

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: Jefferson Manor Motel Apartments
 Other names/site number: DHR file no. 134-5383
 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: 3300 Pacific Avenue
 City or town: Virginia Beach State: Virginia County: N/A
 Not For Publication: Vicinity: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

<p>Signature of certifying official/Title: <u>Virginia Department of Historic Resources</u> State or Federal agency/bureau or Tribal Government</p>	<p>Date</p>
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<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p>	
<p>Signature of commenting official:</p>	<p>Date</p>
<p>Title :</p>	<p>State or Federal agency/bureau or Tribal Government</p>

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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>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</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/multiple dwelling

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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, BRICK, STEEL, ALUMINUM

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 Jefferson Manor Motel Apartments are located in the resort area of Virginia Beach, two blocks west of the oceanfront and boardwalk. The two-story brick and concrete motel has a rectangular footprint and a distinctive barrel-vaulted roof. It was built in 1963 and designed by architect William Burton Alderman, who designed several other noteworthy motels along the Virginia Beach oceanfront. Jefferson Manor, best described as Modernist in style, is oriented with the front facing east, towards the beach, and a concrete balcony at the second story level extends the full width of the building on the facade. The second story units open onto this balcony, while the first story units open onto a continuous concrete patio below. A double-height panel of breeze block centered on the façade in front of the balcony conceals the exterior stairs to the second floor and supports the original signage, which reads “Jefferson Manor” in gold script. Four other, narrower, breeze block walls, all two stories tall, are symmetrically arranged across the façade. The roof consists of five identical, segmental arches and is covered with rubber membrane roofing. The arches define the five bays of the building and each bay contains one unit on each floor. Inside, the vaulted structure of the roof is left exposed in the second floor units. Each of the ten units includes a kitchenette, two rooms, and a bathroom. The motel is the sole contributing resource on the property and there are no non-contributing resources. The motel has excellent integrity of location, design, setting, materials, workmanship, feeling, and association. Character-defining features include the barrel-vaulted roof, breeze block walls, original sign, original floorplan, and vaulted ceilings.

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Narrative Description

Site

The Jefferson Manor Motel Apartments are located near the northern end of the resort area of Virginia Beach, which terminates around 40th Street, where the Boardwalk ends. Jefferson Manor is located at the intersection of 33rd Street and Pacific Avenue, one of the two main north-south thoroughfares through the resort area. Atlantic Avenue is the other main road, which is located one block west of the boardwalk, while Pacific is located two blocks to the west. Jefferson Manor faces east towards the beach, though it does not have an ocean view. A separate parcel, occupied by a surface parking lot, stands between the motel and Pacific Avenue, rendering the motel highly visible from the primary road. Small parking areas for Jefferson Manor, accommodating four cars each, are located on the ends of the building accessible from 33rd Street and 33rd ½ Street. The footprint of the motel takes up the rest of the parcel, with the exception of these small parking areas and a narrow 10' strip of landscaping in front of the building. The landscaping consists of mature shrubs and decorative plantings and several tall evergreens that extend to the top of the building. The lot behind the motel is also a surface parking lot (also under separate ownership) with additional low-scale apartment buildings further to the west. Two of these apartment buildings, the Thomas Jefferson Apartments and the Martha Jefferson Apartments, are also owned by the Boshers family, owners of Jefferson Manor. To the north and south are commercial properties including an office building and a strip mall. A large multi-story parking garage is located across Pacific Avenue to the east. Today, most of the resort lodging consists of high-rise hotels located east of Pacific Avenue.

With the exception of the nearby newer high rises and parking garages, the site of Jefferson Manor today is very similar to what it was in the 1960s. The most notable difference is the parking lot in front of the motel. When Pete Boshers first built Jefferson Manor, he leased the lot now occupied by this paved parking lot in order to create a grassy recreation area in front of the motel. Photos show grass extending from the front of the building to the sidewalk along Pacific Avenue and the area is dotted with lounge chairs and picnic tables. A large, free-standing sign advertising the "Jefferson Motel Apartments" was located near the corner of 33rd and Pacific on this leased parcel. By 1982 (possibly as early as the mid-1970s) Boshers was no longer leasing the parcel and the property owner converted the area to a surface parking lot. At that point, the large sign was relocated back very close to the building onto the motel parcel. The sign was taken down around 1995 when the motel was converted to long term apartment rentals. Today, there are no secondary resources associated with this property.

Exterior

Jefferson Manor Motel Apartments is a two-story, five-bay brick and concrete motel building with a distinctive barrel-vaulted roof. The roof consists of five matching segmental arches. The central arch extends forward slightly beyond the others to shelter the exterior stair and the arches on the ends of the building are detailed with a slight kick to the eave. The five segmental arches in the roof define five equal-sized bays which in turn define the ten motel units (five on each floor). Walls are primarily yellow brick veneer laid in stretcher bond with a few areas of replacement vinyl siding on the rear of the building. The east elevation is the primary façade and it is dominated by a full width concrete balcony that creates an exterior corridor for the second-story units and shelters the full-width concrete patio beneath it, which also functions as the exterior corridor for the first-story units. The concrete balcony is

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cantilevered out from the front wall but has some secondary support from slender steel columns. The balcony is engaged beneath the primary barrel-vaulted roof, which is also cantilevered from the wall but also has some secondary steel columns and framing in the arches providing support. A concrete stair providing access to the second story is centered on the façade but hidden from view by a two-story breeze block wall. This wall only extends wide enough to conceal the stair but there are four additional two-story breeze block walls equally spaced across the façade. These other four walls are flush with the front of the balcony and the two that flank the center wall are wider than the two on the ends. The two on the ends also extend slightly (two block widths) beyond the side walls of the building. These breeze block walls are symmetrically arranged across the façade and are strategically located to conceal the doorways to each unit from view from the street. The secondary steel support columns are also concealed from view behind these breeze block walls and they also serve to anchor the walls to the building. A large sign which reads "Jefferson Manor" in gold script is centered on the widest, middle, breeze block wall. According to the current owner, the gold lettering used to be shiny and glittery in order to attract more attention from the street. Between the breeze block walls on the second story there is a balustrade consisting of hollow, square aluminum balusters that extend slightly below the concrete deck.

The front wall of the building is dominated by large plate glass windows. Each bay of the building is defined by an arch in the roof and within each bay is one unit on each level. Each unit has a flush door with a screen door (added in the 1990s) and a large bank of three plate glass fixed windows. Second-story units have an arched window that echoes the arch of the roof and ceiling and spans the space above the door and windows. The wall area below the windows is now clad with vinyl siding; it was originally screens covered by sliding panels that could be opened for ventilation. The panels and screens remain beneath the vinyl siding. On the second story, the underside of the barrel-vaulted roof is exposed and consists of natural wood planks with clear sealant. Two original light fixtures consisting of white glass globes are suspended above the stairs.

The north side elevation is blank. There is a small, one-story shed on the north side of the building that accommodated linen storage for the former motel operation. It has a flat roof and is constructed of yellow brick that matches the main body of the building. There is a door on the north side of this shed.

The south side elevation has a pair of large plate glass windows located towards the front of the building on each story. The window bays are vertically aligned. These plate glass windows are fixed, but the second story window bank has a pair of sliding windows beneath the plate glass windows at the apron level. These sliding windows are in-kind replacements.

On the rear elevation, each bay holds one window on each story plus one in the tympanum of the arch. The windows in each bay are vertically aligned, one above the other, and the first and second story windows are vinyl replacement windows that slide open horizontally. The space between the first- and second-story windows is clad with vinyl siding, as is the space below the first-story windows, and the tympanum of the arch is clad with vertical board siding or paneling. With the exception of these window bays, the rear of the building was originally clad with the same yellow brick veneer found elsewhere on the building. Two-fifths of the brick veneer was dislodged and damaged during pile-driving for a nearby construction project and those areas are now covered with vinyl siding.

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Interior

The interior of Jefferson Manor is divided into ten efficiency apartments, five on the first floor and five on the second, all with the same floorplan and amenities. Each unit opens onto exterior corridors consisting of a continuous concrete balcony (second floor) or a concrete patio (first floor). Originally, the first-story, south-end unit was utilized as the motel office; when the property was turned into apartments in the 1990s, it was converted into a rental unit. Each unit consists of two rooms - a living room with an efficiency kitchen in one corner, and a bedroom with an attached full bathroom. Interior walls are a combination of wood paneling and drywall, and flooring is mostly wall-to-wall carpet in the living and bedrooms, vinyl in the kitchens, and tile in the bathrooms. Originally, the concrete slab on the first floor was covered with vinyl asbestos flooring, while the second floor had wood floors. The floorplan is completely original.

The kitchens are built into a corner nook along the partition wall between living room and bedroom and could be closed off from the living room with a sliding accordion partition. Originally, they included built-in wooden cabinets, a sink, a range hood, a range, and a refrigerator. Receipts kept by the original owner show that the original appliances were ordered from Frigidaire in beachy colors of "sunny yellow" and turquoise. The footprint of the kitchens remains intact in all the units, along with all the cabinetry, countertops, and a couple of the range hoods. None of the original ranges or refrigerators are still present. The refrigerators have all been upgraded to a full-size unit, which required that they be moved just outside of the kitchen nook into the living room.

The bathrooms all have the same tile flooring with small, square tiles in a mixture of white, pink, blue, and green. Walls are tiled with square white tiles halfway up and the showers are tiled six feet up. A pastel shade of pink, blue, or yellow is the primary color in each bathroom and the top row of tile, the tub, sink, and toilet were all executed in this color. Toilets and sinks have been replaced with white fixtures, but the original pastel tubs and tile-clad walls and floors are intact.

The living rooms and bedrooms are quite spacious and well-lit. Every bedroom contains two closets, one of which is a walk-in closet, and every living room has a front wall that consists largely of windows (the south end units also have a large window on the side wall as well). A couple of original wall sconce light fixtures survive in one unit.

The only major difference between the first- and second-floor units is the ceiling. The most striking design decision on the interior was the choice to expose the barrel-vaulted roof structure. Second floor units boast a barrel-vaulted ceiling that is continuous from the rear wall of the unit, through the front wall, to the front edge of the balcony. These ceilings are clad with natural (neither painted nor stained) wood planks. To bring even more light into these second floor units, the tympanum of the arch on the front of the building is executed entirely in glass, while on the rear of the building the same space features a smaller square window.

A comparison between the interior of the apartments today and an interior photograph from the 1960s illustrates that they have changed very little. The furnishings and the range are the only two visible changes.

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Figure 1. Interior photo, ca. 1960s. Courtesy of the Jefferson Manor Motel Apartments Collection, Virginia Beach Planning and Community Development Department.



Figure 2. Current interior view of the south end, second floor unit. This unit has an original window on the south side wall that the other units lack, as shown in the historic image above.

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Integrity Statement

Jefferson Manor Motel Apartments retains excellent integrity of location, design, setting, materials, workmanship, feeling, and association. It remains in its original location surrounded by commercial, resort-oriented buildings to the east and more low-scale residential properties to the west, as it was originally. Alderman's original design is intact with its character-defining barrel-vaulted roof, breeze block walls, and balcony, and the property retains most of the original materials, including the brick veneer walls, plate glass windows, aluminum balustrade, exposed wood planks in the vaulted ceilings, and wood paneling inside the units. Even the kitchens and bathrooms retain at least 50% of their original materials, including tile and cabinets. This intact physical shell illustrates the workmanship of builder O.S. Jamell, Jr. and his subcontractors. Jefferson Manor 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, family road-trip-style.

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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.)

COMMERCE
ARCHITECTURE

Period of Significance

1961-1970

Significant Dates

1961, 1963

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Alderman, William Burton (Architect)
O.S. Jamell and Company (Contractor/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.)

Jefferson Manor Motel Apartments are eligible for listing 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 (POS) for this property is 1961-1970, which extends from the inception of design through the duration of the associated historic period. The Jefferson Manor Motel Apartments continued to function as short-term tourist accommodations until the early 1990s, but its significance associated with Criterion A and the history of the hospitality industry in Virginia Beach is limited to the 1960s, a decade that saw a large-scale shift from tourist cottages to chain hotels along the Oceanfront; consequently, the Period of Significance ends in 1970. Jefferson Manor was built by local real estate investor Ralph G. "Pete" Boshier in late 1962 and early 1963 and is still owned by his family. The building was designed by local architect William Burton Alderman in 1961, who also completed designs for several other locally prominent motels of the period, and was built by local contractor O.S. Jamell and Co. The late 1950s and 1960s were a time of expansive growth on the Virginia Beach oceanfront as tourism boomed and the family road-trip vacation achieved iconic status. Multiple factors contributed to this growth – social, economic, and transportation-related – all of which are explored in detail in the MPD. Architecturally, this period witnessed the shift locally from frame to concrete-and-steel construction and from a more traditional, shingled style to Modern-inspired design. These Modernist designs were frequently the product of engaging an architect for the project, and were increasingly built along Pacific Avenue as the resort area expanded westward to take advantage of affordable, available land. This period also saw a pivotal shift from small, mom-and-pop operations to ownership by groups of investors, finally culminating with the arrival of the first chain hotels along the oceanfront in 1970. Jefferson Manor is an excellent example of an architect-designed, Modernist-style resort motel of concrete construction built along Pacific Avenue in the 1960s that was (and still is) family-owned. 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.

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

Criteria Justification

Jefferson Manor is locally significant under Criterion A in the area of Commerce as a representative example of a resort motel built in the oceanfront area of Virginia Beach during the 1960s that embodies significant marketing trends in the mid-century motel industry identified in the MPD including the expansion of the resort area to Pacific Avenue, the increased incorporation of kitchenettes and apartment-style accommodations, and a more pronounced orientation towards the road.

Jefferson Manor is locally significant under Criterion C in the area of Architecture as an excellent example of an architect-designed, Modernist-style resort motel that illustrates important architectural trends identified in the MPD including the use of concrete-and-steel construction, the use of Modernist-style designs facilitated by an architect, the incorporation of parking facilities, and the use of cantilevered concrete balconies to create exterior corridors.

History

Pete Boshier started his career as a successful life insurance salesman for Jefferson Standard Life Insurance Company while he was still in college in Greensboro, North Carolina, before being drafted into the Army during World War II. He was stationed in New Mexico and continued to sell life insurance at night, while the Army was his day job. When his service was up, he returned to the East Coast with his young family with the intent of

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continuing his life insurance career and ultimately decided to move to Norfolk because of its large military population. He felt confident, after his time in the Army, that he could sell life insurance to military families. He was a natural salesman and saved enough money from his insurance business to buy his first piece of investment property in Virginia Beach in 1952, the vacant lot where the Thomas Jefferson Apartments are today (33rd Street and Arctic Avenue).¹ He hired architect John Waller to design a building of short-term rental units and borrowed the Jefferson name from his career in insurance and the Thomas Jefferson Apartments were completed in 1955.² In 1956, he purchased the small vacant lot at 33rd and Pacific (the future location of Jefferson Manor) and in 1957, he purchased an existing apartment building (which was built around 1945) on the lot beside the Thomas Jefferson which he renamed the Martha Jefferson Apartments.³ Boshier was a savvy real estate investor with a gift for knowing where future growth would occur. The Thomas and Martha Jefferson Apartments were short-term rentals geared towards vacationers, and their reliable income allowed him to invest in other real estate in these potential growth areas. Over the years, Boshier built other apartment buildings, mixed-use projects, and golf communities all over Tidewater Virginia and North Carolina.⁴ With a vision of the future growth of the resort area, he purchased a large farm south of the Virginia Beach oceanfront (then, Princess Anne County) and built a campground on part of it. Today, the large parcel is still intact between Oceana Boulevard and General Booth Boulevard with the Holiday Trav-L Park on part of it and Brook Green Farm on the south end. By the early 1960s, Boshier had the capital to build a new motel in the resort area and he hired architect William “Bill” Burton Alderman to design the Jefferson Manor Motel Apartments on his lot at 33rd and Pacific. According to his daughter, Boshier specifically wanted an architectural “eyecatcher” on this lot along Pacific Avenue to draw in clients. Jefferson Manor itself was small, with only 10 units, but the already operational Thomas Jefferson and Martha Jefferson buildings were only half a block away and offered 18 additional units.

A rendering of the “Ten Efficiency Garden Apartments for Mr./Mrs. R.G. Boshier, Virginia Beach, VA” drawn by Alderman and retained in Boshier’s files is dated August 1961. A letter from Alderman to Boshier dated July 11, 1961, provides bids from six different construction companies to build the motel. The bids ranged from \$75,500 at the low end to \$95,280 at the high end. Boshier does not seem to have proceeded immediately and it is possible that the bids were far more than he had expected. A year passed before local contractor O.S. Jamell and Company was awarded the contract for construction in late 1962. Jamell was not one of the companies listed in the letter in 1961 and his bid is not recorded. Boshier kept detailed notes about the construction of Jefferson Manor and his records suggest that he paid Jamell approximately \$77,700 for the job. But Boshier was a demanding and cost-conscious owner and his notes record that he was repeatedly dissatisfied with Jamell’s work on Jefferson Manor, referring to the job as “disorganized” and the crew “listless.” The two ended up in litigation over the job and multiple mechanics liens were filed against the property and Boshier personally. There was a real possibility that Jefferson Manor may have been sold to pay the claims, but local attorney Francis Thompson was able to settle the case without jeopardizing Boshier’s ownership of the property. In a letter to Boshier, Thompson notes, “You know that you got a tremendously low bid from Jamell. You know further that when you accepted his bid, you were gambling with the outcome. You got yourself a bargain price, and after you got bogged down in your litigation, we came to the rescue and pulled you out.” In spite of their successful settlement of the case, however, the attorney’s bill to Boshier remained unpaid, and the occasion of the letter seems to be Boshier’s refusal to pay it.⁵

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Figure 3. “Ten Efficiency Garden Apartments for Mr./Mrs. R.G. Boshier, Virginia Beach, VA.” William Burton Alderman, August 1961.

By the time these financial issues came to a head in the winter and spring of 1964, Jefferson Manor had already enjoyed a full season of operation. Boshier’s files record that he was extensively involved in decisions about furnishing and finishing the units in the spring of 1963, ordering bedroom furniture from the American Furniture Company and chairs from Liberty Chair Company in March 1963, lamps from the Phil-Mar Corporation in April 1963, and Frigidaire appliances in “turquoise” and “sunny yellow.” Letters to his suppliers make it clear that he was targeting a June 1963 opening date and expected to receive deliveries in May.⁶ His daughter, Kitty, recalls that she graduated from high school in June of 1963 and went right to work at Jefferson Manor for that first summer season.

One undated promotional brochure (ca. 1965) described Jefferson Manor as “Strikingly Modern, Luxuriously Furnished Motel Apartments....These new apartments are the epitome of modernity and luxury. A masterpiece of architectural design, the interior decoration is equally smart with paneled wall, panoramic glass window, draw drapes, design furniture, and functional appointments....Furnished in Danish Modern or Italian Provincial furniture.” The location was touted as being advantageous as it was a close walk to churches, coffee shops, restaurants, and a drug store, as well as the beach and boardwalk, moreover, “The Jefferson Manor is not hemmed in with buildings, is quiet, yet so much is quickly accessible.” Boshier also wisely marketed his Jefferson properties on 33rd Street (Thomas Jefferson, Martha Jefferson, and Jefferson Manor) as a unit on occasion, and in another brochure he called the property “Jefferson Manor Resort Apartments” and provided floorplans and pricing for both

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Jefferson Manor and Thomas Jefferson. “The Jefferson,” as he called the combined properties, catered particularly to families and had 28 apartments with over 100 rooms (clearly, this total included all three Jefferson buildings).

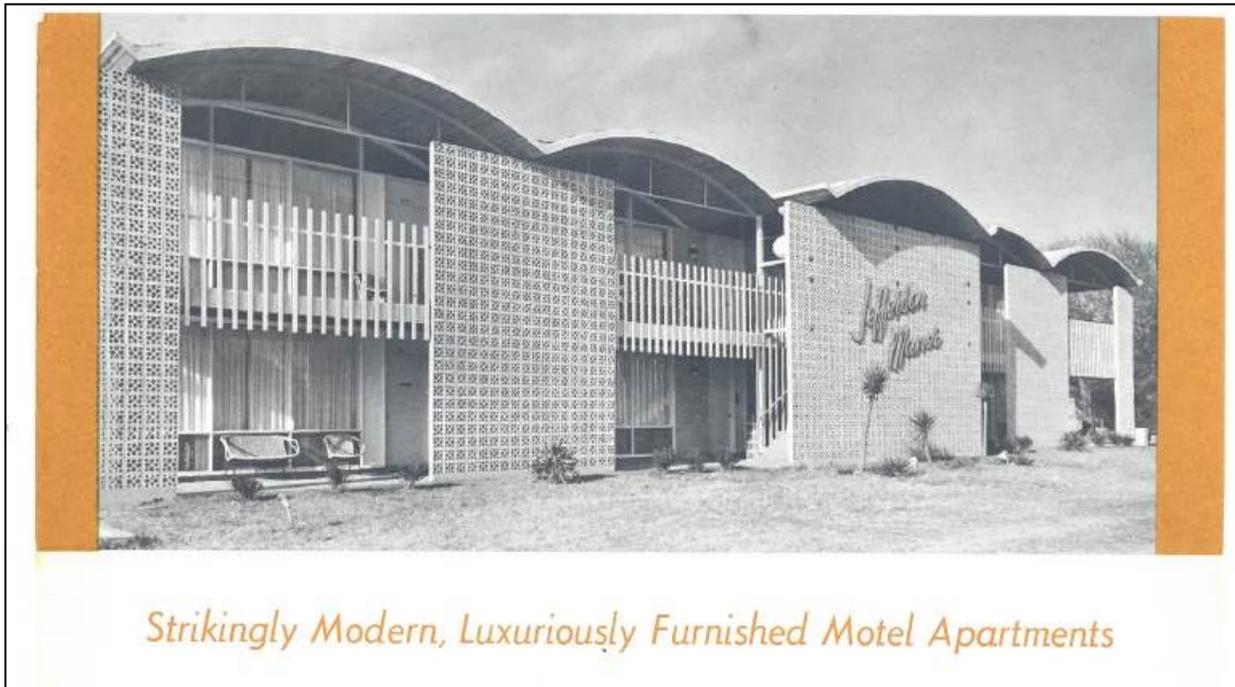


Figure 4. Ca. 1965 Promotional brochure image. Courtesy of the Jefferson Manor Motel Apartments Collection, Virginia Beach Planning and Community Development Department.

Bosher also pooled his resources and promoted amenities that were spread throughout his properties. In a form letter sent to past guests in May 1967, Bosher notes that he has added a swimming pool and patio for guests “right on the premises” which was actually built on his property in between the Thomas Jefferson and Martha Jefferson buildings, half a block from Jefferson Manor (previous advertisements, including the mid-1960s one described above, referred to “pool privileges” rather than an on-site pool). In the same letter, Bosher touts their 110-acre horse and pony farm (Brook Green Farm) where Jefferson Manor guests could go horseback riding and where the six new foals “would be a real treat for the children.”⁷

Postcards from the 1960s with three different images show the front exterior of Jefferson Manor, the pool beside the Thomas Jefferson, and an interior view of Jefferson Manor showing the kitchenette, living room, and bedroom. The postcard image of the front of the building shows a grassy lawn between the building and Pacific Avenue with lawn chairs, picnic tables, and children playing. This lot was not part of the Jefferson Manor property, but Bosher initially leased it in order to create a recreational space in front of the building. According to Kitty Bosher this lease seems to have ended by 1982 (possibly by the mid-1970s) and owner B.M. Stanton converted the grassy lawn to a parking lot (which was not for use by the motel guests).⁸

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Figure 5. Late 1960s postcards for Jefferson Manor. Courtesy of the Jefferson Manor Motel Apartments Collection, Virginia Beach Planning and Community Development Department.

Until the early 1990s, Jefferson Manor, along with Boshers' other Jefferson properties, remained a seasonal business, motel in the summer season and short-term rentals in the winter. The property continued to be owned and operated by Boshers; his daughter, Kitty, came to work for him in 1986. In the early 1990s, the City of Virginia Beach began assessing a nightly fee for seasonal rentals and Kitty decided they could no longer afford to compete with the larger chain hotels for tourism dollars.⁹ They converted Jefferson Manor, along with the other Jefferson properties, to long-term rental apartments. Jefferson Manor remains owned and managed by Kitty Boshers, whose focus on maintenance rather than upgrades has resulted in the remarkable architectural integrity of the building.

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While the turquoise and sunny yellow appliances are gone (first replaced in 1968), the floor plans and architectural detailing of the building, both exterior and interior, remain almost exactly as they were shown in postcards and promotional materials from the 1960s.

Integrity and Registration Requirements

As per the Registration Requirements established in the MPD, **Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)**, eligible resources should retain good integrity of location, design, setting, materials, and association. Jefferson Manor remains on its original site (integrity of location) within a mixed commercial setting flanked by small parking lots (integrity of setting). The pool that was associated with Jefferson Manor is still located on the property of the historically associated Thomas Jefferson Apartments half a block to the west (on a separate, discontinuous tax parcel). Jefferson Manor 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 has been converted for use as long-term apartment rentals but this change in use does not diminish its integrity since the floorplan, footprint, and façade remain in original condition and sufficiently convey the property's former identity as a motel. This retention of its original floorplan, footprint, and primary elevation, along with the original roof form, continuous concrete balcony, visually differentiated units, breeze block walls, and original signage all contribute to Jefferson Manor's excellent integrity of design. Good integrity of materials is demonstrated by the retention of original windows on the façade, original aluminum balustrade, and original concrete structural system with brick cladding.

Context

As the MPD explores in greater depth, the motel business in Virginia Beach was highly seasonal throughout the 1950s and 1960s. Many of the motels, hotels, and inns were only operational during the summer tourist season (May to September). It was common for the oceanfront properties to include a dining room and, in some cases, for meals to be included with the cost of the room. By the early 1960s, however, the construction of motel units that included kitchenettes was catching on and Jefferson Manor was on the cutting edge of this trend in motel construction. Kitty Boshier recalls that when Jefferson Manor opened in 1963 there was only one other motel in Virginia Beach that included kitchenettes. Several others opened right around the same time, however, including the Crest Kitchenettes, which, like Jefferson Manor, included a kitchenette in every unit, was designed by Bill Alderman, and opened for the 1963 season. Kitchenette units were marketed to guests as a way for families, particularly, to reduce the costs associated with vacationing.¹⁰ Apartment-style accommodations and kitchenettes were prevalent along Pacific Avenue, two blocks 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. Boshier, always the savvy businessman, recognized that by building complete apartments he was able to remain open and generate income during the off-season offering short term rentals, rather than closing completely, as many of his competitors did.

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 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."¹¹ Particularly in the early days of the tourist

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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 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 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. Boshier took out two different loans in the fall of 1962 related to the construction of Jefferson Manor – a loan from Mutual Federal Savings and Loan Associates was for \$45,000 over a term of 15 years at 6% interest, and a construction loan from the National Bank of Commerce was for \$40,000. 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.

A perusal of Virginia Beach Accommodation Directories and Visitors Guides from the late 1950s to late 1960s illustrates the changing landscape of oceanfront accommodations. In the late 1950s, most of the hotels advertised were rambling shingle-style multi-story buildings with wide front porches; by the mid 1960s, an increasing number were the new concrete-and-steel, Modern-style resort motels. This new era of motel construction also heralded the increasing participation of architects in motel design along the oceanfront. As owners and entrepreneurs looked to stand out from the increasing competition and build in a new architectural style, they turned to architects to design eye-catching buildings. Interestingly, the Aeolus (DHR # 134-5873), built in 1956 at 40th and Atlantic along the oceanfront and described in a 1963 newspaper article as the “first of the Florida-type hotels built here,” was designed by an architectural firm from Ft. Lauderdale, Florida - Gambel, Pownall, & Gilroy.¹² (The Modern-style resort motel developed slightly earlier in Florida; in his book *Designing the Good Life*, well-known Modernist architect Norman Giller talks about his design of the Ocean Palm Motel just north of Miami Beach in Sunny Isles in 1949.¹³) But following this initial injection of Florida architectural inspiration, most of Virginia Beach’s motels built in the late 1950s and 1960s were designed by local Tidewater Virginia-based architects. 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 hotels.”¹⁴ One of the most prolific of these Tidewater motel architects was William Burton Alderman.

William “Bill” Alderman was born in Williamsburg, Virginia, on June 30, 1927. He and his twin brother, Ernie, served in the Army during World War II and then went to the University of Virginia where Bill enrolled in the Architecture School.¹⁵ He graduated in 1952 and after a couple of years working for several different architectural firms, he opened his own 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. 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 Kitchenettes (1963) (DHR # 134-5866), Golden Sands Motel (1965) (demolished), Blue Marlin Lodge (1965-66) (DHR # 134-5398), and the Balboa Motel (1969-1970) (demolished). 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

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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 Kitchenettes, Golden Sands, Blue Marlin, and Balboa). Jefferson Manor, Crest Kitchenettes (now the Cutty Sark), and the Blue Marlin all still stand. 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. Jefferson Manor is an outstanding example of this type and of Alderman's work. Bill Alderman never married and passed away on July 27, 2012, at the age of 85.

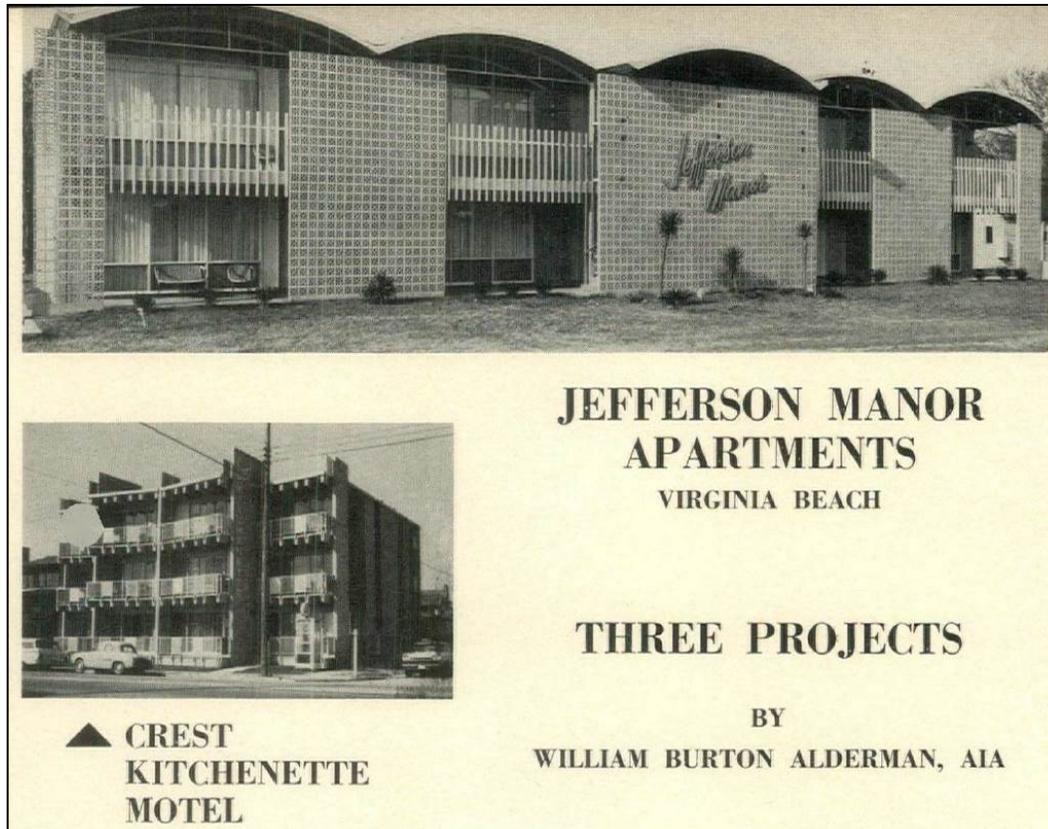


Figure 6. Page from the May 1964 issue of Virginia Record magazine, highlighting the work of William Burton Alderman, including two of his motel projects in Virginia Beach. Crest Kitchenette Motel is now called the Cutty Sark Motel and is located at 3614 Atlantic Avenue.

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Figure 7. Page from the February 1966 issue of Virginia Record magazine, highlighting The Blue Marlin Lodge in Virginia Beach, designed by Alderman. The Blue Marlin still stands at 2411 Pacific Avenue.

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9. Major Bibliographical References

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

- 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.
- Bosher, Christina E. "Kitty." Interview with the author, September 16, 2020, Virginia Beach, Virginia.
- 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.
- Hughes, Jim. "Building on a Vision: Fifty Years of Buying the Right Property." *The Virginian-Pilot Real Estate Weekly*, May 18, 1996.
- Jakle, John A., Keith A. Sculle, Jefferson S. Rogers. *The Motel in America*. Baltimore: Johns Hopkins University Press, 1996.
- Jefferson Manor Motel Apartments Collection, including pamphlets, postcards, letters, receipts. Donated by Christina E. Bosher. On file at the Virginia Beach Planning and Community Development Department, Virginia Beach, Virginia.
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- Motels, Hotels, Restaurants and Bars: An Architectural Record Book*. New York: McGraw Hill Book Company, 1960.
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- Virginia Beach Accommodation Directories and Virginia Beach Visitor's Guides, Edgar T. Brown Collection, The Virginia Beach Public Library.
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- Virginia Record*. "The Blue Marlin Lodge." February 1966. Page 55. Accessed online <https://usmodernist.org/AIAVA/AIAVA-1966-02.pdf>.
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- Virginia Record*. "The Virginia Architect Section: Tidewater Architecture." August 1958. Page 9.
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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
- 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;
Planning and Community Development Department, City of Virginia Beach, Virginia

Historic Resources Survey Number (if assigned): 134-5383

10. Geographical Data

Acreage of Property 0.16 acres

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: 36.86128 Longitude: -75.98028
2. Latitude: Longitude:
3. Latitude: Longitude:
4. Latitude: Longitude:

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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 recorded as 24280208350000 by the City of Virginia Beach. It extends from 33rd Street on the south to 33rd 1/2 Street on the north and is bounded on the east and west by parking lots. The enclosed tax parcel map shows the exact boundaries.

Boundary Justification (Explain why the boundaries were selected.)

The selected boundaries correspond with the historic boundaries of the property first purchased by Ralph G. Boshier in 1956 and still owned by his daughter.

11. Form Prepared By

name/title: Kristin Kirchen, Architectural Historian and Debra A. McClane, Architectural Historian

organization: Iron Dog Preservation, LLC, and Debra A. McClane, Architectural Historian

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telephone: 804-516-8200

date: February 2021

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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: Jefferson Manor Motel Apartments

City or Vicinity: City of Virginia Beach

County: State: Virginia

Photographer: Kristin Kirchen

Date Photographed: September 16, 2020

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

Photo VA_VirginiaBeach_JeffersonManorMotelApartments_0001
1 of 13 East elevation, front.

Photo VA_VirginiaBeach_JeffersonManorMotelApartments_0002
2 of 13 Southeast oblique.

Photo VA_VirginiaBeach_JeffersonManorMotelApartments_0003
3 of 13 Northeast oblique.

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- | | |
|-------------------|--|
| Photo
4 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0004
Rear, west, elevation. Partial view of south side. |
| Photo
5 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0005
Signage detail, front elevation. |
| Photo
6 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0006
Breeze block wall detail, front elevation, camera facing north. |
| Photo
7 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0007
Second floor balcony, looking south. |
| Photo
8 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0008
Second floor unit, living room, looking east out front window. |
| Photo
9 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0009
Second floor, south end unit, living room looking into bedroom. Kitchen is behind sliding door on the right in the photo. |
| Photo
10 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0010
Second floor, south end unit, living room looking into kitchen. |
| Photo
11 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0011
Second floor, south end unit, bedroom, looking at rear wall. |
| Photo
12 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0012
Bathroom. |
| Photo
13 of 13 | VA_VirginiaBeach_JeffersonManorMotelApartments_0013
Detail of original light fixture. |

Historic Images Log

- Figure 8.** Interior photo, ca. 1960s. Courtesy of the Jefferson Manor Motel Apartments Collection, Virginia Beach Planning and Community Development Department.
- Figure 9.** Current interior view of the south end, second floor unit. This unit has an original window on the south side wall that the other units lack, as shown in the historic image above.
- Figure 10.** “Ten Efficiency Garden Apartments for Mr./Mrs. R.G. Boshier, Virginia Beach, VA.” William Burton Alderman, August 1961.
- Figure 11.** Ca. 1965 Promotional brochure image. Courtesy of the Jefferson Manor Motel Apartments Collection, Virginia Beach Planning and Community Development Department.
- Figure 12.** Late 1960s postcards for Jefferson Manor. Courtesy of the Jefferson Manor Motel Apartments Collection, Virginia Beach Planning and Community Development Department.
- Figure 13.** Page from the May 1964 issue of Virginia Record magazine, highlighting the work of William Burton Alderman, including two of his motel projects in Virginia Beach.
- Figure 14.** Page from the February 1966 issue of Virginia Record magazine, highlighting The Blue Marlin Lodge in Virginia Beach, designed by Alderman.

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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 Jim Hughes, "Building on a Vision: Fifty Years of Buying the Right Property," *The Virginian-Pilot Real Estate Weekly*, May 18, 1996.

² Christina E. "Kitty" Boshier, Interview with the author, September 16, 2020, Virginia Beach, Virginia.

³ Boshier.

⁴ Hughes.

⁵ All of the primary source material referenced in this paragraph is from the Jefferson Manor Motel Apartments Collection, Virginia Beach Planning and Community Development Department, Virginia Beach, Virginia.

⁶ Jefferson Manor Motel Apartments Collection.

⁷ Jefferson Manor Motel Apartments Collection.

⁸ All pamphlets and postcards referenced are part of the Jefferson Manor Motel Apartments Collection.

⁹ Boshier.

¹⁰ *Motels, Hotels, Restaurants and Bars: An Architectural Record Book*. New York: McGraw Hill Book Company, 1960: 6, 18.

¹¹ John A. Jakle, Keith A. Sculle, Jefferson S. Rogers, *The Motel in America*, Baltimore: Johns Hopkins University Press, 1996: 63.

¹² "Va. Beach Motel Sold." *The Virginian-Pilot*, November 1, 1963: 46.

¹³ Norman M. Giller, and Sarah Giller Nelson, *Designing the Good Life: Norman M. Giller and the Development of Miami Modernism*, University Press of Florida, 2007:, 52-53.

¹⁴ *Virginia Record*. "The Virginia Architect Section: Tidewater Architecture." August 1958: 9.

¹⁵ William B. Alderman Obituary. *The Virginian-Pilot*, August 1, 2012.