

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 Wigwam Village No. 7

Other names/site number Wigwam Motel

2. Location

Street & number 2728 W. Foothill Boulevard not for publication

City or town San Bernardino vicinity

State California Code CA County San Bernardino Code 071 Zip code 92410

3. State/Federal Agency Certification

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

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

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

 national statewide local

Signature of certifying official Date

Title 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

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	
21		buildings
		district
		site
1	2	structure
1	1	object
23	3	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

U.S. Highway 66 in California

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

DOMESTIC: Hotel

DOMESTIC: Hotel

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

OTHER: Programmatic

foundation: Concrete

walls: Wood

Concrete

roof: N/A

other:

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.)

See Continuation Sheet

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)

A: Commerce _____

C: Architecture _____

Period of Significance

1950-1974 _____

Significant Dates

1950; 1953 _____

Significant Person

(Complete only if Criterion B is marked above)

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

Frank A. Redford _____

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)

See Continuation Sheet.

Criteria Considerations (explanation, if necessary)

Criterion Consideration G applies; however, a case for exceptional importance does not have to be justified because Wigwam Village No. 7 satisfies the provisions outlined in *Criterion Consideration G* in Section F of the U.S. Highway 66 in California National Register of Historic Places Multiple Property Documentation Form. Section 8 clearly demonstrates the property continued to operate in its original capacity and continued to be directly associated with U.S. Highway 66 through 1974.

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

See Continuation Sheet.

9. Major Bibliographical References

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

See Continuation Sheet.

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 # _____

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: San Bernardino Public Library California Room, San Bernardino, CA

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 4.24
(Do not include previously listed resource acreage)

UTM References

(Place additional UTM references on a continuation sheet)

1	<u>11N</u>	<u>467718</u>	<u>3774113</u>	3	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u> </u>	<u> </u>	<u> </u>	4	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing

Verbal Boundary Description (describe the boundaries of the property)

The historic boundary for Wigwam Village No. 7 coincides with the legal parcel, as identified on the historic boundary map found on the Continuation Sheet for Additional Items, page 1.

Boundary Justification (explain why the boundaries were selected)

The historic boundary encompasses the entirety of the property historically and currently comprising Wigwam Village No. 7. The boundary includes the buildings, structures, and objects historically associated with the complex.

11. Form Prepared By

Name/title	<u>Sara Gredler, Heather Goodson, Chad Moffett, and Emily Pettis</u>		
Organization	<u>Mead & Hunt, Inc.</u>	Date	<u>September 28, 2011</u>
Street & Number	<u>180 Promenade Circle, Suite 240</u>	Telephone	<u>916-971-3961</u>
City or Town	<u>Sacramento</u>	State	<u>CA</u>
		Zip Code	<u>95834</u>
E-mail	<u>preservation@meadhunt.com</u>		

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.

San Bernardino South

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items)

Wigwam Village No. 7 historic boundary map
Interior floor plan of sleeping units

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.

See continuation sheet.

Property Owner:

(complete this item at the request of the SHPO or FPO)

Name Jagdish and Ramila Patel
Street & number 2512 W. Foothill Boulevard Telephone 909-875-3005
City or town San Bernardino State CA zip code 92410

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.

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Wigwam Village No. 7
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Narrative Description

Constructed between 1947 and 1949, and opened in 1950, Wigwam Village No. 7 is located in San Bernardino, San Bernardino County, California. Wigwam Village No. 7 was the culmination of the work of designer Frank Redford, and was the seventh of a group of “Wigwam Villages” executed in his patented design.

Overview of Property

Historically associated with U.S. Highway 66, Wigwam Village No. 7 is comprised of 21 buildings, three structures, and two objects. The buildings include one large apartment unit with an attached office; 19 smaller, individual sleeping units; and one maintenance building. Each building is a contributing resource. Three structures are part of the property: the 1953 swimming pool (contributing) located in the large, central yard; the fire pit (contributing) located in the southwest corner of the yard; and a canopy (noncontributing) over the vending machines at the rear of the office. Two objects are also part of the property: the sign (noncontributing) that stands immediately to the west of the office; and the carved Native American statue (noncontributing) that stands between the office and U.S. Highway 66. See Photograph 1. Section 8 provides an assessment of historic integrity for the entire property.

Wigwam Village No. 7, now known as the Wigwam Motel, is made up of individual, non-connected sleeping units built in the shape of teepees, rather than wigwams. Since wigwams are dome-shaped structures, the name Redford gave to his motel chain and patented design is a misnomer. The motel currently describes the units using both terms, using the name the Wigwam Motel while advertising with the slogan “Have You Slept in a Teepee Lately?” The 19 sleeping units, spaced approximately 18 feet apart, are arranged in two semi-circle rows beginning at the roadway and are organized around a large, central yard with the apartment unit and office at the center. Eleven units, constructed between 1947 and 1949, make up the inner semi-circle. Eight units, constructed in 1953, make up the outer semi-circle. The outer semi-circle is separated into two groups of four, with both groups situated at the south ends of the semi-circle. See Photographs 2 and 3. A driveway, which is approximately 25 feet wide, runs between the two semi-circles. The apartment unit and office are centered on the yard at the base of the interior semi-circle, while the maintenance building is centered at the top of the outer semi-circle. See Photograph 4 and 5. The yard features the swimming pool, amenities such as benches and the fire pit, and landscaping to provide a recreational and social space for patrons. A non-historic metal fence runs along U.S. Highway 66 at the front of the property.

Description of Sleeping Units

Each sleeping unit is conical in form, stands 32 feet tall, measures approximately 20 feet in diameter at the base, and consists of 16 wooden ribs covered with plaster and concrete. Diamond-shaped window openings reveal original, recessed, four-light gliding windows or replacement windows, with brown painted surrounds. Sleeping units on the interior ring have three windows, including one on the rear, while the outer ring sleeping units do not have a rear window. The recessed entrance includes a sculpted, brown-painted entry that is meant to evoke the wrap-around fur or leather teepee entrance and matches the window openings. The current six panel entrance doors, painted to match the color scheme, replaced simple wood flush doors. Four posts extend from the roof of

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each unit meant to resemble a structural system of a “teepee.” A concrete curb surrounds the units, and a non-historic light post is next to the entrance of each sleeping unit.

The interior configuration of the sleeping units consists of a bedroom area and a bathroom located at the rear, containing a toilet, sink, and small shower. The entrance opens directly into the bedroom area (see the floor plan in Additional Items, page 2). Each unit has a built-in air-conditioning unit, original to the design of the sleeping units. The drop ceiling provides lateral support and empty space at the apex of the cone for electrical wiring and ventilation.

Description of Office/Apartment Unit and Other Features of Property

The office, which consists of the lobby and gift shop, is rectangular in form, has a flat roof with an overhang, and is wood frame with applied stucco. The building has a modern entrance door and multi-light windows. A small cashier’s window is located on the west elevation. Asphalt paving provides parking on both sides of the office building. The rear of the office building connects to a two-story apartment unit constructed between 1947 and 1949 to provide living space for staff. The apartment unit is taller than the sleeping units, but identical in construction. The interior includes a kitchen and a circular staircase to the upper story. The apartment unit has replacement windows on the east and west elevations; the remaining windows are original. South of the office and adjacent to U.S. Highway 66 is a wood carving of a Native American pointing to the entrance of the motel lobby. The statue stands approximately nine feet tall. Although details regarding who carved the statue and when it was added to the motel property are unknown, it is believed to have been added in the late 1960s when the original sign was removed.¹ Located on the west side of the office building, the Wigwam Motel sign is a free-standing, metal structure that is approximately 30 feet tall. Neon outlines the large wigwams on the sign. The sign is believed to have been installed sometime in the 1970s.²

Other features of the property include the maintenance building and the central semi-circular yard with amenities. Centrally located between the outer two groups of sleeping units is a one-story rectangular maintenance building. The building is wood frame with a shallow-pitch, front gable roof and porches on the south (primary) and east elevations. See Photograph 6. The central semi-circular yard consists of a lawn with palm trees, a fire pit with two benches west of the office building, a non-historic metal canopy to the rear of the office, and an irregular-shaped pool surrounded by a non-historic metal fence. Concrete paving, presumably laid at the time of the pool’s installation, connects the office, pool, and sleeping units.³ Surrounding the sleeping units and maintenance building is an asphalt parking area. See Photographs 7 through 9. A third, outer ring of sleeping units was planned, and the foundation for one of these units was poured, but no other construction was completed. The foundation is still visible, located in the northeast corner of the property.

¹ Kumar Patel, Personal communication with Mead & Hunt, 22 March 2011.

² Kumar Patel, Personal communication with Mead & Hunt, 22 March 2011.

³ Concrete paving connecting the sleeping units is visible in an advertisement photograph of the Wigwam Motel located in *Desert Magazine*, March 1955. Research did not reveal other information about the concrete paving history.

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Rehabilitation

The Wigwam Motel was renovated between 2003 and 2005, and the current owners were awarded the National Historic Route 66 Federation's 2005 Cyrus Avery Award for outstanding preservation projects. Alterations include replacement of the original doors with modern six panel doors, replacement of some four-light gliding windows, and the addition of modern light posts at the entrance of each sleeping unit. Because the exteriors of the units had previously been painted non-historic colors, they were repainted during the renovation to return them to a more historic color scheme. In addition, hedge plantings around each sleeping unit were replaced with lava rock due to state environmental restrictions on allowable green space. These alterations result in a minor loss of integrity, but do not result in the wigwams being unable to convey their association as a teepee-themed sleeping unit located along U.S. Highway 66. Section 8 provides an assessment of historic integrity for the entire property.

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Wigwam Village No. 7
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Statement of Significance

This nomination for Wigwam Village No. 7 is submitted under the *U.S. Highway 66 in California National Register of Historic Places Multiple Property Documentation Form (MPDF)* under the contexts of Commerce and Architecture. Wigwam Village No. 7 meets National Register *Criteria A* and *C* for listing at the local level of significance. It is located along the main route of U.S. Highway 66 and was constructed between 1947 and 1950 in direct response to the post-World War II boom in automobile tourism along U.S. Highway 66, providing tourist accommodations as a commercial property. Wigwam Village No. 7 also exemplifies a unique type of roadside architecture designed to attract high-speed travelers who had only moments to grasp the message conveyed through iconography and programmatic architecture. Wigwam Village No. 7 clearly embodies the design Frank A. Redford developed in 1933 and patented in 1936 for his chain of travel accommodations.

The period of significance of the Wigwam Village No. 7 is 1950-1974. The period of significance begins with the completion of construction and opening of the village to the traveling public in 1950. It extends to 1974 with the completion of Interstate 15 (I-15), which connected to I-10 and effectively by-passed the segment of the route in which the Wigwam is located, marking the end of the heyday of use for this segment of U.S. Highway 66.⁴

Criterion Consideration G: Properties That Have Achieved Significance Within the Last 50 Years applies to Wigwam Village No. 7; however, a case for exceptional importance does not have to be justified because Wigwam Village No. 7 satisfies the provisions outlined in Section F of the MPDF. Wigwam Village No. 7 began its association with the route more than 50 years ago with the completion of construction in 1950 and continued to operate in its original capacity and be directly associated with U.S. Highway 66 until 1974.

U.S. Highway 66 served as a major corridor for tourists coming to California beginning in the 1920s. Unprecedented numbers of tourists used U.S. Highway 66 in the years following World War II.⁵ After the long period of war-time rationing and restricted travel, Americans were anxious to get back on the road. Entrepreneurs such as Redford recognized business opportunities to expand the existing infrastructure and provide accommodations, food, auto services, and supplies to meet the needs of tourists. Wigwam Village No. 7 has a direct association with U.S. Highway 66 in California because of its location along the main route of the highway

⁴ Wigwam Village No. 7 is located on a former portion of U.S. Highway 66 that was bypassed by the Foothill Freeway/I-210, I-10, and I-15. The last link in the new freeway and Interstate system routes was developed by 1974 when I-15 from Las Vegas was connected to I-10 (San Bernardino/Santa Monica freeways) at Ontario. The justification for 1974 as the ending date is based on the end of the heyday of use for this segment of U.S. Highway 66. Portions of this segment of the route were officially decommissioned in the recent past. Since official decommissioning and removal from the U.S. Highway System lagged far behind the actual bypass of the highway by Interstate Highways and freeways for this segment of the route, the date of decommissioning proved to be arbitrary. As such, the date this segment was bypassed by new and larger east-west transportation corridors reflects the end of the heyday of use as a major transportation corridor in San Bernardino.

⁵ California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964." Available at California Department of Food and Agriculture, Sacramento, California.

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during its construction and early years of use. Wigwam Village No. 7 is an important example of the travel accommodations constructed along U.S. Highway 66 in the post-World War II years.

The unique architecture of Wigwam Village No. 7 recalls the “heyday” of automobile tourism along U.S. Highway 66 and the highway’s important role in California’s history. Wigwam Village No. 7 is an excellent example of this legacy and programmatic architecture for travel accommodations along U.S. Highway 66. The creative and imaginative system of individual wigwams represents a total design created by architectural setting, readily identifiable logos, and color schemes. Of the seven Wigwam Villages constructed nationwide, only two others remain today: Wigwam Village No. 2 in Cave City, Kentucky, and Wigwam Village No. 6 in Holbrook, Arizona.⁶

Criterion A

Under *Criterion A: Commerce*, Wigwam Village No. 7 is an example of travel accommodations developed in response to automobile tourism along U.S. Highway 66. Designed and constructed between 1947 and 1949, Redford opened Wigwam Village No. 7 in 1950 to provide lodging for travelers along U.S. Highway 66. The exteriors of the 19 sleeping units and the apartment unit comprising Wigwam Village No. 7 followed the design Redford patented in 1936 for his national chain of travel accommodations.

In 1933 Redford established the first of his seven Wigwam Villages with construction of a gas station and lunchroom at Horse Cave, Kentucky. Inspired by a roadside lunch stand shaped like a tepee he visited while traveling in Long Beach, California, he chose a 60-foot high Indian tepee constructed of steel-reinforced stucco to house the gas station office and lunchroom.⁷ As historian Keith A. Sculle describes, the sides of the steel-reinforced cone “simulated hide stretched over supporting wooden poles.” The supporting metal rods projected from the “apex of the building to simulate extensions of the supporting wooden poles.”⁸ Two years later, Redford expanded the operation with the addition of six smaller teepee sleeping units and two restroom tepees flanking the original building to create Wigwam Village No. 1.

In 1937 Redford built Wigwam Village No. 2 in Cave City, Kentucky. It was larger than Wigwam Village No. 1 with 15 sleeping units, but featured many of the same amenities such as a lunchroom, restrooms, and gas pumps. Redford operated Wigwam Villages No. 1 and 2 until Paul Young purchased them in 1944.⁹ Wigwam Village No. 3, constructed in New Orleans, Louisiana, in 1940 was the first of four villages constructed by franchise owners

⁶ Wigwam Village No. 2 was listed in the National Register of Historic Places in 1988 (Record No. 408243), and Wigwam Village No. 6 was listed in the National Register of Historic Places in 2002 (Record No. 348967).

⁷ Gary A. Warner, “Wigwam motels draw nostalgic travelers,” *Wisconsin State Journal*, 31 October 2010, Travel section, H2; Keith A. Sculle, “Frank Redford’s Wigwam Village Chain: A Link in the Modernization of the American Roadside,” in *Roadside America: The Automobile in Design and Culture*, ed. Jan Jennings (Ames, Iowa: Iowa State University Press, 1990), 126.

⁸ Sculle, 126.

⁹ Sculle, 126-128, 131.

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after Redford patented the exterior design developed for Wigwam Villages No. 1 and 2 (patent D98,617).¹⁰ Wigwam Village No. 5, also opened in 1940, was located in Birmingham, Alabama. Wigwam Village No. 4 opened in 1948 in Orlando, Florida, while Wigwam Village No. 6 opened in Holbrook, Arizona, in 1950.¹¹

Ten years after completing Wigwam Village No. 2, Redford began construction of Wigwam Village No. 7 at the western edge of San Bernardino in an area surrounded by citrus groves and small shops, building 11 units and opening for business in 1950.¹² In 1953, he added eight more sleeping units, as well as a swimming pool and fire pit.¹³ Around the same time Redford constructed Wigwam Village No. 7, he filed a second patent for the construction of the wigwam units. The patent stated, “an object of this invention is to supply a strong, durable, attractive, sanitary, stationary wigwam-type construction including the feature of providing an improved window construction for use particularly with wigwam-type buildings.”¹⁴ Building upon Redford’s first patent for the exterior design of the wigwams, this second patent detailed the construction methodology and elements, such as window design and construction, interior layout, and the closure for the apex of the outer frame (see the floor plan in Additional Items, page 2).

Redford operated Wigwam Village No. 7 until he grew too ill to continue managing the property, and Paul Young took over at Redford’s request. Redford and Young became friends when Young purchased Wigwam Village No. 1 and No. 2 in 1944. Young operated Wigwam Village No. 7 until his death in 1961. However, a corporate structure had not been established to ensure the chain would continue, and Wigwam Village No. 7 entered a period with multiple owners who did not actively maintain the property.¹⁵

Research did not reveal why Redford decided to build Wigwam Village No. 7, the last in the Wigwam Village chain, along U.S. Highway 66 in San Bernardino and operate it himself. He was one of the numerous business owners to respond to the needs of the large numbers of automobile tourists using U.S. Highway 66 in the post-World War II years, as the San Bernardino Valley experienced a boom in commercial construction during this period. Historic aerial photographs from 1948, 1959, and 1968 show the rapid transformation this section of U.S. Highway 66 experienced as the citrus groves lining the highway gave way to commercial and residential development. By 1968 the citrus groves had completely disappeared in the area immediately surrounding

¹⁰ Sculle, 129.

¹¹ Research did not reveal the reason the villages were not sequentially numbered; Sculle, 129.

¹² Everett Tribbett, “Voice of the People: Teepees’ age,” *Hotels and Motels*, 23 August 1989. Research did not reveal why it took three years to construct and open Wigwam Village No. 7.

¹³ Kevin Hansel, “Rebirth of a Wigwam,” *Roadsigns: The Newsletter of the California Historic Route 66 Association*, (June 2004), 3.

¹⁴ Frank A. Redford, *Building Construction*, U.S. Patent 2,601,819, filed November 26, 1947, and issued July 1, 1952.

¹⁵ Sculle, 132.

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Wigwam Village No. 7.¹⁶ By the latter part of the twentieth century, the area's citrus groves and small shops were replaced by auto repair yards and liquor stores, properties that appear to be unrelated to providing services specific to travelers along the route. When the property was offered for sale in the late 1990s, many nostalgic for the heyday of U.S. Highway 66 feared the iconic wigwams would be lost to new commercial development. However, the current owners purchased the property in 2003 and began a careful rehabilitation of the property.¹⁷

In order to place Wigwam Village No. 7 in the context of the development of travel accommodations in the San Bernardino area, available historic maps and primary sources were reviewed. However, from this review, little is known about other travel accommodations in the immediate vicinity. Sanborn Fire Insurance maps from 1929-1938 for Rialto, Fontana, Rancho Cucamonga, and San Bernardino show auto service and gas stations along the segment of U.S. Highway 66 known as Foothill Boulevard with only one "hotel" identified along the route and "Fontana Farms Inn," which appears to have been a tourist court with 12 detached buildings with hotel apartments and a restaurant.¹⁸ In *A Guide Book to Highway 66*, published in 1946, author Jack Rittenhouse describes commercial and tourist accommodations along the route shortly before Wigwam Village No. 7 was built. In it he describes, "tourist camps of the best type, fine cafes, and other roadside facilities are found all along the way" from San Bernardino to Los Angeles. San Bernardino is one of the 12 communities mentioned before reaching Pasadena that were "...so close together as to be practically indistinguishable from each other," but no motels or travel accommodations are mentioned. Field survey revealed two collections of modest frame gable motels and travel accommodations located near Bono's Restaurant along the portion of U.S. Highway 66 known as Foothill Boulevard in Fontana, and Wigwam Village No. 7 compares well to these other travel accommodations. Indeed, Rittenhouse notes that from San Bernardino, "the traveler is practically 'in' Los Angeles ... so no further detailed description is necessary."¹⁹

Criterion C

Under *Criterion C: Architecture*, Wigwam Village No. 7 is a distinctive example of programmatic roadside architecture designed to attract the attention and patronage of high-speed motorists traveling along U.S. Highway 66. Wigwam Village No. 7 also incorporates the concepts of product-place-packaging as defined by cultural geographers John Jakle, Keith A. Sculle, and Jefferson S. Rogers in *The Motel in America*.

Wigwam Village No. 7 exemplifies programmatic architecture through the whimsical and unique design of the wigwams. The form of the buildings, rather than signs or other advertisements, are meant to catch the traveler's attention. At the height of the style's popularity in the 1920s and 1930s, programmatic architecture was found

¹⁶ "Historical Aerial Photos by NETR Online for Rialto, California, dated 1948, 1959, and 1968."

<http://www.historicaerials.com> (Accessed 30 March 2011).

¹⁷ Hansel, 3, 4, and 14.

¹⁸ Sanborn Insurance Maps, "Fontana" 1929-1938; "Cucamonga" 1929; "Rialto," 1929-1932; "San Bernardino," 1939, available in the digital map collection of the San Jose Public Library, San Jose, California.

¹⁹ Jack D. Rittenhouse, *A Guide Book to Highway 66*, (Albuquerque, N.M.: University of New Mexico Press, 1989), 123.

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along California highways, especially in the Los Angeles basin and in San Bernardino.²⁰ Buildings constructed in the shape of oranges and Aztec temples can still be found along U.S. Highway 66. By the mid-twentieth century the popularity of programmatic architecture waned in favor of Modernist styles. As a result, many examples of programmatic architecture along U.S. Highway 66 have been lost.

Redford's chain of Wigwam Villages, including Wigwam Village No. 7, also incorporated the *concept* of product-place-packaging to represent the total design through adoption of a readily identifiable logo, color scheme, decorative elements, and building design so that each unit in the chain reinforced the others.²¹ The geometric form of the wigwams with the poles extending from the top and the folded flaps at the doorways, as well as the color scheme of white with red zigzag accents, was carried throughout the operations from the decorative fixtures in the sleeping units and letterhead stationary to souvenirs sold in gift shops.

Although Wigwam Village No. 7 did not feature the gas pumps and lunchroom that Redford's Kentucky Wigwam Villages had, it did follow other standards Redford established for the earlier villages. Primarily, in that Redford arranged the Wigwam Village in two semi-circles to enclose a large grassy area that opened to the highway. This provided recreational opportunities, especially after the swimming pool was added, and a place to have a picnic, as well as the opportunity for guests to socialize with their fellow travelers. Sleeping units were decorated with hickory furniture and Native American rugs and blankets. The zigzag lines of the historic exterior motif were repeated on interior decorative accents, such as the bathroom tiles, lamps, and other fixtures.²² Redford did vary Wigwam Village No. 7 slightly from the others with the construction of a large, flat-roof extension to the office wigwam.²³

Wigwam Village No. 7 survives as a rare and unique example of programmatic roadside architecture remaining along U.S. Highway 66 in California, and is one of only three extant Wigwam Villages from Redford's national chain.

Integrity

Wigwam Village No. 7 retains all of the original buildings and structures, as well as many of the important elements of its original design, workmanship, materials, and location. Through the last several decades, Wigwam Village No. 7 has experienced minor alterations, such as painted exteriors and the loss of the original hickory beds in the sleeping units. Exteriors of the sleeping units have been painted at least twice; as a result, exterior decorative elements such as the original zigzag patterns and Native American symbols indicated in the patent drawings and shown in historic photographs are no longer visible. When the current owners completed the most recent rehabilitation, they reintroduced the historic color scheme but did not reintroduce the decorative zigzag

²⁰ Bischoff, Vol. II, 77-78.

²¹ Jakle, Sculle, and Rogers, 120.

²² Sculle, 130.

²³ Sculle, 130.

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details and Native American symbols. Other minor alterations include replacement six-panel entry doors in each of the sleeping units, some replacement windows, and the installation of light posts near the entrances of each sleeping unit. Additionally, hedges around the sleeping units were replaced with lava rock.

Although the environment surrounding Wigwam Village No. 7 transformed from citrus groves to suburban development through the second half of the twentieth century, the immediate physical environment of the village itself has changed very little. The village's original layout and circulation patterns, and the relationships of the buildings to the property's open space, have been maintained. Furthermore, Wigwam Village No. 7 retains the important physical features to convey its association with U.S. Highway 66.

Despite these minor alterations in design and setting, Wigwam Village No. 7 continues to convey a strong sense of feeling, as well as the appearance of programmatic roadside architecture popular in the early decades of automobile tourists' use of U.S. Highway 66. Although U.S. Highway 66 was decommissioned and the surrounding neighborhood has transformed to dense suburban development, Wigwam Village No. 7 continues to convey a strong association to a time when U.S. Highway 66 served as a significant route for automobile tourists.

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Photographs

Name of Property: Wigwam Village No. 7

City or Vicinity: San Bernardino

County and State: San Bernardino County, California

Photographer: Mead & Hunt, Inc.

Date Photographed: September 1, 2010

Photograph 1 of 9

Overview of Wigwam Village No. 7. View facing north.

Photograph 2 of 9

Sleeping units. View facing southeast.

Photograph 3 of 9

Detail of sleeping unit. View facing northeast.

Photograph 4 of 9

Entrance to Wigwam Village No. 7 with office and two-story apartment unit in foreground. View facing northwest.

Photograph 5 of 9

West elevation of office and apartment unit. View facing east.

Photograph 6 of 9

Maintenance building. View facing northwest.

Photograph 7 of 9

Overview of courtyard. View facing east.

Photograph 8 of 9

Swimming pool located in courtyard. View facing south.

Photograph 9 of 9

Firepit with benches located in courtyard. View facing north.

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Figure 1. Wigwam Village No. 7 Historic Boundary Map

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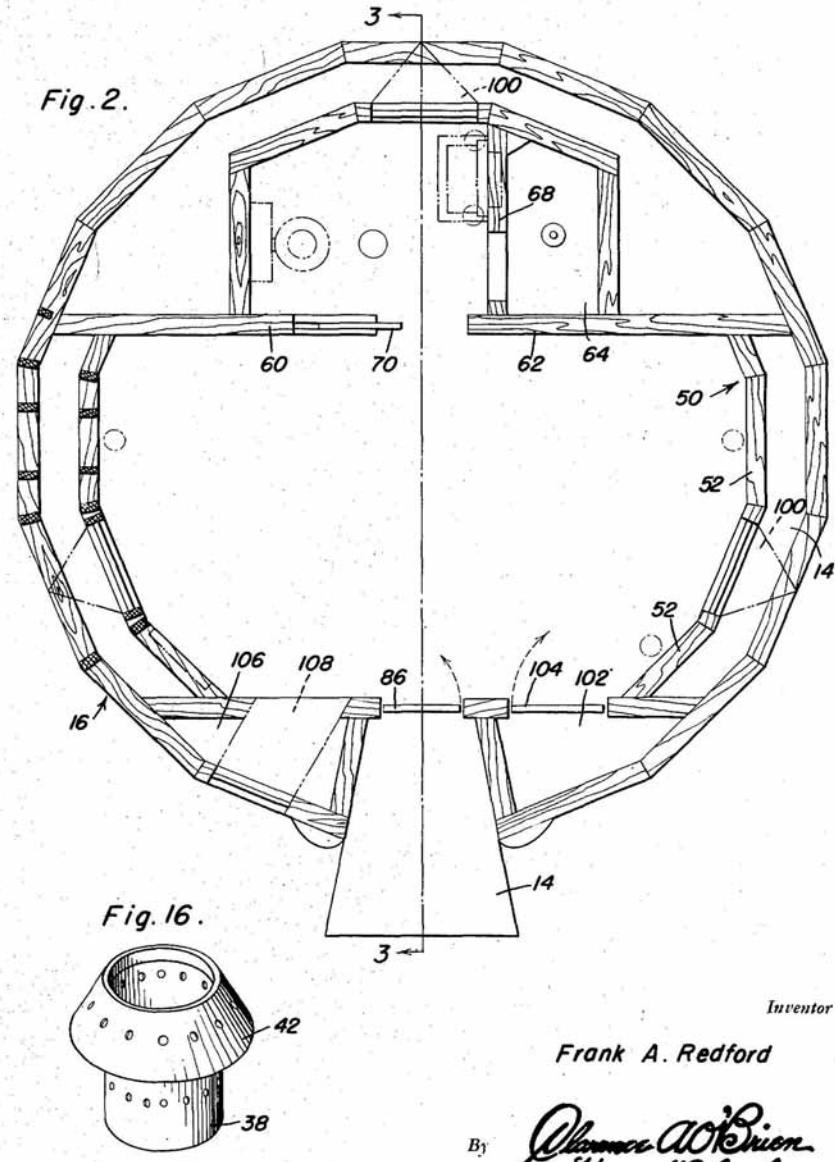
July 1, 1952

F. A. REDFORD
BUILDING CONSTRUCTION

2,601,819

Filed Nov. 26, 1947

5 Sheets-Sheet 2



Inventor

Frank A. Redford

By *Oliver A. O'Brien*
and Harvey B. Jacobson
Attorneys

Figure 2. Floor plan of sleeping unit. From Patent 2,601,819.



Photograph 1 of 9



Photograph 2 of 9



Photograph 3 of 9



Photograph 4 of 9



Photograph 5 of 9



Photograph 6 of 9



Photograph 7 of 9



Photograph 8 of 9



Photograph 9 of 9