

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in 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: Crest Kitchenette Motel
Other names/site number: Cutty Sark Motel Efficiencies, DHR #134-5866
Name of related multiple property listing:
Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 3614 Atlantic Avenue
City or town: Virginia Beach State: VA County: _____
Not For Publication: Vicinity: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 Department of Historic Resources
Signature of certifying official/Title: *Julie U. Stangan* 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

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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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>1</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</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: Motel

Current Functions

(Enter categories from instructions.)

DOMESTIC: Motel

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Concrete, metal, 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 former Crest Kitchenette Motel (now the Cutty Sark Motel Efficiencies) is a Modernist-style, three-story, four-bay concrete block building located on the corner of 37th Street and Atlantic Avenue in the Oceanfront area of Virginia Beach, Virginia. Originally called the Crest Kitchenette Motel, it was designed in 1963 by architect William Burton Alderman and constructed by the original owner, Mr. William T. Winner, who was a contractor by trade. The motel has a roughly L-shaped footprint and a flat roof, and it fronts on Atlantic Avenue, facing the ocean to the east. The eye-catching façade presents a grid of vertically stacked units with large picture windows and doors opening onto concrete balconies. The two center bays of the façade project slightly beyond the end bays and the concrete block walls that divide the bays vertically project above the roofline and beyond the front of the building to the front edge of the balconies to provide privacy for the occupants and visual interest for the primary elevation. The motel includes thirteen guest rooms, one owner's suite, and an office/lobby space. A concrete exterior stair provides access to the exterior cantilevered concrete corridors across the rear elevation of the building that provide access to all of the units. Every unit consists of a large room with an original 1963 kitchenette along one wall and an attached full bathroom; eleven of the units have private, ocean-facing balconies. The exterior of the motel is characterized by its concrete construction with brick accents along the north side elevation, cantilevered concrete

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balconies and exterior corridors, modest size and scale, original plate glass windows set in a staggered arrangement, and Modern-style design accents, including the projecting concrete walls on the facade and stacked bond on the north side elevation. The interior retains the original floorplan, original kitchenettes, and many original finishes. The motel is the sole contributing resource on the property; an in-ground pool, added in 1982 behind the building, is the only noncontributing resource. The motel retains excellent integrity of location, design, setting, workmanship, materials, feeling, and association.

Narrative Description

Setting and Location

The Cutty Sark Motel is located on the southwest corner of the intersection of Atlantic Avenue and 37th Street on the Virginia Beach oceanfront. It faces east towards the beach and boardwalk, one block away. The building abuts the sidewalks along 37th and Atlantic with a small patch of grass and low landscaping at the front corners of the building. The remainder of the lot behind the building is a paved parking lot and a swimming pool. The in-ground swimming pool is located to the rear of the building near the southwest corner and is encircled by a concrete patio which is enclosed by a solid panel vinyl fence. Several early 20th-century beach cottages are located across the street on 37th Street facing the Cutty Sark and are a reminder of the types of buildings that used to occupy the area. Except for these three cottages, the area around the Cutty Sark today is occupied by tall, multi-story hotels, parking garages, and commercial development.



Looking north down Atlantic Avenue, Cutty Sark on the left. September 2021.

The Cutty Sark was built at a time of explosive growth and dramatic changes along the Virginia Beach oceanfront. While a 1961 aerial image of the northern section of the oceanfront shows

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mostly modest two-story beach cottages of frame construction, including the three that still survive along 37th Street, 11 new hotels were built along the oceanfront between 1960 and 1963, including the Crest Kitchenette Motel.¹ During the first 10 years of the Crest Kitchenette's operation, the surrounding area was a mix of old beach cottages and new two- and three-story Modern-style motels. The area remains at the heart of the hospitality corridor of Virginia Beach, but new high-rise hotels are taking the place of the older cottages and smaller midcentury motels.

Exterior Description

The Cutty Sark Motel Efficiencies is a Modernist-style, three-story, four-bay concrete block building that faces the ocean. It has a flat roof and a roughly L-shaped footprint. The front of the building and longest elevation faces Atlantic Avenue while the shorter stem extends to the rear along 37th Street. The eye-catching, east-facing facade is staggered with the two center bays projecting slightly beyond the end bays. The concrete block walls that divide the bays along the facade project above the roofline and beyond the front of the building to the front edge of the balconies, a design decision both functional and aesthetic. There are eleven units with private balconies which make up the bulk of the facade. Exposed prestressed concrete beams comprise both ceiling and floor support in the balconies. Each unit has a single flush door opening on to the balcony and the rest of the wall is comprised of original plate glass windows set in staggered aluminum frames. Balcony balustrades are simple metal railings with square pickets painted white. There are two painted signs on the front of the building, though both are located to be visible to traffic headed north or south on Atlantic Avenue, not from head on. Both are located on the sides of the projecting center bays, one on the side facing traffic traveling north and the other on the side facing traffic traveling south. One says "Cutty Sark Motel, Efficiencies, and Historic Cottages" and is illustrated with a seashell and clouds in a blue sky, while the other says simply "Cutty Sark" with an illustration of a seashell. According to the original architectural drawings, the original signage, which read "Crest Kitchenette Motel" in large script letters, was located on the largest brick panel on the north side elevation of the building.

The office and main entrance are located on the first story in the right corner end bay. This bay has the same large aluminum picture window as the rental units and a glass and aluminum entry door. A porch has the same dimensions and design as those found on the rental units and has the same white metal railing; it is accessed via two concrete steps from a short walkway that extends from the sidewalk along Atlantic Avenue.

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Northeast oblique. September 2021.

The side elevation along 37th Street highlights the masonry construction of the building. Walls are laid in stacked concrete block painted yellow with vertical header brick panels painted green (also laid in stacked bond) accenting four vertically aligned window bays. The widest, central, concrete block section is further detailed with symmetrically placed diamond-shaped indentations. Windows are used more sparsely on this elevation than on the façade. The left end bay has a large picture window on the first story only (this illuminates the office). The center two window bays feature vertically aligned 1-by-1 slider windows, one on each story. In the right end bay is another of the 1-by-1 slider windows alongside a fixed picture window, one on each story, vertically aligned. All of these windows are the original aluminum sash.



North side elevation masonry detail. September 2021.

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The rear elevation faces the parking lot and the swimming pool (added in 1982). It has few windows and is dominated by the exterior stair alcove, which is tucked between the stem of the L and the mechanical tower. The dog-leg floating concrete stair features an original railing with four horizontal wood rails affixed to metal posts. It provides access to covered concrete balconies that extend along each floor and are the primary point of access for all of the rental units. The original solid core, flush doors for each unit remain, each with a central decorative molded panel and the room number. Original wall-mounted light fixtures illuminate the stair and the exterior corridors. There are very few windows on this elevation; the two center units on each floor have small, square windows beside the doors and there are small, original aluminum slider windows located in the far right end bay, one on each floor, vertically aligned. To the left of this end bay is one of the few modifications to the motel: the construction of a short wall section inset between the mechanical tower and the original concrete block south section of the building. On the original plans, there is no wall in this location, just the balcony railing, but it has since been enclosed with framing and wood shingle cladding with 1/1 double-hung vinyl windows on the second and third floors and a door (opening into the pool area) on the first floor. There is a third painted sign that reads "Cutty Sark Efficiencies" high on the wall of the motel at the corner closest to 37th Street.



Rear elevation. September 2021.

Interior Description

Inside, the motel contains thirteen guest units and one owner's unit, all of which contain kitchen efficiencies. All except for the three units in the rear ell have private balconies facing the ocean. There is a small lobby and enclosed office on the first floor of the building, in the front northeast corner, that is accessed from Atlantic Avenue.

The lobby is well-lit, with large picture windows on both the front (east-facing) wall and the north wall. The space has painted concrete block and brick walls and carpeted floors, and the

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prestressed concrete beams that extend through the building from front to back are exposed on the ceiling. An L-shaped counter defines the public space from the work area. An enclosed office is located directly behind this lobby. The lobby is accessible from both the front of the building and the rear; a short hall leads from the lobby to the open corridor and exterior stair along the rear elevation. The owner's unit can be accessed through the enclosed office behind the lobby and from the outside corridor. It is identical to the other units and, when demand was high enough, the door between the office and unit would be secured and this unit would be rented as well.

An exterior concrete stair in an alcove on the rear of the building provides access to all three floors. Units are accessed from exterior corridors extending from this stair alcove. The units themselves are a single large room with a kitchen efficiency. In most units, the kitchen efficiency is built along a wall located near the entrance door. Each unit has a tiled bathroom. The prestressed concrete beams that provide structural support for each floor are exposed in the ceilings of each unit and extend through the wall to the balconies beyond. In the eleven units with private balconies, the east wall of each unit is dominated by a large, floor-to-ceiling picture window and solid flush door that leads to the balcony. Inside the units, painted concrete block walls are exposed and floors are carpeted.



Guest unit interior, looking towards the ocean-facing picture window. September 2021.

The kitchen efficiencies are all original and consist of a sink, a range top, an oven, a small refrigerator, and cabinets, all in a compact steel unit with a white porcelain finish. A surviving label on one unit reads, "Dwyer, Michigan City, Indiana." The Dwyer company was established in 1926 to manufacture compact kitchens and steel cabinets. A ca. 1954 product bulletin touts the benefits of their kitchenettes, which come in four different sizes and models, in apartment living, motels, vacation homes, and adaptive reuse projects. The model used at the Cutty Sark is the

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Series 48 Standard Model Electric kitchen.² Each rental unit also has its original kitchen exhaust fan which vents through the wall into the corridor and stair alcove.



Guest unit interior, original kitchenette (left). September 2021. Dwyer Kitchens brochure, ca. 1954 (right).

Secondary Resources

The in-ground pool to the rear of the motel is roughly rectangular in shape and is enclosed within a four-foot panel fence. It was added to the property ca. 1982 and is therefore considered to be a noncontributing resource. There are no other secondary resources historically associated with this motel.

However, the three cottages located in a row across 37th Street from the motel (201, 203, and 205 37th Street) are now owned by the Koch family, who own and operate the Cutty Sark Motel, and are themselves excellent surviving examples of the types of single-family summer cottages built along the Virginia Beach oceanfront in the early 20th century. Each has an associated secondary dwelling on the rear of the lot. They were acquired by the Kochs one at a time as they became available for purchase in the 1980s. They were first divided into apartments during the 1940s when the military occupied the Cavalier Hotel and housing for military families was in high demand. Today, the six cottages (3 primary resources, 3 secondary) are divided into 13 apartments and the Kochs rent them for vacationers as part of their operation of the Cutty Sark,

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although they were not originally associated. These cottages are not within the boundaries of the property being nominated to the National Register.

Integrity Statement

The former Crest Kitchenette Motel retains excellent integrity of location, design, setting, materials, workmanship, feeling, and association. It remains in its original location with on-site parking, surrounded by motels and resort-oriented commercial development on Atlantic Avenue and three surviving early 20th century beach cottages on 37th Street. Modifications to Alderman's original design and materials are extremely minimal. The construction of a short section of wall with double-hung windows on the rear elevation is described above. The only other major alteration to the design was the replacement of the original balcony railings, which, according to the original plans, consisted of colored asbestos panels in an aluminum frame, with the current white metal picket style railing. Other changes, while not minor, are largely invisible: the flat roof has been replaced several times, the HVAC has been replaced, and a geothermal well has been installed. Character-defining design elements including the exposed concrete beams, stacked masonry bond, projecting façade, off-set windowpanes in the picture windows, and compact kitchenettes in each unit remain intact. The intact physical shell of the building illustrates the workmanship of original owner and contractor, William T. Winner. Crest Kitchenette Motel 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 mid-century vacation luxury.

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8. Statement of Significance

Applicable National Register Criteria

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

- A. Property is associated with events that have made a significant contribution to the broad 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

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

Period of Significance

1963-1970

Significant Dates

1963

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Alderman, William Burton (Architect)

Winner, William T. (Builder)

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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 former Crest Kitchenette Motel was designed in 1963 by architect William Burton Alderman and built by owner and general contractor William T. Winner the same year. Now known as the Cutty Sark Motel Efficiencies, it occupies a prime location in the resort area of Virginia Beach along the primary thoroughfare of Atlantic Avenue on a parcel that has both an ocean view and a private parking lot. The Modernist-style, three-story, concrete and steel motel was owned by the Winner family for ten years before it was sold and went through a period of transition, and a name change to the Cutty Sark Motel, before it was bought by Mr. Melvin and Mrs. Jimmie Koch in 1977. It remains in the Koch family today, operated as a seasonal motel, and is a notable survivor of the type of independently-owned, family-operated motels that used to dominate the oceanfront before the high-rise national chain motels moved in. It is eligible for listing on the National Register at the local level under Criteria A and C in the areas of Commerce and Architecture under the Multiple Property Document *Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)*. The period of significance is 1963-1970, which extends from the date of the original design through the duration of the associated historic context developed in the MPD. The building includes multiple features characteristic of the resort motel property type and has good integrity of location, setting, design, materials, workmanship, feeling, and association. The Crest Kitchenette Motel epitomizes several significant trends seen in the hospitality industry along the Virginia Beach oceanfront during the 1960s, including the rise of Modern-style designs executed by a registered architect, the use of concrete and steel construction materials, the incorporation of kitchenettes into the rental units, and a functional emphasis on autonomy and privacy illustrated by on-site parking, private balconies, and in-room dining facilities that appealed to the shifting cultural norms of the family road-trip clientele.

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

Historic Background

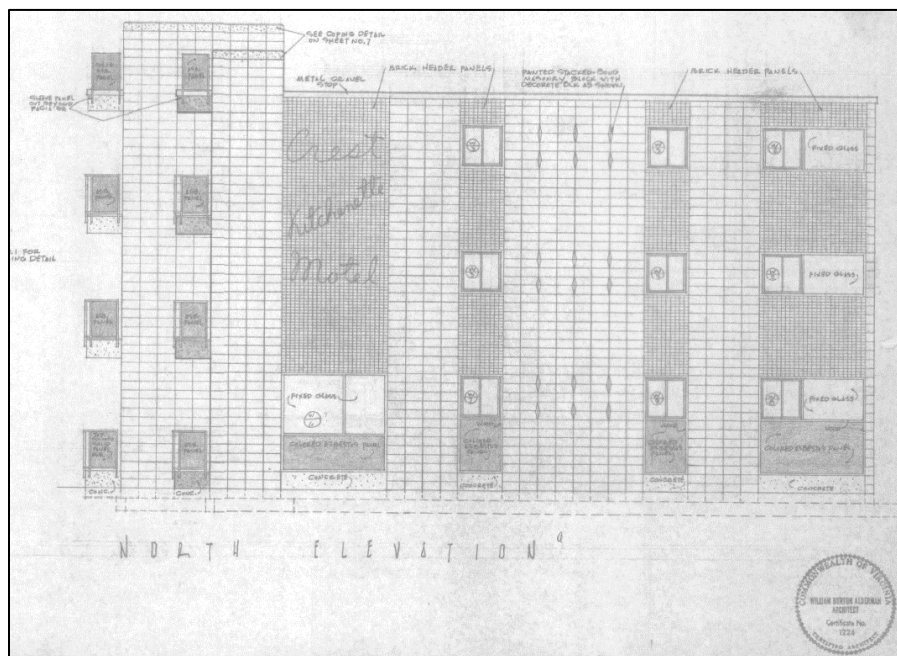
The Cutty Sark was built as the Crest Kitchenette Motel in 1963 by Mr. William T. Winner, owner and general contractor. Winner and his wife bought the property in January 1963 from J. Milton Miller, Sr. and at the time a single-family cottage occupied the parcel.³ The Winners demolished the cottage immediately and hired architect William Burton Alderman to draw up plans for a small, modern motel. Alderman's plans are dated February 12, 1963 and the motel was completed the same year.⁴ Alderman was also the architect for several other motels in Virginia Beach built in the 1960s, including Jefferson Manor Motel Apartments, the Blue Marlin Lodge, the Plantation Motel, the Balboa Motel, and the Golden Sands Motel.⁵ Mr. Winner was a well-regarded contractor in the Pittsburg area with experience building houses and renovating apartments and he acted as general contractor for the construction of the motel; when it opened it had the largest units on the oceanfront and high-end kitchen efficiencies.⁶ His daughter, Janet Winner Boutwell, recalls that Mr. Winner felt strongly that including kitchenettes would really

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appeal to the families that he hoped to attract as guests, as it would make their vacation more affordable if they did not have to go out to a restaurant for every meal.⁷

Winner's wife, Mildred, was the sister of Lois Strickland, who was married to Fred Strickland whose family had owned the Newcastle Hotel in Virginia Beach since the 1940s. The Winners spent time in Virginia Beach each summer visiting the Stricklands and it was during these visits that the idea of building their own motel along the oceanfront was born.⁸ It seems likely that the Winners were also introduced to architect Alderman by the Stricklands; according to his son, Bennet Strickland, Fred Strickland undertook a major renovation of the Newcastle Hotel every five years or so and he believes that Alderman may have been involved with at least one of these projects.⁹ (A 1985 photograph of a section of the Newcastle shows a full-façade breeze block wall in front of an exterior corridor, which is very similar to Alderman's design of the Jefferson Manor Motel Apartments, while the horizontal board railing of the stair is nearly identical to the railing used at the Cutty Sark.¹⁰) The Winners resided in Pittsburg for most of the year, but during the first summer that the Crest Kitchenette Motel was open they came down and lived in the owner's unit of the motel and managed it themselves. Their daughter, Janet, remembers that she was 13 years old that summer and learned to cook on the kitchenette in their room where she was in charge of cooking and dishes for her family while her parents ran the front desk.¹¹ Eventually they hired a manager to operate the motel year round. By November 1965 advertisements appear in the *Virginian-Pilot* for the Crest Kitchenette Motel offering, "Lovely efficiencies; private balconies; utilities; maid service; cooking utensils; linens; \$100," indicating that by the fall of 1965 the motel was open year round for weekly and monthly rentals during the off-season.¹² Additional advertisements for low winter rates at the Crest Kitchenette Motel appeared in the *Virginian-Pilot* in January, August, and September 1968.



Architectural drawings for the Crest Kitchenette Motel north elevation, February 1963, William B. Alderman.

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Crest Kitchenette Motel, vintage postcard, ca. 1965. Courtesy of Janet Winner Boutwell.

In May 1973, the Winners sold the motel to a real estate investment group identified as “Crest Associates” on the City of Virginia Beach property card, a group which included local real estate broker and developer Mr. Littleton Hudgins. Hudgins immediately attempted to turn the motel into condos and ran an advertisement in the *Virginian-Pilot* May 19 through 22, 1973 advertising efficiency apartments in the Crest Kitchenette for sale.¹³ His effort was unsuccessful, however, and by August 1974, Hudgins had changed the name of the motel to the Cutty Sark Motel, which, depending on which story you believe, is either a nod to a famous sailing ship or a bottle of scotch, and was listing the entire motel for sale.¹⁴

The Cutty Sark would remain on the market for three years until Mr. Melvin and Mrs. Jimmie Koch bought it in 1977. Mr. Koch spent his career in the Navy, serving as a mechanic and Maintenance Office for fighter jet squadrons for over 20 years before retiring as a Lieutenant Commander, and the family came to Virginia Beach in 1960. While he would be deployed on aircraft carriers for 6-9 months at a time, Mrs. Koch raised their children in Virginia Beach and later went to work managing hotels along the oceanfront. She got her first job at the Ocean Ranch Motel in 1961 or 1962 as a desk clerk where she shared a job with a schoolteacher; Mrs. Koch worked during school hours while the teacher worked when school was not in session. In 1969, when the Windjammer Hotel opened, Mrs. Koch became the manager at that establishment. Both of the Kochs retired around 1975. The Cutty Sark had been for sale for over a year by then; its small size made it difficult for owners to make a profit. Because Mr. Koch could fix anything and Mrs. Koch had experience managing a motel, they decided they could make it work. Since it was supposed to be a project for their retirement, the small size was appealing. They hired a maid, Annie Howard, and the three of them were the only staff for the next 20 years. Like many of the hotels and motels along the oceanfront during the mid-20th century, the Cutty Sark has always closed during the winter months while under the ownership of the Koch family. When the motel was closed in the off-season, the Kochs would travel the world

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doing market research by staying in small, family-owned motels in over 100 different countries. Although Mr. Koch died in 2017, Mrs. Koch still runs the motel, now with the assistance of her children and grandchildren. She knows many of her guests on sight and has seen them come back year after year; some of them grew up coming to the Cutty Sark with their parents and now bring their own children.¹⁵

Justification of Criteria and MPD Registration Requirements

The former Crest Kitchenette Motel is an excellent example of the type of small, independently-owned, family-operated motels that were built along the oceanfront in the 1950s and 1960s and it retains good integrity to the period. It is recommended individually eligible for listing on the Registers under the Multiple Property Document, *Virginia Beach Oceanfront Resort Motels and Hotels (1955- 1970)*. According to the MPD:

The Virginia Beach Oceanfront Resort Motels and Hotels illustrate a significant period in the development of the city's beach frontage that spans the period between the early family cottages and luxury hotel accommodations constructed in the 1880s and the early twentieth century, and the emergence of national chain hotels that entered the market in 1970. In the mid-1950s, new motels in the resort area began to reflect national hospitality industry trends that acknowledged their guests' shift away from formal, domestic settings to a more informal, private setting. Visitors were no longer only wealthy patrons who could afford to travel by train for extended periods; America's prosperous post-World War II economy gave rise to a strong middle-class that had leisure time, owned private automobiles, and could afford to vacation annually. As a result, business in the resort area boomed in the postwar era and was aided by major transportation initiatives that made Virginia Beach increasingly accessible to tourists from major cities along the Atlantic seaboard. Within the first three years of the 1960s, eleven new motels/hotels were added to the Virginia Beach resort area. These resort motels and hotels once lined the beach and were so prevalent that by 1971, the local Chamber of Commerce noted at least 70 such facilities, approximately 20 of which are still extant. ... Architecturally, the new motel accommodations appeared streamlined, open, accessible, and above all "modern." The image was achieved through the use of materials (concrete, glass, metal), guest room arrangement (vertically stacked identical units), open-air breezeways and walkways (often edged by walls of concrete breeze block or metal railings), and ample parking for guests' automobiles. Both trade and architectural publications of the time emphasized the need to consider the automobile in the planning and management of new motels and hotels. Privacy was maximized as guests could move from their car to their room without entering a main lobby, and almost every unit was equipped with a private balcony instead of a shared verandah. The Resort Motels and Hotels reflect the change in function and aesthetics that was ushered in during the early years of the "automobile culture" and also reflect the influence of commercial construction, which utilized modern materials and was overwhelmingly Modernist in style during the 1950-1960s period.¹⁶

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As an example of the Resort Motel subtype identified in the MPD, the Crest Kitchenette Motel is eligible at the local level under Criterion A in the area of Commerce as an example of a resort motel constructed in the oceanfront area of Virginia Beach in the 1960s that embodied significant trends in the hospitality industry from that period, including the incorporation of kitchenette facilities into each room, on-site parking, and a design that maximizes both roadside visibility and an ocean view. As an example of an architect-designed Modernist-style motel, it is also eligible under Criterion C in the area of Architecture.

As per the Registration Requirements established in the MPD, eligible resources should retain good integrity of location, design, setting, materials, and association. The Cutty Sark remains on its original site (integrity of location) within a mixed commercial setting on the Atlantic Avenue strip with a parking lot in the rear (integrity of setting). The Cutty Sark retains good integrity of association because it was built between 1955 and 1970 within the resort area of Virginia Beach to provide overnight or short-term accommodations to tourists. It retains such significant character-defining features as concrete block construction; original flat roof; visually differentiated units; exterior corridors; original floorplan with kitchenettes in each unit; original private concrete balconies with exposed concrete beams; plate glass windows; original footprint and three-story height; stacked/vertically aligned facade; and Modern-inspired style, all of which contribute to its excellent integrity of design and are character-defining features of the Resort Motel subtype defined in the MPD beginning on page 30. Good integrity of materials is demonstrated by the retention of all of the original windows, the original kitchenettes in each unit, and the original concrete structural system.

Context

As the MPD explores in greater depth, the hospitality industry was highly seasonal during the early 20th century, but one of the significant shifts evident in the new resort motels of the 1960s is a transition to a more year-round business model. In part, this was due to the increased accessibility of the Virginia Beach resort area as a result of transportation improvements, but it was also due to a change in how motels were constructed and operated. Prior to the motel building boom of the 1960s, many of the accommodations along the oceanfront were older shingle-style cottages that had grown with multiple small additions over time. These 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.”¹⁷ 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 and investors looking to build entirely new hotels were attracted, not to the rambling shingled style of the early 20th 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 from the crowd. The cost of

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building these 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. As banks required monthly payments on loans all year long, regardless of the ebbs and flows of tourism, the new motels were often equipped with heat, kitchens, and apartment-style accommodations to provide an income during the off-season through short-term rentals.

The Crest Kitchenette Motel is emblematic of this shift as it was built as an investment property by an out-of-town owner and was designed to provide an income year-round. Advertisements in the local paper indicate that short-term rentals were offered during the offseason at least by the fall of 1965. This year-round operation was built into the original design of the motel as it included central heating and a kitchenette in every unit. The motel was on the cutting edge of the kitchenette trend as it was one of the very first properties along the oceanfront to include a kitchenette in every room. (According to Kitty Boshier, owner of the Jefferson Manor Motel Apartments, when Jefferson Manor and Crest Kitchenette opened in 1963, there was only one other example of a motel in the resort area that included kitchenettes in the units.¹⁸) Mr. Winner, who sought to attract the growing clientele of middle-class family vacationers with his new motel, elected to prominently announce this new amenity by including “kitchenette” in the original name of the motel. Indeed, as the MPD explores in greater depth, the shift toward in-room dining with kitchenettes was also a response to shifting social trends of the 1950s and 1960s which saw the traveling public eschewing the large formal dining rooms included with the older hotels in favor of accommodations that allowed them to prepare their own food on their own schedule, reflecting a social preference for informality, autonomy, and affordability. The use of both kitchenettes and Modern design, therefore, was also a way for business owners in the booming resort area to set themselves apart from the competition and appeal to the growing numbers of their targeted audience - middle-class family vacationers. While other early examples of resort motels with kitchenettes, including Jefferson Manor, retain their kitchenette facilities, most are not completely original. In Jefferson Manor, for example, the components of the kitchenette were purchased separately and have been replaced overtime. The Cutty Sark, on the other hand, includes kitchenettes manufactured as a single unit and all are entirely original. Manufactured by the Dwyer Company out of Indiana, the compact steel units feature a white porcelain finish, and each includes a sink, a small refrigerator, an oven, cabinets and a range top.

The context developed in the MPD also examines the significant architectural shift that occurred along the Virginia Beach oceanfront during the 1950s and 1960s. Photographs in local accommodation directories from this period illustrate an abrupt shift from the classic shingled beach cottage style of hotel to a distinctly Modern style motel. New establishments that appeared in the 1950s and 1960s often sported flat roofs, concrete-and-steel construction, exterior corridors consisting of cantilevered concrete balconies, exterior stairs, ample parking in front of the units, and elements of Modern design. Increasingly, owners and investors turned to a registered architect to design their new Modern-style motel in an effort to make their establishment stand out from the crowd. In their special Virginia Architect Section in August 1958, the Virginia Record (a publication of AIA Virginia) declared, “One of the most exciting building fields in which the Tidewater area architects are working is that of beach motels and

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hotels.”¹⁹ Architect William Burton Alderman was one of the most prolific architects of midcentury motels along the Virginia Beach oceanfront. He established his own architectural firm in Virginia Beach in 1956; according to the 1962 AIA directory, the firm of William Burton Alderman was located at 600 21st Street and Mediterranean Avenue in Virginia Beach and specialized in residential, commercial, religious, and recreational buildings; health facilities; landscape design; and interior design.²⁰ Research indicates that his earliest Virginia Beach motel was the Plantation Motel in 1959-60 (demolished). During the same time period, he was also the architect of record for the substantial renovations to the Marshalls Hotel. In the mid-1960s his Virginia Beach motel commissions picked up speed and included (at a minimum): Holiday House Motel (addition and renovations) (1962) (demolished), Jefferson Manor Motel Apartments (1961-1963) (DHR # 134-5383), Crest Kitchenette Motel (1963) (DHR # 134-5866), Golden Sands Motel (1965) (demolished), Blue Marlin Lodge (1965-66) (DHR # 134-5398), and the Balboa Motel (1969-1970) (demolished).²¹ In a fairly extensive search for the names of architects associated with motels in Virginia Beach built in the 1950s and 1960s (associated with the research for the MPD for Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)), no one name appeared as often as Alderman’s. All of these motels could be described as Modernist in style with concrete-and-steel frames, modest in size, and at least five of them included at least a portion of rooms with kitchenettes or apartment-style living (Jefferson Manor, Crest Kitchenette, Golden Sands, Blue Marlin, and Balboa). Jefferson Manor and the Crest Kitchenette were featured in an article from May 1964 in the Virginia Record which highlighted the work of Virginia architects. The Crest Kitchenette Motel is described as being “designed to accommodate summer vacationers as well as winter rentals” where “each unit has full view of the ocean.”²² While all of Alderman’s designs are recognizable as Modernist-style resort motels, with the characteristic concrete structure and stacked/vertically aligned façade of visually distinguished units, each had its own unique design detail that wasn’t repeated on his other properties. In the case of the Crest Kitchenette, it was the staggered façade with the concrete partition walls projecting above the roof and slightly angled balconies. Alderman, 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 and dramatically altered the visual character of the Virginia Beach oceanfront. The former Crest Kitchenette Motel is an outstanding example of this type and of Alderman’s work.

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**JEFFERSON MANOR
APARTMENTS
VIRGINIA BEACH**

THREE PROJECTS

BY
WILLIAM BURTON ALDERMAN, AIA

▲ **CREST
KITCHENETTE
MOTEL**

Clip from an article on works by William Burton Alderman, AIA featuring the Crest Kitchenette Motel which appeared in the Virginia Record in May 1964.

Crest Kitchenette Motel
Name of Property

City of Virginia Beach, Virginia
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9. Major Bibliographical References

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

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Crest Kitchenette Motel
Name of Property

City of Virginia Beach, Virginia
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Virginia Record. "The Virginia Architect Section: Tidewater Architecture." August 1958. Page 9.

Virginian-Pilot, 12 Nov. 1965, p. 61. *NewsBank: America's News – Historical and Current*, <https://infoweb.newsbank.com/apps/news/document-view?p=AMNEWS&t=pubname%3A146D908D09F2E7FE%21Virginian-Pilot/year%3A1965%211965/mody%3A1112%21November%2B12&action=browse&year=1965&format=image&docref=image%2Fv2%3A146D908D09F2E7FE%40EANX-16CE99BBF38DBF2E%402439077-16CE97DC49E81E34%4060&origin=image%2Fv2%3A146D908D09F2E7FE%40EANX-16CE99BBF38DBF2E%402439077-16CE97AEB987EF4A%400#copy>. Accessed 25 Apr. 2022.

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William B. Alderman Obituary. *The Virginian-Pilot*, August 1, 2012.

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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

Crest Kitchenette Motel
Name of Property

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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
 Federal agency
 Local government
 University
 Other

Name of repository: Virginia Department of Historic Resources, Richmond, Virginia

Historic Resources Survey Number (if assigned): DHR #134-5866

10. Geographical Data

Acreage of Property 0.14

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: 36.864930 Longitude: -75.979940

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:

Crest Kitchenette Motel
Name of Property

City of Virginia Beach, Virginia
County and State

3. Zone: Easting: Northing:

4. Zone: Easting : Northing:

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

The historic boundary coincides with the boundaries of the associated tax parcel recorded as 24280402920000 by the City of Virginia Beach. It is bound on the north by 37th Street and on the east by Atlantic Avenue. The enclosed 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 purchased by William T. Winner in 1963. The property's historic setting and all known associated historic resources have been included within the historic boundary.

11. Form Prepared By

name/title: Kristin Kirchen, Architectural Historian
organization: Iron Dog Preservation, LLC
street & number: 532 Pantela Drive
city or town: N. Chesterfield state: VA zip code: 23235
e-mail: irondogpreservation@gmail.com
telephone: 804-516-8200
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

Crest Kitchenette Motel
Name of Property

City of Virginia Beach, Virginia
County and State

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: Crest Kitchenette Motel
City or Vicinity: City of Virginia Beach
County: State: Virginia
Photographer: Kristin H. Kirchen
Date Photographed: September 2021

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

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0001
1 of 22 Northeast oblique.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0002
2 of 22 Southeast oblique.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0003
3 of 22 Setting looking north down Atlantic Avenue.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0004
4 of 22 Setting looking south down Atlantic Avenue.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0005
5 of 22 Façade (east elevation).

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0006
6 of 22 North side elevation.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0007
7 of 22 Northwest oblique.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0008
8 of 22 Rear elevation.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0009
9 of 22 Rear elevation with pool inside fenced area.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0010
10 of 22 Main entrance.

Photo VA_VirginiaBeach_CrestKitchenetteMotel_0011
11 of 22 Detail of masonry on north side elevation.

Crest Kitchenette Motel
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- Photo 12 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0012
Private balcony off guest unit.
- Photo 13 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0013
Exterior corridor.
- Photo 14 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0014
Exterior stair.
- Photo 15 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0015
Detail of stair railing.
- Photo 16 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0016
Lobby.
- Photo 17 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0017
Guest unit looking towards front of building and picture window.
- Photo 18 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0018
Guest unit looking from picture window back at kitchenette.
- Photo 19 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0019
Kitchenette detail.
- Photo 20 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0020
Guest unit bathroom.
- Photo 21 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0021
View looking east from lobby balcony towards the ocean.
- Photo 22 of 22 VA_VirginiaBeach_CrestKitchenetteMotel_0022
Historic setting, three historic cottages along 37th Street just to the north of the Crest Kitchenette Motel. Now under the same ownership as the motel.

Paperwork Reduction Act Statement: This information is being collected for nominations 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.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

Crest Kitchenette Motel

Name of Property

City of Virginia Beach, Virginia

County and State

ENDNOTES

¹ Debra McClane and Kristin Kirchen, *Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)*, National Register of Historic Places Multiple Property Document, 2020: 3.

² "From Apartment on the Drive to Cabin in the Woods, Dwyer Kitchens." Bulletin 852, Kitchens, Inc., Memphis, Tennessee, ca. 1955. <http://www.dwyerproducts.com/wp-content/uploads/2018/02/DwyerKitchens.pdf>. Accessed March 2022.

³ City of Virginia Beach, Virginia. Cutty Sark Motel Property Card. On file at the City of Virginia Beach Real Estate Assessors Office.

⁴ William Burton Alderman, Architectural drawings for a "Motel for Mr. and Mrs. William T. Winner, Atlantic Ave. and 37th Street, Virginia Beach, VA," February 12, 1963. In possession of the owners and the City of Virginia Beach.

⁵ Kristin Kirchen and Debra McClane, *Jefferson Manor Motel Apartments*, National Register of Historic Place Nomination, 2021: 18.

⁶ William T. Winner Obituary. *The Suffolk News-Herald*, July 8, 2013. Accessed online <https://www.suffolknews herald.com/2013/07/08/william-turner-winner/>.

⁷ Janet Winner Boutwell, personal communication with the author, April 12, 2022.

⁸ Boutwell, personal communication.

⁹ Bennet Strickland, personal communication with the author, March 17, 2022.

¹⁰ John Margolies, photographer. *Newcastle Motel (1985), Virginia Beach, Virginia*. Photograph. Retrieved from the Library of Congress, www.loc.gov/item/2017710352/

¹¹ Boutwell, personal communication.

¹² *Virginian-Pilot*, 12 Nov. 1965, p. 61. *NewsBank: America's News – Historical and Current*, <https://infoweb.newsbank.com/apps/news/document-view?p=AMNEWS&t=pubname%3A146D908D09F2E7FE%21Virginian-Pilot/year%3A1965%211965/mody%3A1112%21November%2B12&action=browse&year=1965&format=image&docref=image%2Fv2%3A146D908D09F2E7FE%40EANX-16CE99BBF38DBF2E%402439077-16CE97DC49E81E34%4060&origin=image%2Fv2%3A146D908D09F2E7FE%40EANX-16CE99BBF38DBF2E%402439077-16CE97AEB987EF4A%400#copy>. Accessed 25 Apr. 2022.

¹³ *Virginian-Pilot*, 19 May 1973, p. 40. *NewsBank: America's News – Historical and Current*, <https://infoweb.newsbank.com/apps/news/document-view?p=AMNEWS&docref=image/v2%3A146D908D09F2E7FE%40EANX-NB-1709EB21CC34426E%402441822-1709E31B08C20DB3%4039-1709E31B08C20DB3%40>. Accessed 25 Apr. 2022.

¹⁴ *Virginian-Pilot*, 31 Aug. 1974, p. 33. *NewsBank: America's News – Historical and Current*, <https://infoweb.newsbank.com/apps/news/document-view?p=AMNEWS&docref=image/v2%3A146D908D09F2E7FE%40EANX-NB-170CAB08408E0A2C%402442291-17093AFB7277ED24%4032-17093AFB7277ED24%40>. Accessed 25 Apr. 2022.

¹⁵ Mrs. Jimmie Koch, personal communication with the author, September 2020 and September 2021.

¹⁶ McClane and Kirchen, *Resort Motels and Hotels*, 3.

¹⁷ John A. Jakle, Keith A. Sculle, Jefferson S. Rogers, *The Motel in America*, Baltimore: Johns Hopkins University Press, 1996: 63.

¹⁸ Kirchen and McClane, *Jefferson Manor*, 17.

¹⁹ *Virginia Record*. "The Virginia Architect Section: Tidewater Architecture." August 1958: 9.

²⁰ 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.

²¹ Kirchen and McClane, *Jefferson Manor*, 17.

²² *Virginia Record*. "Three Projects by William Burton Alderman, AIA: Jefferson Manor Apartments, Crest Kitchenette Apartments, Norfolk Dental Offices." May 1964, p. 26-27. Accessed online <https://usmodernist.org/AIAVA/AIAVA-1964-05.pdf>.



Legend

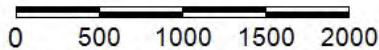
County Boundaries

TOPOGRAPHIC MAP
Crest Kitchenette Motel
Virginia Beach, VA
DHR No. 134-5866

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.

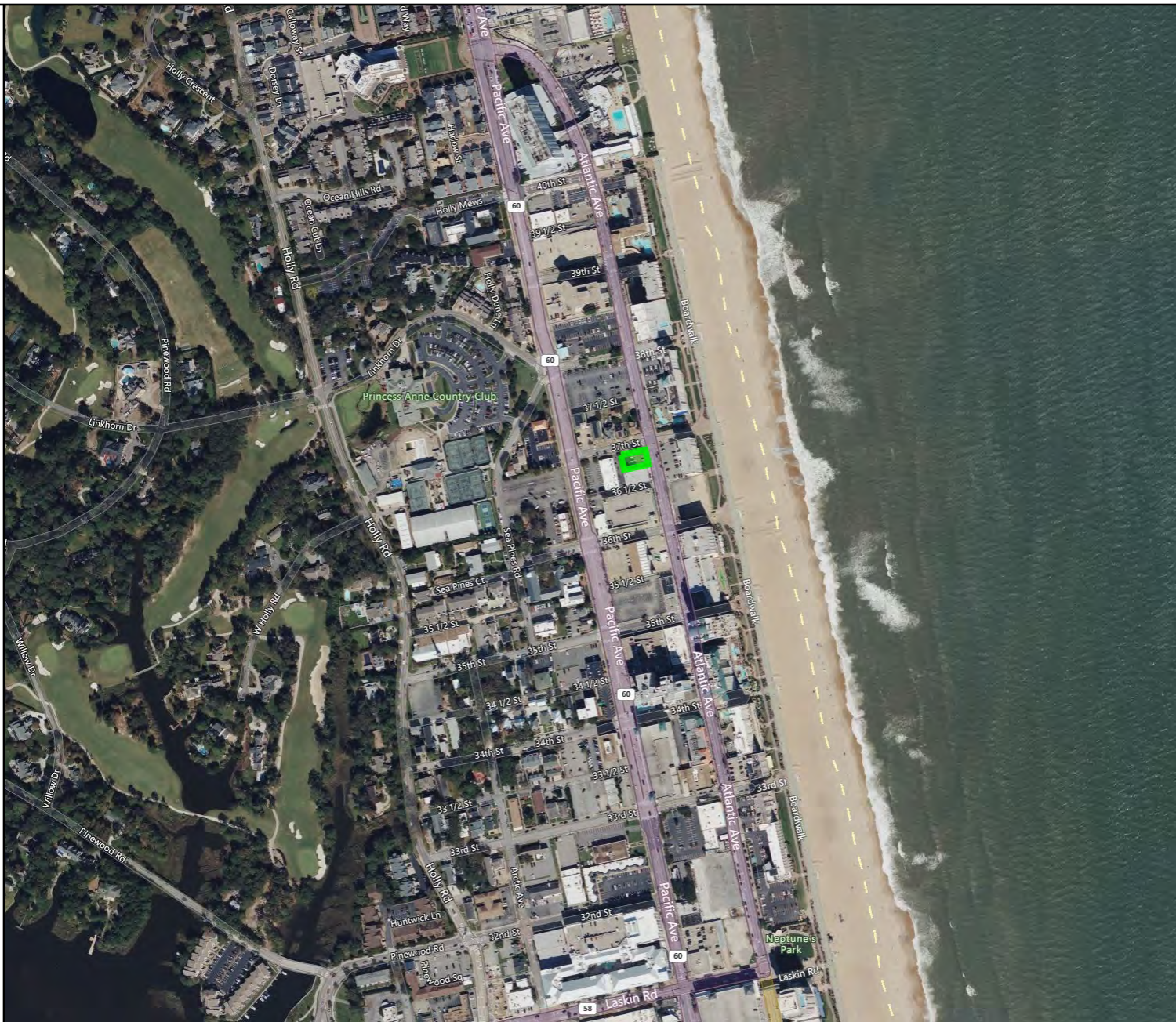
Notice if AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.



Legend

County Boundaries

AERIAL VIEW - VICINITY
Crest Kitchenette Motel
Virginia Beach, VA
DHR No. 134-5866



Historic Boundary



Feet

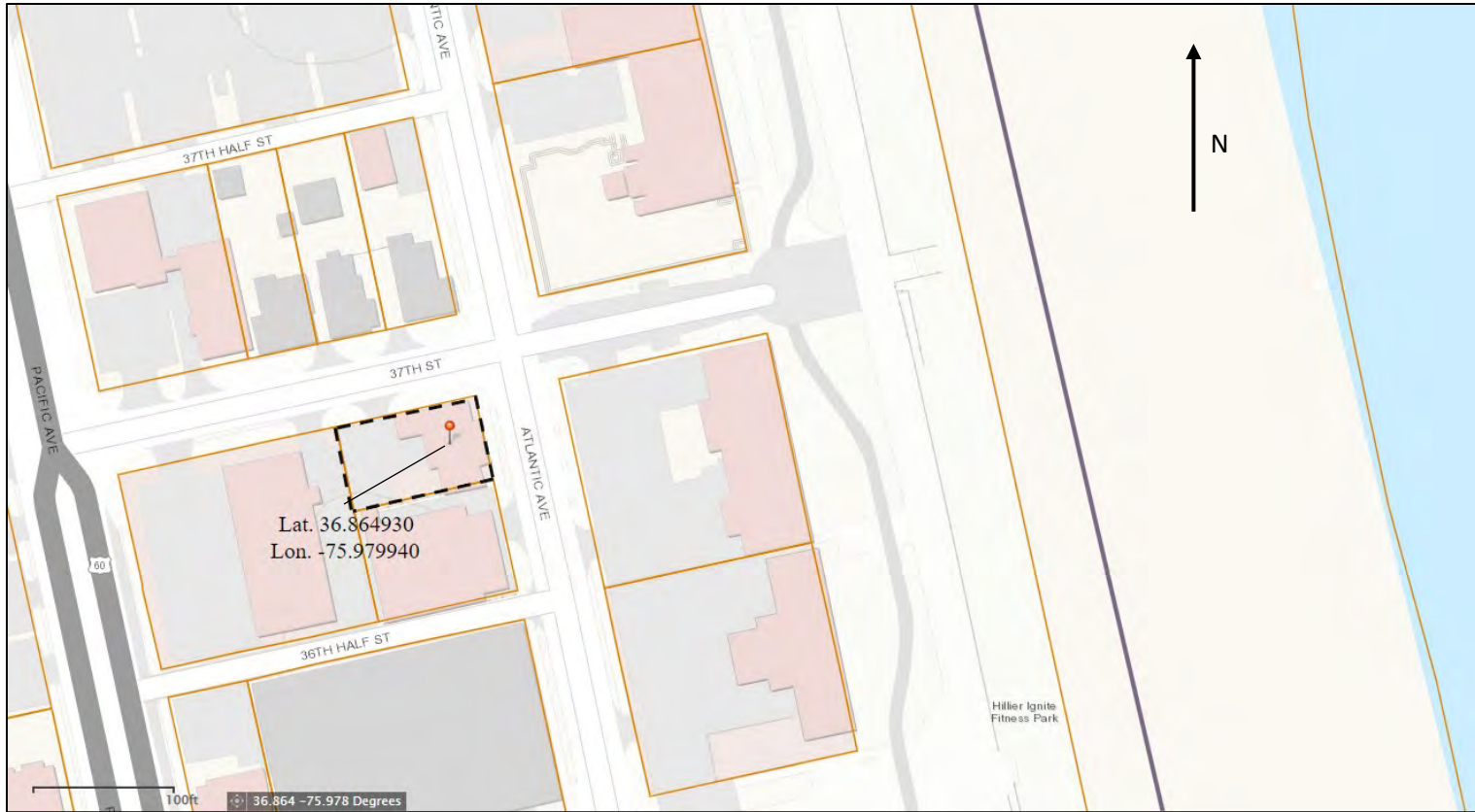
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1:9,028 / 1"=752 Feet

Title:

Date: 9/22/2022

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Location Map

Crest Kitchenette Motel

City of Virginia Beach, Virginia

DHR # 134-5866

Map created using City of Virginia Beach GIS application

UTMs obtained using VCRIS

May 6, 2022

 Historic Boundary

Legend

 County Boundaries

AERIAL VIEW
Crest Kitchenette Motel
Virginia Beach, VA
DHR No. 134-5866

 Historic Boundary



Feet

0 20 40 60 80

1:1,128 / 1"=94 Feet



Title:

Date: 9/22/2022

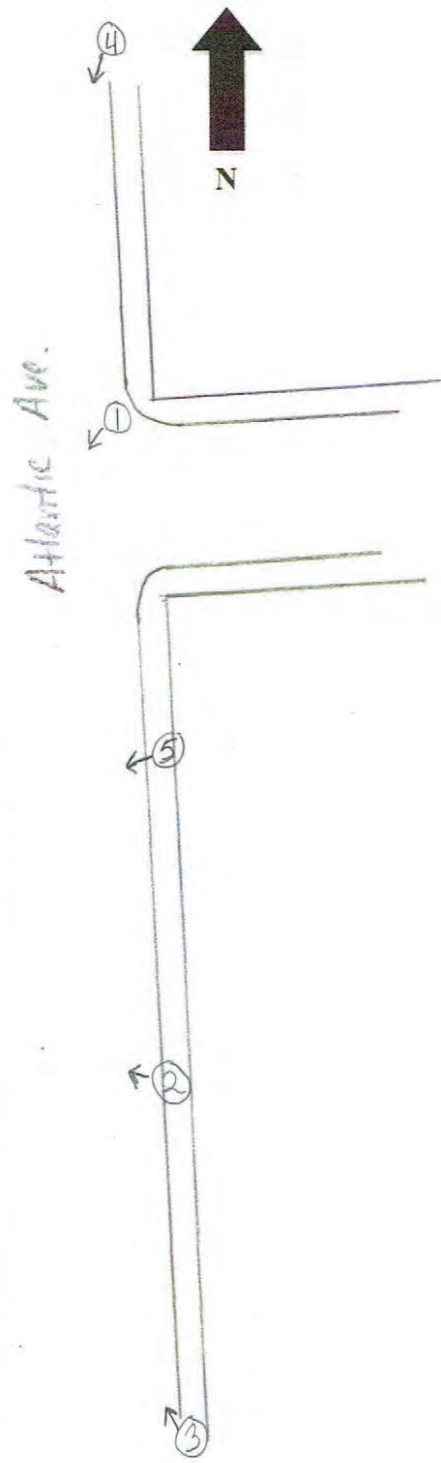
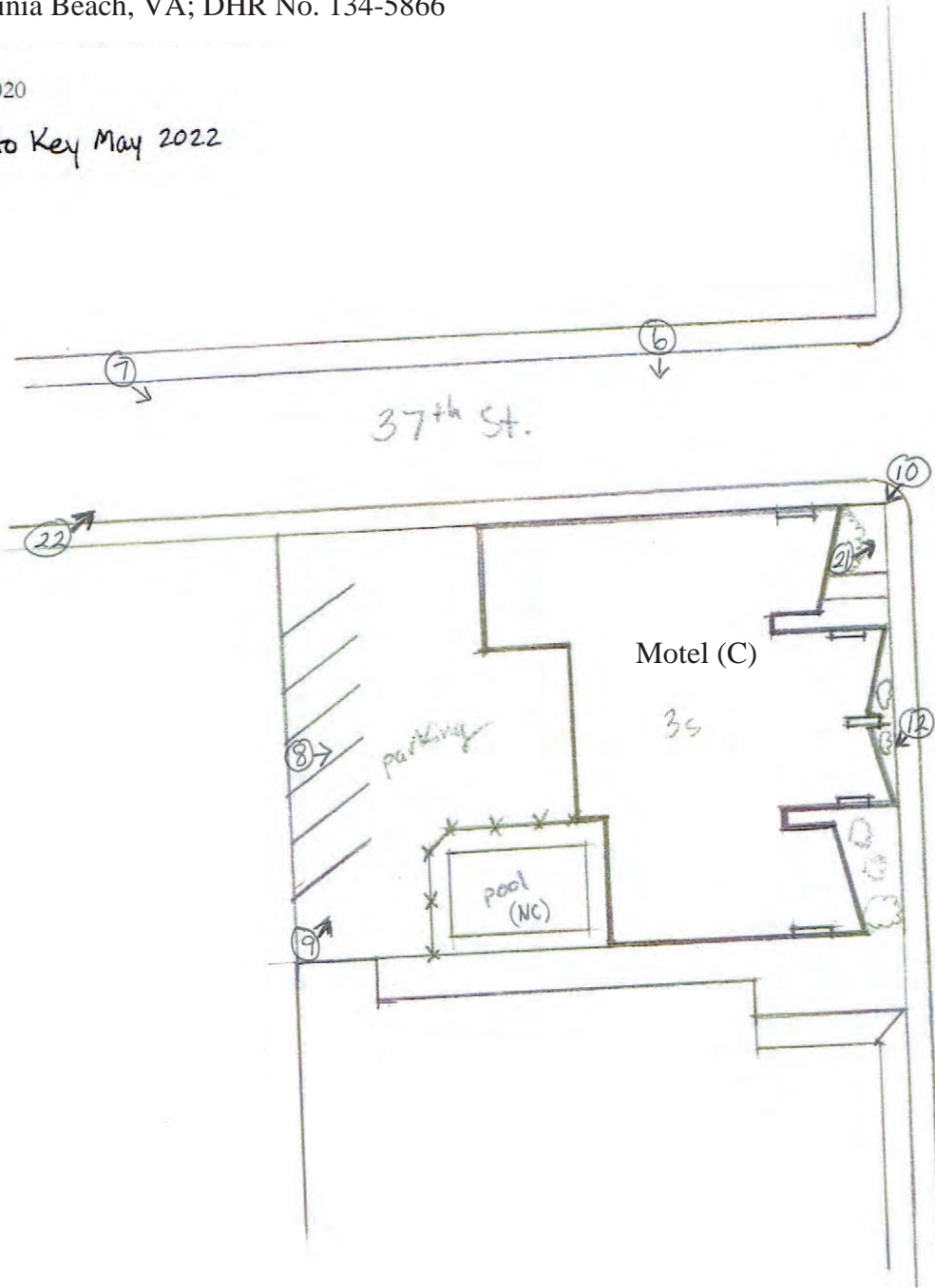
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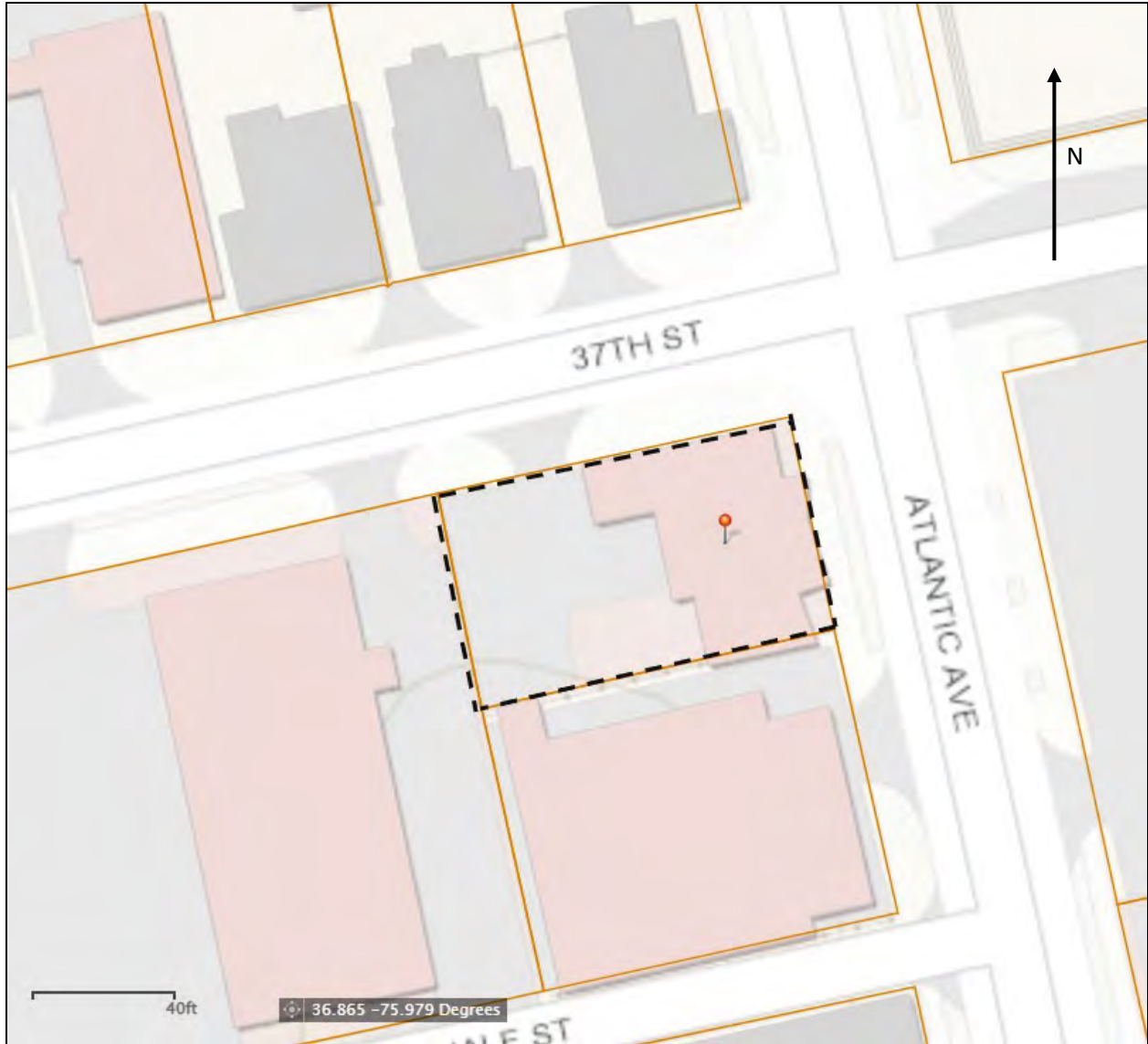
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Sketch Site Plan
Crest Kitchenette Motel
Virginia Beach, VA; DHR No. 134-5866

NTS
10/2020

Photo Key May 2022





Parcel Map

Crest Kitchenette Motel

City of Virginia Beach, Virginia

DHR # 134-5866

GPIN # 24280402920000, obtained May 6, 2022 from City of Virginia Beach GIS

<https://gisapps.vbgov.com/psmap/>

 Historic Boundary