

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Lorenz Hotel



other names/site number _____

2. Location

street & number 1509 Yuba Street

not for publication

city or town Redding

vicinity

state California

code CA

county Shasta

code 089

zip code 96001

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

Signature of certifying official/Title

Date

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

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

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

| | |
|-------------------------------------|------------------|
| <input checked="" type="checkbox"/> | private |
| <input type="checkbox"/> | public - Local |
| <input type="checkbox"/> | public - State |
| <input type="checkbox"/> | public - Federal |

| | |
|-------------------------------------|-------------|
| <input checked="" type="checkbox"/> | building(s) |
| <input type="checkbox"/> | district |
| <input type="checkbox"/> | site |
| <input type="checkbox"/> | structure |
| <input type="checkbox"/> | object |

| Contributing | Noncontributing | |
|--------------|-----------------|--------------|
| 1 | | buildings |
| | | sites |
| | | structures |
| | | objects |
| 1 | | Total |

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

N/A

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

Domestic/Hotel

Commerce/Restaurant

Domestic/Multiple Dwelling

Commerce/Restaurant

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

Beaux Arts

Italian Renaissance

foundation: Brick/Concrete

walls: Brick

Sandstone

roof: Wood

other: Wood window sills/frames, columns

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Beaux Arts/Italian Renaissance style Lorenz Hotel at 1509 Yuba Street sits on the southwest corner of the Yuba Street and California Street intersection in downtown Redding. Generally U-shaped in plan, the main building is topped by a flat roof with parapet. Built in 1901-1902, the four-story-over-basement brick hotel faces the Redding Amtrak and bus station across Yuba Street to the north, and the Union Pacific Railroad right of way runs roughly parallel to the building at the west. Library Park, the former site of the Carnegie Library (1903), occupies the space between the rail line and the Lorenz Hotel's west elevation.

Narrative Description

The primary (north) elevation is three bays wide and features a central, recessed entry bay capped by a broken pediment embellished with the date "1901." Each of the side elevations (east and west) is also divided into three bays. Brick quoins elaborate the corners of each end bay. Two brick stringcourses, one each at the second and fourth story sill lines, give a horizontal emphasis to the north, east, and west elevations. A simplified cornice terminates the façade on each of these elevations. As the least prominent elevation, the rear (south) façade is devoid of ornament. Single windows with arched openings mark the end of the residential corridors at each of the three upper stories. Though originally open, the interior courtyard has been enclosed at the first story, and a small addition has been added to the rear of the building extending both the basement and ground floor levels. The exterior walls of this addition are clad in stucco.

Along the primary elevation, the storefront and entry openings are framed by rough-cut sandstone block piers that extend to the top of the storefront transoms. The storefront bulkhead walls and window/door assemblies have been modified from original configuration, but the multi-pane transom windows are still extant above the western storefronts. At the primary entrance, two Tuscan columns support an entablature embellished with the name "Lorenz" written in raised beveled lettering. Simple floral medallions flank the nameplate in the entablature's recessed panels. A modern, stucco-clad vestibule attaches to the original front entry wall, though the three original arched openings – two windows and the central entry door – are extant. The windows retain their original fixed sashes, arched transoms, and frames, though the original entry door has been replaced and its transom covered on the interior.

Regularly spaced, one-over-one wood windows with flat arched openings and brick sills characterize the second and third stories on the building exterior (east and west elevations). Those window openings on the rear (south) elevation and those facing the interior courtyard area have arched headers and one-over-one wood sash windows. All of the original one-over-one wood windows have been replaced; however, they have been replaced in kind (with new one-over-one wood windows with double pane glazing) and the original wood window frames and associated trim have been retained. On the east and west exterior elevations, the fourth floor features pairs of arched window openings at regular intervals. The one-over-one arched sashes have been replaced, though the original wood frames and trim also still remain.

At the storefront level along the California Street (east) elevation, some window and door modification is evident, though the original pattern of arched openings with raised arched headers generally remains. Windows on this elevation consist primarily of steel sash, fixed multi-pane windows and all doors have been fitted with modern replacements.

A raised porch with shed roof and stucco sidewalls was attached to the west elevation in the late 1970s, as part of an extensive remodel of the building. The original pattern of arched window and door openings with raised arched headers generally remains, though the window sashes have been replaced with modern equivalents. The original multi-pane glazed doors at this elevation, which now access commercial spaces, appear to have been retained or replaced in kind. A metal security gate enclosure extends the north end of the porch extension, providing for restricted access to the basement door in this location.

As described above, a shallow addition extends the rear wall of the building at the basement and ground floor levels. Interior access is provided via modern glazed metal doors, and pointed arched windows light the interior. A gabled, corrugated metal canopy links this addition to the more modern building at the southeast corner of the block. This canopy

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shelters an entry pavilion for the leased space at the basement level of the building, which is currently occupied by a Greek Orthodox Church.

Though the interior of the building has been altered over time, important aspects of its original configuration still remain. When originally completed the Lorenz Hotel boasted 44 rooms on each floor, for a total of 132 rooms. A rehabilitation campaign following the fire of 1937 reconfigured the units so each room contained a private bath; this reduced the number of rooms per floor to 26, for a total of 78 rooms. Today, there are 77 units in the residential corridors (2nd-4th stories), and one manager's suite on the fourth floor.

Ground level commercial spaces have been altered to meet changing needs and modern tastes, though their essential configuration remains the same. The original bar, restaurant, and sample rooms (later managers' apartments) have been removed and these spaces reconfigured. However, the original restaurant space is currently being used as a restaurant and many of the commercial storefronts are still in use. The Yuba Street entrance continues as the primary entrance to the building and the lobby retains many original or early features including the tile-clad fireplace, wood floors, decorative trims, and an early marble-topped reception desk with adjacent hotel key cubby box.

The individual units in the upper corridors have been notably altered from original construction, though some original or early elements remain including wood trims, wood panel doors, and some original door hardware. The double-loaded corridors on the upper floors are still intact. With exception of the area leased to the church at the rear of the building, the basement is largely unfinished and used primarily to house mechanical and other support functions. Other alterations not mentioned above include the removal and replacement of the original dentiled cornice, replacement or recladding of the parapet wall, removal of the wood balconies at the recessed area above the main entrance, removal of the lobby stairs, and alteration of rear stairs at the corridor ends (2nd, 3rd, and 4th floors).

The Lorenz Hotel has not been moved and retains integrity of location. Despite alterations to the building, its exterior appearance and detailing is much the same as it was at the time of original construction. Therefore, the building retains a high degree of exterior integrity of design, materials, and workmanship. While interior alterations have modified spatial relationships within the building, the key features (lobby, commercial spaces, double-loaded corridors) are still extant; as such, the building's interior retains a moderate degree of design integrity. Multiple upgrades to the building, especially those completed in the past thirty years, have resulted in a low level of integrity of materials and workmanship within the building's interior. The primary exception to this, however, is the lobby, which retains a high degree of integrity of materials and workmanship.

The Lorenz Hotel is the only brick hotel remaining in downtown Redding. It is also the last turn of the century hotel remaining in Redding's historic downtown. It retains its relationship to the railroad, though the setting is much changed from the period of significance. All of the early hotels have been demolished and a number of the early buildings in the blocks surrounding the Lorenz have also been removed or significantly altered. As such, integrity of setting is diminished. However, because of its size, detailing, relationship to the railroad, and its proximity to the smaller scale buildings that comprise Redding's early downtown core, the building does read as an early commercial hotel and therefore retains a high degree of integrity of feeling. The Lorenz is significant for its continued function as a commercial hotel serving downtown Redding, a function which ended in the mid-1970s when the hotel was rehabilitated for use as housing. As such, the building does not retain integrity of association. Overall, however, the building retains a level of integrity more than sufficient to convey its historical significance.

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8. Statement of Significance

Applicable National Register Criteria

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

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions.)

Commerce

Period of Significance

1902-1945

Significant Dates

1902 - Construction completed
1937 – Alteration post fire

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Arnold & Barrett, Architects (Redding)
Builder Unknown

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- 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.

Period of Significance (justification)

1902 to 1945 – This period of significance spans from the date of construction to the completion of the Shasta Dam and the close of World War II. The period of significance spans the key period of the Lorenz Hotel’s prominence as a commercial and railroad hotel in downtown Redding.

Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

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Completed in 1902, the Lorenz Hotel has served downtown Redding for over 100 years as a commercial and residential hotel. At the time of construction, and well into the 20th century, the hotel provided modern accommodations to business travelers and salesmen, as well as to workers in the mining, and later dam building, industries. In conjunction with the establishment of the railroad at Redding in 1872, these industries were vital to Redding's development as an important economic center in the Northern Sacramento Valley. The hotel also served as a tourist hotel for railroad and early automobile travelers, as tourism became another important factor in Redding's economic development during the 1920s and 1930s. Through the late 1930s and early 1940s the Lorenz met housing needs for the flood of workers that came to the area for work on the Shasta Dam. Following the completion of the dam in 1945 and the conclusion of World War II the same year, Redding experienced both continued prosperity and a significant increase in a more permanent population base. As the automobile became the preferred mode of transportation in the post-war era, motels and other auto-centered lodging establishments began to appear along major thoroughfares near Redding and throughout California. As a result, the Lorenz and other older, more formal downtown hotels that were popular during the first part of the 20th century began to fall out of favor. Though a number of early hotels once served the downtown area, the Lorenz Hotel is the last remaining turn of the (20th) century hotel in Redding. It is one of only three early brick buildings left in the downtown core (one of which has been significantly altered), and the only four-story building remaining from Redding's early development. As such, the Lorenz Hotel is eligible for listing on the National Register of Historic Places under Criterion A at the local level for association with Redding's commercial history and development.

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

Redding

In 1872, the Southern Pacific Railroad Company decided to create a temporary terminus at the northern end of the Sacramento Valley before pushing on to more mountainous territory to the north. Though the boomtown of Shasta was the county seat at that time, the railroad company chose to locate their terminus and a new town at a place then known as "Poverty Flats," a few miles east of Shasta.¹ The site was chosen for its relatively flat terrain and proximity to the Sacramento River.

The new community was a half-mile square, bounded by North Street (now Eureka Way), East, South, and West Streets with railroad tracks running roughly north to south through the center of town.² The first train arrived on September 1, 1872, and the railroad quickly transformed the new community into a hub for the transportation of goods to the nearby mining towns. By 1880, residents predicted continued growth of the community as the major supply center of the northern Sacramento Valley. An article in the local newspaper proclaimed:

[Redding], the northern terminus of the California and Oregon railroad, is growing and thriving, full of bustle and energy and is deemed to have a promising future. Freight teams from all directions – Yreka, Scotts Valley, Weaverville, Copper City and many places in southern Oregon concentrate here for the distribution of supplies which are conveyed by the railroad. In all probability [Redding] will remain the head of rail transportation for many years to come.³

This prediction proved to be correct as the town continued to grow, first in conjunction with the railroad, and later due to the success of several mining operations in the area. From around 1890 to the late 1910s, copper and other mining interests became the backbone of the local economy.⁴ Hundreds of job seekers came to the area around the turn of the 20th century looking for work at the copper smelters. To help house the new arrivals, several new brick and wood multi-storied hotels were constructed in downtown Redding during that time, including the Lorenz Hotel.

Despite the great demand for copper and other materials in the first decade of the new century, mining operations in the area rapidly declined following the end of the First World War. While much of the country prospered during the "Roaring Twenties," Redding slid into an extended economic recession and many working families left the area.⁵ The development

¹ Al Rocca, *Redding* (Introduction), Shasta Historical Society with Al Rocca, (Charleston, SC: Arcadia Publishing, 2004), 7.

² "Redding's Historic Architecture," adapted from "A Pictorial History of Building in Redding," by Patrick Pry (1977), and *Redding: the First Hundred Years*, by Ed Petersen (1972), (Redding: Redding Convention and Visitors Bureau [pamphlet], 1986).

³ Quoted in: Edward Petersen, *Redding, 1872-1972: A Centennial History*, (Redding: North-Cal Printing & Litho.), 17.

⁴ *Ibid*, 25-26, 30.

⁵ *Ibid*, 40. Also, Al Rocca, *Redding* (Introduction), 7.

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of Highway 99 and other highway system improvements in the 1920s, however, helped to improve trade traffic through the area during this period of decline. Tourism also increased somewhat during these years prompted by transportation improvements and increased advertisement of the region's recreational attractions.⁶ It wasn't until the late 1930s, however, that the community again experienced marked economic growth.

In 1938 Congress appropriated funding for the construction of Shasta Dam, and job seekers once more flooded the community. Over 4,000 new residents arrived in Redding between 1938 and 1941.⁷ Business boomed as dam workers and their families spent money on goods and services in the community. New hotels, stores, and other amenities were constructed as the city's boundaries pushed outward.⁸ The dam was completed in 1945, the same year that the Second World War came to a close.⁹

Following the end of World War II, Redding's economy did not decline as it had with the downturn of the mining industry in the 1920s, but rather expanded due in large part to the development of new industries related to the recently completed dam and to the growing forest products industry. Many of the dam construction workers remained in the area, purchased property, and took on local jobs in and around Redding.¹⁰ Toward the end of the 1940s, Redding's population had grown to around 10,000 residents (from about 4,200 in 1930), and this growth continued through the next decade. During the 1950s, building permits totaled nearly \$24,000,000 as subdivisions began to dominate Redding's outlying areas, and a City Planning department was established in 1956 to direct land use as the community continued to expand away from the urban core.¹¹

Another aspect of post-war growth – not just in Redding, but throughout the country – was the rise of the automobile as the preferred method of transportation. Traditional population centers shifted as residents, no longer tied to bus or rail travel, left American downtowns for the suburbs. Long-distance travel also increased as highways were built and improved to accommodate increased traffic. Temporary lodging built specifically for the car traveler became common alongside U.S. highways in the 1920s and 30s, usually taking the form of modest "tourist" or "auto courts" with small cabins and nearby parking. At least one of these, the Hidalgo Auto Court, was established near Redding by 1939.¹² Later, one and two-story motels with ample parking and larger rooms increased in popularity. By the late 1940s roadside motels had begun to appear in Redding, primarily along Highway 99, north and south of downtown.¹³ The 1949 Polk's city directory lists two motels in Redding, and by 1953 the El Rancho Motel had been constructed. The Thunderbird Lodge was constructed in 1959, and in that same year an entire downtown block was cleared for construction of a Travel Lodge. Additional motels including the Stardust Motel and the Americana Lodge were constructed in downtown Redding in the 1960s.¹⁴ Since many of the early 20th century hotels in America's downtowns were designed to accommodate rail travelers, they began to fall out of favor as automobile-centered motels rose in popularity.

Redding experienced continued and steady growth over the subsequent decades, and welcomed construction of new municipal facilities, hospitals, a library and museum, and a civic auditorium. Interstate 5 was constructed just east of downtown in the late 1960s, shifting the community's commercial corridor to Hilltop Drive. The Mount Shasta Mall was completed along Hilltop Drive in the 1970s. Tourism continued to play a significant role in Redding's economy through the last decades of the 20th century, and the city exists today as a mid-sized economic center for the northern Sacramento Valley.

Lorenz Hotel

At the turn of the 20th century, using profits from her late husband's successful gold mining operations in Trinity County, Susan Lorenz purchased a property near the railroad station in downtown Redding with the intent of building a hotel.

⁶ Ibid, 43.

⁷ Al Rocca, *Redding* (Introduction), 8.

⁸ Ibid.

⁹ "Shasta Dam," U.S. Dept. of the Interior, Bureau of Reclamation website at http://www.usbr.gov/projects/Facility.jsp?fac_Name=Shasta+Dam (accessed 11 November 2011).

¹⁰ *Redding: the First Hundred Years*, by Ed Petersen (1972), 49.

¹¹ Ibid, 48.

¹² "Hidalgo Court," Redding, CA, Photographer: Jervie Henry Eastman, 1939. Calisphere photo collection at <http://www.calisphere.universityofcalifornia.edu/> (accessed 10 November 2011).

¹³ Former U.S. Highway 99 was widened and straightened through downtown Redding in the late 1920s; the thoroughfare was routed along today's Pine and Market Streets. Highway 99 was decommissioned by 1968.

¹⁴ Email from Jay Thompson, Shasta County Historical Society, to Sarah Hahn, Garavaglia Architecture, Inc., 7 November 2011.

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Susan (Leibbrandt) Lorenz, an Indiana native, came to northern California with her family in 1857.¹⁵ Four years later, at age 17, Susan married Henry Lorenz, a prominent Trinity County pioneer, miner, and landowner.¹⁶ The couple had twelve children and were married for 38 years before Henry's death in 1895.

A stream running along the north side of Yuba Street and the nearby Calaboose Creek created marshy conditions in and around the new hotel site. Accounts indicate that a few frame buildings once stood on the lot, but at the time of Lorenz's purchase, it was a deep excavation that filled with water much of the year. To prepare the land for construction, Susan Lorenz cooperated with the Women's Improvements Club to fill the marshy ground.¹⁷

Construction on the hotel began in early 1901 and was completed in 1902. A c.1901 advertising brochure promoting the up and coming City of Redding featured an image of the new Lorenz Hotel with the caption, "Foremost in the line of private buildings is a splendid brick and stone hotel, the foundations of which are now laid." Arnold and Barrett are listed as the architects.¹⁸ The sandstone blocks at the front of the building were quarried locally at Sand Flats, just north of Redding, and installed by William J. Masterson of the Redding Marble Works.¹⁹ The Holt and Gregg Company brick manufacturing plant in Anderson manufactured the bricks.²⁰ At the time of construction, the hotel was the second four-story commercial building in the city.

In 1902 the Women's Improvements Club funded construction of concrete sidewalks and curbing around the Lorenz Hotel block. When the Carnegie Library was built on land just west of the hotel in 1903, the Women's Improvements Club also subsidized installation of a concrete walk to the building, a new lawn, and palm trees for the site.²¹ The library was demolished in 1962, though the palm trees installed in 1903 still stand. Library Park now occupies the site.

Once completed, the Lorenz was considered one of Redding's most prestigious hotels. It had 44 rooms on each floor, for a total of 132 rooms. In the early days all passenger trains were met with a horse-drawn cart to carry luggage, and later with a pushcart operated by the hotel porter. The new hotel lobby featured high ceilings, a stairway on either side, two large French mirrors, a six-foot grandfather clock, and several elegant pieces of furniture relocated from the demolished Depot hotel.²² Though the hotel did not have an elevator at the time of construction, the management soon recognized a need and installed an electric lift (reported to be the first in Shasta County) shortly after opening.²³ The author of a 1903 article on the hotel declared that it was the "largest and handsomest hotel in all Northern California," and provided the following description to support his claim:

There are [132] sleeping apartments,²⁴ in addition to the commodious office, parlor, dining room and bar. The building will be furnished throughout by the new management, and a modern electric elevator will be installed, the contract for its construction having been already let.

The building is provided with fire escapes in addition to the four stairways which extend from the fourth floor to the basement. The entire building is electrically lighted. There is hot and cold water in every room. The most improved system of call and recall bells extends throughout the building. The sleeping apartments are single or en suite of from two to four rooms, with or without baths attached. There is a commodious writing room, well lighted and fitted with comfortable desks and chairs.

A special feature of the house, which will appeal to the commercial travelers, is the number, size and convenience of the sample rooms, which are all in the main building, but removed from public gaze and intrusion. They are large, well ventilated and most admirably lighted.

¹⁵ "Pioneer Woman of Trinity County Dies in Redding," *The Searchlight* (Redding), 4 April 1925. Shasta Historical Society collection.

¹⁶ Individual Summary for Susan Leibbrandt (created 15 January 2001). Shasta Historical Society collection. Note: Susan's great, great, great, great, great, grandfather was William John Ball of Millenbeck Plantation, Lancaster County, Virginia, who was George Washington's great grandfather (source: Richard M. Lorenz, "Henry Lorenz: Biography of a Pioneer Businessman").

¹⁷ Marilyn Hoke, "Lorenz Log," typed historical narrative (November 1987), 1.

¹⁸ Boardman Brothers & Co. brochure for the new Boardman Addition (c.1901). Shasta Historical Society collection. Also, "Business Buildings," *The Engineering Record*, January-June 1901, Vol. 43, No. 17 (New York), 412. This citation states: "The plans of Arnold, Barrett & Soderburg of Redding are stated to have been accepted for a \$50,000 hotel to be called 'the Lorenz.'" To date, additional information regarding the architects or builders of the Lorenz Hotel has not been found.

¹⁹ Marilyn Hoke, "Lorenz Log," 2.

²⁰ Dottie Smith, "Lorenz Hotel is One of Redding's Oldest Brick Buildings," Redding: *Record Searchlight*, 24 January 2008.

²¹ Marilyn Hoke, "Lorenz Log," 2.

²² Henry J. Hinrichsen, "History of the Lorenz Hotel," (Spring 1983), 3. Also Marilyn Hoke, "Lorenz Log," 2.

²³ September 1909 letter written on Lorenz Hotel letterhead (Shasta County Historical Society archives). Also, Dottie Smith, 24 January 2008.

²⁴ This article states that there are "152 sleeping apartments," though all other accounts cite 132 as the original number (44 rooms on each floor).

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All passenger trains of the Southern Pacific Company will stop directly opposite the Hotel Lorenz and passengers not carrying dining cars [sic] will secure their meals there. Under the new management the hotel will be conducted upon a most liberal plan. Rooms can be secured with or without board, by the day, week or month, at from 50 cents per day upward...In the big caravansary you can secure almost all the necessities of life. You can eat, sleep, drink and bathe and enjoy yourself lounging about the commodious office and parlor. There is also a first class barbershop in the house.²⁵

In the 19th and early 20th centuries, the hotel as a building type emerged in several forms including resort hotels, transient lodging, and residential hotels. Resort and residential hotels commonly served as long-term lodging for the wealthy, while the transient hotels, both luxury and commercial, provided more short-term lodging and amenities for their guests. Luxury hotels served a wealthy clientele interested in both business and pleasure, where the more numerous commercial hotels met the somewhat less extravagant needs of the traveling salesman.²⁶ Despite the difference in customers, both luxury and commercial hotels shared "a basic multi-story form, operational emphasis on overnight lodging and dining, and [an] urban location."²⁷ By the early 20th century, "the most innovative new hotels were no longer exclusive luxury establishments, but "popularly-priced," first-class commercial hotels combining the amenities of a luxury hotel with services for the growing middle class of white-collar workers and tourists."²⁸ Like the Lorenz Hotel would, these commercial hotels began to offer a broader range of business and social spaces including restaurants, bars, lobbies and writing rooms, retail, barber shops, and beauty parlors.²⁹

In the first decades of the 20th century, most hotels also featured some sort of sample room as a place for traveling salesmen, or "drummers," to display their merchandise to potential customers and the Lorenz was no exception. The 1904 Sanborn map shows that the ground level of the new hotel featured two commercial spaces and four sample rooms in the west wing; the central hotel office and lobby at the front of the building; and two commercial spaces, a dining room, and kitchen in the east wing. As referenced in the 1903 description of the new hotel above, the separation of the sample rooms from hotel rooms was significant as it eliminated the potential of disturbance to other guests. The 1904 Sanborn also shows that the rear courtyard was primarily open at that time and a two-story balcony graced the front façade above the main entrance.³⁰

Alterations to the building began as early as 1907 after the hotel underwent a shift in management. Alterations announced at the time included the renovation of the office, bar, and dining room, and construction of billiard and club rooms in the hotel's basement.³¹ The newspaper article announcing these changes also indicated that the hotel would soon be operating on a European plan. In keeping with nationwide trends, many hotels at the time were replacing the older American plan of operation, where hotels charged a fixed daily rate for room and board, with the European plan, which was charged only for room and service but not meals. This change allowed hotels to increase restaurant revenues by serving locals and visitors in addition to hotel guests and also catered to trends towards lighter, simpler fare and more informal food service.³²

By 1909, hotel letterhead advertised the new European plan, electric elevator, and fire escapes. A 1910 newspaper article announced more changes for the Lorenz "so its appearance would be superior to most buildings of its kind in Northern California."³³ This renovation included a front façade update and installation of a bar and billiard rooms in the eastern portion of the ground level, in the spaces formerly occupied by the Northern California Power Company. The new rooms were outfitted in "mahogany finished furniture, billiard tables and suites to match."³⁴ As further described in the article:

The [bar] proper occupies a space 21x60 feet, and...is entirely finished in the most beautiful of mahogany counter...Along the walls are twenty feet of bottle cases. Nineteen tungsten lights and forty incandescents will light

²⁵ "The Finest Hotel In All Northern California," 27 May 1903, newspaper clipping from the Richard Lorenz collection (newspaper unknown).

²⁶ Lisa Pfueller Davidson, "'A Service Machine': Hotel Guests and the Development of an Early-Twentieth-Century Building Type," *Perspectives in Vernacular Architecture*, Vol. 10, Building Environments (2005), 113-139. (Published by Vernacular Architecture Forum online through JSTOR.)

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Digital Sanborn Fire Insurance Maps, Redding, California: 1896, 1904, 1912, 1930, 1950 (accessed online via the San Francisco Public Library website at <http://sfpl.org>, 22 July 2011).

³¹ "Hoyle Sells Half Interest in Lorenz," *Courier-Free Press*, 9 February 1907. Richard Lorenz, Lorenz Family/Hotel history collection (personal collection).

³² Lisa Pfueller Davidson, "'A Service Machine': Hotel Guests and the Development of an Early-Twentieth-Century Building Type."

³³ "\$10,000 Improvements at Popular Lorenz Hotel," 3 June 1910. Richard Lorenz, Lorenz Family/Hotel history collection (personal collection).

³⁴ Ibid

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up the entire interior. Six settees...occupy the rear end of the [bar], while adjacent are to be billiard and pool tables, set on the finest maple floor.³⁵

By 1912, Sanborn maps show the bar, pool hall, and sample rooms in the east wing of the hotel. A barbershop and telegraph office had been established in the commercial spaces flanking the main lobby and the east wing remained relatively unchanged. The rear courtyard featured an elevated walkway at the second story and a small frame shed and chicken coops were stood behind the hotel.

The Lorenz, in its early years, catered to rail passengers, travelling salesmen, miners, and local business people. It provided temporary quarters for short visits and more permanent lodging for residents and hotel staff. Hotel letterhead on a 1916 letter advertised the Lorenz as "Headquarters for Commercial and Mining Men."³⁶ The 1920 U.S. Federal Census lists several permanent lodgers, including residents with occupations such as taxi driver, real estate agent, civil engineer for state highways, barber, and hotel maid.

As highway improvements and an increase in automobile use brought more traffic through Redding in the 1920s, the Lorenz Hotel began some of the first alterations to meet ever-evolving needs of the traveler. In 1927 a garage was added behind the hotel for the Pickwick Stages, a motor coach service.³⁷ As seen in the 1930 Sanborn map, a "stage depot" had also, by that time, replaced the former kitchen in the south end of the hotel's east wing. Research suggests that this depot offered a lunch counter and other services to bus travelers. Sanborns also show that the sample rooms were still extant in 1930, though a telephone office had taken the place of the bar and the pool hall was no longer in use. (Many hotel bars were removed or converted for other purposes following the onset of Prohibition in 1919.) Reflecting a national trend of providing improved accommodations for the female traveler, the western mezzanine level of the Lorenz was converted for use as a beauty parlor in 1934.³⁸

On March 30th 1937, a fire destroyed much of the hotel's fourth floor. Following the fire, hotel management undertook an extensive remodeling campaign. Most if not all of the hotel rooms were reconfigured to include private baths at this time. It was also at this time that the western hallways on the upper floors were narrowed to provide additional closet space for those units.³⁹ This comprehensive upgrade was also likely done in anticipation of the flood of new residents that would come to the area for work on the Shasta Dam the following year. The 1950 Sanborn map suggests that other alterations completed during or shortly after the 1937 remodel included the replacement of the sample room spaces with three finished apartments and the completion of a one-story addition to the back of the lobby. Historic photographs also imply that the tiered wood balcony above the front entry was removed as part of this renovation. Other improvements included a new coffee shop entrance at the east elevation, modern signage, air conditioning, and a full exterior coat of light-colored paint.

Though the Lorenz continued to operate as a hotel through the early 1970s, its prominence appears to have diminished in the decades following World War II. The modern, casual, and spacious accommodations offered by new motels along Highway 99 supplanted the more formal design and modestly sized rooms of downtown's railroad era hotels. The Lorenz provided regular hotel accommodations and longer-term residential accommodations until it closed in 1973.

Developmental history/additional historic context information (if appropriate)

The Lorenz family incorporated the business in 1917, appointing immediate family members as stockholders in the organization.⁴⁰ Though the day-to-day management of the hotel was occasionally leased to an outside party, the Lorenz Hotel was owned, occupied, and managed by direct descendents of the Lorenz family into the early 1970s. Many descendents of this pioneer family continue to reside in Trinity and Shasta Counties today.

³⁵ Ibid.

³⁶ Letter held in Shasta Historical Society collection.

³⁷ Marilyn Hoke, "Lorenz Log," 4.

³⁸ Lorenz Company Meeting Minutes, Richard Lorenz, Lorenz Family/Hotel history collection (personal collection).

³⁹ Ibid.

⁴⁰ Marilyn Hoke, "Lorenz Log," 3.

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In 1974, city officials notified the Lorenz management of \$100,000 worth of fire safety improvements that were required to comply with current codes. The family could not meet the expense of the required upgrades and the Lorenz Company issued an evacuation notice to its residents on January 14, 1975. Jack Buffam of the Buffam-Westberg Corporation purchased the building from the family that same year.⁴¹

In 1977-1978, Buffam and Associates undertook a \$1.6 million renovation of the hotel to provide for a new use as senior housing. Alterations completed at this time included a full plumbing replacement, installation of a new elevator and shaft, renovation of the ground floor kitchen and dining room, and new lounges and laundry facilities in the residential corridors. Removal of the remaining lobby stair and current configuration of the enclosed elevator hall occurred at this time.⁴²

The U.S. Department of Urban Housing and Development (HUD) acquired the property and made over \$5 million in repairs. On Sept. 18, 1995, HUD sold the building to the Shasta Housing Development Corporation for \$1 to provide subsidized housing for low-income seniors.⁴³ Lorenz Senior Housing, Inc. purchased the property in 1999 and the building continues to provide affordable housing for seniors to the present.

Note: This nomination has been prepared in conjunction with a Federal Historic Preservation Tax Credit Application for a proposed Lorenz Hotel rehabilitation and upgrade project. A general project description is as follows:

The existing housing is comprised of seventy-eight units on the upper three floors of this four-story building. The existing seventy-eight will be reconfigured into sixty units (studios and one-bedroom units). The first floor is comprised of lobby, circulation, and tenant spaces. Work on the first floor and basement will be minimal, and is only to occur as part of security, systems, and seismic-required upgrades. There are a number of seismic upgrades proposed for the building including parapet bracing, floor anchorage, and brace frames, none of which will significantly impact the historic character of the building. Proposed alterations to the interior are planned for areas of diminished historical integrity. The mechanical, electrical, plumbing, and fire protection systems of the building will be upgraded. Construction work will be divided into three phases to facilitate use of the building by the current occupants. The Secretary of the Interior's Standards for Rehabilitation (SISR) and the California Historical Building Code will guide development of proposed plans for the project. An Amendment to this nomination will be submitted upon completion of the project.

9. Major Bibliographical References

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

"\$10,000 Improvements at Popular Lorenz Hotel," 3 June 1910 (newspaper clipping, Richard Lorenz personal collection).

Boardman Brothers & Co. brochure for the new Boardman Addition (c.1901). Shasta Historical Society collection.

Davidson, Lisa Pfueller. " 'A Service Machine': Hotel Guests and the Development of an Early-Twentieth-Century Building Type." *Perspectives in Vernacular Architecture*, Vol. 10, Building Environments (2005).

"The Depot Hotel to be Torn Down," 27 May 1903 (newspaper clipping, Richard Lorenz personal collection).

The Engineering Record, "Business Buildings," January-June 1901, Vol. 43, No. 17 (New York).

"The Finest Hotel in All Northern California," 27 May 1903 (newspaper clipping, Richard Lorenz personal collection).

Frank, B.F. and H. W. Chappell. *The History and Business Directory of Shasta County*. Redding, CA: Redding Independent Book and Job Printing House, 1881.

Gudde, Erwin G. *California Place Names: the Origin and Etymology of Current Geographical Names*. Berkeley: University of California Press, 1998.

⁴¹ Marilyn Hoke, "Lorenz Log," 5.

⁴² "The Lady Gets a Facelift," *Record Searchlight* (Redding) 17 Feb 1978.

⁴³ Dottie Smith, 24 January 2008.

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"He Wins An Heiress To Be His Bride: James Hoyle Weds Miss Lorenz Tonight: 19 February 1902 (newspaper clipping, Richard Lorenz personal collection).

Hinrichsen, Henry J. "History of the Lorenz Hotel," (Term Paper, Spring 1983).

Hoke, Marilyn. "Lorenz Log," typed historical narrative (November 1987), held in the Shasta County Historical Society archives.

"Hoyle Sells Half Interest in Lorenz," 9 February 1907, (newspaper clipping, Richard Lorenz personal collection).

Individual Summary for Susan Leibbrandt (created 15 January 2001). Shasta Historical Society collection.

"James Hoyle Buys Gillespie's Share in Lorenz," 21 January 1907 (newspaper clipping, Richard Lorenz personal collection).

Lorenz, Richard M. "Henry Lorenz: Biography of a Pioneer Businessman." Weaverville, CA: *Trinity 1969: Yearbook of the Trinity County Historical Society*.

----- Lorenz Family/Hotel history collection (personal collection).

"Lorenz Under New Management," 1 June 1903 (newspaper clipping, Richard Lorenz personal collection).

McKim, Hazel, Ed. *Shasta County History: An Original California County*. Shasta, CA: Shasta County Book Commission, 1985.

Petersen, Edward. *Redding, 1872-1972: A Centennial History*. Redding: North-Cal Printing & Lithography.

"Redding's Historic Architecture: Three Self-Guided Tours." Redding: Redding Convention and Visitors Bureau [pamphlet]. Narrative content adapted from "A Pictorial History of Building in Redding," by Patrick Pry (1977), 1986.

Record Searchlight (Redding), "The Lady Gets a Facelift," 17 Feb 1978.

----- "Unusual Groundbreaking at Lorenz," 29 October 1976.

----- "A Reservation With History," 24 January 2008.

----- "Pioneer Woman of Trinity County Dies in Redding," 4 April 1925.

Richard Lorenz, Lorenz Family/Hotel history collection (personal collection).

Rocca, Al M. *Where the Valley Meets the Mountains: A History of Redding and Shasta County*. Carlsbad, CA: Heritage Media Corporation, 2001.

Rollins, Dawn. Lorenz Family/Hotel history collection (personal collection).

The Sacramento Bee (Sacramento), "Fire-Safety Edict Ousts Seniors From Hotel Home," 31 May 1974.

Sanborn Fire Insurance Maps, Redding, California: 1896, 1904, 1912, 1930, 1950 (online).

San Francisco Call, "Entire Force of Hotel Strikes," (Volume 93, No. 40), 9 January 1903.

September 1909 letter written on Lorenz Hotel letterhead (Shasta County Historical Society archives).

Shasta Historical Society Archives – miscellaneous material including:

- Lorenz family genealogical records
- Lorenz family obituaries
- Copies of letters with Lorenz Hotel letterhead, various years

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- Photographs

Shasta Historical Society with Al Rocca. *Redding*. Charleston, SC: Arcadia Publishing, 2004.

Smith, Dottie. "Lorenz Hotel is One of Redding's Oldest Brick Buildings," Redding: *Record Searchlight*, 24 January 2008.

U.S. Dept. of the Interior, Bureau of Reclamation website, "Shasta Dam," at http://www.usbr.gov/projects/Facility.jsp?fac_Name=Shasta+Dam (accessed 11 November 2011).

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: Richard Lorenz and Dawn Rollins, private archives

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 0.345
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 _____
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

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

APN: 101-330-005-000

Real Property in the City of Redding, County of Shasta, State of California, described as follows:
ALL THAT PORTION OF REDDING UNSUBDIVIDED AND THAT PORTION OF BLOCK 30, AS SHOWN ON THE MAP OF THE ORIGINAL TOWN OF REDDING, IN BOOK OF OLD PLATS AT PAGE 65, SHASTA COUNTY RECORDS, DESCRIBED AS FOLLOWS:

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BEGINNING AT THE NORTHEAST CORNER OF SAID BLOCK 30; THENCE, ALONG THE NORTH LINE OF SAID BLOCK 30, SOUTH 72° 14' 10" WEST 115.0 FEET; THENCE, SOUTH 17° 45' 50" EAST, 184.75 FEET; THENCE, NORTH 72° 14' 10" EAST, 115.0 FEET TO THE EAST LINE OF SAID BLOCK 30; THENCE, ALONG SAID EAST LINE NORTH 17° 45' 50" WEST, 184.75 FEET TO THE POINT OF BEGINNING.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the lot currently occupied by the subject property and encompasses the building and the site immediately surrounding the building envelope.

11. Form Prepared By

name/title Sarah Hahn, Architectural Historian
organization Garavaglia Architecture, Inc. date September 2011
street & number 582 Market Street, Suite 1800 telephone 415.391.9633
city or town San Francisco state CA zip code 94104
e-mail sarah@garavaglia.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**

Photo Key Maps/Sketch Maps:

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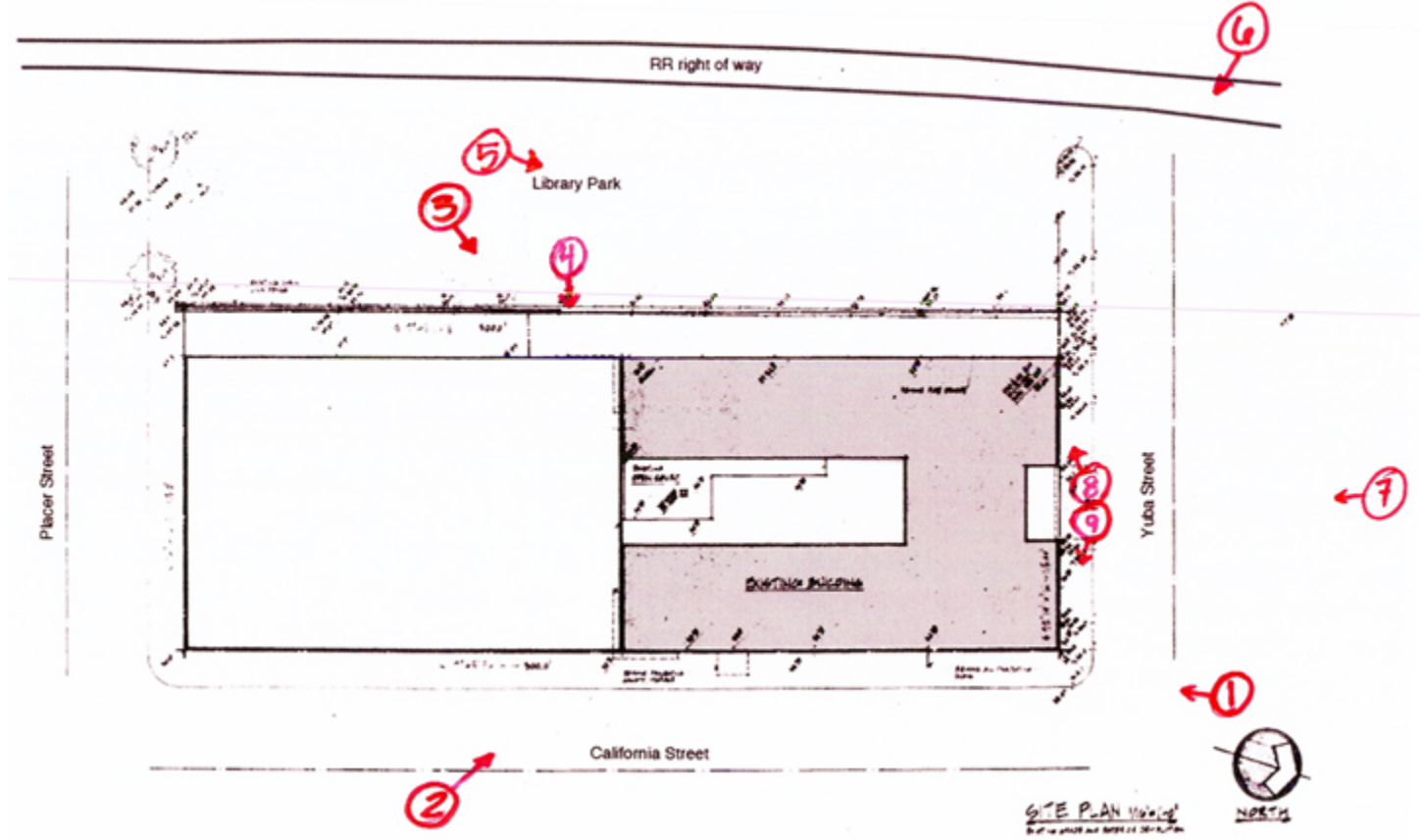


Figure 1. Site Plan

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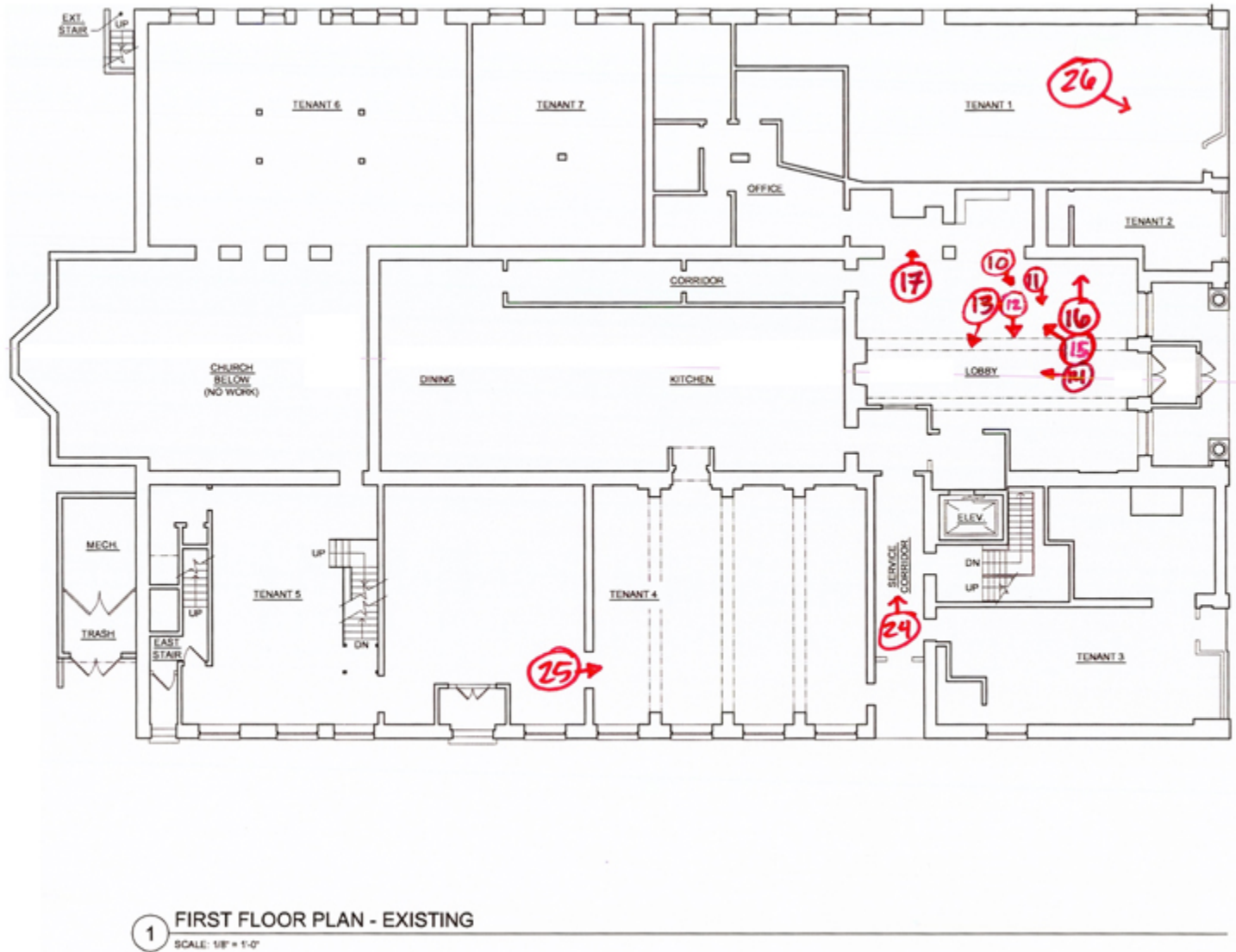


Figure 2. First Floor Plan

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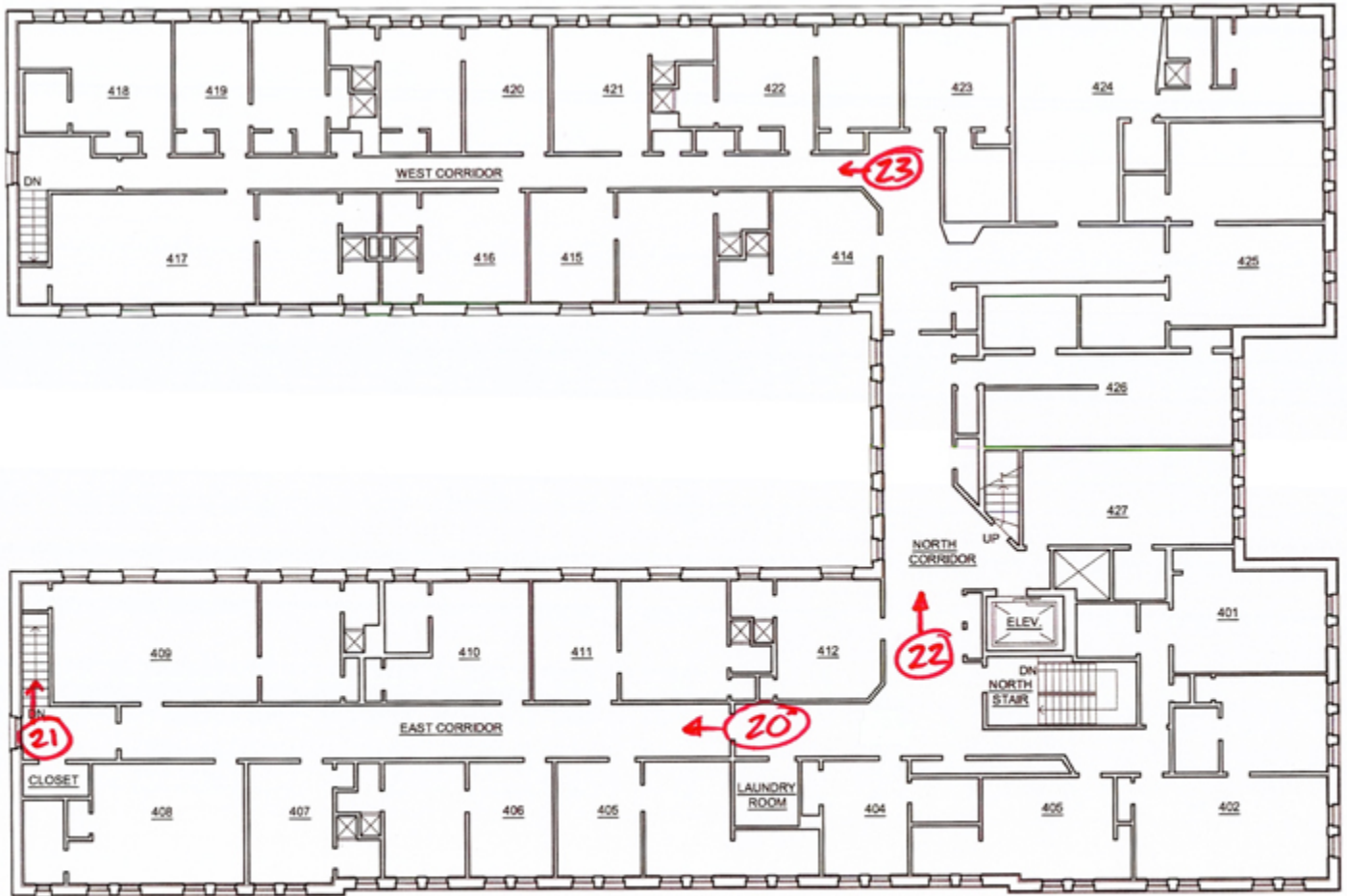


1 SECOND FLOOR PLAN - EXISTING
SCALE: 1/8" = 1'-0"

Figure 3. Second Floor Plan

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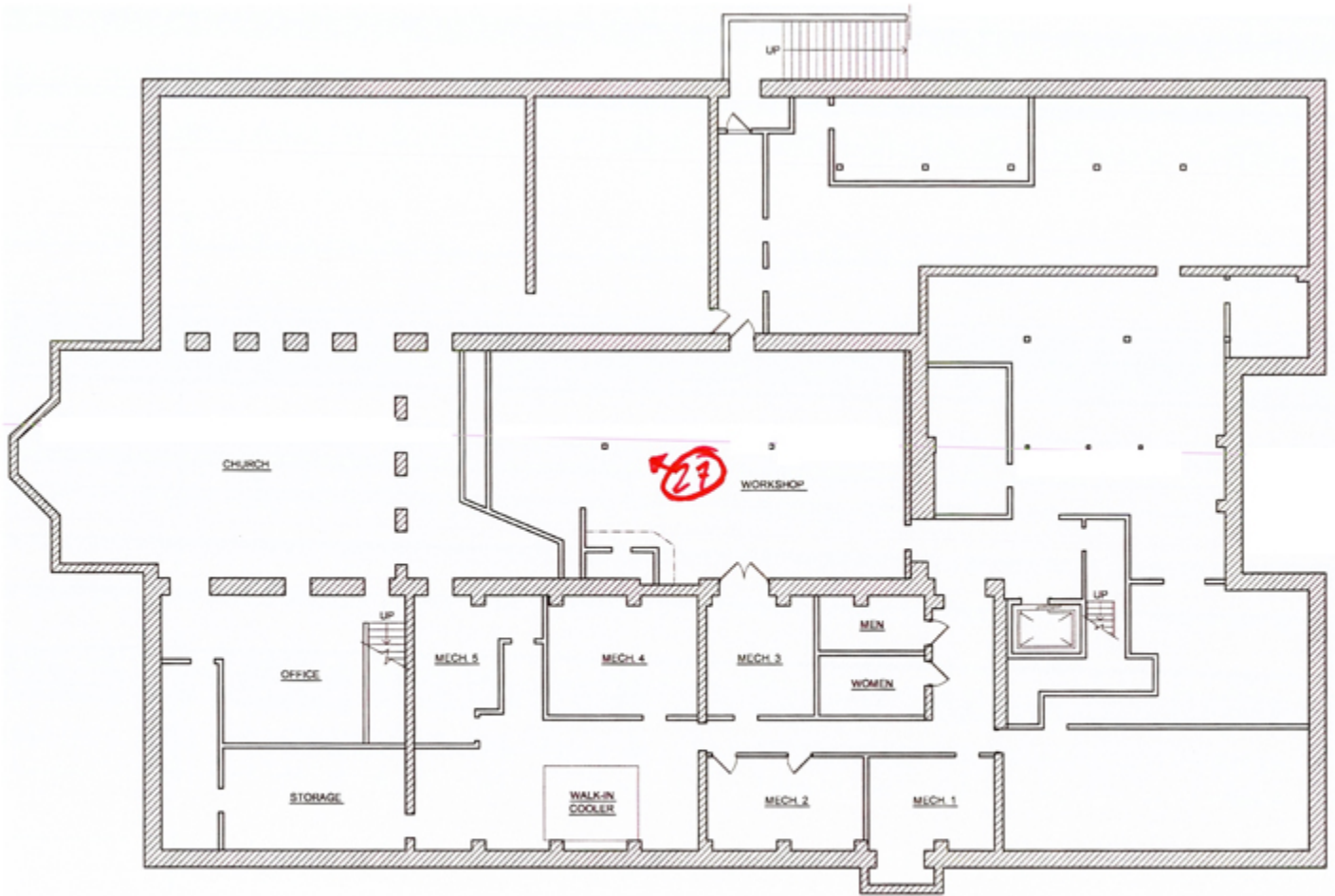


1 FOURTH FLOOR PLAN - EXISTING
SCALE: 1/8" = 1'-0"

Figure 4. Fourth Floor Plan

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1 BASEMENT FLOOR PLAN - EXISTING
SCALE: 1/8" = 1'-0"

Figure 5. Basement Floor Plan

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Lorenz Hotel

City or Vicinity: Redding

County: Shasta

State: CA

Photographer: Sarah Hahn

Date Photographed: August 2011

Location of Original Digital Files: Garavaglia Architecture, Inc., 582 Market Street, Suite 1800, San Francisco, CA

Description of Photograph(s) and number:

| Photo Number | View | Photo Title |
|--------------|--|--|
| 1 | E Elevation, looking SW | CA_Shasta County_Lorenz Hotel_0001.tif |
| 2 | S Elevation, looking NW (Note stucco-clad rear extension) | CA_Shasta County_Lorenz Hotel_0002.tif |
| 3 | S Elevation, looking NE | CA_Shasta County_Lorenz Hotel_0003.tif |
| 4 | Rear (south) extension with gabled canopy | CA_Shasta County_Lorenz Hotel_0004.tif |
| 5 | W Elevation, looking NE | CA_Shasta County_Lorenz Hotel_0005.tif |
| 6 | North (primary) elevation, looking SE | CA_Shasta County_Lorenz Hotel_0006.tif |
| 7 | North elevation, looking S | CA_Shasta County_Lorenz Hotel_0007.tif |
| 8 | North elevation storefronts (Note original transoms extant), W bay | CA_Shasta County_Lorenz Hotel_0008.tif |
| 9 | North elevation storefronts (note alteration/infill), E bay | CA_Shasta County_Lorenz Hotel_0009.tif |
| 10 | Lobby, looking NE | CA_Shasta County_Lorenz Hotel_0010.tif |
| 11 | Lobby, looking E (1 of 2), Note infilled doorway | CA_Shasta County_Lorenz Hotel_0011.tif |
| 12 | Lobby, looking E (2 of 2), Note modern partition with wood railing | CA_Shasta County_Lorenz Hotel_0012.tif |
| 13 | Lobby, looking SE, Note modern partition with wood railing | CA_Shasta County_Lorenz Hotel_0013.tif |
| 14 | Lobby, looking S, Note original fireplace and infilled doorway | CA_Shasta County_Lorenz Hotel_0014.tif |
| 15 | Lobby, looking SW, note reception desk | CA_Shasta County_Lorenz Hotel_0015.tif |
| 16 | Lobby, looking W | CA_Shasta County_Lorenz Hotel_0016.tif |
| 17 | Hotel key/mail cubby and reception desk | CA_Shasta County_Lorenz Hotel_0017.tif |
| 18 | Room 227, looking N (Note this room retains original baseboards, window trim and wood panel door. This room typ.; some rooms altered flat sawn trim and modern doors, floor plans vary. Most or all of the original window trims have been retained) | CA_Shasta County_Lorenz Hotel_0018.tif |
| 19 | Room 227, looking S | CA_Shasta County_Lorenz Hotel_0019.tif |
| 20 | 4 th floor, E corridor, looking S (typ. all residential floors) | CA_Shasta County_Lorenz Hotel_0020.tif |
| 21 | Rear stair, looking down from 4 th floor (Note alteration to stair grade visible in remnant wainscot) | CA_Shasta County_Lorenz Hotel_0021.tif |
| 22 | 4 th floor hall, hyphen between corridors, looking west (typ. all residential floors) | CA_Shasta County_Lorenz Hotel_0022.tif |
| 23 | 4 th floor, W corridor, looking S (typ. all residential floors) | CA_Shasta County_Lorenz Hotel_0023.tif |
| 24 | 1 st floor side hall with tile floor | CA_Shasta County_Lorenz Hotel_0024.tif |
| 25 | Restaurant, looking N | CA_Shasta County_Lorenz Hotel_0025.tif |
| 26 | Commercial space, NW corner, looking NE | CA_Shasta County_Lorenz Hotel_0026.tif |
| 27 | Basement utility space | CA_Shasta County_Lorenz Hotel_0027.tif |

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Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Lorenz Senior Housing Inc. (Don Stump, Owner's Representative)
street & number 303 Hegenberger Rd #201 telephone (510) 632-6712
city or town Oakland state CA zip code 94621

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.