



2801 Kensington Avenue, Richmond, Virginia 23221; Telephone: (804) 367-2323; Fax: (804) 367-2391

## PRELIMINARY INFORMATION FORM (PIF) for INDIVIDUAL PROPERTIES

The Preliminary Information Form (PIF) constitutes an application for preliminary consideration of a property for eligibility for the Virginia Landmarks Register and the National Register of Historic Places. The PIF is **not** the same as a nomination to the Registers, but is a means for evaluating the **eligibility** of a property for listing. The PIF is evaluated by Department of Historic Resources (DHR) staff and the State Review Board and their recommendations regarding the property's eligibility will be provided to the property owner in writing.

### **Before Preparing a PIF**

Contact DHR's Archivist for assistance in obtaining any information DHR may have on file about your property, such as a previous architectural survey record or eligibility evaluation. You are welcome to use this information in preparing your PIF. Contact DHR's Archivist by phone at (804) 482-6102, or by email at [Quatro.Hubbard@dhr.virginia.gov](mailto:Quatro.Hubbard@dhr.virginia.gov).

Staff at one of DHR's three Regional offices are available to answer questions you may have as you begin preparing your PIF. Locations and contact information for each office is at [http://dhr.virginia.gov/regional\\_offices/regional\\_offices.htm](http://dhr.virginia.gov/regional_offices/regional_offices.htm). (You also are welcome to ask DHR's Archivist for the contact information.)

### **Preparing a PIF**

A PIF consists of three equally important parts:

1. **Form:** Complete the attached form to the best of your ability, using your own research about the property to be evaluated as well as any information that DHR has provided. Remember that DHR's Regional staff also are available to assist you. The form may be completed using Microsoft Word software, typed, or hand-written. If using MS Word, the PIF can be submitted via CD, email, ftp, or other file sharing means.

### **Your PIF will not be evaluated if it is missing any of the following information:**

- Property owner's signature
  - Contact information for the person submitting the form (if different from the property owner)
  - Contact information for the City Manager or County Administrator where the property is located
2. **Photos:** Provide color photographs of your property's exterior and major interior spaces, with emphasis on architectural features instead of furnishings. Photos typically include views of the main building from all sides, as well as important ornamental and/or functional details; any outbuildings or secondary resources; and the property's general setting. Submit photo prints on 4" x 6" glossy photo paper and digital images on CD or other file sharing means approved by DHR's Regional staff.
  3. **Maps:** A minimum of two maps must accompany your PIF:
    - **Location map:** This map shows the exact location of your property. The map can be created using Google Maps, Google Earth, Bing, or other mapping websites. A copy of a road map also may be used as long as the property's exact location and physical address are shown on the map. DHR's Archivist can assist in providing an acceptable location map with boundaries.
    - **Sketch map:** This map shows the locations of all resources on your property, such as the main building; any secondary resources (often referred to as outbuildings); major landscape features such as a stream, formal gardens, driveways, and parking areas, and the road on which the property fronts. The sketch map can be drawn by hand, or an annotated aerial view, tax parcel map or survey map may be used.

### **Submitting a PIF**

Once you have completed the PIF, submit it to the appropriate Regional office. The Regional staff member will inform you when DHR staff will review your PIF and answer any questions you may have about the evaluation process.

**Note:** All submitted materials become the property of DHR and will be retained in our permanent Archive. In addition, the materials will be posted on DHR's public website for a period of time during the evaluation process.

*Thank you for taking the time to submit this Preliminary Information Form.  
Your interest in Virginia's historic resources is helping to provide better stewardship of our cultural past.*



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DHR No. (to be completed by DHR staff) 134-5866

Purpose of Evaluation

Please use the following space to explain briefly why you are seeking an evaluation of this property.

The City of Virginia Beach funded the preparation of a Multiple Property Document titled Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970) in 2020-2021 in order to document, and recognize the significance of, the surviving midcentury motels in the oceanfront area, many of which are under threat due to the soaring value of oceanfront property and associated property taxes. The City hoped that the MPD would inspire individual property owners to list their properties and take advantage of the historic rehabilitation tax credit program, thereby preserving some of the best examples. The City is currently funding the preparation of PIFs for two of the best examples documented in the MPD, the Cutty Sark and the Blue Marlin.

Are you interested in applying for State and/or Federal Rehabilitation Tax Credits? Yes No

Are you interested in receiving more information about DHR's easement program? Yes No

1. General Property Information

Property name: Cutty Sark Motel Efficiencies

Property address: 3614 Atlantic Avenue

City or Town: Virginia Beach

Zip code: 23451

Name of the Independent City or County where the property is located: City of Virginia Beach

Category of Property (choose only one of the following):

Building X Site Structure Object

2. Physical Aspects

Acreage: 0.14

Setting (choose only one of the following):

Urban X Suburban Town Village Hamlet Rural

Briefly describe the property's overall setting, including any notable landscape features:

The Cutty Sark 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, 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 swimming pool is located to the rear of the building near the southwest corner and 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. Today, with the exception of these three cottages, the area around the Cutty Sark is occupied by tall, multi-story hotels, parking garages, and commercial development.

### 3. Architectural Description

Architectural Style(s): Modernist

If the property was designed by an architect, landscape architect, engineer, or other professional, please list here: William Burton Alderman

If the builder is known, please list here: Mr. William T. Winner

Date of construction (can be approximate): 1963

#### **Narrative Description:**

*In the space below, briefly describe the general characteristics of the entire property, such as its current use (and historic use if different), as well as the primary building or structure on the property (such as a house, store, mill, factory, depot, bridge, etc.). Include the architectural style, materials and method(s) of construction, physical appearance and condition (exterior and interior), and any additions, remodelings, or other alterations.*

The Cutty Sark Motel and 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 to provide privacy for the occupants and visual movement for the primary elevation. 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 so as to be visible to traffic coming from either direction on Atlantic Avenue and 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 units and a glass and aluminum entry door. A porch is 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.

The side elevation along 37<sup>th</sup> 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.

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 and a 1/1 double-hung vinyl window 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 37<sup>th</sup> Street.

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 corner accessed off of Atlantic Avenue. 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 off of exterior corridors extending from this stair alcove. The units themselves are a single large room with a kitchen efficiency located near the entrance door in most cases. 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. Inside the units, the walls are exposed, painted concrete block and floors are carpeted. The kitchen efficiencies are all original and consist of a sink, a rangetop, an oven, a small refrigerator, and cabinets all in a compact unit with a white enameled metal finish. Each unit also has its original kitchen exhaust fan which vents through the wall into the corridor and stair alcove.

The building retains excellent integrity of location, design, setting, materials, workmanship, feeling, and association. Modifications to the original design 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. All of the windows and the kitchenettes are original.

*Briefly describe any outbuildings or secondary resources (such as barns, sheds, dam and mill pond, storage tanks, scales, railroad spurs, etc.), including their condition and their estimated construction dates.*

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. There are no other secondary resources associated with this motel.

The three cottages located in a row across 37<sup>th</sup> Street from the motel (201, 203, and 205 37<sup>th</sup> Street) are now owned by the Koch family, who own and operate the Cutty Sark, and are themselves excellent surviving examples of the types of single-family summer cottages built along the Virginia Beach oceanfront in the early 20<sup>th</sup> 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, although they were not originally associated.

#### 4. Property's History and Significance

*In the space below, briefly describe the history of the property, such as significant events, persons, and/or families associated with the property. Please list all sources of information used to research the history of the property. (It is not necessary to attach lengthy articles or family genealogies to this form.)*

*If the property is important for its architecture, engineering, landscape architecture, or other aspects of design, please include a brief explanation of this aspect.*

The Cutty Sark was built as the Crest Kitchenette Motel in 1963 by Mr. William T. Winner, owner and general contractor. The architect was William Burton Alderman and the plans are dated February 12, 1963. 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, and the Golden Sands Motel. Winner built the motel as something to keep him busy during retirement and, at the time, it had the largest units on the oceanfront and high-end kitchen efficiencies. He soon realized that he missed the construction business and sold the Crest Kitchenette Motel to Mr. Lit Hudgins, a local developer, in 1973. Hudgins was responsible for changing the name to the Cutty Sark, which, depending on which story you believe, is either a nod to a famous sailing ship or a bottle of scotch.

Mr. Melvin and Mrs. Jimmie Koch bought the Cutty Sark 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 opened, Mrs. Koch became the manager at that establishment. Both of the Kochs retired around 1975. The Cutty Sark had been for sale for several years 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, the Cutty Sark has always closed during the winter months. When the motel was closed in the off-season, the Kochs would travel the world 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.

The Cutty Sark 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.” (MPD, 3)

As an example of the Resort Motel subtype identified in the MPD, the Cutty Sark 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. Architect William Burton Alderman was one of the most prolific architects of midcentury motels along the Virginia Beach oceanfront, designing at least five other resort motels between 1959 and 1970. Two of these survive: Jefferson Manor Motel Apartments (DHR #134-5383, NRHP 2021) and the Blue Marlin Motel (DHR #134-5398). 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 Cutty Sark, it was the staggered façade with the concrete partition walls projecting above the roof and slightly angled balconies. Alderman’s surviving motels are important remnants of a period in which Modernist architecture dramatically altered the visual character of the Virginia Beach oceanfront. 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.

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.

## Sources

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

McClane, Debra and Kristin Kirchen, *Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)*, National Register of Historic Places Multiple Property Document, 2021.

Interviews with Mrs. Jimmie Koch, September 2020 and September 2021.

**5. Property Ownership** (Check as many categories as apply):

Private:  X  Public\Local \_\_\_\_\_ Public\State \_\_\_\_\_ Public\Federal \_\_\_\_\_

**Current Legal Owner(s) of the Property** (If the property has more than one owner, please list each below or on an additional sheet.)

name/title:  Jimmie A. Koch/Owner-Innkeeper

organization:  Cutty Sark Motel Efficiencies and Historic Cottages/JAMAK LLC

street & number:  3614 Atlantic Avenue

city or town:  Virginia Beach  state:  VA  zip code:  23451

e-mail:  mrsjakoch@aol.com  telephone:  757-428-2116

Legal Owner's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**•• Signature required for processing all applications. ••**

In the event of corporate ownership you must provide the name and title of the appropriate contact person.

Contact person: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_

**Applicant Information** (Individual completing form if other than legal owner of property)

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

**6. Notification**

In some circumstances, it may be necessary for DHR to confer with or notify local officials of proposed listings of properties within their jurisdiction. In the following space, please provide the contact information for the local County Administrator, City Manager, and/or Town Manager

name/title:  Patrick A. Duhaney/City Manager

locality:  City of Virginia Beach

street & number:  2401 Courthouse Drive, Room 234

city or town:  Virginia Beach  state:  VA  zip code:  23456

telephone:  757-385-4242