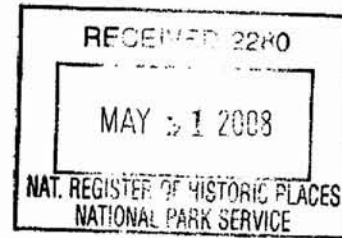


578

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**

historic name Garden Bowl

other names/site number N/A

**2. Location**

street & number 4104-4120 Woodward Avenue not for publication N/A

city or town Detroit vicinity N/A

state Michigan code MI county Wayne code 163

zip code 48201

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination     request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets     does not meet the National Register Criteria. I recommend that this property be considered significant     nationally     statewide X locally. (    See continuation sheet for additional comments.)

Brian D. Gandy 5/19/08  
Signature of certifying official Date

Michigan SHPO  
State or Federal Agency or Tribal government

Property Name/County/State Garden Bowl, Wayne Co., MI

In my opinion, the property        meets        does not meet the National Register criteria. (        See continuation sheet for additional comments.)

Signature of commenting official/Title \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

**4. National Park Service Certification**

I hereby certify that this property is:

entered in the National Register \_\_\_\_\_

       See continuation sheet.

       determined eligible for the \_\_\_\_\_

National Register

       See continuation sheet.

       determined not eligible for the \_\_\_\_\_

National Register

       removed from the National Register \_\_\_\_\_

       other (explain): \_\_\_\_\_

*Ratish Andrus*

*7/3/2008*

Signature of 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
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing
<u>  1  </u>	<u>      </u> buildings
<u>      </u>	<u>      </u> sites
<u>      </u>	<u>      </u> structures
<u>      </u>	<u>      </u> objects
<u>  1  </u>	<u>  0  </u> Total

Number of contributing resources previously listed in the National Register   N/A  

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

  N/A  

**6. Function or Use**

Historic Functions (Enter categories from instructions)

Category	Sub-category
<u>  Recreation and Culture  </u>	<u>  Bowling Alley  </u>
<u>                                  </u>	<u>                                  </u>
<u>                                  </u>	<u>                                  </u>
<u>                                  </u>	<u>                                  </u>
<u>                                  </u>	<u>                                  </u>
<u>                                  </u>	<u>                                  </u>

Current Functions (Enter categories from instructions)

Category	Sub-category
<u>  Recreation and Culture  </u>	<u>  Bowling Alley  </u>
<u>                                  </u>	<u>  Music Facility  </u>
<u>                                  </u>	<u>                                  </u>
<u>                                  </u>	<u>                                  </u>
<u>                                  </u>	<u>                                  </u>
<u>                                  </u>	<u>                                  </u>

**7. Description**

Architectural Classification (Enter categories from instructions)

  Modern  

Materials (Enter categories from instructions)

foundation   Concrete  

roof       Asphalt      

walls       Steel      

      Brick      

other

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

**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 Is associated with events that have made a significant contribution to the broad patterns of our history.
- B Is associated with the lives of persons significant in our past.
- C 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 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 a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

Entertainment/Recreation

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Period of Significance 1913-66

Significant Dates 1913, 1966

Significant Person (Complete if Criterion B is marked above)

N/A \_\_\_\_\_ ; \_\_\_\_\_

\_\_\_\_\_ ; \_\_\_\_\_

Cultural Affiliation N/A \_\_\_\_\_ ; \_\_\_\_\_

Property Name/County/State Garden Bowl, Wayne Co., MI

Architect/Builder N/A ; ;  
 ; ;  
 ; ;

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

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**9. Major Bibliographical References**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

- Previous documentation on file (NPS) None
- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: \_\_\_\_\_

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**10. Geographical Data**

Acreage of Property Less than one

UTM References (Place additional UTM references on a continuation sheet)

	Zone Easting	Northing	Zone Easting	Northing
1	17	330260	4690740	3 _____
2	_____	_____	4	_____

See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

Property Name/County/State Garden Bowl, Wayne Co., MI

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**11. Form Prepared By**

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name/title Rebecca Binno Savage, Senior Project Manager  
Rev. by R. O. Christensen, National Register Coordinator  
organization AKT Peerless Environmental Services date Feb. 2008  
MI SHPO  
street & number 607 Shelby Street, Suite 900 telephone 313/962-9353  
city or town Detroit state MI zip code 48226

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**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets

Maps

- A USGS map (7.5 or 15 minute series) indicating the property's location.
- A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

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**Property Owner**

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

name David Zainea  
  
street & number 4120 Woodward Ave. telephone   
city or town Detroit state MI zip code 48201

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Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.). A federal agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number.

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to Keeper, National Register of Historic Places, 1849 "C" Street NW, Washington, DC 20240.



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Section 7 Garden Bowl

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### Description

Garden Bowl is a single one and two-story building that resulted from the removal of the wall between two adjacent buildings and the combining of the formerly separate spaces. It combines two flat-roof brick-wall commercial buildings constructed in 1913, the original broad-fronted two-story wood-frame Garden Bowl and an adjacent lower and narrower steel-frame commercial building. The two buildings were combined into a larger Garden Bowl building in 1966 and the combined facades and interiors then substantially remodeled, assuming for the most part their present appearance. The combined building now displays a broad horizontal façade visually dominated by a gold-colored aluminum grill upper façade, above the street-level storefront, that displays the Garden Bowl name, in large script letters in red, positioned on an upward slant to the right near the midsection of the façade. A broad, projecting horizontal band of black enameled aluminum paneling demarcates the upper façade from the storefront below with its bright red enameled aluminum panel finish flanking raw aluminum door and window trim. A semi-spherical (half-bowling ball-shaped) canopy now shelters the main double-door entry. The interior features a bar and pizza restaurant located at the Woodward Avenue front of the building. Behind, in the building's east end, is the bowling alley, containing sixteen lanes in all, ten of them within the old Garden Bowl building space and the six at the south end within the space once belonging to the separate adjoining building. The second story contains a pool hall, dance floor and bar.

The Garden Bowling Alleys building was built in 1913 by developer Hugo Scherer and initially contained ten lanes. The cost was to be \$21,000, according to City of Detroit building permit # 7591. The second floor originally featured the Garden Billiard Academy, a billiard hall with grandstands on all sides for tournament viewing. By 1926 the second-floor billiard tables were removed and replaced by twelve additional bowling lanes.

In 1934 the front thirty-five feet of the Garden Bowl and adjacent building were removed as part of a large-scale Woodward Avenue widening project. This part of Garden Bowl contained commercial space and a corridor/lobby leading to the bowling alleys. A new terra-cotta façade replaced the original lost to the Woodward widening project.

The Zainea family, still the owners today, purchased the Garden Bowl in 1946. They substantially renovated the building in 1966, combining the adjacent building to the south with it to provide space for six more lanes on the first floor, for a total of sixteen lanes there and twenty-eight in the whole building, and replacing the two facades with a single contemporary one. Upstairs renovations in about 1987 and in 1992 covered the (still extant) bowling lanes with a new floor and established a "Magic Stick" nightclub featuring live music and, once again, pool tables.

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Section           7                           Garden Bowl

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The southern approximately one-third of Garden Bowl was also built about 1913. The 1913 *City Directory* lists the building as housing the Regal Motor Sales Company dealership, and later directories and the Sanborn maps confirm an ongoing use of the building for auto dealerships during its early years. They include the Siegel-Zeckendorf Company and, in 1925, a REO Sales garage. In 1945 the building was remodeled and became the Charles Anderson Cleaners and then the French Dry Cleaning Shop. It also housed an insurance agency, shoe repair shop, and sign company at various times between 1945 and 1966.

In 1966, when the Garden Bowl was remodeled with its current metal grill façade, this building was combined with the Garden Bowl by the removal of the adjoining side walls of the two buildings and the remodeling of the now-combined front and the first-floor bowling alley in their present forms. Because this building is lower than Garden Bowl's, its part of the metal grill upper façade is also lower, but in all other respects its front matches the finish of the two-story part to the north. Its roof is crowned by an illuminated vertical sign that reads, "BOWL."



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Section 8 Garden Bowl

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### Significance

Garden Bowl, continuously operated as a bowling alley since its opening in 1914, meets national register criterion A as Detroit's oldest operating bowling alley and one of only two bowling alleys left in a city that was once one of America's leading bowling towns. Garden Bowl in its present incarnation, primarily dating from 1966, meets the requirements of criteria consideration G in that it possesses exceptional significance in the local context for its uniquely long history as a commercial bowling center in Detroit and the United States – one that has weathered the ups and downs of Detroit's bowling and general history and whose function and appearance have evolved to respond to the city's evolution. The building's present appearance is largely the result of changes made in 1966 to respond to the rapidly growing suburban exodus from inner city Detroit – a critically important aspect of the city's history that continues to have a major impact on its character today – and the ongoing need to attract customers from an evolving population base.

A history of Detroit bowling by Detroit Bowling Hall-of-Famer Matt Fiorito states that "what is believed to be the city's first bowling alley [was] built in 1861 [at] 241 E. Jefferson." By 1900 the Detroit directory lists six alleys in the city. The first national bowling organization, the American Bowling Congress (ABC), was established in 1895, and a Detroit Bowling Association (now the Greater Detroit Bowling Association) founded in 1912. When the Garden Bowling Alleys opened in 1913, it became Detroit's fourteenth commercial bowling alley.

A testament to the rapid growth of the sport in Detroit was the opening of the Recreation Building, located downtown on Lafayette Boulevard, in 1917. The seven-story building contained four floors of bowling alleys, twenty-two alleys per floor, along with two floors of billiard tables. It was reported to be the largest bowling center in the nation. Prior to its opening, bowling in Detroit was considered a male activity, but a few months after the building's inauguration, one floor of alleys was set aside for women. A Detroit Women's Bowling Association was formed in 1918 (a Women's International Bowling Conference had been established two years earlier).

The sport's popularity grew rapidly in the coming years. By 1934 Detroit alleys served an estimated 25,000 male and 1200 female bowlers. The 1941 city directory lists eighty-nine bowling centers in Detroit itself and 162 in the entire metropolitan area, and in 1942, according to American Bowling Congress figures, Detroit bowlers numbered more than 70,000 in more than 14,000 sanctioned teams. A 1955 article on Detroit, "Bowling Capital of the World," claimed that 250,000 Detroiters, one in seven of the metropolitan area's populace, were bowlers, and that "Detroit has more alleys and bowlers per capita than any city in the world" (*DTC Quarterly*). It is unclear how this determination was made; however, it is clear that Detroit was, as the Detroit metropolitan area (outside of the city) remains today, a hotbed of interest in the sport. Business and industry were by far the leading sponsors of teams, with church-sponsored and veterans' leagues next in number, followed by teams sponsored by labor unions. Among the leagues was the Detroit

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Architectural Bowling League. Established in 1922, it comprised as of 1953 120 architects and engineers representing fourteen firms that included Albert Kahn Associates, Smith, Hinchman & Grylls, and other leading firms.

Detroit hosted its first ABC tournament, drawing 401 teams from eighteen states, in 1910, and Detroit and Detroiters have figured prominently in national tournaments down to recent years. However, national trends and Detroit's population decline and the suburban exodus from the city that began in the 1950s and accelerated in the 60s and 70s have resulted in a massive decline in bowling in the city itself. From its peak of eighty-nine bowling centers within the city limits, there are now two.

In 1913 when the Garden Bowling Alleys opened, it was the fourteenth bowling center to have been built in Detroit. Originally containing ten lanes, the place presumably patterned its name after the nearby Garden Theater a block to the south across Woodward Avenue. The original proprietors of the Garden Bowling Alley were John Bauer and Irv Giese. At that time, bowling was an upscale sport for men; they wore ties and white shirts with sleeve garters. Gentlemen were greeted by the equivalent of a butler at the door. And while they bowled, the men could have their hats blocked, cigars dampened and shoes shined. Pin boys set the bowling pins up by hand onto pegs. There was a separate entrance to the second floor for the Garden Billiard Academy, which featured a billiard hall with grandstands on all sides for tournament viewing. In 1926 the billiard tables were removed from the second floor and twelve more bowling lanes installed in their place. The name changed to the Garden Recreation, and it became known for major jackpot bowling competitions (Zainea).

The Garden Bowl lost the front thirty-five feet of its building in 1934 due to a Woodward Avenue widening project. Plans to greatly expand Woodward, Detroit's leading traffic artery, began in the 1920s. The massive project ultimately resulted in the widening of the avenue from Adams Avenue in downtown Detroit out to Grand Boulevard, two and one-half miles in all, in the early 1930s. In some cases buildings were moved back and in others simply demolished. Most often, the buildings were left in place and their front sections removed and new facades installed. The now removed portion of the building contained several stores fronting on Woodward and a hallway leading back to the alleys. The present owners, the Zainea family, purchased the Garden Bowl in 1946.

The Zaineas undertook a major renovation in 1966. Joe Zainea explains the changes thus:

In 1966, we bought the building to the south of us, tore down the big walls between the two buildings and added new rest rooms and six more lanes. This brought us to twenty-eight lanes. We did this to hang onto the customers that were leaving for the suburbs. We renovated the place with underlane returns, something new at the time, new masking units, and put automatics on the second floor – the automatics were installed on lanes on the first floor in 1958.

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He explained that they rebuilt the building's 1934 front with the contemporary "jet-age" metal grillwork and paneling as part of the 1966 renovation project in order to give the building an up-to-date look to appeal to a younger crowd and compete with the suburban lanes.

Mr. Zainea continues the story:

Well, the old customers left anyway. So we did a marketing plan to replace these departing bowlers with new ones. First the genre was Asian Americans and Appalachians, then they, too, left for the suburbs, and then we directed our efforts to teach "Learn to Bowl+" to the African American genre. It took off very well until the point that we had over 100 bowlers per lane per week bowling. That's 2800 bowlers by 1972. But, lo and behold, in the late 'eighties they, too, began to leave for the suburbs.

The family's response was to introduce around 1987 a "Rock 'n Bowl" night concept where disk jockeys spun records as a backdrop to late-night bowling. This proved popular and the new unofficial name for the Garden Bowl became the "Rock n' Bowl." In 1992 eight of the twelve lanes on the second floor were covered over to create a dance area and add ten pool tables. The result was a dance club venue called the Magic Stick. It was successful and, a year later, the dance area was expanded by flooring over the remaining four second-story bowling lanes. Garden Bowl has evolved over the years with changes in the city and remains an institution in Detroit's Midtown:

The genre of the place now is urban, well-educated, young people who live in the many lofts in the area and attend one of the colleges here in Midtown Detroit. And they have discovered a new fun thing to do with their spare time. They Bowl, not quite like it was in the old days, but with the lights off, spinning mirror balls, smoke machines, lanes glowing in the dark and a live DJ spinning their favorite music (Zainea).

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**Verbal Boundary Description**

Property in the city of Detroit, Wayne County, Michigan, described as follows:  
The north 111.84 ft of Lot 26 being 127.81 ft on north line and 137.57 ft on south line from East Woodward,  
Lummsden Subdivision, according to the plat thereof as recorded in liber 3, page 84, Wayne County  
Records.

**Boundary Justification**

Includes the entire site on which the building stands.

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**Photographs**

Photographers: Rebecca Binno Savage and Jeff Garland

Date of Photos: 02/06/07 and 02/01/08

Paper and Ink: Kodak Professional Paper and Epson Ultra chrome inks

1. Eastern view of the Garden Bowl's Woodward Avenue facade. (MI\_Wayne\_GardenBowl01.tif)
2. Eastern view of the Garden Bowl's Woodward Avenue facade, closer up. (MI\_Wayne\_GardenBowl02.tif)
3. Interior view of the Garden Bowl bowling lanes. (MI\_Wayne\_GardenBowl03.tif)
4. Interior view of the Garden Bowl staircase to the second floor billiard hall. (MI\_Wayne\_GardenBowl04.tif)





Garden Bowl

The Magic Stick

Sgt. Pepper's

BACK TO SCHOOL SPECIALS AT THE GARDEN BOWL  
Lunch on the Lanes !!!  
Please & Reserving For a Party - \$12  
Happy Hour 3 pm to 6 pm - Monday - Friday  
STUDY OFF CAMPUS !!! We have tables for you!

Harper Hospital

Mitzel

Stop.  
Look & Lease

OPEN 11 AM - 11 PM  
MONDAY - FRIDAY  
12th Street, 1st Floor

GARDEN BOWL

BOWLING BAR

ROCK

WYOM

NOW DELIVERING  
EXPRESS LUNCH  
Dine In Service  
\$4.95 Special





# Garden Bowl

THE  
Tough  
Sock  
BOWLING

St. Pappas  
Pizzeria

GARDEN BOWL SINCE 1913

GARDEN BOWL SINCE 1913

DEL  
BOWLING  
BAR

ROBBY

ATM

EXPRESS LUNCH  
\$4.95 Specialty



*Garden Bowl*





WING

THE UNIVERSITY  
**RONNIE SPECTOR**  
THE WALKER STICK



THE  
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Set P...  
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