

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: E. Fourth Street Historic District

Other names/site number: Lincoln Highway; Victory Highway

Name of related multiple property listing: The Lincoln Highway in Nevada; The Victory Highway in Nevada

2. Location

Street & number: n/a City or town: Reno State: Nevada County: Washoe

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local

Applicable National Register Criteria:

 A B C D

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

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

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

Category of Property

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

Number of Resources within Property

Contributing <u>95</u>	Noncontributing <u>35</u>	buildings
<u> </u>	<u> </u>	sites
<u>3</u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>98</u>	<u>35</u>	Total

Number of contributing resources previously listed in the National Register 3

6. Function or Use

Historic Functions

COMMERCE/TRADE/business

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/warehouse

COMMERCE/TRADE/restaurant

DOMESTIC/hotel

AGRICULTURE/SUBSISTENCE/processing

AGRICULTURE/SUBSISTENCE/storage

INDUSTRY/PROCESSING/EXTRACTION/manufacturing facility

TRANSPORTATION/rail-related

TRANSPORTATION/road-related

Current Functions

COMMERCE/TRADE/business

COMMERCE/TRADE/professional

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/warehouse

COMMERCE/TRADE/restaurant

INDUSTRY/PROCESSING/EXTRACTION/manufacturing facility

DOMESTIC/hotel

TRANSPORTATION/road-related

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY REVIVALS/Italian Renaissance

LATE 19TH AND EARLY 20TH CENTURY REVIVALS/Classical Revival

MODERN MOVEMENT/Moderne

MODERN MOVEMENT/Ranch

MODERN MOVEMENT/Googie

OTHER/Decorative Brick

Materials:

Principal exterior materials of the property: BRICK, CONCRETE, STUCCO, METAL, WOOD, GLASS

Narrative Description

Summary Paragraph

The E. Fourth Street Historic District is centered around E. Fourth Street, a major transportation corridor in east-central Reno that developed beginning in 1900 and became a Lincoln/Victory Highway segment in 1913 and 1921. The district encompasses a 1.07-mile-long section of E. Fourth Street immediately east of downtown Reno, from Evans Avenue on the west to Cares Drive on the east. The Union Pacific Railroad serves as the district's rough southern boundary. The district is 89.11 acres in size and contains 136 resources across 28 blocks, plus the 1.07-mile segment of the E. Fourth Street roadbed itself. Most resources in the district face E. Fourth Street, although 49 are found on adjacent cross streets and along a thematically-related segment of E. Fifth Street between Evans and Morrill Avenues. Of the 136 resources, 101 (74%) contribute to the district, including three previously listed resources. As a primary transportation corridor related to both the highway and the railroad, the resources in the district are largely related to automobiles, commerce, leisure travel, manufacturing/industry, and warehousing/shipping. A total of 126 (92%) of the district's resources are commercial in nature, and include one- and two-part commercial buildings, motels, service bay businesses, service stations, and warehouses.

Narrative Description

Location and Setting

The E. Fourth Street Historic District is located in central Reno, just east of the downtown core. The city is situated at 4,400 feet above sea level in the Truckee Meadows, a broad valley shaped by the Truckee River. Immediately west of Reno is the Sierra Nevada, and to the east are the smaller Pah Rah and Virginia Ranges. The Truckee River meanders through Reno roughly west

to east. The Truckee Meadows has long been a key point along transportation routes heading up and over the Sierra. Historic trails used by Native Americans and emigrants followed the river, and these corridors became formalized when the Central Pacific Railroad platted the town of Reno in 1868. The original town plat was laid out with streets on a west-southwest/east-northeast diagonal along the north bank of the river.

Today, Fourth Street serves as a major artery through downtown Reno along that same diagonal. The dividing line between W. Fourth and E. Fourth is at Virginia Street near the center of the downtown commercial district. From there, W. Fourth travels through downtown and beyond, almost to the community of Mogul. East Fourth Street heads east-northeast out of downtown, passes underneath I-580, then moves into the City of Sparks at Galletti Way near the I-80 underpass. At the Sparks city limit, E. Fourth is renamed Prater Way.

The district's west boundary begins on the eastern edge of downtown Reno and extends eastward along E. Fourth Street. The district is linear in nature, with the street as the focal point. It is a major thoroughfare and is heavily urban, with wide streets, paved parking lots, a railroad crossing, and an overpass found along the corridor. The district's setting and feeling are also influenced by its resources, which are predominantly commercial and industrial buildings one and two stories in height. The resource types are distributed widely, with small clusters of one- and two-part commercial buildings interspersed with motels, gas stations, auto repair shops, and larger lots containing industrial businesses such as a metal fabrication plant.

General District Description

The district's western boundary is Evans Avenue at the east edge of downtown Reno. From there, E. Fourth travels in a straight line almost 0.9 miles to Sage Street, then jogs slightly onto a more west-east alignment for another 0.17 miles until reaching the district's eastern boundary at Cares Drive. Along the north side of E. Fourth Street, the eastern boundary stops at Cares Drive, while along the south side of E. Fourth the boundary is extended an additional approximately 380 feet to encompass a wedge-shaped parcel at 1900 E. Fourth Street (Resource #126). On its south side, the district is roughly bounded by the Union Pacific Railroad corridor, which is situated either one or two blocks north of the Truckee River depending on location. Most of the rail lines extend west-southwest and east-northeast within the main railroad corridor and are not within the district boundary. The NCO-Western Pacific rail line, however, curves north starting at Valley Road and passes through the district north-northwest along Record Street.

The district's north boundary varies. The west end of the district includes several buildings along the south side of E. Fifth Street, which runs between Evans Avenue and Morrill Avenue. East Fifth parallels E. Fourth, but is interrupted at an irregular block between Record Street and Valley Road where the street grid did not exist historically due to the presence of a rail yard and roundhouse. The E. Fifth resources in the district are included since they are primarily historic-period warehouses directly associated with the historic themes found on E. Fourth. East of Morrill Avenue, the district only encompasses both sides of E. Fourth, as well as several nearby buildings on cross streets that are also thematically related.

District Roads and Blocks

The road surface of E. Fourth Street ranges in width between approximately 45 and 58 feet and generally has three travel lanes, two bike lanes, and occasional turning lanes. Sidewalks are found along both sides of Fourth Street. Some blocks in the western two-thirds of the corridor also contain designated on-street parking areas. The portion of E. Fifth Street in the district is narrower than E. Fourth, with sidewalks and a mix of parking types. Parking lots are found throughout the district. The lots serve a particular business and are either in front of or alongside a building. The district contains above-ground utilities including streetlights and utility poles containing telephone and electrical lines.

The cross streets generally run north-south and vary in width. The cross streets in the district are, from west to east: Evans Avenue (point of beginning); the north-northwest trending railroad crossing (corresponding to Record Street); Valley Road; Elko Avenue (north of E. Fourth only); Eureka Avenue (north of E. Fourth only); Park Street (south of E. Fourth only); N. Wells Avenue (a major six-lane thoroughfare that passes over E. Fourth via an overpass); Morrill Avenue; Spokane Street; Quincy Street; Sutro Street (a larger thoroughfare with multiple lanes); Toano Street; Montello Street; Sage Street/E. Sixth (E. Sixth curves into the north side of E. Fourth and is named Sage to the south); Line Drive (north of E. Fourth only); and Cares Drive (formerly Threlkel Street, north of E. Fourth only). In general, the cross streets are larger in the blocks north of E. Fourth Street. South of E. Fourth, the cross streets are short and unstriped, and terminate at or near the railroad. Only Wells Avenue and Sutro Street continue south and cross the Truckee River outside of the district boundary.

Blocks within the district vary in size and shape. Since the east-west streets are at a slight diagonal, most of the blocks are parallelograms. East of Wells Avenue, the distance between cross streets is fairly regular, with the blocks measuring about 330 feet in width along their E. Fourth frontages. An exception to this is a long (1,275-foot), wedge-shaped block at the east end of the district along the south side of E. Fourth that contains several motels as well as other businesses. West of Wells Avenue, the blocks are more irregular. The railroad branch curving north near Record Street alters the block shapes in that location, as does the irregular block at the former rail yard and roundhouse site between Record Street and Valley Road. A long (960-foot) block on the south side of E. Fourth Street between Valley Road and Park Street historically contained the railroad stock yards as well as a large industrial complex.

District Resources Overview

As noted above, the district's setting and feeling are greatly influenced by the range of industrial and commercial resource types present. The district resources are a mix of types in two main categories: resources related to manufacturing and shipping goods via the road or the railroad, and resources related to train and automobile travel and the goods and services that entails. The former category includes numerous warehouses, as well as lumber and metalworks businesses and a former brewing and bottling plant. The latter category includes hotels, motels, gas stations, auto repair shops, and restaurants. The resources are generally utilitarian in nature, with minimal stylistic elements.

Throughout the district, buildings have simple form and massing, with primarily one- and two-story buildings. The size of the resources varies dramatically, however, with some large warehouses occupying most of their parcels. The setback of resources also varies. The one- and two-part commercial buildings occupied by stores and restaurants have no setback and abut the sidewalks. Several of the warehouses extend to their property lines also. Resources such as service garages, gas stations, and manufacturing locations are often set back much further on the parcel, with paved parking lots and, in some cases, perimeter fences. The motels are mostly arranged in L or U shapes with central parking areas.

The district contains a notable mix of construction dates as well, with resources built throughout the 1900-1974 period of significance. The distribution of construction dates is as follows:

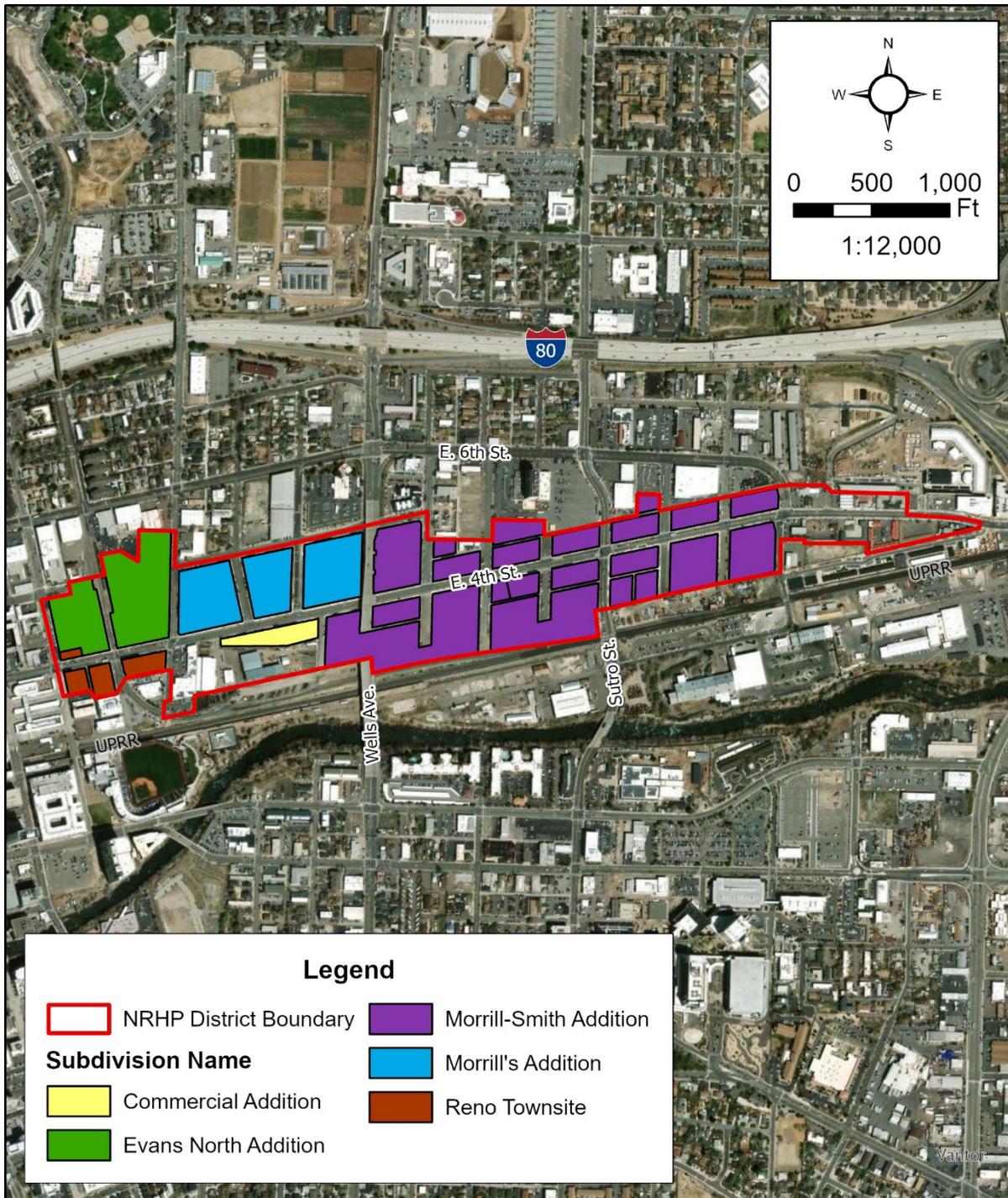
- Prior to 1900: 1 resource
- 1900-1909: 6 resources
- 1910-1919: 5 resources
- 1920-1929: 20 resources
- 1930-1939: 18 resources
- 1940-1949: 25 resources
- 1950-1959: 33 resources
- 1960-1969: 13 resources
- 1970-1974: 2 resources
- Post-1974 (non-historic): 13 resources

Although the varying construction dates are distributed widely, the older resources are generally located in the west portion of the district. This is due to several factors – that area is closer to the downtown Reno commercial core, it is closer to the Nevada-California-Oregon (NCO) Railroad depot, and the older subdivided tracts are located there. Examples of older resources in this part of the district are the 1910 NCO Depot (Resource #6), the 1889 NCO Machine Shop (Resource #5), two 1907 three-story hotel buildings (Resource #14 & #23), and a circa 1906 apartment building that was altered during the historic period into a subtle Streamline Moderne style (Resource #4).

This mix of types, uses, sizes, setbacks, and ages is a character-defining feature of the district. The variety found today is very similar to what was found historically, and it helps convey the district's strong associations to commerce, tourism, industry, and transportation.

Physical Influence of Original Tracts

The district contains all or part of five different subdivided tracts: the 1868 Reno Townsite; the 1879 Evans North Addition; the 1899 Morrill's Addition; the 1904 Commercial Addition; and the 1904 Morrill-Smith Addition (Figure 1).



Legend

	NRHP District Boundary		Morrill-Smith Addition
Subdivision Name			Morrill's Addition
	Commercial Addition		Reno Townsite
	Evans North Addition		

East 4th Street Historic District - Historic Subdivisions
 Base Map: ESRI Imagery
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for
 the East 4th Street Historic District, Reno, Nevada
 (KEC-1518)



Figure 1: Historic subdivisions in the E. Fourth Street Historic District

The 1868 Reno Townsite Tract (Figure 2) established the grid pattern and orientation of the downtown streets, with the west-southwest/east-northeast trending numbered streets. It also established a rectangular block shape split by north-south trending alleys. This initial tract also established Fourth Street and included parcels along the north side of Fourth to Peavine Street (now called Evans Avenue), and parcels along the south side of Fourth to a point one block east of East Street (now called Record Street). The plat terminated before reaching Fifth Street and did not include fully formed blocks along the north side of Fourth. The district contains portions of only two of the blocks depicted on this original tract. The block on the south side of Fourth between Evans and Record Streets is somewhat similar today to its appearance on the plat, with parcels primarily oriented to face the cross streets instead of Fourth, and with an alley in the center of the block. The block on the south side of Fourth just east of Record Street bears little resemblance to the plat map, since that is where the Western Pacific railroad curves north and creates an oddly-shaped block.

The 1879 Evans North Addition simply extended the original town plat north for several additional blocks, completing the blocks along the north side of Fourth Street and extending the street grid to include blocks on both sides of Seventh Street. It stopped at East (now Record) Street and did not include blocks east of that. The district contains only one block in this Addition – the block on the north side of Fourth Street between Evans and Record Streets that contains the Nevada-California-Oregon Railroad Depot (Resource #6). Today this block retains only some resemblance to its historic appearance. It has a central alley and some parcels facing Evans Avenue, but other parcels are obscured by large buildings.

Morrill's Addition (Figure 8), platted in 1899, established seven small blocks and one larger block east of the downtown core, between Surprise Valley Road (now Valley Road) and Alameda Avenue (now Wells Avenue) and between Fourth Street on the south and Seventh Street on the north. The Truckee River and Central Pacific Railroad are shown at the bottom of the plat map for reference. This tract continued the diagonal orientation of Fourth Street, but oriented the cross streets on a true north-south alignment instead of a diagonal as in the downtown tracts. Elko and Eureka Avenues are present in the center of the tract, but Elko does not continue to Fourth Street yet, as the larger platted block interrupts it. The district contains two of the blocks depicted on this plat, both situated along the north side of Fourth Street – the larger block between Valley Road and Eureka Avenue, and the smaller block between Eureka and Alameda (Wells) Avenues. Today the blocks bear no resemblance to their original plats.

The 1904 Commercial Addition (Figure 7), however, is highly recognizable today to its original appearance. This small tract was established along the south side of Fourth Street, just east of Park Street. It was clearly intended to be a commercial row serving Fourth Street. It was subdivided with 26 narrow parcels, each with a short street frontage and rear alley access, ideal for one- or two-part commercial buildings sharing party walls. The alley established behind the parcels created a long, shallow block that is identical today. There are currently seven parcels along the block, not 25, and not all parcels contain buildings. However, the street-facing, commercial-style orientation is still very evident, especially in the western half of the block.

The Morrill-Smith Addition (Figure 9), also platted in 1904, established much of the remainder of the district. This tract extended Fourth Street from Alameda (Wells) Avenue all the way to the present-day E. Sixth/Sage Street intersection. It also established the names of the cross streets: Morrill, Spokane, Quincy, Sutro, Toano, and Montello. The plat clearly envisioned a dense commercial strip along the entire route. Like the Commercial Addition, The Morrill-Smith Addition plat depicts narrow, tightly-packed parcels facing Fourth Street that are ideal for connected one- and two-part commercial buildings. Although the entire street did not ultimately develop in that manner, there are several locations where it did. In particular, the south side of Fourth Street between Spokane and Sutro Street, and the north side of Fourth between Montello and E. Sixth/Sage Streets, both display that development pattern.

Property Types

Property types in the district reflect the area's mixed commercial and industrial character. While there are two residences, one depot, one substation, and one historic-age fire station, most of the district resources are commercial and industrial types ranging from restaurants, hotels, and motels to service stations, warehouses, and storefronts. Some are associated with the NCO railroad and others with the Lincoln/Victory Highway and U.S. Highway 40. Eight resources predate the Lincoln Highway with construction years through 1912. There are 22 resources dating to the Lincoln/Victory Highway era with construction years between 1913 and 1928. Ninety-three resources were constructed between 1929 and 1974, reflecting the continuing popularity of motor travel along U.S. 40 and the ongoing importance of the corridor for manufacturing and shipping uses. Property types within the district are described below.

Residential Resources

Residential resources can include single family houses, multi-family buildings, duplexes, mobile homes, and more. Only one resource in the district was built as a single-family dwelling, 1395 E. Fourth Street (Resource #106). It is a 1925 concrete block house with a false-front style parapet and minor side elevation alterations. It was built in the same style as its contemporary, adjacent auto repair service bay building and likely served as the residence for the business owner. Two other buildings in the district have a residential form but were not built as dwellings – 353 N. Park (Resource #55) and 317 Sutro (Resource #91). Despite having traditional residential roof forms, window types, and front porches, both resources were purpose-built as offices for industrial complexes.

One multi-family residential building is located in the district, the c. 1906 Dormio Apartments (Resource #4). The resource is a two-story apartment building with a one-story rear extension. The building originally served as both a store and boarding house. It was altered during the historic period into the Streamline Moderne style.

Motels

A notable resource type in the district is the motel. The motel property type evolved from the earlier auto camps and auto courts of the early twentieth century. Instead of the individual cottages or cabins found in auto courts, a motel has a connected row of rooms with exterior entry

doors and, often, parking spaces right outside of each room for maximum convenience. Motels have a small lobby with a manager's office and check-in desk, but minimal amenities. Most motels are long, one-story buildings arranged in an L or U shape around a central parking lot, courtyard, or swimming pool. Two-story motels would have the same form, with access to the upper floor rooms provided by exterior stairs and corridors with railings.

The district contains 13 motels, all of which were constructed during the period of significance. Of the 13, seven contribute to the district. At 1752 E. Fourth Street (Resource #124) is a 1946 example of a hybrid design with much in common with the earlier auto court type. In fact, its historic name evolved accordingly, from Shady Grove Auto Camp to Shady Grove Auto Court, then to Shady Grove Motel and finally the Farris Motel. It features connected rooms arranged in a U shape with a central parking lot, but each room has its own carport under the common roof. Next door at 1750 E. Fourth Street is the Hi-Way 40 Motor Court from 1948 (Resource #123), which has a classic motel arrangement of connected rooms in both one- and two-story building volumes. The 1961 Tahoe Motel at 1650 E. Fourth Street (Resource #127) is a brick L-shaped motel with a small two-story section at its west end, and the 1954 Lucky Motel at 1011 E. Fourth Street (Resource #75) is an L-shaped, two-story motel built in the Modern style. The one-story Sutro Motel from 1951 (Resource #94; 1200 E. Fourth Street) is an unusual example in that it is located on two sides of a street. It has two L-shaped volumes facing one another, each on an opposite side of Sutro Street.

Many of the motels in the district are accompanied by distinctive mid-century neon signs. Characteristic of the automobile age, neon signs called to drivers along the highway, advertising business names and room availability. The Sandman Motel (Resource #129; 1755 E. Fourth Street) has a vertical sign topped with a car that appears to be animated when lighted. Other signs, such as the one accompanying the Farris Apartments (Resource #124) have simple but handsome neon lettering spelling out the property name.

Traditional, multi-story hotels fall into the two-part commercial block building type and are discussed below.

One-Part Commercial Blocks

The one-part commercial block property type emerged in the late nineteenth and early twentieth century and is characterized by simple, street-level massing and prominent display windows. One-part commercial blocks are one story in height and generally feature storefront windows and public entrances on their front elevations. Non-public spaces such as kitchens and offices are often placed at the rear of the building. They are often small, modest buildings that house stores and restaurants, and are frequently arranged in rows with shared party walls. However, a one-part block can also be a larger commercial building such as a shop, office, or brewery. The district contains multiple examples of both types. There are 35 one-part commercial resources in the district, all of which were constructed during the period of significance. Of those 26 are contributing resources.

The earliest example is the former NCO Machine Shop at 401 E. Fourth Street (Resource #5), a brick locomotive house built in 1889. It is comprised of the original long, front-gabled volume

and a long flat-roofed addition along its east side elevation. Although the building has alterations including infilled side elevation windows, the form and fenestration pattern is still evident. Other early examples of one-part commercial blocks are a simple brick building from 1920 with a front parapet and symmetrical storefront at 1229 E. Fourth Street (Resource #98) and 1445 E. Fourth Street (Resource #109), a utilitarian commercial building with twin storefronts, each with large storefront windows flanking a central entry door.

An example from 1940 is a small brick building at 424 E. Fourth Street (Resource #21) that has continually functioned as a bar or restaurant since it first opened as Quilici Bar. Today called Abby's Highway 40, it features a brick parapet and a symmetrical storefront with tiled bulkheads, a recessed entrance, and a transom window. A small addition on the east side was built in 1953 to house a café. A larger example is 495 Valley Road (Resource #9), a 1956 brick building with two wide storefront windows and a loading bay along the side elevation. At 1128 E. Fourth Street (Resource #89) is a simple one-part commercial building with concrete block walls and off-centered storefront windows and doors in an AAB arrangement. At 535 E. Fourth Street (Resource #29) is a 1930 one-part commercial building with storefront windows with a row of transom windows on top, and a recessed entry with angled windows. The D Bar M Western Store at 1020 E. Fourth Street (Resource #79), which opened in 1964 in a 1930 one-part commercial block, features a whimsical sign with a near-full-size horse statue perched atop the chamfered corner entrance.

Two-Part Commercial Blocks

Another building type in the survey area, although less common, is the two-part commercial block. Also featuring simple rectangular massing, the two-part block is generally two-to-four stories in height and divided into two separate spaces: a street-level, commercial-use public zone, and an upper-story residential or commercial-use private zone. Two-part blocks, like their single-part counterparts, are characterized by large storefront windows along the first floor of the front elevation. Upper floors often have regularly-spaced windows, and low parapets are commonly found at roof level. The district contains eight two-part commercial block buildings, all of which date to the period of significance and seven of which are contributing resources.

Several two-part commercial block buildings in the district are hotels, with retail or restaurant storefronts at the lower level and hotel rooms above. Examples include the 1907 brick hotel at 302 E. Fourth Street (Resource #14) and the 1931 brick hotel at 400 E. Fourth Street (Resource #20). Both have three floors, storefronts with large windows and multiple entrances, regularly-spaced upper floor windows, and decorative brick cornices. Smaller examples are 1303 E. Fourth Street (Resource #107), a two-story 1940 brick building with a small storefront and asymmetrical façade, and the 1954 building at 1419 E. Fourth Street (Resource #111), a two-story building with a ribbon window across its second floor. The two-story building at 1044 E. Fourth Street (Resource #80) has a mid-century neon sign for the Alturas Bar, which opened in 1948. The small blade sign is mounted at cornice level and features a modified semi-circular shape and the words ALTURAS BAR in stylized font.

Warehouses

The warehouse property type is a large, utilitarian building with a floorplan that includes a small office area and large, open floor space used for manufacturing and storage. When present, stylistic embellishments are simple and concentrated on the primary façade. Twentieth century warehouses showcase technological innovations including iron, steel, and reinforced concrete framing. Typical exterior windows are large, and side elevations usually include large service bays and loading docks. The district contains eight warehouses, seven of which were constructed during the historic period. All seven contribute to the district. Examples of district warehouses include: 317 Sutro Street (Resource #92), a 1920 wood-framed warehouse with an L-shaped footprint and corrugated metal siding; a large 1972 metal warehouse at 353 Park Street (Resource #57); and a circa 1949 warehouse at 505 Valley Road (Resource #13), which is a long metal-clad building with rolling bay doors and a brick false front façade.

Commercial/Industrial Blocks

This property type is a large, utilitarian building with no service bays, storefronts, or other distinguishing features. Entrances and windows are simple and lack stylistic influence. This form may be one to multiple stories in height. There are 19 commercial/industrial blocks in the district, 15 of which date to the period of significance. Of those, 10 retain sufficient integrity to contribute to the district. An example of a smaller commercial/industrial block is 315 Quincy Street (Resource #83), a modest 1956 concrete block building with a flat roof and a single window and single pedestrian door on its front elevation. By contrast, 420 Evans Avenue (Resource #11), built in 1939, is very large, with a footprint more than 230 feet in length. It has concrete walls and very few windows or doors. Another example is the large industrial resource at 530 E. Fourth Street (Resource #60), which has been a foundry since it was constructed in 1936. It is a large steel-framed structure with clerestory windows. Its walls are clad in metal siding but are not fully enclosed. It has a historic-period office addition with concrete block walls. It also has a historic wrought-iron and steel blade sign reading MARTIN IRON WORKS, with decorative wrought iron scrolls.

Service Bay Businesses

This form is characterized by a combination of a large vehicle bay and attached office space with a pedestrian entrance, usually both on the primary façade. In some cases, the office and public area is in a projecting volume, while in other cases it is simply a separate entrance and interior space within the same rectangular building volume. The service bay type is different from a service station because the bays are not exclusively for vehicle repair and may instead accommodate delivery or service vehicles. Early twentieth century service bay buildings were sometimes existing one-part blocks with a garage added. Mid-twentieth examples typically have an integrated bay or set of bays with overhead garage doors. The district contains examples of all of those subtypes.

The district contains 33 service bay buildings that range widely in age and form. Five of the service bay resources are non-historic. Of the 28 historic-age service bays, 25 contribute to the district. Early twentieth century examples include 604 E. Fourth Street (Resource #50), a small

1920 one-part commercial block type but with a single service bay opening, and 314 N. Park Street (Resource #62), a long brick building with a stepped parapet and a prominent, central garage bay door on its front elevation. A later example is 1201 E. Fourth Street (Resource #99), a 1955 L-shaped building with a forward-projecting office and a taller rear portion that contains four service bays on two elevations.

Service Stations

Service stations consist of a main building housing a retail area for customers plus one or more service bays. These arose during the automobile era to provide fuel and mechanical repair service. There is typically a separate fuel pump area, often sheltered beneath a canopy, that may be freestanding or attached to the main building. There are four service stations in the district, all of which date to the period of significance and all of which are contributing resources. The 1966 service station at 507 E. Fourth Street (Resource #30) has an attached shade canopy and two service bay openings that have been partially infilled, while the service station at 1900 E. Fourth Street (Resource #126) has a freestanding canopy and two service bays. All of the service stations have paved lots designed for maneuvering and parking vehicles.

Strip Malls

This type consists of several small shops or offices under one roof with a shared parking lot. The strip mall may take on different massing, whether it be a box, L-plan, or U-plan, but the entire building is typically unified by a consistent exterior theme. The district contains only one historic-age strip mall, located at 415 E. Fourth Street (Resource #2). It is a rectangular building with a deep setback and a front parking lot. Alterations have rendered the building non-contributing. The district also contains one non-historic strip mall.

Public Buildings

Only one true public building of historic age is located in the district, the Streamline Moderne style Morrill Street Fire Station that was built in 1947 (Resource #118). It is a two-story building with a flat roof and two projecting, one-story side volumes. Three garage bay door openings face Morrill Street and one faces E. Fifth Street. The building has been adaptively reused into residential units with commercial tenants on the ground floor, but the alterations are minor and the building contributes to the district. The district also contains one non-historic fire station.

Although the NCO Depot (Resource #6) is technically a commercial building built to serve a for-profit railroad, it has characteristics in common with public buildings. It is a large, two-story building designed to accommodate the public, and it was designed in a grandiose style with a large, welcoming entrance portal.

Other Resource Types

The district also contains a small number of resources that do not readily fit within the categories above. There is one historic-age electrical substation, the Sutro Power Substation at 0 Sutro Street (Resource #104), constructed in circa 1944. The substation is constructed from steel poles

and has bus pipes, transformers, bushings, insulators, and a small metal-clad storage shed. There are two Quonset hut resources, at 350 N. Park Street (Resource #64) and 1675 E. Fourth Street (Resource #130). Both have experienced alterations and do not contribute to the district. At 317 Sutro Street are circa 1918 fuel tank supports (Resource #93), made from concrete and brick. The district also contains a brick garage at the rear, alley side of 1114 E. Fourth Street (Resource #96) that has an arched brick window header. Finally, the district contains two purpose-built, standalone restaurant buildings, a former Denny's Coffee Shop at 795 E. Fourth Street (Resource #44) that was built in 1962, and a former Sizzler Steakhouse built in 1965 T 1490 E. Fourth Street (Resource #116). Both restaurants were built in Modern architectural styles.

Architectural Styles

Resources in the district were built, and in some cases remodeled, to reflect architectural ornamentation popular between 1889 and 1974. Most resources in the district are utilitarian and do not demonstrate a discernable style. Early twentieth century resources range from the astylistic to Period Revival. A local Decorative Brick style appears in the early to mid-twentieth century, as does a utilitarian commercial variation, most of which include a stepped parapet. The Art Deco/Streamline Moderne emerges in the 1920s and 1930s, followed by the Modernist modes of the 1940s through 1960s. The distribution of styles within the district is as follows:

- No Style: 67 resources
- Period Revival (Classical Revival, Renaissance Revival, and Spanish Colonial Revival): 3 resources
- Decorative Brick: 12 resources
- Utilitarian Brick Parapet: 17 resources
- Streamline Moderne: 5 resources
- Modern (including Google and Contemporary): 19 resources
- Ranch and Minimal Traditional: 10 resources
- Other Styles (Quonset and Mansard): 3 resources

The styles are discussed below.

No Style

Resources in the "No Style" category are simple and utilitarian, without decorative elements that belong to a particular architectural style. All types of resources, such as commercial, service bay, motel, industrial/commercial, or warehouse, can be part of this category. These resources tend to prioritize function over form. However, although the resources do not have characteristics of a defined architectural style, it does not mean they are completely devoid of ornamentation. It is common for resources in this category to have elements such as brick corbeling along a parapet, brick windowsills and headers, or a shallow brick panel intended to surround a business name sign. Sixty-six district resources lack a particular, identifiable architectural style. Of those, 56 were built during the period of significance. Of the 56 historic-age resources, 42 retain sufficient integrity to contribute to the district.

A good example of a building without a style but with subtle brick detailing is the 1930 one-part commercial block at 1020 E. Fourth Street (Resource #79). It has a chamfered entry, a parapet

trimmed in a single row of bricks, brick windowsills and headers, and a brick sign panel. The service bay business at 608 E. Fifth Street (Resource #34), built in 1946, is a metal-clad, flat-roofed building with no ornamentation. The large 1953 commercial/industrial block building at 780 E. Fifth Street (Resource #43) has casement windows with concrete sills, a plain parapet with metal coping, and subtle buttressing pilasters on one elevation. The circa 1960 service bay building at 541 E. Fourth Street (Resource #28) is a concrete block building with a slightly recessed entrance with aluminum entry door and transom, but no ornamentation.

Period Revival

The Period Revival style is rare in the district. Period Revival refers to a variety of “revived” older styles that became popular during the first half of the twentieth century. This nostalgic return to the architectural styles of the past occurred as a reaction to the rampant industrialization of the late nineteenth century. This period borrowed architectural motifs from many past time periods and locations, and incorporated them into new buildings either as pure expressions of a past style, or hybrids combining motifs from numerous past styles.

The district contains only three Period Revival buildings. The Classical Revival building at 301 E. Fourth Street (Resource #23) is a three-story brick hotel from 1907 with a dentiled brick cornice, rusticated windowsills, and flat-arched brick headers. The 1910 Renaissance Revival NCO Depot at 325 E. Fourth Street (Resource #6) has an arched and recessed entrance, large quoins at the building corners, and oversize brackets at the cornice level. The Spanish Colonial Revival Farris Apartments (Resource #124), built in 1946, features stucco walls, a clay tile roof, and casement windows.

Decorative Brick

This is a distinct Decorative Brick vernacular style that is found throughout Reno. Vernacular architecture reflects common regional forms and materials at a particular place and time, and represents the tastes and sensibilities of the folk, rather than the academic principles applied in high-style architecture. Vernacular architecture sometimes includes strong ethnic influences. It is usually modest in size and unpretentious in decoration, a mixture of traditional and more modern styles, or a hybrid of several styles. Vernacular buildings have been constructed throughout Reno’s history, and they include residential as well as commercial types. This Decorative Brick style typically is found on one- and two-story brick masonry commercial buildings dating to the early twentieth century. It employs various decorative motifs in using bricks, including panels, basketweaves, and diamonds, either in contrasting colors or contrasting bonds. The contrasting brick may also define cornices, lintels, sills, and door surrounds. Most, if not all, of the red brick used to build the resources along E. Fourth Street was manufactured locally by the Reno Press Brick Company, which operated from 1900 to 1963.

The district contains 12 Decorative Brick buildings, all of which date to the period of significance. Of the 12, eleven are contributing resources. An example is the large service bay building at 700 E. Fourth Street (Resource #61), which has a stepped parapet edged in soldier bricks, brick headers and sills, brick pilasters, and a two-bay façade arrangement with a brick panel in each bay. The former Rainier Brewing Company Bottling Plant at 310 Spokane Street

(Resource #81), built in 1905, has arched brick headers, brick stringcourses, and brick corbeling. The 1934 building at 601 E. Fourth Street (Resource #41) has a parapet with a tall central section that slopes down to the sides. Its three bays are divided by brick pilasters, and there is contrasting-color brick trim along the parapet, around window openings, and at the pilaster bases.

Utilitarian Brick Parapet

The Utilitarian Brick Parapet style is similar to the Decorative Brick, but even more stripped-down. These buildings have little stylistic ornamentation other than a stepped brick parapet. The district contains 17 of these utilitarian resources, all of which date to the historic period. Sixteen of them are contributing resources. An early example is 350 Evans Avenue from 1922 (Resource #15), which has a flat front façade that is unadorned other than brick window headers and sills and a tall stepped parapet. The former Nevada Contractors Inc. building at 307 Morrill Avenue (Resource #68), built in 1946, is a larger example. It has a broad stepped parapet but no other ornamentation other than simple brick sills. The 1952 service bay building at 423 Eureka Avenue (Resource #37) does not have windowsills, headers, or any other ornamentation other than its tall stepped parapet.

Streamline Moderne

Streamline Moderne is an architectural style that emerged in the 1930s as an offshoot of the Art Deco style. The style emphasizes horizontal lines, curved edges, and smooth materials such as stucco and glass to create an “aerodynamic” appearance that was popular in everything from automobiles to trains to toasters during this era. The district contains five Streamline Moderne resources, all of which date to the historic period and all of which contribute. One of the resources is the Dormio Apartments (462 Evans Avenue; Resource #4), an older circa 1906 building that was remodeled into the Streamline style with stucco walls, stringcourses with curved edges, and a curved stoop roof. The former Reno Brewing Company Bottling Plant at 900 E. Fourth Street (Resource #73), is a large brick building built in 1940. It features a large swath of glass blocks across its front elevation and prominently curved building corners. The 1947 fire station at 495 Morrill Avenue (Resource #118), discussed above, has stucco walls, stylized pilasters, and a low projecting volume with a curved corner. The 1936 service bay business at 545 E. Fourth Street (Resource #27) is a toned-down example with stucco walls and subtly curved corners. Finally, the large service bay building at 1390 E. Fourth Street (Resource #108) has smooth stucco walls, curved corners, and blade-like, angled projecting elements flanking its entrance. That property includes a Moderne accessory resource also, a small building labeled “PUBLIC SCALES” that has rounded corners and a flat roof.

Ranch and Minimal Traditional

Minimal Traditional is a transitional residential style, whose form and massing recalls earlier home forms such as bungalows and cottages, but strips those of stylistic ornamentation in favor of simplicity, affordability, and increased modernity. The district contains one Minimal Traditional style building, the office at 317 Sutro Street (Resource #91), which was constructed in 1930. It has a side-gabled roof, asbestos shingle siding, and wood windows.

The Ranch style began as a residential style, but some of its forms and motifs were applied to other building types as well. The Ranch style is characterized by long, low horizontal forms, open floor plans, low-pitched roofs, large windows and glass doors to emphasize indoor-outdoor connectivity. They often incorporate outdoor patios and attached garages. A Ranch style building can be frame or masonry and can have flat, hipped, or gabled roofs. There are nine Ranch style resources in the district, seven of which are contributing. The two-story motel at 777 E. Fourth Street (Resource #45) from 1954 has slump block walls, sliding windows with brick sills, angled lally pole supports on the second-floor walkway, and a broad hipped roof clad in clay tile. The one-story motel at 1755 E. Fourth Street (Resource #129) was built in 1950 and has a broad hipped roof, brick walls, brick windowsills and headers, and a U-shaped footprint. In the center of the U is a two-story section with chamfered corner entrances flanked by glass block sidelights.

Modern

Architecture's Modern Movement is broadly defined as spanning from the 1930s through the 1970s and is associated with styles including Art Deco, Streamline Moderne, Mid-Century Modern, International, Googie, New Formalism, and Brutalism. Although vastly varied, they share a number of common traits: an emphasis on the functional, a lack of clear references to historical precedents, and an awareness of modernity. Modern buildings incorporated new technologies and materials, among them concrete, aluminum, asbestos, and air conditioning. Some older resources also reflect this style after experiencing substantial remodeling.

Modern resources in the district span all property types, including motels, service stations, and commercial buildings. Although Streamline Moderne and Ranch are considered Modern styles, those styles have specific and recognizable characteristics that warranted them being discussed separately above. The Modern style category here includes buildings that display the clean aesthetic adapted from high-style Modernism, with flat roofs, horizontal lines, large windows, modern building materials, and an emphasis on form rather than ornament. The district contains 19 Modern resources, all of which date to the historic period. Fifteen of the resources are contributing.

An example of a Modern service bay business is 651 E. Fourth Street (Resource #42) from 1955. It relies on its horizontality and simplicity as ornamentation, and features a flat roof with a broad overhang. An even larger cantilevered roof is found at 903 E. Fourth Street (Resource #70), which also has a glass curtain wall construction with windows that wrap around two elevations. The one-part commercial block at 1126 E. Fourth Street (Resource #88) has two mirror-image storefronts, each with a canted wall, large window, and thin bricks in a stack bond.

The district also contains two restaurants designed in Modernist offshoot styles. The former Denny's Coffee Shop at 795 E. Fourth Street (Resource #44) is Googie style, a space-age, futurist, playful style influenced by the atomic age. The building features an irregularly-shaped footprint, an origami-like "folded" roof, and asymmetrical battered columns. The 1965 former Sizzler Steakhouse at 1490 E. Fourth Street (Resource #116) is a Contemporary building, a style that evolved from Modern to encompass many experimental motifs and technologies. This

building displays a mix of building materials, windows interspersed between flat panels, and a thick overhanging roof juxtaposed against a taller mansard-style roof.

Other Styles

The Mansard style is primarily a 1960s and 1970s motif, in which a faux mansard roof occupies all or most of the upper floor wall space. It was an inexpensive way to introduce visual interest and worked well for businesses since the mansard roof was ideal for signage. The district has one example of this style, 1195 E. Fourth Street (Resource #86), although it is a particularly simplified version. This service bay building from 1979 has a simplified "mansard" that is flat instead of angled. Since it was constructed outside the period of significance, the building is non-contributing.

The district also contains two Quonset hut resources. The Quonset hut was developed by the military in 1941 as a versatile, efficient prefabricated building type. One of the Quonset hut resources in the district is a 1946 building that modified and combined four huts to create an unusual roof shape (1675 E. Fourth Street; Resource #130). The other is a single Quonset hut (350 N. Park Street; Resource #64) from 1950. Both have been altered and do not contribute to the district.

Alterations and Integrity

Integrity is the ability of a property to convey its significance. The evaluation of integrity may appear to be a subjective judgment, but it always is grounded in an understanding of a property's physical features and how they relate to its significance. To contribute to the significance of a larger historic district, a property—even if individually undistinguished—must add to the district's historic character, and the property must possess integrity. The National Register defines seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. The relative weight of each of those aspects may vary depending on the significance criteria under which something is evaluated. Enough aspects of integrity should be present in each resource to help it convey its significance and character, and cumulatively, for the district to convey the same.

Integrity issues often result from the removal of historic design elements, replacement of exterior materials (especially windows), building additions, and modern development in historic areas. Whether a historic-age resource contributes to the historic district is affected by the degree to which physical alterations impacted its ability to convey its significance. Resources with enough integrity to convey significance and character are contributing to this historic district; resources with poor integrity are non-contributing.

As with many resources in historical areas, the buildings of East Fourth Street have experienced numerous alterations since their construction. Common alterations found in the district include:

- Replacement of original siding with non-historic materials including modern rough-textured stucco cladding; brick veneer; or asbestos shingles.
- Paint applied over historically exposed brick exterior walls.

- Replacement of original wood or steel-framed windows with aluminum or vinyl windows.
- Replacement of original entry and service bay doors with modern doors.
- Reconfiguration of historic door and window openings – adding new openings or covering historic openings.
- Reconfiguration of storefronts – enlarging or truncating windows and replacing original materials.
- Removal of decorative elements including cornices, entablatures, and window and door trim.
- Addition of non-historic pediments, concrete “breeze block” walls, and other decorative elements to exteriors.
- Addition of modern façade treatments (e.g., “slipcovers” or “cheese graters”), obscuring the original façade design.

Of the district’s 36 non-contributing resources, 12 were constructed after the end of the period of significance and 24 are historic-age but have poor integrity due to alteration. An example of a non-contributing, altered building includes the former First National Bank of Nevada at 440 Spokane Street (Resource #133), a 1958 Modern style building with a textured brick façade and aluminum ribbon windows, but with an incompatible river rock cladding along a prominent corner. Another example is 432 E. Fourth Street (Resource #22), a 1918 building whose façade has been obscured by a plywood slipcover with a lancet-arched entrance opening. The 1930 one-part commercial block at 1008 E. Fourth Street (Resource #77) had its windows replaced with glass block and a non-historic stucco coating applied. The 1955 one-part commercial building at 342 E. Fourth Street (Resource #18) has been altered by the addition of a large rooftop patio that extends well beyond the building’s footprint via a steel support structure with open staircase. Another alteration example is found at 840 E. Fifth Street (Resource #119), where the 1974 building has been encased in non-historic cladding.

Notable District Resources

The district contains three resources that are listed in the National Register as individual resources:

- 1910 Nevada-California-Oregon Railroad Depot (Resource #6; NRIS # 80002469; 325 E. Fourth Street) – The depot is a two-story Renaissance Revival building with an arched, deeply inset entrance, concrete quoins and keystones, a clay tile roof, and large brackets supporting the eaves.
- 1889 Nevada-California-Oregon Railroad Locomotive House and Machine Shop (Resource #5; NRIS # 83001120; 410 E. Fourth Street) – The original volume is a long, gabled brick building with infilled side elevation windows and a flat-roofed, historic-period addition along its east side elevation.
- 1905 Rainer Brewing Company Bottling Plant (Resource #81; NRIS # 80002470; 310 Spokane Street) – This Decorative Brick building has intersecting one- and two-story volumes, brick stringcourses, and arched brick headers.

The district also contains a number of resources with exceptional significance due to their historic context and association, their architectural style, or both. These resources are:

- 1901 Flanigan Warehouse (Resource #46; 701 E. Fourth Street) – This Decorative Brick warehouse has a shallow L-shaped footprint with broad intersecting gables, brick pilasters that continue into the gable ends, and arched brick window headers.
- 1907 Royal Hotel (Resource #14; 302 E. Fourth Street) – This Decorative Brick two-part commercial block is three stories in height and features brick pilasters, corbeling brickwork at cornice level, and rusticated stone piers at the storefront-level building corners.
- 1907 Hotel Richelieu (Louis' Basque Corner) (Resource #23; 301 E. Fourth Street) – This Classical Revival two-part commercial block is three stories in height and has corbeled dentils at cornice level, rusticated stone windowsills, and rusticated piers at storefront level.
- c. 1943 Kingsley Radiator Repair (Resource #61; 700 E. Fourth Street) – This Decorative Brick service bay business has a stepped parapet, brick pilasters, soldier-course brick trim at parapet level, and brick panels.
- 1931 Bonney Hotel (Resource #20; 400 E. Fourth Street) – This Decorative Brick two-part commercial block has a long façade with six bays along Fourth Street. Each bay contains two windows on each of the second and third floors. The building has an austere design with brick trim around the storefront openings and decorative brickwork at cornice level.
- 1934 IXL Laundry (Resource #41; 601 E. Fourth Street) – This Decorative Brick one-part commercial block has a parapet with a tall central section that slopes down to the sides. Its three bays are divided by brick pilasters, and there is contrasting-color brick trim along the parapet, around window openings, and at the pilaster bases.
- 1935 Locke's Drug Store (Resource #63; 730 E. Fourth Street) – This Decorative Brick one-part commercial block has a chamfered corner entry set back deeply underneath the continuation of the flat roof. The elevation facing Fourth Street has four bays, each separated by a brick pilaster and containing a brick panel. Each bay also has a ribbon-like row of windows over the main window or entry opening.
- 1936 Provo Foundry and Machinery Company (Martin Iron Works) (Resource #60; 530 E. Fourth Street) – This commercial/industrial block with no style is a large steel-framed structure with clerestory windows. Its walls are clad in metal siding but are not fully enclosed. It has a historic-period office addition with concrete block walls.
- 1940 Quilici Bar (Abby's Highway 40) (Resource #21; 424 E. Fourth Street) – This Decorative Brick one-part commercial block has a brick parapet, brick pilasters at each corner, and a symmetrical storefront with tiled bulkheads, a recessed entrance, and a transom window. A small addition on the east side is from the historic period.
- 1940 Reno Brewing Company Bottling Plant (Resource #73; 900 E. Fourth Street) – This Streamline Moderne one-part commercial block is a large, tall building with prominently curved building corners and a large swath of glass blocks across its front elevation.
- 1946 Farris Apartments (Resource #124; 1752 E. Fourth Street) – This Spanish Colonial Revival motel has more in common with the older auto camp or auto court form. It has connected rooms arranged in a U shape with a central parking lot, but each room has its

own carport under the common roof. It features stucco walls, a clay tile roof, and casement windows.

- 1950 Sandman Motel (Resource #129; 1755 E. Fourth Street) – This Ranch style motel has a broad hipped roof, brick walls, brick windowsills and headers, and a U-shaped footprint. In the center of the U is a two-story section with chamfered corner entrances flanked by glass block sidelights.
- 1951 Sutro Motel (Resource #94; 1200 E. Fourth Street) – This Spanish Ranch style motel is unusual in that it has two L-shaped volumes facing one another, each on an opposite side of Sutro Street. It is a one-story motel with block walls, brick sills, and a tile roof.
- 1962 Denny’s Coffee Shop (Resource #44; 795 E. Fourth Street) – This Googie style restaurant was designed by renowned Los Angeles architects Armet and Davis and completed in 1962. It was built in the center of the L-shaped El Rancho Motel No. 2 parking lot (Resource #45) and also housed a lobby and a cocktail lounge. The building has an irregularly-shaped footprint, an origami-like “folded” roof, and asymmetrical battered columns.
- 1956 Watson Quality Pianos/Cosgriff Neon Sign Co. (Resource #40; 633-635 E. Fourth Street) – This Modern one-part commercial building has twin, mirror-image storefronts, each with two broad aluminum storefront windows. The two windows in the center are canted inward toward aluminum single entrance doors with aluminum transoms. The building has brick walls and contrasting brick trim consisting of narrow bricks laid in stack and soldier bonds.
- 1917 Nevada Packing Company Tank House (Resource #48; 750 E. Fifth Street) – This warehouse with no style has a broad one-story volume and a boxy four-story volume. Its windows have concrete headers and brick sills, and masonry ties are found at the roof and floor levels. A large loading bay door faces Fifth Street. The building has been minimally altered with new windows and doors.
- 1965 Desert Sun Motel (Resource #114; 1435 E. Fourth Street) – This Modern motel is two stories in height with a shallow L-shaped footprint. The elevation facing Fourth Street is windowless, and features a highly textured surface created by narrow blocks that protrude in an alternating pattern. Inside the L, the upper walkways are trimmed in regularly-spaced, stylized, wood posts and beams.

District Resource Table

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
1	n/a	Reno Fire Department	2008	495 E. Fourth St.	Fire station	No Style	No
2	Yancey Co. Roofing	Lead Dog + Revision Brewing, Nevada Sunset Winery	1950	415 E. Fourth St.	Strip Mall	Spanish Ranch	No
3	Sierra Wine & Liquor Warehouse	395 E. Fourth Street	1958	395 E. Fourth St.	Commercial/Industrial Block	No Style	Yes
4	Dormio Grocery, Dormio Apartments	Dormio Apartments	1906 (circa)	462 Evans Ave.	Multi-family dwelling	Streamline Moderne	Yes
5	NCO Railroad Machine Shop, Plumbing Supplies	Black Rabbit Mead Company	1889	401 E. Fourth St.	One part block	No Style	Yes
6	NCO Railroad Depot, Sierra Wine & Liquor Co.	The Depot Craft Brewery & Distillery	1910	325 E. Fourth St.	Depot	Renaissance Revival	Yes
7	Western Pacific Railroad Depot Storage	The Depot Garage	1936	0 E. Fourth St.	Service Bay	No Style	Yes
8	Sears Roebuck & Co Warehouse	Nevada Department of Public Safety	1954	475 Valley Rd.	Commercial/Industrial block	No Style	No
9	Farmers Machinery and Supply Co	495 Valley Road	1956	495 Valley Rd.	One part block	Brick Parapet	Yes
10	n/a	360 E. Fifth Street	1984	360 E. Fifth St.	Commercial/Industrial block	No Style	No
11	Reno Grocery Company	420 Evans Avenue	1939	420 Evans Ave.	Commercial/Industrial block	No Style	Yes
12	Western Pacific Railyard Warehouse	Desert Fire Protection Inc.	1940	501 Valley Rd.	Service Bay	No Style	Yes
13	Western Pacific Railyard Cabinet Shop; Reno Lumber Company (site)	Desert Fire Protection Inc.	1949 (circa)	505 Valley Rd.	Warehouse	Brick Parapet	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
14	Royal Hotel, Royal Bar, Rochester, Abbott House, Marion Hotel, Reno Bazaar, Victory Market, Lincoln Market	The Jesse	1907	302 E. Fourth St.	Two part block	Decorative Brick	Yes
15	Tony's Barber Shop	Estella	1922	350 Evans Ave.	One part block	Brick Parapet	Yes
16	Poultry & Egg Warehouse, Whole Beer & Liquor	Wrightway Market Double Parapet	1932	338 Evans Ave.	Service Bay	Brick Parapet	Yes
17	Alpine Glass Co.	The Alpine	1929	324 E. Fourth St.	One part block	Brick Parapet	Yes
18	Alpine Glass Co.	Lake Tahoe AleWorx	1955	324 E. Fourth St.	One part block	Modern	No
19	n/a	Reno-Sparks Gospel Mission	2005	355 Record St.	Service Bay	No Style	No
20	Bonney Hotel, Bonnie Blue, Hotel Tennant, Del Paso Hotel	Morris Hotel	1931	400 E. Fourth St.	Two part block	Decorative Brick	Yes
21	Quilici Bar, Rumpus Room, Reno Bar	Abby's Highway 40	1940	424 E. Fourth St.	One part block	Decorative Brick	Yes
22	Western Supply Co	Dead Ringer Bar	1918	432 E. Fourth St.	One part block	No Style	No
23	Hotel Richelieu, Staples & Baker, Lincoln Market, Hotel Dude, Lincoln Hotel	Louis' Basque Corner	1907	301 E. Fourth St.	Two part block	Classical Revival	Yes
24	Farmers Exchange, Triangle Produce Company, Farmers Exchange, Superior Food Distributors	Thrift Depot	1933	575 E. Fourth St.	One part block	No Style	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
25	Nevada Welding Works, Wagner Tank and Manufacturing Company, Dennison Tractor and Supply, Morrey Distributing Company, Earl Scheib Paint & Body Shop, Under the Rose Brewing Company	Reno Powerhouse Fitness	1931	559 E. Fourth St.	Service Bay	Brick Parapet	Yes
26	Union Iron Works, Wagner Tank and Manufacturing Company, Hasco Heating and Air Conditioning Supply	Club Underground	1920	555 E. Fourth St.	One part block	No Style	No
27	Allied Equipment, Willys-Overland Motors, Blue Seal Transmission Center and Sipe's Antiques	545 E. Fourth Street	1936	545 E. Fourth St.	Service Bay	Streamline Moderne	Yes
28	Reno Bike Project	Ferino Distillery	1960 (circa)	541 E. Fourth St.	Service Bay	No Style	Yes
29	Pinky's Market, Sav-Mor Electric & Plumbing	The Reno Homebrewer	1930	535 E. Fourth St.	One part block	No Style	Yes
30	Ewald's 66 Station	Delight Food Mart	1966	507 E. Fourth St.	Service station	Modern	Yes
31	Zellerbach Paper Company Warehouse	420 Valley Rd.	1939	420 Valley Rd.	Two part block	Decorative Brick	No
32	Carburetor-Electric Inc Auto Repair	Carburetor Repairs	1960	491 Elko Ave.	Service Bay	No Style	Yes
33	Warehouse	Schnitzer Steel	1948	490 Valley Rd.; 502 E. Fifth St.	Commercial/Industrial block	No Style	No
34	Private Garage, Tom Cox Signs	Michel Bros Auto Shop Garage	1946 (circa)	608 E. Fifth St.	Service Bay	No Style	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
35	Lawrence Mayflower Moving and Storage	Michel Bros Auto Shop Warehouse	1960	491 Eureka Ave.	Commercial/Industrial Block	No Style	No
36	Reno Fuel Company Office	Michel Bros Auto Shop Office	1952	495 Eureka Ave.	One part block	No Style	Yes
37	Kelso Distributing Co. Beer Warehouse	Electro-Magic	1952	423 Eureka Ave.	Service Bay	Brick Parapet	Yes
38	Lusetti's Home Appliances Wholesale	425 Eureka Ave.	1952	425 Eureka Ave.	Commercial/Industrial block	No Style	Yes
39	Bell Telephone Co Private Garage; General Warehouse	Advanced Automotive	1952	430 Elko Ave.; 435-445 Eureka Ave.	Service Bay	Brick Parapet	Yes
40	Watson Quality Pianos, Cosgriff Neon Sign Co.	Nevada Boxing, Reno Bike Project	1956	633-635 E. Fourth St.	One part block	Modern	Yes
41	IXL Laundry, Anchor Auctions	Acro Enso	1934	601 E. Fourth St.	One part block	Decorative Brick	Yes
42	Reed's Texaco Service	TRA Glass Arts	1955	651 E. Fourth St.	Service Bay	Modern	Yes
43	KZTV Broadcasting Station Utilities Warehouse and Office	Building E of Tank House	1953	780 E. Fifth St.	Commercial/Industrial block	No Style	Yes
44	Denny's Coffee Shop	Rancho 777 Restaurant	1962	795 E. Fourth St.	Restaurant	Googie	Yes
45	Nevada Packing Company (site), El Rancho Motel No. 2	Rancho 777 Motel	1954	777 E. Fourth St.	Motel	Spanish Ranch	Yes
46	Flanigan Warehouse	Forever Yours	1901	701 E. Fourth St.	Warehouse	Decorative Brick	Yes
47	Flanigan Warehouse Storage Building	458 Eureka Ave.	1932	458 Eureka Ave.	Warehouse	No Style	Yes
48	Nevada Packing Company Tank House	Old Tank House and Warehouse Building	1902	750 E. Fifth St.	Warehouse	No Style	Yes
49	Velvet-Tex Beauty Salon	550-560 E. Fourth St.	1953	550-560 E. Fourth St.	One part block	No Style	Yes
50	Wm. Wagner Contractor, Fourth Street Tool Shop	Nevada Kartsport	1920	604 E. Fourth St.	Service Bay/One part block	No Style	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
51	Alpine Glass Co	Ducati Service Sign	1925	608 E. Fourth St.	One part block	No Style	Yes
52	n/a	Tutto Ferro	1978	616 E. Fourth St.	Service Bay	No Style	No
53	Northside Fire Station (site), Builders Mill and Fixtures Inc.	Tutto Ferro storefront	1917	624 E. Fourth St.	One part block	No Style	Yes
54	Smith Tire Company	642 E. Fourth St.	1935	642 E. Fourth St.	One part block	Brick Parapet	No
55	Hobart Estate Co. Lumber, Morrison-Merrill & Co Lumber Wholesale Office	353 N. Park St.	1925 (circa)	353 N. Park St.	Office	No Style	Yes
56	Sierra Nevada Wood & Lumber Co (site), Morrison-Merrill & Co Building Materials Warehouse	Martin Iron Works Storage Warehouse	1944	353 N. Park St.	Warehouse	No Style	Yes
57	n/a	Martin Iron Works Storage Warehouse	1972	353 N. Park St.	Warehouse	No Style	Yes
58	n/a	Martin Iron Works Storage Warehouse	2001	353 N. Park St.	Warehouse	No Style	No
59	n/a	Martin Iron Works Office	1997	353 N. Park St.	Commercial/Industrial block	No Style	No
60	Provo Foundry and Machinery Company, Wagner Tank and Manufacturing Company, Martin Iron Works	Martin Iron Works	1936	530 E. Fourth St.	Commercial/Industrial Block	No Style	Yes
61	Kingsley Radiator Repair, Lee's Repair Shop, Nevada Truck Sales	Dog Gone Amazing	1943 (circa)	700 E. Fourth St.	Service Bay/One part block	Decorative Brick	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
62	Private Garage, Furnace Service Company of Nevada	314 N. Park St.	1927	314 N. Park St.	Service Bay	Brick Parapet	Yes
63	Locke's Drug Store, Automatic Transmission Service, Inc.	Ray's Tire Exchange	1935	730 E. Fourth St.	One part block	Decorative Brick	Yes
64	Unknown	350 N. Park St.	1950	350 N. Park St.	Quonset	Quonset	No
65	Ray's Tire Exchange	Leverett Transmission	1977	832 E. Fourth St.	Service Bay	No Style	No
66	Torrey Brothers Gas	Bell Safe and Lock	1941	842 E. Fourth St.	Service station	Modern	Yes
67	n/a	Nonstop Auto	1980	816 E. Fourth St.	Service Bay	No Style	No
68	Nevada Contractors Inc., Nevada Rock Transport Inc.	Vertical Iron Works	1946	307 Morrill Ave.	Commercial/Industrial block	Brick Parapet	Yes
69	Harris & Paull Garage	Transmission Service	1949 (circa)	949 E. Fourth St.	Service Bay	No Style	Yes
70	Reno Traction Company Car Barn (Site), Firestone Stores	Reno Bar and Grill, The Block Climbing Gym	1955	903 E. Fourth St.	Commercial/Industrial Block	Modern	Yes
71	Harris & Paull Garage	Sierra Nevada Tires	1949 (circa)	945 E. Fourth St.	Service Bay	Decorative Brick	Yes
72	Sierra Engineering Industrial and Machine Co.	945 E. Fourth St.	1939	300 Morrill Ave.	Service Bay	Brick Parapet	Yes
73	Reno Brewing Company Bottling Plant	Bottling Plant	1940	900 E. Fourth St.	One part block	Streamline Moderne	Yes
74	n/a	FW Trailers	1980	315 Spokane St.	Strip Mall	No Style	No
75	Lucky Motel	Lucky Motel	1954	1011 E. Fourth St.	Motel	Modern	Yes
76	East End Service Station; Square Deal Garage	Fantasy Girls	1920	1095 E. Fourth St.	Commercial/Industrial Block	No Style	Yes
77	Sheet Metal Works	RHP Mechanical Parapet	1930	1008 E. Fourth St.	One part block	No Style	No
78	Union Merchandise Mart	The Grow Shop	1956	1030 E. Fourth St.	One part block	Modern	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
79	Donut Shop Café	D Bar M Western Store	1930	1020 E. Fourth St.	One part block	No Style	Yes
80	Reno Hide & Fur, Alturas Bar and Tavern	Alturas Bar	1926	1044 E. Fourth St.	Two part block	Decorative Brick	Yes
81	Rainier Brewing Company Bottling Plant, Nevada National Ice and Cold Storage Company, Ice House Antiques	Spice House/ Rainier Bottling	1905	310 Spokane St.	Two part block	Decorative Brick	Yes
82	Sheet Metal Works; Appliance Service Center	RHP Warehouse	1946	320 Spokane St.	Service Bay	No Style	Yes
83	Unknown	RHP	1956	315 Quincy St.	Commercial/ Industrial block	Modern	Yes
84	O.K. Rubber Welders	America's Swimming Pools	1922	1125 E. Fourth St.	Service Bay	No Style	No
85	Carol Motel	Motel 8	1965	1113 E. Fourth St.	Motel	Modern	No
86	n/a	Reno Tire Pros	1979	1195 E. Fourth St.	Service Bay	Mansard	No
87	J.R. Bradley Company Wholesale	K Bazar, Working Class Tattoo	1956	1100 E. Fourth St.	Commercial/ Industrial Block	No Style	Yes
88	Watson and Meeham Diesel Engines	Fourth Street Brewery Coffee Bar	1956	1126 E. Fourth St.	One part block	Modern	Yes
89	Hinshaw Supply Co. Air Conditioning	HireQuest	1968	1128 E. Fourth St.	One part block	No Style	Yes
90	Hardware Warehouse	Martinez Auto Repair	1947	324 Quincy St.	Service Bay	No Style	No
91	Associated Oil Co. Office, Hinckley Tire Service, Inc.	Petroleum Dist. Sierra Fuel Co. Office	1930	317 Sutro St.	Office	Minimal Traditional	Yes
92	Associated Oil Co. Oil Warehouse and Storage, Hinckley Tire Service, Inc.	Petroleum Dist. Sierra Fuel Co. Warehouse	1920	317 Sutro St.	Warehouse	No Style	Yes
93	Associated Oil Co. Fuel Tank Supports,	Petroleum Dist. Sierra Fuel Co. Fuel	1918 (circa)	317 Sutro St.	Fuel Tank Supports	No Style	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
	Hinckley Tire Service, Inc.	Tank Supports					
94	Sutro Motel	Sutro Motel	1951	1200 E. Fourth St.	Motel	Spanish Ranch	Yes
95	4th Street Bar	4th Street Bar	1925	1114 E. Fourth St.	One part block	No Style	Yes
96	Auto Garage	4th Street Bar Garage	1949 (circa)	1114 E. Fourth St.	Garage	No Style	Yes
97	Lane Motors	4th Street Bar	1925	1118 E. Fourth St.	One part block	No Style	Yes
98	Little Italy Restaurant	1229 E. Fourth St.	1920	1229 E. Fourth St.	One part block	No Style	Yes
99	Nevada Truck Sales	Reno Sparks Diesel	1955	1201 E. Fourth St.	Service Bay	Modern	Yes
100	Hi Ho Motel	Hi Ho Motor Lodge	1948	1233 E. Fourth St.	Motel	Ranch	No
101	Reno Mattress Company	Reno Mattress Company	1957	1210 E. Fourth St.	One part block	Brick Parapet	Yes
102	Bell Telephone of Nevada Warehouse	Reno Salvage Co.	1953	333 Toano St.	Service Bay	Brick Parapet	Yes
103	Nevada Transit Co.	1212 E. Fourth Street	1925	1212 E. Fourth St.	Service Bay	Brick Parapet	Yes
104	Sierra Pacific Power Co. Sutro Power Substation Yard	Sierra Pacific Power Co. Sutro Power Substation Yard	1944 (circa)	0 Sutro St.	Electrical Substation	No Style	Yes
105	Lander Paint and Body Shop	A&A Towing Inc	1922	1395 E. Fourth St.	Single-family Dwelling	No Style	Yes
106	Concrete Block Residence	A&A Towing Inc	1925	1395 E. Fourth St.	Office	No Style	Yes
107	The Tux, Dilligas Saloon	Barber Shop	1940	1303 E. Fourth St.	Two part block	Decorative Brick	Yes
108	McKinnon & Hubbard, Staat's Flying A Truck Service, Ernie's Phillips 66 Truck Service	Reno Salvage Co.	1949 (circa)	1390 E. Fourth St.	Service Bay	Streamline Moderne	Yes
109	Ferrara & Carlson Heating Contractors	Nesa Food	1923	1445 E. Fourth St.	One part block	No Style	Yes
110	Tastee-Freez	1419 E. Fourth Street	1953	1419 E. Fourth St.	One part block	No Style	Yes
111	Berger Steakhouse	Reno Tax and Bookkeeping	1954	1419 E. Fourth St.	Two part block	Modern	Yes

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
112	East Side Inn	1483 E. Fourth St.	1925	1483 E. Fourth St.	One part block	No Style	No
113	Rose Motel	1435 E. Fourth St.	1921	1435 E. Fourth St.	Motel	No Style	No
114	Desert Sunset Motel	Well Care Annex II	1965	1435 E. Fourth St.	Motel	Modern	Yes
115	Ponderosa Lodge	Economy Inn	1958	1400 E. Fourth St.	Motel	Modern / Ranch	No
116	Sizzler Steakhouse	Senor Tequilas	1965	1490 E. Fourth St.	Restaurant	Contemporary	Yes
117	Virginia-Truckee Transit Inc.	Jordan's Truck and Trailer	1957	355 Sage St.	Service Bay	No Style	Yes
118	Reno Fire Department Station 2	Desert Sun Bagels	1947	495 Morrill Ave.	Fire station	Streamline Moderne	Yes
119	Reno SPCA	Pigeon Head Brewery	1974	840 E. Fifth St.	Service Bay	No Style	No
120	Porter Automotive Service	Artistic Fence Co	1944	430-480 Morrill Ave.	Service Bay	Brick Parapet	Yes
121	Commercial Hardware Co.	Catholic Charities	1961	500 E. Fourth St.	Commercial/Industrial Block	No Style	No
122	Blake, Moffet & Towner Paper Co. Warehouse	RHP	1948	310 Quincy	Commercial/Industrial block	No Style	No
123	Hi-Way 40 Motor Court	Hi-Way 40 Motel	1948	1750 E. Fourth St.	Motel	Ranch	Yes
124	Shady Grove Auto Camp, Shady Grove Auto Court, Shady Grove Motel	Farris Apartments	1946	1752 E. Fourth St.	Motel	Spanish Colonial Revival	Yes
125	Everybodys Inn Motel	Everybodys Inn Motel	1930	1756 E. Fourth St.	Motel	Ranch	Yes
126	Stewart's Auto	Tire Zone	1956	1900 E. Fourth St.	Service station	Modern	Yes
127	Tahoe Hotel	Tahoe Motel	1961	1650 E. Fourth St.	Motel	Ranch	Yes
128	B.F. Goodrich Store	Acuna Total Car Care Inc.	1961	1500 E. Fourth St.	Service Bay	No Style	Yes
129	Traves Lodge; Sandman Hotel	Sandman Motel	1950	1755 E. Fourth St.	Motel	Ranch	Yes
130	Nevada Equipment Company	Twin City Surplus	1946	1675 E. Fourth St.	Quonset	Quonset	No
131	n/a	Spokane Plaza	1977	427 – 435 Spokane St.	Commercial/Industrial block	No Style	No

Map #	Historic Name(s)	Current Name	Year Built	Address	Property Type	Style	Contributing Status
132	n/a	Plaza at 4th	2002	855 E. Fourth St.	Commercial/Industrial Block	No Style	No
133	First National Bank of Nevada	Windy Moon Quilts	1958	440 Spokane St.	One part block	Modern	No
134	Shell Gas Sation	Zamboni's	1967	1505 E. Fourth St.	Service station	Ranch	Yes
135	Pepsi-Cola Bottling Co., Reno Mattress Company	Granite Mountain Marble	1953	427 Toano St.	One part block	Brick Parapet	Yes
n/a	Lincoln/Victory Highway – U.S. 40 - E. Fourth Street Roadbed Segment	E. Fourth Street Roadbed Segment	1913-1921	E. Fourth St.	Road	n/a	Yes

8. Statement of Significance

Applicable National Register Criteria

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

- 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

Areas of Significance

Commerce

Industry

Transportation

Period of Significance

1900 – 1974

Significant Dates

1904 (Streetcar line established between Reno and Sparks)

1910 (NCO Depot constructed on E. Fourth Street)

1913 (Lincoln Highway Association formed)

1921 (Corridor cosigned as Victory Highway)

1926 (Incorporated into U.S. numbered highway system as U.S. 40)

1974 (I-80 bypasses E. Fourth Street)

Significant Person

n/a

Cultural Affiliation

n/a

Architect/Builder

Frederic DeLongchamps

Statement of Significance Summary Paragraphs

The E. Fourth Street Historic District is locally significant under Criterion A in the areas of Transportation, Commerce, and Industry as a transportation corridor that shaped Reno's industrial, commercial, and tourist activities in the early to mid-twentieth century. Commerce and industry along the corridor developed as Reno became a major transportation and distribution hub for Northern Nevada and the Eastern Sierra, in part due to its advantageous location on the Central Pacific Railroad and, later, along the Lincoln/Victory Highway. Commercial and industrial enterprises along the corridor were diverse, including breweries, lumber yards, warehouses, motels, restaurants and bars, grocery and liquor wholesalers, and automobile shops.

The district is home to some of Reno's most remarkable early twentieth century buildings, including the Nevada-California-Oregon Railroad Depot and Flanigan Warehouse. Beginning around 1900, the district transitioned from a dusty country road to an important commercial and industrial artery as the railroad, lumber, meatpacking, and warehousing industries took hold. The Lincoln Highway, later cosigned as the Victory Highway and U.S. Highway 40, infused new life along E. Fourth Street, with motels and automobile service businesses emerging to accommodate travelers along the route. Automobile tourism and the divorce trade increasingly demanded services along the highway, especially after the end of World War II, and gas stations, diners, and motels were established to meet this demand. E. Fourth Street served as the primary east-west thoroughfare through Reno until Interstate 80 bypassed the East Fourth Street corridor in 1974, allowing travelers to bypass the business district and contributing to the decline of its historical industries and association with the transcontinental highway.

Narrative Statement of Significance

East Fourth Street Historic Context

The River and the Railroad: Reno's Beginnings (1868-1900)

The Washoe and Paiute peoples inhabited the lands of the Truckee Meadows prior to the arrival of white explorers and settlers, relying on the valley's lush grasses and the Truckee River's clear waters. The first non-native explorers passed through the area in the early to mid-1840s. On their heels followed waves of California-bound emigrants. A handful of enterprising people settled in the valley in the 1850s, offering food and supplies to travelers and hay for their animals (Connelly et al 2011; Harmon 2013; McCarty et al 2009; Rowley 1984:8; Townley 1983:40-41).

The arrival of the Transcontinental Railroad spurred the founding and subsequent development of Reno. Central Pacific Railroad (CPRR) surveyors arrived in the valley in the early 1860s, completing their right-of-way surveys by 1866. As construction on the rail line progressed, CPRR officials mulled over where to build a train station in the Truckee Meadows. Superintendent of construction Charles Crocker determined that the ideal site would be in the valley, west of the marshy river bottoms to the east but far enough from the western hills to allow locomotives to gain speed to ascend the eastern slope of the Sierra Nevada. The station's location would also need to easily connect with the proposed Virginia & Truckee Railroad (V&T), which would eventually link the Transcontinental Railroad with the booming Comstock Lode in nearby Virginia City (Townley 1983:65-66).

Railroad officials settled on a location for their station and surrounding townsite by March 1868, purchasing 160 acres of land from Myron C. Lake. Lake operated a river crossing known as Lake's Crossing, located at present-day Virginia Street at the Truckee River, and he owned large tracts of land surrounding his crossing. Once they acquired the land, the CPRR platted the Reno townsite on the north side of the river (Figure 2). The railroad station was centered in the townsite and surrounded by a developing commercial district. Initially called Argenta in a nod to the Comstock's nearby silver mines, railroad officials renamed the town Reno after Union Army General Jesse L. Reno (Barber 2008:14; Connolly et al 2011; Harmon 2013; Townley 1983:65-67).

With the arrival of the railroad, Reno became an important crossroads with ties to San Francisco and Sacramento. The town became a hub for the distribution of local beef to western slaughterhouses and markets, while goods from those urban centers flowed back to the Comstock and nearby ranches. The construction of the V & T Railroad between 1869 and 1872 established essential ties to Virginia City, the Comstock mines and mills, Carson City, and Washoe Valley. Reno's location on the Central Pacific was integral to the region and solidified the town's importance in Nevada (Connolly et al 2011; Harmon 2013; McCarty et al 2009; Townley 1983:72).

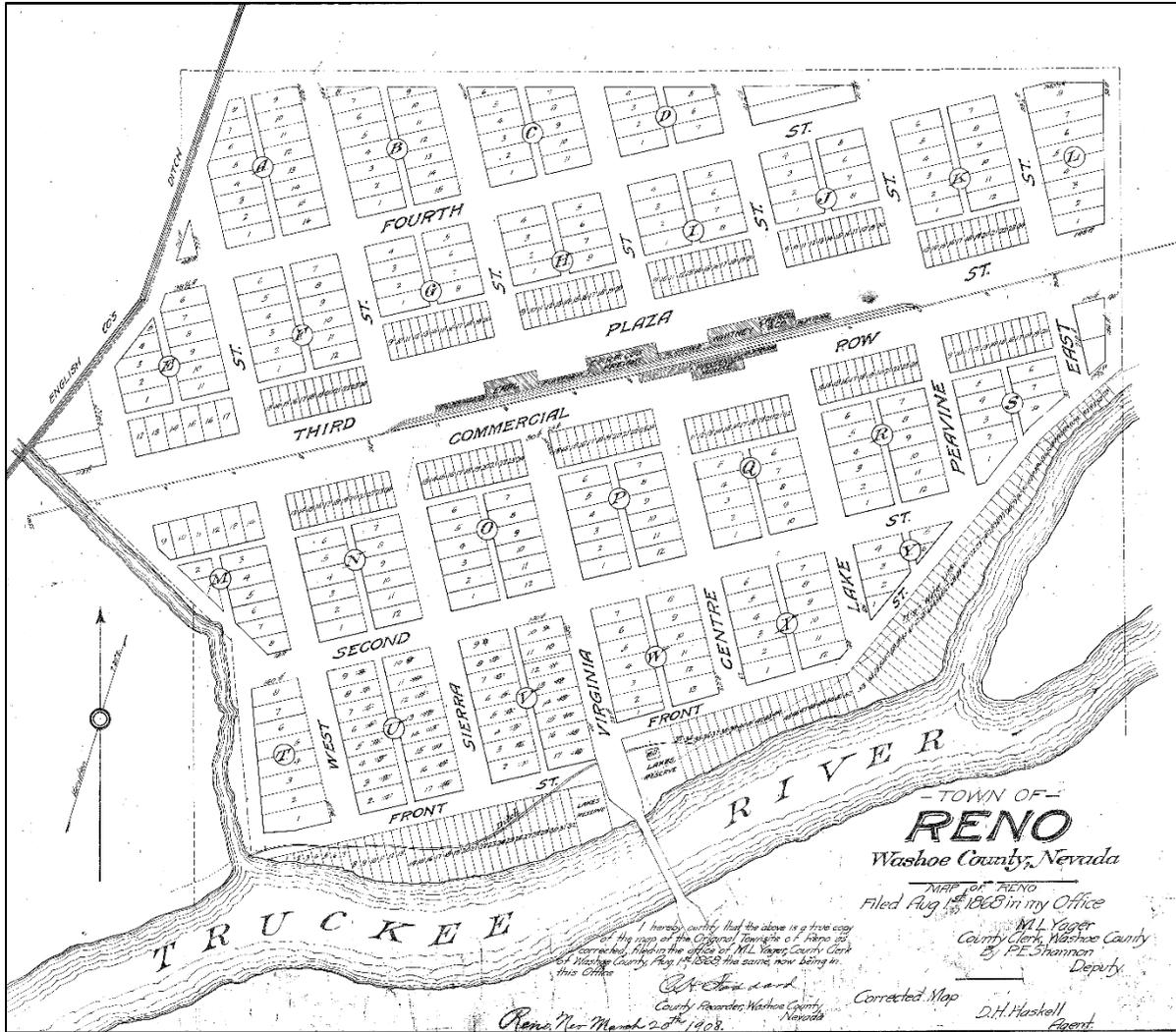


Figure 2: Reno Townsite Plat, 1868 (Washoe County Assessor)

In these formative town-building years, industry and commerce centered on the railroad corridor. In the last three decades of the nineteenth century, Reno’s core included an approximate 21-block area bounded by West and East (Record) streets, the Truckee River, and Fourth Street. On either side of the railroad right-of-way, between Plaza and Commercial Row and stretching from Sierra Street to present-day Wells Avenue, was an industrial district comprised of railyards, warehouses, and corrals. The business district centered on Commercial Row, with most commercial buildings located along the Row and Plaza Street—and to a lesser degree, Fourth Street and Virginia Street. Residential development radiated outwardly from the commercial core. Working-family homes and tenement housing were built on the cheapest lots near the railroad tracks and yards. With the 1886 opening of Morrill Hall, the University of Nevada anchored itself near the intersection of Virginia and Ninth streets, prompting residential development to the north (Connolly et al 2011; Harmon 2013; McCarty et al 2009; Townley 1983:73).

Although it was located a mere block to the north, Fourth Street largely existed outside of the townsite’s commercial and industrial spheres until the turn of the century. East of present-day

Evans Avenue (Peavine Street), it was a sparsely settled country road outside of Reno's bustling business district. In the final decade of the nineteenth century, this stretch of road gradually developed a commercial and industrial flavor, in part due to the establishment of the Nevada-California-Oregon (NCO) Railway in the 1880s. The NCO served the timber, cattle, and sheep industries, transporting freight and passengers north toward the Columbia River. The original NCO depot was situated in the original townsite on the corner of Plaza and Lake streets, but other operational facilities stood on E. Fourth Street between present-day Record Street (East) and Valley Road as early as 1889. By 1890, the NCO complex on E. Fourth included a machine shop (Resource #5), locomotive house, turntable, and roundhouse. While the NCO was gaining headway along the corridor, the Union Iron Works foundry was established a couple of blocks east at the Valley Road intersection. Otherwise, a handful of wooden dwellings lined the road, and none of them fronted onto Fourth Street (Figure 3) (Barber 2024; Miramon 2002: 5-6; Sanborn 1890).

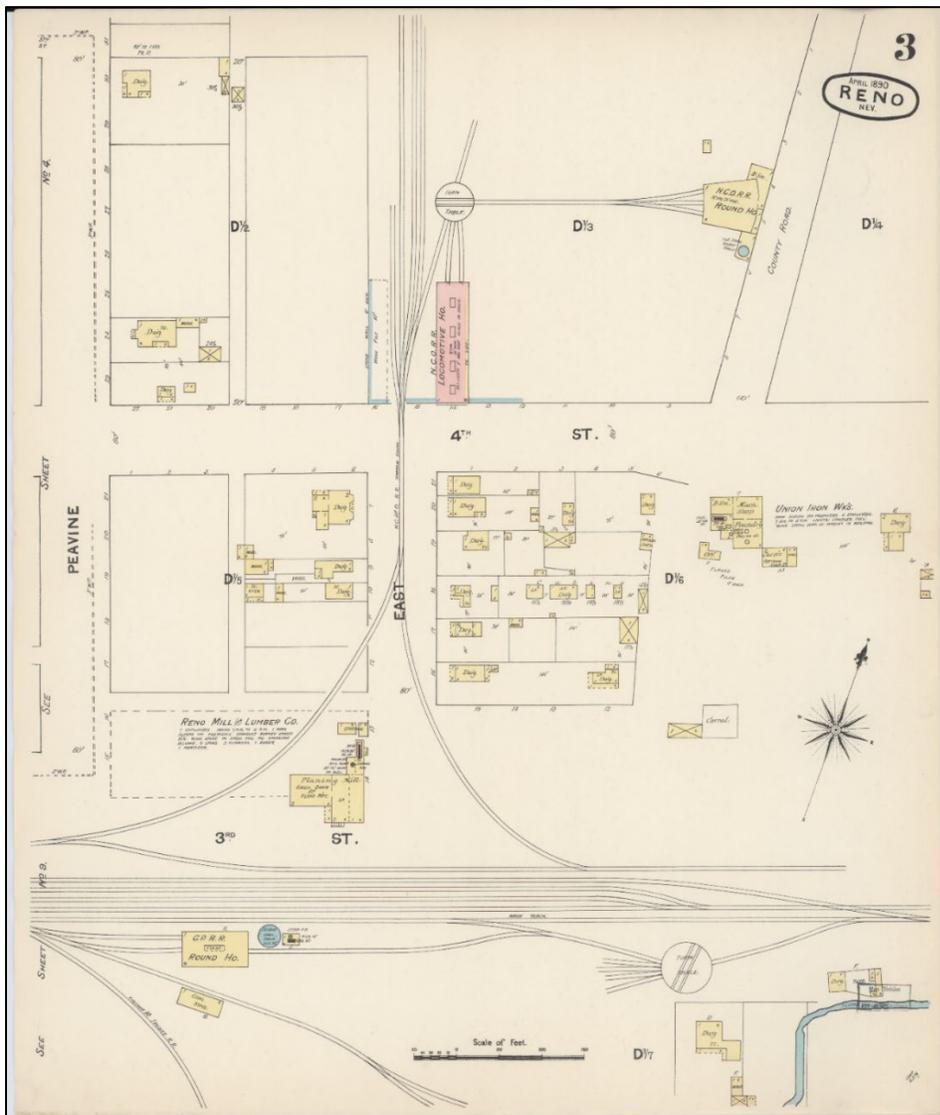


Figure 3: 1899 Sanborn Map depicting E. Fourth Street - showing the main Central Pacific rail line (east-west below 3rd Street), and the NCO rail line branching north along East Street (now Record Street) to its 4th Street rail yard and round house.

On My Way to Reno: A Commercial Corridor Arises (1900-1912)

Reno prospered as the new century began, after weathering a series of local and national economic panics during the last decades of the nineteenth century, including the decline of the Comstock mines. Gold discoveries in Tonopah and Goldfield broke the cycle and funneled wealth into Reno. By 1900, Reno surpassed the population of Virginia City to become Nevada's largest and richest city. Officially incorporated in 1903, Reno implemented municipal services that included flood control, water and other utilities, taxing functions, education, and a formal legal and political apparatus. Along with renewed mining and irrigation development projects, a series of socio-political, natural, and economic factors stimulated Reno's growth during the twentieth century. These include four deeply interconnected themes: gaming, the divorce trade, transportation, and tourism (Connolly et al 2011).

The NCO rail facilities on E. Fourth Street were soon joined by a variety of manufacturing endeavors, often served by spur lines off the Central Pacific, Virginia and Truckee, and NCO mainlines. By 1902, Nevada state senator and rancher Patrick Flanigan established a warehouse to store wool and other materials offloaded from the trains (Resource #46). Next door, Flanigan founded the Nevada Meat Company to process and distribute local meat (Figure 4). Around the same time, the Reno Mill and Lumber Company established its lumber yard across Eureka Street from the Nevada Meat Company; the lumber company's planing mill was situated on the other side of East Fourth Street. Both enterprises consisted of open yards and wood-framed sheds (Figure 5). Nevada Engineering Works operated at the southeast corner of E. Fourth and Surprise Valley by 1902, manufacturing a diverse array of metal castings, boilers, and machinery – including mining and milling equipment – out of their wood-framed foundry, machine shop, and boiler and blacksmith shop. In 1903, the Reno Brewing Company set up shop two blocks east of the Nevada Meat Company, at E. Fourth Street and Spokane Avenue. The complex included a full brewery, bottling works, and warehousing facilities, and by 1907 had become the largest brewery in the state (Figure 6). In 1905, Rainier Bottling Works appeared across Spokane Avenue from Reno Brewing Company's bottling works (Resource #81). The Reno Mill Company—not to be confused with the Reno Mill and Lumber Company—located its operations one block south of East Fourth Street, along what is now Evans Avenue (not extant). The comprehensive flour milling operation included a grain elevator, water-powered mill, icehouse, spur rail lines, and a massive flour warehouse (Barber 2017b; Sanborn 1904; 1906).

East Fourth Street's growth as a primary east-west thoroughfare progressed after a trolley service commenced, connecting Reno with the neighboring community of Sparks. Founded in 1902, Sparks attracted residents and railroad workers, and a need arose to transport commuters between the two towns. In 1904, the Nevada Transit Company created a three-mile-long electric streetcar system along a portion of Fourth Street. In Reno, the route traveled east from downtown Reno along Fourth Street and County Road, making a couple turns after Deer Park to arrive at the Sparks railyard. A streetcar barn for the Nevada Transit Company appeared along East Fourth Street, joining the existing buggy and wagon sheds. The Reno Traction Company took over the line in 1906. All lines ceased service in 1919, except for the Reno-Sparks line, which continued service until 1927. Its 23-year run directly supported the continuing growth along E. Fourth Street (Barber 2011; Barber 2024b; Rowley 1984:45).



Figure 4: Flanigan Warehouse (Resource #46, left) with the Nevada Meat Company Next Door (Neal Cobb and Jerry Fenwick)



Figure 5: Reno Mill and Lumber Company (Nevada Historical Society)



Figure 6: Reno Brewing Company on the south side of East Fourth Street from the 1917 edition of the Nevada Newsletter and Advertiser

As it moved passengers between Reno and Sparks, the streetcar prompted residential and commercial development along the new line. In 1904, Jacob Henry platted the Commercial Addition, which created 26 parcels on the south side of East Fourth Street just west of Park Street (Figure 7). Developers also platted residential subdivisions near East Fourth Street in an effort to provide housing that was conveniently proximal to public transportation. In 1899, T.K. Stewart had laid out the Morrill Addition, which included eight blocks from the north side of Fourth Street to the south side of Seventh Street between Surprise Valley (Valley) Road and Alameda (Wells) Avenue (Figure 8). Five years later, Enoch Morrill created the Morrill-Smith Addition, which subdivided seven blocks on each side of Fourth Street from Alameda (Wells) Avenue to just past Montello Street. The tract included a portion of Fifth Street as well (Figure 9) (Barber 2011; Washoe County Assessor).

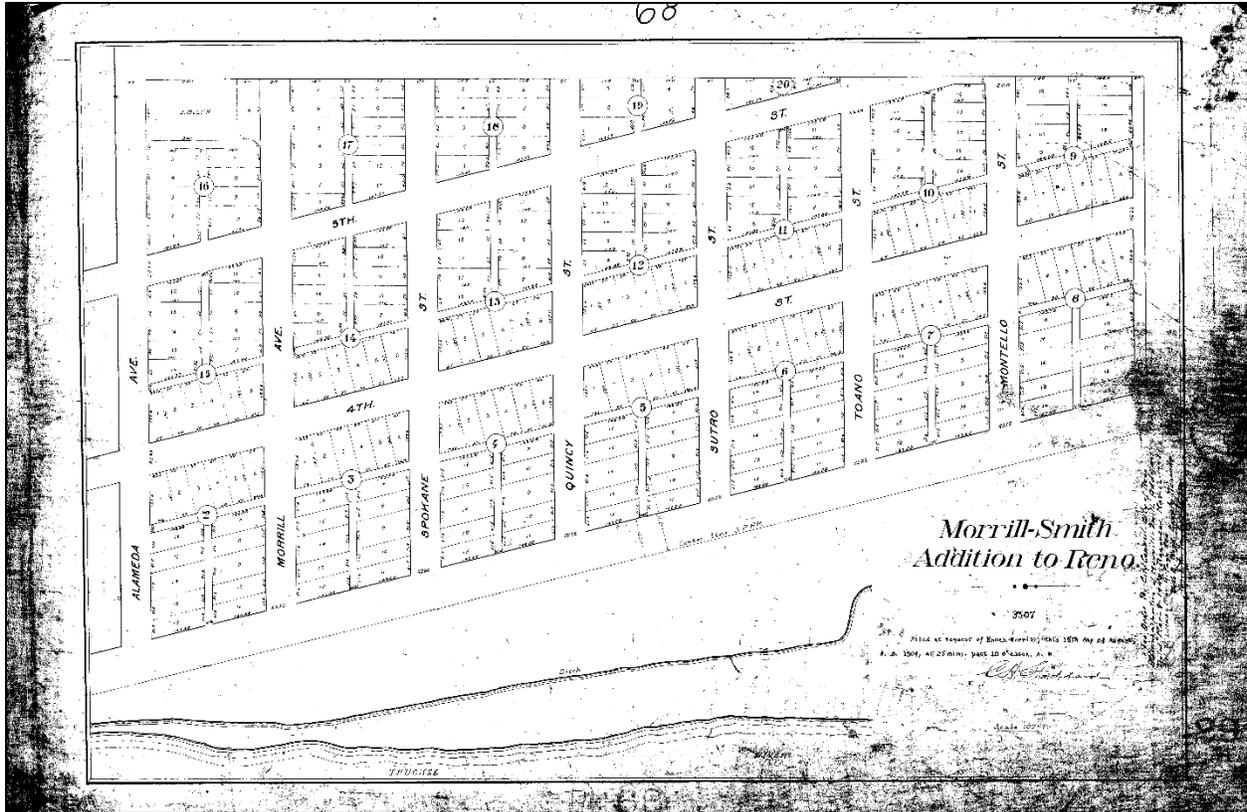


Figure 9: Morrill-Smith Addition tract map, 1904 (Washoe County Assessor)

Commercial development pushed beyond the eastern fringes of the original Reno Townsite as vacant lots in the center of town became scarce. This coincided with Reno’s growing tourist industry in response to the state’s liberal divorce laws and wide-open gambling. By 1909, Reno had become the country’s “new divorce headquarters.” Two years prior, a pair of new brick hotels appeared at the corner of East Fourth Street and Peavine Street (Evans Avenue): the Hotel Richelieu (Resource #23) and the Royal Hotel (Resource #14). Accommodating divorce-seekers as well as everyday tourists and train passengers, the establishments offered two upper stories of lodging stacked on top of ground-floor shops, restaurants, and bars (Barber 2011; Harmon 1998).

In 1910, the heavyweight championship fight between Jack Johnson and Jim Jeffries brought national attention to East Fourth Street. San Francisco architect W.L. McLaughlin supervised the construction of a large wooden arena on a parcel of land on Fourth Street near the Sparks city limit. Owned by Patrick Flanagan, the lot had been the site of the 1905 prize fight between Marvin Hart and Jack Root. Billed as the “Fight of the Century,” the Johnson-Jeffries match took place on July 4, 1910 (Figure 10). It attracted thousands of spectators who descended on Reno by train and automobile, filling the town’s hotels, saloons, and eateries. It proved an economic boon to the city, although it would not attract future prize fights. The arena was demolished that October, with the wood sold to pay event creditors (Barber 2011; Rowley 1984:37).

The railroad continued to be an important presence in Reno, and the built environment of East Fourth Street reflected its influence. Spur lines weaved through the area, connecting the CPRR and NCO to one another, as well as to industrial outfits like the Nevada Packing Company and Reno Mill and Lumber Company. In addition, the NCO reconfigured its collection of shops and

sheds to accommodate a new depot. The railroad hired preminent Nevada architect Frederic DeLongchamps to design the Renaissance Revival style building (Resource #6). By 1910, the handsome brick depot and bounty of associated locomotive and machine shops stood prominently on East Fourth Street (Figure 11) (Barber 2011; Sanborn 1906; Sanborn 1918).



Figure 10: Reno Transit Company Streetcars bring spectators to the Johnson-Jeffries fight arena (UNRS-P1992-01-8636, Special Collections and University Archives, University of Nevada, Reno)



Figure 11: The NCO Depot (Resource #6) shortly after its construction in 1910 (Nevada Historical Society)

Tourism, Commerce, and Industry: The Lincoln Highway Era (1913-1928)

Once the Lincoln Highway Association designated Fourth Street as the official route of the Transcontinental Highway in 1913, the corridor developed at a rapid pace. The Lincoln Highway was established to provide a continuous, improved highway from New York to San Francisco. Federal aid for road construction was awarded in 1916, and by 1921 the route through western Nevada was set to pass through Fallon, Sparks, and Reno to the California state line. Through Reno, the Lincoln Highway would be cosigned as the Victory Highway. Organized in 1919-20, the route of the Victory Highway followed the Humboldt River Route, converging with the Lincoln Highway in Sparks and Reno. Reno celebrated the completion of both transcontinental automobile roads with the Transcontinental Highway Exposition, held at Idlewild Park in 1927 (Connolly et al 2011).

With the establishment of the transcontinental highway, automobile tourism became an economic force in the region. Drawn by the local gambling and divorce industries, as well as a beautiful natural setting, tourists flocked to the area. In response, businesses catering to the automobile tourist proliferated. Because earlier hotels in Reno targeted railroad travelers, parking lots were few and far between. This new mode of transportation required space for overnight travelers to park, in addition to fuel and repair services. Businesses arose to meet these needs. Several auto camps were established along the Lincoln Highway between Sparks and Reno. Early facilities included tourist camps or auto camps, followed by cabin courts or auto courts, then followed by roadside motels. Other businesses appeared on East Fourth Street catering to both local and traveling automobile owners, including service stations, auto garages, and auto salesrooms (Figure 12) (Barber 2011; Connolly et al 2011; Harmon 2013).



Figure 12: The Richlube Service Station on the Lincoln Highway between Reno and Sparks in 1927 (Neal Cobb)

As highways continued to develop and improve during the second decade of the twentieth century, automobile tourist accommodations became more permanent and offered a higher level of comfort. Tourist cabins replaced tent pads and parking spots. Called cabin courts, cottage courts, auto courts, or tourist courts, the cabin complexes offered beds and bedding, bathrooms, and often kitchens with running water. Tourist cabins also lined the Lincoln/Victory Highway route through Reno and Sparks, with names like Cremer's Auto Court, Star Auto Court, Reno Auto Court, and Restwell Auto Court (Figure 13). Enterprising locals like Julius Redelius opened businesses oriented to the service side of automobile travel (Figure 14). In 1924, Redelius added a gas pump to his Twin City Poultry Farm, establishing the Twin City Service Station to provide travelers with fuel, tires, and mechanical service. He opened an auto camp on his land, the Grove, which he later outfitted with cabins and renamed the Shady Grove Auto Camp and, later, the Shady Grove Auto Court (Figure 15) (Barber 2011; Barber 2024a; Connolly et al 2011).



Figure 13: Reno Auto Court, c.1920s (Nevada Historical Society)



Figure 14: Twin City Poultry Farm was headquartered in a Craftsman bungalow on East Fourth Street (Neal Cobb)



Figure 15: Julius Redelius' Grove Auto Camp in the late 1920s, on the future site of the Farris Motel (Neal Cobb)

In addition to its status as a thriving travel corridor, East Fourth Street was a local thoroughfare serving various commercial and industrial pursuits. While the far east end remained quiet and relatively undeveloped aside from a handful of small residences, the area west of Spokane bustled with breweries and bottling works, lumber yards, warehouses, and the sprawling industrial complexes associated with the Nevada Packing Company and NCO Railroad (Figures 16 and 17). Small businesses were also established, including sanitary engineer and contractor William Wagner's headquarters at 604 E. Fourth Street (Figure 18). A small brewery and bottling district emerged east of Morrill Avenue on the south side of Fourth, encompassing the Reno Brewing Company brewery and bottling plant, and the Rainier Brewing Company bottling works (Resource #81). Despite the passage of the eighteenth amendment in 1918, the two companies survived prohibition, pivoting to the production and bottling of near-beer, soda water, seltzers, and other soft drinks (Barber 2011; Sanborn 1918).



Figure 16: Despite the activity on the west end of East Fourth Street, the eastern stretch of the road in Reno remained relatively undeveloped in the 1920s. This is near the future site of the Farris Motel between Sage Street and Interstate 580 (Neal Cobb)

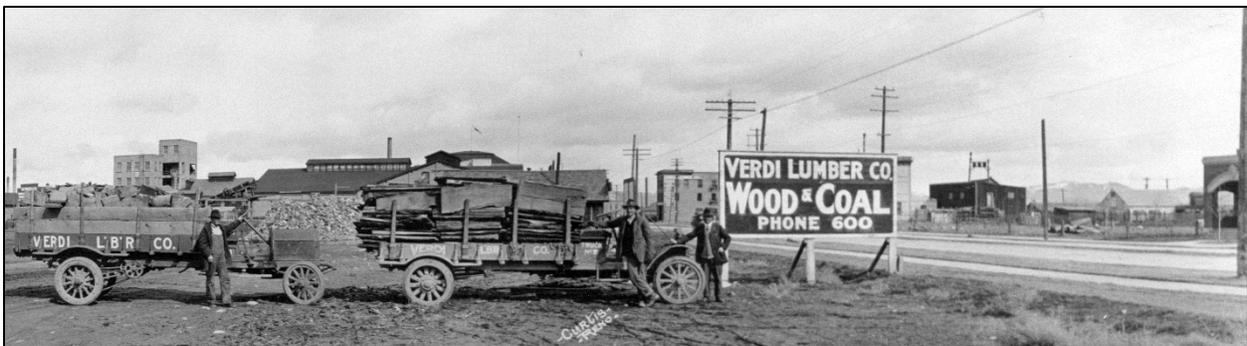


Figure 17: Panoramic View of the Verdi Lumber Company yard with East Fourth Street at right, circa 1918. The Nevada Packing Company tank house (Resource #48) and Flanigan Warehouse (Resource #46) are visible in the left background (Nevada State Historic Preservation Office)



Figure 18: William Wagner's engineering and contracting business at 604 E. Fourth Street, 1922 (Nevada Historical Society)

In 1926, the segment of the Lincoln/Victory Highway that followed East Fourth Street through Reno became U.S. Highway 40. By the mid-1920s, the proliferation of named highways throughout the United States and a lack of regulated signage made navigation difficult and confusing, even with maps and guidebooks. To standardize highway routing and signage, the Association of American State Highway Officials created a national highway numbering system in partnership with a joint board of federal and state highway officials. The Lincoln Highway in Nevada became U.S. 50, and the Victory Highway – including the portion through Reno cosigned as the Lincoln Highway – became U.S. 40, which connected Atlantic City with San Francisco. The Nevada highway was designated a primary state route and received more federal funding than secondary routes. As a result, it became the first hard-surfaced highway to traverse the state. Reno's tourism and commercial industries, especially those along East Fourth Street, would benefit from these improvements for decades to come (Barber 2011; Borger et al 2020a:53; Borger et al 2020b:46).

The Great Depression, New Deal, and World War II (1929-1945)

The 1930s brought many changes to Nevada, beginning with the re-legalization of wide-open gambling and the implementation of the six-week divorce in 1931. In addition to offering some protection against the economic devastation of the Great Depression, these changes brought Nevada increased notoriety and tourism that benefited Reno's economy. During this period, East Fourth Street experienced a continuing shift from industrial to commercial uses (Figure 19). Warehousing in the area continued to grow, and wholesale enterprises began to appear (Sanborn 1933; Barber 2017a; Barber 2025a; Barber and Marston 2017).



Figure 19: Wood-framed residences like the Brookins home, pictured here, that once dotted the corridor were demolished to make way for new enterprises as the corridor became increasingly commercial. Note the NCO Depot (Resource #6) in the background (Nevada Historical Society)

Hotels and motels along East Fourth Street continued to thrive in the 1930s. Despite the national economic depression, this decade represented Reno's divorce heyday. More than 30,000 divorces were granted at the Washoe County Courthouse in that period. Hotels, boardinghouses, dude ranches, auto camps, and private residences provided housing for those seeking their six-week residency to secure a divorce. Newly re-legalized gambling also drew overnight tourists. New accommodations along U.S. 40 opened along East Fourth Street to accommodate highway travelers and divorce-seekers, including the Bonney (Morris) Hotel (Resource #20), the Central Auto Tourist Camp; All States Tourist Camp; the Star Auto Court; and Julius Redelius' revamped and renamed Grove Auto Camp (Barber 2011; Harmon 2008).

Federally funded highway improvements took place throughout the 1930s as part of the New Deal, including a tunnel constructed underneath the transcontinental railroad to connect Wells Avenue to the south and Alameda Avenue to the north (Figure 20). The Eveleth Lumber Company constructed an overhead conveyor system to connect their lumberyard, which was bisected by the new thoroughfare. The WPA project also demolished a cattle bridge constructed across the railroad right-of-way at Park Street. Built decades earlier for ranchers to drive their livestock to the Nevada Packing Company on E. Fourth Street, the one-lane bridge allowed the running cattle to avoid the streets of downtown Reno. Another federal aid project in the area installed railroad warning lights and signals along the highway corridor between Lake Street and Valley Road in 1939 (Figure 21) (Barber 2011; Miramon 2002:24-28).



Figure 20: Alameda-Wells Avenue Tunnel, 1930s (Nevada Historical Society)

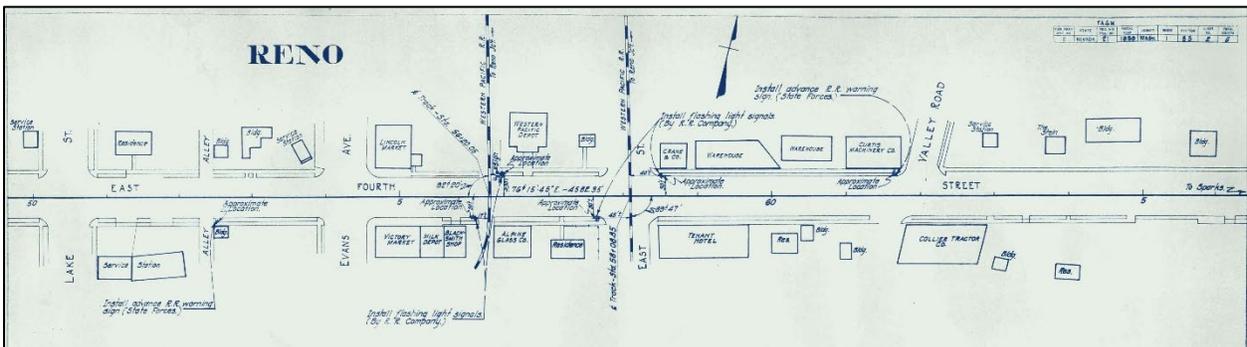


Figure 21: These plans to install railroad signals along East Fourth Street show the commercial landscape of the corridor in 1939 (Nevada Department of Transportation)

Enterprises along E. Fourth Street catered to locals as well as tourists, and community-oriented spaces and businesses characterized the corridor. In 1930, Reno's second baseball venue opened on Threlkel Street (now Cares Drive) just off Fourth. Owned by Jack Threlkel, the ballpark became a popular attraction boasting night-lighting and wooden stands by 1940. The Lincoln Bar opened on the ground floor of the Hotel Richelieu (Resource #23) in 1936, which was patronized by locals as well as tourists (Figure 22). A variety of small markets opened along the corridor, selling groceries and other household goods to visitors and residents alike (Barber 2011; Barber 2025).



Figure 22: The Lincoln Bar in the Hotel Richelieu (Resource #23) in 1949 (Cindy Ainsworth)

East Fourth Street felt the impact of World War II. While the conflict stymied the tourist trade, it also inspired businesses to contribute to the war effort. Wagner Tank and Manufacturing Company, for example, benefitted from war contracts, which enabled owner Dick Wagner to expand his foundry operations across the street from his Union Iron Works (Resource #26) and Nevada Welding complex (Resource #25). The Farmers Exchange (Resource #24) contracted with the military to distribute goods, and companies like Eveleth Lumber provided Renoites with tips to produce more food in their gardens, boosting wartime production (Barber 2011).

Reno's Heyday: Prosperity in the Postwar Era (1946-1973)

After the Allied Victory, Reno thrived along with America (Figure 23). Tourism boomed, and the popularity of gambling soared to new heights. Due to the financial prosperity of many Americans in the Postwar period, automobile tourism became increasingly widespread. Reno's ongoing divorce trade added to the demand for overnight accommodations. East Fourth Street met travelers' needs with fancier and more expansive motels which offered larger rooms and more amenities. New motels along East Fourth Street during this era included the El Rancho Motel No. 2 (Resource #45), Everybody's Inn (Resource #125), the Farris Motel (Resource #124), Hi Ho Motel (Resource #100), the Sandman (Resource #129), and the Sutro Motel (Resource #94) (Figures 24 to 27) (Barber 2011).



Figure 23: East Fourth Street looking west from Wells/Alameda Avenue in the 1940s (Nevada Department of Transportation)

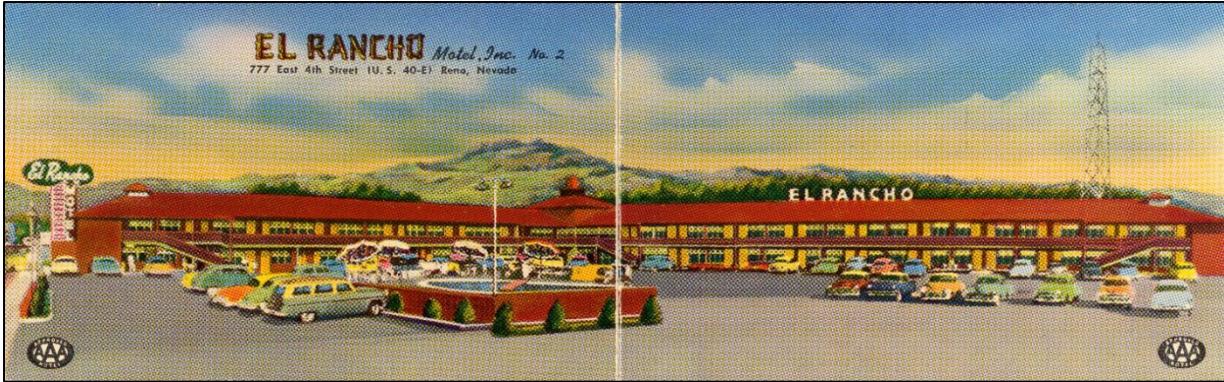


Figure 24: El Rancho Motel No. 2 (Resource #45) circa 1955 (UNRS-P1992-03-0777, Special Collections and University Archives, University of Nevada, Reno)



Figure 25: Hi Ho Motel (Resource #100) circa 1950 (Mella Harmon)



Figure 26: Farris Motel (Resource #124) circa 1955 (UNRS-P1992-03-0676, Special Collections and University Archives, University of Nevada, Reno)



Figure 27: Sutro Motel (Resource #94) circa 1950 (Nevada Historical Society)

The term “motel” was coined in 1925, but it came into common usage following World War II, when automobile tourism became a national pastime. By then, owners of auto camps and auto courts perfected the combination of amenities that would satisfy the needs of the automobile traveler. Individual cabins became attached rooms, a swimming pool was built out front, and colorful neon signs beckoned travelers to pull over for the night. On East Fourth Street, owners refashioned the auto camps and auto courts of the Lincoln Highway era into modern motels. Others built brand new motels for the midcentury age (Connolly et al 2011; Miramon 2002:46).

Barber describes the allure of the various motels that dotted the corridor in the postwar era, many of which remain extant within the district (2011):

From east to west, neon beckoned. The Farris Motel, with its distinctive stacked cake-like entrance tower, grew out of a modest auto camp opened in the 1920s [Shady Grove Auto Court]. Nearby, the Star Auto Court became the Star Motel, and beginning in 1951, the Sutro Motel straddled both sides of Sutro Street, flaunting its charming slogan, “Probably the Best.” The Lucky Motel, the Hi Ho Motel, the Rest Well, Everybody’s Inn, the Sandman [...]—all these and more flourished, bolstered by gambling, proximity to Lake Tahoe, and the continuing divorce trade, which prospered through the 1960s.



Figure 28: The Sandman Motel (Resource #129) neon sign is a local landmark. This photo was taken by John Margolies in 1980 (Library of Congress)

Reno's location along U.S. Highway 40, along with its flourishing gambling and divorce industries and easy access to Lake Tahoe, supported dozens of motels up and down the corridor. By the 1950s, corporate America embraced the motel concept, and the motel chain was conceived. Beginning at the end of the 1950s, motels sprang up along the proposed route of the new interstate (I-80), particularly at the off- and on-ramps, where signs would be clearly visible from the highway (Barber 2011; Connolly et al 2011; Miramon 2002:46).

These businesses needed to catch the eye of potential customers as they sped down the highway. Colorfully lit neon signs, some large and elaborate, did the trick. There are outstanding examples of mid-century neon on East Fourth Street. The sign at the Sandman Motel, built c.1955, is a local landmark (Figure 28). Historic period neon signs are most commonly found alongside motels in the district. There are also a few examples of historic signs on buildings other than motels, such as the mid-twentieth century sign on the Alturas Bar (Resource #80) (Connolly et al 2011).

East Fourth Street's warehousing and wholesale trend continued into the 1940s and 1950s. In 1949, several grocery warehouses appeared along the corridor, including the Reno Grocery Company at 420 Evans Avenue (Resource #11), and Lindley and Company wholesale grocers just south of East Fourth (not extant). Warehouses appeared along the corridor to store poultry and eggs, produce, wholesale beer and liquor, flour and feed, baled hay, wool, and tractor parts. By 1955, more beer and liquor warehouses materialized along the corridor. The Barenegos opened their Sierra Wine and Liquors in the old NCO-Western Pacific Railroad Depot (Resource #3), and Luce and Company opened a beer and liquor warehousing operation in the old Nevada Packing Company Tank House and a warehouse on the Fifth Street side, which previously stored construction materials for Gardner Supply Company (Resource #48) (Figure 29) (Sanborn 1949, 1955; Washoe County Assessor).



Figure 29: Gardner Supply Company utilized the Nevada Packing Company's old tank house Resource #48) and added a warehouse to the Fifth Street side before Luce and Company operated their liquor and beer distribution enterprise (Nevada Historical Society)

While the corridor continued to support its historic functions of industry and commerce, the landscape was changing. Large, corporate companies began to move into Reno, as they did elsewhere throughout the United States. As nationwide beer companies gained popularity, local outfits like the Reno Brewing Company folded. The Nevada Packing Company, long a mainstay of the corridor, closed in the late 1940s after modernization in the meatpacking industry rendered their plant obsolete. Despite these changes, many of the original construction companies and dining establishments along East Fourth Street thrived in this period, including Martin Iron Works (Resource #60), Alpine Glass Company (Resource #17), the Quilici (Reno) Bar (Resource #21), and the Green Cup Café (Resource #21). New businesses opened as well, including Louis' Basque Corner in 1967 (Resource #23). The same year, the Wells Avenue overpass was constructed between Kuenzli and Sixth streets, bypassing the streets in between – including East Fourth – and physically altering the built environment it now loomed over (Figure 30) (Barber 2011; REG 4/12/1947).



Figure 30: The Wells Avenue tunnel beneath the railroad is pictured in this aerial, which was taken a short time before the Wells Avenue overpass was constructed in 1967. Note the El Rancho No. 2 (Resource #45) and Flanigan Warehouse (Resource #46) in the top left quadrant of the photo (UNRS-P1992-01-1150, Special Collections and University Archives, University of Nevada, Reno)

Nearby residential areas experienced major changes as well. In 1957, the City of Reno targeted the neighborhood north of East Fourth between Wells Avenue and Sage Street for slum clearance and urban renewal, declaring it “blighted.” Despite protests and legal pushback from neighborhood residents, the city demolished the homes of more than 200 families to make way for the Downtown Service Center addition. Previously a residential neighborhood of traditional Craftsman, Period Revival, and Late Victorian homes, the area was redeveloped with new commercial and industrial buildings. However, the project did not have the desired impact on the area, aside from a towering Holiday Inn that opened on ten acres along East Fifth Street between Spokane and Sutro, just north of the district boundary (Barber 2011; Miramon 2002:46).

Interstate 80 Overshadows East Fourth Street (1974-1999)

U.S. 40/East Fourth Street remained the predominant east-west route through Reno until 1974 when Interstate 80 was completed three blocks to the north. The motels, service stations, and other businesses along the East Fourth Street corridor suffered as traffic was routed away from this longtime thoroughfare. This coincided with a general easing of divorce laws nationwide in the 1970s, which caused Nevada’s migratory divorce industry to fall to the wayside. Motels, hotels, and other businesses catering to the divorce tourist in Reno felt the impact of this larger societal shift (Barber 2011; Connolly et al 2011; Miramon 2002:46).

Despite its initial devastation, Interstate 80 would eventually contribute to the further diversification of Reno's economy. Although the interstate bypassed towns and depleted business along the old Lincoln and Victory highways, it increased the benefit of Nevada's free-port privilege, a law dating to 1949 that provides a tax exemption to warehoused and locally manufactured goods. New warehouses and manufacturing facilities, particularly along the East Fourth Street Corridor, proliferated during this period to take advantage of the exemption (Connolly et al 2011).

Changes to local gaming also affected business along the corridor. In May 1970, Reno City Council abolished the red-line restrictions confining gaming to a small downtown area, clearing the way for large-scale hotel-casino properties to be built throughout the city and drawing crowds away from East Fourth Street. The corridor struggled to maintain its historic reputation as a tourist hub, and many businesses shuttered. However, the area remained popular with various commercial enterprises (Barber 2008:187-189; Barber 2011; Connolly et al 2011; Rowley 1984:76).

East Fourth Street struggled to find its footing in the last decades of the twentieth century. Once a vibrant corridor with a variety of businesses catering to residents, tourists, and industrialists, its eclecticism detracted from its ability to draw customers and steady traffic during these years. Established restaurants and bars, such as Louis’ Basque Corner (Resource #23) and the Alturas Bar (Resource #80), continued to attract a loyal clientele. Construction and fabrication businesses, including Martin Iron Works (Resource #60), prospered as casino owners built new steel-framed towers. Warehouses and auto repair shops also held steady, as did unique outlets like D Bar M Western Store (Resource #79) and the Reno Mattress Company (Resource #101). Hotels and motels, on the other hand, continued their decline, in many cases becoming

residences of last resort for Reno's most vulnerable populations. Barber writes of the corridor during this time, "Although not consistently troubled, a large number of deteriorating properties and a sense of desolation led to a reputation for criminal activity, transients and prostitution." The area was ripe for a renaissance (Barber 2011).

Modern East Fourth Street (2000-2024)

In the new millennium, East Fourth Street experienced commercial reinvestment and reinvigoration. Historic buildings in the area have presented opportunities for redevelopment and adaptive re-use that have reinvigorated the economy and spirit of the area. The NCO Depot (Resource #6) transformed into a restaurant and brewery that honors its architectural and historical heritage. The Royal Hotel is now the Jesse (Resource #14), an upmarket boutique hotel. The fire station on Morrill (Resource #118) is now a mixed-use development, and the IXL Laundry Building (Resource #41) is an acrobatics gym. Smaller commercial spaces have incubated a variety of businesses, from bike shops and coffee roasters to breweries and distilleries (Barber 2011; Connolly et al 2011).

In recent years, support services for vulnerable populations emerged along the corridor. Reno City Council funded the Community Assistance Center (CAC), built as a shelter with other service-oriented spaces on Record Street in 2007 and joined by St. Vincent's Dining Room across the street. In 2020, the Cares Campus emergency shelter opened on Threlkel Street (now Cares Drive). It has been joined by other services that have transformed the east end of East Fourth Street into a hub for unhoused services. In 2025, the City of Reno demolished the CAC on Record Street.

The corridor continues to serve scattered industrial, warehousing, and commercial needs beyond modern revitalization efforts. Reno is not an industrial city; existing modern warehousing activities take place on the outskirts of town. This adds to the significance of the East Fourth Street corridor, which is one of the city's last surviving remnants of industrial pursuits within the city limits, made possible by the city's historical proximity to goods and materials like timber and agricultural products, prevalent rail connections, and strategic location along overland transportation routes.

Significance Under Criterion A: Commerce

E. Fourth Street represents a vital commercial corridor through Reno. Various enterprises operated in the district, catering to Renoites as well as visitors who arrived by rail or auto. Some businesses, such as bars, eateries, groceries, and auto service stations, appealed to both the local and tourist. Others – like hotels and motels – called to weary travelers as well as temporary residents in the area, such as the divorce-seeker or visiting businessperson. Some enterprises dealt in local commerce, including large warehousing and wholesaling enterprises, commercial laundries, produce and alcohol distributors, and automobile dealers.

The MPDFs prepared by Borger et al (2020a:91-92; 2020b:84-85) specify that businesses associated with the Lincoln and Victory highways, including automobile-related enterprises, are

significant under the theme of Commerce – and not under theme of Transportation. Pertaining to this theme, the MPDF notes:

Businesses catering to travelers and tourists developed along portions of the highway to provide needed goods and services in addition to serving local residents. The presence of the highway led to substantial numbers of automobile-related businesses such as restaurants, motels, service garages, and gas stations in direct response to through traffic along the route.

The following paragraphs highlight representative businesses along the corridor that contributed to its commercial significance, in relation to both local and highway-related commerce.

Bars and Restaurants

While small saloons, restaurants, and coffee-tea shops were present on the corridor east of Surprise Valley (Valley) Road by 1906, most of these did not survive. As early as 1907, hotels such as the Richelieu (Resource #23), Royal (Resource #14), and Gallery (not extant) appeared to feed and water folks seeking refreshment along the corridor – as well as to lodge them (Barber 2025a; Sanborn 1906; Sanborn 1918; Sanborn 1949).

The corridor offered gathering spaces for the local community in addition to travelers along the highway. The Quilici Bar opened at 424 E. Fourth Street (Resource #21) in 1940, built by Roy Quilici next door to the residence he shared with his family. In 1953, Quilici constructed a small building next to the bar, and his wife Mary operated The Green Cup Café coffee shop there. The café thrived, as did the former Quilici Bar, which was acquired by George Mross and renamed the Reno Bar in 1945. The bar remained popular throughout the twentieth century. In the 1960s, the Reno Bar was one of the city’s first gay bars. Renamed the Rumpus Room by the 1970s, it became Abby’s Highway 40 in the 2000s (Barber 2025a; Sanborn 1949; Sanborn 1955).

Numerous other bars and restaurants flourished along the corridor in the postwar period. The Alturas Bar opened at 1044 E. Fourth Street (Resource #80) in 1948. The lively saloon has continuously operated in this building into the present day. The Tux Club opened in the former Harris Meat Market at 1303 E. Fourth Street (Resource #107) in the early 1950s, offering cocktails and Mexican food. The Tux opened a beer parlor next door in 1963, advertising Hamm’s beer and barbecue. The De Luxe Donut Shop, later the Donut Shop Café, thrived at 1020 E. Fourth (Resource #79) in the 1950s before becoming the D Bar M Western Store in 1964 (Barber 2025a; REG 8/29/1947:3; REG 10/10/1952:14; NSJ 2/9/1963:19; NSJ 5/2/1964:2).

Hotels and Motels

E. Fourth Street offered hospitality to the many travelers and temporary residents brought to Reno by rail and highway. In the first decade of the twentieth century, two hotels appeared on opposite corners at E. Fourth and Peavine (Evans), and they continue to be anchors of the district. John Barrett built the 35-room Hotel Richelieu on the northeast corner in 1907 (Resource #23; 301 E. Fourth Street). The hotel welcomed railroad passengers, especially when the NCO Depot appeared next door, as well as auto travelers along the Lincoln and Victory

highways. In addition to offering accommodations to overnight travelers, the Richelieu provided longer-term boarding to divorce-seekers as well as Basque shepherders. Small grocery stores occupied the ground floor into the 1930s. In 1936, the first story transformed into the Lincoln Bar. After a post-World War II stint as the Hotel Dude, it became the Lincoln Hotel in the 1960s, offering Italian dining in the bar space. In 1967, Louis and Lorraine Erreguible leased the building and opened Louis' Basque Corner, a staple of the Reno dining scene into the present day (Barber 2025a; Sanborn 1918; Sanborn 1949; Sanborn 1955).

The ground floor of these hotels served various commercial functions, catering to tourists and locals alike. The other 1907 hotel on E. Fourth and Peavine (Evans), built on the southeast corner (Resource #14; 306 E. Fourth Street), was constructed by John Corsiglia. It opened as the 14-room Royal Hotel with the Royal Bar on the ground floor. Also close to the Southern Pacific and NCO depots, the hotel primarily catered to boarders, especially workers and divorce-seekers. The hotel changed hands and names throughout the years as the Rochester, the Abbott House, and in 1930 the Marion Hotel. The Royal Bar became a small grocery store from the 1920s into the 1940s, changing names and ownership until corner grocery stores became obsolete. It reclaimed its historical use in 2019 when it became the Jesse Hotel and Bar (Barber 2025a; Sanborn 1918; Sanborn 1949; Sanborn 1955).

A later example is the Bonney Hotel (Resource #20; 400 E. Fourth Street), built in 1931 as Reno's divorce and gambling laws loosened, drawing more visitors to town. Constructed by Frank Savage, the 40-room hotel was convenient for the many tourists arriving from the railroad and highway. The hotel changed names throughout the years, dubbed the Bonnie Blue, Hotel Tennant, Del Paso, and the Morris. By the 1950s, it primarily functioned as a residency hotel. Its ground floor space served various functions throughout its history as a flower shop, a clothing boutique, a boxing gym, and a tire store (Barber 2025a; Sanborn 1949; Sanborn 1955).

Not all of these hotels have survived. The three-story building at 644 E. Fourth Street initially operated as a boarding house offering "home cooking" and "good coffee" in 1907. By 1918, it was the Hotel Gallery. It became the Hotel Riviera by 1949, which operated a café and bar. It became the Talian Inn restaurant in 1962 and is now a vacant lot (NSJ 11/23/1907:4; REG 11/22/1950:20; REG 5/30/1962; Sanborn 1918; Sanborn 1949, Sanborn 1955).

Existing motels along the corridor can be divided into prewar and postwar eras. None of the early auto camps remain, and few prewar motels associated with the early transcontinental highway still exist in the district. These include the 1930 Everybody's Inn at 1756 E. Fourth Street (Resource #125), which was connected to an earlier auto camp property. The motel offered weekly rates as early as 1945. The Farris Motel (Resource #124; 1752 E. Fourth) also developed from a 1920s auto camp, Julius Redelius' The Grove, which then became the Shady Grove Auto Camp and Shady Grove Auto Court in the 1930s. By 1946, it was the Shady Grove Motel until Richard Farris purchased and renovated it in 1950. Farris catered to overnight guests and longer-term tenants, specifically advertising to divorce seekers (Barber 2011; Barber 2025c; NSJ 3/15/1945:9).

The corridor's collection of motels primarily dates to the postwar period and is representative of the Highway 40 era. The Hi-Way 40 Motor Court was built near the Farris at 1750 E. Fourth

Street (Resource #123) in 1948; the same year, the Hi Ho Motel was built a few blocks west at 1233 E. Fourth Street (Resource #100). The Sandman Motel (Resource #129; 1755 E. Fourth), with its distinctive neon sign, was built across the street from the Farris in 1950. Sidney Leggett's 24-room Sutro Motel (Resource #94) arrived the next year, with its two buildings standing on either side of Sutro Street and sharing the 1200 address number. Other 1950s motor lodges included the 1954 Lucky Motel at 1011 E. Fourth Street (Resource #75) and the 1958 Ponderosa Lodge (Resource #115) at 1400 E. Fourth Street. The district's 1960s motels include the 1961 Tahoe Motel (Resource #127) at 1650 E. Fourth Street, the 1965 Desert Sunset Motel at 1435 E. Fourth Street (Resource #114), and the 1965 Carol Motel (Resource #85) at 1113 E. Fourth Street (Barber 2025d; Washoe County Assessor).

Pete Cladianos, Sr. opened the very modern El Rancho Motel No. 2 in 1954 on the former site of the Nevada Packing Company at 777 E. Fourth Street (Resource #45). In 1961, renowned Los Angeles architects Armet and Davis designed a building on the motel's street side to house a cocktail lounge, lobby, and Reno's first Denny's Coffee Shop (Resource #44). Interior designer Helen Fong appointed the coffee shop with terrazzo floors and indirect lighting, while the cocktail lounge featured redwood, copper, and cork accents. The motel still stands, now catering to weekly and monthly tenants, and the coffee shop and cocktail lounge are extant but shuttered (Figure 31) (Barber 2025a; Sanborn 1955).



Figure 31: Los Angeles architects Armet and Davis designed the Denny's coffee shop and lounge (Resource #44) for the El Rancho No. 2 Motel (Resource #45) in the early 1960s (Mella Harmon)

Liquor Wholesaling and Distribution

East Fourth Street businesses resurrected the wholesale liquor industry in post-Prohibition Reno. The Nevada Packing Company expanded into alcohol warehousing and distribution in the 1930s. They advertised as distributors of Budweiser as early as 1933 and won an exclusive contract to distribute Brown-Forman whiskeys by 1935. They also distributed Pabst Blue Ribbon, Lucky Lager, Early Times, and Concannon Wines. These operations were conducted in the primary building that fronted onto E. Fourth Street (now the Rancho 777 Motel). It is not clear whether

the liquor distribution arm of NPC continued into the 1940s, or if it was supplanted by other local companies that focused solely on the wholesale beverage business (Campana 2017).

Luce and Sons, another local distributor of wine and liquor, acquired the old Nevada Packing Company tank house one block north of E. Fourth Street in the mid-1950s (Resource #48). At the time, only six wholesale distributors existed in Reno. The company owned a second warehouse two blocks west at 501 E. Fifth Street. Founded in 1945 by William E. Luce, the company gained prominence as a powerhouse distributor in Reno, wholesaling various brands of wine, liquor, and beer – as well as Shasta soft drinks. The company's client list included the legendary Harolds Club casino, for which Luce was an exclusive supplier. When they expanded their operation to 750 E. Fifth Street, the company built a new concrete brick warehouse that wrapped around the existing Tank House. This replaced an existing wood frame warehouse, and the new masonry structure provided improved insulation for the storage and handling of beer and its appurtenances. This warehouse also provided truck bays for easy loading and unloading of product. The company remained in business and operating on E. Fifth Street until 1974 (Campana 2017).

In 1958, Pete and Thelma Barengo relocated their Sierra Wine & Liquor Company to the old NCO Depot (Resource #3; NRIS #80002469), purchasing the building from the Western Pacific Railroad. The Barengo family founded Sierra Wine in 1934, supplying wine to local bars, restaurants, and casinos soon after the repeal of Prohibition. In 1938, the company was rebranded Sierra Wine & Liquor as it expanded into wholesale and retail liquor distribution. The company served as an exclusive distributor for National Distillers, whose brands included Old Crow, Old Grand Dad, and Gilbey's. The company added a massive concrete warehouse next to the depot in 1958, outfitting it with a modern pneumatic tube system that transmitted orders from the office to the stock room of the warehouse. The depot remained Sierra Wine & Liquor's company headquarters into the 1990s (Barber 2025a; Campana 2018:2-3; Miramon 2002:8).

Wholesale, Retail, and Service Businesses

Commercial significance of the district is also represented by various wholesale, retail, and service businesses. Among the most prominent enterprises are the Zellerbach Paper Company, a paper and stationery wholesaler (Resource #31; 420 Valley Road); Allied Equipment (Resource #27; 545 E. Fourth Street), a distributor of vehicles, farm equipment, and street signals; Triangle Produce Company, later the Farmer's Exchange, (Resource #24; 575 E. Fourth Street), a wholesale produce distributor; and the Alpine Glass Company, a glass wholesaler and retailer (Figure 32). Alpine Glass, specializing in wholesale and retail glass for homes and automobiles, first opened in 1925 at 608 E. Fourth Street (Resource #51) and moved to a Frederic DeLongchamps-designed warehouse at 324 E. Fourth (Resource #17) in 1928. The company hired architect David Vhay in 1954 to design an addition to the east and modernize the façade (Barber 2011; Barber 2025a; Sanborn 1949; Sanborn 1955).



Figure 32: The original location of the Alpine Glass Company at 608 East Fourth Street Resource #51) circa 1925 (Neal Cobb)

A number of small grocery stores did business along E. Fourth Street. In addition to those operating out of the Hotel Richelieu and Royal Hotel, Guido and Bruno Pincolini opened Pinky's Market at 535 E. Fourth (Resource #29) in 1946, where the brothers sold homemade sausage and corned beef out of the butcher shop. Around the same time, the Akert Market opened at the corner of E. Fourth and Alameda (Wells Avenue). Both closed in the 1960s, although Pinky's building is still extant, whereas the Akert Market building was demolished (Barber 2011; Barber 2025a; Sanborn 1949; Sanborn 1955).

Service businesses also operated along the corridor. One of Reno's early Black beauty salons, Velvet-Tex, was located at 550-560 E. Fourth Street (Resource #49) in the 1950s. A self-service laundry operated out of the rear unit of the Alturas Bar (Resource #80). The massive IXL Laundry building at 601 E. Fourth Street (Resource #41) opened in 1934. Equipped with a boiler room and loading dock that accessed a Southern Pacific spur line to facilitate deliveries, IXL did laundry for hotels, motels, and the Reno municipal pool. Large skylights flooded the building with light. The laundry operated until 1964 under various owners, and was adapted into a commodity foods warehouse in the 1970s (Barber 2025a; Sanborn 1949; Sanborn 1955).

Automobile Dealers, Service Stations, and Repair Shops

Following the corridor's designation as the Lincoln Highway in 1913, automobile service-oriented businesses first appear on the corridor in the 1918 Sanborn map. An auto repairing and painting business was located at 606-608 E. Fourth Street, and the Associated Oil Company of Nevada's campus – including its gasoline tank – appears on the west side of Sutro just south of E. Fourth Street.

As traffic along the highway increased, so did the need for service stations and repair shops. The majority of those that are still extant were constructed between the 1940s and 1960s, though some were established even earlier. The General Service Station, at 945 E. Fourth Street (Resource #71), was advertised as an independent gasoline dealer in 1936. Along with 949 E. Fourth Street (Resource #69), it became the Harris-Paull Garage by 1947. Other automobile shops founded along the corridor in the 1950s and 1960s included Lander Paint and Body Shop (Resource #105; 1395 E. Fourth); Automatic Transmission Service, Inc. at 730 E. Fourth Street (Resource #63); and the Carburetor-Electric Inc. Auto Repair at 491 Elko Avenue (Resource #32). Firestone opened a tire store at 903 E. Fourth Street (Resource #70) in 1955, and B.F. Goodrich followed suit at 1500 E. Fourth (Resource #128) by 1961. Gas stations in the 1950s and 1960s included Torrey Brothers Gas at 842 E. Fourth (Resource #66), Reed's Texaco Service at 651 E. Fourth (Resource #42), Ewald's 66 Station at 507 E. Fourth (Resource #30), and the Shell Gas Station at 1505 E. Fourth (Resource #134) (NSJ 3/29/1936:4 REG 11/12/1947:10; REG 12/31/1959:21).

The highway was a busy truck route, and at least one truck stop developed within the district. As early as 1949, truck scales and a Streamline Moderne auto service building and scale house appeared at 1390 E. Fourth Street (Resource #108). The property served as successive truck stops: the McKinnon and Hubbard's Associated Truck Service (1949-c.1953), McKinnon & Hubbard, Staat's Flying A Truck Service (c.1957); Ernie's Flying A Truck Service (c.1962), and Ernie's Phillips 66 Truck Service (c.1972). The property is now occupied by the Reno Salvage Company (NSJ 3/21/1950:8; NSJ 8/6/1957:10; NSJ 6/19/1962; NSJ 2/23/1975:20; REG 6/28/1949:5; REG 9/18/1953:7; Sanborn 1949).

In addition to automobile service and repair shops, automobile dealers established themselves along the corridor. Willy's Overland Motors at 545 E. Fourth Street (Resource #27) sold jeeps, cars, and trucks as early as 1949. Nevada Truck Sales relocated from its 1940s location at 700-712 E. Fourth (Resource #61) to 1201 E. Fourth (Resource #99) as early as 1955. Building #61 also served as auto repair shops over the years, including Lee's Repair Shop and Kingsley Radiator Repair (NSJ 12/29/1945:9; REG 10/14/1949:18).

Warehousing

Warehouses have historically dominated the district, in part due to its proximity to transportation networks. Patrick Flanigan's warehouse at 701 E. Fourth (Resource #46) is among the oldest and best-preserved on the corridor. He initially built his warehouse in 1901-1902 to store wool from his sheep flocks, which could be conveniently shipped via the adjacent Nevada-California-Oregon Railway, as well as by the nearby Central Pacific Railroad, which operated one block

south of Flanigan's warehouse and meat processing facility. Flanigan Warehouse Company soon grew to accommodate wholesale distribution, the transfer of freight, and the storage of household goods, merchandise, and other implements. Other warehouses followed, storing everything from building materials, hardware, and paper to liquor, groceries, and produce (Barber 2025a; Campana 2017; Sanborn 1918; Sanborn 1949; Sanborn 1955).

Significance Under Criterion A: Industry

Aside from a smattering of early dwellings, E. Fourth Street initially attracted industrial pursuits. In 1889, the Union Iron Works (not extant) was the only non-residential property on the south side of E. Fourth Street. It was accompanied by the NCO machine shop (Resource #5) and roundhouse across the street. As the decades passed, the district accommodated a diverse array of industries including lumbering, meatpacking, beer brewing and bottling, and metalworking (Barber 2011; Sanborn 1890; Sanborn 1904; Sanborn 1918).

Lumbering

The corridor had its share of lumber companies, which represented an important local industry. Logging operations thrived in the foothills and mountains surrounding Reno since the halcyon days of the Comstock, and continued as communities in the Truckee Meadows grew, requiring lumber for literal town-building. While logging took place in the higher elevations where trees proliferated, the milling and storage of the lumber took place in the valleys below. E. Fourth Street was home to a number of lumber companies and their varied operations – including lumber yards and sheds, planing mills, door and sash factories, and millwork manufacturing facilities.

The best-known lumber enterprise on E. Fourth Street is no longer extant. The Reno Mill and Lumber Company arrived on E. Fourth in 1900, eleven years after its founding at Third and East (Record) streets. The growing company moved to the southeast corner of E. Fourth Street and Alameda (Wells) Avenue, building a planing mill and – in 1902 – a fireproof sash and door factory. Spur lines from the CPRR and NCO railroads accessed the lumberyards, which encompassed an entire block of E. Fourth Street between Surprise Valley Road and Eureka Avenue. The yard boasted a storage capacity of more than three million feet of lumber. In 1913, the Verdi Lumber Company acquired the property, operating in much the same way until the company's sawmill, storage house, and roundhouse in Verdi burned. Due to the ensuing hardship, the company sold its Reno property to its former purchasing agent, A.T. Eveleth, in 1928. He founded the Eveleth Lumber Company, which successfully operated for more than five decades. Ray's Tire Exchange eventually took over the sash and door factory building and the wood-framed administration building, keeping them in use until 2023 when they burned in a fire (Barber 2025a; Sanborn 1904; Sanborn 1918; Sanborn 1949).

Evidence of other lumber enterprises remain in the district. Nevada Planing Mills Company was located on the west side of Surprise Valley Road where E. Fifth Street ran into the NCO railyards. In 1904, the facility included yards storing irregular lumber, as well as a wood-framed planing mill and box facility. The facility advertised production of wood turning, scroll work, and fruit and packing boxes. By the 1940s, the Reno Lumber Company occupied the property

and built a cabinet shop and warehouse at 501 and 505 Valley Road (Resource #12 & #13), which remain to this day (REG 2/23/1912:7; Sanborn 1904; Sanborn 1949).

While lumber dealers on the corridor experienced successive acquisitions and ownership transfers, these companies contributed to the physical construction of Reno. By 1906, the Sierra Nevada Wood and Lumber Company moved in on the west side of Park Street one block south of E. Fourth, dotting the corridor with more planing mills and lumber sheds. It became the Hobart Estate Company in 1914, renamed the Hobart Lumber Company by 1937 and specializing in building materials. In addition to its Reno yard, which had a planing mill and lumber shed in addition to lumber storage, the company had yards in Carson City, Lovelock, Virginia City, Minden, and Gardnerville. By 1940, the property at 353 Park Street was the Nevada Lumber Company, and by 1945 it became Morrison-Merrill & Co. Lumber. All the while, the various companies advertised their construction materials in the newspaper, from doors and sashes to modern “insulated” windows. The office and building materials warehouse still exist from the Hobart and Morrison-Merrill eras, respectively, at 353 N. Park Street (Resource #55 & #56) (Barber 2025a; NSJ 7/23/1939:11; NSJ 6/16/1940:10; REG 8/25/1945; Sanborn 1906; Sanborn 1918).

Meatpacking

The Nevada Meat Company (not extant) emerged on the corridor in 1902 as one of Reno’s first full-scale meat-processing operations. Located on the eastern periphery of Reno, the complex historically comprised a city block bounded by E. Fifth Street to the north, Alameda (Wells) Avenue to the east, E. Fourth Street to the south, and Eureka Avenue to the west. Seeing an opportunity to create a local meatpacking industry “in the heart of a stock producing country,” Patrick L. Flanigan and U.M. Slater established the slaughterhouse and processing plant on the lot directly east of Flanigan Warehouse, which was constructed the year before to facilitate wholesale trade, distribution, and storage of goods shipped by rail (Barber 2025a; Campana 2017).

The company’s earliest facilities included stockyards, a cold storage plant, and a slaughterhouse with distribution to Reno, Truckee, Carson City, and Virginia City. Flanigan and Slater built a smokehouse and contracted with Armour and Company, which salted its pork products in the East before shipping them to Reno to be smoked at the Nevada Meat Company’s facility. The plant further diversified its business for the distribution of wine, beer, canned goods, and eggs. An onsite ice plant pumped water from an artesian well 200 feet below ground level, froze it, and shaped it into manageable blocks (Campana 2017).

In May 1906, the Nevada Meat Company was reincorporated as the Nevada Packing Company (NPC). It was the only slaughtering and packing institution in Nevada with interstate interests, and therefore was the only facility in the state to operate under the supervision of federal inspectors. In 1917, the Bay Area-based Western Meat Company acquired NPC. A modern, four-story tank house was added to “care for all refuse from the packing plant.” At present, this tank house is all that remains from the property’s Nevada Packing Company era (Resource #48) (Campana 2017).

The plant was a study in self-sufficiency, applying the practices of a closed supply chain with apparent ease. NPC sourced the majority of its raw products locally, which was a point of company pride. The property boasted stockyards and corrals for holding and weighing live animals, as well as a spur rail that connected the operation to the Nevada-California-Oregon and Central Pacific mainlines for ease of shipping and receiving. It generated its own steam power, running boilers that produced up to 275 horsepower. The onsite refrigerator plant, with a capacity of 150 tons, manufactured the ice needed to keep perishable products chilled. Killing floors, butchering rooms, and cold storage spaces facilitated the slaughter, processing, and storage of product. An onsite smokehouse and sausage factory allowed for the production of smoked hams, bacon, and sausage sold under the Mayrose brand, and later, the Mountrose and Glenbrook brands. Finally, an inedible department existed to store byproducts not fit for consumption in tanks, eventually rendering them into fertilizer (Campana 2017).

The Nevada Packing Company sailed through the Depression with government contracts and expanded operations. The NPC contracted with Federal relief agencies created as part of President Franklin D. Roosevelt's New Deal. NPC secured a contract with the Civil Works Association (CWA) to produce 10,000 pounds of corned beef for distribution to "needy Nevadans. In September 1934, the NPC plant was outfitted with meat canning equipment to process and can beef purchased by the Agricultural Adjustment Administration (AAA) for local distribution by Nevada's State Emergency Relief Administration (SERA). The NPC's distribution area stretched west to the San Francisco Bay Area, east to Elko, north to Oregon, south to the Nevada town of Goldfield, and around the entirety of Lake Tahoe (Campana 2017).

Despite its ongoing success, the Nevada Packing Company closed in 1947. The facility was growing outdated, and the company decided it was not worth the money required to modernize the plant. Arsonists set fire to the complex in August 1950, and only the 1917 tank house survives to this day (Resource #48). It is among the last remaining representations of Reno's meatpacking industry (Campana 2017).

Beer Brewing and Bottling

The corridor has a modern reputation as Reno's brewing district, and that is deeply intertwined with the road's industrial history. Reno Brewing Company established itself on E. Fourth just west of Spokane Avenue in 1903. The company benefitted from its proximity to the railroad, which brought in the corn, malt, and hops used in the brewing process. By 1907, the company offered three varieties of beer, and the plant expanded with a five-story brick tower. It grew into the state's largest brewery, again using the railroad to ship their product to locales beyond the greater Reno area. Reno Brewing Company diversified its business to weather Prohibition, producing a variety of seltzers, soft drinks, and near-beer at the plant. After Prohibition's repeal in 1933, Reno Brewing returned to their regular brewing activities. The company constructed a new bottling plant with curved glass walls next door in 1940 (Resource #73), a testament to their continued success (Figure 33). The beer industry shifted in the 1950s to favor the national brands gaining popularity and preference among consumers. Reno Brewing Company closed in 1957, and their building was demolished in 1959. Only the bottling plant remains (Barber 2011; Barber 2025a).



Figure 33: Reno Brewing Company opened a new bottling plant (Resource #73) in 1940 (Nevada Department of Transportation)

Rainier Brewing Company, based in Seattle, constructed their local bottling and distribution works one block south of the Reno Brewing Company in 1905 (Resource #81, NRIS #80002470). Conveniently situated on Spokane Street near the CPRR and NCO railroad lines, the plant included a loading platform from a spur track, cold storage, and barrel and keg storage. Operating as Nevada Supply Company, the business weathered Prohibition like other companies of the time, switching their product line to near-beer, soft drinks, and even maple syrup. After Prohibition, Nevada Supply Company resumed distribution of Rainier Beer into the 1940s (Barber 2025b; NSJ 5/9/1941:3).

Metal Fabrication and Salvage

The East Fourth Street corridor has served as a central locale for Reno metalworking and welding for nearly a century. One of the largest industrial facilities in the early twentieth century was Nevada Engineering Works (NEW) (not extant). It was the first metalworking business to appear on the corridor as Union Iron Works in 1899 before being renamed and expanded into a large foundry and machine shop complex by 1902. Located at the southeast corner of East Fourth Street and Valley Road, it became the Nevada Engineering and Supply Company by 1918 (not extant). The complex included brass and iron foundries, a boiler shop, a blacksmith shop, a machine shop, a pattern shop, drafting rooms, and offices (Figure 34). The company supplied Nevada's mining industry during the Tonopah and Goldfield mining booms, even supplying mines as far south as Searchlight. NEW manufactured stamp mills, cyanide plants, hoisting engines, ore crushers and feeders, headframes, cars, and buckets. They carried off-the-shelf items including engines, boilers, air compressors, wire rope, pulleys, and steel and iron pipe. The facility also fashioned architectural elements, sawmill and box factory equipment, boilers, and custom machinery. Electricity powered the motors running the shops and provided lighting throughout the facility. The machine shop was outfitted with a loading platform connected to a spur line of the SP and NCO railroads to facilitate easy shipping and receiving of goods and materials. In addition, rail turntables were located throughout the works, connected by broad-gauge tracks, providing access to the foundries, blacksmith and boiler shops, and back to the machine shop (Goldfield News 7/4/1908:4; NSJ 5/5/1907:6; REG 12/20/1902:24; Sanborn 1899; Sanborn 1904; Sanborn 1918; Sanborn 1949).



Figure 34: Nevada Engineering and Supply Co. at 502 E. Fourth, c.1920s (Nevada Historical Society)

Other industrial metalworking businesses on East Fourth Street included Nevada Welding Works and Union Iron Works. Nevada Welding Works was the first business built on the north side of East Fourth Street's 500 block in 1931. Located at 559 E. Fourth Street (Resource #25), it was the first electrically welded building to be constructed in Nevada. Ed Casinella opened their Union Iron Works, which specialized in ornamental iron work, at 555 E. Fourth Street (Resource #26) in 1935. In 1939, Dick Wagner of the Wagner Tank and Manufacturing Company acquired the side-by-side Nevada Welding Works and Union Iron Works buildings to create a 16,000 square-foot sheet metal fabrication facility. The successful operation, which secured its share of wartime contracts, outgrew the facility by 1944, when it moved across the street to the current Martin Iron Works facility at 530 E. Fourth Street (Resource #60) (Barber 2011; Barber 2025f; Sanborn 1906; Sanborn 1918; Sanborn 1949; Sanborn 1955).

Long considered the epicenter of local metalworking, Martin Iron Works opened in 1939 at 300 Morrill Avenue (Resource #72). The iron works was established by Martin Schwamb, a German immigrant, who found success in metalworking projects across the Reno area. When the Wagner Tank and Manufacturing Company closed at 530 E. Fourth Street (Resource #60) in 1950, Schwamb relocated Martin Iron works there, where it has remained since, as well as expanding east to the former Morrison-Merrill lumber yard at 353 Park Street (Resource #55, #56, #57, #58, & #59). Piero Bullentini, who immigrated from Italy in 1956 and started at Martin Iron Works as a shop helper, eventually became its president and owner. Bullentini remained with the company until his death in 2020, and his children, Mario and Trish, currently own and operate Martin Iron Works (Barber 2025e, Nevada State Bank 2019, RGJ 2020).

Significance Under Criterion A: Transportation

The E. Fourth Street Historic District is significant for its association with railroad, streetcar, and automobile transportation through Reno. Its history is intertwined with that of the Central Pacific-Southern Pacific, Nevada-California-Oregon (NCO), and Western Pacific (WP) railroads; a local streetcar line linking Reno and Sparks; the Lincoln and Victory Highways; and U.S. Highway 40.

The Railroad

The earliest non-residential investments along the corridor were rail related. In the early 1880s, the Nevada-California-Oregon (NCO) railroad established a narrow-gauge route to transport timber, livestock, and passengers between Nevada and California, eventually traveling as far north as Lakeview, Oregon. Although the first depot was in the original Reno Townsite directly east of the Central Pacific depot, the railroad constructed its machine shop 1.5 blocks away (Resource #5, NRIS #83001120). The brick shop, along with a turntable and wooden round house, were built in 1889 on E. Fourth just west of Surprise Valley (Valley) Road (Barber 2025a; Miramon 2002:6-8; Myrick 1992:354; Sanborn 1890).

As industry expanded along the corridor, various rail lines crossed the district to connect E. Fourth Street businesses with the Central Pacific/Southern Pacific (CPRR/SPRR) and NCO railroads. In 1901, the NCO installed 1,500 feet of new track along Fifth Street as a branch line

connecting to Patrick Flanigan's Nevada Meat Company, which fronted E. Fourth Street between Spokane and Alameda (Wells). At the time, the meatpacking operation also had a spur line that connected it with the CPRR/SPRR to the south. In 1903, the NCO built another secondary line north to provide passenger service to the racetrack and state fairgrounds (Miramon 2002:6-8; Myrick 1992:355; Sanborn 1890; Sanborn 1904).

The NCO facilities on E. Fourth Street multiplied in the first decade of the twentieth century. The railroad had outgrown its simple brick depot on the corner of Plaza and Lake streets, and in 1910, Burke Brothers Contractors built a stately, two-story Renaissance Revival style depot just west of the machine shop on Fourth Street (Resource #6, NRIS #80002469). Designed by architect Frederic DeLongchamps, the new depot effectively created an NCO campus on the corridor (Barber 2025a; Miramon 2002:6-8; Myrick 1992:361; Sanborn 1918).

The Western Pacific Railroad (WPRR) purchased the declining NCO route from Reno to Herlong in 1917. The line was standard-gauged soon thereafter, and WPRR utilized the depot as their west coast headquarters. The building continued to serve as the WPRR's passenger and freight depot until the railroad filed for bankruptcy in 1937. After restructuring, the WPRR maintained ownership of the depot, using it for company offices and also leasing it to other businesses, until it sold the building to Thelma and Pete Barengo in 1958 (Barber 2025a; Miramon 2002:6-8, 16; Myrick 1992:332, 357).

The Streetcar

The first streetcar line in Reno ran along E. Fourth Street through the historic district. In 1904, as streetcar transportation exploded in popularity nationwide, the Nevada Transit Company established four miles of streetcar track to connect downtown Reno with the newly established railroad division point of Sparks. Opening that November, the line ran east from the intersection of Fourth and Lake streets to the Southern Pacific roundhouse in Sparks. A car barn located on the northeast corner of E. Fourth Street and Morrill Avenue had the capacity to store up to six streetcars. The three-mile line spurred the development of streetcar suburbs that provided easy access to public transportation. In Reno, the Morrill-Smith Addition was platted north of the corridor the same year, encompassing seven blocks between Alameda (Wells) Avenue and Montello Street. Due to the success of the Reno-Sparks line, other trolley lines followed, connecting various neighborhoods and facilities throughout the area. Service ceased in 1927 (Barber 2011; Miramon 2002:11-12; Sanborn 1918).

The Highway

E. Fourth Street is the original route of the transcontinental highway through Reno. It has been designated as the Lincoln Highway, the Victory Highway, and U.S. Highway 40. Inspired by the Good Roads Movement, a group of private citizens formed the Lincoln Highway Association (LHA) to campaign for the construction of a transcontinental highway. The LHA publicized the highway, designated its route, raised partial funds for its construction, and encouraged local, county, and state entities to improve the road. However, the organization did not physically construct the road. The group chose a central and direct route between San Francisco and New York in 1913, which included E. Fourth Street through Reno. It was the first east-west

transcontinental automobile route across northern Nevada (Borger et al 2020a:77; Miramon 2002:17).

In 1921, E. Fourth Street/Lincoln Highway through Reno was cosigned as the Victory Highway. The Victory Highway Association designated the Victory Highway that year as a direct, scenic route across the country from San Francisco to Atlantic City. It was designated as U.S. 40 in 1927, incorporating it into the U.S. numbered highway system as a primary highway through Nevada. From 1927 until 1939, private interests continued to promote the highway while state and federal agencies funded improvements that would support its role as a primary interstate route. The government designated U.S. 40 as one of two primary Nevada highways in its strategic network at the onset of the Second World War in 1939. The designation brought in federal dollars before, during, and after the war. Both the war and postwar trends signaled the end of its association with the transcontinental highway after 1939, and the beginning of its role as a primary interstate route in northern Nevada until Interstate 80 supplanted it in 1974 (Borger et al 2020b:70).

Property types associated with the Lincoln and Victory highways, as they pertain to the E. Fourth Street Historic District, include the roadbed segment as well as road-related buildings constructed to provide auto-related commercial services. Based on the Lincoln Highway and Victory Highway MPDFs, only the E. Fourth Street roadbed alignment is significant under the theme of Transportation for its association with the Lincoln and Victory highways. The district's road-related buildings are discussed in the section addressing Commerce as an area of significance (Borger et al 2020a:77; Borger et al 2020b:71).

Period of Significance

The district's period of significance runs from 1900 to 1974. It extends beyond the recommendations set forth in Borger et al (2020a:81; 2020b:71), which specify that Lincoln Highway-related resources must date to 1913-1939, and Victory Highway-related resources must date to 1921-1939. This corridor possesses significance that predates and postdates that of the Lincoln and Victory highways. It begins when E. Fourth Street began to develop into a commercial and industrial node, spurred by the new streetcar line and increasing railroad facilities along the corridor. National automobile travel arrived with the Lincoln Highway in 1913 and the Victory Highway in 1921, transforming E. Fourth Street into a significant commercial hub supporting the local divorce, gambling, and tourism industries. When the popularity of automobile travel increased after World War II, motels, restaurants, and other industries proliferated along the corridor. The end of the period of significance is marked by the completion of Interstate 80 through Reno in 1974, which effectively bypassed E. Fourth Street's business district. This led to the decline of the area's historical industries and association with the transcontinental highway.

Summary

The E. Fourth Street Historic District is eligible under Criterion A as a historically significant representation of Reno's economic, industrial, and transportation-related development. East Fourth Street represented one of Reno's most significant business districts from 1900, when

industrial and commercial pursuits began to dot the corridor, until Interstate 80 bypassed the street in 1974. The district retains a significant concentration of resources unified historically by their role in local commercial and industrial development along the road during this time period. The majority of its resources – 74% – retain sufficient integrity to contribute to the historic character of the district and illustrate the corridor’s transition from a rural road to a busy highway catering to locals as well as tourists passing through town. These resources primarily consist of commercial property types expressing the varied styles popular during the first seven decades of the twentieth century. Its historic significance and integrity make the E. Fourth Street Historic District eligible for listing in the National Register of Historic Places.

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1955 Reno, Nevada. On file at the Library of Congress.

Townley, John M.

1983 *Tough Little Town on the Truckee: Reno 1869-1900*. Great Basin Studies Center.
Reno, Nevada.

Washoe County Assessor

n.d. Washoe County, Nevada. <https://www.washoecounty.gov/assessor/>.

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: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 89.11 acres

UTM References

Datum:

NAD 1927 or NAD 1983

- | | | |
|-------------|-----------------|-------------------|
| 1. Zone: 11 | Easting: 258431 | Northing: 4379569 |
| 2. Zone: 11 | Easting: 258474 | Northing: 4379382 |
| 3. Zone: 11 | Easting: 260268 | Northing: 4379723 |
| 4. Zone: 11 | Easting: 260265 | Northing: 4379712 |

Verbal Boundary Description

The E. Fourth Street Historic District is located in Sections 11 and 12 of Township 19N, Range 19E in Reno, Washoe County, Nevada. It is bounded by E. Fourth Street and E. Fifth Street to the north, the west side of Cares Drive/Interstate 580 to the east, the south side of E. Fourth Street and the Union Pacific Railroad right-of-way to the south, and the east side of Evans Avenue to the west.

Boundary Justification

The selected boundaries reflect the historical development of E. Fourth Street as an important transportation, commercial, and industrial corridor from 1900 until 1974. The district is primarily centered on E. Fourth Street between Evans Avenue and Interstate 580, encompassing properties that line the corridor. The western boundary, Evans Avenue (Peavine Street), was historically on the eastern fringe of the Reno Townsite. As a result, development along E. Fourth Street east of Evans occurred decades after that of the town's early commercial core, in step with the commercial and industrial development of E. Fourth Street moving east. The eastern boundary, Interstate 580, consists of a freeway overpass that creates a massive wall and interrupts the visual flow of the corridor. In addition, the character of East Fourth Street discernibly changes east of Interstate 580, and there is little sense of aesthetic continuity with the corridor to the west.

The district boundary extends beyond the immediate E. Fourth Street corridor to reflect the road's historical sphere of influence. Selected areas north of the corridor to E. Fifth Street and south to the Union Pacific Railroad that are known to be directly associated with the same historic themes of commerce, industry, and transportation are included in the boundary. Industrial, commercial, and transportation-related businesses appeared along the various

cross-streets within the boundary, generally stretching north and south by a block, during the period of significance. These boundaries reflect the full diversity of commercial and industrial resources associated with the corridor's historic context, from classic one-part storefronts and two-part hotels to service stations and motels, conveying the aesthetic sense of a 1900s-1970s commercial, industrial, and transportation corridor.

11. Form Prepared By

name/title: Kristen Brown and ZoAnn Campana
organization: Kautz Environmental Consultants, Inc.
street & number: 1140 Financial Boulevard, Suite 100
city or town: Reno state: Nevada zip code: 89502
e-mail kbrown@kecnv.com; zcampana@kecnv.com
telephone: 775-829-4411
date: 12/18/2025

Photographs

Photo Log

Name of Property: East Fourth Street
City: Reno
County: Washoe
Photographer: ZoAnn Campana
Date Photographed: 5/2/2024 and 7/2/2025

Description of Photographs(s) and number

1 of 65 (NV_Washoe_E. Fourth Street Historic District_001)
Streetscape of 1400 Block E. Fourth Street, facing northwest.

2 of 65 (NV_Washoe_E. Fourth Street Historic District_002)
View of 701 E. Fourth Street, facing northeast.

3 of 65 (NV_Washoe_E. Fourth Street Historic District_003)
View of accessory building for 325 E. Fourth Street, facing south.

4 of 65 (NV_Washoe_E. Fourth Street Historic District_004)
View of 495 Morrill Avenue, facing southwest.

5 of 65 (NV_Washoe_E. Fourth Street Historic District_005)
View of 325 E. Fourth Street, facing north.

6 of 65 (NV_Washoe_E. Fourth Street Historic District_006)
View of 1752 E. Fourth Street, facing southwest.

7 of 65 (NV_Washoe_E. Fourth Street Historic District_007)
View of 601 E. Fourth Street, facing northeast.

8 of 65 (NV_Washoe_E. Fourth Street Historic District_008)
View of 430 Elko Avenue, facing southwest.

9 of 65 (NV_Washoe_E. Fourth Street Historic District_009)
View of 1755 E. Fourth Street, facing northwest.

10 of 65 (NV_Washoe_E. Fourth Street Historic District_010)
View of 317 Sutro Street, facing southwest.

11 of 65 (NV_Washoe_E. Fourth Street Historic District_011)
View of 1100 E. Fourth Street, facing southwest.

12 of 65 (NV_Washoe_E. Fourth Street Historic District_012)
View of 333 Toano Street Street, facing southwest.

13 of 65 (NV_Washoe_E. Fourth Street Historic District_013)
View of 414-424 E. Fourth Street, facing southwest.

14 of 65 (NV_Washoe_E. Fourth Street Historic District_014)
View E. Fourth Street and Cares Drive streetscape, facing southwest.

15 of 65 (NV_Washoe_E. Fourth Street Historic District_015)
View of 1200 E. Fourth Street, facing southwest.

16 of 65 (NV_Washoe_E. Fourth Street Historic District_016)
View of E. Fourth Street and Morrill Avenue streetscape, facing southeast.

17 of 65 (NV_Washoe_E. Fourth Street Historic District_017)
View of E. Fourth Street streetscape, facing southeast.

18 of 65 (NV_Washoe_E. Fourth Street Historic District_018)
View of 301 E. Fourth Street, facing north.

19 of 65 (NV_Washoe_E. Fourth Street Historic District_019)
View of 301 Montello Street, facing southwest.

20 of 65 (NV_Washoe_E. Fourth Street Historic District_020)
View of 306 E. Fourth Street, facing southwest.

- 21 of 65 (NV_Washoe_E. Fourth Street Historic District_021)
View of E. Fourth Street and Evans Avenue streetscape, facing southeast.
- 22 of 65 (NV_Washoe_E. Fourth Street Historic District_022)
View of 310 Spokane Street, facing southeast.
- 23 of 65 (NV_Washoe_E. Fourth Street Historic District_023)
View of 325 E. Fourth Street, facing northeast.
- 24 of 65 (NV_Washoe_E. Fourth Street Historic District_024)
View of Toano Street streetscape, facing southwest.
- 25 of 65 (NV_Washoe_E. Fourth Street Historic District_025)
View of 395 E. Fourth Street, facing northwest.
- 26 of 65 (NV_Washoe_E. Fourth Street Historic District_026)
View of 401 E. Fourth Street, facing north.
- 27 of 65 (NV_Washoe_E. Fourth Street Historic District_027)
View of 423 Eureka Avenue, facing northwest.
- 28 of 65 (NV_Washoe_E. Fourth Street Historic District_028)
View of 424 E. Fourth Street, facing south.
- 29 of 65 (NV_Washoe_E. Fourth Street Historic District_029)
View of E. Fourth Street and Valley Road streetscape, facing southwest.
- 30 of 65 (NV_Washoe_E. Fourth Street Historic District_030)
View of E. Fourth Street and Eureka Ave. streetscape, facing northeast.
- 31 of 65 (NV_Washoe_E. Fourth Street Historic District_031)
View of E. Fourth Street and Valley Road streetscape, facing northeast.
- 32 of 65 (NV_Washoe_E. Fourth Street Historic District_032)
View of 507 E. Fourth Street, facing west.
- 33 of 65 (NV_Washoe_E. Fourth Street Historic District_033)
View of 530 E. Fourth Street, facing southwest.
- 34 of 65 (NV_Washoe_E. Fourth Street Historic District_034)
View of 575 E. Fourth Street, facing northwest.
- 35 of 65 (NV_Washoe_E. Fourth Street Historic District_035)
View of E. Fourth Street and Elko Avenue streetscape, facing northwest.

36 of 65 (NV_Washoe_E. Fourth Street Historic District_036)
View of 730 E. Fourth Street, facing southwest.

37 of 65 (NV_Washoe_E. Fourth Street Historic District_037)
View of 750 E. Fifth Street, facing southeast.

38 of 65 (NV_Washoe_E. Fourth Street Historic District_038)
View of 777 E. Fourth Street, facing northeast.

39 of 65 (NV_Washoe_E. Fourth Street Historic District_039)
View of 777 E. Fourth Street, facing north.

40 of 65 (NV_Washoe_E. Fourth Street Historic District_040)
View of 795 E. Fourth Street, facing north.

41 of 65 (NV_Washoe_E. Fourth Street Historic District_041)
View of 900 E. Fourth Street, facing southwest.

42 of 65 (NV_Washoe_E. Fourth Street Historic District_042)
View of 903 E. Fourth Street, facing northeast.

43 of 65 (NV_Washoe_E. Fourth Street Historic District_043)
View of E. Fourth Street and Spokane Street streetscape, facing southeast.

44 of 65 (NV_Washoe_E. Fourth Street Historic District_044)
View of 410 E. Fourth Street, facing north.

45 of 65 (NV_Washoe_E. Fourth Street Historic District_045)
View of E. Fourth Street and Toano Street streetscape, facing southwest.

46 of 65 (NV_Washoe_E. Fourth Street Historic District_046)
View of 1210 E. Fourth Street, facing southwest.

47 of 65 (NV_Washoe_E. Fourth Street Historic District_047)
View of 1303 E. Fourth Street, facing northwest.

48 of 65 (NV_Washoe_E. Fourth Street Historic District_048)
View of 1435 E. Fourth Street, facing northwest.

49 of 65 (NV_Washoe_E. Fourth Street Historic District_049)
View of 1400 E. Fourth Street, facing south.

50 of 65 (NV_Washoe_E. Fourth Street Historic District_050)
View of 1650 E. Fourth Street, facing southeast.

51 of 65 (NV_Washoe_E. Fourth Street Historic District_051)
View of 1750 E. Fourth Street, facing southeast.

52 of 65 (NV_Washoe_E. Fourth Street Historic District_052)
View of Elko Avenue streetscape, facing south.

53 of 65 (NV_Washoe_E. Fourth Street Historic District_053)
View of Eureka Avenue streetscape, facing north.

54 of 65 (NV_Washoe_E. Fourth Street Historic District_054)
View of Park Street streetscape, facing south.

55 of 65 (NV_Washoe_E. Fourth Street Historic District_055)
View of Valley Road streetscape, facing north.

56 of 65 (NV_Washoe_E. Fourth Street Historic District_056)
View of 945 E. Fourth Street, facing northwest.

57 of 65 (NV_Washoe_E. Fourth Street Historic District_057)
View of 1417 E. Fourth Street, facing north.

58 of 65 (NV_Washoe_E. Fourth Street Historic District_058)
View of 301 Montello Street, facing southwest.

59 of 65 (NV_Washoe_E. Fourth Street Historic District_059)
View of 353 Park Street complex, facing west.

60 of 65 (NV_Washoe_E. Fourth Street Historic District_060)
View of 1208 E. Fourth Street, facing southeast.

61 of 65 (NV_Washoe_E. Fourth Street Historic District_061)
View of 1044 E. Fourth Street, facing southwest.

62 of 65 (NV_Washoe_E. Fourth Street Historic District_062)
View of 414 E. Fourth Street, facing southeast.

63 of 65 (NV_Washoe_E. Fourth Street Historic District_063)
View of 1650 E. Fourth Street, facing southwest.

64 of 65 (NV_Washoe_E. Fourth Street Historic District_064)
View of 1505 E. Fourth Street, facing north.

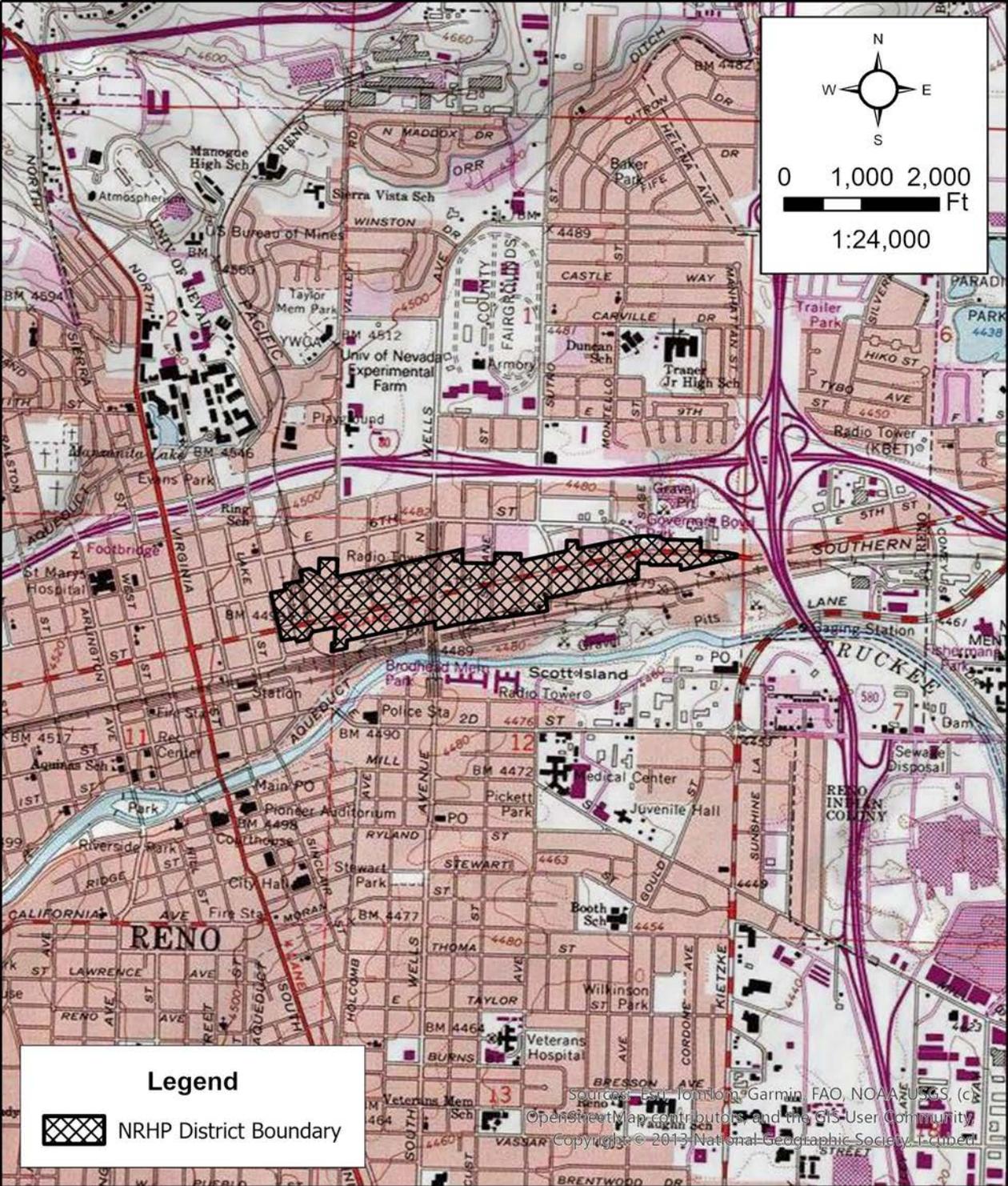
65 of 65 (NV_Washoe_E. Fourth Street Historic District_065)
View of 495 Valley Road, facing west.

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.



Legend

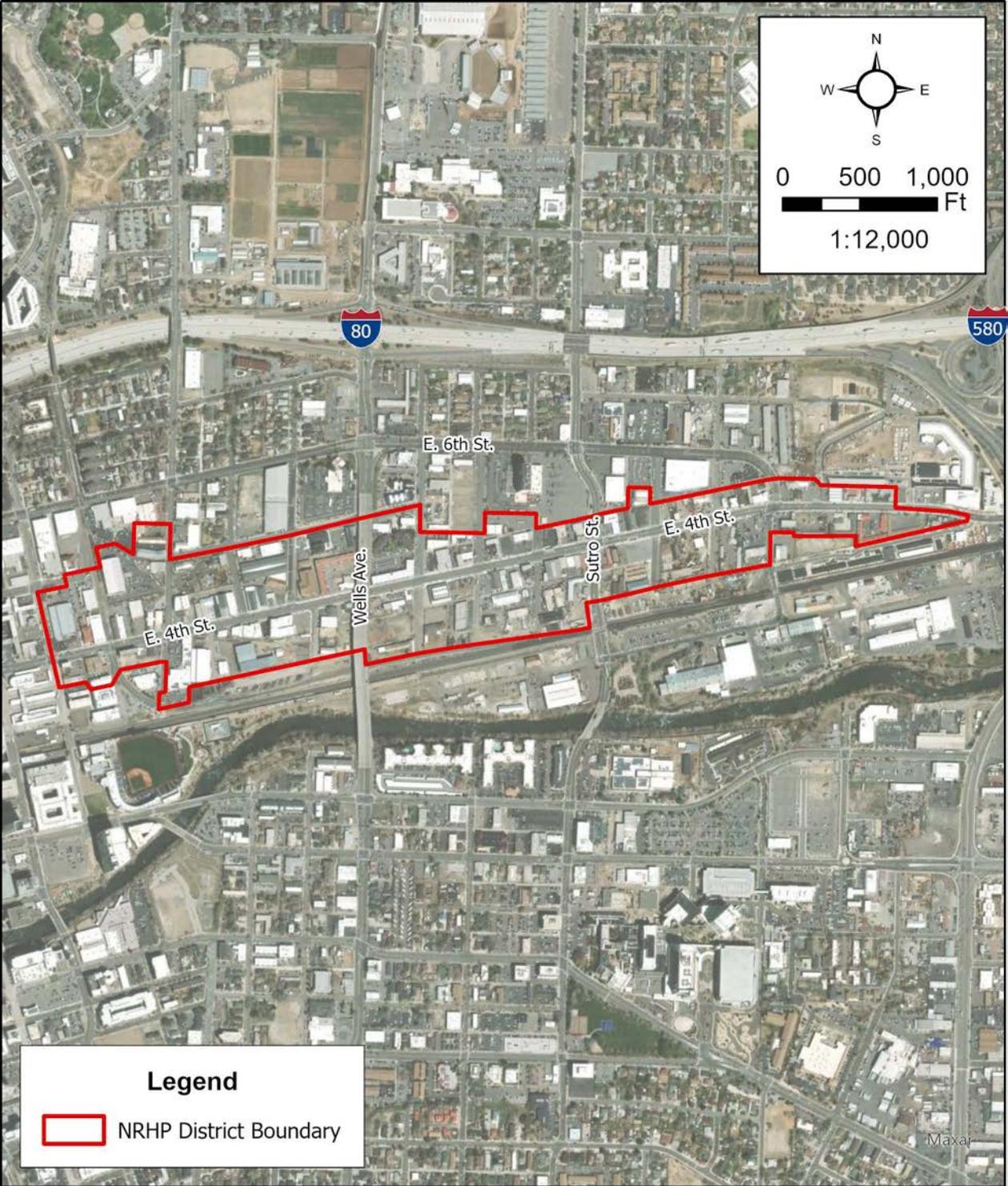


NRHP District Boundary

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community
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Location - East 4th Street Historic District
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)





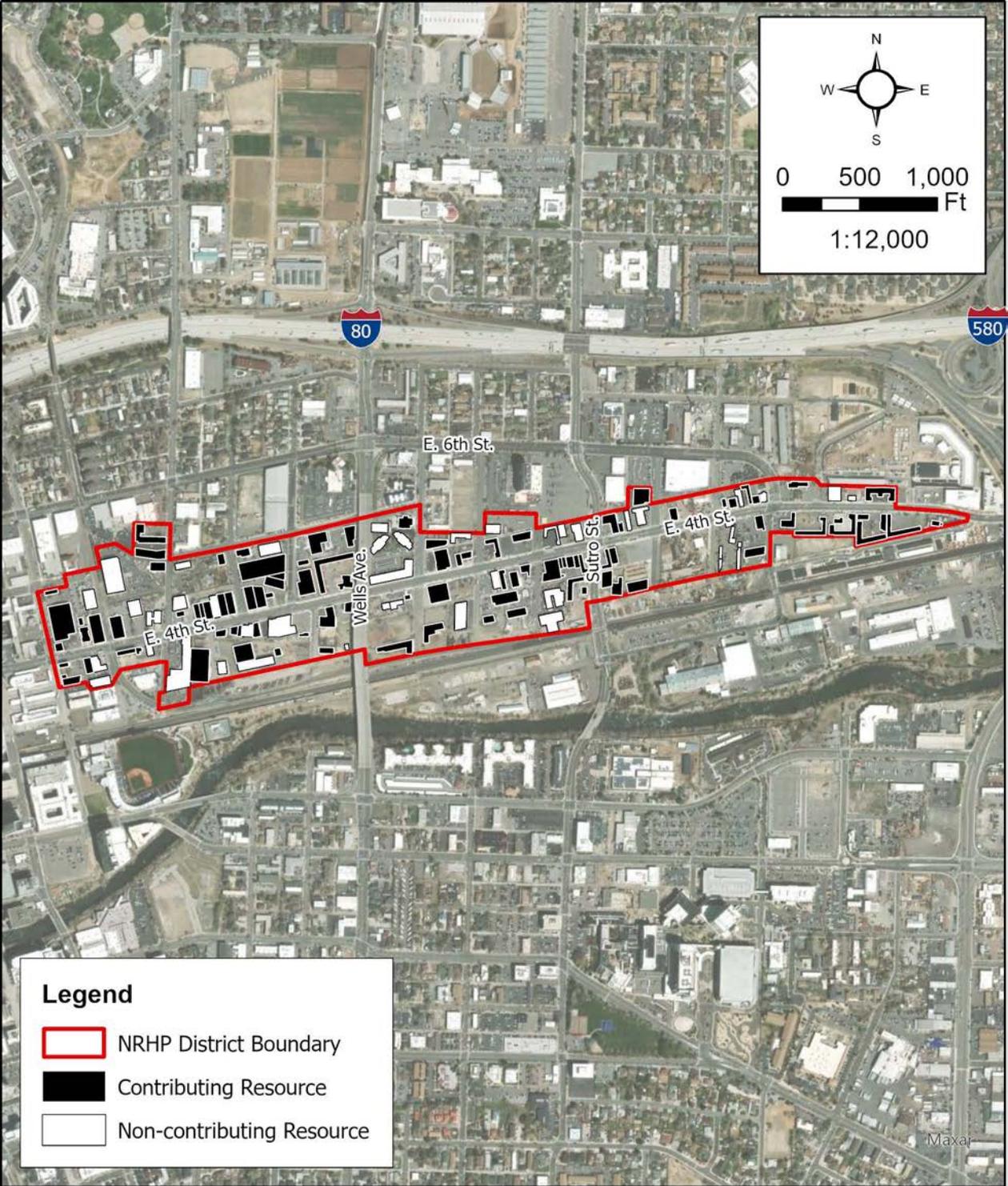
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 NRHP District Boundary

East 4th Street Historic District - District Overview
Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
PLSS: T19N, R19E, Sec. 11, 12
Datum: NAD 83, UTM Zone 11N
Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)

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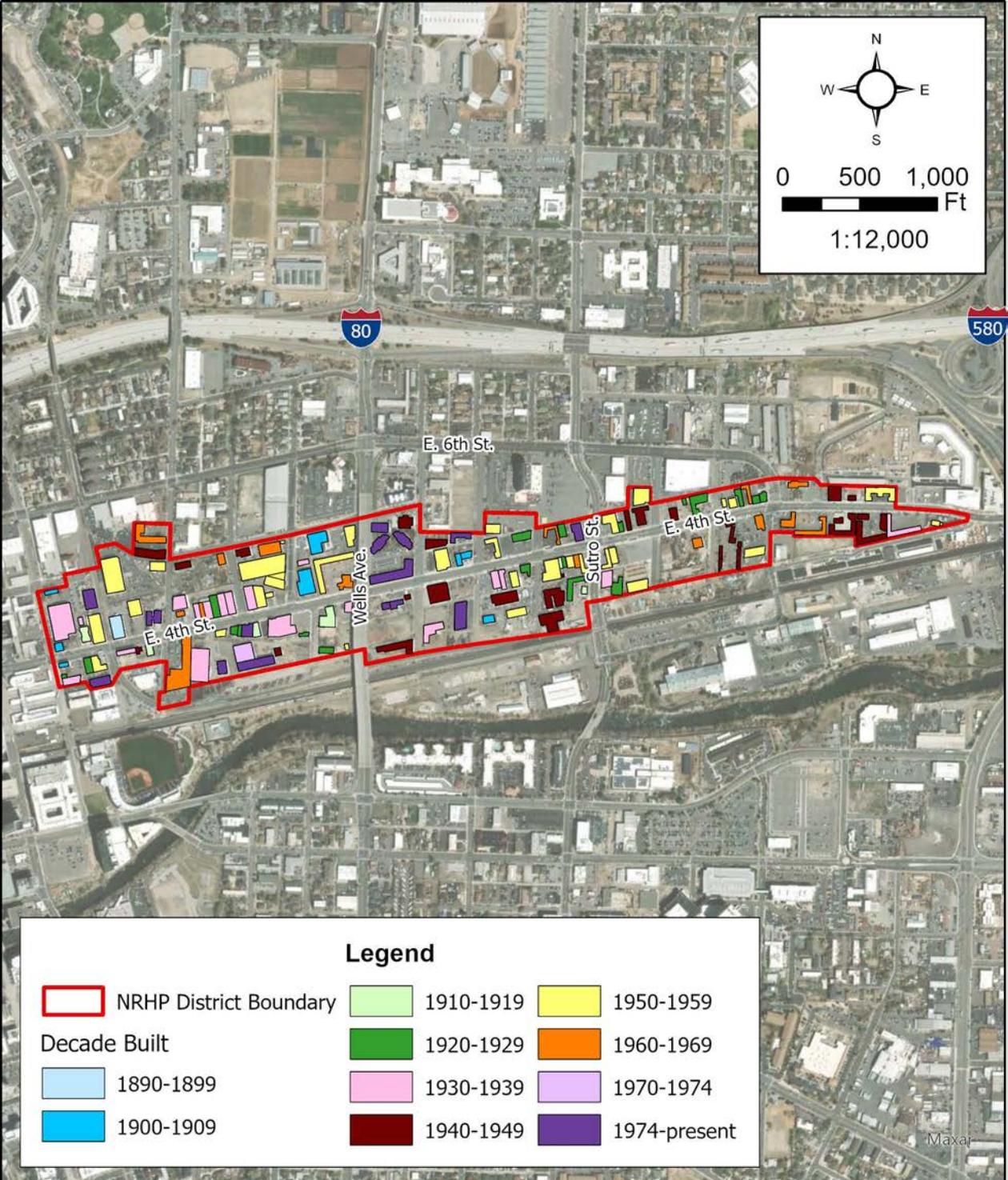


Legend

-  NRHP District Boundary
-  Contributing Resource
-  Non-contributing Resource

East 4th Street Historic District - Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)



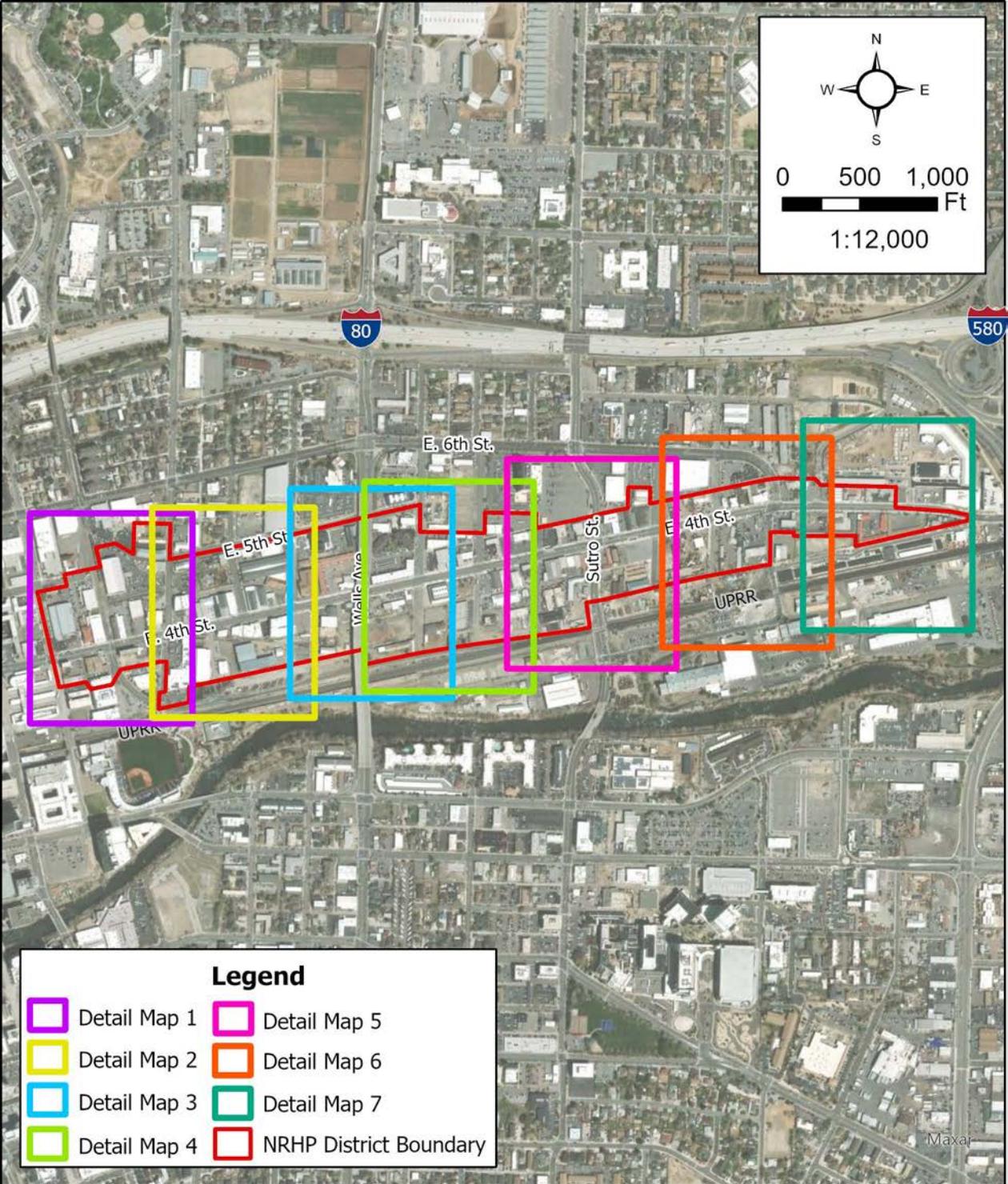


Legend

	NRHP District Boundary		1910-1919		1950-1959
Decade Built			1920-1929		1960-1969
	1890-1899		1930-1939		1970-1974
	1900-1909		1940-1949		1974-present

East 4th Street Historic District - Construction Dates
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for
 the East 4th Street Historic District, Reno, Nevada
 (KEC-1518)





Legend

- | | |
|--|--|
|  Detail Map 1 |  Detail Map 5 |
|  Detail Map 2 |  Detail Map 6 |
|  Detail Map 3 |  Detail Map 7 |
|  Detail Map 4 |  NRHP District Boundary |

Detail Map Location Key

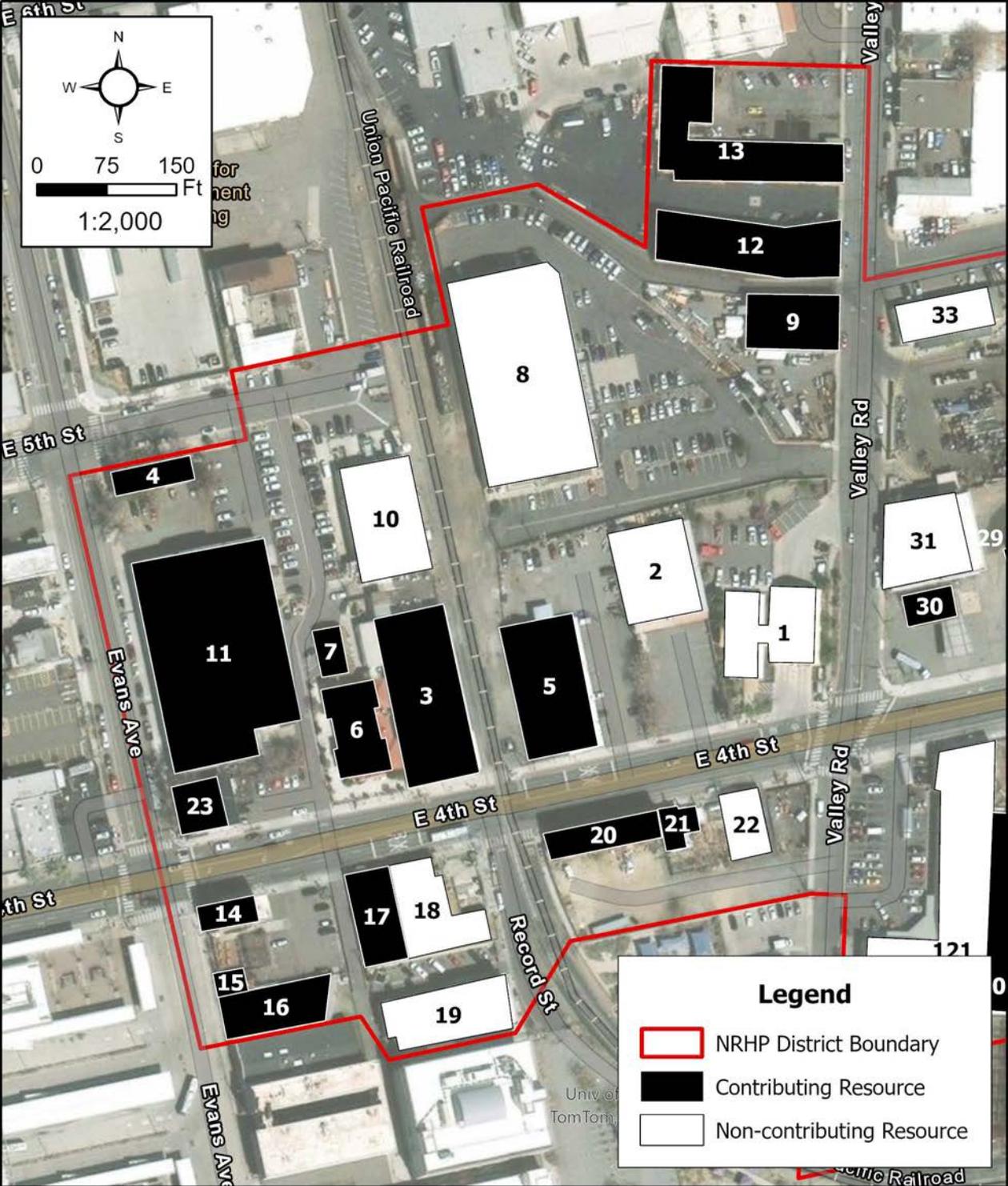
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PLSS: T19N, R19E, Sec. 11, 12

Datum: NAD 83, UTM Zone 11N

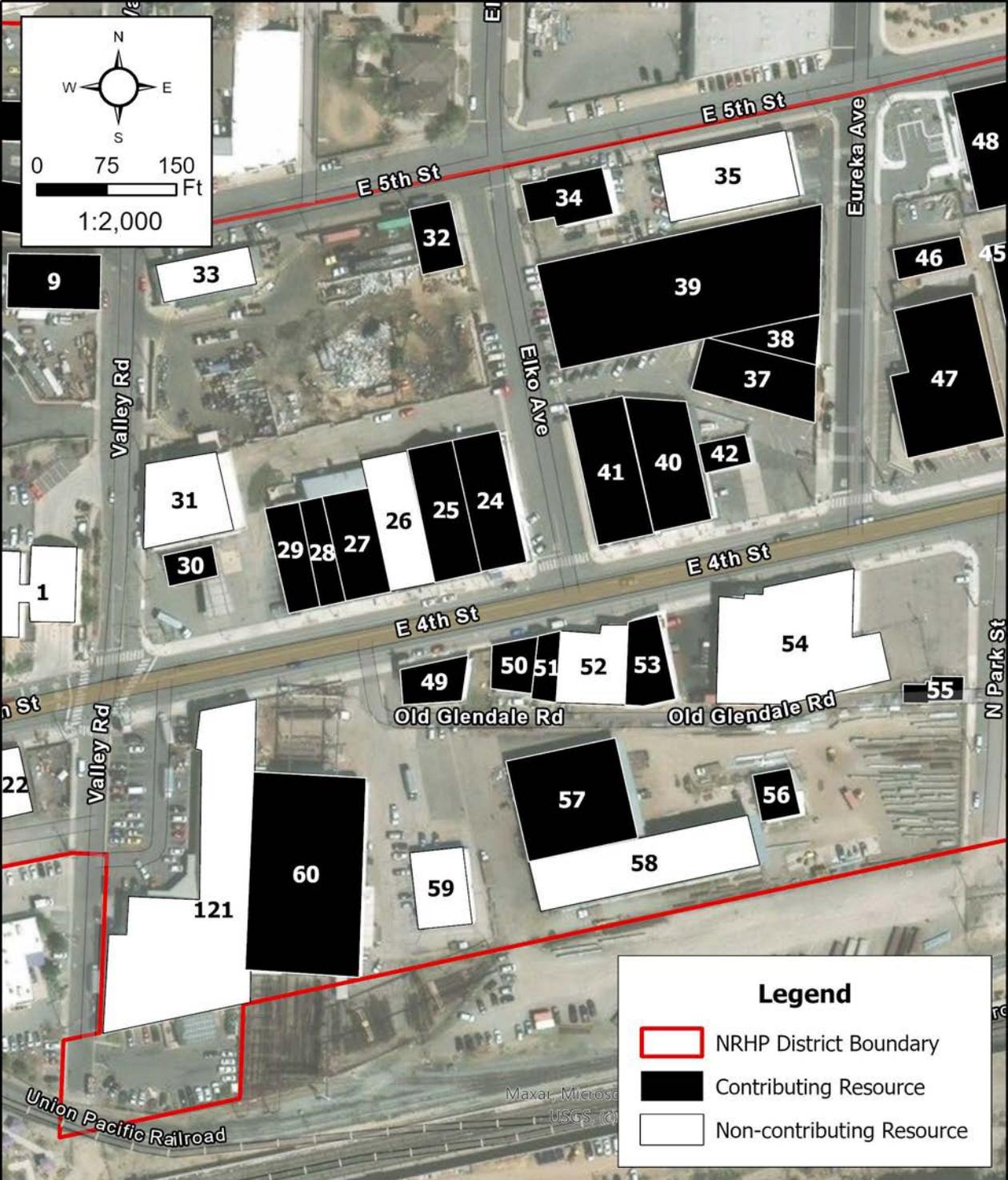
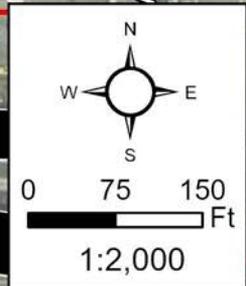
Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)





Detail Map 1: Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)



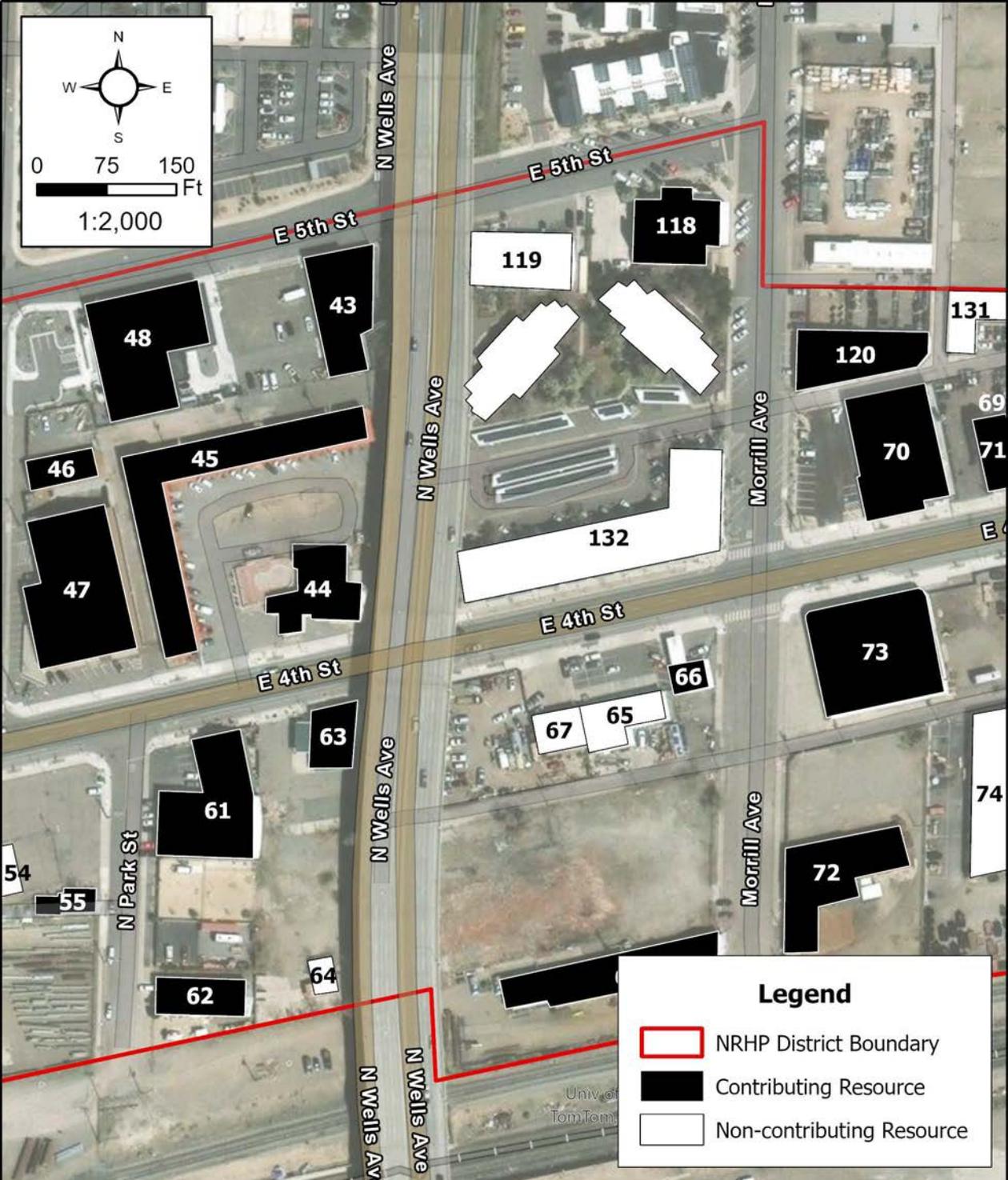
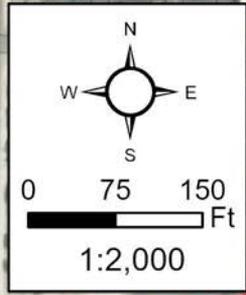


Legend

- NRHP District Boundary
- Contributing Resource
- Non-contributing Resource

Detail Map 2: Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)



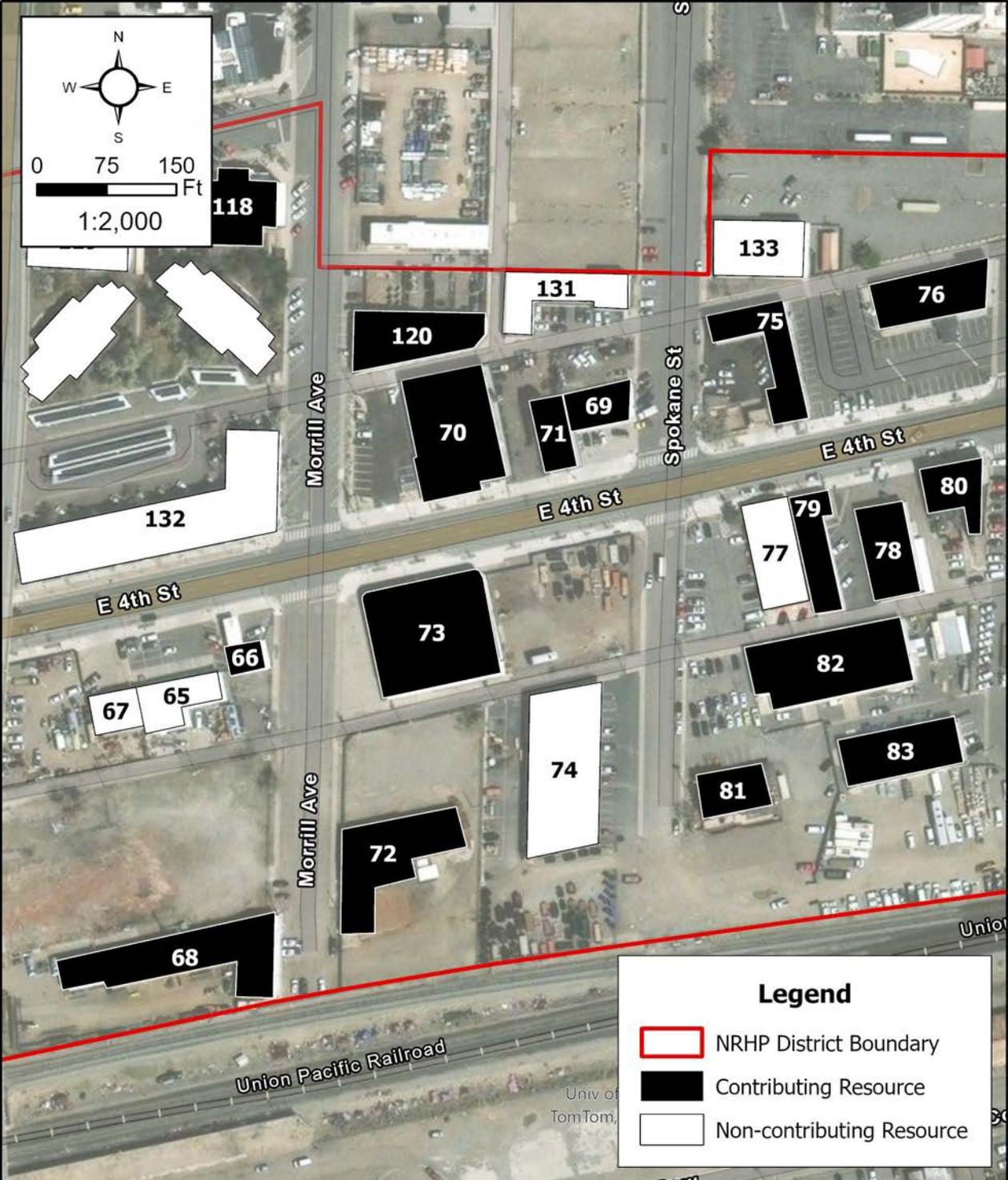
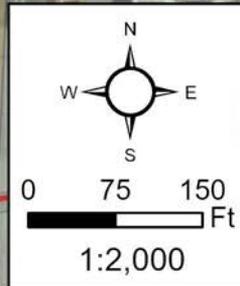


Legend

- NRHP District Boundary
- Contributing Resource
- Non-contributing Resource

Detail Map 3: Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)

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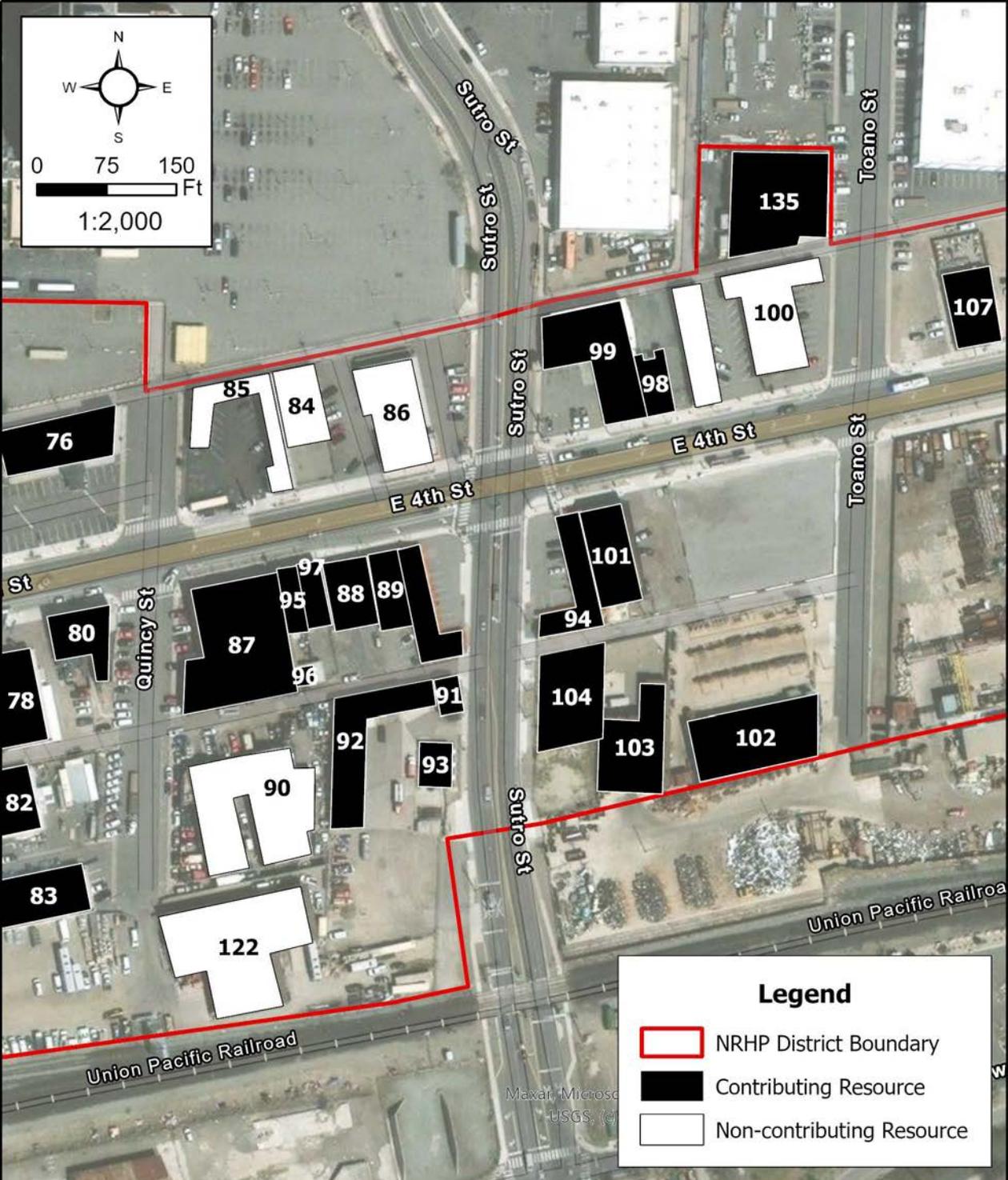
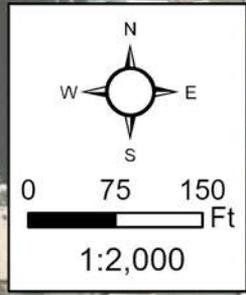


Legend

-  NRHP District Boundary
-  Contributing Resource
-  Non-contributing Resource

Detail Map 4: Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)



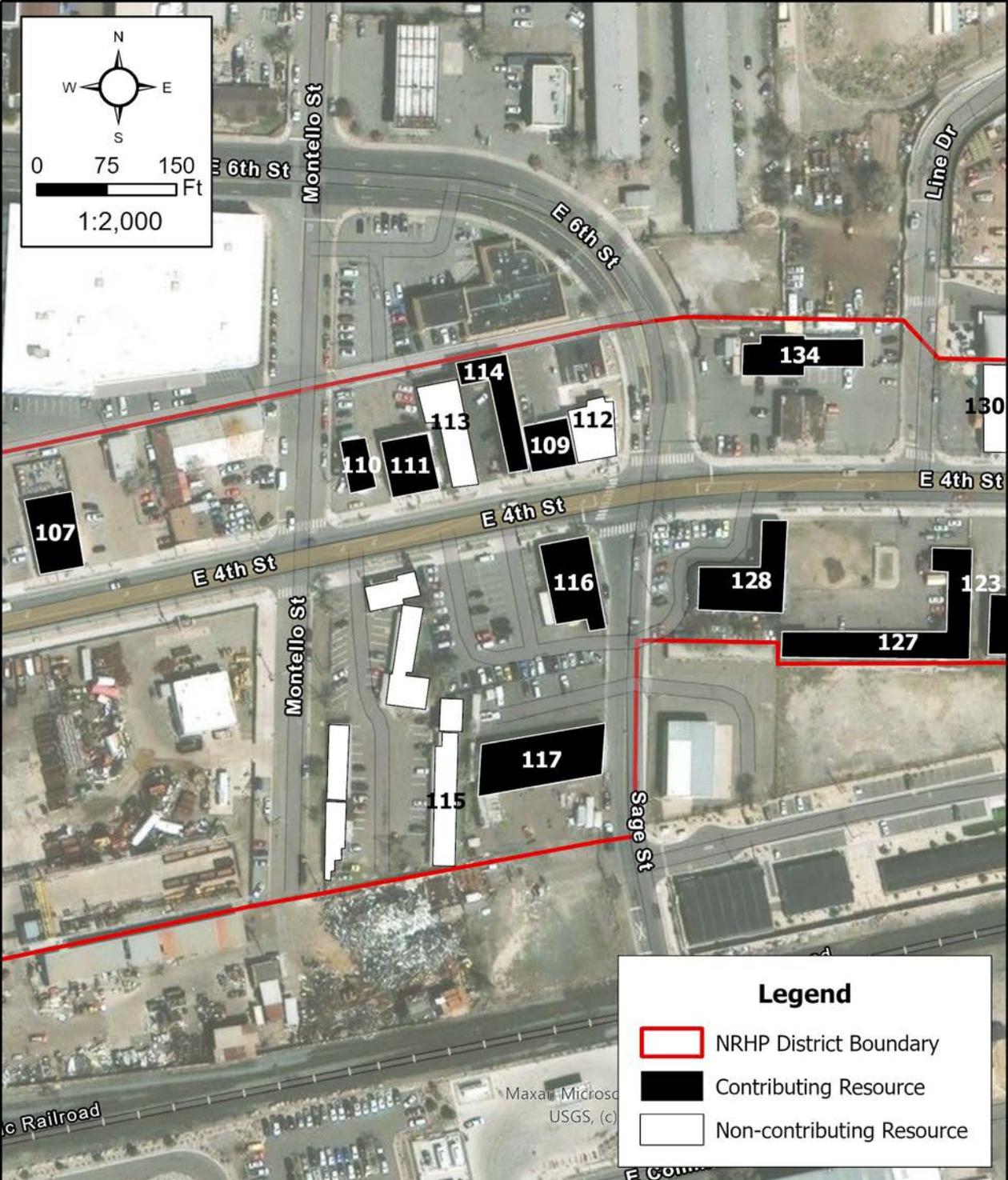
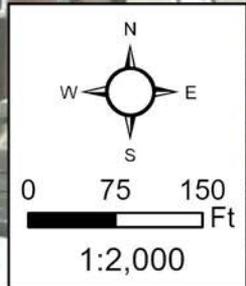


Legend

- NRHP District Boundary
- Contributing Resource
- Non-contributing Resource

Detail Map 5: Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)

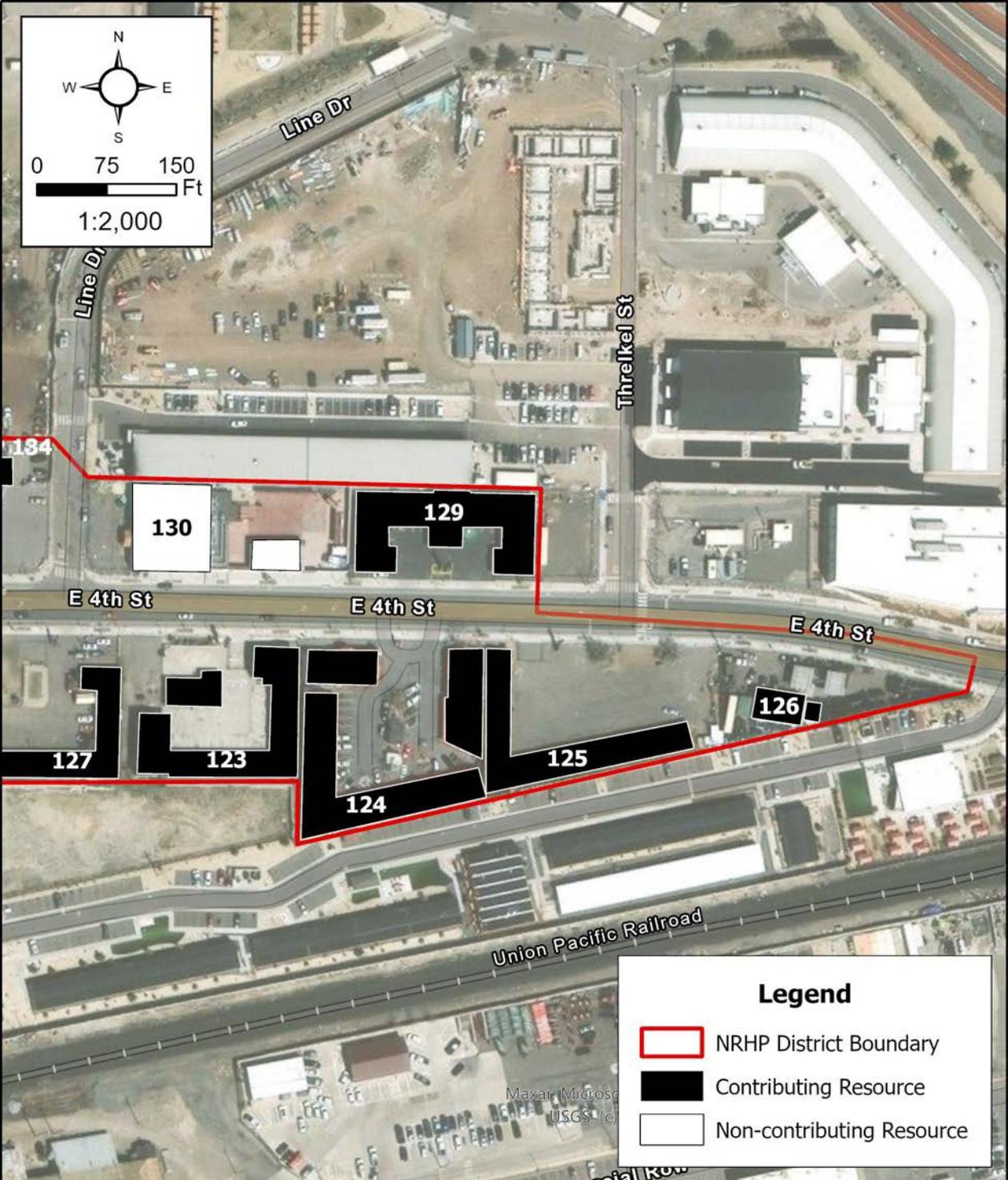
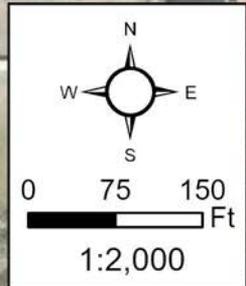
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Legend

- NRHP District Boundary
- Contributing Resource
- Non-contributing Resource

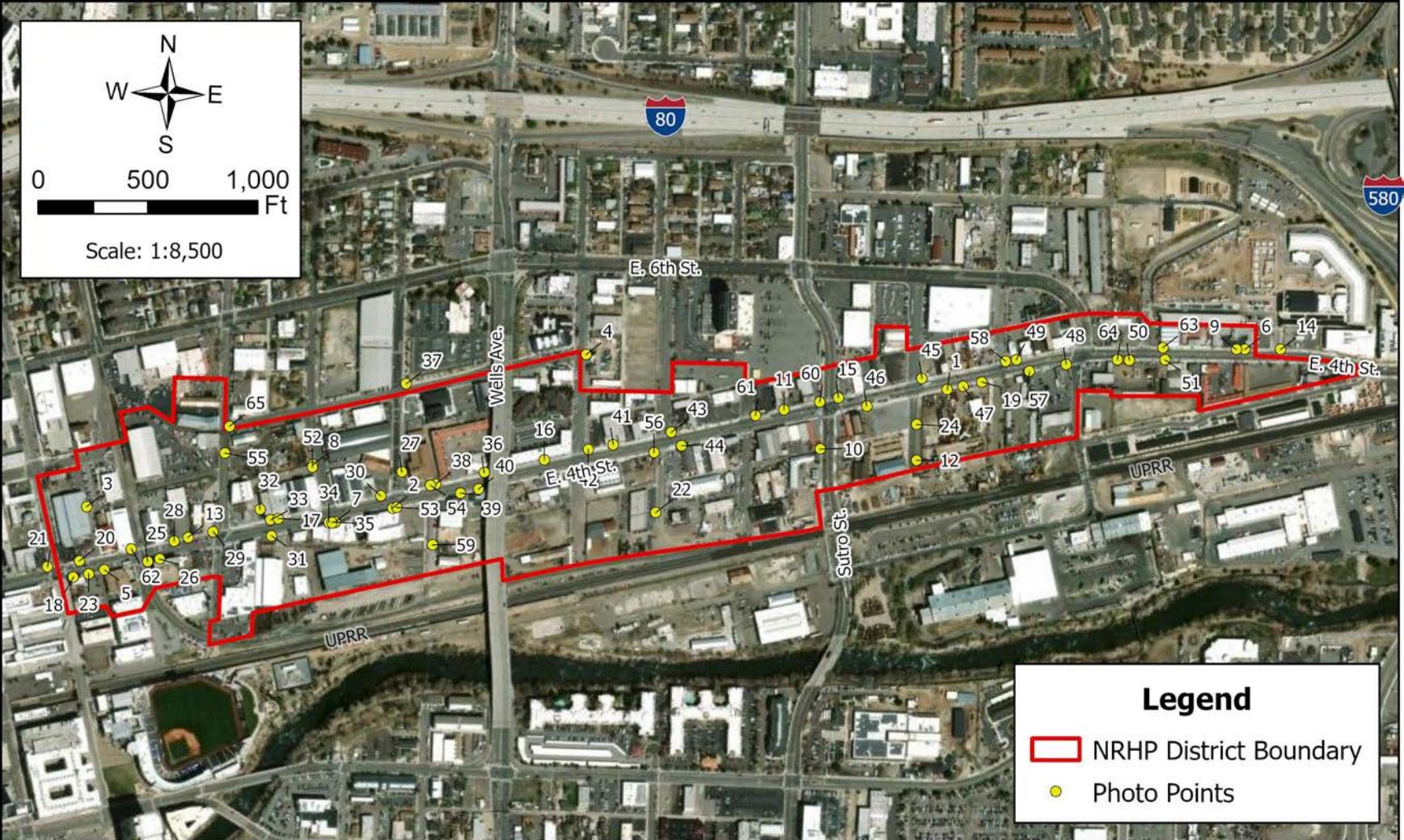
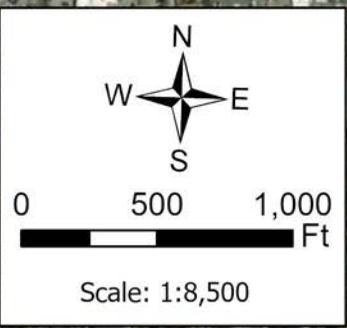
Detail Map 6: Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)



Legend

- NRHP District Boundary
- Contributing Resource
- Non-contributing Resource

Detail Map 7: Contributing Status
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination
 for the East 4th Street Historic District, Reno, Nevada
 (KEC-1518)



Legend

- NRHP District Boundary
- Photo Points

East 4th Street Historic District - Photo Point Locations
 Base Map: USGS 7.5' Quadrangle, Reno, NV (1982 ed.)
 PLSS: T19N, R19E, Sec. 11, 12
 Datum: NAD 83, UTM Zone 11N
 Project: National Register of Historic Places Nomination for the East 4th Street Historic District, Reno, Nevada (KEC-1518)

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NV_Washoe_E. Fourth Street Historic District_001



NV_Washoe_E. Fourth Street Historic District_002



NV_Washoe_E. Fourth Street Historic District_003



NV_Washoe_E. Fourth Street Historic District_004



NV_Washoe_E. Fourth Street Historic District_005



NV_Washoe_E. Fourth Street Historic District_006



NV_Washoe_E. Fourth Street Historic District_007



NV_Washoe_E. Fourth Street Historic District_008









NV_Washoe_E. Fourth Street Historic District_012



NV_Washoe_E. Fourth Street Historic District_013



NV_Washoe_E. Fourth Street Historic District_014



NV_Washoe_E. Fourth Street Historic District_015



NV_Washoe_E. Fourth Street Historic District_016



NV_Washoe_E. Fourth Street Historic District_017



NV_Washoe_E. Fourth Street Historic District_018



NV_Washoe_E. Fourth Street Historic District_019



NV_Washoe_E. Fourth Street Historic District_020



NV_Washoe_E. Fourth Street Historic District_021



NV_Washoe_E. Fourth Street Historic District_022



NV_Washoe_E. Fourth Street Historic District_023



NV_Washoe_E. Fourth Street Historic District_024



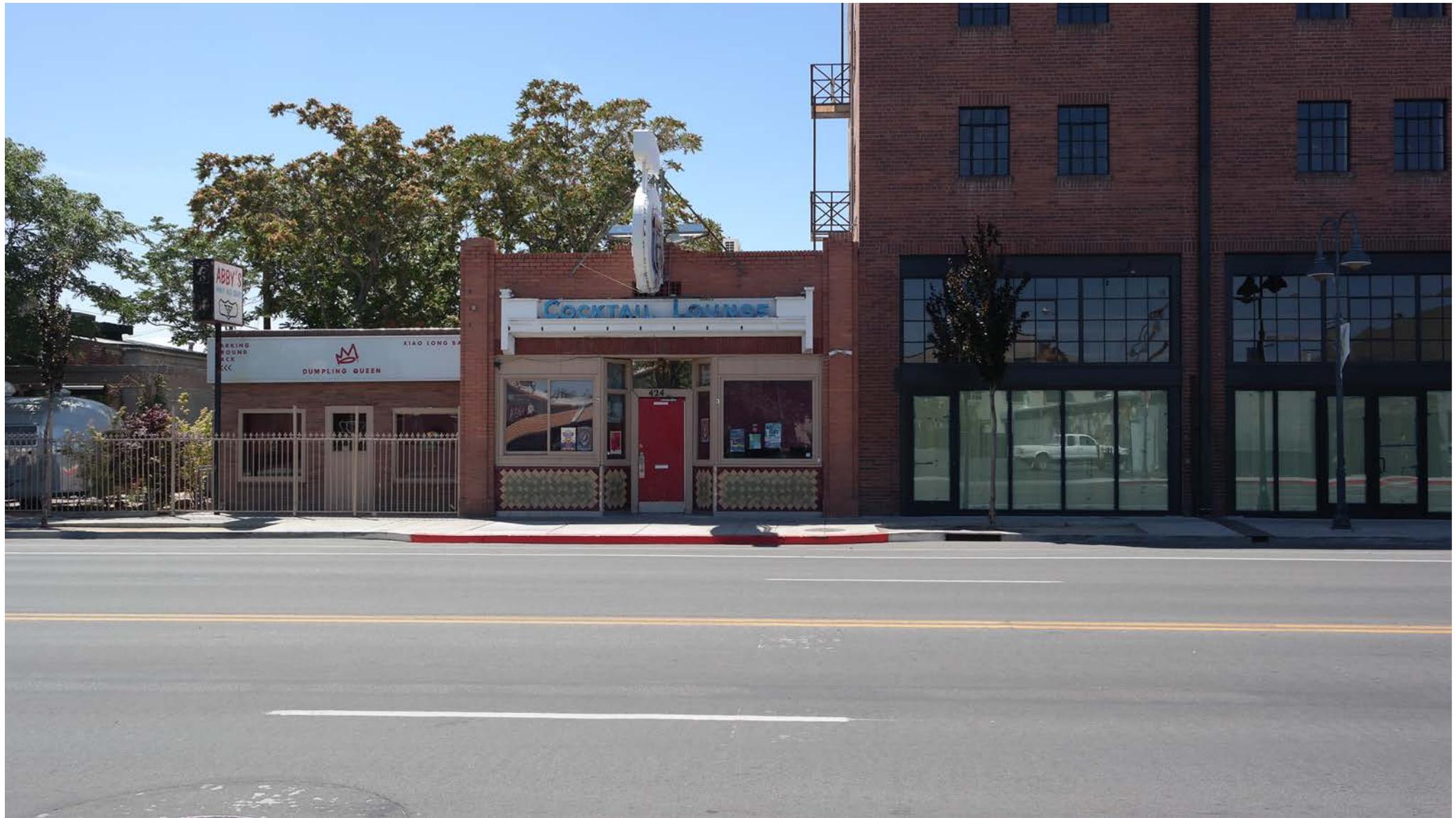
NV_Washoe_E. Fourth Street Historic District_025



NV_Washoe_E. Fourth Street Historic District_026



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NV_Washoe_E. Fourth Street Historic District_028





NV_Washoe_E. Fourth Street Historic District_030



NV_Washoe_E. Fourth Street Historic District_031



NV_Washoe_E. Fourth Street Historic District_032





NV_Washoe_E. Fourth Street Historic District_034



NV_Washoe_E. Fourth Street Historic District_035



NV_Washoe_E. Fourth Street Historic District_036



NV_Washoe_E. Fourth Street Historic District_037



NV_Washoe_E. Fourth Street Historic District_038



NV_Washoe_E. Fourth Street Historic District_039



NV_Washoe_E. Fourth Street Historic District_040



NV_Washoe_E. Fourth Street Historic District_041



NV_Washoe_E. Fourth Street Historic District_042



NV_Washoe_E. Fourth Street Historic District_043



NV_Washoe_E. Fourth Street Historic District_044



NV_Washoe_E. Fourth Street Historic District_045



NV_Washoe_E. Fourth Street Historic District_046



NV_Washoe_E. Fourth Street Historic District_047



NV_Washoe_E. Fourth Street Historic District_048



NV_Washoe_E. Fourth Street Historic District_049



NV_Washoe_E. Fourth Street Historic District_050





NV_Washoe_E. Fourth Street Historic District_052



NV_Washoe_E. Fourth Street Historic District_053



NV_Washoe_E. Fourth Street Historic District_054



NV_Washoe_E. Fourth Street Historic District_055



NV_Washoe_E. Fourth Street Historic District_056



NV_Washoe_E. Fourth Street Historic District_057





NV_Washoe_E. Fourth Street Historic District_059



NV_Washoe_E. Fourth Street Historic District_060





NV_Washoe_E. Fourth Street Historic District_062



NV_Washoe_E. Fourth Street Historic District_063



NV_Washoe_E. Fourth Street Historic District_064



NV_Washoe_E. Fourth Street Historic District_065