary



Feet



1:18,056 / 1"=1,505 Feet



Title:

Date: 9/22/2022

DISCLAIMER: Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions. The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

Notice if AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.

Legend



Lat.: 36.852680

Lon.: -75.977140

LOCATION MAP

Blue Marlin Lodge

City of Virginia Beach, VA

DHR No. 134-5398

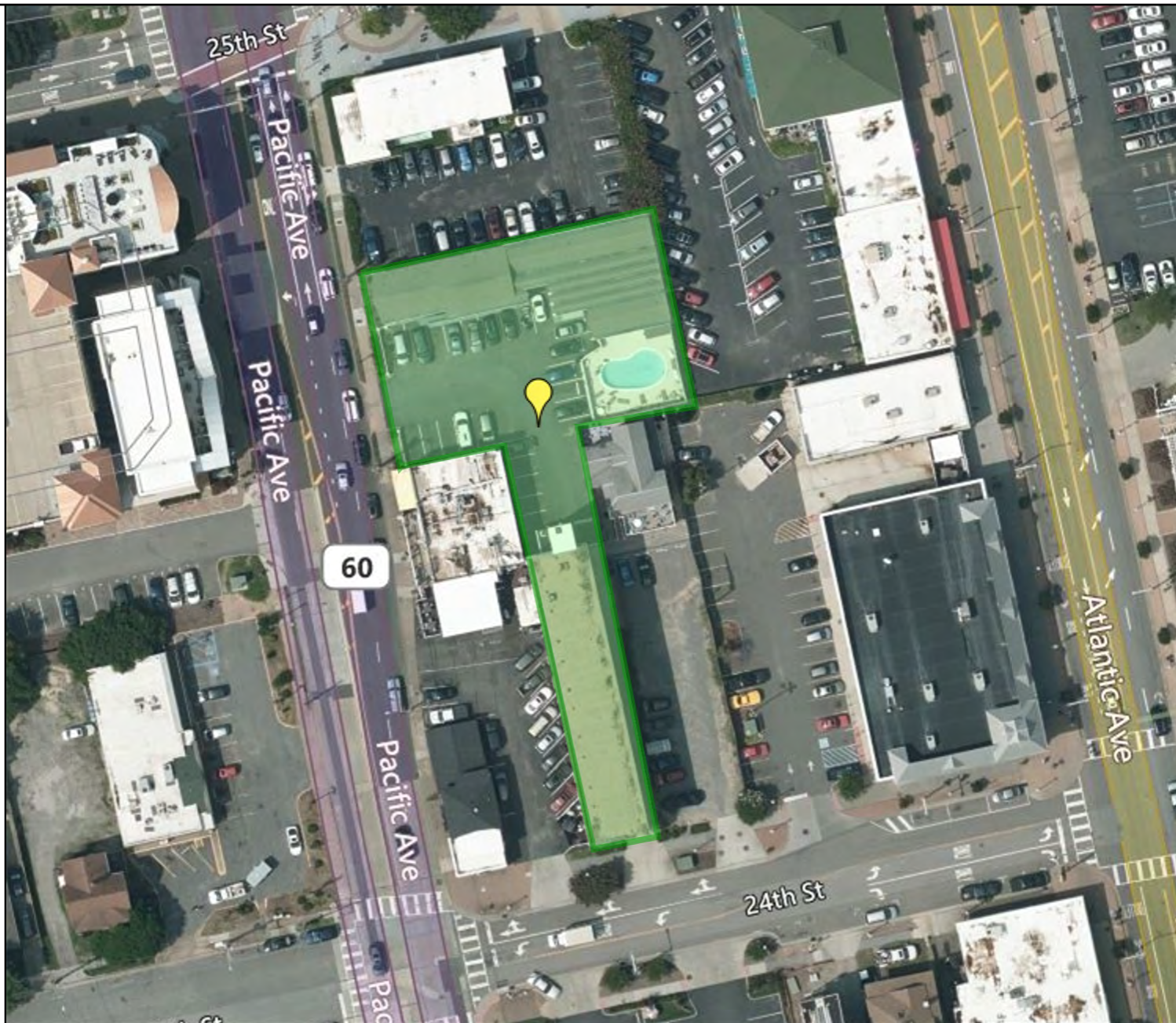
 Historic Boundary



Feet

0 20 40 60 80

1:1,128 / 1"=94 Feet



Title: Blue Marlin Lodge, #134-5398, Virginia Beach, VA

Date: 6/6/2022

DISCLAIMER: Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions. The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

Notice if AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.

Sketch Site Plan

Resource Name: Blue Marlin Lodge

VDHR #134-5398

Location: 2411 Pacific Avenue, Virginia Beach, VA

NTS

07/2021



Historic Boundary

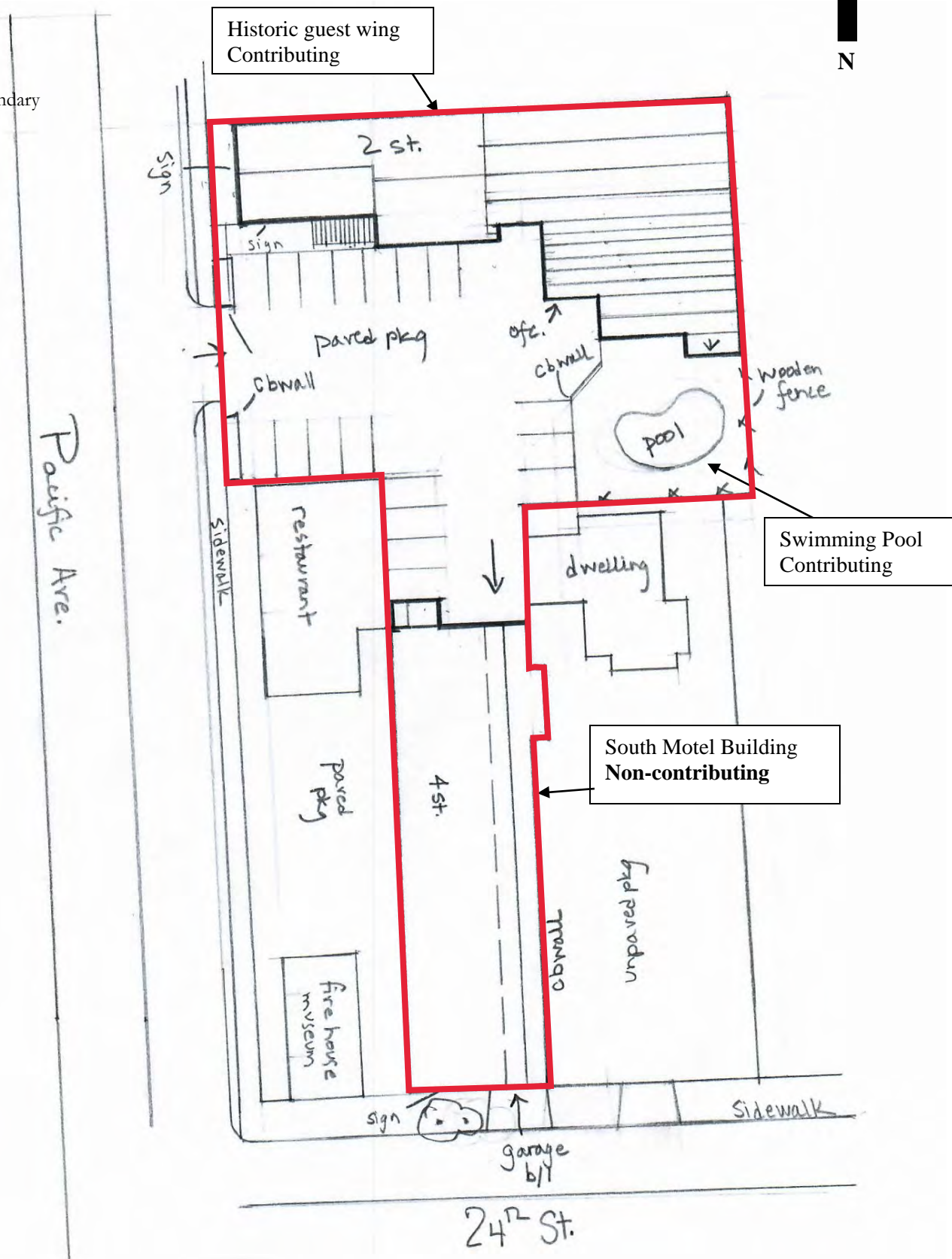
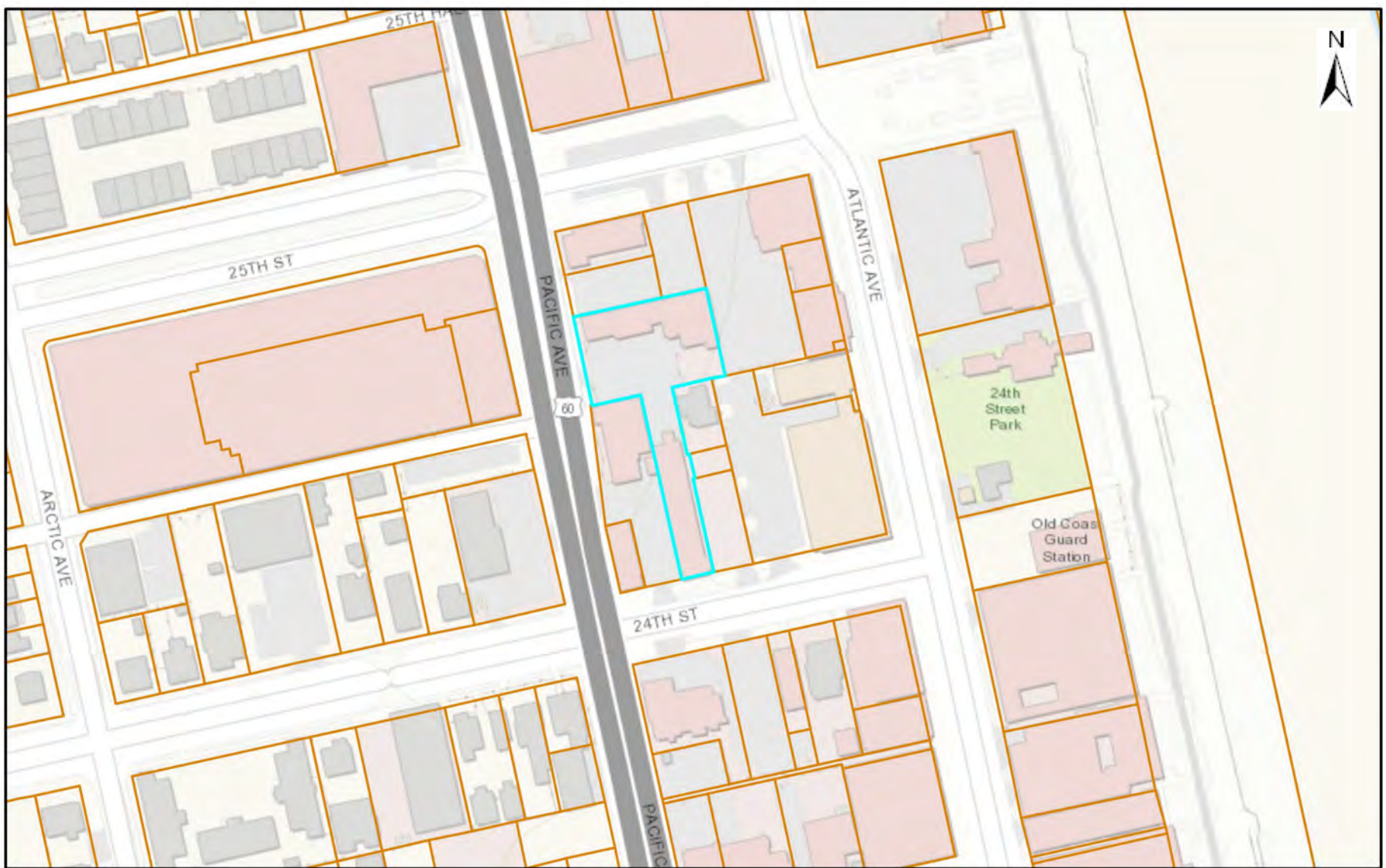


Photo Location Map

Blue Marlin Lodge
2411 Pacific Ave.
Virginia Beach, VA
DHR #134-5398

- 📍 Photo Location
- Property Boundary





October 18, 2021

 Parcels



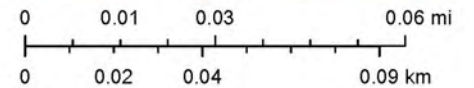
Tax Parcel Map

Blue Marlin Lodge, 2411 Pacific Avenue, Virginia Beach, VA

DHR #134-5398 GPIN

24271907160000

1:2,257



City of Virginia Beach, VITA, Esri, HERE, Garmin, INCREMENT P, Intermap.

<https://vb.gov.maps.arcgis.com/apps/webappviewer/index.html?id=642080e73b1640cc806b5468d0c6bff3>

City of Virginia Beach
© 2016 City of Virginia Beach. All rights reserved.