

State of California--The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

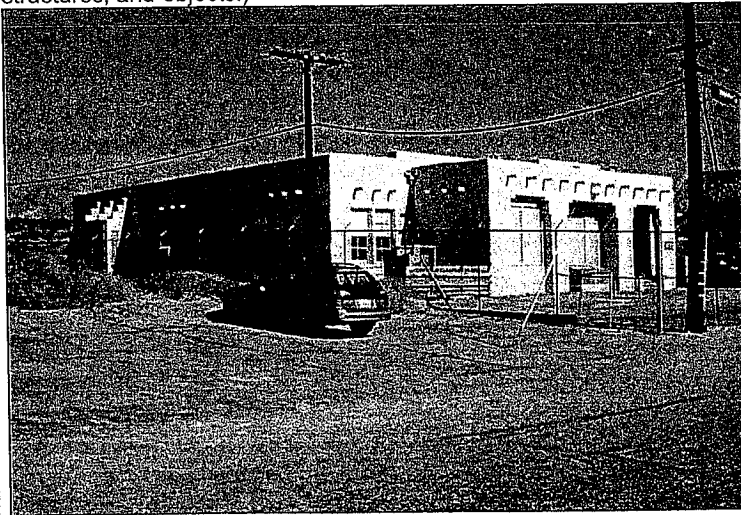
Primary # 33-017153
HRI # _____
Trinomial _____
NRHP Status Code 3CS
Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 14

*Resource Name or # (Assigned by recorder) The 1930 AT&T Whitewater Repeater Station

- P1. Other Identifier: _____
- *P2. Location: Not for Publication Unrestricted *a. County Riverside
and (P2b and P2c or P2d. Attach a Location Map as necessary.)
*b. USGS 7.5' Quad White Water, Calif. Date 1955, photo-revised 1988
T3S; R3E; NW 1/4 of NW 1/4 of NW 1/4 of SE 1/4 of Sec 11 ; S.B.B.M.
Elevation: Approximately 1,360 feet above mean sea level
c. Address A sign on the building reads "58500 Interstate 10" City Whitewater Zip 92282
d. UTM: (Give more than one for large and/or linear resources) Zone 11; 533,175 mE/ 3,753,850 mN
UTM Derivation: USGS Quad GPS; NAD 1983
e. Other Locational Data: (e.g., parcel #, directions to resource, etc., as appropriate) From Interstate 10, take the Whitewater exit and make a left-hand turn onto Tipton Road. Follow Tipton Road over the freeway to the intersection of Whitewater Canyon Road. The AT&T Whitewater Repeater Station is located on the northeast corner of Tipton Road (Old Highway 60 at this point) and Whitewater Canyon Road. The UTM coordinates provided above were taken at the front door, found at the southeastern corner of the building.
- *P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries) The AT&T Whitewater Repeater Station is located at 58500 Old Highway 60, but a sign on the building reads "58500 Interstate 10." The building is situated within the southwest corner of a five-acre parcel, Assessor's Parcel Number 516-110-017. The parcel that it sits on is slightly angled as a result of its frontage along the former alignment of U.S. Highway 60. The building and yard area are surrounded by a fence enclosure and both are currently used as storage space by the Whitewater Rock and Supply Company. The Station
(Continued on page 3)
- *P3b. Resource Attributes: (List attributes and codes) HP9. Public utility building
- *P4. Resources Present: Building _____ Structure _____ Object _____ Site _____ District _____ Element of District _____
_____ Other (isolates, etc.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



P5b. Description of Photo: (view, date, accession #) Photo taken November 10, 2010; view to the northeast

*P6. Date Constructed/Age of Sources:
 Historic _____ Prehistoric _____ Both
Built 1930

*P7. Owner and Address:
Allen Bankus, Jr
58645 Old Highway 60, Whitewater, CA

*P8. Recorded by: (Name, affiliation, and address)
Peggy Beedle and Josh Smallwood
Applied EarthWorks, Inc.
3292 E. Florida Avenue, Suite B
Hemet, CA 92544

*P9. Date Recorded: November 10, 2010

*P10. Survey Type: Historical documentation

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Nomination for the California Register

*Attachments: None Location Map Continuation Sheet Building, Structure, and Object Record
Archaeological Record _____ District Record _____ Linear Resource Record _____ Milling Station Record
Rock Art Record _____ Artifact Record Photograph Record Other (List): Color prints and CD-R

CALIFORNIA REGISTER OF HISTORICAL RESOURCES NOMINATION

THE 1930 AT&T WHITEWATER REPEATER STATION, PRIMARY NO. 33-017153

LOCATION: 58500 Old Highway 60
Assessor's Parcel Number 516-110-017
Community of Whitewater
Riverside County, California

USGS White Water, California, 7.5' Quadrangle
Section 11, T3S R3E, San Bernardino Base Meridian
UTM Coordinates: 533,175 mE/3,753,850 mN

DATE OF CONSTRUCTION: 1930

PRESENT OWNER: Allan Bankus, Jr.
Whitewater Rock and Supply Company
58645 Old Highway 60
Whitewater, CA 92282

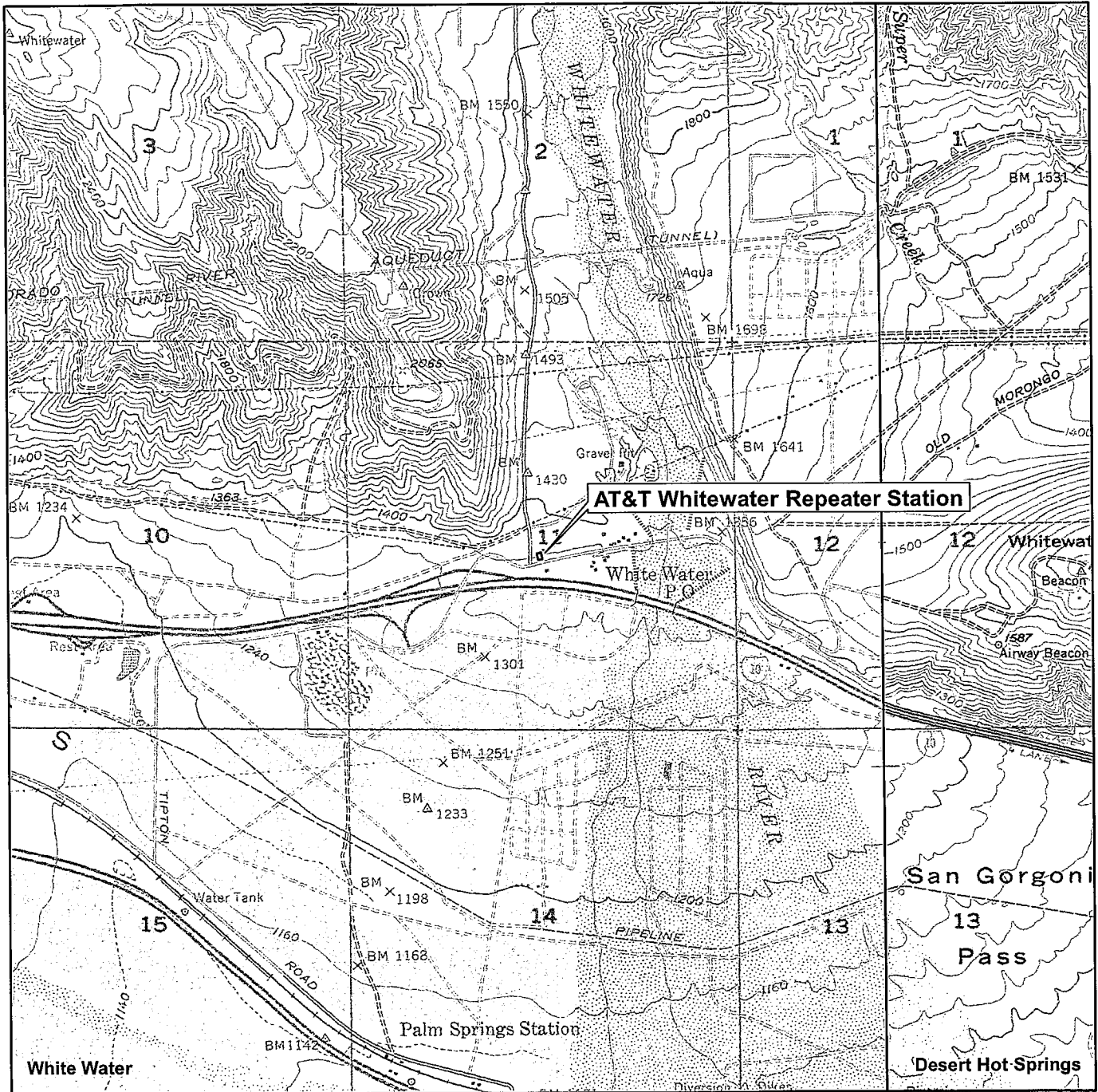
PRESENT USE: Storage

SIGNIFICANCE: The AT&T Whitewater Repeater Station building was evaluated in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code. The building appears to meet Criterion 3 of the CRHR because its design embodies an integrated combination of elements from two different architectural styles of the early twentieth century: the Pueblo Revival and Art Deco, both recognized nationally as being significant styles of architecture that were popular in the United States during the period of significance. This building is a modest version of the Pueblo Revival style, more popularly represented in the southwestern United States, and exhibits some of the simpler elements influenced by the Art Deco movement. Furthermore, the building is an excellent example of the building design philosophy of AT&T. The building appears to retain adequate levels of integrity with regard to location, design, setting, materials, workmanship, feeling and association to be considered eligible for the California Register of Historical Resources. The significance theme is public works and the period of significance is 1930. The Station was constructed as part of the Long Line that spanned between Los Angeles, California and Phoenix, Arizona.

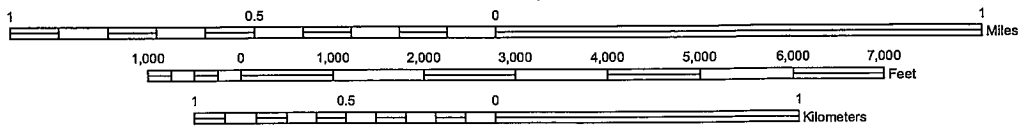
LAND-USE AUTHORITY: Riverside County Planning Department
38686 El Cerrito Road
Palm Desert, CA 92211

NOMINATION PREPARED BY: Josh Smallwood, M.A., Associate Architectural Historian
Applied EarthWorks, Inc.
3292 E. Florida Avenue, Suite B
Hemet, CA 92544

DATE: January, 2011



SCALE 1:24,000



TRUE NORTH

Recorded by: Josh Smallwood *Date November 10, 2010 Continuation Update

***P3a. Description (continued):** is a reinforced concrete building. Constructed in 1930, its design was influenced by two popular architectural styles of the period: Art Deco and Pueblo Revival. The Art Deco style was inspired by the machine age, and was fashionable among designers of industrial buildings, featuring hard-edge and angular composition, often highlighted with vertical emphasis and stylized decoration. The Pueblo Revival style was viewed by early-twentieth century architects as a marriage of the ancient southwest and modern design. More popularly used in the Southwest than in California, it was primarily embraced by the designers of hotels, churches, and other public buildings. The Pueblo Revival style is characterized by smooth stucco walls, projecting rounded roof beams called *vigas*, and stepped parapet walls. The AT&T Whitewater Repeater Station is an eclectic design, exhibiting a combination of simple, defining characteristics selected from both the Art Deco and Pueblo Revival styles. It is a modest version of the Pueblo Revival style, more popularly represented in the southwestern United States, and exhibits some of the simpler elements influenced by the Art Deco movement. Architecture of this style is rare and not well represented in southern California.

The southeast-facing primary façade features a massive projecting wall that exhibits three large deeply recessed openings carved with a stepped relief pattern, and filled with tall, vertical windows (boarded) and a set of metal double doors. The wall above the openings is decorated with a row of *vigas* and topped with a square, hard-edge parapet wall. The approach to the front entry is a set of concrete steps decorated with terracotta tiles and bordered by short piers with flat iron handrails. The main building mass is rectangular in shape, with hard-line square edges, a flat roof with a stepped parapet wall, and tall rectangular window openings. The east- and west-facing elevations are partially decorated with *vigas* over the top of window openings. Small box-like projections found on the west- and north-facing elevations are topped with decorative vertical steps and louvered insets. The exterior walls are covered with smooth stucco and paint. All of the windows are steel-framed 4-over-4 sash; most of which are boarded and sealed. A metal double-door is located on the north-facing elevation. The exterior of the building is in good condition, and it appears to retain most of its historical fabric and character.

The interior of the building features an entryway with a small office space and a bathroom. To the rear of the front entry room is the main interior mass, the length of which is divided by five central pillars that support the ceiling. This space housed the operating machinery, which consisted of toll test, repeater and telegraph equipment. Power equipment was located in the basement.

BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP Status Code 3CS

*Resource Name or # (Assigned by recorder) The 1930 AT&T Whitewater Repeater Station

B1. Historic Name: Whitewater Repeater Station B2. Common Name: Telephone Exchange Building
B3. Original Use: Public utility building B4. Present Use: Storage

*B5. Architectural Style: Art Deco and Pueblo Revival Influence

*B6. Construction History: (Construction date, alterations, and date of alterations) The Whitewater Telephone Repeater Station building was completed in 1930 as part of the construction of the Long Line between Los Angeles, California and Phoenix, Arizona. It was constructed of reinforced concrete over a steel frame, for a total cost of \$68,199 (Pacific Telephone and Telegraph Company 1930).
(see page 5 for a discussion of the historical background and AT&T's building design philosophy)

*B7. Moved? No Yes Unknown Date: _____ Original Location: _____

*B8. Related Features: None

B9a. Architect: American Telephone and Telegraph Company b. Builder: Same

*B10. Significance: Theme Public Works

Area Riverside County, California Period of Significance 1930

Property Type Public Utility Building Applicable Criteria 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.) The AT&T Whitewater Repeater Station was evaluated for historical significance in 2008, using the criteria of the California Register of Historical Resources. The building appears to meet Criterion 3 of the CRHR because its design embodies an integrated combination of elements from two different architectural styles of the early twentieth century: the Pueblo Revival and Art Deco, both recognized nationally as being significant styles of architecture that were popular in the United States during the period of significance. This building is a modest version of the Pueblo Revival style, more popularly represented in the southwestern United States, and exhibits some of the simpler elements influenced by the Art Deco movement. Furthermore, the building is an excellent example of the building design philosophy of AT&T. The building appears to retain adequate levels of integrity with regard to location, design, setting, materials, workmanship, feeling and association to be considered eligible for the California Register of Historical Resources.

B11. Additional Resource Attributes: (List attributes and codes) _____

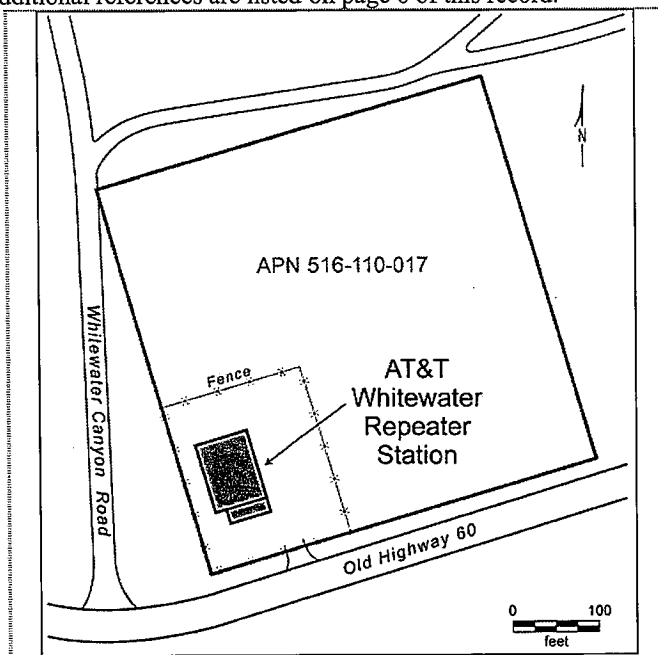
*B12. References: The AT&T Archives and History Center in San Antonio, Texas, provided historical photographs and documentation of the Whitewater Repeater Station; additional references are listed on page 6 of this record.

B13. Remarks: _____

*B14. Evaluator: Peggy Beedle and Josh Smallwood
Applied EarthWorks, Inc.
3292 E. Florida Avenue, Suite A
Hemet, CA 92544

*Date of Evaluation: Beedle, May 2008/Smallwood,
November 2010

(This space reserved for official comments.)



Written by: Peggy Beedle

*Date June 2008

Continuation Update

Historical Background

The invention of the telephone in 1876 was one of the many nineteenth-century advances in communication. Construction of long distance telephone lines began in the 1880s as a logical extension of this development (American Telephone and Telegraph Company 1955:13-14). In the 1920s, the American Telegraph and Telephone Company (AT&T) began a massive program of construction to use "Long Lines," as they were called, to connect all parts of the country. One such line connected southern California with Arizona. This four-million dollar underground cable project was completed between 1928 and 1930. "Important among the engineering and technical accomplishments was the construction of two telephone lines through the pathless territory over the desert to Salt Lake City by way of Las Vegas and to Kingman, Ariz., by the way of Whitewater" (*Los Angeles Times* 1930:A13).

In 1924, the Southern Pacific Land Company sold the parcel in Section 11 to the Pacific Telephone and Telegraph Company, a subsidiary of AT&T; the Pueblo Revival repeater station was completed in 1930, an integral part of the Long Line from Los Angeles to Phoenix. In 1950, Whitewater was a small settlement just west of the river of the same name. The repeater station was west of town with no nearby structures. In that year the repeater station was considered to be the second largest such station in southern California (*Pacific Telephone Magazine* 1950:18). At that time there were at minimum fifteen employees at the station: a plant reports clerk, equipment operators and repairmen. The station continued in operation until new technology rendered it obsolete. The operating machinery and power equipment was removed when the building was taken out of service in 1988. The building is currently used for storage.

AT&T Telephone Building Design Philosophy

In the first half of the twentieth century, AT&T and its subsidiary companies built large and small telephone buildings throughout the country. Its philosophy of design and construction was to combine utility and beauty in all of these buildings (Coe 1929:206). Avoidance of "rubber stamp" designs was imperative:

From the administration buildings, occupying entire city blocks, down to isolated toll-line repeater stations, the objective is to harmonize the design with the dominant native characteristics [Loring 1931:403].

Architectural styles varied in time and space, but AT&T chose styles that not only harmonized with the surroundings, but were appropriate with the climate and "the historical background of the locality" (Coe 1929:207). Thus, regional styles were used, particularly for smaller buildings—the Cape Cod for buildings in Massachusetts, the Colonial in Maryland, and an Oriental Pagoda in Chinatown in San Francisco (Loring 1931:404-405). This design policy was considered to be a strong symbol of the telephone company:

Especially careful thought has been given to the exterior appearances of the little buildings to the end that they, too, may blend into their surroundings and fittingly exemplify the determination of the Bell Telephone organization to have its buildings worthily represent good taste and devotion to public service [Coe 1929:204].

In southern California, Spanish and Mission revival styles were used for buildings in Los Angeles, Glendale, Ventura, and Ojai, while the Pueblo Revival style was used in Casa Grande, Arizona (American Telegraph and Telephone Company 1930; Impact Services, Inc. 2004). AT&T architects chose an eclectic approach to the design of the Whitewater Repeater Station by melding elements of the Art Deco and Pueblo Revival styles, combining the influences of the southwestern desert with those of the machine age.

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CONTINUATION SHEET

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Recorded by: Josh Smallwood *Date November 10, 2010 Continuation Update

References

American Telephone and Telegraph Company

- 1930 *Telephone Buildings: Bell System*. American Telephone and Telegraph Company, New York.
- 1955 *The Telephone in America*. American Telephone and Telegraph Company, New York.

Coe, Richard Storrs

- 1929 Bell System Buildings—An Interpretation. *Bell Telephone Quarterly*. Volume 8, No. 3, pages 201-217.

Impact Services, Inc.

- 2004 Glendale Town Center Final EIR. Impact Services, Inc. Agoura Hills, California. http://www.ci.glendale.ca.us/Glendale_Town_Center_EIR.asp.

Loring, Charles G.

- 1931 Telephone Building Design. *The Architectural Forum*. Volume 54, pages 403-410.

Los Angeles Times

- 1930 Distance Phone Project Ready. *Los Angeles Times*, December 25, page A13. ProQuest Historical Newspapers Los Angeles Times, 1881-1986.

Pacific Telephone and Telegraph Company

- 1930 General Building Data. On file, AT&T Archives and History Center, San Antonio, Texas.

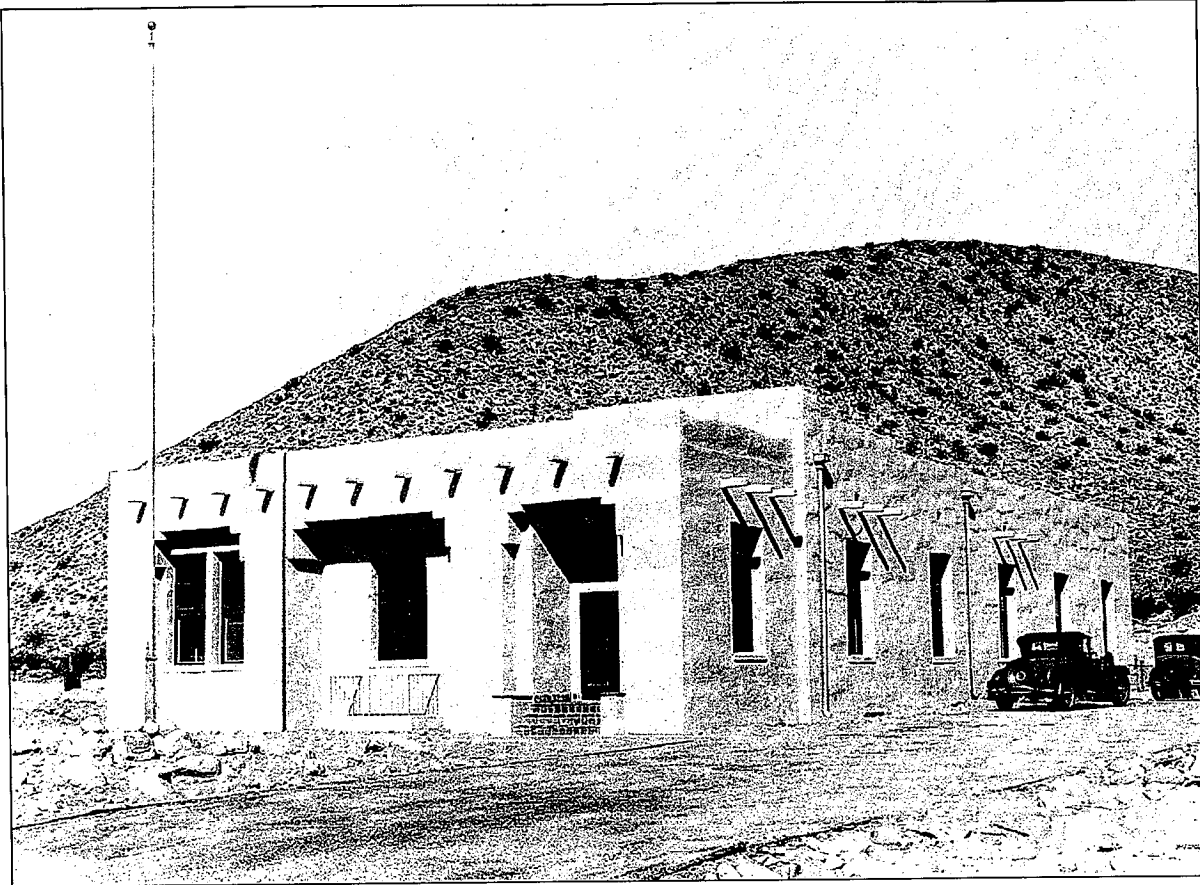
Pacific Telephone Magazine

- 1950 Desert Gal. *Pacific Telephone Magazine*. November-December, page 18.

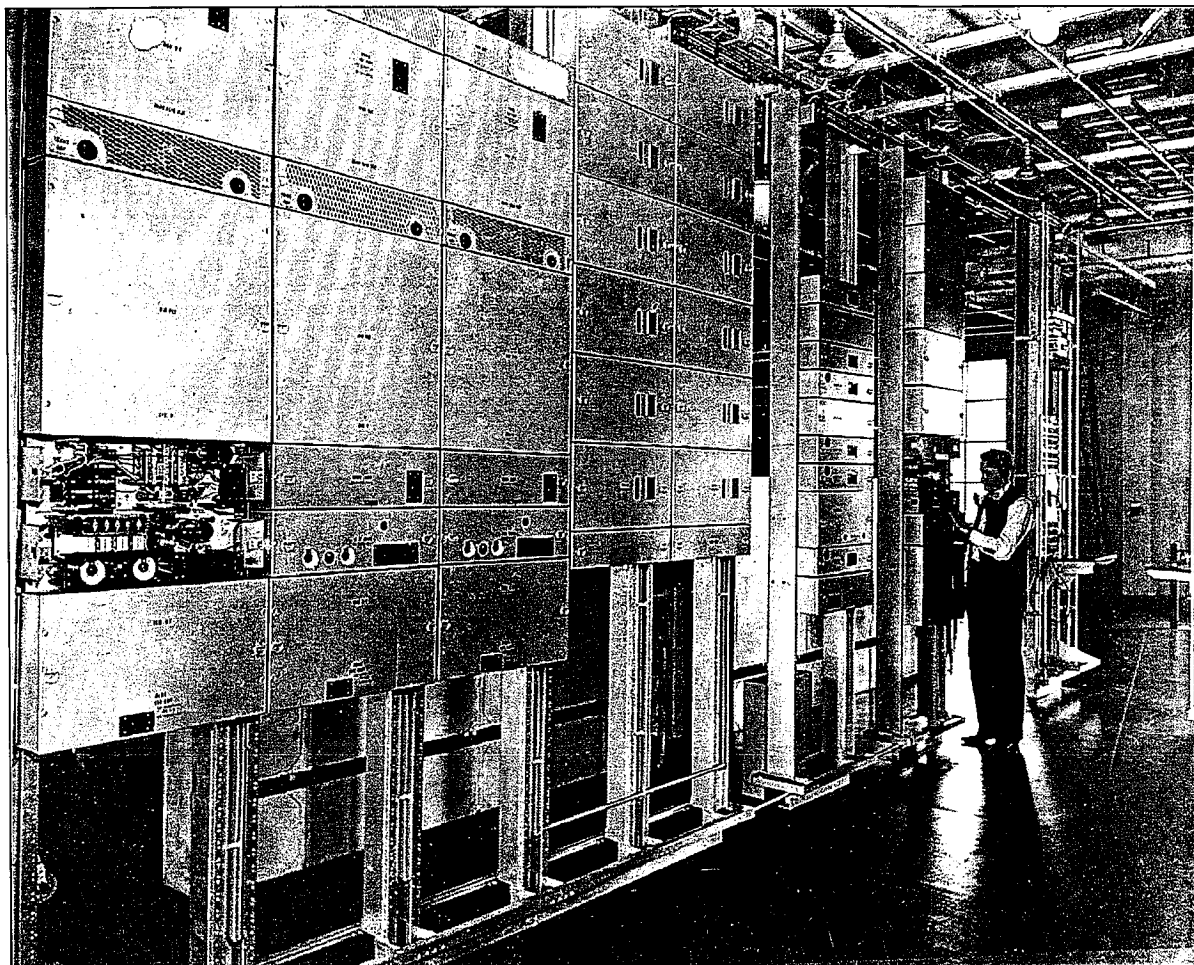
Recorded by: Peggy Beedle and Josh Smallwood

*Date November 10, 2010

Continuation Update



Whitewater Repeater Station, 1930 (Courtesy of AT&T Archives and History Center).



Interior equipment, 1939 (Courtesy of AT&T Archives and History Center).

State of California--The Resources Agency
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PHOTOGRAPH RECORD

Primary # 33-017153
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Page 9 of 14 Resource Name (Assigned by recorder) The 1930 AT&T Whitewater Repeater Station

Project Name: California Register Nomination
The 1930 AT&T Whitewater Repeater Station
58500 Old Highway 60, Whitewater
Riverside County, California

Photographer: Josh Smallwood

Image Type: (bw) 35mm B&W film (cp) 35mm Color Print film (cs) 35mm Color Slide film
 (df) Digital-Floppy disk (dm) Digital-Memory flash card

Camera Type and Model: Nikon Coolpix L19

Film Type and Speed: Digital*

Roll Number: Bankus-1-dm

Year: 2010

Mo.	Day	Time	Frame/ File Name	Subject/Description	Facing
11	10		ATTRpeater1	South-facing primary facade and east-facing elevation.	NW
11	10		ATTRpeater2	South-facing primary facade and west-facing elevation.	NE
11	10		ATTRpeater3	West- and north-facing elevations.	SE
11	10		ATTRpeater4	North- and east-facing elevations.	SW
11	10		ATTRpeater5	South-facing primary facade and east-facing elevation.	NW

* This nomination package was processed following the *California Office of Historic Preservation Technical Assistance Series #7: How to Nominate a Resource to the California Register of Historical Resources*, found online and accessed on September 28, 2010. At the request of SHPO, photographs were produced following the photographic standards of the National Park Service for National Register property nominations. The most recent standards and guidelines available were found in the *National Register Photo Policy Factsheet* downloaded December 21, 2010 from <http://www.nps.gov/history/nr/publications/bulletins/photopolicy/index.htm>.

4x6-inch digital prints were processed using a Hewlett-Packard Photosmart Express retail inkjet kiosk printer (available at WalMart). The process is certified by Wilhelm Imaging Research, Inc. as having a 200+ years permanency rating for album and dark storage archives (WIR 2007:43-46).

The photographs on the following DPR 523L Continuation Sheets are displayed for reference purposes only. Archival prints are furnished on the archival pages attached to this document.

Note: The attached CD-R contains electronic image files saved as uncompressed .TIF (Tagged Image File format). The size of each image is 1600x1200 pixels at 300 pixels per inch (ppi), as per the policy of the National Register of Historic Places.

WIR (Wilhelm Imaging Research, Inc.)

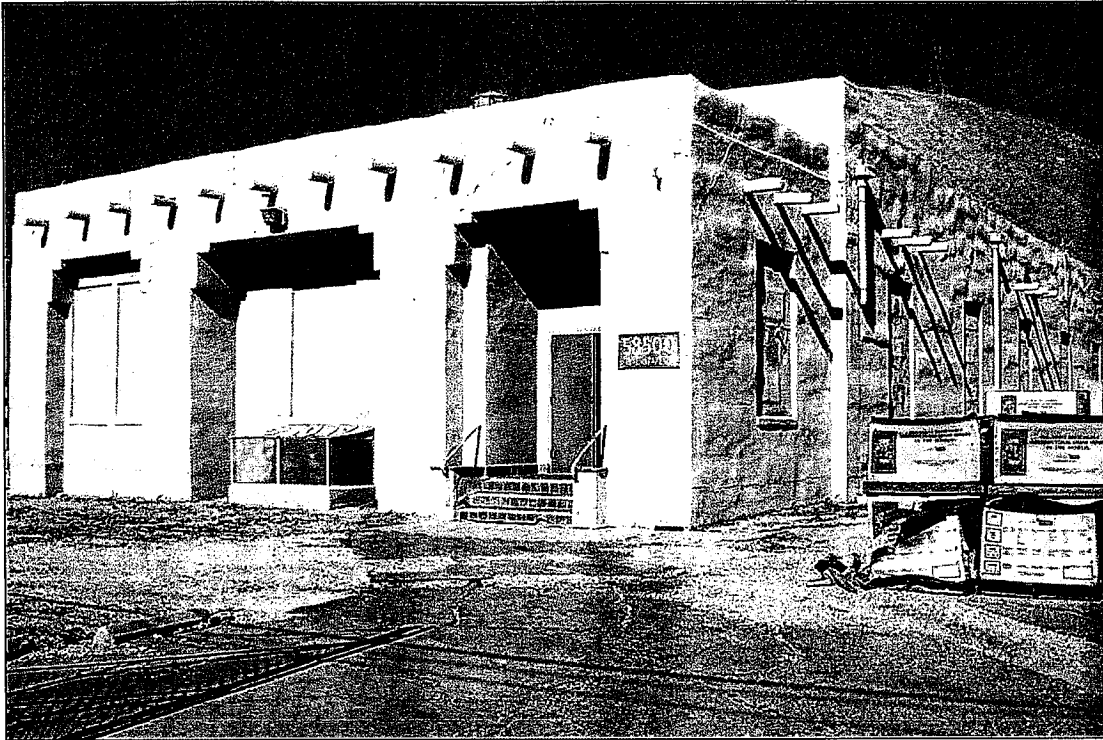
2007 *A Survey of Print Permanence in the 4x6-inch Consumer Digital Print Market in 2004-2007*. Society for Imaging Science and Technology. Found at http://www.wilhelm-research.com/articles_ist.html.

State of California--The Resources Agency
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Page 10 of 14 *Resource Name or # (Assigned by recorder) The 1930 AT&T Whitewater Repeater Station
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Recorded by: Josh Smallwood *Date November 10, 2010 Continuation Update



ATTRepeater1. South-facing primary façade and east-facing elevation; view toward the northwest.

Recorded by: Josh Smallwood *Date November 10, 2010 Continuation Update



ATTRepeater2. South-facing primary façade and west-facing elevation; view toward the northeast.

Recorded by: Josh Smallwood *Date November 10, 2010 Continuation Update



ATTRepeater3. West- and north-facing elevations; view toward the southeast.

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CONTINUATION SHEET

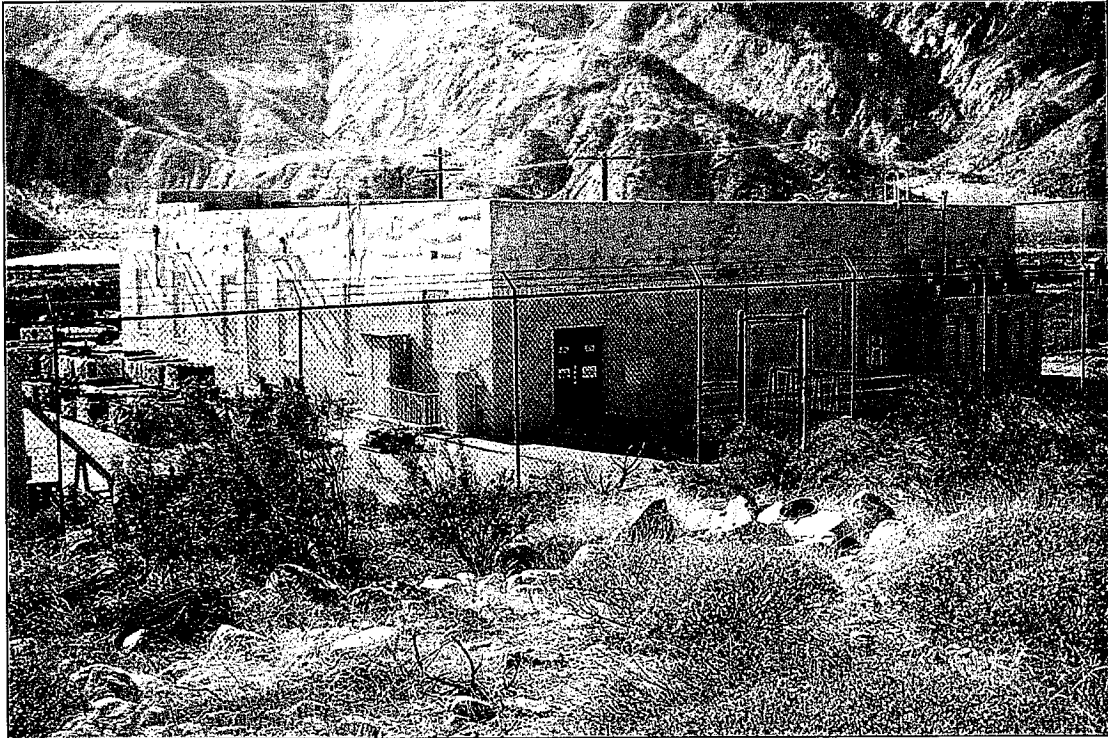
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Page 13 of 14 *Resource Name or # (Assigned by recorder) The 1930 AT&T Whitewater Repeater Station
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*Date November 10, 2010

Continuation Update

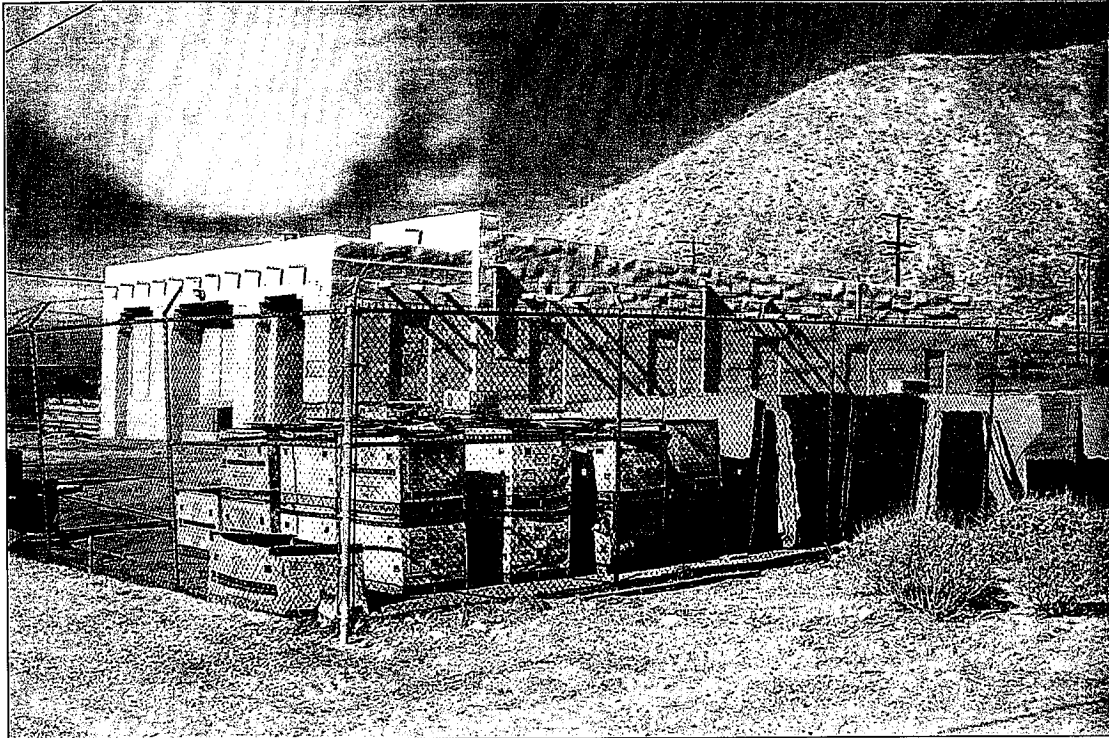


ATTRepeater4. North- and east-facing elevations; view toward the southwest.

Recorded by: Josh Smallwood

*Date November 10, 2010

Continuation Update



ATTRepeater5. South-facing primary façade and east-facing elevation; view toward the northwest.