Historic Structure Report

Pure Oil Station, Hartwell, GA

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The Historic Structure Report for the c.1933 Pure Oil Service Station in Hartwell, GA provides a brief description of the historic context to better understand the historic significance of the structure, an existing conditions assessment of exterior and interior elements, and finally appropriate treatment recommendations. While a filling station is no longer an appropriate use for the Pure Oil structure its historic significance and high level of integrity necessitates rehabilitation and a new compatible use.
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MANAGEMENT SUMMARY

The Hartwell Pure Oil Service Station located on the northeast corner of the intersection of Howell Street and Jackson Street in Hartwell, GA was constructed c.1933 by the Pure Oil Corp. in their ‘English Cottage’ style. The structure served as a filling station until 2000 at which time it was acquired by a gentleman named Willie Roland and functioned as an automotive shop. The historic Pure Oil station is currently owned by the CVS Corporation. Following CVS Corporation’s acquisition in 2006 the service station has sat vacant and continues to become an increasingly appealing contender for demolition by neglect. The Pure Oil Station requires immediate repair and rehabilitation. Rehabilitation would facilitate a use for the structure allowing it to continue to contribute to the historic character of downtown Hartwell. The team reached this conclusion following extensive analysis of the exterior and interior of the structure assessing apparent threats that would cause structural failure. Treatment recommendations were informed by looking at how the Hartwell Pure Oil Service Station fit into the greater context of gas station evolution, in addition to its role in the local development of Hartwell. A combination of archival research, conversations with community members, and existing conditions evaluations were used to develop the following Historic Structure Report. The report was compiled, edited, and written by: Alana Saul, Lilly Miller, Parker Lawrence, and Seth Hines over a four month period in the spring of 2013.

DEVELOPMENTAL HISTORY

Hartwell, GA has acted as a resting and refueling point for travel between various points in Georgia and its’ surrounding neighbors since the early 1800s. As a major thoroughfare for postal routes in the 1890s and for travel between Georgia and South Carolina, the importance of Hartwell grew as the country became increasingly developed. Up until the 1920’s horse and mules remained the most common mode of transportation in Hartwell because while automobiles were available in the 1890’s, the cost associated with them was prohibitive for most— the last blacksmith shop in Hartwell was in business up until 1952. Ransom Olds, creator of the Oldsmobile brand, first introduced cars to the masses. However, not until Henry Ford perfected the assembly line technique did automobiles become affordable and readily accessible to the public. The increase in automobile owners provided an impetus to develop filling stations.

Between 1910 and 1920 the number of oil companies proliferated. Esso, Gulf, Shell, and Pure became some of the most well-known. The Pure Oil Company, an outgrowth of Ohio Cities Gas Company, started out predominantly as a utility holding company with some interests in oil. The opening of a lucrative oil field

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quickly increased the profits of oil interests, eventually far outweighing the profits obtained from utilities.² Pure Oil’s first gas station opened in 1918 in Dayton, OH and they would formally establish themselves as a company in 1920. In Pure Oil’s early years, from 1918 until 1924, the corporation and its associated stations grew piecemeal and both construction and management of stations varied widely depending on the particular region. In Pure Oil’s nascent stages the regional engineering departments made decisions as to what construction methods and building types were most appropriate—such freedom resulted in a lack of building uniformity. Besides structural variation, the gas stations also exhibited a lot of stylistic variation. In 1924 Pure Oil owned and managed stations spanning 14 states; 6 stations were Pure Oil’s outright and 8 were managed affiliates— the variation seen between stations made marketing and branding Pure Oil extremely difficult.³

Understanding that the lack of uniformity was detrimental for sales, in March of 1923 Pure Oil hired E.C Miller, a Columbus architect. E.C Miller developed the “Edwards Type” gas station. The Edwards type appeared in different renditions throughout the 1920s. Ultimately the design did not come to define Pure Oil. In 1924 The Pure Oil Corporation hired Henry M Dawes, a former U.S Comptroller of the Currency, as president. The first thing that Dawes set out to do at the beginning of his tenure was to restructure and unify the company’s management and construction methods. Henry Dawes had three main changes in mind related to: authority, economy and style. Dawes believed that the absence of uniformity was also expensive and that standardization of materials and construction methods would be more economic. It would be Carlos B Dawes (nephew of Henry Dawes) who would recommend the company adopt one single station design.⁴ By 1925 a study entitled “Standardization of Service Stations” had been undertaken by Carlos B Dawes. The study sought to identify every important element of gas stations, which would later inform Pure Oil’s own design.

While oil companies had been branding their products for decades, gasoline remained a generic product up until the 1920’s. It was then that gasoline companies began using what is known as “Place-Product Packaging,” where building form, texture, color and spatial arrangement were all designed to convey a specific message or association.⁵ The Pure Oil Company also sought to promote brand recognition specifically through

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³ Jackle,165
⁴ Ibid
⁵ Ibid,19
architecture and design. To encourage brand recognition Pure Oil would build its stations in a single, easily identifiable style. After a growing dissatisfaction with Carlos B Dawes as the company architect, he was replaced by C.A Peterson, a gasoline station architect. The architect C.A Peterson developed the concept of the “English Cottage” style. His design aspirations were largely based on “the romantic suburb” and contained the suburban ideal of detached, country homes, fresh air, health, tradition etc. C.A Peterson cited two main reasons for opting towards that particular design: economy and placement.

Utilization of locally available products would keep costs low and a basic residential form would allow it to blend into an otherwise residential landscape. The design aspirations of Pure Oil reflect a focus towards wealthy, middle class residents who they believed to be their target consumer. “The images appropriated for gasoline stations carried suburban upper-class residential overtures, especially in decorative details derived from colonial American and English architectural traditions.” A 1923 design that C.A Peterson had developed for Kenmore Oil Company served as the prototype for what would become the Pure Oil “English Cottage.” And, while Peterson’s stylistic choice was reminiscent of the Cotswold cottage, “(his) design replicated no historical cottage. Instead, it was a creative adaptation of his Kenmore station into a more Cotswold-like cottage for the romantic suburb.” They introduced, and continued to use, the end-chimney, English cottage-style building, which garnered the nickname “rain-spitter” due to the steeply pitched roofs. “At Pure Oil the steep end gabled roof was blue tile and the walls were white stucco placed either on hollow tile or one wood lathe. Presumably, the use of tall end chimneys and front bay windows with flower boxes made these buildings more distinctly English.” While the “English Cottage” did

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6 Ibid, 171  
7 Ibid  
8 Ibid, 163  
9 Ibid, 169  
10 Ibid, 171  
not replicate the Cotswold Cottage it did take a large amount of inspiration from it. Traditionally, the Cotswold cottage would be constructed of locally sourced limestone. This use of limestone was not limited to the walls; it was also used for flooring and as tiles for the roof. The majority of Cotswold cottages in England were built between the 16th and 17th centuries. Their picturesque quality was so popular that the style was brought to America and many residential cottages were built from 1890-1940. The characteristics of the Cotswold cottage that are adopted by Pure Oil include the asymmetrical designs, steep pitched roof and prominent chimney. The “English Cottage” design was eventually patented, and in the event a station withdrew from the Pure Chain it was required to remove a number of features associated with the brand. In August of 1927 Pure Oil formally announced the adoption of the “English Cottage” as their design. Not long after in 1930, Pure Oil formally adopted the “Pure Seal”, the company’s official logo. The Pure Seal consisted of a blue, gear-like circle, encircling the word PURE. This logo was thought to reflect, “Curvature, angularity and radiation.” The adoption of a logo was one of the early actions seeking to incite brand recognition and, more importantly, brand loyalty.

The Great Depression incited a precipitous drop in gasoline sales, requiring that gas stations look for alternatives in order to remain solvent despite the poor economic climate. The majority of gas stations responded by offering new gasoline-related services and products. The introduction of products and services such as auto-repair required a somewhat altered building form, often slightly larger than early stations and with more numerous and larger bays. The need for space and light was reflected in a number of different forms such as, “the house with bays” and “the oblong box” amongst others.

Beginning in the 1920’s and extending into the 1930’s Pure Oil focused more heavily on the Southeast Region. During this period Pure Oil began controlling interests in Wofford Oil, Seaboard Oil and Colonial Oil. Simultaneously in 1932, in an attempt to restore decreasing highway funds, the Federal government levied the first gasoline tax at an amount of one cent per gallon. Most of the funds were allocated to road construction,
particularly secondary roads, in an attempt to articulate the two-lane interstate system.\textsuperscript{20} Road construction and connectivity were increasingly important for Hartwell, which had been seriously handicapped by both the destruction of the boll weevil and the Great Depression. The loss in economic viability incited the need for connectivity to other areas and bigger cities. Roads and transportation became more important than ever. In mid-June 1933 the U.S Highway 29 (the Main Street of the South) opened, extending from Washington DC to New Orleans and a 13 mile strip between Anderson and Hartwell had just been paved. In order to accommodate the anticipated increase in traffic, the Wofford Company (a subsidiary of Pure Oil) planned the construction of a gas station on the northeast corner of Jackson and Howell.\textsuperscript{21} The gas station was to be positioned on lot #21— a corner lot part of the original city grid. The placement of the station on a corner lot was very typical as oil companies opted for the most accessible and visible spaces.\textsuperscript{22} The Thomas G Craft home that originally sat on the lot was to be moved back and situated towards Jackson Street, in order to accommodate the proposed gas station.\textsuperscript{23} The Hartwell Pure Oil Service Station opened for business on October 28, 1933.\textsuperscript{24}

The Pure Oil gas station, when first constructed, was a decidedly “English cottage” style on a “house with canopy” form. The building was just large enough to accommodate a small office, small storage space(s) and public restrooms. The canopy was an especially common feature in Southern Pure Oil Stations where it was almost a necessity to shade from the hot summer sun.\textsuperscript{25} The original “House with Canopy” form of the Hartwell Pure Oil station received an early addition of a garage. The form and style of the garage exhibits a visible continuity with the original structure, but appears to be an addition because the seam of the bricks is visibly different, as is the paint. While no firm documentary evidence points to this, it is likely that the addition of a garage on the west elevation took place early on, likely prior to 1935. It is the extension of the roof style that reinforces this assumption because, “before 1935, building additions usually adopted the architecture of the original structure. For example, the Pure Oil

\textsuperscript{20} Ibid, 60
\textsuperscript{22} Jackle, 138
\textsuperscript{23} Kaufhold,154
\textsuperscript{24} Ibid
\textsuperscript{25} Jackle,176
Company carried the steep gable roofs of its English cottage stations and appended service bays.” It is generally noted that, “After 1935 additions were usually simplified, flat roof boxes.”

It appears that the addition of a storage room quickly followed the garage addition. However, unlike the garage addition the storage area does not exhibit continuity in form and style, but rather it is a minimally pitched (flat-roofed) box, leading one to believe that the storage room addition occurred post-1935. The storage room is a further expression of the time, where a depressed economic climate called for new business strategies and an expansion of services. The Pure Oil Station retained this form and style for the vast portion of its existence until 1976.

Howard H Page became The Hartwell Pure Oil Station’s first manager, followed by Jimmy Lloyd Teasely and then Martin White in 1945. Martin White and his friend, Emerson Ray, became co-managers after White came home from World War II in 1945. The pair soon ended their business partnership while still on good terms and Martin White became the sole proprietor. The station originally remained open from 7 a.m. to 11 p.m. seven days a week, but considering that the Whites had four children, Martin was eventually convinced by his wife to remain closed on Sunday. Dale White, one of Martin’s sons, noted that, “It used to be that Saturday was the biggest day for work there, but eventually Saturday afternoons became the day when people went to the lake and did other things, so we started closing Saturday afternoons.”

The station operated as a family business with every White child tasked with a job, except the youngest, Martha Jo. “Everybody had their responsibilities,” Van said. “Some people’s responsibilities were to work in the back and do all the mechanic work. Others were to wait on the front. When a customer drove up, if somebody didn’t run out there to greet the customer, dad would yell like you wouldn’t believe. And he wanted two people to get out there and greet the customer at all times. One would say hello and the other would pump the gas. They would also wash the windshield and check the oil. It was always a two-person job.”

Older gentlemen of Hartwell began to use the station as a regular meeting place to stop by and discuss the news of the day while sipping coffee. “They would start at Haley’s Drug Store, have coffee and talk politics, the

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26 Ibid, 164  
27 Ibid, 164  
28 Kaufhold,154  
issues of the day,” Dale said. “Then they would meander down to my dad’s station and stand out front. People would come in to get their cars serviced and join the fray. It would be like this all day. You got all the news right there.”

Pure Oil built its final English Cottage gas station in 1946—an amalgamation of “English Cottage” and the oblong box. With the onset of the 1950’s the Colonial revival style finally gave way to modernism, with economy cited as the reason. By the 1950s Pure Oil was operating refineries in four states (Ohio, West Virginia, Oklahoma, and Texas), and had finally departed from “revivalism to fully embrace modernism.” By the 1960s Pure Oil made it on the list of the top 100 largest industrial companies in the U.S. The presence of Pure Oil grew more rapidly in the South due to their involvement and support of stock-car racing. However, by 1965, Pure Oil had sold most of its hold in the southeast to either Union Oil Company of California or Wofford Oil Company of Alabama. In 1973, a merger took place between Pure Oil and Union Oil. The resultant company decided to close the Hartwell Pure Oil Service Station. Upon hearing the news, the then manager, Martin White purchased the property and became the proprietor of “White’s Service Station”. Martin added a muffler shop in 1976 and renamed the business, “White’s Service Station and Muffler Shop”.

The station was listed on the National Register of Historic Places in 1986 as part of a larger historic district nomination. The Pure Oil station was deemed significant for the design of the building and for its association with an event. As stated previously, the design of the building is unique to the Pure Oil Company; it featured the steeply pitched roofs and the striking white and blue color scheme. The unique design of Pure Oil stations makes this a significant structure in Hartwell. The building is further significant in its association with the automobile. The station both encouraged and benefitted from the increase in private automobile ownership and usage. The National Register Nomination for the Hartwell Pure Oil Station does not suggest a specific period in which the station was most significant. An argument can be made that the years of 1933-1973 are the most significant as those are the years in which the station remained under the ownership of the Pure Oil Company.

32 Jackle, 178
35 Kaufhold, 154
In 1988 the station was sold by Martin White in 1988 to Willie Rowland who operated his own automotive shop until the 1990s. CVS acquired the property and erected a pharmacy adjacent to the station, with the intent of leasing it to another party as-is.\textsuperscript{36} Since the acquisition by CVS the condition of Hartwell Pure Oil Service Station has continued to fall into decline. The greater Community and the Downtown Development Authority are eager to see the Pure Oil service Station restored to its former state and adaptively reused.

**STRUCTURAL ASSESSMENT**

A number of materials have been used in the construction of the Hartwell Pure Oil Station; mainly brick, wood, and concrete. The original building and the two-bay garage both have a brick veneer. The garage addition uses cinder blocks. All of the trim is wood, most likely yellow pine. The roof is a wood frame with asphalt shingles. Flooring throughout the building is concrete slab. The building has been neglected for almost twenty years and as a result is in quite poor condition. The main issues stem from moisture and lack of routine maintenance. Moisture is causing the paint to delaminate, the bricks to spall, and the wood to rot. The most precarious of locations is the Porte Cochere. Poor water conductance systems mean the water has been pooling at the base of the wooden columns causing severe rot. In all other areas of the building the structure is, for the most part, sound except for the roof.

**EXTERIOR EVALUATION**

The exterior of the original Hartwell PURE Oil station reflects the original intent to create a romantic, homely cottage feel that is welcoming and recognizable in the townscape. With the sole purpose of refilling oil tanks, the mid-1930s drop in gas sales required an expansion of business that was reflected across America. The c.1935 additions of the two-bay garage and the subsequent rear storage addition were designed to maintain the feel of a homely cottage, while offering space to work on automobiles and for storage of automobile parts. The two-bay garage is recessed from the original cottage by 2’3” inches, but retains the brick veneer and steep pitched roofs. The windows of this addition also reflect a change from the smaller, cottage-type windows to the large, steel-framed windows. The rear addition is offset from the original structure through the use of a flat pitched roof, which puts it in stark contrast from the high pitched roof of the cottage. However, it retains the brick veneer and a smaller steel framed window.

\textsuperscript{36} Morgan, Vivian, “Station not Making History.” The Hartwell Sun.
The c.1976 addition breaks from all tradition through its materials, roof, and appearance. The windows match the steel-framed examples of the first addition, but that is where the similarities stop. Offset from the original structure by four feet two inches, this addition is comprised of cinder blocks instead of brick. The roof has a Second Empire parapet covering a flat roof behind. The parapet is reminiscent of the pitch of the original roof, but height and angle do not match. The garage bay door is of standard aluminum siding construction and is much smaller than the c.1935 garage doors.

**Roof**
The standard steep pitched roofs of Pure Oil Stations make assessing the existing conditions of the roof a relatively easy task. The roof is currently covered in asphalt shingles with a faux-cedar shake shingle design. The shingles themselves are in very poor condition; some are even missing, exposing areas of the roof membrane. More extensive examination is required to determine the condition of the entire roof and whether the roof can simply be repaired or will have to be replaced entirely. However, from what is visible, current recommendations would be to replace all shingles and do a piecemeal repair to the roof underlayment.

**Water Conductance systems**
Gutters were not originally a feature of this building they were added over time. This is evident in the overhang above the front door, which is mean to shed water away. Since the building was not designed with gutters in mind their addition has created a number of issues. The wood trim near the gutters and downspouts shows signs of rot. Although the gutters were not original some form of water conductance system is required for this building. Therefore it is recommended that the existing gutters and rotting wood be removed and replaced. The wood that is currently in place is a yellow pine; a more suitable replacement would be Cedar as it is a more rot resistant wood.
Walls

Brick Veneer

The exterior walls are clad in high-fired brick veneer with a standard brick height of 2.25” and a length of 8” set apart by a ½” mortar joint. The bricks are set in a running bond with a decorative soldier course set along the foundation and above and below window sills. The brick appears to have been whitewashed and then painted over with multiple coats of white paint— it is not apparent when the painting took place. As a result of faulty water conductance systems water has continued to pool and splash at the base of the structure encouraging an intermittently damp environment. The excess of moisture on and around the base of the building has catalyzed paint delamination and begun to encourage biological growth as exhibited in fig.9. Bricks located on the front façade have exhibit the beginning symptoms of spalling, whereby an excess of moisture trapped within the bricks gradually forces off the outer layer of the brick as a result the freeze-thaw cycles when the pressure of moisture trapped within the brick eventually forces off the outer layer of brick.

The issues stemming from an excess of moisture can be remediated by fixing the dysfunctional gutters and downspouts that are the primary reason water is continuing to pool at the base of the building. It is possible that the original structure did not actually utilize gutters and downspouts, but rather utilized passive water shedding through roof design and detailing. The later addition of gutters and downspouts seem to have exacerbated the moisture issues rather than improved them.

While moisture is the most pressing issue, stress cracks in the north elevation and splattered tar are primarily aesthetic issues and do not pose an immediate threat to the structure. The stress crack is a narrow fissure running vertically through the wall and is likely due to settling of the building over time. Nonetheless, it should be monitored because if it increases in size it may be indicative of a more serious structural issue. The tar splatter on the
north elevation appears to have happened during roof repairs and can be removed. Please review Preservation Brief #1 prior to undertaking any cleaning activities.

Windows

Multi-Paned Industrial

The west garage has four large windows, two on the western wall and two on the northern wall. All the windows in this garage are steel framed and multi-paned. On the western wall the windows consist of twelve panes with the central six panes opening as an awning window. However, the presence of rust and paint makes these awning windows unusable. On the northern wall the windows are larger, consisting of sixteen panes with the central panes opening as awning windows. Again these awning windows are currently fixed shut by rust and paint. The windowpanes themselves are in good condition and a little repair work will solve the problem of the inoperable awning windows. The rust can best be removed in this situation by using a wire brush or aluminum oxide sandpaper and manually working the area until the rust is gone.37 Further along the northern wall, into the storage room addition is a six-pane fixed window. Rust is also present in this window but there is not irreparable damage. On the eastern wall of the addition garage is a fixed twelve-pane window, which is in good condition and, if necessary, the repair methods mentioned above can be employed to remove the rust.

Decorative

There is one decorative window on the exterior front façade of the original portion of the building. It is a small, narrow eight-paned arched window that consists of textured glass in a daisy pattern. This window is in quite poor condition; the paint at the base of the window has delaminated almost entirely to expose a large portion of the wood. This is also true for a small portion of the muntins. The bottom right most pane of the window has been broken and reaffixed with putty. This pane, and one or two others, is becoming separated from the wood member as a result of the deterioration of the wood. This window is a unique feature to the building and as such will need to be repaired. To repair wooden windows, the National Park Service suggests first to dry the wood, treat decayed areas with a fungicide, waterproof with two or three applications of boiled linseed oil, then fill cracks and holes with putty, and then paint the surface. 

Storefront Window

The storefront window is on the front façade, directly to the east of the customer entrance doors. The window consists of two very large panes. One of which is quite seriously cracked. Presently the crack is covered in tape. As a tape covering is not an adequate method of repair the window will need to be replaced. Also, the area around the window appears to have moisture issues, leading the paint to delaminate. The moisture is most likely a result of the poor water conductance system. Once this is issue is resolved the area around the window should no longer be affected.

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Doors

The exterior of the building consists of five entrances. Of these five doors, three are large overhead doors. The two garage doors on the west side of the building appear to be of the period but it is undetermined whether they are original. Both doors consist of thirty panes, the bottom twelve being wood and the upper eighteen panes glass. Neither door is in good condition. The paint is delaminating and exposing the wood to moisture causing rot. It is recommended that these doors be replaced. The main entrance doors are not original and likely date to the 1960s. Both of these doors are in relatively good condition as they are protected in part by a hood overhead. Finally, the overhead door on the east side addition is relatively modern; it is metal and only consists of three small, centrally located windowpanes. While the door is in good condition it detracts from the historic character of the structure and its removal should be considered.

Porte Cochere (Canopy)

The porte cochere is one of the most important character defining features, yet it is also in the worst condition relative to other building features. The porte cochere exhibits a steeply pitched roof projecting from the front façade of the gas station and on either side a flat roof projects a foot or so. It is supported by paired columns in the front and two single pillars where it abuts the front façade of the station. The Canopy exhibits a number of decorative features associated with the “English Cottage” style. A pressed metal ceiling that is found in the interior office is carried over onto the canopy Ceiling. The metal panels have weathered and rusted over time and would benefit from pressure washing at a low PSI in the range of 60-80, sufficient drying and then repainting. It also retains the original service bells, which should be retained as they are an important character defining feature. What were once likely pendant lights have been replaced with fluorescent lights and the lighting fixtures should be restored to the original pendant style fixtures. The wood membrane and front columns exhibit extensive water damage.
that has resulted from faulty water conductance systems. Rainfall has continually pooled around the base of columns and leaks have allowed it to destroy the tops of the columns and associated decorative corbels. It appears that very little is holding up the canopy at this point as only about 50% of the wood remains. In order to remedy the imminent collapse of the canopy roof it is recommended the columns and projecting roofline be replaced with cedar. Concurrently, the source of the problem which is the faulty water conductance systems need to be fixed so that water is shed onto less sensitive areas. The canopy columns that abut the front façade appear to be replacements and no longer match as one appears to be wood while the other is clothed in brick. It is recommended that these be restored to match.

INTERIOR EVALUATION

The initial design of the Pure Oil Station intended to accommodate one basic use, the refilling of oil tanks. The initial one room “English cottage” design accomplished this with a small office, storage rooms and restrooms for use by employees and patrons. The interior, like the exterior reflected the homely, romantic suburban ideal. However, the drop in gasoline sales that occurred almost simultaneously with its initial construction in 1933 necessitated an expansion of—this was typical of refilling stations across the United States. In order to adapt to the new reality the Hartwell Service Station added a two-bay, service garage (c. 1935), a back store room (c. 1935), and a muffler garage (c. 1976). The plan as it exists today consists of seven interior spaces: The main office (Aa), employees restroom (A), two-bay garage (B), storage room (C), men’s restroom (D), Women’s restroom (E), muffler garage (F). The 1976 addition of the muffler garage is considered an intrusion, which detracts from the original space and the early additions and should be removed during restoration efforts.
Rooms
Main Office (A) 340 sf.
This room was the original office and waiting room for the Pure Oil service station. The walls are clad with painted wainscoting that was likely added after the employee restroom (Aa) was removed. The exterior double door and window on the south wall have been replaced with ones clad in aluminum. A generic vinyl door was installed in the door leading to the storage room (C). At the east end of the room was most likely the original waiting area. Evidence of a wood or coal burning stove is present, lending to the thought of a waiting area while automobiles were worked on. The capped stove pipe hole is found in the added ladies bathroom. The 1950s added restrooms, separated from the main customer area by plywood and temporary walls, have added tile and water connections to the east side of the original structure.

Employees' Restroom (Aa) 15.5 sf.
Originally, this space served as the employees' restroom and would have been entered from the west side of the building. Once the two-bay garage (B) addition was erected the employees would have entered through garage instead. The small square footage was intended to retain as much space in the main space for customers and business operations. Though it was not spacious, the bathroom served as a purely utilitarian space. The bathroom was later removed, at an unspecified time in the station’s history, leaving only the footprints of the walls and pipes.

Two-Bay Garage (B) 727 sf.
The largest of the rooms in the station is the two-bay garage located on the western side of the building. Though the garage looks similar to the main portion of the building from the exterior, it is actually an addition constructed shortly after the original structure. This is apparent from the exterior where the brick on the façade of the two-bay garage does not line up with that of the original building. On the interior, what was once the western façade of the station is still intact, complete with exterior doors and the unique, narrow-arch window also found on the front façade. This garage was added to allow the station to perform more mechanical repairs and therefore expand the enterprise. The interior of the garage shows evidence of the two car lifts that were once located in front of their respective doors. Three round five inch steel posts are located in between the two bays and support the center load of the roof system. All four walls are made of brick, some of which have hooks where parts and hoses for mechanic services would have stored within easy reach.
Storage Room (C) 324 sf.
The storage room located in the rear of the building was also an addition that most likely was added at the same period as the two-bay garage (B). Wood selves cover all available wall space in order to store all the parts and equipment needed to operate a full-service station. Only one small steel-framed window can be found in this room along the northern wall. The doorways leading to both the two-bay garage (B) and the muffler garage (F) are both left open with no door or partition separating the spaces. The door leading to the main room of the station (A) that was originally installed has since been replaced with a generic vinyl exterior purchased at a hardware store.

Men’s Restroom (D) 30 sf.
The men’s restroom is a part of the original structure and is entered through the main room (A). This room still maintains what appears to be the original tile and sink though the toilet may have been replaced. One of the unique narrow-arch windows is located above the toilet.

Women’s Restroom (E) 56 sf.
The women’s restroom is also located in what was the original building and could have been entered through either the main room (A) or through an exterior door located on the eastern wall of the façade. Original tile is still prevalent but in poor condition. There is a jog along the eastern wall which accounts for the Cotswold decorative chimney on the exterior. Another one of the narrow-arch windows is located on the southern wall to the left of where the sink was located. None of the original restroom fixtures still exist.

Muffler Garage (F) 560 sf.
The muffler garage is located on the eastern end of the building. It was added in 1976 and did not try to match the original building as the two-bay garage addition (B) did, but instead was constructed with cinder blocks. As with the two-bay garage (B), the original east façade is still found on the interior of the addition. The windows found along the cinder block walls are steel frame with an operable hopper in the center. An overhead garage door can be found on the southern wall and a small roll-up door may be found on the eastern wall. Four foundations indicate the location of the hydraulic lift that was used to lift cars to repair and replace mufflers.
Ceiling

Metal (Pressed Tin)

Within the original structure and first addition of the muffler shop, the ceilings are comprised of pressed tin. The appearance of the pressed tin ceilings is surmised to be from the construction of the original structure in 1933, and the first addition in the mid-1930s. The square design on the tin tiles can still be seen in great definition. The molding to the adjoining walls is still intact as well. Problems with these particular ceilings stem from rust and old puncture sites. Condensation due to lack of insulation and built up rainwater from the roof are the have caused a great amount of rust to appear on virtually every tile of the pressed tin. Some areas have become so eroded, the tin has broken open. The puncture sites, assumed to be ghosts of light fixtures, have sped up the process of oxidation around their openings.

Within the auto shop area, exhaust and chemical usage have aided in the oxidation and discoloration of the tin ceiling as well. While the majority of the pressed tin is still intact, these ceilings need to be cleaned. The use of a solvent-based paint stripper\(^\text{39}\) is preferred to removing the current layers of paint. Once removed, the ceiling should be repainted white to match the color evidence present. There are a variety of pressed tin tile dealers that can match the design already in the building\(^\text{40}\).

Particle Board

Within the rear addition the ceiling is comprised of particle board lain on wooden joists. Due to the impermanent nature of the material, there are gaping holes in many sections of the ceiling. Through these holes, the original roof is visible. It is recommended to remove the particle board and install a proper ceiling system in the rear addition including insulation. The framing for the ceiling is currently in place and in good condition. Here it would be best to install a pressed metal

\(^{39}\) Using a methylene-chloride solvent will not damage the metal, due to its ability to resist most solvents. Acid and abrasive removal techniques will leave the tin tiles damaged.

\(^{40}\) There are a variety of dealers online including www.americantinceilings.com/ which may be able to replicate the pressed original pressed metal panels.
ceiling to match the character of the interior. However, depending on the use of the space, a simple drywall and plaster ceiling would suffice and fit the original feel of the rear addition.

Walls

Brick

The original Pure Oil cottage is built of brick and the original interior walls are a clear expression of this. Each of the four envelope walls are comprised of high fired red brick and mortar covered in paint.

On the north wall, directly across from the main entrance, there is evidence of shelving found through the ghost print in the paint. This lends to the idea the original interior walls were not painted until shelves were installed.

The two-bay garage and rear storage area are also comprised of brick and mortar. Issues here are similar to those experienced on the exterior of these additions. The whitewash is not holding to the brick as well as the original structure. There is evidence of wicking leading to the windows in the rear of the building, and stress cracks in the mortar are appearing along door and window jambs. Using epoxies to seal the cracks would be ideal, however, the structure is still intact and there is no evidence of spalling in the brick. Tar and grease buildup are evident along the wall of the original structure within the two-bay garage. Tar is also evident along the original exterior wall where the new roofing system was installed with the additions. Cleaning with a non-acid based nor abrasive method is preferred.

Tile

In the 1950s, in added bathrooms on the east side of the original structure the brick walls have been covered with plaster and tile. Cracking, chipping, removal of fixtures and erosion over time has left these rooms in poor condition. The use of these bathrooms is recommended since the infrastructure is already laid for them. However, they will need to be overhauled and designed to match the original intent.
of the building. Returning to the cement floors and brick walls is preferred to keep the feel of the original store intact. The restroom additions are needed for a modern structure, however the rustic feel of the cement floors would tie in the bathrooms with the rest of the building. The separator wall would need to be a brick veneer to not take away from the character of the original structure.

Windows
Multi-Paned Industrial
There are four large, steel framed windows found in the two-bay garage. The two on the western wall have twelve panes. The top and bottom three panes are fixed, and the middle six panes create what was once an awning window. Currently rust and paint have sealed the windows shut. On the northern wall of the garage, there are larger, sixteen-paned windows. The center four panes create what was once an awning window, while the encircling panes are fixed. Here again, rust and paint have rendered the window inoperable, and a caulk has been applied to the base of the windows to provide more insulation. The rust has begun the process of pushing the caulking off the window frame and opening the sides to the elements. The glazing is still intact and in good condition, but most likely from a 1950s refurbishment of the building.

In the rear storage area addition, a fixed, six pane window is set high in the wall. This is the only source of natural light in the rear addition, and also suffers from rust damage. After assessment of the extent of damage caused by the rust and moisture, it is likely the windows are still savable. Stripping and treating of the steel frame is recommended following the example of the tin roofs. In extreme cases, there are a number of vendors available to offer replacements that match the originals.

Decorative
The decorative windows in the main office consist of interior and exterior windows. There are six in all. Along the west wall of the main office, there is one exterior window near the main entrance. Just to the right of that window is a larger window that opens to the two-bay garage. Within the confines of the original bathroom’s footprint, there is another window that leads to the rear storage.
addition on the north wall. On the southern wall, there is a window in the added ladies restroom. In the added men’s restroom there are two windows that were originally exterior windows; one on the east wall and one on the north wall. Both of these windows look into the 1976 addition on the east side of the structure.

These decorative windows are framed in wood, and still retain a high amount of integrity. The wood appears to be in decent condition being protected by years and layers of paint. Water damage to the sill and stool is evident through molding and weakening of the wood, but remediation would be viable to allow this wood to remain. Evidence is visible where the paint spalling away, the mold and mildew is coming through. The layers of paint over the wood have created a sill that is not allowing the water to escape. For the window from the original cottage to the two-bay garage, the bottom panes of glass are broken out. Moreover, later painting layers have been splashed on to the glass panes. To ensure the artistic feel and quality are retained, the removal of these splashes is encouraged.

**Storefront window**

The storefront window addition to the front of the cottage offers a feel of a traditional 1950s storefront. With the installation of this window, the cut brick below the window has become a pooling ground for water. Wicking and pooling combine to create a weaker brick undercarriage for the window. Evidence of deterioration is visible through the open holes forming below the window itself. Constant maintenance and application of epoxies is needed to continue to strengthen the bottom of the window. This would be a feature to keep as the addition. Here, the story of the evolution of the building over time can be focal point of keeping the store-front window while allowing more light to enter into the building.

**Doors**

Doors within the structure are much like the decorative windows, all wood framed and painted in many layers. Initial assessment shows the wood of the frames for the three doors leading to the two-bay garage from the original cottage and the rear addition are in good condition and work properly. The doors leading to the rear addition and the 1950s restrooms are poorly constructed and made of nothing more than cut composite board.
Reuse of the wood framing and doors that are original is both important to the feel of the structure and most cost effective. The dividing wall and doors to the restroom additions need to be completely overhauled and made to match the feel of the site. Complete wooden frames and doors are needed to complete the original cottage making it feel like a part of history and still be usable.

**Floors**

Cement

The majority of the interior floors are bare, cement slab. From the original cottage to the c.1976 addition, every floor is an uncovered, unpainted, and in good condition. The floor of the original cottage shows signs of a tile footprint that has been removed. No evidence of the kinds of tiles remains.

The two-bay garage floor is stepped down from the original cottage and the rear addition. The floor here consists of two grated drains to allow oils and waters to escape. Installed in the floor are two, single-post rotary lifts to allow access to the underside of automobiles. These lifts are also rusting due to lack of insulation and climate control within the two-bay garage. The installation date of these lifts is unknown, but is conjectured to be prior to the 1970s. The original design by Peter Lunati resembles the single-post lifts found in the two-bay garage, which were popular before 197541. For the purpose of future use, there are creative ways to incorporate these into a design. One of which would be to raise them up and use them as a canopy for lights within this space.

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Each of the slab floors show evidence of wear and staining. Foot/car traffic and multiple car fluids have left thick layers of residue on the floors. Adding to the character of the building and its use, cleaning would require harsh pressure washing and an opaque covering would detract from the original feeling. It is advised to use a sealant to preserve the look, but protect future patrons from grime or other adverse effects.

Tile
The only example of tile floors is found in the addition of two restrooms to the eastern end of the original cottage. Offering a feel of 1950s modernity to the 1930s station, the tile stands in stark contrast to the original building cement and brick feel. For future purposes, bathrooms are a necessity, but remodeling these bathrooms to match the original design and feel is preferred. Removal of the tile and plaster to expose the brick and cement would make the feel of the structure cohesive.

LANDSCAPE
The landscape of the site is currently coved in concrete. By searching over the area, the footprint for the original sign is found on the southwestern corner of the property next to the intersection of US-29 and N Jackson St. It is also evident US-29 was widened and took away some of the original property from the PURE Oil Station. The overlap of the road onto the cemented area and the addition of the pedestrian light and walking area at the same corner are made of newer materials. The right-of-way to the west of the building is still intact, but the remaining landscaping has been dominated by the current owners: CVS.
1976 ADDITION

The 1976 non-historic addition degrades the historic character of the original Pure Oil Station and the early historic additions. The addition appears to have been constructed only out of utility with little regard for how it might alter the character of the structure. It was constructed in 1976 of cinder block and mortar and painted white. In contrast to the rest of the roof, the addition exhibits a roof with almost mansard qualities to it. The South façade has a large industrial fixed roll-up garage door. It is recommended that this addition be removed.

CONCLUSION

The Hartwell Pure Oil Station is important both historically and as a city landmark. Although it is currently in quite poor condition it still retains its sense of place within the downtown fabric. That being said, it is important for this building to be rehabilitated and urgently so. Bringing it back to its original condition requires the removal of the 1976 garage addition. As this garage is not original, and no effort was made for its appearance to be sensitive to the original, it now only serves to detract from the rest of the building. Repairing the vulnerable Porte Cochere is of the utmost importance. The columns are in such a fragile state that they cannot be expected to hold up the canopy for much longer. The loss of this character-defining feature would seriously compromise the historic integrity. Completion of the repairs listed here and previously in the report is necessary for the continued existence of the building. With those accomplished the station has the opportunity to once again be an active business within the downtown Hartwell community.

TREATMENT AND USE

Rehabilitation

According to the National Parks Service, rehabilitation, “acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property’s historic character." The following ten points come from the Department of the Interior’s Standards for Rehabilitation:

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1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Requirements for treatment
Rehabilitation is the recommended treatment for the Hartwell Pure Oil with the goal of returning it physically to the circa 1940 appearance. Rehabilitation efforts would involve removing the c.1976 addition located on the east portion of the structure, and removing the flooring and wall finishing of the c.1950s bathrooms in the
original cottage. In line with this, it is recommended that the character be retained by keeping the same material, paint colors, and floor plan of the original cottage and the c.1935 additions.

Fixing damaged materials and paint finishes is important. The most imperative task lies in replacing the columns of the porte cochere. Character defining features and materials should be refreshed or repaired or replaced in-kind to ensure the station retains its historic character when adaptively reused.

**Alternatives for Treatment and Reuse**

Future adaptive reuse possibilities have already been considered by the local downtown development Agency (DDA). Amongst them is the idea to reuse the service station as a coffee shop and bistro. The DDA and residents feel this would add to the character of downtown while keeping the fabric of the building intact. With this option, Hartwell gains a space for the community to come together and socialize. An alternative reuse option would be to open the space to a local boutique or florist. With the large rooms on either side of the original structure, these are perfect spaces for show rooms and storage. A final option for the space that has been considered is reusing the building as welcome center.
REFERENCES


APPENDIX A

PHOTOGRAPHIC RECORD 2013
Watercolor rendering by local artist: Mac Gibbons
https://www.facebook.com/macgibbons39

Porte Cochere Gabling
Water damage and mold on porte cochere column

Footprint of gas pump under porte cochere
Bowing causing tensile snapping along bottom of porte cochere brace

Representation of wooden door frames found throughout the structure.
Protected by paint that is now chipping away.
Water conductance system with no outlet allows water to pool on the roof

Door hood over main entrance
Dilapidated sidewalk in front of the store-front window

Dried and splitting wood with cracking paint
Rear façade showing evidence of water damage, tar staining, the use of flat roof and the stark difference in materials for the c.1976 addition

Lack of water conductance system allows water to run off the roof causing abrasive damage to the sidewalk and lower wall
Evidence of tar staining and abrasive effects of water splashing up from the concrete

Current condition of the landscape of the site
Interior of the original cottage with new store-front window and crude dividing wall

Molding of tin roof at the cornice
Electrical outlet and switches in the original cottage

Interior framing of bricks and wood for a decorative window
Representation of condition of jamb and sill joint of interior windows

Ghost print of the old restroom in the original cottage
Rear of original cottage. Showing signs of painting, shelving, and delaminating. Addition of composite door to rear addition also shown

Tile and plaster bathroom with capped stove exhaust
Large bay door to the c.1935 addition and work bench

Pressed tin roof in the two-bay garage and the door retraction mechanism
Evidence of multiple layers of paint on interior walls

Modification after the addition of the c.1935 addition
Center bay support structure and shelving

In ground drainage within the two-bay garage
Interior of the c.1935 addition roofing system

Rear c.1935 addition with shelving for storage
Cutout portal to the c.1976 addition from rear addition

Rear addition window, shelving, and torn particle board ceiling
Original cottage roof visible through tears in rear addition ceiling

Original cottage envelope wall visible in the c.1976 addition
c. 1976 addition. Expression of newer materials and lack of historic feeling
APPENDIX B

PURE OIL GAS STATIONS IN GEORGIA FROM THE 1930S
Pure Oil Station in College Park, GA.
Courtesy of http://photos.aaca.org/showimage.php?id=13298&c=500

Pure Oil Station Cartersville, GA
Pure Oil (Waco pep) Station built in 1935 in Fort Gaines, GA
APPENDIX C

ARCHITECTURAL DESIGN PLATES
Pure Oil Station East Elevation

SCALE: $\frac{1}{6}" = 1'$