

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: Dine-A-Ville Dinosaur

Other names/site number: Dinah

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: 905 E. Main Street

City or town: Vernal State: UT County: Uintah

Not For Publication: ☐

Vicinity: ☐

3. State/Federal Agency Certification

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

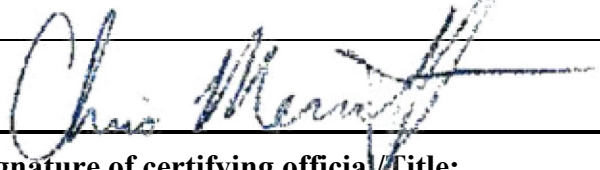
I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

 national statewide X local

Applicable National Register Criteria:

 X A B X C D

		/SHPO 9/28/2023
Signature of certifying official/Title:		Date
<u>Utah State Historic Preservation Office</u>		
State or Federal agency/bureau or Tribal Government		

Dine-A-Ville Dinosaur

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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:) _____

Paul R. Lusignan
Signature of the Keeper

11/13/2023

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 ☒

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Number of Resources within Property

(Do not include previously listed resources in the count)

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

Number of contributing resources previously listed in the National Register 0

6. Function or Use
Historic Functions

RECREATION AND CULTURE/work of art/sculpture

Current Functions

RECREATION AND CULTURE/work of art/sculpture

7. Description

Architectural Classification

OTHER: Dinosaur Sculpture

Materials: (enter categories from instructions.)

foundation NA

walls NA

roof NA

other METAL/steel, SYNTHETICS/fiberglass

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Narrative Description

Summary Paragraph

The Dine-A-Ville Dinosaur is a metal frame and fiberglass dinosaur statue constructed in 1958 and located in Vernal, Uintah County, Utah. The statue stands approximately forty-feet tall and is located on a landscaped mound beside Main Street/US-40 at the eastern city limit. It is coated with a layer of pink paint and stands on two legs. Two outstretched arms hold a sign that reads, "Vernal, Utah's Dinosaur Land." The structure is composed of a steel frame covered with wire mesh, onto which fiberglass has been applied. The sculpture was built by the Young Brothers Electric Sign Company in Salt Lake City at the request of George and Helen Millicam for their Dine-A-Ville Motel at the west end of Main Street. The hotel closed in 1990 and the property was sold in 1999. Vernal City acquired the statue and employees moved it from the original location to the small public space at the east end of Main Street, where it stands today, welcoming visitors travelling from the east and Dinosaur National Monument. Now the official city mascot with the new moniker of "Dinah," the sculpture is maintained by Vernal City. It is surrounded by shrubbery, rocks and other natural landscape elements as a photo-op landmark. In 2014 Vernal city refurbished the Dine-A-Ville Dinosaur using materials similar to the original. Other than being moved, it retains good historical integrity in all seven aspects.

Narrative Description

Statue

The Dine-A-Ville Dinosaur statue is a monumental roadside sculpture in Vernal, Uintah County. The sculpture is constructed of a concealed metal framework for the basic form. Wire mesh is attached to the frame to provide the more detailed shape of the dinosaur. Finally, fiberglass resin is adhered to the mesh for the final detailed exterior layer. The fiberglass shell is currently painted pink. The statue stretches approximately forty feet from head to toe and is eight feet wide at its widest point (toe to tail). An interior access panel is located on the right side of the base of the tail. The sculpture is anthropomorphic and cartoonish in appearance. The body is pear-shaped, resting on two stubby legs with a long, thin tail that curls vertically from ground level upwards behind the head. Two long outstretched arms hold a sign reading, "Vernal, Utah's Dinosaur Land." Atop a long curving neck, the head has an open, smiling mouth and two very large eyes with long lashes. Originally, the mechanical eyes were illuminated and could roll around. However, when Vernal City moved the dinosaur, they elected not to restore the sculpture's electrical functions.

Setting

The Dine-A-Ville Dinosaur statue is located at 905 E. US-40, which also serves as Vernal's Main Street. The sculpture stands on the north side of the road where city planners created a raised and landscaped island for its display. The statue serves as Vernal's welcome sign and is an

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icon of the region's dinosaur heritage. It faces southwest at the junction of Main Street and East Main Street, marking the beginning of Vernal's historic business district near the city's eastern limit. The sculpture stands on an island of public space landscaped with spruce trees and large shrubs. A layer of wood mulch covers the ground, punctuated by decorative stonework. A large concrete sign near the sidewalk reads "Vernal City Welcomes You." A pathway of stone pavers leads from the curb to a low sandstone staircase which rises toward the sculpture. The Dine-A-Ville Dinosaur remains unobstructed as a landmark for tourist visits and photographs. During warmer months, flowers fill two large concrete urns at the foot of the stairs.

The now demolished Dine-A-Ville Motel, which was located at 800 W. Main Street, originally owned and maintained the sculpture and used the Dine-A-Ville Dinosaur as a roadside sculpture to attract customers. It was originally painted orange and held a sign reading, "Motel-Café, Dine-A-Ville." Mountain America Credit Union bought the property in 1996 and donated the sculpture to Vernal in September 1999. Vernal City managers moved the sculpture to its current location later that year and changed the color to pink. In 2014, the city council approved funds to be used for repair and maintenance of the statue. They allocated \$26,000 to clean rust from the metal frame, patch deteriorating fiberglass, and add a fresh coat of pink paint.

The statue retains integrity of design, setting, materials, workmanship, feeling and association. The only aspect of integrity that has been compromised is the location, as it has been moved from its original site. However, it qualifies under Criteria Consideration B. When the statue was moved to the opposite end of town in 1999, it was placed in a similar setting as the original location, in a prominent area on Main Street at the entrance to the City's primary commercial area. There is also a minor impact on the integrity of design, as the color has been changed from the original orange to pink. However, this is not considered a permanent or structural alteration and could easily be returned to the original color.

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.

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- ☐ 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

Areas of Significance

(Enter categories from instructions.)

ENTERTAINMENT/RECREATION

ART

Period of Significance

1958-1973

Significant Dates

1958

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Young Brothers Electric Sign Company, builders

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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 Dine-A-Ville Dinosaur is an anthropomorphized dinosaur statue that was constructed in 1958 in Vernal, Uintah County, and is significant under Criteria A and C. Under Criterion A, the Dine-A-Ville Dinosaur is significant in the Area of Entertainment/Recreation. The sculpture represents the growing local awareness of automobile tourism facilitated by an expanding network of federal highways post-World War II. The newly paved US-40 enabled travelers to more easily access nearby Dinosaur National Monument to the east of Vernal. Local motel owners George and Helen Millicam commissioned the construction of the statue as a marketing effort to draw tourists to their motel and increase business. The Dine-A-Ville Dinosaur is also significant under Criterion C in the Area of Art as an excellent example of American roadside sculpture and vernacular art from the era of postwar automobile tourism. The cultural impact of the family road trip and the accompanying popularity of National Parks and Monuments influenced roadside attractions and artwork meant to boost the economic impact on local communities. The Dine-A-Ville Dinosaur qualifies under Criteria Consideration B as a property moved from its original historical location. Although originally located at the western end of Main Street and used to advertise a local motel, the statue has always been recognized as a broader icon for the city of Vernal, regardless of its location. When the motel closed and was sold, Vernal City acquired the statue and moved it to a similar setting on the eastern entrance to the city along Main Street/US-40. It is still a local landmark used to promote the city and tourism. The period of significance begins in 1958, when the statue was originally constructed and ends in 1973, or fifty years ago, because of its continuous use as an icon to promote local tourism up to the present.

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

Criterion A Significance: Entertainment/Recreation

Under Criterion A, the Dine-A-Ville Dinosaur is significant in the Area of entertainment/Recreation. The sculpture represents the growing local awareness of automobile tourism facilitated by an expanding network of federal highways in the 1940s -1950s. A postwar shift from weapons manufacturing to consumer goods combined with a prosperous economy created high demand for items like automobiles, which had previously been luxuries. By 1948, 54 percent of American families owned a car.¹ The surge in ownership coincided with the standardization of paid vacation time for American workers. In 1948 the U.S. Department of Labor reported that 85 percent of union contracts included provisions for time off.² In 1956

¹ Susan Sessions Rugh, *Are We There Yet? The Golden Age of American Family Vacations* (Lawrence: University Press of Kansas, 2008), 19.

² Rugh, *Are We There Yet?*, 17.

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President Dwight D. Eisenhower signed a \$25 billion dollar funding package to construct a new system of federal highways which could accommodate the increasingly popular family road trip. As highways became better maintained, many tourists were inspired to choose the independence of automobile travel over journeys by rail. The family car became home on the road in a postwar era which valued both domesticity and patriotism. Automobiles were the means of strengthening family bonds while also transporting citizens to view the wonders of their country.³ An industry of roadside motels, restaurants, gas stations, and repair shops opened to serve them.⁴

In Utah, the newly paved US-40 enabled travelers to more easily access Dinosaur National Monument. Residents of nearby Vernal, Utah, like George and Helen Millecam, sought to capitalize on the steady traffic that flowed along Vernal's Main Street. The couple grew up in town and saw firsthand the increasing number of visitors who needed food and lodging. In 1955 the Millecams offered to buy a motel on Main Street from George's parents. They changed the name from Millecam's Motel to the Dine-A-Ville Motel to associate their business with the National Monument. In 1958 Helen proposed a roadside sculpture to attract additional business. She modeled a miniature stylized brontosaurus of clay and took it to the Young Brothers' Electric Sign Company in Salt Lake City, which designed and built a full-size replica. The resulting sculpture stood at the curb later that year. Ever since then, the Dine-A-Ville Dinosaur has been an iconic landmark for Vernal and the broader region.

Criterion C Significance: Art

The Dine-A-Ville Dinosaur is also significant under Criterion C in the Area of Art as an excellent example of American roadside sculpture and vernacular art from the era of the postwar automobile tourism. The cultural impact of the family road trip and the accompanying popularity of National Parks and Monuments influenced roadside attractions and artwork meant to boost local businesses and the economic impact on local communities. Roadside sculptures became familiar sights across the country to demand the attention of passersby or become destinations themselves. Among the most ambitious of these efforts was Mount Rushmore, commissioned by the South Dakota Board of Tourism in 1930. By 1935 the still unfinished site had received over 200,000 visitors.⁵ Though some artists denigrated such efforts as "kitsch," many businesses and communities rushed to beguile tourists with roadside art of their own.⁶ Creations ranged coast to coast from the Giant Benewah Milk Bottle built in 1934 in Spokane, Washington, to the "World's Largest Teapot," built in 1938 in Chester, West Virginia.⁷

Art historian Karal Ann Marling argues that behemoths like prehistoric animals were an especially popular choice for roadside sculpture in the mid-twentieth century. Dinosaurs appealed to an American love of grandiosity, history, and adventure. Cartoonish dinosaur

³ Rugh, *Are We There Yet?*, 18.

⁴ National Museum of American History, "Americans Adopt the Auto," <https://americanhistory.si.edu/america-on-the-move/americans-adopt-auto>. Accessed 04/28/2023.

⁵ United States Department of the Interior -- National Park Service NATIONAL REGISTER OF HISTORIC PLACES — REGISTRATION FORM, Dinosaur Park, Rapid City South Dakota, 1990.

⁶ Karal Ann Marling, *The Colossus of Roads: Myth and Symbol along the American Highway*, (Minneapolis: University of Minnesota Press, 1984), 95.

⁷ "National Register Information System," National Register of Historic Places, National Park Service, July 9, 2010, <https://npgallery.nps.gov/AssetDetail/NRIS/86001521>.

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caricatures, like the Dine-A-Ville Dinosaur, rendered a threatening past as a harmless cultural legacy to be enjoyed by both young and old.⁸ The Dine-a-Ville dinosaur stretches forty feet high and originally held an illuminated sign advertising the Dine-A-Ville Motel. The statue's appearance is anthropomorphic, standing on two legs with large human-like eyes, long lashes and a smile. The eyes were originally illuminated and moved and blinked using a small mechanism located inside the frame.

"Dinah had become, during that period of time from the 1950s to the 1990s, an incredible icon of Vernal," said Vernal City Manager Ken Bassett⁹ The sculpture proved so popular that the area Chamber of Commerce later adopted its image to promote recreating in the broader northeast Utah region. The Dine-A-Ville Dinosaur represents Vernal's connection to the grandiose legacy of dinosaurs. "Vernal is home to the Dinosaur National Monument, we have lots of tourists here yearly to see it. It's our heritage. It's our DNA. It's who we are, Dinosaur Land," said Corey Foley, a member of Vernal's City Council.¹⁰

The Dine-A-Ville Motel closed in 1990 after over forty years in business. Helen Millicam decided to sell the property in 1999 after her husband's death. Mountain America Credit Union purchased the land and planned to raze the motel. The Dine-A-Ville Dinosaur did not fit into their marketing aesthetic and managers offered the statue to Vernal City later that year.

In August 1999, City maintenance personnel hired a crane and forklift to transport the sculpture to its new position at the entrance to town. They removed rust from the interior and repaired the fiberglass shell. The sculpture received a new name, "Dinah," along with a coat of pink paint and a new sign welcoming visitors to Vernal. Later that year the cable network MTV learned of Dinah and visited the sculpture in an episode of the popular series "Road Rules."¹¹

Dinah's image has been implemented as a marketing icon throughout Vernal for decades. Every city street sign sports its profile, and it adorns the sign at the municipal pool. The Vernal Rodeo, "The Dinosaur Round-up," uses Dinah's image to promote the event and the Vernal hot-air balloon festival is named the "Dinah-soar."¹² Local candidates pose in front of the Dine-A-Ville Statue to advertise their campaigns and little league champions visit the landmark to commemorate their victories. The unique stylistic caricature of the Dine-A-Ville dinosaur is a product of its time and era making it an almost instant icon, with the only changes being the paint color and its location. Originally painted orange, the dinosaur has been repainted a similar hue of pink. And, although it has been moved from its west Main Street/US-191 setting, the sculpture retains an equally prominent location on east Main Street/ US-40 at the opposite end of town welcoming visitors to Vernal. The Dine-A-Ville Dinosaur remains a central landmark in the history and culture of Vernal City and the region.

⁸ Marling, *Colossus of Roads*, 8.

⁹ Utah Public Radio, "Pretty In Pink: 40-Foot-Tall Vernal Icon Gets Makeover," <https://www.upr.org/utah-news/2014-04-16/pretty-in-pink-40-foot-tall-vernal-icon-gets-makeover>, accessed May 3, 2023

¹⁰ Eliza Pace, "City to decide the future of iconic Vernal dinosaurs," *KSL TV*, <https://ksltv.com/491345/city-tries-to-decide-the-future-of-iconic-vernal-dinosaurs/>, accessed May 4, 2023, 5:29 PM.

¹¹ Associated Press, "Dinah the dino moves to new Vernal home," <https://www.deseret.com/1999/10/10/19469843/dinah-the-dino-moves-to-new-vernal-home-br-pink-dinosaur-has-been-a-landmark-in-town-for-40-years>, accessed June 11, 2023.

¹² Author's interview with Glade Allred, former city employee, 04/14/2023.

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Additional Historical Information

Vernal, Uintah County, is situated in the Uinta basin of northeastern Utah. This geological depression parallels the southern base of the Uinta mountains, a branch of the Rockies and one of the only east-west mountain ranges in the world. The Ute Indian Tribe claims the area as their ancestral homeland and maintains a strong presence in the area surrounding the Uintah and Ouray Reservation near Fort Duchesne. Historically, European traders and travelers passed through the area beginning in the sixteenth century, most notably the Dominguez-Escalante expedition in July 1776 on their failed quest to reach the California coast. More permanent European settlement came in the mid-nineteenth century as Mormon farmers began to encroach from the west and south. The basin collected many refugees from skirmishes between Utes and white settlers across the territory. In 1864 the U.S. Congress confirmed President Abraham Lincoln's mandate to gather all Utes in Utah to the Uintah and Ouray Reservation. Simultaneously, gold and other precious metal mining claims brought more white settlement to the area.¹³ The local economy continues to rely heavily upon oil, gas, and coal extraction and the industries that support those. Vernal is the Uintah County seat and its largest city in the broader region of the Uinta Basin.

In 1909, paleontologist Earl Douglass traveled through Vernal to nearby Jensen, Utah. The Carnegie Museum of Natural History in Pennsylvania sent him to investigate an extraordinary find of intact dinosaur bones. His efforts revealed more than 350 tons of fossils, one of the most significant paleontological discoveries of the twentieth Century. President Woodrow Wilson considered the dig a national treasure. On October 4, 1915, he designated eighty acres around the Carnegie Quarry as Dinosaur National Monument. On July 14, 1938, President Franklin D. Roosevelt protected another 200,000 acres in Utah and Colorado surrounding the site.¹⁴ That same year, government workers finished improvements on the rudimentary federal highway system in Uintah County. Highway 40, which also serves as Vernal's Main Street, changed from gravel to asphalt, easing and connecting automobile travel to Vernal from major urban centers in every direction.¹⁵ Since that time, the Monument has attracted hundreds of thousands of visitors and is a significant economic driver in the region, adding tens of millions for dollars to the local economy each year.

¹³ Doris Karren Burton, *A History of Uintah County: Scratching the Surface*, Utah Centennial County History Series, (Utah State Historical Society, 1996), 18-33.

¹⁴ National Park Service, *Dinosaur National Monument*, "History and Culture," <https://www.nps.gov/dino/learn/historyculture/index.htm>, accessed September 28, 2023.

¹⁵ Wikipedia, U.S. Highway 40, accessed May 1, 2023.

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9. Major Bibliographical References

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<https://www.nps.gov/dino/learn/historyculture/index.htm>

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<https://www.upr.org/utah-news/2014-04-16/pretty-in-pink-40-foot-tall-vernal-icon-gets-makeover>.

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

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Acreage of Property Less than one acre

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: 40.455982° | Longitude: 109.511521° |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

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: |

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

The boundary for the Dine-A-Ville Dinosaur statue is a rectangle that extends six feet out from the footprint of the resource on all sides. See map for detailed boundary.

Boundary Justification (Explain why the boundaries were selected.)

The boundary is a smaller rectangular segment of the full 25.99-acre legal parcel and includes the resource and a portion of the immediate surrounding landscaped area sufficient to convey the setting of the resource.

11. Form Prepared By

name/title: Jessica Guynn
organization: Utah State Historic Preservation Office
street & number: 1475 E Princeton Ave.
city or town: Salt Lake City state: UT zip code: 84105
e-mail jessica.guynn@gmail.com
telephone: (801) 599-1443
date: 03/23/2023

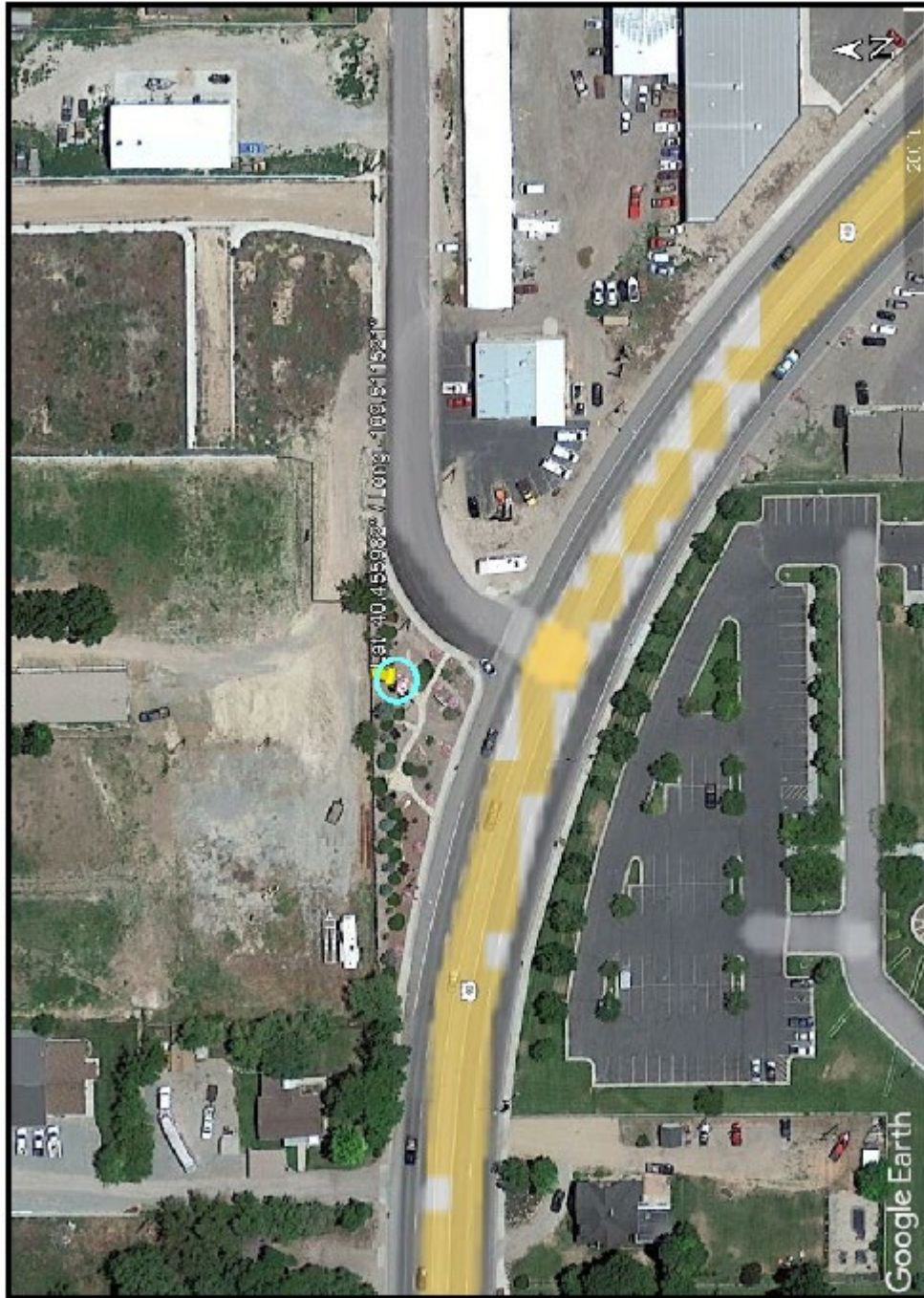
Additional Documentation

Submit the following items with the completed form:

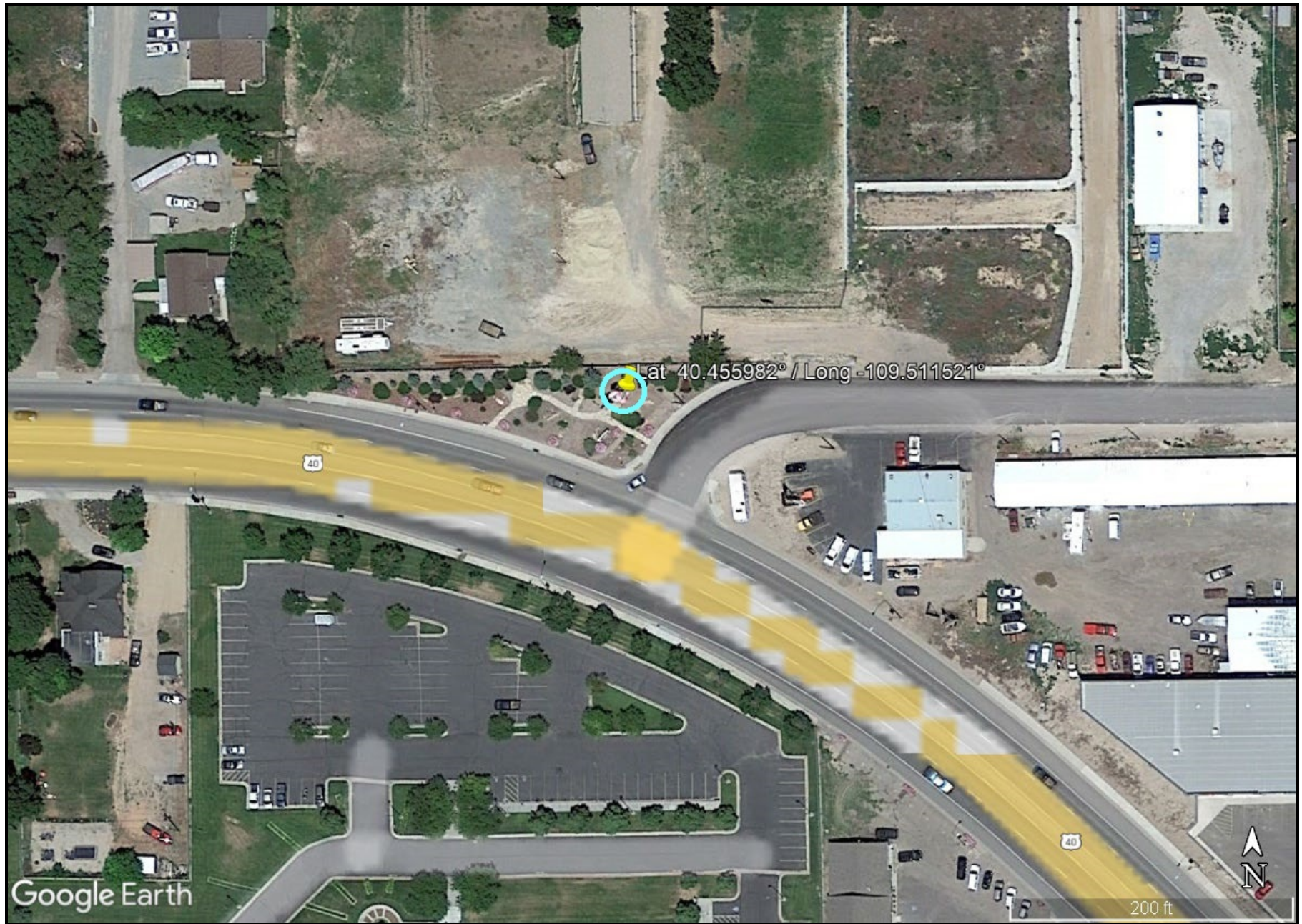
- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any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

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Dine-A-Ville Dinosaur
905 East Main Street
Vernal, Uintah County, Utah
Latitude 40.455982° Longitude -109.511521°



Dine-A-Ville Dinosaur

905 East Main Street

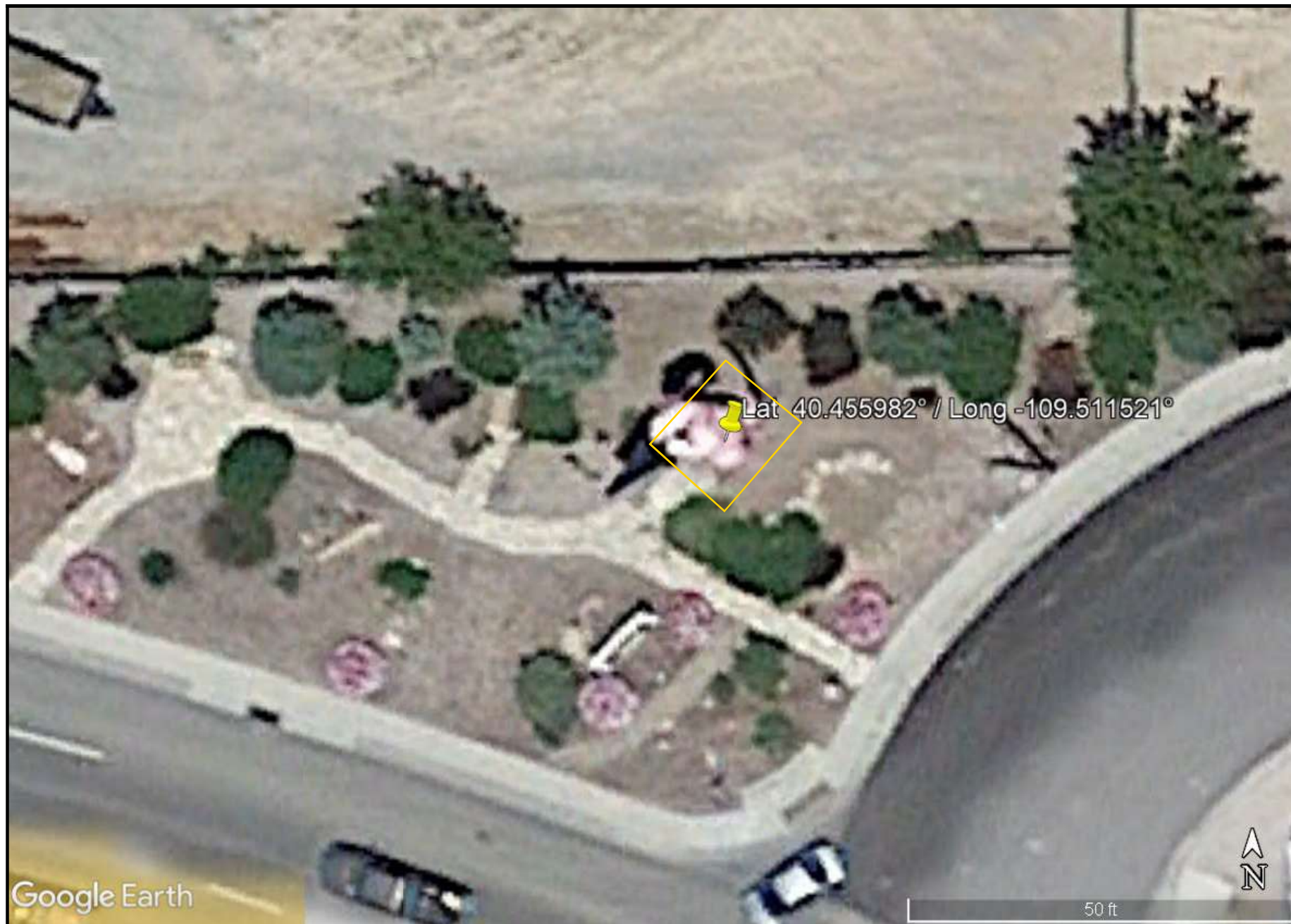
Vernal, Uintah County, Utah

Latitude 40.455982° Longitude -109.511521°

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Boundary —

Dine-A-Ville Dinosaur

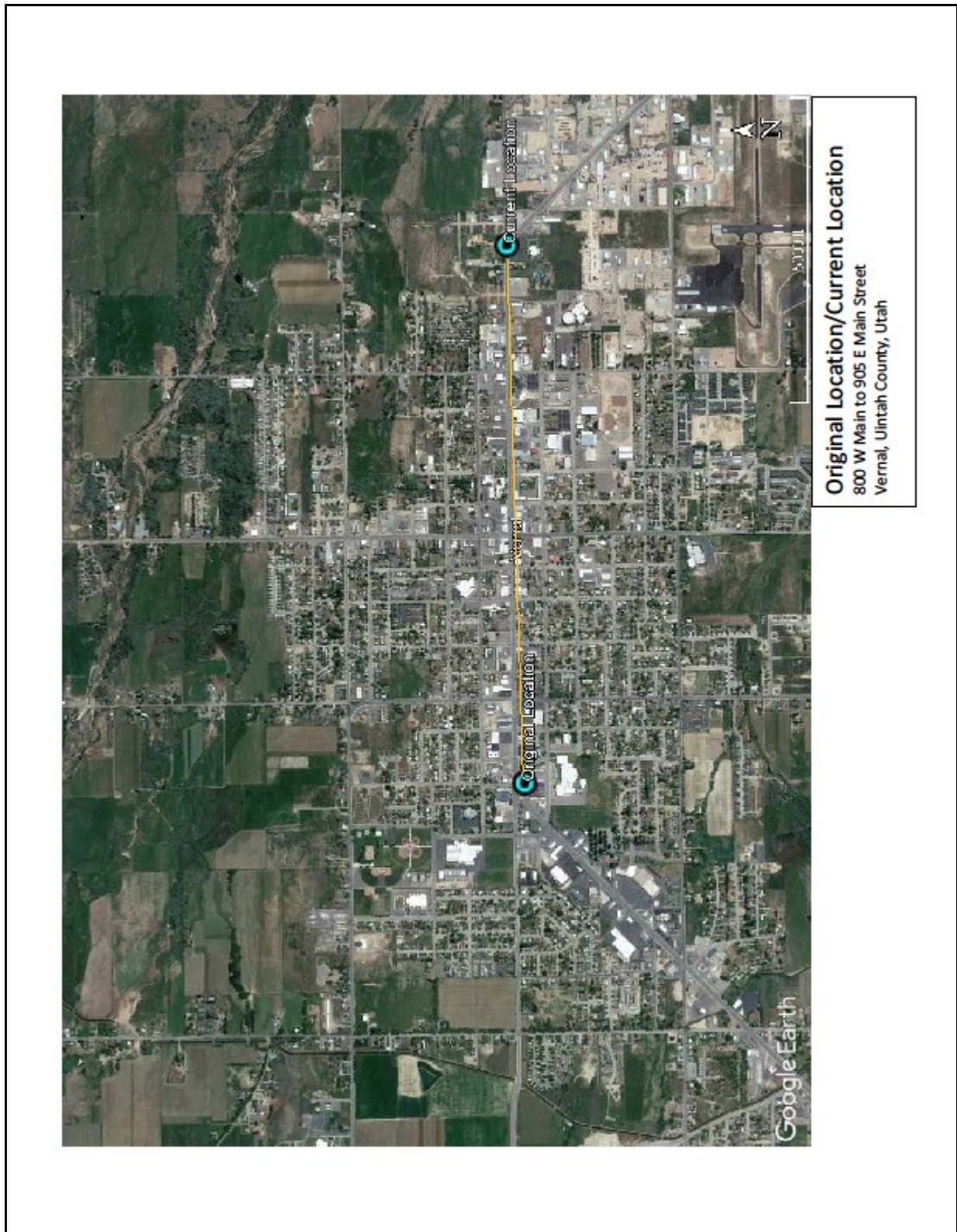
905 East Main Street

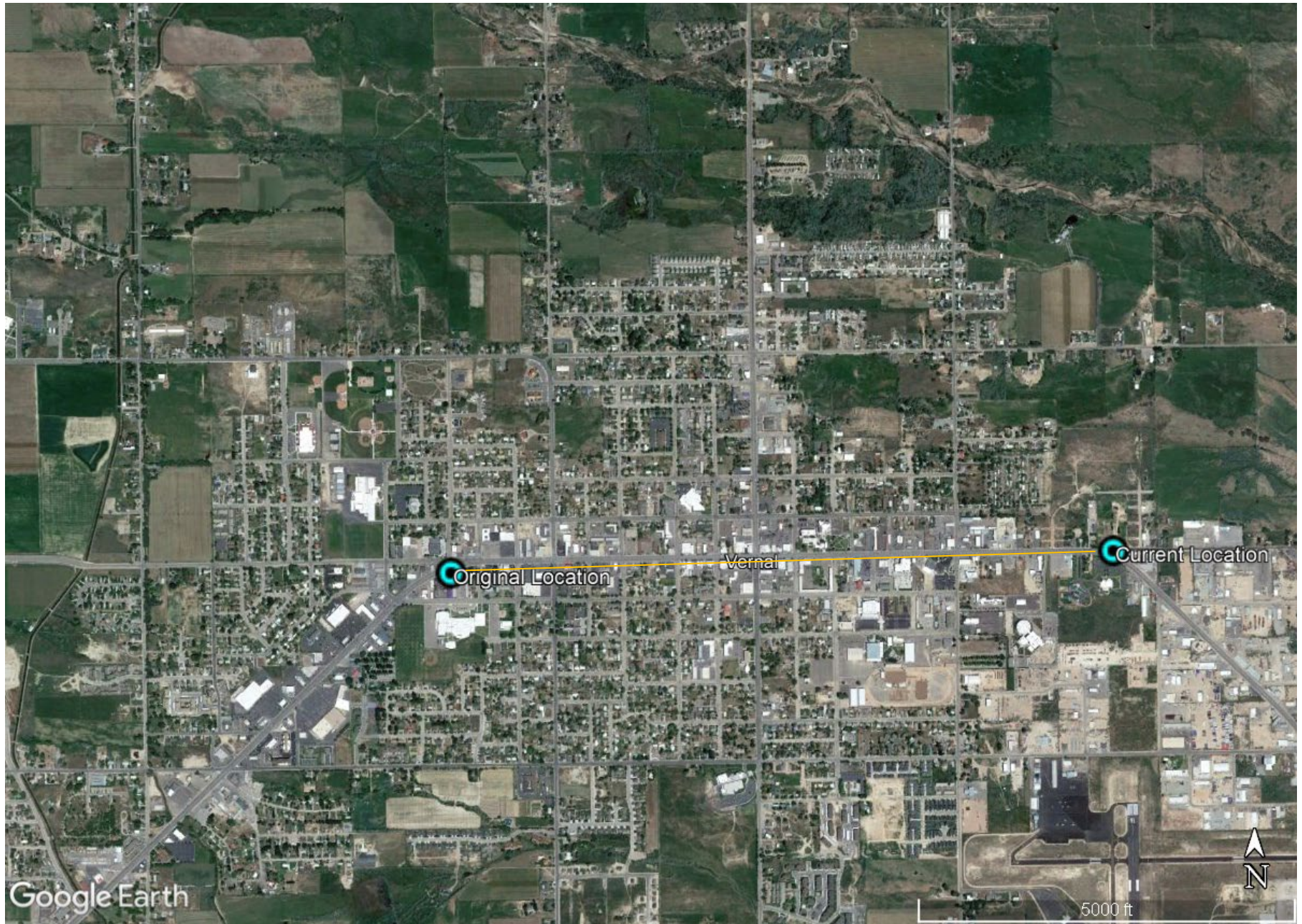
Vernal, Uintah County, Utah

Latitude 40.455982° Longitude -109.511521°

Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State





Original Location/Current Location
800 W Main to 905 E Main Street
Vernal, Uintah County, Utah

Dine-A-Ville Dinosaur

Name of Property

Uintah County, UT

County and State

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: Din-A-Ville Dinosaur

City or Vicinity: Vernal

County: Uintah

State: Utah

Photographer: Cory Jensen

Date Photographed: 17 April 2023

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

Photo Key

1 of 9. Southeast side of Dine-A-Ville Dinosaur showing setting. Camera facing northwest.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

2 of 9. South side of Dine-A-Ville Dinosaur and setting. Camera facing north.



3 of 9. West side of Dine-A-Ville Dinosaur and setting. Camera facing east.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

4 of 9. North side of Dine-A-Ville Dinosaur detail. Camera facing south.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

5 of 9. East side of Dine-A-Ville Dinosaur. Camera facing west.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

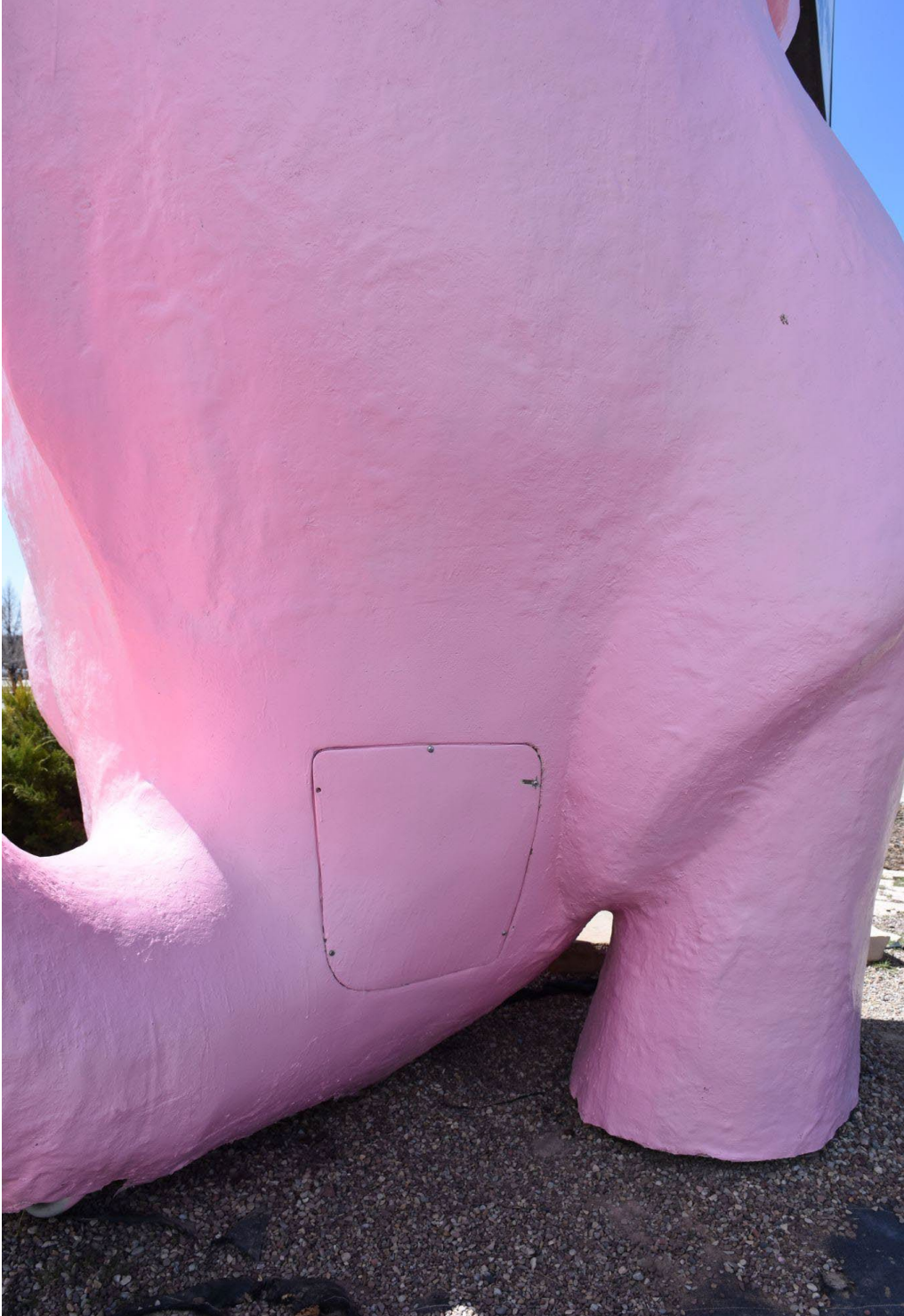
6 of 9. West side of Dine-A-Ville Dinosaur. Camera facing east.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

7 of 9. Detail of Dine-A-Ville Dinosaur base rear, showing access panel. Camera facing south.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

8 of 9. Detail of Dine-A-Ville Dinosaur base front showing feet. Camera facing north.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

9 of 9. Detail of Dine-A-Ville Dinosaur head and torso. Camera facing northeast.



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figures

Figure 1 of 8

Original clay model created by Helen Millicam alongside souvenirs manufactured by her daughter, Melinda Barlow. Her company is called Dynasty.

Source: Melinda Barlow Date: 2014



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figure 2 of 8

Dina-A-Ville Dinosaur sculpture in its original location at the Dine-A-Ville Motel

Source: Vernal Express Newspaper Date: 1967



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figure 3 of 8

Dina-A-Ville Dinosaur sculpture in its original location at the Dine-A-Ville Motel

Source: Uintah County Regional History Center Date: c. 1970



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figure 4 of 8

Dignitaries posing with the Dine-A-Ville Dinosaur: Jim Cannon, center, Republican candidate for governor and his wife, Elaine. Left to right: Rulon S. Hacking, Chairman of Uintah Commissioners; State Representative Glenn H. Cooper; Jim Cannon; Elaine Cannon; Mayor Alvin Kay.

Source: Vernal Express Newspaper/Uintah County Library Date: 1964



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figure 5 of 8

All-Stars Baseball Team in front of the Dine-A-Ville Dinosaur.

Source: Vernal Express Newspaper Date: 1961



Digital Image © 2002 Uintah County Library. All rights reserved.

Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figure 6 of 8

The Antlers Inn/Best Western Motel on Main Street uses the Dine-A-Ville Dinosaur for its signage with the original orange coloring (date of sign unknown, but possibly c. 1970s).

Source: Cory Jensen Date: 2023



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figure 7 of 8

Vernal City Street Signs featuring the Dine-A-Ville Dinosaur icon.

Source: Cory Jensen Date: 2023



Dine-A-Ville Dinosaur
Name of Property

Uintah County, UT
County and State

Figure 8 of 8

Vernal City Mural featuring the Dine-A-Ville Dinosaur icon.

Source: Cory Jensen Date: 2023



Property Owner information:

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

Name: Vernal City, ATTN Gabby Blackburn

Address: 374 E Main Street

City or Town: Vernal State UT Zip code 84105

Telephone/email: 435-789-2255/gblackburn@vernalcity.org

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



Vernal
UTAH'S DINOSAUR
LAND

VERNAL CITY
WELCOMES YOU



A large, pink, cartoonish dinosaur sculpture stands on a grassy area. It has a long neck, a small head with large eyes, and a friendly expression. It is holding a rectangular sign in its right hand. The sign has a yellow background with a black border. The word "Vernal" is written in a red, cursive font at the top. Below it, the words "UTAH'S DINOSAUR LAND" are written in a green, sans-serif font.

Vernal
UTAH'S DINOSAUR
LAND

A large, rectangular yellow sign with a maroon border stands on a gravelly area. The sign has a white background with maroon text. The words "VERNAL CITY" are written in a large, bold, sans-serif font at the top. Below it, the words "WELCOMES YOU" are written in a smaller, bold, sans-serif font. At the bottom of the sign, there are two circular logos, each containing a stylized "VC" in maroon on a white background.

VERNAL CITY
WELCOMES YOU





Vernal
UTAH'S DINOSAUR
LAND

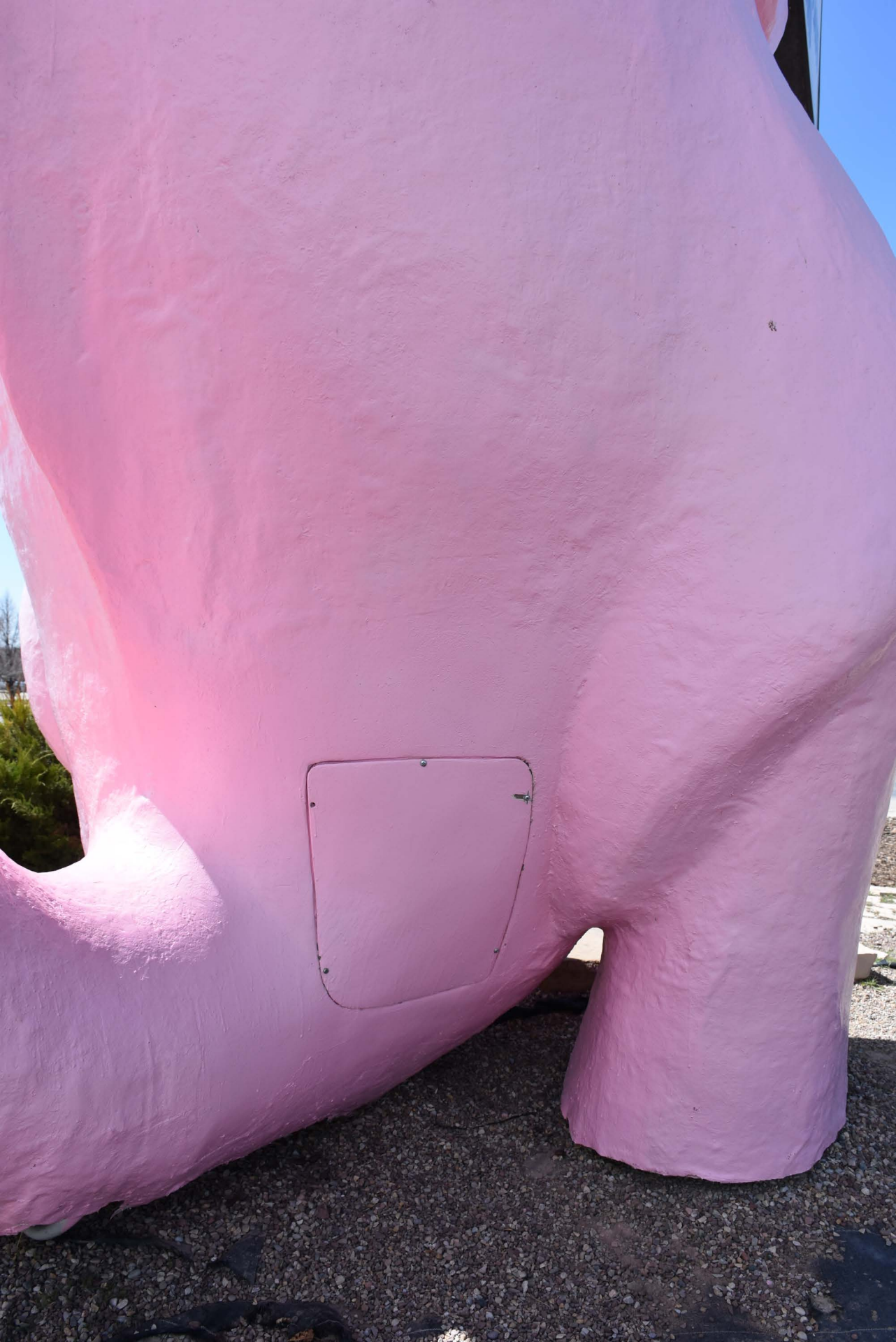


Vern
UTAH'S DINER
LAND





Vernal
UTAH'S DINOSAUR
LAND













MOTEL · CAFE
Dine A Ville



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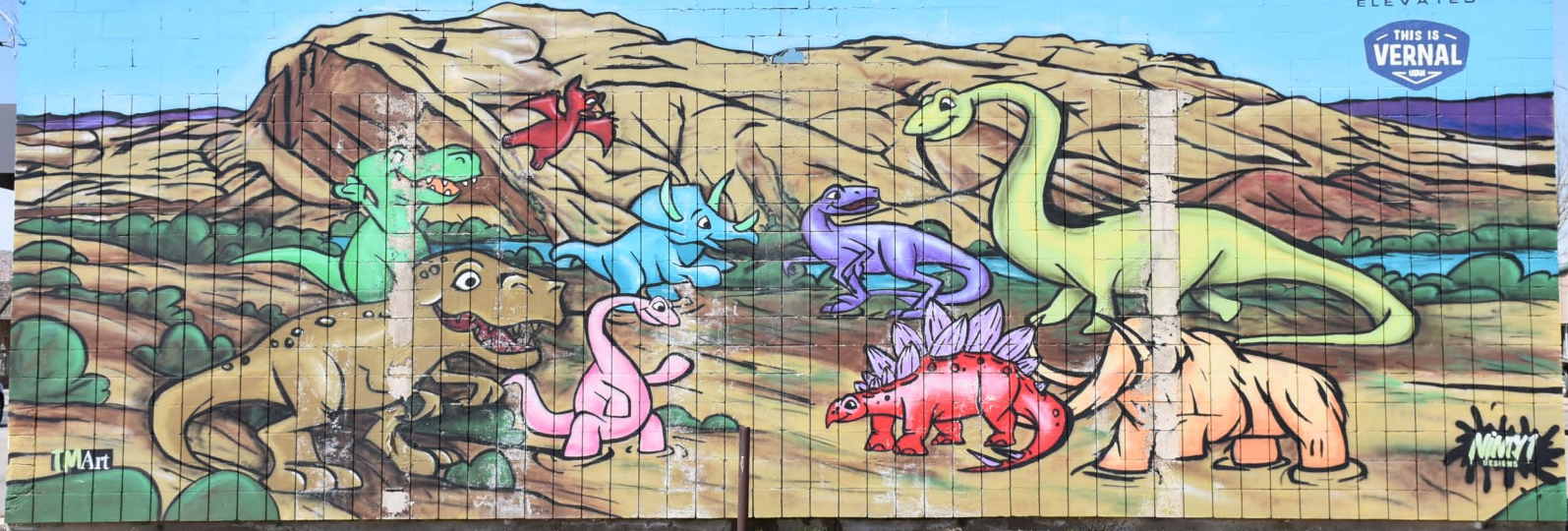




TAG @VISITDINOSAURLAND & @THISISVERNAL ON SOCIAL MEDIA.

LIFE
UTAH
ELEVATED

THIS IS
VERNAL



IMArt

NOIR
DESIGN

ART STUDIO

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:	Nomination	
Property Name:	Dine-A-Ville Dinosaur	
Multiple Name:		
State & County:	UTAH, Uintah	

Date Received: 9/29/2023 Date of Pending List: 10/11/2023 Date of 16th Day: 10/26/2023 Date of 45th Day: 11/13/2023 Date of Weekly List:

Reference number:	SG100009526
Nominator:	SHPO
Reason For Review:	

 X Accept Return Reject 11/13/2023 Date

Abstract/Summary Comments: The Dine-A-Ville Dinosaur is locally significant and meets National Register Criteria A and C in the areas of Entertainment/Recreation and Art. Standing approximately 40' tall, the metal frame and fiberglass dinosaur (Apatosaurus) statue was erected in 1958, serving as a vibrant marketing tool for Goerge and Hele Millicam's Dine-A-Ville tourist motel. Fabricated by the Young Brothers Electric Sign Company in Salt Lake City, the dinosaur is an excellent local example of mid-twentieth century mimetic or programmatic/novelty architecture, designed to captivate the growing automobile tourism population. Moved to its current location in 1999 with the closure and demolition of the Millicam's motel, the sculpture with its oversized advertising signboard continues its historic marketing function as a welcome sign to Vernal set along a major tourist route in the gateway community of Vernal, a major recreation/entertainment gateway to Dinosaur National Monument. Period of significance 1958-1973; meets Criteria Consideration B (moved resource)

Recommendation/ Criteria	Accept NR Criteria A & C
-----------------------------	--------------------------

Reviewer	<u>Paul Lusignan</u>	Discipline	<u>Historian</u>
Telephone	<u>(202)354-2229</u>	Date	<u>11/13/2023</u>

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

NATIONAL REGISTER NOMINATION EVALUATION SHEET

NRHP Review Committee Meeting Date: September 21, 2023

PROPERTY NAME: Dine-A-Ville Dinosaur

ADDRESS: 905 E. Main Street, Vernal, Utah

EVALUATOR: Susan Crook

DATE: 9/20/23



OK



Concerns

INTEGRITY: Major alterations or additions? New materials? Altered setting? Moved? etc.



OK



Concerns

DESCRIPTION: Is the property adequately described? Too general? Too specific? Have contribution and non-contribution features been clearly identified?



OK



Concerns

SIGNIFICANCE and CONTEXT: Has the appropriate Criterion been used? Has it been justified? Is the context sufficient in breadth and depth to support the claims of significance? Is the narrative history complete and of the appropriate detail?



OK



Concerns

FACTS AND SOURCES: Are the appropriate and best sources used? Are key dates and facts accurate and supported with references?



OK



Concerns

TECHNICAL: Typos, grammar, organization and flow of the narrative, etc.

¶



OK



Concerns

SUPPORTING MATERIALS: Adequate photos, maps, drawings, etc.?

OTHER ISSUES AND COMMENTS:

Delightful! A wonderful example of roadside kitsch with staying power. Well-done nomination.

NATIONAL REGISTER NOMINATION EVALUATION SHEET

NRHP Review Committee Meeting Date: 8/18/2022

PROPERTY NAME: **Dine-a-Ville Dinosaur**

ADDRESS: 905 E. Main Street, Vernal, Utah

EVALUATOR: Anya Grahn-Federmack DATE: 9/17/2023

- OK** Concerns **INTEGRITY:** Major alterations or additions? New materials? Altered setting? Moved? etc.
- 1999 – the dinosaur was moved from the original motel site to serve as a gateway icon to the city on the other side of town; however, it is in a similar setting along the Main Street and adjacent to the commercial district
 - Originally painted orange and the sign said, “Motel - Café, Dine-A-Ville.”
 - Dina used to be electrified and had moving, illuminated eyes
- OK** Concerns **DESCRIPTION:** Is the property adequately described? Too general? Too specific? Have contrib. and non-contrib. features been clearly identified?
- Very illustrative description of the dinosaur- well done!
- OK** Concerns **SIGNIFICANCE AND CONTEXT:** Has the appropriate Criterion been used? Has it been justified? Is the context sufficient in breadth and depth to support the claims of significance? Is the narrative history complete and of the appropriate detail?
- Criterion A
 - Criterion C
 - It's very helpful to understand that the Dina has become an icon and used in advertising/branding throughout the town
- OK** Concerns **FACTS AND SOURCES:** Are the appropriate and best sources used? Are key dates and facts accurate and supported with references?
- Great narrative!
 - I'd be curious why they chose to repaint Dina from orange to pink.
 - I'm also surprised that they changed the dimensions of the size. Why didn't they reuse the dimensions of the original motel sign in the welcome sign?
- OK** Concerns **TECHNICAL:** Typos, grammar, organization and flow of the narrative, etc.
- Section 8 only has Criterion A selected; however, the Statement of Significance discusses both Criteria A and C.
 - Page 14 – there's a strange gap between the bullet points Maps and Sketch Map
- OK** Concerns **SUPPORTING MATERIALS:** Adequate photos, maps, drawings, etc.?
- Are there any additional photos of the motel? It might be helpful to include a map, showing how far Dina is from its original location at the motel.

NATIONAL REGISTER NOMINATION EVALUATION SHEET

NRHP Review Committee Meeting Date: September 21, 2023

PROPERTY NAME: Dine-A-Ville Dinosaur

ADDRESS: Vernal

EVALUATOR: Ella Joy Olsen

DATE: September 2, 2023

☐

OK

☒

Concerns

INTEGRITY: Major alterations or additions? New materials? Altered setting? Moved? etc.

The altered setting and the new paint color and materials are outside of the historic window. I'm not sure if there's a special clause allowing a designation if these criteria aren't met?

☒

OK

☐

Concerns

DESCRIPTION: Is the property adequately described? Too general? Too specific? Have contribution and non-contribution features been clearly identified?

☒

OK

☐

Concerns

SIGNIFICANCE and CONTEXT: Has the appropriate Criterion been used? Has it been justified? Is the context sufficient in breadth and depth to support the claims of significance? Is the narrative history complete and of the appropriate detail?

I do believe the dino has cultural and local significance. The history of the highways, Vernal, auto travel and the dino's role in the history of the place make good sense.

☒

OK

☐

Concerns

FACTS AND SOURCES: Are the appropriate and best sources used? Are key dates and facts accurate and supported with references?

☒

OK

☐

Concerns

TECHNICAL: Typos, grammar, organization and flow of the narrative, etc.

☒

OK

☐

Concerns

SUPPORTING

MATERIALS: Adequate photos, maps, drawings, etc.?

OTHER ISSUES AND COMMENTS:

Concerned that the recent alterations would disqualify this roadside icon from historical designation.

NATIONAL REGISTER NOMINATION EVALUATION SHEET

NRHP Review Committee Meeting Date: 21 September 2023

PROPERTY NAME: Dine-A-Ville Dinosaur

ADDRESS: 905 E. Main Street, Vernal, Uintah County, Utah

EVALUATOR: Kenny Wintch

DATE: 21 September 2023



OK



Concerns

INTEGRITY: Major alterations or additions? New materials? Altered setting? Moved? etc.

I am satisfied with the presentation of integrity here and the criteria consideration utilized.



OK



Concerns

DESCRIPTION: Is the property adequately described? Too general? Too specific? Have contribution and non-contribution features been clearly identified?

The property is well described by the preparer, kudos.



OK



Concerns

SIGNIFICANCE and CONTEXT: Has the appropriate Criterion been used? Has it been justified? Is the context sufficient in breadth and depth to support the claims of significance? Is the narrative history complete and of the appropriate detail?

I am satisfied with all of this, the preparer got it right...



OK



Concerns

FACTS AND SOURCES: Are the appropriate and best sources used? Are key dates and facts accurate and supported with references?

As far as I can tell all's good here...



OK



Concerns

TECHNICAL: Typos, grammar, organization and flow of the narrative, etc.

Spot on! (Which is kinda rare for nomination forms that I've seen...)



OK



Concerns

SUPPORTING MATERIALS: Adequate photos, maps, drawings, etc.?

I concur with my colleagues' concern that a pinpoint or small circle should be used on the locator map to show the exact location of the feature...

OTHER ISSUES AND COMMENTS:

Good job by a first-time preparer. Kudos to that person, the SHPO and to the City of Vernal.



Spencer J. Cox
Governor

Deidre M. Henderson
Lieutenant Governor

Jill Remington Love
Executive Director
Utah Department of Cultural
and Community Engagement



Christopher Merritt
State Historic Preservation Officer
Utah State Historic Preservation Office

September 28, 2023

TO: Ms. Joy Beasley
National Register of Historic Places
Mail Stop 7228
1849 C St, NW
Washington, D.C. 20240

FROM: Cory Jensen, National Register Coordinator, Utah State Historic Preservation Office

RE: Dine-A-Ville Dinosaur National Register of Historic Places nomination

Ms. Beasley,

The submission contains a signed true and correct copy of the National Register of Historic Places nomination form for the **Dine-A-Ville Dinosaur, Uintah County**. Should you have any questions, please contact me at coryjensen@utah.gov.

Thank you,

J. Cory Jensen

Enclosures:

1 NRHP nomination form with attached physical signature page
1 Digital images folder (TIF image files)
1 Physical transmission letter
Physical Signature Page, with original signature
Other:

Comments:

 Please ensure that this nomination receives substantive review
1 Property owners
0 Property owners who object
 MPS/MPDF Cover name:
 NPS Grant Fund:
 Other: