

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

For NPS use only

**National Register of Historic Places
Inventory—Nomination Form**

received **MAY 28 1986**

date entered **JUN 26 1986**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Trigg-Smartt Building

and/or common Fowler Brothers Building

2. Location

street & number 701-707 Broad Street N/A not for publication

city, town Chattanooga N/A vicinity of

state Tennessee code 047 county Hamilton code 065

3. Classification

| Category | Ownership | Status | Present Use |
|---|--|---|--|
| <input type="checkbox"/> district | <input type="checkbox"/> public | <input checked="" type="checkbox"/> occupied | <input type="checkbox"/> agriculture |
| <input checked="" type="checkbox"/> building(s) | <input checked="" type="checkbox"/> private | <input type="checkbox"/> unoccupied | <input checked="" type="checkbox"/> commercial |
| <input type="checkbox"/> structure | <input type="checkbox"/> both | <input type="checkbox"/> work in progress | <input type="checkbox"/> educational |
| <input type="checkbox"/> site | Public Acquisition | Accessible | <input type="checkbox"/> entertainment |
| <input type="checkbox"/> object | <input checked="" type="checkbox"/> in process | <input checked="" type="checkbox"/> yes: restricted | <input type="checkbox"/> government |
| | <input type="checkbox"/> being considered | <input type="checkbox"/> yes: unrestricted | <input type="checkbox"/> industrial |
| | | <input type="checkbox"/> no | <input type="checkbox"/> military |
| | | | <input type="checkbox"/> museum |
| | | | <input type="checkbox"/> park |
| | | | <input type="checkbox"/> private residence |
| | | | <input type="checkbox"/> religious |
| | | | <input type="checkbox"/> scientific |
| | | | <input type="checkbox"/> transportation |
| | | | <input type="checkbox"/> other: |

4. Owner of Property

name Lyndhurst Foundation

street & number 701 Tallan Building

city, town Chattanooga N/A vicinity of state Tennessee

5. Location of Legal Description

courthouse, registry of deeds, etc. Hamilton County Courthouse

street & number Georgia Avenue

city, town Chattanooga state Tennessee

6. Representation in Existing Surveys

title Hamilton County Survey has this property been determined eligible? yes no

date 1977 federal state county local

depository for survey records Tennessee Historical Commission

city, town Nashville state Tennessee

7. Description

| | | | |
|--|---------------------------------------|---|---|
| Condition | | Check one | Check one |
| <input type="checkbox"/> excellent | <input type="checkbox"/> deteriorated | <input type="checkbox"/> unaltered | <input checked="" type="checkbox"/> original site |
| <input checked="" type="checkbox"/> good | <input type="checkbox"/> ruins | <input checked="" type="checkbox"/> altered | <input type="checkbox"/> moved date _____ |
| <input type="checkbox"/> fair | <input type="checkbox"/> unexposed | | |

Describe the present and original (if known) physical appearance

The Trigg-Smartt Building is a four-story brick and stone building located at the southwest corner of Broad Street and Seventh Avenue in downtown Chattanooga, Tennessee. The building was built as four separate units with a common rock-faced stone facade, and a full basement. It is a Victorian Commercial style building with strong Richardsonian Romanesque influences. Its elaborate cut stone facade has a high degree of ornamentation and is the best example of its type in the City's commercial district. The interior of the building retains much of its original integrity.

The building faces Broad Street on the east, Seventh Avenue on the north, a parking lot on the west, and on the south shares a common wall with the Tivoli Theater (NR 4/11/73). It sits on a lot measuring 121 feet by 110 feet and contains 43,874 square feet. The main entrance is on Broad Street though a significant secondary entrance faces Seventh Avenue. A loading dock is located at the rear.

All of the storefront area along Broad Street and Seventh Avenue has been altered. The original facade was apparently wood with large expanses of glass. In 1939 the locally prominent architectural firm of Crutchfield & Law completed a \$38,000 renovation to the interior and exterior. The original four-bay Broad Street storefronts were combined into a single primary entrance, and a secondary entrance was placed on Seventh Avenue. The renovation to the storefronts was made with pink polished granite and aluminum and glass display windows. A Fowler Brothers & Company brass plate was attached at the corner.

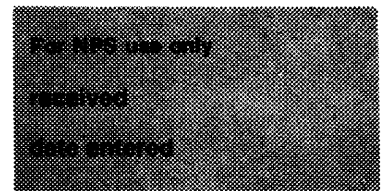
The entire Broad Street facade, exclusive of the ground floor, is of roan-colored rusticated stone, laid in stacked and running bond. All trim stone is of the same material, though sand-faced. The upper portion of the main (Broad Street) facade is divided into four bays, each separated by stone pilasters and adorned with a series of four free-standing stone columns with modified Corinthian capitals of stylized acanthus leaves. Rusticated stone pilasters are enhanced at the third floor by clustered smooth stone columns supporting capital of floral design. Spandrels with stylized acanthus leaves divide the second floor from the third floor, and the third floor from the fourth, and a continuous molded stone beltcourse is located beneath the second floor sills. Both the second and third floors have large rectangular window frames. The original 1/1 windows were replaced in 1939 with glass blocks. The fourth floor quarter-bay Romanesque arched windows, which were also 1/1, were likewise replaced with glass blocks. A series of four windows divide each original bay at the second, third, and fourth floors. The balustrade cornice consists of a series of small arched openings divided by pilasters following the four bay division.

The Seventh Avenue north facade is dark red brick with decorative brickwork and corbeling. This facade is divided into five bays which are interpreted in columns, capitals, arches, and under-window panels. The fourth floor has Romanesque arched windows, four per bay, which are described and emphasized with six concentric arches; the sills of these windows are supported by a corbeled brick band. The second and third floor windows have been bricked in, possibly during the 1939 remodeling. However, the continuous stone sills and lintels remain intact. Four projecting brick pilasters were removed during the remodeling and replaced with a tiled parapet.

The original rear west wall was resurfaced c. 1955 with yellow brick and a series of aluminum-framed rectangular windows. The wall is not visible to Broad Street or Seventh Avenue traffic due to the one-way traffic pattern of Seventh Avenue which leads away from the building.

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The interior of the building has moderate decoration. The 1939 Crutchfield & Law renovation removed the original first floor walls which separated the four stores, but retained the original column system. The renovation included plastering the columns and adding Art Deco details of shell forms flanked by stylized stemmed flowers at the upper portions. The original twenty to twenty-five foot ceiling heights and oak floors were also retained. The original stair system was apparently removed in 1939 and a modern stairway installed along with an elevator system. Renovation to the upper floors in 1939 included the addition of deep and crown molding, base molding, and door trim. An arched doorway was installed on the fourth floor. The original oak floors and ceiling heights were also retained on the upper floors. The 1939 renovations remain in excellent condition.

8. Significance

| Period | Areas of Significance—Check and justify below | | | |
|---|--|---|---|--|
| <input type="checkbox"/> prehistoric | <input type="checkbox"/> archeology-prehistoric | <input type="checkbox"/> community planning | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion |
| <input type="checkbox"/> 1400–1499 | <input type="checkbox"/> archeology-historic | <input type="checkbox"/> conservation | <input type="checkbox"/> law | <input type="checkbox"/> science |
| <input type="checkbox"/> 1500–1599 | <input type="checkbox"/> agriculture | <input type="checkbox"/> economics | <input type="checkbox"/> literature | <input type="checkbox"/> sculpture |
| <input type="checkbox"/> 1600–1699 | <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> education | <input type="checkbox"/> military | <input type="checkbox"/> social/ humanitarian |
| <input type="checkbox"/> 1700–1799 | <input type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> music | <input type="checkbox"/> theater |
| <input checked="" type="checkbox"/> 1800–1899 | <input checked="" type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> transportation |
| <input checked="" type="checkbox"/> 1900– | <input type="checkbox"/> communications | <input type="checkbox"/> industry | <input type="checkbox"/> politics/government | <input type="checkbox"/> other (specify) |
| | | <input type="checkbox"/> invention | | |

Specific dates c. 1888–1936 **Builder/Architect** Unknown

Statement of Significance (in one paragraph)

The Trigg-Smartt Building is located at the southwest corner of Broad Street and Seventh Avenue in downtown Chattanooga and is an architecturally and historically significant structure of the city's 1880 boom period. The building is being nominated under National Register criteria A, B, and C because of its association with the 1880's boom period of Chattanooga, its association with prominent businessmen James N. Trigg, James P. Smartt, and John O. Fowler, and its architectural style.

The Trigg-Smartt Building is the only surviving building in the area from the commercial boom of the 1880's and one of the few remaining examples of that phenomenon remaining in the City. Built to house two prominent wholesale concerns, the building is perhaps the oldest wholesale block remaining in downtown Chattanooga. The building is associated with three prominent business leaders of Chattanooga. Trigg, Smartt, and Fowler all owned large commercial concerns and were very involved in the business community. In 1888 James N. Trigg was elected President of the Board of Trade of Chattanooga and James P. Smartt was elected to its Executive Committee. The building displays an elaborate cut stone facade which is one of the finest examples of its type in the city's commercial district; modernizations have not significantly altered the building.

The property at Broad Street and Seventh Avenue was purchased in early 1888 by James N. Trigg, Charles A. Lyerly, James Polk Smartt, and John P. Richardson. While Lyerly and Richardson limited their involvement to the purchase and development of the property, James Trigg and James Smartt planned to locate their rapidly growing wholesale businesses there. Trigg housed his newly formed Trigg Dobbs & Company wholesale grocery business there and Smartt Brothers and Company moved its wholesale shoes and boots concern into the building.

When Trigg, Smartt, Lyerly, and Richardson bought the property, the City of Chattanooga was in the midst of an extraordinary economic boom. In 1886, \$1,076,347 was spent in building construction. In 1887, real estate transactions -- including 1500 new residences -- amounted to \$13,264,555. In addition, twenty-five new business charters were incorporated. The year of 1887 had proven the most prosperous of the entire boom period. Population growth naturally paralleled this economic surge: in 1883, the population was 20,666; in 1885, 25,101; and in 1887, the population had jumped to 36,903.

James N. Trigg came to Chattanooga in 1869 from Wythe County, Virginia. From then until 1874, he worked as a bookkeeper for the Discount and Deposit Bank. In 1874 he and William J. Dobbs began work for W.W. Jackson wholesale groceries, and a few years later, Trigg purchased a half interest in the Jackson Company. The new firm of Jackson Trigg & Company prospered until January 1888 when Jackson retired. In that year Jackson Trigg & Company was dissolved and Trigg Dobbs & Company formed.

In 1875 J.P. Smartt began his wholesale and retail shoe business in Nashville with two partners. In 1878 he moved to Chattanooga and went into business with W.G. Oehmig. In 1884 the Smartt and Oehmig firm was succeeded by Smartt Brothers and Company, with his brother, George Madison Smartt becoming a member of the firm. (James Smartt was also director of the

9. Major Bibliographical References

SEE CONTINUATION SHEET

10. Geographical Data

Acreeage of nominated property Approximately .5 acre

Quadrangle name Chattanooga, TN

Quadrangle scale 1:24,000

UTM References

A

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|------|---|---------|---|---|---|---|---|----------|---|---|---|---|---|---|
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| Zone | | Easting | | | | | | Northing | | | | | | |

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| Zone | | Easting | | | | | | Northing | | | | | | |

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| Zone | | Easting | | | | | | Northing | | | | | | |

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| Zone | | Easting | | | | | | Northing | | | | | | |

H

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|------|--|---------|--|--|--|--|--|----------|--|--|--|--|--|--|
| | | | | | | | | | | | | | | |
| Zone | | Easting | | | | | | Northing | | | | | | |

Verbal boundary description and justification

The nominated property is approximately .5 acre in size and rectangular in shape. It is bounded on the south by the Tivoli Building, on the west by a parking lot which abutts Chestnut Street, on the north by Seventh Avenue and on the east by Broad Street. (See tax map) It includes all land historically associated with the building.

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Pamela Sterne King

organization Moody & Associates, Inc. date March 13, 1986

street & number 1102 20th Street, South telephone 205-933-7170

city or town Birmingham state Alabama 35205

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

Deputy State Historic Preservation Officer signature Herbert L. Hays

title Executive Director, Tennessee Historical Commission date 5/23/86

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I hereby certify that this property is included in the National Register

Entered in the National Register date 6-26-86

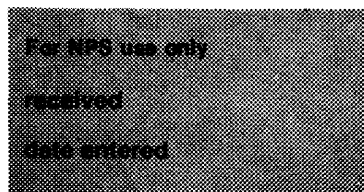
Keeper of the National Register

Attest: _____ date _____

Chief of Registration

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Chattanooga Savings Bank and of the Third National Bank. He was, in addition, historian of the Chickamauga-Chattanooga National Military Park Commission.) Smartt Brothers and Company handled a general line of shoes, boots, and rubbers from leading manufacturers. By the early 1900s their business covered Tennessee, Kentucky, Northern Alabama, and Northern Georgia.

Prospering in the 1887 boom year, Jackson Trigg & Company increased sales by 50-75%, according to J.N. Trigg. Smartt Brothers similarly increased business by approximately 33%. By 1891, J.P. Smartt and J.N. Trigg were listed in the Chattanooga Times as having a worth of over \$100,000 and were, therefore, some of the richest men in the City.

Until 1911, the Trigg-Smartt Building was owned and occupied primarily by Trigg Dobbs & Company and by Smartt Brothers and Company. In that year, James Trigg apparently sold his interest to Smartt and vacated the building, leaving Smartt Brothers as the sole tenant. The company remained there another two years, until 1913, at which time James P. Smartt died and the business left the building. Both Trigg Dobbs & Company and Smartt Brothers remained in business in the Chattanooga area well into the 1920s.

Until Smartt Brothers and Company vacated the building in 1913, the building functioned primarily as a wholesale block. In 1889, Trigg Dobbs and Company, and Smartt Brothers and Company were the building's only occupants. By 1900, a manufacturers' grocery specialist, as it was called, became a tenant and remained there until 1909. Archer Paper Company located there for one year in 1905, and Chattanooga Hardware Company was there from 1910-1911.

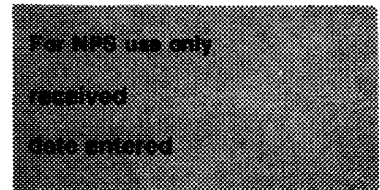
From 1913-18, the building housed a variety of tenants. Included were Grandview Coal and Timber Company, several real estate and civil engineering offices, a typewriter business, a public stenographer's office, a bond office, a manicurist, Interstate Life & Accident Company, and Clay Manufacturing Company. Betts Engineering and Interstate Life & Accident Company occupied the building during this period longer than any of the other businesses during this period.

In 1918, an up-and-coming furniture company, Sterchi Brothers Furniture Company, bought and occupied the building. J. Calvin Sterchi and his son-in-law, John O. Fowler, established the business in 1911. In 1919, the business became known as Sterchi Brothers and Fowler. Ten years later, in 1929, John O. Fowler formed his own company with his two brothers, Frank and Ben, and moved the new business to the 600 block of Broad Street. Sterchi Brothers and Fowler remained in the Trigg-Smartt Building until 1939.

In 1939, John O. Fowler, his brothers, and two sons moved Fowler Brothers Company into the Trigg-Smartt Building where he had begun his furniture business in 1919. Extensive renovation by the prominent local architectural firm of Crutchfield & Law accompanied the 1939 move at a cost of \$38,000. Polished pink granite adorned the entire storefront facades along Broad Street and Seventh Avenue, and the interior was modernized to reflect a rapidly growing business. The preceding year, in 1938, in fact, John Fowler reported that sales amounted to more than five times what they had been when business began. In that

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year alone, he reported more than a 33% sales increase. By now, Fowler Brothers Furniture Company had become the largest furniture business in the State of Tennessee and one of the largest in the Southeast.

In March 1985, Fowler Brothers announced that it would close its downtown Chattanooga store. Plans are to redevelop the building, possibly in conjunction with the Tivoli Theatre next door.

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received

date entered

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MAJOR BIBLIOGRAPHICAL REFERENCES

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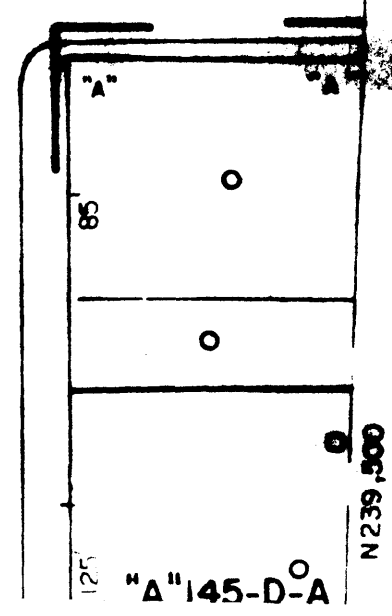
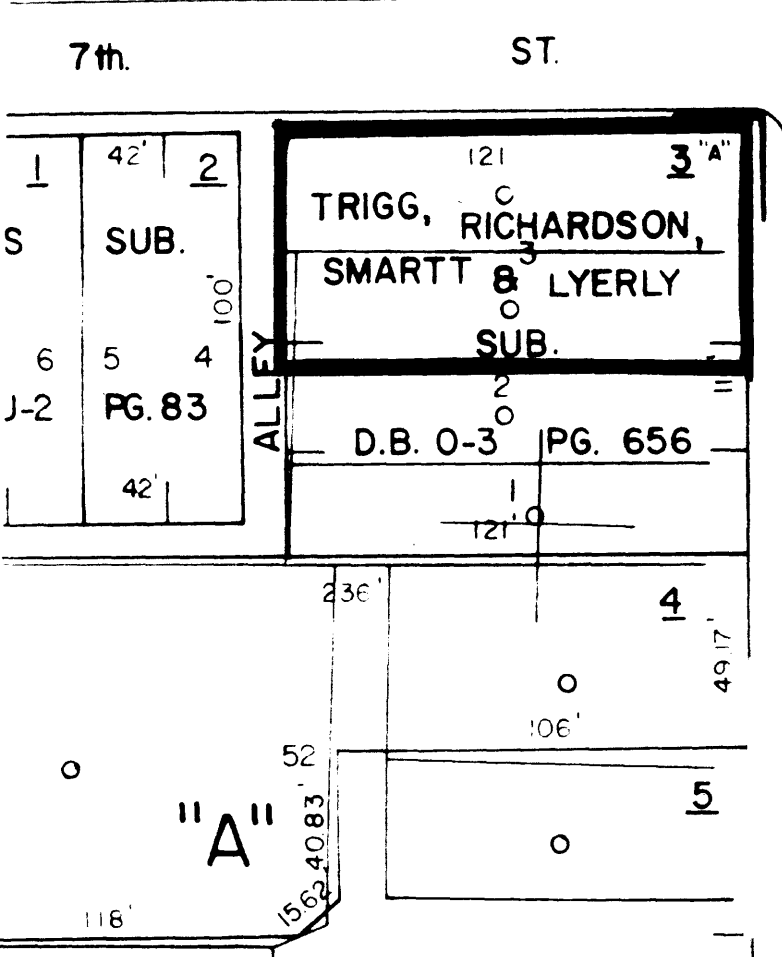
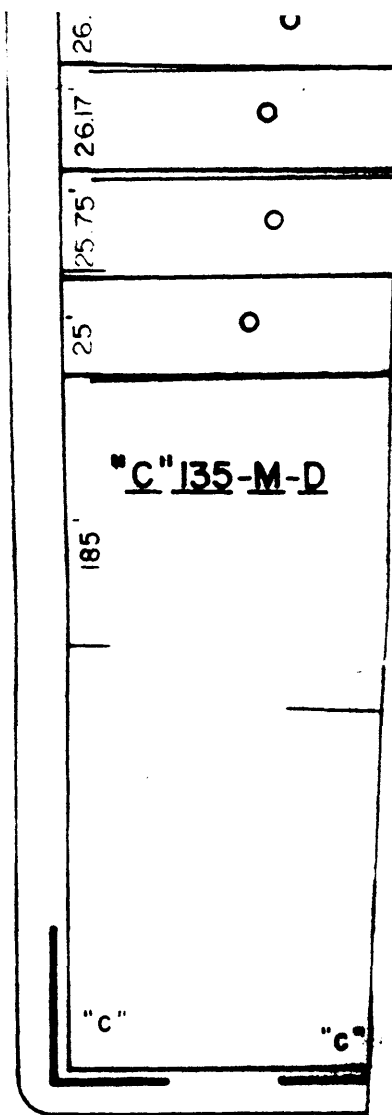
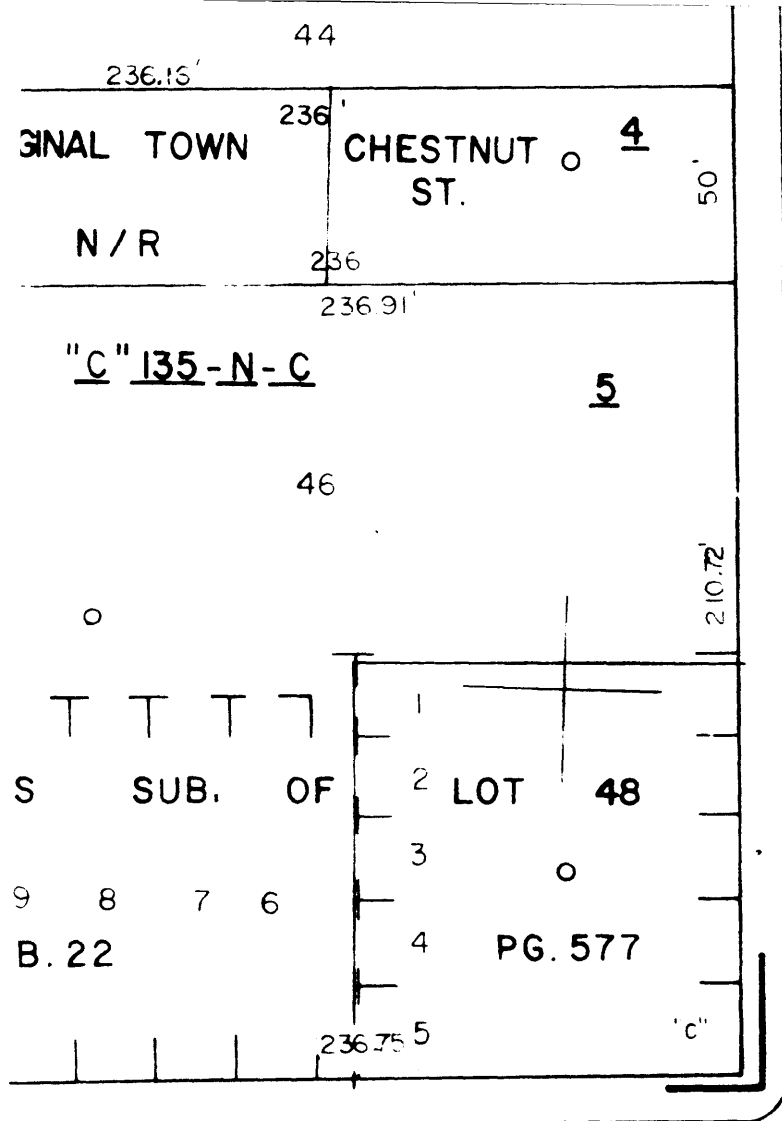
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Trigg-Smartt Building
 701-707 Broad Street
 Chattanooga, Hamilton County, Tennessee

TAX MAP 1" = 100'