

GOVERNMENT OF THE DISTRICT OF COLUMBIA  
HISTORIC PRESERVATION OFFICE



**HISTORIC PRESERVATION REVIEW BOARD**  
**APPLICATION FOR HISTORIC LANDMARK OR HISTORIC DISTRICT DESIGNATION**

New Designation   X    
Amendment of a previous designation \_\_\_\_\_  
Please summarize any amendment(s) \_\_\_\_\_

Property Name: Lord & Taylor Chevy Chase Branch Store

*If any part of the interior is being nominated, it must be specifically identified and described in the narrative statements.*

Address: 5255 Western Avenue NW, Washington, DC 20015

Square and lot number(s): Square: 1580 Lot: 33

Affected Advisory Neighborhood Commission: 3E

Date of Construction: 1959 Date of major alteration(s): 1967

Architect(s): William Snaith (Raymond Loewy Corporation); Fordyce & Hamby  
Architectural style(s): MODERN MOVEMENT/Mid-Century Modern

Original use: COMMERCE/department store Present use: VACANT

Property owner: Mazza Family Friendship Heights LLC c/o Lord and Taylor/ H Grable

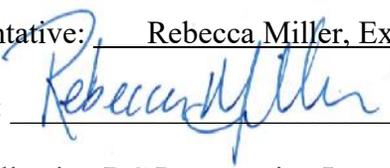
Legal address of property owner: 5065 Main Street, Trumbull, CT 06611-4204

NAME OF APPLICANT(S) DC Preservation League

*If the applicant is an organization, it must submit evidence that among its purposes is the promotion of historic preservation in the District of Columbia. A copy of its charter, articles of incorporation, or by-laws, setting forth such purpose, will satisfy this requirement.*

Address/Telephone of applicant(s) 1221 Connecticut Avenue NW, Suite 5A, Washington, DC 20036; (202) 783-5144

Name and title of authorized representative: Rebecca Miller, Executive Director

Signature of applicant representative:  Date: 3/1/2022

Name and telephone of author of application DC Preservation League, (202) 783-5144

Date received \_\_\_\_\_  
H.P.O. staff \_\_\_\_\_

**United States Department of the Interior**  
 National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

## 1. Name of Property

Historic name: Lord & Taylor Chevy Chase Branch Store  
 Other names/site number: Lord & Taylor Friendship Heights Branch Store  
 Name of related multiple property listing:  
N/A  
 (Enter "N/A" if property is not part of a multiple property listing)

## 2. Location

Street & number: 5255 Western Avenue NW  
 City or town: Washington State: DC County: \_\_\_\_\_  
 Not For Publication:  Vicinity:

## 3. State/Federal Agency Certification

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

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

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

\_\_\_ national      \_\_\_ statewide      \_\_\_ local  
 Applicable National Register Criteria:  
 \_\_\_ A      \_\_\_ B      \_\_\_ C      \_\_\_ D

_____ <b>Signature of certifying official/Title:</b>	_____ <b>Date</b>
_____ <b>State or Federal agency/bureau or Tribal Government</b>	

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

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.)

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

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
-

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

Site

Structure

Object

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>          </u>	buildings
<u>          </u>	<u>          </u>	sites
<u>          </u>	<u>1</u>	structures
<u>          </u>	<u>          </u>	objects
<u>1</u>	<u>1</u>	Total

Number of contributing resources previously listed in the National Register           

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/department store

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

VACANT

\_\_\_\_\_  
\_\_\_\_\_

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

---

## 7. Description

### Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

Other: Mid-Century Modern

---

---

---

---

---

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: glass, concrete, brick, marble, enameled metal

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

---

### Summary Paragraph

The Lord & Taylor Chevy Chase Branch Store, built in 1958-59 in the Friendship Heights neighborhood on the northwestern edge of the District of Columbia, is a large commercial building nested amid a cluster of such buildings that span both sides of the DC/Maryland border along Wisconsin Avenue. The building is free-standing and roughly rectangular in shape, with small rectangular extensions on the northeast and southeast corners (largely to accommodate merchandise stocking and handling) and an inset at the building's main entrance on the northwest side facing Western Avenue. The architectural details are minimal, reflecting a functional, Modernist aesthetic. However, that aesthetic is enlivened by the use of decorative accents and a bright white color that give the building a distinctive and stylish Mid-Century appearance that highlights its significance for popular culture and the retail industry in DC at the end of the 1950s.

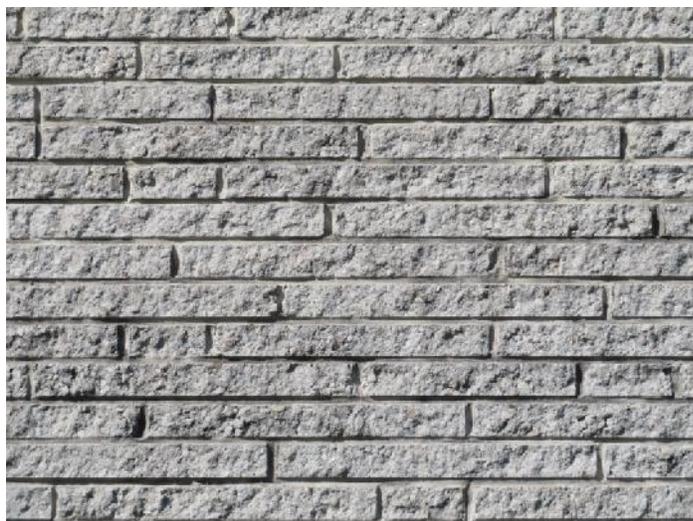
Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

## Narrative Description

The Lord & Taylor building, at 5255 Western Avenue NW, is positioned parallel to Western Avenue and extends approximately 370 feet on that side (illustration 1). The building's northeast side elevation, facing Jenifer Street, measures approximately 275 feet, while the opposite (southwest) side elevation, facing the open parking lot to the south, is approximately 240 feet long. The 35-foot difference is due to a slight extension of the building on the northeast corner.

The elevations on all four sides are largely blank but are enlivened by a variety of architectural details. Most of the surface area on these elevations is covered in rusticated white roman bricks with raked (recessed) mortar joints. From a distance the surfaces appear smooth, but closer inspection reveals the rough brick finish. The elevations are all framed in bands of white, porcelain enameled metal flashing that are flush with the building's roofline and corners. At each of the building's four corners, the segmented white band projects from the surface to form a pilaster. These white framing bands enhance the finished appearance of the building.



Detail of the rusticated roman brick used on the building's principal elevations.

The principal elevation, facing Western Avenue, is sheathed in white roman brick, except for the building's main entrance, which is located within an approximately 97-foot-wide, 20-foot-deep recess (illustrations 4 through 8). The recess is slightly to the north of the center of the building and contains a raised plinth approached by a shallow, five-step staircase. The central section of the recess features a rectangular white marble panel pierced by a two-story array of 14 round-arched glass bays, each with a single horizontal "mullion" dividing the glass space into roughly equal sections. In the three central, ground-level bays, the mullions serve as lintels for three pairs of glass doors. The rest of the bays originally served as floor-to-ceiling windows. At some point, interior drywall was added behind the upper-level windows to create shallow interior wells for displaying merchandise. The top portion of each window on both levels features a rounded half-dome that corresponds with the round arch of the glass bay.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State



Detail of glass bays as seen on the Western Avenue façade.

The large, rounded shapes atop the glass bays echo the half-circles or “dimples” that are arrayed in panels on either side of the central marble-and-glass section. Four such panels of pre-cast concrete elements—two on each side of the center section—extend the full height of the building and are framed with the same white enameled bands that are used on the rest of the building. The panels consist of symmetrical 6-by-13 arrays of square segments with round sculpted dimples centered in each square. The flat surfaces surrounding the dimples have an exposed aggregate finish that provides texture contrasting with the smooth surface of the dimples. Recessed incisions separate the squares, mimicking the raked mortar finish used with the building’s roman brick panels. (Illustration 7).

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State



Detail of an array of sculpted concrete dimples from the building's north elevation.

The northeast side elevation, on Jenifer Street NW, uses the same decorative elements as the Western Avenue façade, but they are fewer in number and there is no grand, recessed entrance (illustration 2). Two 6-by-13 arrays of dimpled concrete squares stand in panels, symmetrically matched at the eastern and western ends of the façade. Otherwise, two large expanses of roman brick fill this elevation and are broken only by a white marble panel with an array of 8 round-arched glass bays that match in size and design the array of glass bays at the main entrance on Western Avenue. For this side entrance, two doors fill the center two bays at ground level. As with the main entrance, the upper floor bays are used as display windows. The entrance is located off center so as to most directly meet the public sidewalk and street, which curve away from the building toward the east. In contrast to the main entrance, which is raised on a plinth, the side entrance is at sidewalk level. A large Lord & Taylor logo is mounted in the upper center of the roman-brick panel to the right of the side entrance.

The building's south elevation faces a large parking lot (illustration 10). The same design elements appear again that were seen on the north and west elevations. Because the lot slopes down to the south, the building is raised on this side and separated from the parking lot by a steep, landscaped hillside. An array of 8 round-arched glass bays appears near the left (Western Avenue) end of the building that matches the same design element on the north side, but consists entirely of display windows with no entrance doors. A large Lord & Taylor logo is mounted in the upper left corner of the roman-brick panel closest to the building's Western Avenue (west) elevation. The only entrance on this side of the building is a small service entrance door not

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

intended for use by the public. The right third of the building extends approximately thirty feet on both the south and east sides of the building. The extension is approximately 10 feet shorter than the main volume of the building and thus appears as if it were an addition. However, it is part of the original building. The positioning of this extension clearly conveys its purpose of providing for receipt and storage of merchandise away from the main sales floors, which are centered in the building's main volume. The south elevation of the extension is faced solidly in roman brick and has a large ventilation grill on the upper western end. The east elevation has a similar grill on its southern end, as well as entrances for loading and unloading merchandise.

In 1967, a large open-deck parking garage was added to the store building, abutting it on the southeast side. The garage has a north-south orientation and thus abuts the Lord & Taylor building at an angle. It is approximately 415 feet in length on its long (eastern) side, approximately 300 feet on its short (western) side, and approximately 230 feet wide. Two curved access ramps are attached at the southern end to provide automobile access to the garage's upper deck. The portion of the garage abutting the southeast corner of the building is enclosed on its upper level (illustration 11). This segment of the garage is sheathed in a white roman-brick cladding that mimics the appearance of the original building. While the automobile culture of mid-century America is an important determinant of the architecture of the main building, the parking garage's functional design is not significant *per se*, and thus the garage structure is a non-contributing element.

The east elevation of the main building is largely hidden by the 1967 parking garage, which abuts this side of the building. Originally, the east elevation served as a "second main entrance" to the store, in keeping with William Snaith's conception of stores like this as having two main entrances, one facing the street and the other to welcome customers arriving by car in the parking lot (illustration 9). A two-story array of 14 round-arched glass bays, matching the array at the main entrance on the opposite side of the building, was located on this side to provide an entrance for customers arriving by automobile. As at the main entrance, three pairs of glass doors were located in the center, ground floor bays, with the upper story bays being reserved for displays of merchandise. Unlike the main entrance, this entrance was not recessed, and, due to the varying topography of the site, this entrance was directly at ground level, like the Jenifer Street entrance, rather than raised, as the Western Avenue entrance is. It is unclear the extent to which the original features of this entrance remain behind the added garage structure that currently abuts the building.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

## 8. Statement of Significance

### Applicable National Register Criteria

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

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

### Criteria Considerations

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

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

**Areas of Significance**

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1959

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1959, 1967

\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Architects: William Snaith (Raymond Loewy Corporation); Fordyce & Hamby

Builder: Hegeman-Harris Company, Inc.

\_\_\_\_\_

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Lord & Taylor Chevy Chase Branch Store is significant as a culminating expression of mid-20<sup>th</sup> century innovations in department store design aimed at adapting retail merchandising to an increasingly mobile and suburban population. It is highly significant to the architectural and cultural heritage of the District of Columbia. As the only known work in the District reflecting the aesthetics of master designer William Snaith and the Raymond Loewy Corporation, the building is a unique expression of functional Modernist building design principles tempered by the practical demands of the mid-century retail industry. Unlike the many unremarkable “big box” stores that came after it, this building, along with others in the set of eight stores that the Raymond Loewy Corporation designed for Lord & Taylor’s acclaimed president, Dorothy Shaver, conveys style and elegance. The signature style of the Lord & Taylor chain, as conveyed in this building, attracted shoppers from around the region and marked a turning point in the rise of Friendship Heights as a retail shopping destination during the late decades of the 20<sup>th</sup> century.

The Lord & Taylor Chevy Chase Branch Store achieves significance under District of Columbia Criterion B as well as similar National Register Criterion A for its “association with historical periods, social movements and patterns of growth that contributed to the heritage and development of the District.” It is the only significant example in the District of Columbia of a unique era in retailing—the “branch” department store, a stand-alone building designed to express elegance and sophistication while also embracing the convenience and ease of access associated with the automobile-based consumer culture of mid 20<sup>th</sup> century America. In this regard, it reflects significant national trends in the decentralization and reorientation of retail merchandising toward consumers at mid-century. Such trends would lead in succeeding decades to the rise of sprawling suburban shopping malls that absorbed stores like these as “anchor” stores. This building epitomizes the previous era of stand-alone stores.

The building is also significant under District of Columbia Criteria D through F and similar National Register Criterion C because it embodies distinctive characteristics of the type, period, style, and method of construction associated with mid-century retail building design. The stripped, Modernist design punctuated by distinctive grids of arched windows, has a recognizable mid-century flair attributable to master designer William Snaith and also reflecting the influence of master designer Raymond Loewy.

The building retains integrity of materials, form, and association. Its period of significance under Criterion C is 1959, the year of its construction. The building has been continuously associated with the development of retail shopping in the Friendship Heights neighborhood since the time of its construction.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

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

### **Early History of the Lord & Taylor Department Store**

Samuel Lord (1803-1889) started the Lord & Taylor company as a small dry goods store in 1826, making it arguably the oldest U.S. department store company. Lord's first store was located at 47 Catherine Street, along the East River in lower Manhattan. In the 1820s, Catherine Street was New York City's mercantile center; as the city grew and the retail industry gradually moved north over the ensuing decades, the Lord & Taylor firm would move along with it, maintaining a leading presence among the city's retail merchants in the city's most desirable locations.<sup>1</sup>

Lord was born in Saddleworth, York County, England, the youngest of nine children. Orphaned at the age of six, Lord became a molder in an iron foundry, marrying Mary Taylor, the daughter of the foundry's owner, in 1824. He soon left with his new wife to seek his fortune in the United States, opening his dry goods store two years later with money borrowed from his wife's uncle. He took into partnership his wife's cousin, George Washington Taylor, to form the Lord & Taylor company, which sold fabric, notions, and ready-made items such as hosiery and shawls.<sup>2</sup> Taylor, who had a sharp eye for figures and served as the company's bookkeeper, retired from the company in 1852, moving back to England to live off the fortune he had made at Lord & Taylor.<sup>3</sup>

Lord moved the headquarters of the store to a new, grander building further uptown in 1853, then added another imposing, five-story, white-marble store at Broadway and Grand Streets in 1860. He retired in 1866, leaving his son and another longtime employee, John S. Lyle, to run the business. The store continued to expand, offering a wide range of fabrics, home furnishings, and clothing for women and children. The company added a new, Second-Empire, cast-iron building at 20<sup>th</sup> Street and Broadway in 1872. Weathering the financial downturn of 1873, which severely affected many businesses, the store continued to thrive in the late 19<sup>th</sup> century as modern retail culture, a direct result of the country's industrialization, began to develop and become a major part of the overall economy.<sup>4</sup>

Lord & Taylor was one of the most prominent high-end or "specialty" department stores. It was not quite as large and sprawling as the general department stores—such as Macy's in New York

<sup>1</sup> *The History of Lord & Taylor 1826-2001*, (New York: Lord & Taylor, 2001), 5-57; "100<sup>th</sup> Year Marked by Lord & Taylor," *New York Times*, Feb. 1, 1926, p. 40.

<sup>2</sup> Legal Notice, *New York Evening Post*, Jun. 27, 1834; Landmarks Preservation Commission, "Lord & Taylor Building," Oct. 30, 2007, Designation List 397 LP-2271, p. 2. Retrieved from: <http://s-media.nyc.gov/agencies/lpc/lp/2271.pdf>.

<sup>3</sup> Robert Hendrickson, *The Grand Emporiums: The Illustrated History of America's Great Department Stores* (New York: Stein and Day, 1979), p. 156.

<sup>4</sup> William Leach, *Land of Desire: Merchants, Power, and the Rise of a New American Culture* (New York: Pantheon Books, 1993), p. 3-12.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

or Woodward & Lothrop in Washington—which catered broadly to the middle classes and offered a very wide variety of durable merchandise. Lord & Taylor predates such stores, which are generally understood to have begun in the mid-1850s, when Aristide Boucicaut first adopted a modern-style department store approach for Le Bon Marché in Paris.<sup>5</sup> Lord & Taylor would adopt many of the techniques of department stores, such as setting fixed prices, allowing customers to browse displays of merchandise, and offering money-back guarantees. However, Lord & Taylor, as a specialty store, focused on a narrower, more exclusive clientele, offering them clothes and furnishings that represented the height of contemporary fashion. Being physically close to its wealthy New York City customers remained vital to the company's success in the early decades of the 20<sup>th</sup> century.

In 1904, Lord & Taylor became a publicly traded corporation. With business continuing to increase and customers moving further northward, in 1914, the company opened its final flagship store at 424-434 Fifth Avenue. According to the New York City Landmarks Preservation Commission, the store's Italian Renaissance Revival building, designed by the architectural firm of Starrett & Van Vleck, marked a turning point in retail design. It was the first “frankly commercial” building along the fashionable Fifth Avenue shopping district then developing above 34th Street. The elaborate structure featured design innovations such as displays in the large first-floor show windows that could be lowered to the basement on tracks with new displays quickly raised to replace them. Like other “commercial palaces” of the day, Lord & Taylor offered patrons a wide variety of services, including four restaurants on the tenth floor, and counters offering everything from candy and magazines to theater tickets and travel assistance. There was even a concert hall on the seventh floor with built-in pipe organ.<sup>6</sup>

The Manhattan headquarters of Lord & Taylor can be compared to historic department store buildings in downtown Washington, including the landmark Woodward & Lothrop building at 1025 F Street NW (1902-1926), the Hecht Company Building at 7<sup>th</sup> and F Streets NW (1925), and the landmark Garfinkel's building at 1401 F Street NW (1929), which is similar in massing to the Manhattan Lord & Taylor building and was designed by the same architectural firm. These downtown flagship buildings all represent the “golden age” of department stores, when such retail centers stood as commanding retail destinations that drew shoppers from throughout the metropolitan area. In their role as lavish shopping emporiums, these stores all featured similar design features, including a wide variety of departments on different floors, amenities such as restaurants to keep shoppers from leaving the building, and large display windows to entice pedestrians in from crowded downtown sidewalks.

### **The Trend Toward Modernism**

Beginning in the 1920s, with the horrors of World War I in the past, department stores across the country increasingly focused on modernism and the promise of the future. While the retail business was always concerned with persuading shoppers to buy new and fashionable goods, the

---

<sup>5</sup> Hendrickson, 26.

<sup>6</sup> Landmarks Preservation Commission, p. 1, 4; “Lord & Taylor Open Fifth Avenue Store,” *New York Times*, Feb. 25, 1914, 6; “Fifth Avenue's Wonderful Evolution as Shopping Centre,” *New York Times*, Feb. 22, 1914, p. XX1.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

modernist trend, which lasted well through mid-century, was singularly focused on embracing everything new and “modern.” As early as 1925, Lord & Taylor’s decorating department displayed a model room that it termed “modernist,” with painted walls and colored furniture of a “conservatively modern design.” The carefully balanced message to shoppers seemed to be that it was possible to be trendy and up to date without having to adopt the extreme styling of the modernist avant-garde. This attitude would set the tone for Lord & Taylor’s redecoration of its existing retail space in Manhattan, as well as foreshadow its approach to designing and building branch department stores in the coming decades.<sup>7</sup>

The individual who made the single-most contribution to the modernist direction of the Lord & Taylor company in the 20<sup>th</sup> century and ultimately directed the design of its first branch stores, including the store in Friendship Heights, was Dorothy Shaver (1893-1959). Born in Center Point, Arkansas, Shaver was the third of five children. Her father was a state judge and her mother the daughter of the editor of the *Arkansas Gazette*.<sup>8</sup> Shaver attended college at the University of Arkansas and the University Chicago. After teaching for several years, she accompanied her sister, Elsie, first to Chicago in 1916 and within a year to New York City, where Elsie, an artist, hoped to find interesting, new work.<sup>9</sup>

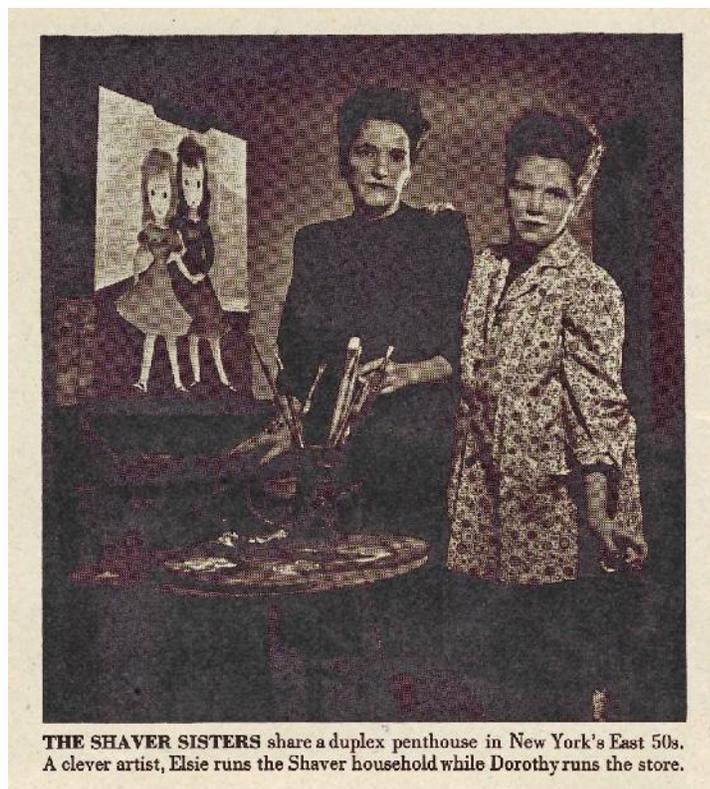


Photo of Dorothy and Elsie Shaver from *Life Magazine*, May 12, 1947.

<sup>7</sup> Louisa Iarocci, *The Urban Department Store in America, 1850-1930*, (New York: Routledge, 2014), 181-201.

<sup>8</sup> Jeanne Perkins, “No. 1 Career Woman,” *Life Magazine*, Vol. 22, No. 19, May 12, 1947, 116-128.

<sup>9</sup> Joe David Rice, “Good Lord and Taylor!,” *About You Magazine*, Jun. 30, 2020. Retrieved from: <https://www.aymag.com/good-lord-and-taylor/>.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

Shaver's association with Lord & Taylor began with a key social connection. The president of Lord & Taylor was Samuel Reyburn, a native of Little Rock, Arkansas, who was related to the Shavers. When Reyburn paid a social call on the young sisters, Dorothy took the opportunity to pitch a set of dolls that Elsie had made as a potential item for sale at Lord & Taylor. Reyburn agreed, putting Dorothy in charge of the marketing effort and for several years the dolls were a success.<sup>10</sup> While Elsie moved on to other things, Dorothy stayed with Lord & Taylor. Reyburn was impressed with her business acumen and hired her in 1921 to run the store's small comparison bureau, a contingent of covert shoppers who would patronize competitors' stores to study their pricing, merchandise, and marketing techniques.

Shaver soon tired of the comparison bureau, which she concluded was a waste of time. "Why not forget about competitors and concentrate on improving our products?" she wondered.<sup>11</sup> Throughout the 1920s and 1930s, she rose in the corporate ranks at Lord & Taylor. After the comparison bureau, she was director of fashions and interior decorations, where she hired the store's first contingent of personal shoppers, women (like her) with a good sense of taste and style who assisted the store's patrons. She was promoted to vice president of style and publicity in 1931 and to corporate vice president in 1937. "My technique is to sell, sell, sell," she told Jeanne Perkins of *Life Magazine* in 1947.<sup>12</sup> Her keen ability to understand her customers' needs and desires, and entice them into Lord & Taylor's with style and flair became known as "the Shaver touch."

Shaver was highly skilled in cultivating business partnerships through her growing connections to New York's high society. Equally skilled at cultivating such relationships was the celebrated industrial designer Raymond Loewy, with whom she shared sophisticated and forward-looking instincts for modern style. Shaver would collaborate extensively with Loewy and his head of architecture and interior design, William Snaith, to design and build Lord & Taylor's first seven branch stores, including the store in Washington, DC.

### **Raymond Loewy and William Snaith**

Raymond Loewy (1893-1986) was one of the most prominent industrial designers in the United States in the 20<sup>th</sup> century. Born and raised in France, he emigrated to the U.S. after World War I, settling in New York City, where social connections landed him various design-related jobs. One of his first jobs was as a store-window display designer for Macy's Department Store, but Loewy lasted only a day.<sup>13</sup> Loewy was nothing if not a highly effective self-promoter, and he made the most of his reputation for taste, style, and European flair. He went on to gain fame for a wide variety of commercial designs, including airplanes, railroad locomotives, automobiles, household appliances, and corporate logos. His style was primarily Modernist, and he was best known for

---

<sup>10</sup> Perkins, 122.

<sup>11</sup> Quoted in Perkins, 122, and Rice, op. cit.

<sup>12</sup> Perkins, 118.

<sup>13</sup> John Wall, *Streamliner: Raymond Loewy and Image-making in the Age of American Industrial Design*. (Baltimore, MD: Johns Hopkins University Press, 2018), 22-3.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

his streamlined designs, such as the Pennsylvania Railroad's S-1 locomotive and the Studebaker Avanti sportscar.

Loewy's interior design prowess was demonstrated in 1934, when he participated in a Metropolitan Museum of Art show on "Contemporary American Industrial Art." Loewy's contribution, in collaboration with architect Lee Simonson, was a model industrial designer's office and studio, a small space with sleek modern lines, including Formica-covered walls edged in aluminum, modular office furniture, and a lozenge-shaped window that echoed the shape of the tabletop. The positive publicity from the show put Loewy in high demand for interior design.<sup>14</sup>

A large portion of the Loewy company's business was with department stores, including Lord & Taylor. Biographer John Wall notes that "perhaps the most important hire" for Loewy came in 1936, when he accepted an assignment to redesign a New York City department store's stationary department.<sup>15</sup> Loewy hired William Snaith to lead this work, which was the first commission for Loewy's new Department of Architecture and Interior Design, established in 1937.

William Theodore Snaith (1908-1974) was born in New York City and studied architecture at New York University and at the École des Beaux-Arts in both Paris and Fontainebleau. After returning to New York, he worked as a stage designer for Elsie de Wolfe (1859-1950), the legendary actress who had pioneered the field of interior design as a profession. Snaith also became a painter whose work would eventually be exhibited at the Whitney Museum of American Art and the Pennsylvania Academy of Arts. He had prodigious design talents and, like Loewy, had a strong personality. Nonetheless, he was often willing to allow Loewy to command the spotlight. He quickly built the architecture and interior design department into the largest part of Loewy's business. After Loewy named Snaith a partner of the firm in 1944, the architecture department was run largely independently as the Raymond Loewy Corporation. Gradually the department grew to include about 40 professionals, including architects, engineers, decorators, graphic designers, and marketing strategy specialists. Snaith was named managing partner in 1956 and, finally, president of the overall successor firm to Loewy Associates—Raymond Loewy/William Snaith, Inc.—in 1961.<sup>16</sup>

It's unclear the extent to which Loewy contributed to his firm's retail design work. Snaith clearly was the lead designer, but Loewy was involved as well, particularly in connecting with high-profile clients, such as Lord & Taylor's Dorothy Shaver. In 1937, the year that Shaver became a vice president of Lord & Taylor, she commissioned Loewy and Snaith to completely redesign and reorganize the company's flagship Manhattan store, a move that led Loewy to establish a separate interior design department with Snaith as its head. Snaith adopted what would become

---

<sup>14</sup> Angela Schönberger, ed., *Raymond Loewy: Pioneer of American Industrial Design*, (Munich: Prestel-Verlag, 1990), 100; Wall, 98-100.

<sup>15</sup> Wall, 92.

<sup>16</sup> Farnsworth Fowle, "William Snaith, Designer, Dies; President of Loewy/Snaith, 65," *New York Times*, Feb. 20, 1974, p. 40; Schönberger, p. 99.

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

his signature design approach, dispassionately analyzing sales, traffic flow, and the customer experience to produce a new, modern design.<sup>17</sup>

## **The Era of Freestanding Branch Stores**

By the late 1930s, American department store executives understood that the department store business was changing. Though the trend had been slowed by the Great Depression, customers were living farther and farther from traditional downtown shopping districts and relying more and more on automobiles for transportation. Auto-dependent Los Angeles became the first urban area where large branch department stores were built in the 1930s, as department store executives in other cities continued to debate the need for and merit of such stores, worrying that they might take sales away from the downtown flagship stores. However, after World War II, the trend toward branch stores quickly gained momentum across the country.<sup>18</sup>

Impressed with the work that Loewy and Snaith had done on the Manhattan store, Dorothy Shaver commissioned them to design the company's first branch store, constructed in 1941 in Manhasset, New York. Shaver had proposed the project to the store's board of directors the previous year, and she would oversee its completion.<sup>19</sup> Manhasset, on Long Island, was close to many of the prosperous suburban communities that had developed after World War I and that were not served by a store like Lord & Taylor. The undeveloped site on former farmland allowed much freedom in designing a uniquely modern retail building, and the Manhasset store designed by Loewy and Snaith would become the model for suburban department stores across the country.

Unconstrained by an urban setting, Loewy and Snaith designed a sprawling structure with a horizontal profile, featuring sweeping blank stone façades accented by glass wall segments—a look that would become standard for large suburban stores and that suggested an openness of design, very unlike the “palace” department stores of the past. The building was set back from the street amid landscaped grounds, and the Lord & Taylor logo was prominently displayed in giant letters that could be seen easily from automobiles on the street. The interior was a broad open space with meandering, informal arrangements of display cases. All in all, as Richard Longstreth has pointed out, the effect was to balance the impression of fashionable modernism with conservative design elements—such as the use of brick and fieldstone veneer on the walls—to balance modernity with tradition and hence appeal to affluent suburban shoppers.<sup>20</sup> These same aesthetic principles would govern the design of Lord & Taylor's subsequent branch stores, including the Chevy Chase Store.

---

<sup>17</sup> Schönberger, p. 105.

<sup>18</sup> Richard Longstreth, *The American Department Store Transformed, 1920-1960* (New Haven: Yale University Press, 2010), 3-4.

<sup>19</sup> Sandra Lee Braun, “Forgotten First Lady: The Life, Rise, and Success of Dorothy Shaver, President of Lord & Taylor Department Store, and America's ‘First Lady of Retailing,’” student dissertation, (Tuscaloosa, AL: University of Alabama, 2009), p. 115. Retrieved from: [https://ir.ua.edu/bitstream/handle/123456789/659/file\\_1.pdf](https://ir.ua.edu/bitstream/handle/123456789/659/file_1.pdf).

<sup>20</sup> Longstreth, 134-5.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

Walter Hoving, who had served as Lord & Taylor's president from 1936 to 1945, was a key supporter of the development of the Manhasset store. When he left the company to start his own chain of department stores, the board of directors of Associated Dry Goods Corporation, Lord & Taylor's parent company, chose Shaver to take over.<sup>21</sup> Shaver, the first woman to head a major retail company in the United States, served as president of Lord & Taylor from 1945 until her death in 1959. Under Shaver's leadership, Lord & Taylor continued its campaign to construct seven freestanding branch stores, building on the success of the Manhasset store. The seven branch stores were:

- (1) Manhasset, New York (1941)
- (2) Scarsdale, New York (1948)
- (3) Millburn, New Jersey (1949)
- (4) West Hartford, Connecticut (1953)
- (5) Bala Cynwyd, Pennsylvania (1955)
- (6) Garden City, New York (1956)
- (7) Washington, DC (1959)<sup>22</sup>

All of these stores would be commissioned from Loewy and designed by William Snaith, and all were modernist in design. As Richard Longstreth has pointed out, modernism was sold to retailers for its efficiency, flexibility, and convenience. Modernist architectural features were thought to be subdued and unobtrusive, allowing customers to focus on their shopping experience in a relaxed, up-to-date, and comfortable environment.<sup>23</sup> Calling them "station wagon stores," Longstreth states, "The new department store was not to evoke its downtown forebears but rather to manifest the relaxed, spacious, leafy world of the postwar suburb."<sup>24</sup>

The modernist aesthetic was also inherently functional and free of distracting ornament. This fit well with Snaith's overriding focus on retail efficiency. Writing in his usual no-nonsense, prescriptive style, Snaith listed his criteria for the exterior design of a modern department store:

*The exterior should project several images: 1, size (because the department store should say, visually, it is the strongest purveyor of goods in the area); 2, permanence and institutionality (to instill a sense of trust and dependability); 3, definition from its neighbors (restrained if nearby buildings are flashy, etc.); 4, the nature of merchandise and customer (where one finds ideas, stimulation, taste); 5, store character (high fashion, graceful, fine in scale—institutional, solid, no nonsense); 6, regional or community character. Unless the store reflects the community, it may never get built. Exterior character as much as store reputation will make a design acceptable locally.*<sup>25</sup>

---

<sup>21</sup> Perkins, 177; "Walter Hoving, Punctilious Head of Tiffany for 25 Years, Dies at 91," *New York Times*, Nov. 28, 1989, B12.

<sup>22</sup> The Department Store Museum: Lord & Taylor. Retrieved from:  
<http://www.thedepartmentstoremuseum.org/2010/05/lord-taylor.html>

<sup>23</sup> Longstreth, 148.

<sup>24</sup> Longstreth, 158.

<sup>25</sup> Snaith, William T., "How Retailing Principles Affect Design," in *Stores and Shopping Centers: An Architectural Record Book*, ed., James S. Hornbeck, (New York: McGraw-Hill, 1962), 9.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

Ultimately, Snaith would be credited with reshaping the entire field of American department store design through the rigorous application of design, planning, and research to retail operations.<sup>26</sup> The re-christened Raymond Loewy Corporation's prestigious commission for the seven Lord & Taylor branch stores garnered much attention. Often working with the assistance of other architectural firms (as was the case with the Chevy Chase store), the company played a major role in the design of at least 40 branch stores between 1945 and 1960. Unlike other designers, Snaith's flexibility and hardnosed practicality attracted clients and made the Raymond Loewy Corporation a leader in the field.<sup>27</sup>

### **Design and Construction of the Chevy Chase Branch Store**

The Chevy Chase store was the last of the seven branch stores that Lord & Taylor built with the Loewy Corporation as lead designer and architect. This may be due to the death of Loewy's patron, Dorothy Shaver, in June 1959, just three months before the store's opening in September. Shaver, who was just 66, died from a stroke.<sup>28</sup>

Planning for the new store began sometime in the mid-1950s. Under Shaver's leadership, Lord & Taylor had considered opening a branch store in the DC area several times in the years since the first branch (in Manhasset, New York) opened in 1941. In early 1958, Shaver said that the company was again looking for a D.C. site. As late as March 1958, a Lord & Taylor spokesperson told *The Evening Star* that the company was looking at several possible locations and had not yet made a final decision.<sup>29</sup> One area under strong consideration was the Spring Valley neighborhood, but not enough space could be acquired for a large parking lot. Instead, the company chose Friendship Heights. In May 1958, Lord & Taylor signed a lease for an undeveloped 7½ acre site at Western Avenue and Jenifer Street NW in Friendship Heights, just south of the Maryland border.<sup>30</sup>

The property in question was the last large undeveloped tract in Friendship Heights. A 1919 real estate map shows that it was owned at the time by Edith Shoemaker Black, a DC real estate investor. By 1937, Louise B. Mazza (1878-1963), another real estate developer, had purchased the tract. Along with her husband, Louis Victor Mazza (1882-1953), Louise Mazza specialized in converting residential property to commercial uses. The couple owned extensive holdings in both Montgomery County, Maryland and the District. After Victor Mazza's death, Louise Mazza actively sought the Lord & Taylor lease for her Western Avenue property. Securing the lease was called a "real estate coup" by *The Evening Star*, with Lord & Taylor being the largest New

---

<sup>26</sup> Wall, 107.

<sup>27</sup> Longstreth, 146. Unfortunately, Snaith's career was cut short when he died suddenly in 1974, at the age of 65, while undergoing open-heart surgery.

<sup>28</sup> "Miss Shaver Dead; Led Lord & Taylor," *New York Times*, Jun. 29, 1959; "Dorothy Shaver Dies; Lord & Taylor's Head," *Post*, Jun. 29, 1959; "Dorothy Shaver, Stylist, Top Career Woman in U.S.," *Star*, Jun. 29, 1959.

<sup>29</sup> "Lord & Taylor Official Denies Store Decision," *Star*, Mar. 12, 1958.

<sup>30</sup> Frank C. Porter, "Lord & Taylor Plans Store Here," *Post*, May 30, 1958; "Lord & Taylor Hiring More Than 375 Here," *Post*, Sep. 17, 1959, D6.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

York store to open a branch in the District in 50 years.<sup>31</sup> Mazza also owned the land in the adjoining block to the northeast that would later be developed into the Mazza Gallerie shopping center, named for her.<sup>32</sup>

Shaver's official announcement of the deal in June 1958 noted that the Loewy Corporation had already developed a design for the store, which would have 130,000 square feet of retail space, and that it would serve the increasing number of Lord & Taylor customers living in the DC area. The store would "incorporate the latest in shopping comfort and maximum efficiency combined with glamorous touches."<sup>33</sup> It would also be the largest of the seven branch stores that the company had established to date. Shaver told *The Washington Post* that "the whole organization is very excited" about the new store. "They all want to come to Washington, and I will have a hard time holding them here to mind shop in New York."<sup>34</sup>

The two-level building featured escalators between the two shopping floors and one of the store's signature "Bird Cage" restaurants on the second floor, where occasional fashion shows were to be held. The large, open shopping areas would be divided up into discrete "shops," such as the Hermès Shop, the Fantasia (gift) shop, the Young New Yorker shop, and the Household Bazaar. Parking was a key consideration for this and all branch stores built during the boom period of the 1950s and 1960s, as customers were expected to arrive by car. For the Chevy Chase store, space for 750 cars was laid out in a large adjacent lot and parking garage that were to be screened from the street by "an ingenious landscaping arrangement."<sup>35</sup> Access to the parking lot required a zoning change for a small amount of property along 45<sup>th</sup> Street, which Lord & Taylor obtained from the D.C. zoning board.<sup>36</sup>

---

<sup>31</sup> "Louise Mazza, 85, Dies; D.C. Realty Investor," *Star*, May 12, 1963.

<sup>32</sup> "Louise B. Mazza Dead, Real Estate Developer," *Post*, May 13, 1963.

<sup>33</sup> "Lord & Taylor Plans D.C. Store in 1959," *Star*, Jun. 29, 1958, C-10.

<sup>34</sup> "Lord & Taylor to Build Branch Here," *Post*, Jun. 29, 1958.

<sup>35</sup> *Post*, op. cit.; "Finishing Touches Put on Lord & Taylor Store," *Post*, Aug. 28, 1959, D12.

<sup>36</sup> "New Store's Lot Zoned For Parking," *Star*, Aug. 6, 1958.

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State



View of the Bird Cage Restaurant (Source: Library of Congress).

The Chevy Chase store embodied William Snaith's views about the design of branch department stores, including the emphasis on automobile culture. At the time the store was under construction, Snaith published an article on store design in the *Architectural Record*. "There is no absolute front for a branch store," he declared. "Fronts are regarded as facing on streets, or traffic. Instead, consider a branch store as having two 'fronts:' one that a customer sees in passing or arriving, the other he sees when he actually enters."<sup>37</sup> The Chevy Chase store is a beautiful example of what he meant. The store's "official" main entrance appears to be the one on Western Avenue NW, which is set back from the street, approached by a set of five stairs and consisting of three sets of doors centered in a broad array of tall arched windows. But relatively little foot traffic arrives on this side of the building. The "side" entrance to the store, on the north side of the building along Jenifer Street NW, serves as a second main entrance, welcoming customers from Wisconsin Avenue and from the parking lot across Jenifer Street. Two sets of entrance doors are centered here amid a similar but smaller array of arched windows, presenting a similar—and only slightly more modest—appearance as the Western Avenue façade. Customers arriving by car and parking in the rear parking lot or the parking garage, added at a later date, enter through the south or east sides of the building through similar entrances. The building's "front" thus carries relatively little pre-eminence over the other sides of the building. For this store, Snaith avoided the use of a sheer glass curtain wall as an accent, preferring the arrays of large glass windows to relieve the long expanses of white masonry. "The glass wall imposes a costly maintenance factor, for the outside view changes constantly according to what is happening inside," Snaith commented. "Yet we like glass areas, and therefore use them where

---

<sup>37</sup> William T. Snaith, "Architecture and the Community of Retailing," in *Architectural Record*, Vol. 125, No. 4, April 1959, p. 195.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

they penalize us least. Daylight does accent interior lighting; breaks the monotony of masonry expanses.”<sup>38</sup>

Construction on the \$5 million building began in December 1958 and progressed rapidly. The local D.C. firm of Greene & Dyer excavated the site and poured the concrete foundation in December and January, followed by erection of the building’s structural steel frame by Bethlehem Steel Corporation.<sup>39</sup> In January 1959, the general contractor, Hegeman-Harris Company, was selected. By May, the company was hiring managers for the new store, the first of some 400 that would join its staff. In August, as an opening date of September 30, 1959 was set, Lord & Taylor’s new president, Melvin E. Dawley, came to Washington to tour the building site and inspect progress. Dawley remarked that the goal of the store was to “make shopping easy and pleasant in artistic surroundings.”<sup>40</sup>

The day before the store opened for business on September 30, an elaborate gala event was held that received extensive coverage in the press. At 11:30 am, Mrs. Nina Meyers Warren, wife of Chief Justice Earl Warren, performed the ceremonial ribbon cutting. (First Lady Mamie Eisenhower had dropped by the day before for a private preview.) The flags of all 50 states and the District flew from the building, lending a festive touch to the event. Some 250 civic leaders, diplomats, and other VIPs then attended at luncheon at the new store’s Bird Cage restaurant, followed by a reception and international fashion show in the afternoon. In the evening, the public was invited to a preview tour as searchlights swept the evening sky. Some 40,000 attendees queued for the preview, stretching several blocks in all directions. The air in and around the store was sprayed with a total of ten gallons of the classic floral Lanvin fragrance, Arpège, lending the signature touch of class and elegance that Lord & Taylor had so carefully cultivated.<sup>41</sup>

---

<sup>38</sup> Snaith, p. 199.

<sup>39</sup> William A. Millen, “Foundation Under Way For Lord & Taylor Store,” *Star*, Dec. 31, 1958.

<sup>40</sup> “Lord & Taylor Opening Set For Sept. 30,” *Post*, Aug. 27, 1959, B10; “Lord & Taylor President Sees New D.C. Store,” *Star*, Aug. 27, 1959, A-14.

<sup>41</sup> Ruth Wagner, “Day-Long Party Heralds New Store’s Opening,” *Post*, Sept. 30, 1959, D3; “Lord & Taylor Store Holds Gala Preview,” *Star*, Sept. 29, 1959, 34; “Lord & Taylor Opens Branch In Washington,” *New York Times*, Sept. 30, 1959, 30.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State



This 1959 advertisement for an expensive mink coat typifies the store's marketing in the era when the Chevy Chase store was constructed. (*The New Yorker*, Dec. 12, 1959.)

### **The Chevy Chase/Friendship Heights Neighborhood**

The Chevy Chase Lord & Taylor store is located in the area north of Tenleytown most commonly called Friendship Heights. Chevy Chase, centered on Connecticut Avenue NW, is adjacent and to the northeast but to some extent overlaps with Friendship Heights. The Maryland side of the border is broadly known as Bethesda-Chevy Chase.

The name "Friendship" has deep historical roots. It was the name of a 1713 land patent awarded to Thomas Addison and James Stoddert that covered more than 3,000 acres, extending from present-day American University to Bethesda, Maryland. An informal community developed where River Road intersected with the Georgetown-Rockville Turnpike (now Wisconsin Avenue), which was known as Tenallytown (Tenleytown).<sup>42</sup> Aside from a cluster of commercial buildings at the Tenleytown crossroads, this part of northwest Washington was largely rural, with country houses scattered on farmsteads. The Grant Road Historic District reflects this era in Tenleytown's history.

<sup>42</sup> Postal officials changed the spelling to "Tenleytown" in 1920.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

Residential development of the Friendship Heights neighborhood began on the Maryland side of the border in the early 1900s, when Henry W. Offutt subdivided property on the western side of Wisconsin Avenue to create the small community that was first called Friendship Heights. By 1914, it was a modest suburb of “attractive homes and well-kept grounds.”<sup>43</sup> In the 1920s, 1930s, and 1940s, developers subdivided much more of the area on both sides of the border, building many Colonial Revival houses in the District. Developers preferred the Friendship Heights moniker and applied it to the whole area south of the Maryland line down to Tenleytown.<sup>44</sup>

An important catalyst for both residential and commercial development in Friendship Heights was the introduction of electric streetcar service in 1890. Georgetown butchers had been lobbying for a streetcar line to Tenallytown since the late 1860s, and Congress finally authorized the Georgetown & Tenallytown Railway in 1888, the same year that several other suburban streetcar line projects were begun. The line extended along what would become Wisconsin Avenue from Georgetown to the District line. Property values soared along the entire length of the route as real estate speculators anticipated rapid development of the large tracts of undeveloped land that had been newly connected to the central city.<sup>45</sup>

A streetcar turnaround was constructed just past the District line in Maryland, and a brick car barn and powerhouse was built on the District side at Wisconsin Avenue and Ingomar Street NW around 1903.<sup>46</sup> The Maryland General Assembly chartered two additional streetcar lines to connect at the terminal on the Maryland side. One, the Tenallytown and Rockville Railroad, continued service up Wisconsin Avenue to Rockville and began operating in 1900. The other ran west to Glen Echo. Thus, the small Maryland community of Friendship Heights became an early 20<sup>th</sup> century suburban transportation crossroads.<sup>47</sup> This virtually assured that commercial development would eventually come to the Friendship Heights area.

As residential development proliferated in and around Tenleytown and Friendship Heights, commercial businesses became more established along the Wisconsin Avenue corridor. In particular, retail stores and restaurants clustered in Tenleytown, where in 1940 a large branch store of the Sears, Roebuck & Company department store chain was constructed on the northwest corner of Wisconsin Avenue at Albemarle Street NW. The Sears building, now on the National Register of Historic Places, heralded a new era of large-scale, automobile-oriented commercial retailing.<sup>48</sup> When it was first proposed, the project drew strong opposition from neighbors, who feared the impact of increased automobile traffic from Maryland, Virginia, and

---

<sup>43</sup> J. Crosby McCarthy, “Maryland Suburb A Part of Old Friendship Tract,” *Star*, May 23, 1914, pt. 2, p. 2; Judith Beck Helm and Kathryn Collison Ray, “Tenleytown” in Kathryn Schneider Smith, ed., *Washington At Home*, 2<sup>nd</sup> ed., (Baltimore: Johns Hopkins University Press, 2010), 152.

<sup>44</sup> Helm and Ray, 109-22.

<sup>45</sup> John DeFerrari, *Capital Streetcars: Early Mass Transit in Washington, D.C.* (Charleston, SC: History Press, 2015), 94-5.

<sup>46</sup> The Wisconsin Avenue car barn remained in service until the end of the streetcar era in 1960 and was subsequently demolished.

<sup>47</sup> LeRoy O. King Jr., *100 Years of Capital Traction: The Story of Streetcars in the Nation’s Capital* (Taylor Publishing Company, 1972), 42-44.

<sup>48</sup> Eve Lydia Barsoum, *Sears Roebuck and Company Department Store: National Register of Historic Places Registration Form*, (National Park Service, 1995).

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

other parts of the District, and the resulting potential threat to the safety of schoolchildren attending the Janney and St. Ann's schools located across Albemarle Street.<sup>49</sup> However, the project was allowed to proceed, and the result was one of the first department stores of its kind within the District. The large store did draw traffic from around the metropolitan area, but the store's rooftop parking reduced the cars' impact on neighborhood streets. The store's layout featured many aspects of modern department store design that would be repeated in the Lord & Taylor Chevy Chase store, including plain exterior elevations, large display windows used as visual accents, and a stylish, futuristic look intended to attract customers. The store's emphasis on convenience and practical functionality would also be reflected later in the Lord & Taylor store.<sup>50</sup>

Lord & Taylor's would-be archrival in the D.C. area, the Julius Garfinckel Company, was the first department store to build a branch store in the region, which opened in the Spring Valley Shopping Center, at 4820 Massachusetts Avenue NW, in 1942.<sup>51</sup> Two other large, freestanding branch department stores were built in the D.C. area prior to the Lord & Taylor store: the Hecht Company store near Georgia Avenue in Silver Spring, Maryland (1946), and the Chevy Chase branch of the Woodward & Lothrop Company in Friendship Heights, Maryland (1949 – now demolished). Of these, the "Woodies" store, located on the northwest corner of Wisconsin and Western avenues, was an important catalyst for the booming retail district that would eventually develop in Friendship Heights. It undoubtedly influenced the decision ten years later to build the Lord & Taylor store a short distance away.

The plan to build the Woodies Chevy Chase branch store was announced in August 1945, but work on the store was not begun until 1949, and it was completed in 1950. The choice of this location, as analyzed by Richard Longstreth, indicated a clear intention to lay the foundation for a new retail district at this heretofore quiet, but strategic, suburban crossroads. As with the Sears store in Tenleytown, neighbors initially objected to the planned development, but local officials took steps to ensure the project could proceed. As constructed, the Woodies store had a conservative, Colonial Revival exterior design by the New York firm of Starrett & Van Vleck, which had designed Lord & Taylor's flagship store in New York City. The interior layout, however, was the work of the Raymond Loewy Corporation. The new store soon attracted many shoppers from the District, Maryland, and Virginia.<sup>52</sup>

It took some years for the Friendship Heights retail district to develop after the Woodies store opened in 1950. Directly on the opposite side of Wisconsin Avenue a shopping center of 17 small convenience and specialty stores opened in 1954.<sup>53</sup> The next major development was the Lord & Taylor store, opening in 1959. A year later, in November 1960, another prestigious New

---

<sup>49</sup> "Digest of Opposing Views in the Controversy Over Erection of a Large Store in Tenleytown," *Star*, Mar. 6, 1940, B-1.

<sup>50</sup> Barsoum, Sec. 8, p. 1; Richard Longstreth, "Sears, Roebuck and the Remaking of the Department Store, 1924-42," in *Journal of the Society of Architectural Historians*, Vol. 65, No. 2 (Jun. 2006), 238-79.

<sup>51</sup> "Opening of Garfinckel Spring Valley Store Has Timeliness," *Star*, Aug. 15, 1942, B-2.

<sup>52</sup> Longstreth, *The American Department Store Transformed*, 166; "2 District Stores Announce Plans for Branches," *Star*, Aug. 31, 1945, B-1; "Woodward to Begin Work on New Store," *Post*, Oct. 14, 1949.

<sup>53</sup> "Throngs See Opening of Chevy Chase's Big Shopping Center," *Star*, Sep. 16, 1954.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

York department store—Saks Fifth Avenue—announced plans to build a branch store just north of the shopping center in Maryland. After an extended zoning battle, the Saks store, designed by the New York firm Abbott, Merkt & Company, was completed in 1964. Contrasting in style with both the Colonial Revival Woodies store and the Mid-Century Modern Lord & Taylor building, the Saks store sported a Classical Revival design said to be based on the Petit Trianon outside Paris.<sup>54</sup>

The Lord & Taylor store clearly accelerated the development of Friendship Heights as the city's most fashionable shopping district, a trend cemented with the opening of the Saks store in 1964. All three department stores included extended parking facilities, as did the Chevy Chase Shopping Center. It was assumed that most customers would arrive by car, even though the district was centered on public transportation—illustrated by the streetcar and bus terminal on Wisconsin Avenue. In fact, the streetcar line on Wisconsin Avenue stopped running in January 1960, less than three months after Lord & Taylor opened. Automobiles continued to dominate, and in 1967, Lord & Taylor made its one major exterior modification to the Chevy Chase store, constructing a large, open-deck parking structure next to the store on the southeast side. The new structure obscured the original large entrance on that side of the building, but provided more convenient parking options in the case of inclement weather. Customers parking inside the garage avoided exposure to precipitation.

### **Events Since the 1960s**

Lord & Taylor went on to build additional branch stores in the 1960s, 1970s, and 1980s, several of which mirrored design elements from the Chevy Chase store. In the Washington, DC metropolitan area, the company built another freestanding Lord & Taylor store at Seven Corners in Falls Church, Virginia in 1965. Subsequent DC-area branches would be added as part of large indoor shopping mall projects, which dominated in the 1970s and 1980s. One opened in the White Flint Mall in Montgomery County, Maryland in 1977. Another appeared at the Fair Oaks Mall in Fairfax, Virginia, in 1981. Additional stores at Tysons Corner and Dulles Town Center in Virginia would be added later.<sup>55</sup>

Meanwhile, the Chevy Chase store remained highly profitable, and other stores tried to emulate it. The company's most direct local competitor was the Julius Garfinckel Company. While Garfinckel's had beat Lord & Taylor in construction of a branch store in D.C. with its Spring Valley branch, that "low-loft" store was designed in a very different style, a conservative Colonial Revival look that blended in with the surrounding residential area and deemphasized the store's presence. After the success of Lord & Taylor's Chevy Chase store, Garfinckel's changed course for its later branches, copying Lord & Taylor's distinctive white color and arched window arrays for the design of its subsequent branch stores at Montgomery Mall in Bethesda, Maryland (1967) and at Landover Mall in Landover, Maryland (1972). The sleek and

---

<sup>54</sup> Longstreth, *The American Department Store Transformed*, 167; "Chevy Chase Store Planned by Saks," *Post*, Nov. 30, 1960; Charles Covell, "Saks to Open in August," *Star*, Mar. 10, 1964, A-21.

<sup>55</sup> Boris Weintraub, "A Store Doesn't Just 'Open' Anymore," *Star*, Feb. 27, 1977, G-3; Jerry Knight, "Lord & Taylor: Selling Its Point of View," *Post*, Feb. 2, 1981, E7.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

stylish look of the Snaith/Loewy-designed Chevy Chase store clearly resonated with higher-end shoppers, and Garfinckel's implicitly acknowledged its appeal with their later store designs.

In 1976, Lord & Taylor completely gutted and redesigned the interior spaces of the Chevy Chase store to meet contemporary needs. The company was thriving at the time, particularly in the Washington area. Outside of the flagship store on Fifth Avenue in New York, the Friendship Heights store reportedly produced the largest annual sales volume and greatest profits of the company's two dozen branches.<sup>56</sup>

Another major competitor joined the Friendship Heights retail community in 1977, when the Mazza Gallerie mall, designed by architect John Carl Warnecke, opened at 5300 Wisconsin Avenue NW, about a block northeast of the Lord & Taylor store. The mall featured the first D.C. branch of the Dallas, Texas-based Neiman Marcus department store.<sup>57</sup>

Through the years, the Friendship Heights neighborhood was the subject of waves of commercial development and urban planning, with some projects being approved while others were denied. A large "Rosslyn-like" complex of office towers was proposed for both sides of the DC-Maryland border in 1972, but was never built.<sup>58</sup> Instead a more limited development plan, to include a Metro subway station, was approved in 1973.<sup>59</sup> Large, mixed-use retail and office buildings were constructed in the 1990s on the east side of Wisconsin Avenue across from Mazza Gallerie, making Friendship Heights "Washington's New Uptown," according to the *Washington Post*.<sup>60</sup> Beginning in 2004, a multi-year project replaced the 1950 Woodward & Lothrop building with a sprawling multi-use complex that included a new department store (Bloomingdale's) at Friendship Boulevard and Western Avenue.

Despite these developments, Friendship Heights as a retail shopping destination went into decline beginning in the 2000s, as competition from online merchants and new high-end stores downtown steadily eroded its prestige. The decline coincided with nationwide consolidation and reduction within the department store industry. Lord & Taylor had lost its fashion cachet in the 1990s and underwent a series of ownership transfers in the 2000s that ultimately eroded its viability. In 2005, Lord & Taylor's parent company, May Department Stores, was acquired by Federated Department Stores, Inc. Federated, in turn, sold the Lord & Taylor chain the following year to NRDC Equity Partners. The chain was again sold in 2012 to Hudson's Bay Company, a Canadian retail holding firm. Lord & Taylor's final owner, Le Tote, an online women's clothing rental business, declared bankruptcy in August 2020 after the effects of the COVID-19 pandemic severely affected the retail industry. The Chevy Chase store, which had remained one of the

---

<sup>56</sup> William H. Jones, "Big Lord & Taylor Expansion Set Here," *Post*, Oct. 28, 1976, D13; Jerry Knight, "A Lord & Taylor Party," *Post*, Sept. 7, 1977, D7.

<sup>57</sup> Jerry Knight, "Oil Well of Red Tape Marks Open," *Post*, Nov. 8, 1977, D8.

<sup>58</sup> William H. Jones, "Friendship Heights Battle: Developers, Residents Fight Over Planned Complex," *Post*, May 28, 1972.

<sup>59</sup> William H. Jones, "Friendship Heights Plan Set," *Post*, Jun. 21, 1973.

<sup>60</sup> Kirstin Downey, "Washington's New Uptown," *Post*, Mar 4, 1990.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

company's most profitable locations since its opening in 1959, finally closed that same month. The building has remained vacant since that time.<sup>61</sup>

Given the recent retail decline in Friendship Heights, the DC Office of Planning, the Washington Metropolitan Area Transit Authority, and the Metropolitan Washington Council of Governments engaged the Washington office of the Urban Land Institute (ULI) to establish a technical assistance panel to analyze opportunities and challenges associated with redevelopment activities in Friendship Heights. The panel presented the results of its work in April 2021, noting that the Friendship Heights neighborhood was once a regional retail center, hosting four department stores (Woodward & Lothrop and its successors, Lord & Taylor, Saks Fifth Avenue, and Neiman Marcus), but was no longer a regional shopping destination. Nevertheless, the panel envisioned incorporating the Lord & Taylor building into future neighborhood development. The panel's final report stated, "Future developers are encouraged to incorporate the preserved historic Lord & Taylor façade on Western Avenue" into any new development on the property.<sup>62</sup>

### **The Chevy Chase store's supporting architects: Fordyce & Hamby Associates**

Allmon Grant Fordyce (1900-1972), the senior partner in the firm of Fordyce & Hamby, was born in Kansas City, Missouri, and graduated from the University of Illinois with a bachelor's degree in architecture in 1924. He then earned a second bachelor's in Fine Arts from Yale University in 1927. Establishing himself as an architect in New York City, Fordyce gained prestige from collaborating with industrial Designer Norman Bell Geddes, a chief rival of Raymond Loewy's, on the design of the Futurama exhibit at the 1939 New York World's Fair. He also designed a "living kitchen" for the fair's American At Home Building, which opened in 1940.<sup>63</sup>

William Hamby (1902-1990) was born in Dawson Springs, Kentucky, and met Fordyce at the University of Illinois, where the two graduated with architecture degrees in the same class in 1924.

Fordyce and Hamby formed their partnership in 1935. The firm gained many prestigious corporate clients and came to specialize in large-scale projects such as industrial plants and office buildings. Clients included the IBM Corporation, Singer Sewing Machine Company, and the Burroughs Corporation. In addition to their joint work on Lord & Taylor's branch stores, Fordyce & Hamby also collaborated with Loewy and Snaith on the Stratos Plant for the Fairchild Airplane Corporation in Bay Shore, New York, an architectural work "that can stand comparison with the great industrial buildings of the fifties," according to Loewy biographer Angela Schönberger.<sup>64</sup> As a primarily New York firm, Fordyce & Hamby was involved in only a few

<sup>61</sup> Michael Lisicky, "A 194-Year Era Ends As Lord & Taylor Begins Closing Sales At All Remaining Locations," *Forbes*, Aug. 27, 2020. Retrieved from: <https://www.forbes.com/sites/michaellisicky/2020/08/27/a-194-year-era-ends-as-lord--taylorbegins-closing-sales-in-all-remaining-locations/#5e2f582c299c>.

<sup>62</sup> Urban Land Institute, *Reimagining Friendship Heights: Technical Assistance Panel Report*, April 19-23, 2021, p. 31.

<sup>63</sup> Elizabeth MacRae Boykin, "Living Kitchen Is Futurama Of the Home," *Washington Post*, Jul. 23, 1940, p. 13.

<sup>64</sup> Schönberger, p. 108.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

Washington, DC projects. In addition to the Lord & Taylor Chevy Chase store, the firm's most prominent commission was the James V. Forrestal Building on Independence Avenue SW, constructed between 1965 and 1969, and designed by a team of architectural firms that included Fordyce & Hamby.<sup>65</sup>

---

<sup>65</sup> "Allmon Fordyce, Architect, Dead," *New York Times*, Sept. 25, 1972, p. 40.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

---

## 9. Major Bibliographical References

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

“2 District Stores Announce Plans for Branches,” *Star*, Aug. 31, 1945.

“100<sup>th</sup> Year Marked by Lord & Taylor,” *New York Times*, Feb. 1, 1926, p. 40.

“Allmon Fordyce, Architect, Dead,” *New York Times*, Sept. 25, 1972, p. 40.

Barsoum, Eve Lydia, *Sears Roebuck and Company Department Store: National Register of Historic Places Registration Form*, (National Park Service, 1995).

Biron, Bethany, “The rise and fall of Lord & Taylor, one of the country’s oldest and most beloved department stores,” *Business Insider*, Aug. 3, 2020. Retrieved from:  
<https://www.businessinsider.com/the-rise-and-fall-of-lord-and-taylor-history-photos-2020-8>.

Boykin, Elizabeth MacRae, “Living Kitchen Is Futurama Of the Home,” *Washington Post*, Jul. 23, 1940, p. 13.

Braun, Sandra Lee, “Forgotten First Lady: The Life, Rise, and Success of Dorothy Shaver, President of Lord & Taylor Department Store, and America’s ‘First Lady of Retailing,’” student dissertation. Tuscaloosa, AL: University of Alabama, 2009. Retrieved from:  
[https://ir.ua.edu/bitstream/handle/123456789/659/file\\_1.pdf](https://ir.ua.edu/bitstream/handle/123456789/659/file_1.pdf)

“Chevy Chase Store Planned by Saks,” *Post*, Nov. 30, 1960.

Covell, Charles, “Saks to Open in August,” *Star*, Mar. 10, 1964, A-21.

DeFerrari, John, *Capital Streetcars: Early Mass Transit in Washington, D.C.* Charleston, SC: History Press, 2015.

The Department Store Museum: Lord & Taylor. Retrieved from:  
<http://www.thedepartmentstoremuseum.org/2010/05/lord-taylor.html>

“Digest of Opposing Views in the Controversy Over Erection of a Large Store in Tenleytown,” *Star*, Mar. 6, 1940, B-1.

“Dorothy Shaver Dies; Lord & Taylor’s Head,” *Post*, Jun. 29, 1959.

“Dorothy Shaver, Stylist, Top Career Woman in U.S.,” *Star*, Jun. 29, 1959.

Downey, Kirstin, “Washington’s New Uptown,” *Post*, Mar 4, 1990.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

“Fifth Avenue’s Wonderful Evolution as Shopping Centre,” *New York Times*, Feb. 22, 1914, p. XX1.

“Finishing Touches Put on Lord & Taylor Store,” *Washington Post*, Aug. 28, 1959, D12.

Fowle, Farnsworth, “William Snaith, Designer, Dies; President of Loewy/Snaith, 65,” *New York Times*, Feb. 20, 1974, p. 40.

Helm, Judith Beck, *Tenleytown, D.C.: Country Village into City Neighborhood*. 2<sup>nd</sup> ed. Washington DC: Tennally Press, 2000.

Helm, Judith Beck, and Kathryn Collison Ray, “Tenleytown” in Kathryn Schneider Smith, ed., *Washington At Home*, 2<sup>nd</sup> ed., (Baltimore: Johns Hopkins University Press, 2010), 109-22.

Hendrickson, Robert, *The Grand Emporiums: The Illustrated History of America’s Great Department Stores*. New York: Stein and Day, 1979.

*The History of Lord & Taylor 1826-2001*, New York: Lord & Taylor, 2001.

Iarocci, Louisa, *The Urban Department Store in America, 1850-1930*. New York: Routledge, 2014.

Jones, William H., “Big Lord & Taylor Expansion Set Here,” *Post*, Oct. 28, 1976, D13.

\_\_\_\_\_, “Friendship Heights Battle: Developers, Residents Fight Over Planned Complex,” *Post*, May 28, 1972.

\_\_\_\_\_, “Friendship Heights Plan Set,” *Post*, Jun. 21, 1973.

King Jr., LeRoy O. *100 Years of Capital Traction: The Story of Streetcars in the Nation’s Capital*. Taylor Publishing Company, 1972.

Knight, Jerry, “A Lord & Taylor Party,” *Post*, Sept. 7, 1977, D7.

\_\_\_\_\_, “Lord & Taylor: Selling Its Point of View,” *Post*, Feb. 2, 1981, E7.

\_\_\_\_\_, “Oil Well of Red Tape Marks Open,” *Post*, Nov. 8, 1977, D8.

Landmarks Preservation Commission, “Lord & Taylor Building,” Oct. 30, 2007, Designation List 397 LP-2271. Retrieved from: <http://s-media.nyc.gov/agencies/lpc/lp/2271.pdf>.

Leach, William, *Land of Desire: Merchants, Power, and the Rise of a New American Culture*. New York: Pantheon Books, 1993.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

Lisicky, Michael, "A 194-Year Era Ends As Lord & Taylor Begins Closing Sales At All Remaining Locations," *Forbes*, Aug. 27, 2020. Retrieved from: <https://www.forbes.com/sites/michaellisicky/2020/08/27/a-194-year-era-ends-as-lord--taylorbegins-closing-sales-in-all-remaining-locations/#5e2f582c299c>.

Longstreth, Richard, "Sears, Roebuck and the Remaking of the Department Store, 1924-42," in *Journal of the Society of Architectural Historians*, Vol. 65, No. 2, Jun. 2006, pp. 238-279.

\_\_\_\_\_, *The American Department Store Transformed, 1920-1960*. New Haven: Yale University Press, 2010.

"Lord & Taylor Hiring More Than 375 Here," *Post*, Sep. 17, 1959, D6.

"Lord & Taylor Official Denies Store Decision," *Star*, Mar. 12, 1958.

"Lord & Taylor Open Fifth Avenue Store," *New York Times*, Feb. 25, 1914, 6.

"Lord & Taylor Opening Set For Sept. 30," *Post*, Aug. 27, 1959, B10.

"Lord & Taylor Opens Branch In Washington," *New York Times*, Sept. 30, 1959, 30.

"Lord & Taylor Plans D.C. Store in 1959," *Star*, Jun. 29, 1958, C-10.

"Lord & Taylor President Sees New D.C. Store," *Star*, Aug. 27, 1959, A-14.

"Lord & Taylor Store Holds Gala Preview," *Star*, Sept. 29, 1959, 34.

"Lord & Taylor to Build Branch Here," *Post*, Jun. 29, 1958.

"Louise B. Mazza Dead, Real Estate Developer," *Post*, May 13, 1963.

"Louise Mazza, 85, Dies; D.C. Realty Investor," *Star*, May 12, 1963.

McCarthy, J. Crosby, "Maryland Suburb A Part of Old Friendship Tract," *Star*, May 23, 1914, pt. 2, p. 2.

Millen, William A., "Foundation Under Way For Lord & Taylor Store," *Star*, Dec. 31, 1958.

"Miss Shaver Dead; Led Lord & Taylor," *New York Times*, Jun. 29, 1959.

"New Store's Lot Zoned For Parking," *Star*, Aug. 6, 1958.

"Opening of Garfinckel Spring Valley Store Has Timeliness," *Star*, Aug. 15, 1942, B-2.

Lord & Taylor Chevy Chase Branch Store

District of Columbia

Name of Property

County and State

Perkins, Jeanne, "No. 1 Career Woman," *Life Magazine*, Vol. 22, No. 19, May 12, 1947, 116-128.

Porter, Frank C., "Lord & Taylor Plans Store Here," *Post*, May 30, 1958.

Rice, Joe David, "Good Lord and Taylor!," *About You Magazine*, Jun. 30, 2020. Retrieved from: <https://www.aymag.com/good-lord-and-taylor/>.

Schönberger, Angela, ed., *Raymond Loewy: Pioneer of American Industrial Design*. Munich: Prestel-Verlag, 1990.

Snaith, William T., "Architecture and the Community of Retailing," in *Architectural Record*, Vol. 125, No. 4, April 1959, p. 192-200.

\_\_\_\_\_, "How Retailing Principles Affect Design," in *Stores and Shopping Centers; An Architectural Record Book*, ed., James S. Hornbeck. New York: McGraw-Hill, 1962.

"Throngs See Opening of Chevy Chase's Big Shopping Center," *Star*, Sep. 16, 1954.

Urban Land Institute, *Reimagining Friendship Heights: Technical Assistance Panel Report, April 19-23, 2021*. Retrieved from: <https://ulidigitalmarketing.blob.core.windows.net/ulidcnc/sites/15/2021/08/Friendship-Heights-TAP-Final.pdf>

Wagner, Ruth, "Day-Long Party Heralds New Store's Opening," *Post*, Sept. 30, 1959, D3.

Wall, John, *Streamliner: Raymond Loewy and Image-making in the Age of American Industrial Design*. Baltimore, MD: Johns Hopkins University Press, 2018.

"Walter Hoving, Punctilious Head of Tiffany for 25 Years, Dies at 91," *New York Times*, Nov. 28, 1989, B12.

Weintraub, Boris, "A Store Doesn't Just 'Open' Anymore," *Star*, Feb. 27, 1977, G-3.

Whitaker, Jan, *Service and Style: How the American Department Store Fashioned the Middle Class*. New York: St. Martin's Press, 2006.

"Woodward to Begin Work on New Store," *Post*, Oct. 14, 1949.

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

---

**10. Geographical Data**

**Acreage of Property** 6.282

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

1. Latitude: 38.958561 Longitude: -77.087642
2. Latitude: Longitude:
3. Latitude: Longitude:
4. Latitude: Longitude:

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

**Or**

**UTM References**

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |          |          |           |
|----------|----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting: | Northing: |

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

The Lord & Taylor Chevy Chase Branch Store is located on Square 1580, Lot 33 and comprises the contributing department store building facing Western Avenue NW and Jenifer Street NW, on the north portion of the lot, and the noncontributing parking garage structure, on the south portion of the lot.

**Boundary Justification** (Explain why the boundaries were selected.)

These boundaries include the two resources – the contributing building and noncontributing structure – within the property. The property corresponds with Square 1580, Lot 33.

---

**11. Form Prepared By**

name/title: Zachary Burt and John DeFerrari  
organization: DC Preservation League  
street & number: 1221 Connecticut Avenue NW, Suite 5A  
city or town: Washington state: DC zip code: 20036  
e-mail: info@dcpreservation.org  
telephone: (202) 783-5144  
date: March 1, 2022

---

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: Lord & Taylor Chevy Chase Branch Store

City or Vicinity: Washington, DC

County:

State:

Photographer: See list below

Date Photographed: See list below

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

1 of 11.

View from the north of the Jenifer Street and Western Avenue elevations. (Gottscho-Schleisner, Inc., 1959. Source: Library of Congress).

2 of 11.

View from the north of the Jenifer Street elevation. (John DeFerrari, May 10, 2020).

Lord & Taylor Chevy Chase Branch Store  
Name of Property

District of Columbia  
County and State

3 of 11.

View from the south of the southwest corner. (Justin Scalera/HABS, 2021).

4 of 11.

View from the west of the main entrance on Western Avenue. (Gottscho-Schleisner, Inc., 1959. Source: Library of Congress).

5 of 11.

View from the west of the main entrance on Western Avenue. (Justin Scalera/HABS, 2021).

6 of 11.

View from the southwest of the main entrance on Western Avenue. (Justin Scalera/HABS, 2021).

7 of 11.

Detail of concrete panels seen in Illustration 6. (Justin Scalera/HABS, 2021).

8 of 11.

Nighttime view from the west of the main entrance on Western Avenue. (Gottscho-Schleisner, Inc., 1959. Source: Library of Congress).

9 of 11.

View from the east of the northeast elevation and parking lot entrance. (Gottscho-Schleisner, Inc., 1959. Source: Library of Congress).

10 of 11.

View from the south of the southwest elevation. (John DeFerrari, Sept. 19, 2021).

11 of 11.

View from the north of the parking garage addition. (John DeFerrari, Sept. 19, 2021).

**Paperwork Reduction Act Statement:** This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

**Estimated Burden Statement:** Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

Tier 1 – 60-100 hours  
Tier 2 – 120 hours  
Tier 3 – 230 hours  
Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

<u>Lord &amp; Taylor Chevy Chase Branch Store</u>
Name of Property
District of Columbia
County and State
Name of multiple listing (if applicable)

Section number Maps Page 1



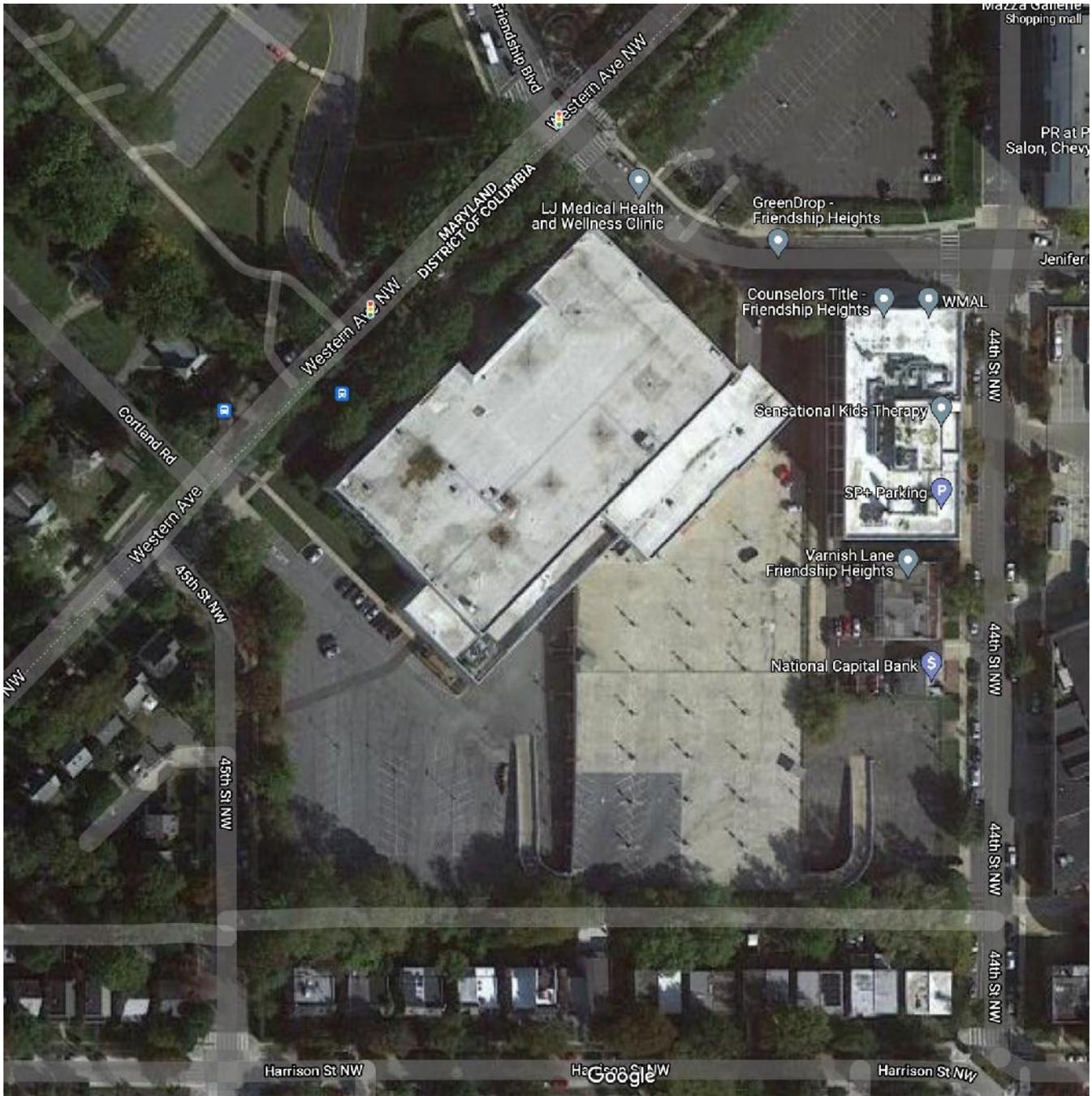
Map 1: Lord & Taylor Chevy Chase Branch Store and adjoining parking structure (PropertyQuest).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

<u>Lord &amp; Taylor Chevy Chase Branch Store</u>
Name of Property
District of Columbia
County and State
Name of multiple listing (if applicable)

Section number Maps Page 2



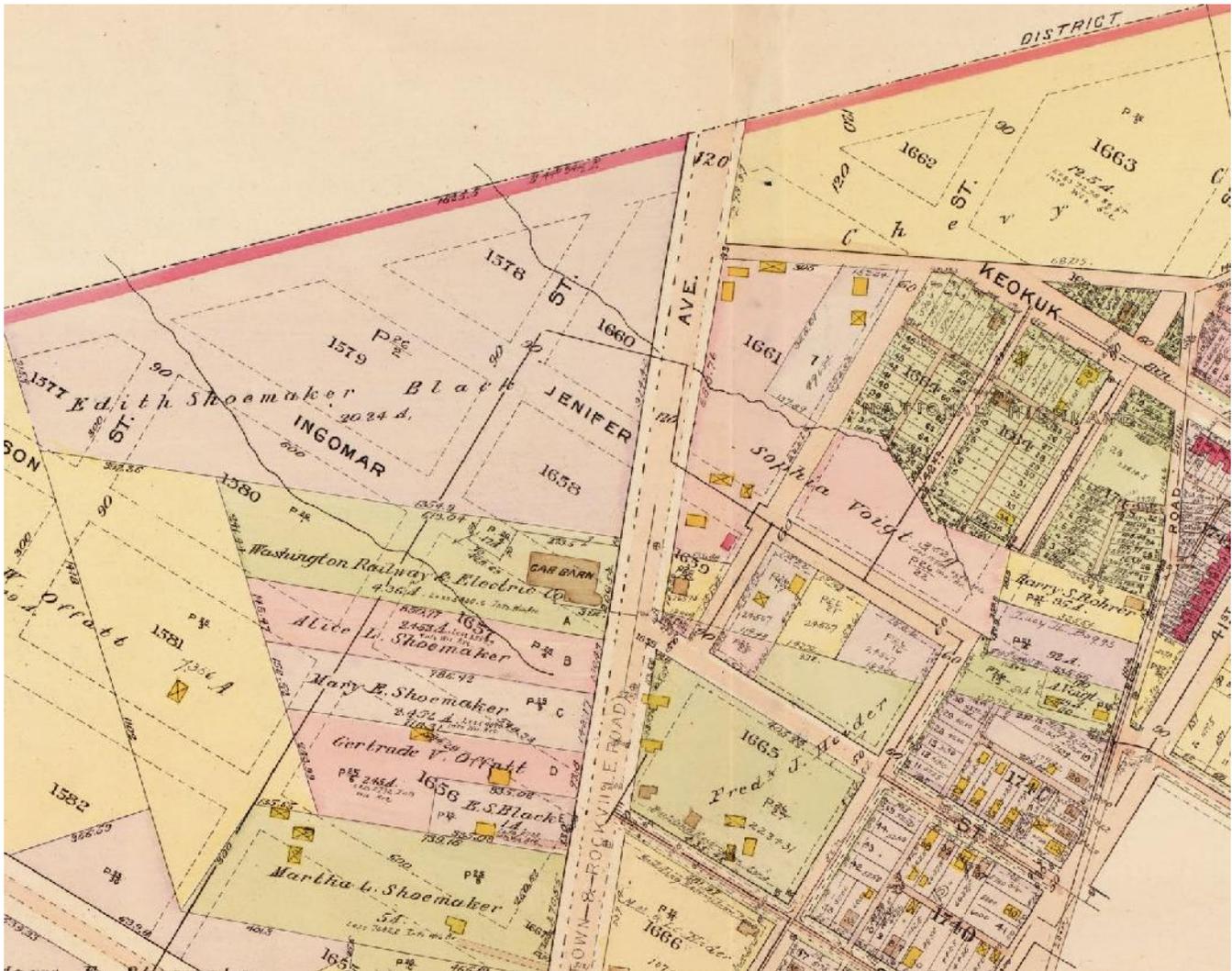
Map 2: Aerial view of Lord & Taylor Chevy Chase Branch Store and adjoining parking structure (Google Maps).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

<u>Lord &amp; Taylor Chevy Chase Branch Store</u>
Name of Property
District of Columbia
County and State
Name of multiple listing (if applicable)

Section number Maps Page 3



Map 3: Detail from *Baist's Real Estate Atlas of Washington, D.C.*, 1919, Vol. III. Plat 33, showing undeveloped property owned by Edith Shoemaker Black.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

<u>Lord &amp; Taylor Chevy Chase Branch Store</u>
Name of Property
District of Columbia
County and State
Name of multiple listing (if applicable)

Section number Maps Page 4



Map 4: Detail from *Baist's Real Estate Atlas of Washington, D.C.*, 1945, Vol. III. Plat 33, showing undeveloped property owned by Louise B. Mazza.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store
Name of Property
District of Columbia
County and State
Name of multiple listing (if applicable)

Section number 2 Page 1



Illustration 1: View from the north of the Jenifer Street and Western Avenue elevations. To celebrate the grand opening, the building is festooned with flags from all 50 states. (Gottscho-Schleisner, Inc., 1959).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 2



Illustration 2: View from the north of the Jenifer Street elevation. (John DeFerrari, 2020)

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store
Name of Property
District of Columbia
County and State
Name of multiple listing (if applicable)

Section number 2 Page 3



Illustration 3: View from the south of the southwest corner. (Justin Scalera/HABS, 2021).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 4



Illustration 4: View from the west of the main entrance on Western Avenue. (Gottscho-Schleisner, Inc., 1959).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 5



Illustration 5: View from the west of the main entrance on Western Avenue. (Justin Scalera/HABS, 2021).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 6



Illustration 6: View from the southwest of the main entrance on Western Avenue. (Justin Scalera/HABS, 2021).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 7

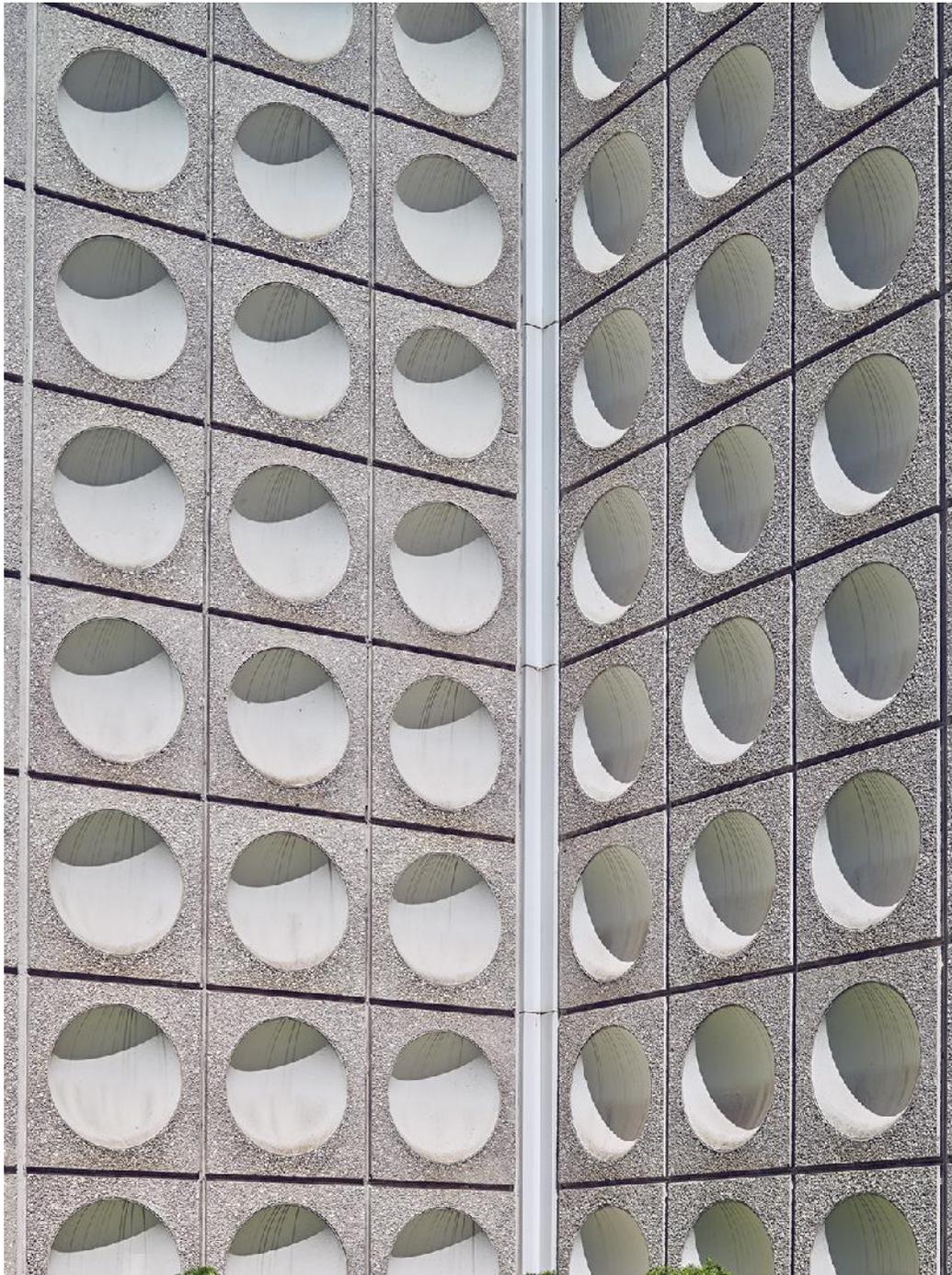


Illustration 7: Detail of concrete panels seen in Illustration 6. (Justin Scalera/HABS, 2021).

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 8



Illustration 8: Nighttime view from the west of the main entrance on Western Avenue. (Gottsch-Schleisner, Inc., 1959)

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 9



Illustration 9: View from the east of the northeast elevation and parking lot entrance. (Gottsch-Schleisner, Inc., 1959)

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 10



Illustration 10: View from the south of the southwest elevation. (John DeFerrari, 2021)

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Lord & Taylor Chevy Chase Branch Store

Name of Property

District of Columbia

County and State

Name of multiple listing (if applicable)

Section number 2 Page 11



Illustration 11: View from the north of the parking garage addition. (John DeFerrari, 2021)