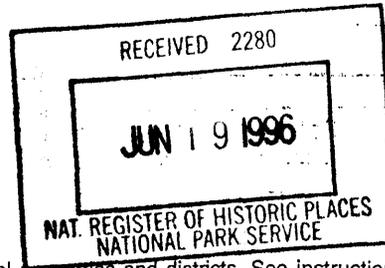


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



794

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 an 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 Monmouth Street Historic District

other names/site number NA

2. Location

street & number Monmouth Street between Third and Eleventh Streets NA not for publication

city or town Newport NA vicinity

state Kentucky code KY county Campbell code 037 zip code 41071

3. State/Federal Agency Certification

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

David L. Morgan
Signature of certifying official/Title Executive Director Date 6-4-96

State Historic Preservation Office/Kentucky Heritage Council
State of Federal agency and bureau

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 the 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:)

Edson F. Beall
Signature of the Keeper

Date of Action

7-25-96

Entered in the
National Register

Name of Property

County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
94	32	buildings
0	15	sites
0	0	structures
0	0	objects
94	47	Total

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

Number of contributing resources previously listed in the National Register

n/a

2

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

- domestic - single dwelling
- domestic - multiple dwelling
- domestic - hotel
- commerce/trade - business
- commerce/trade - professional
- commerce/trade - financial
- commerce/trade - specialty store
- commerce/trade - department store

- domestic - single dwelling
- domestic - multiple dwelling
- commerce/trade - business
- commerce/trade - professional
- commerce/trade - financial
- commerce/trade - specialty store
- education - school
- commerce/trade - restaurant

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

- Late Victorian - Italianate
- Late 19th & 20th century revivals -
- Classical Revival
- Modern Movement - Moderne

- foundation limestone
- walls brick
- terra cotta
- roof tin
- other stone, stucco, terra cotta, tin, glass, wood, vinyl, aluminum

Narrative Description

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

Name of Property

County and State

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

- 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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

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 #

Areas of Significance

(Enter categories from instructions)

commerce

Period of Significance

1830 - 1950

Significant Dates

1847, 1848

Significant Person

(Complete if Criterion B is marked above)

n/a

Cultural Affiliation

n/a

Architect/Builder

James W. McLaughlin

Werner and Atkins

Primary location of additional data:

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

Name of repository:

Monmouth Street Historic District
Name of Property

County and State

10. Geographical Data

Acreage of Property approximately 8 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1	1 6	7 1 6 7 3 0	4 3 2 9 5 0 0
	Zone	Easting	Northing
2			

3			
	Zone	Easting	Northing
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.)

11. Form Prepared By

name/title Margo Warminski, Historic Preservation Consultant

organization _____ date March 28, 1996

street & number 340 East Second Street telephone 606-581-2883

city or town Newport state KY zip code 41071

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)

Property Owner

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

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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NATIONAL REGISTER OF HISTORIC PLACES
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Monmouth Street Historic District
Campbell County, Kentucky

Historic functions continued

Commerce/trade - restaurant
Commerce/trade - warehouse
Education - school
Education - library
Government - fire station
Recreation/culture - theater
Religion - religious facility
Social - meeting hall

Current functions continued

Education - library
Religion - religious facility

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Architectural classification continued

Late Victorian - Queen Anne
Late 19th and early 20th century revivals - Beaux Arts
Early Republic - Federal
Modern Movement - Art Deco

Materials continued

foundation: concrete
walls: weatherboard, concrete veneer, stucco, terra cotta, glass
roof: synthetic

7. DESCRIPTION

Summary. The Monmouth Street Historic District encompasses 143 properties in the center of Newport, Kentucky. The district includes the contiguous, intact, historic resources of the district that represent every phase of its development from the 1830s through the 1950s. Included are the buildings facing Monmouth Street between Third and Tenth Streets. Most blocks include a mixture of buildings of various styles and sizes, but consistency of materials, scale and setback throughout the district provides continuity. Most buildings are commercial, but residential and institutional buildings are also included. Of the total buildings in the district, 94 are contributing and 32 noncontributing. Despite the presence of numerous noncontributing resources, the district retains a strong sense of design, setting and feeling that reflect its appearance at the end of the period of significance. The district encompasses approximately eight acres.

Location. The city of Newport, Kentucky (1990 population: 18,876), is located on the south side of the Ohio River opposite Cincinnati. Newport, the largest city in Campbell County, is one of a series of northern Kentucky river towns that together comprise the most heavily urbanized area in the state. To the west is the city of Covington; to the east, Bellevue. Much of Newport's 19th-century development is confined to a broad terrace terminated on the east by Interstate 471, on the south by a series of hills and on the west the Licking River, which divides Campbell and Kenton counties. Monmouth and York Streets, paired one-way arterials, carry U.S. 27, the county's primary north-south thoroughfare. West of the Monmouth-York corridor is the mixed-use West End neighborhood, developed for the most part

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in the second half of the 19th century. To the east is the residential neighborhood of East Newport, developed as a series of additions to the city between the Civil War and World War I. To the south is the hilltop neighborhood of Clifton or South Newport, once a separate town; the bulk of its housing dates from c. 1910 to 1930.

Historic resources. Like its northern Kentucky neighbors, Newport has rich inventory of historic 19th and early 20th century buildings, many of which have already been honored with National Register listing. On the east side of Newport, the Mansion Hill Historic District, comprising about 600 buildings, was listed in 1980; it was followed in 1982 by the adjacent East Row district, including about 900 residential and commercial buildings. Three mixed-use blocks of York Street, developed c. 1850-1935, were included in the York Street Historic District, listed in 1995. Numerous individual buildings have also been honored, including the Southgate-Maddox House (1814) on East Third Street, the General James Taylor Mansion (c. 1847) on East Third Street, St. Paul's Episcopal Church (c. 1874) on Court Place, Salem Methodist Church (1882) on Eighth and York Streets, the Campbell County Courthouse (1884) at Third and York, and the Charles Wiedemann Mansion (1890s) on upper Park Avenue. The Posey Flats (1890), located at Third and Monmouth Streets, provides the northern terminus of the proposed district; it was listed in 1986.

Historic appearance of Monmouth Street. The 1886 Sanborn map, the earliest visual record of the street, depicts a contiguous stretch of buildings along both sides of Monmouth Street between Fourth and Ninth Streets. While most of these were commercial buildings (some could have been built as residences, but are labeled "Shop" on the map, indicating their present use), a few residences were still standing as late as 1910. Some of these, such as a duplex on the west side of the 800 block (demolished), are not aligned with the street grid and clearly predate their neighbors by many years. Still other small dwellings (for example, 625, 738 and 838--all since demolished) could be found on rear lots as late as 1894. South of Ninth Street, development was somewhat less cohesive. In 1886 the 900 and 1000 blocks remained a mixture of small dwellings, scattered commercial buildings, vacant lots, and businesses requiring extensive space, such as livery stables and hotels; lumber yards also located there, likely because of lower land costs and proximity to the railroad. By 1894 the 900 block presented a contiguous row of buildings; a series of small frame dwellings, however, survived on the 1000 block as late as 1910, along with two planing mills. At the north end of the street, the east side of the 300 block was solidly built with small residences by 1886; the north end of the west side of the block, however, remained open space until the 1900s, when it was subdivided and sold for residential building lots.

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The expansion of the city during the late 19th century was reflected in the increasing scale of Monmouth Street buildings. In numerous instances, one-story structures were replaced in the late 19th and early 20th century by taller buildings of larger footprint (see 830, 836, 843 and 1002, among others); frame buildings were also supplanted by ones of more durable masonry construction. Buildings were also enlarged to accommodate increased business; in the case of the Dine-Schabell furniture store (913 Monmouth Street--see photograph 6), a third story was added in the 1910s.

Vintage, undated photographs offer tantalizing glimpses of the street's past. A c. 1890 view (see photograph 7), looking northwest from Ninth Street, depicts a neat row of two- to two-and-a-half-story brick or frame buildings with even cornice line, some exhibiting false mansard-front roofs with dormers. Several buildings of larger scale punctuate the streetscape, including the Marx Furniture (840 Monmouth), Adam Schuh tobacco shop (830) and Eilerman men's store (818) buildings; the owners used their buildings' height to best advantage by placing painted advertising on side walls. Dominating the intersection of Ninth and Monmouth Streets is the Second Empire-style Clifford House Hotel (demolished), a sizeable structure of rectangular footprint. Brightly striped canvas awnings shelter the sidewalks. The dusty street is laced with streetcar tracks and heavily laden wagons.

A series of stage set-like photographs, with no people visible, documented the new face of Depression-era Newport: the stylish, Art Deco State Theater (demolished); the modernistic, self-serve Pay-n-Take-It market (also demolished); and silent interiors with harvest-moon mirrors and gleaming stainless steel lunch counters. In one of the most vivid images, a derelict Italianate commercial building on the west side of the 700 block stands empty, awaiting demolition, while beside it stands a new Woolworth store: the photo stands as a metaphor for the 1920s and 30s building campaign that replaced numerous 19th-century buildings and updated others.

Building types. Monmouth Street's commercial buildings exemplify the building type called the two-part commercial block, with ground-floor storefronts and upper-story living or storage space (Richard Longstreth, The Buildings of Main Street, p. 24). Most buildings exhibit a narrow, rectangular footprint; most roofs are flat or shed, largely concealed by cornices or parapets. A few Second Empire or Queen Anne buildings (such as 635 and 700), however, exhibit mansard roofs and one or more dormers. Most 19th-century buildings are built of brick ornamented with pressed metal, stone, wood or decorative brickwork; early 20th century buildings exhibit facades of smooth-surface, fired brick, glossy, glazed brick, or terra-cotta of one or more colors; mid-20th-century buildings are faced with a veneer of

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wire-cut brick or molded concrete. Most are constructed by local contractors; those few architect-designed buildings are discussed separately.

While many buildings constructed in the 1920s through 1940s continued to be built on the two-part form (735, 821 Monmouth), the upper stories were commonly used for office space rather than apartments. The Itkoff Building at 719 Monmouth Street, built in 1926, illustrates this trend: in 1938 and 1952 the first story housed Monmouth Jewelry and the upper story the office of Herman Itkoff, optometrist. The upper floors of many buildings are lighted by rows of pivot windows and appear designed for storage rather than living space.

Storefronts, designed to greet the pedestrian and display merchandise, are a key component of the streetscape. Intact 19th-century storefronts feature large plate-glass display windows with transoms of clear glass and wooden bulkheads, often with metal grilles. Piers and lintels are of smooth-finished sandstone or ornate cast iron. Early 20th century shopfronts include bronze trim, transoms of prism glass or grid-patterned frosted glass, and bulkheads of glossy or matte-finish tile. Angled display windows, such as those found at the Fram Brothers store at 817 Monmouth Street, provided ample space for display, as well as a broad vestibule; these "'zigzag entranceways" [were] designed to exert a 'suctionlike effect on the passerby'" (Leach, op. cit., p. 305). Tile flooring displayed the name of the store or its owner. Storefronts of the interwar period may incorporate "modern" synthetic materials such as glossy Vitrolite and streamlined metal trim, as well as aerodynamic Moderne curves; this "slick, machine-inspired imagery became a popular means to create a new image for businesses during and after the Depression" (Longstreth, op. cit., p. 48). While perhaps all storefronts have been altered, many retain at least some original elements such as a decorative glass or tile.

The advent of the automobile in the early 20th century introduced new building types to Monmouth Street. The Broering Building at 511-13 Monmouth Street, built 1919, is typical of the auto showrooms built in the 1910s across the Commonwealth. A three-story, two-part commercial block of generous scale, it features ornamental brickwork and large, multi-pane metal casement windows; the storefront has been severely altered. The former Howard Edwards Motors, at the northeast corner of Fifth and Monmouth Street, built in the 1940s, is a three-story edifice of large scale and functional aspect, with horizontal footprint; it exhibits a wire-cut brick facade articulated by stepped pilasters, and a crenellated roofline (photograph 2). Large display windows dominate the street-level facade; large casement windows, some of which have been replaced by aluminum units, light the upper stories. Built on a smaller scale, with similar detailing, is the one-story former Simon and Fischer auto

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dealership at 41 East Third Street. A c. 1920 gas station at the northwest corner of Fifth and Monmouth Street, typical of the diminutive stations built during the first quarter of the 20th century, features stucco wall treatment, a tile roof and a three-bay facade; it addresses the intersection at an angle.

The residential buildings of the district fall into three categories. Two antebellum dwellings, built before the district's commercial heyday, exhibit side-passage plans with three-bay facades and side-gabled roofs (315, 336). Both are built at the front lot line with little setback. The houses at 304-320 Monmouth Street, on the other hand, can be broadly classified as American Foursquares; compact in form, with hipped, pyramidal or front-gabled roofs, they stand two- or two-and-a-half stories high with two-bay facades, broad front porches, and prominent gabled or wall dormers (photograph 1). Although individual details vary, these houses form a cohesive, unbroken row, unified by scale, setback and materials, as well as Colonial/Neoclassical Revival or Craftsman styling. A two-story frame house at 113 East Fifth Street is the sole example in the district of the Covington-Newport townhouse plan, a local house type named for the two cities in which it predominates (Gray and Pape, "Kentucky Historic Resources Survey: Northern Kentucky Townhouse Study," 1993). Much like a freestanding rowhouse, it is characterized by a narrow, two-bay-wide rectangular plan with its main entrance located in the side elevation, often in the second bay location.

During the late 19th and early 20th century Monmouth Street, like many business districts across the country, became a mecca for apartment living. Although apartments above stores had been a fixture of the district for years, the multi-story "French flats" were a novel concept in the city. The Posey Flats, the first apartment house in the city, was built at the corner of Third and Monmouth in 1890. The twin Posey buildings exemplify the Queen Anne style; they sport mansard roofs with varied dormers, polygonal corner turrets, and exuberant masonry detailing. In the manner of early luxury apartment houses, the spacious units housed middle- and upper-class families, including some listed in the Cincinnati social register ("Posey Flats," National Register Nomination). In the 1900s the Colonial Flats was constructed at the southwest corner of Third and Monmouth Streets; its design combined Colonial Revival and Renaissance Revival elements, with rusticated first story, polychrome brickwork, and iron and glass entrance canopy. An unnamed apartment block at Eighth and Monmouth Streets, built c. 1910, exhibited exaggerated Classical Revival detailing and a hipped green tile roof with dormers. As is typical of apartment blocks constructed in business districts during the period, all three buildings combined first-floor storefronts with upper-story living units.

Registration requirements. The Monmouth Street District is being considered for nomination

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under National Register Criterion A in the area of Commerce. The district includes 130 primary buildings, 97 of which are contributing; of the 130 buildings, 113 are commercial, 12 residential. Location, setting, feeling, association and overall design are the most important aspects of integrity necessary to convey the historic significance of the district.

Location and setting. Buildings derive integrity of setting from their relation to one another, by being contained within a block of commercial or residential buildings of similar scale, uninterrupted by parking lots or intrusive structures. If their integrity of setting is diminished by the proximity of intrusive elements, they can still remain contributing elements of the district if they retain integrity of design, feeling or association.

Feeling and association. The district derives integrity of feeling and association from its importance as the main shopping street of the county from the mid-19th through the mid-20th century. Since the district as a whole continues to convey this sense of historic function, it retains integrity even though a number of its resources may be missing or compromised. Individual resources possess integrity of feeling and association if they retain enough original fabric to allow observers to discern that they were built during the district's period of significance to serve a function related to the district.

Design. Buildings retain integrity of overall design if they can be recognized as products of their time, and if their original form, roofline and fenestration patterns can be discerned. Specific registration requirements for the residential and commercial buildings are discussed separately because different criteria have been selected to evaluate them. The district also includes three churches, one school, and one public building; integrity considerations of these remaining five resources are discussed individually.

COMMERCIAL. Commercial buildings' storefronts and upper stories make differing contributions to the streetscape and need to be considered separately. Because the updating and remodeling of historic storefronts is such a common practice among building owners, it is necessary to be flexible in evaluating commercial buildings within the National Register process in order to acknowledge their contributions to the built environment. Most of the commercial buildings of Monmouth Street, as in historic districts across the country, have storefronts that have undergone successive alterations, but have largely intact upper stories. As a group such buildings still convey visual information that supports our understanding of the district; they may still possess integrity of location, setting, feeling and association even if their design, workmanship or materials may be somewhat changed.

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Storefront alterations completed at different times in the street's history, however, can be evaluated differently. Those completed prior to 1950 tended to be more respectful of the building's character; they utilized compatible materials such as brick and wood, preserved the building's original proportions and in general tended to complement the storefront rather than hide it (examples: 629, 911). They also preserved the classic three-part arrangement of a doorway centered between two display windows, as well as large expanses of glass. By contrast, storefront alterations executed in the 1960s tended to be more drastic, breaking with the plane of the streetscape by retreating into the building (634) or projecting false mansard or shed roofs over the sidewalk (Broering Building). Such alterations break with the traditional storefront design, concealing windows and relocating doorways; they also use non-historic synthetic materials and often include oversized signage to jarring effect. Such storefronts are designed to catch the eye of motorists speeding past rather than the more deliberate gaze of the pedestrian.

Although storefronts have generally undergone the most extensive alterations, the upper stories of many buildings have also undergone changes. These most commonly involve the boarding of windows (906), replacement of historic sash with metal units (Howard Edwards Motors) or, in a few cases, removal of the cornice (921). Since facade proportions and the rhythm of solids and voids are crucial in not only dating and reading, but also interpreting buildings, changes to windows are acceptable if they preserve the windows' original shape and sequence. Buildings altered in this manner would then be considered contributing. During the 1920s and 30s a few buildings (Dixie Chili, 732) were refaced with a veneer of brick or concrete; such alterations are acceptable because they complement or are consistent with the building's original design, leaving the fenestration pattern and roofline still apparent. These changes also took place within the district's period of significance, reflecting design considerations prevalent during the district's heyday. By contrast, buildings whose entire facades were covered with a metal grating or corrugated metal siding during the 1960s (617, 800) are considered noncontributing. Unlike the Depression-era facade alterations, which called attention to the building (sometimes to the point of incorporating the owner's name), the intent of these drastic alterations of the 60s was to "bury" the building and render it nameless and invisible.

Well-preserved buildings that have seen little alteration and could serve as models for the restoration of other buildings include 623, 642, 809, 817, 906, 915, 919 and 927. Buildings with altered storefronts but intact upper stories are more numerous; they include 601, 646, 708, 720, 830, 842-44 and 801, among many others.

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RESIDENTIAL. Most of the residences included in the district have a high degree of overall integrity, and can be said to possess all seven integrity factors. The row of American Foursquare-styled dwellings on the west side of the 300 block ranks among the finest ensembles of early 20th century domestic architecture in Newport. The Captain James Curtis Reed House (336), one of the oldest extant dwellings in the city, is also one of very few surviving examples of Federal design; its inclusion in the district helps expand our knowledge of the domestic architecture of antebellum Newport, much of which has been obliterated over the past three decades.

INSTITUTIONAL. The five institutional buildings in the district retain a high degree of individual integrity. The plan of all three churches can be classified within popular types for religious properties. Both Salem Methodist and First Christian reflect the mid-19th century temple-front church with restrained Greek Revival styling, popular among Protestant congregations of the Ohio Valley through the 1870s (type I). Grace Methodist is an example of the Gothic Revival nave-plan church, with facade balanced by one or more corner towers, that achieved great popularity nationwide from the 1870s through the early 20th century (type II).

The Newport Public Library, one of two Carnegie libraries in northern Kentucky, is one of the region's finest examples of the Beaux Arts style (photograph 2). The Fourth Street School, built in 1935 in the Art Moderne mode, reflects the form and styling of school buildings built throughout the Commonwealth during the 1930s as a major building campaign replaced many aging or inadequate school buildings with modern structures.

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MONMOUTH STREET

CODE	ADDRESS	STORIES	USE	WALL MATERIAL	ALT	DATE	EVAL
1	41 E. 3rd	1.0	C	BV	2	1940s	C
2	42 E. 3rd	3.0	C	B	2	1900s	C
3	304	2.5	R	B	1	1910s	C
4	306	2.5	R	B	1	1910s	C
5	312	2.0	R	B	1	1910s	C
6	314	2.5	R	B	1	1910s	C
7	318	2.5	R	B	1	1910s	C
8	320	2.5	R	B	1	1910s	C
9	328	1.0	C	G	1	1930s	C
10	adjoins 328		V				NC
11	336	2.5	R	B	1	1830s	C
12	342	2.0	C	B	2	1870s	C
13	101-03 E. 3rd	3.0	R	B	1	1890s	C

Wall material: B = brick, BV = brick veneer, W = wood, G = glazed block, S = stone, ST = stucco, TC = terra cotta, M = metal grating over exterior, C = concrete veneer, X = synthetic
 Use: C = commercial, R = residential, W = religious, P = public, V = vacant or parking lot
 Level of alteration (Alt): 1 = minor, 2 = moderate, 3 = heavy, 4 = noncontributing due to age
 Evaluation (Eval): C = contributing, N = noncontributing

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14	SEC 3rd St.		V					NC
15	309	2.0	C	B	2	1850s		C
16	315	2.0	R	B	2	1850s		C
17	317	1.0	C	BV	1	1940s		C
18	NEC E. 4th	3.0	S	B	1	1930s		C
19	SWC E. 5th		V					NC
20	414	2.0	C	B	1	1850s		C
21	418	2.0	C	B	2	1870s		C
22	NWC E. 5th	1.0	C	ST	1	1920s		C
23	401	2.0	P	S	1	1900s		C
24	NEC E. 5th	2.0	C	B	1	1940s		C
25	113 E. 5th	2.5	R	W	2	1870-80s		C
26	117 E. 5th	1.5	R	B	2	1870s		C
27	18 E. 5th	1.0	C	G	2	1940s		C
28	502	3.0	C	B	1	1860s		C

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29	adjoins 502		V					NC
30	NWC E. 6th	1.0	C	BV	4	1970s		NC
31	SEC E. 5th	1.0	C	X	4	1970s		NC
32	511-13	3.0	C	B	2	1919		C
33	517	2.0	C	G	2	1850s		C
34	NEC E. 6th	1.0	C	BV	3	1940s		NC
35	111 E. 6th	1.0	W	B	1	1870s		C
36	602	1.0	C	B	3	1880s		NC
37	606	2.0	C	X	3	undet.		NC
38	adjoins 606		V					NC
39	614-16	1.0	C	X	3	undet.		NC
40	adjoins 614-16		V					NC
41	620	2.0	C	B	2	1880s		C
42	622	2.0	C	B	3	1880s		NC

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43	624	2.0	C	BV	2	1920s	C
44	626	1.0	C	X	4	1970s	NC
45	630	2.0	C	B	2	1880s	C
46	632	2.0	C	B	2	1910s	C
47	634	2.0	C	B	2	1880s	C
48	638	2.0	C	B	2	1860s	C
49	642	2.0	C	B	1	1900s	C
50	644	2.0	C	B	1	1900s	C
51	646	2.5	C	B	2	1890s	C
52	648	2.0	C	BV	1	1930s	C
53	601	3.0	C	B	2	1900s	C
54	adjoins 601		V				NC
55	609	1.0	C	X	4	1950	NC
56	613	1.0	C	BV	4	1950s	NC
57	adjoins 613		V				NC

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58	617	2.0	C	M	3	1930s	NC
59	621	3.0	C	B	1	1860s	C
60	623	2.0	C	B	1	1870s	C
61	625	2.0	C	B	1	1900s	C
62	629	2.0	C	B	1	1870s	C
63	631	2.0	C	B	2	1870s	C
64	633	2.0	C	B	2	1870s	C
65	635	2.0	C	B	2	1900s	C
66	drive thru	1.0	C	BV	3	1870s	NC
67	641	2.0	C	B	2	1850s	C
68	647	2.0	C	BV	1	1940s	C
69	22 E. 7th	1.0	W	B	2	1870s	C
70	700	2.5	C	B	2	1870s	C
71	adjoins 700		V				NC
72	708	2.0	C	B	2	1910s	C

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73	710	1.0	C	BV	4	1970s	NC
74	adjoins 710		V				NC
75	720	2.0	C	B	2	1910s	C
76	722-24	2.0	C	BV	1	1920s	C
77	726	1.0	C	ST	3	1920s	NC
78	732	2.0	C	C	1	1880s	C
79	738	3.0	R	B	1	1900s	C
80	701	2.0	C	B	2	1900s	C
81	703	1.0	C	ST	4	1970s	NC
82	707	3.0	C	B	2	1900s	C
83	709	1.0	C	X	4	1970s	NC
84	adjoins 709		V				NC
85	719	2.0	C	B	3	undet.	NC
86	721	2.0	C	BV	2	1926	C

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87	adjoins 733		V					NC
88	733	2.0	C	B	2	1880s	C	
89	735	2.0	C	BV	1	1940s	C	
90	800	3.0	C	M	3	1900s	NC	
91	810	2.0	C	S	2	1910s	C	
92	818	3.0	C	C	3	1880s	NC	
93	822-26	1.0	C	BV	1	1920s	C	
94	828	2.0	C	BV	2	1920s	C	
95	830	3.0	C	B	2	1890s	C	
96	832	1.0	C	BV	4	undet.	NC	
97	834	1.0	C	G	3	1930s	NC	
98	838	1.0	C	BV	4	undet.	NC	
99	840	3.0	C	B	2	1888	C	
100	842-44	2.0	C	B	2	1900s	C	
101	33 E. 9th	3.0	C	B	1	1900s	C	

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102	31 E. 9th	4.0	C	NV	1	1926	C
103	801	2.0	C	BV	2	1930s	C
104	805	1.0	C	W	2	1900s	C
105	807	1.0	C	B	2	1900s	C
106	809	2.0	C	B	1	1920s	C
107	811	1.0	C	BV	1	1930s	C
108	815	1.0	C	TC	1	1920s	C
109	817	1.0	C	ST	3	1980s	NC
110	819	2.0	C	BV	3	1920s	NC
111	adjoins 819		V				NC
112	831-33	1.0	C	BV	2	1930s	C
113	835	2.0	C	X	2	1880s	NC
114	837	1.0	C	BV	3	undet.	NC
115	839	1.0	C	BV	3	undet.	NC

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116	843	2.0	C	B	2	1910s	C
117	845	1.0	C	ST	2	1930s	C
118	906	2.0	C	B	1	1900s	C
119	908	2.0	C	B	2	1880s	C
120	910	2.0	C	B	2	1890s	C
121	912	1.0	C	B	2	undet.	NC
122	914	1.0	C	B	2	1920s	C
123	adjoins 914		V				NC
124	916	1.0	C	X	4	1950s	NC
125	adjoins 916		V				NC
126	998	2.0	C	BV	4	1994	NC
127	901	1.0	C	BV	4	1970s	NC
128	911	2.0	C	B	1	1920s	C
129	913	3.0	C	B	1	1880s	C
130	915	2.0	C	B	1	1890s	C

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131	919	2.0	C	BV	1	1920s	C
132	921	2.0	C	B	2	1870s	C
133	925	3.0	C	B	1	1870s	C
134	927	2.0	C	B	1	1900s	C
135	935	2.0	C	B	2	1870s	C
136	937	2.0	C	B	1	1870s	C
137	937 1/2	2.0	C	W	1	1870s	C
138	939	2.0	C	B	2	1900s	C
139	941	3.0	C	B	2	1890s	C
130	NEC E. 10th	1.0	C	X	4	1970s	NC
141	1002	3.0	C	B	1	1900s	C
142	1004	2.0	C	B	2	1870s	C
143	1001	3.0	C	B	1	1880s	C

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8. STATEMENT OF SIGNIFICANCE

Summary. The Monmouth Street Historic District meets National Register Criterion A and is significant in the area of Commerce for its importance as the commercial and financial center of Newport and Campbell County during the mid-19th through mid-20th centuries. While the primary commercial area in the county, the district includes some residential and institutional elements. The period investigated includes the era of the antebellum "walking city," when commercial and residential activity flourished side by side; the post-Civil War boom years, when the city was transformed into a center for heavy industry and a suburb of Cincinnati; the early to mid-20th century when the district flourished as the commercial hub of an ever-widening suburban area, and when the city gained notoriety for illegal gambling and associated vice.

The period of significance begins c. 1830 with the approximate construction date of the oldest contributing building, and concludes in 1950 when population decline and the eventual construction of a shopping center on the town's edge began to drain vitality from the district. The district includes seven buildings constructed c. 1945-1950; although some may be less than 50 years old, all are consistent with the district in terms of scale, massing and materials and are listed as contributing elements. Buildings built after 1950, on the other hand, are markedly different in form and style and are considered noncontributing. (For further discussion of this issue, see Registration Requirements.)

Through the mid-20th century Monmouth Street served as the "Main Street" of Campbell County, offering a range of stores and services not available elsewhere. Adjacent communities like Bellevue, Dayton and Fort Thomas had small business districts with only basic necessities like grocery and butcher shops, bakeries, saloons and banks. Monmouth Street also attracted shoppers from neighboring counties such as Pendleton and Bracken, traveling from as far as Augusta. For country dwellers, Newport was also more convenient and accessible than downtown Cincinnati; rural residents also may have felt more comfortable in comparatively small Newport rather than bustling and sophisticated Cincinnati. Monmouth Street's service area was defined by road networks and by the Licking River; shoppers west of the river, in Kenton and Boone Counties, tended to gravitate toward Covington, while those to the east looked to Newport. From the late 19th through mid-20th centuries, many firms operated stores in both cities, serving their separate constituencies and targeting their advertising accordingly.

Commercial Development of Newport, c. 1830-1955

Newport before 1830. The city of Newport, oldest of the contiguous northern Kentucky river towns, was founded in 1795. Its site at the confluence of the Ohio and Licking Rivers was

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described by its founder, General James Taylor of Caroline County, Virginia, as "a beautiful plot of land just a mile from the river to the top of the ridge of the first hill" ("James Taylor Family Records," transcribed by Margaret Hartman, p. 54). The town's original plat of 180 lots, more commonly known as the "Original Plan," extended south to what is now Fifth Street and west to present-day Central Avenue; the northernmost two blocks of the proposed Monmouth Street district, between Third and Fifth Streets, were contained in the Original Plan. The river was the focus of town life, commerce, industry and transportation. Commercial activity, therefore, was concentrated on Front Street, Newport's "Riverside Drive," as well as on York Street, which occupied what was then the center of town.

Federal-era Newport is described by historian Thomas Purvis as "a small, prosperous town whose society was capped by an exclusive circle of urban gentry; it included a large middle class, and relatively few of its families depended on unskilled, poorly-paid laborers and rivermen" ("Newport, Kentucky: Its Economic and Social Evolution," Northern Kentucky Heritage, Vol. III no. 1, p. 9). Newport had a population of 105 in 1800, which by 1830 had climbed to 715; minor fluctuations in the intervening years reflecting the town's shifting fortunes in its first three decades (Population Abstract of the United States, p. 257).

Antebellum Newport (c. 1830-1864). During the 1840s and 1850s industrial development and transportation improvements gave rise to rapid population growth and led the city to annex additional land. In 1831, a syndicate headed by the Taylor family financed the construction of a 30-acre industrial complex. As in other cities, the development of industry began with textile manufacturing; in Newport's case, cotton, silk and woolen mills. "By the 1840s, Newport had emerged as Northern Kentucky's premier center of fabric production" (Purvis, op. cit., p. 5). Over the next two decades iron foundries and rolling mills began operation, and Newport became a center of heavy industry.

Industrial development ushered in "the greatest boom the city had ever experienced" (Purvis, op. cit., p. 8). In 1849 Newport was elevated to the rank of city by the Kentucky legislature (Laws and Ordinances of Newport, 1865 edition, quoted in Purvis, p. 9). By 1850 the city was the 28th-largest in the South, and the 156th-largest urban center in the United States (U.S. Census Office, quoted in Purvis, p. 10). Ten years later, it had become the 104th-largest American city (Cincinnati Daily Gazette, July 23, 1868, p. 1., quoted in Purvis, p. 11). From 1850 to 1870, Newport ranked as the third-largest city in Kentucky (Lewis Collins, History of Kentucky).

As Newport's population expanded, the city annexed land to the south, west and east. In a series of additions between 1847 and 1850 the city's boundaries were extended east to what is now Washington Avenue, south to Twelfth Street and west to present-day Central Avenue. The

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post-1840s development of Newport was no longer oriented north-south but was primarily laid out in lots of east-west orientation, with Monmouth Street at the center. No visual record survives of the appearance of antebellum Monmouth Street; information gleaned from city directories, however, suggests the street contained a mix of commercial and residential structures typical of that found in many central cities prior to the rigid segregation of land uses that began in the 1880s.

The ascendancy of Monmouth Street, c. 1865-1899. In the years after the Civil War, industrial expansion and transportation improvements, including a railroad, a streetcar system and two Ohio River bridges, brought continued prosperity to Newport. The scale of industry increased in the 1860s and 70s as Newport factories built products for the national and, in some cases, the international market. By 1870, for example, the city was the 15th-largest center of iron manufacturing outside of the Pittsburgh area (U.S. Census Office, The Statistics of Wealth and Industries of the United States, pp. 627-746, cited in Purvis, p. 10).

As the city expanded in the third quarter of the 19th century, its land use patterns shifted, and by the 1860s Monmouth Street began to replace York and Front Streets as the city's commercial center. York Street, because of its proximity to the courthouse, remained an ideal location for professional offices. Retailing and services, on the other hand, concentrated on the 400-1000 blocks of Monmouth Street. The 1865-66 edition of the Kentucky State Gazetteer and Business Directory, the earliest available, lists 38 businesses on Monmouth Street, including groceries, bakeries, dry goods stores, dealers in stoves and tinware, coal yards and even a brewery. The majority of the businesses were located between Fifth and Seventh Streets, with a few venturing north of Fourth Street or south of Eighth Street. The same directory, however, lists 58 businesses on the established commercial streets of York and Front.

Dry goods establishments, a type of store rarely located outside main business districts, serve as indicators of the ascendancy of Monmouth Street over the next three decades. In 1875, according to Williams' Newport business directory, nine of 16 dry goods stores were located on Monmouth. By 1880, 11 out of 13 dry goods stores were doing business on the street.

By the 1880s, Monmouth Street included a mix of small, family-owned businesses and services. These included: millinery establishments (Kate Hollman, at 623 Monmouth Street), dressmakers (Mary Trappe, at 701), notions (Mrs. T.J. Hurley, 622), grocers (Horner and Monell, 735), "daily" (meat) markets (William Eshan, 721), cigars and tobacco (John Sohnlein, 821), saloons (Fred Duerr, 621), drugstores (648), hardware (W.F. Miller, 817), paint (1001), saddles and harness (H.B. Fuchs, 723), feed and hay dealers (725), livery stables (M.T. White and Co.,

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corner Fourth Street) and secondhand furniture (644). During the 1880s and 1890s, as was typical of Victorian America, the vast majority of businesses on Monmouth Street were owned and operated by Newport residents. Many owners lived and worked in the same building; the 1894 directory, for example, lists 50 business owners living above the store, 66 elsewhere in Newport (primarily in East Newport), and four elsewhere in Campbell County.¹

One of northern Kentucky's oldest financial institutions was also located on Monmouth Street. The first bank in northern Kentucky was organized by the James Taylor family in 1818 (Purvis, op. cit.) and remained in operation under one form or another until the 1880s, when it merged with the German National Bank at Fourth and York Streets (Cincinnati Daily Enquirer, June 20, 1866, p. 2). In 1867 the Taylor Bank moved into new quarters in a building at 342 Monmouth Street (Campbell County Bicentennial Committee, "Historic Walking Tour of Newport, Kentucky," 1976); it was designed by James W. McLaughlin, one of Cincinnati's most accomplished architects of the mid-19th century. The building's construction was a milestone for the business district: styled in the fashionable Italianate manner, the bank was the first high-style building on Monmouth Street as well as the first associated with an architect.

The ethnic makeup of Monmouth Street business owners reflected that of the city as a whole in the second half of the 19th century, with many storekeepers of Anglo-American or German descent. Natives of Germany included boot and shoe dealer C. Ellman; pharmacists Gustav Holzhauer and J.G. Feth; and lumber dealer H. Weber. Some shopkeepers, such as hardware dealer Henry Wendt, were Newport or Campbell County natives. Several, including grocer W.H. Harton, hailed from the Cincinnati area or elsewhere in Ohio. Others, like carpenter-builder Henry A. Schriver, had migrated from Pennsylvania or Virginia (D.J. Lake, Atlas of Boone, Kenton and Campbell Counties, p. 52). A sizable Jewish community began collecting in Newport after the Civil War, eventually becoming the second-largest in Kentucky (Jim Reis, "Jewish population dwindled over the years," in Pieces of the Past vol. III, p. 15), and Jewish entrepreneurs operated many businesses on Monmouth Street from the late 19th through the mid-20th century. They included Dan Cohen (shoes--811 Monmouth), the Levine brothers (clothing--809) and Morris Cohen (furniture--944).

In the late 1880s, a new type of store was introduced to Monmouth Street: the department store. The "large retail establishments--multifloored, multiwindowed buildings of great concentrated selling power" (William Leach, Land of Desire: Merchants, Power, and the Rise of a New American Culture, p. 20), conducted business on an unprecedented scale and offered

¹ The residences of some owners were not listed in the directory and could not be verified.

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a range of goods not available elsewhere in the county. Perhaps the best-known was Louis Marx & Brothers, labeled a "palace of furniture" in a turn-of-the-century promotion ("Appendix to the History of the Main Street Methodist Episcopal Church," 1905). The Marx brothers' store opened in 1888 in a resplendent four-story building at 840 Monmouth Street; it has been attributed to Newport architects Glick and Bandermann because of its resemblance to other buildings associated with the firm. Marx Brothers opened a store in Covington eight years later. Eventually the firm would take over a pair of four-story buildings around the corner on Ninth Street and in 1926 would commission the northern Kentucky architectural firm of Weber Brothers to construct an adjacent five-story "fireproof" warehouse. Marx Brothers was called "one of the leading furniture and home furnishing houses in the state" (Kentucky Times-Star, December 5, 1923, p. 2) and even "one of the leading furniture houses in the country" (*ibid.*). It also claimed to be the "largest and best equipped furniture store in the vicinity" with "100,000 feet of floor space" (Kentucky Post, November 3, 1928). In 1919 the firm was awarded first prize in a national contest conducted for the sale of a certain make of kitchen cabinet; Marx sold more than any store of its size in a town of its size. In accordance with the department stores' new emphasis on aesthetics and visual merchandising (Leach, *op. cit.*, p. 55), the firm also created prize-winning window displays (Kentucky Post, November 11, 1927, p. 3).

Operating on a similar scale was H. Eilerman and Sons, "the better store for men and boys." Eilerman's opened in 1886 at 810 Monmouth Street; the firm later moved to larger quarters at 818-822 Monmouth Street and opened stores in Covington and in Lima, Ohio (Souvenir, p. 89). Local tradition asserts the company had a reputation for high-quality merchandise; according to a 1923 advertisement, the stores "represent the highest ideals of merchandising and enjoy the largest fine clothing business in this section of the country" (*ibid.*). The ad went on to say that "1,500 Newport, Covington and surrounding tailor hands are employed in the making of Eilerman Celebrated Clothes--Clothes of distinction in style, reliability and value" (*ibid.*).

Since the mid-19th century the Monmouth Street commercial district was served by a well-developed transportation network. Just as Covington's Pike Street developed as a commercial corridor because of its proximity to the well-traveled Covington and Lexington Turnpike, Monmouth benefited from its connection to Alexandria Pike, which had served as the county's primary thoroughfare since it was laid out by James Taylor in the 1790s (Purvis, *op. cit.*, p. 2). Alexandria Pike linked Newport with the Campbell County hinterland as well as the prosperous Bluegrass region and the city of Lexington. The lines of the Cincinnati, Covington and Newport Street Railway Co. also converged on Monmouth, and the cars brought many shoppers to the street (Kentucky Post, May 26, 1894, p. 3).

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Rail lines also brought shoppers to Monmouth Street from surrounding towns. The Louisville & Nashville Railroad, which had reached Newport in 1868, maintained a depot at Fifth and Saratoga Streets, one block east of Monmouth (see Sanborn map). The Chesapeake and Ohio (C & O), which built a line through Newport in the 1880s, maintained freight and passenger stations on Eleventh Street between Saratoga and Monmouth Streets. Passenger service would continue on the C & O line through the 1950s.

Monmouth Street, like most business districts, was a meeting place as well as a place to shop. On East Seventh Street, just west of Monmouth Street, stood the original home of Salem Methodist Church (c. 1870), the first German Methodist congregation in Kentucky. After Salem built a new church in 1882, the old building was converted to a factory, a use it still serves today ("Salem Methodist Episcopal Church," National Register nomination). On East Fifth Street, just east of Monmouth, the congregation of the Newport Christian Church commissioned a new building in 1879 ("Central Christian Church Centennial, 1871-1971," photocopied). Fraternal and social organizations found a home on the upper floors of some of the larger buildings of Monmouth Street; according to architectural historian Richard Longstreth, "the presence of [fraternal halls or theaters] is generally indicated by one or, less often, two stories that are much taller than the norm" (Richard Longstreth, The Buildings of Main Street, p. 31). Buildings with upper-floor meeting rooms included the James Taylor Bank Building; the Hayman Building, sometimes called "Hayman's Hall," at 502 Monmouth Street; and 700 Monmouth Street.

Monmouth Street in the 20th century (1900-1955). Despite local economic setbacks and a nationwide depression, the Monmouth Street shopping district flourished through the mid-20th century. Local thoroughfares such as Memorial Parkway, Grand Avenue, Licking Pike and Carothers Road brought a steady stream of shoppers from the new hilltop communities. Many Campbell County suburban dwellers worked in Cincinnati or Newport and preferred to shop in the latter.

According to city directories of the 1920s and 1930s, Monmouth Street shops continued to sell a wide variety of goods including clothing, shoes, jewelry and appliances. Monmouth Street was also an entertainment center. The county's first "moving picture" houses opened in the 1910s at 925, 938 and 943 Monmouth Street; through the 1950s, at least two movie theaters were in operation at any one time. Restaurants, bowling alleys and drugstore soda fountains were also popular places of amusement, as were the Dixie (still in operation at 733 Monmouth

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Street) and Hipp (709 Monmouth--demolished) chili parlors.² The prosperity of the shopping district gave rise to a building boom, as many new buildings were completed (809, 817), and others updated with new storefronts or facades (629, 911).

The pattern of local ownership of businesses established in the 19th century remained strong through the mid-20th century, despite transportation improvements that made it easier for owners to move outside the city. In 1912, for example, 43 owners resided in the same building as their business, 76 lived elsewhere in Newport, 23 elsewhere in the county (most often Bellevue, Fort Thomas or Southgate) and three outside of the county. The occasional apartment dweller also fit the model: the 1912 directory lists dentist A.E. Thompson practicing in the Colonial Flats at Third and Monmouth and residing in the Posey Flats diagonally opposite. By the 1930s, city directory information suggests most upper-floor apartments were occupied by transient renters.

An exception to the pattern of residential ownership, however, was provided by Monmouth Street's Jewish shopkeepers. During the early 20th century the advent of the automobile enabled Jewish store owners to maintain businesses in Newport while living elsewhere, and by the 1920s and 1930s many had joined the migration of Greater Cincinnati Jewry to northern suburbs (Reis, op. cit.). Louis Marx, for example, was residing in Cincinnati at the time of his death in 1923.

By the early 20th century, a number of retail firms had followed the example set by the Marx and Eilerman stores in the late 19th century and began to operate stores in both Newport and Covington. Retailers with dual stores included Rosen auto parts (524-26 Monmouth Street--demolished), Madden's Shoes (810 Monmouth--demolished), Levine Brothers (809 Monmouth), Jasol women's clothing (831 Monmouth), Dan Cohen Shoes (833 Monmouth), Dine-Schabell Furniture (913 Monmouth) and Fischer Brothers appliances (729 Monmouth--demolished). This trend is illustrated most clearly, however, by the Star Clothing Company, whose slogan was "Clothing for the entire family on credit." In an elaborate full-page advertisement in the December 18, 1925, issue of the Kentucky Post, the owner addressed separate asides to "You People of Covington, Bromley, Ludlow" and "You people of Newport, Bellevue, Dayton, Ft. Thomas," thanking them for their patronage and encouraging them to take advantage of his credit plan ("Sol Trusts Everybody--Everybody Trusts Sol").

Although most businesses continued to be locally owned, the national phenomenon of chain

² Chili "parlors" or restaurants serve a spicy dish popular in the Cincinnati area.

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stores also reached Monmouth Street in the mid-20th century. By the 1930s there were S.S. Kresge stores at 812 and 822 Monmouth and an F.W. Woolworth store on the 700 block, joined by a B.F. Goodrich at 944. Locally-owned chains were also part of the retail mix. The Cincinnati-based Kroger Grocery and Baking Company (ancestor of the present-day supermarket chain) operated stores in several locations on Monmouth Street from the turn of the century through the 1950s, in accordance with its practice of operating several small stores in one neighborhood simultaneously (Federal Writers Project, They Built a City: 150 Years of Industrial Cincinnati, p. 308). By 1952 the rival Albers Super Market chain had established a foothold at Sixth and Monmouth Streets. The Albers operation was credited by the Federal Writers' Project with the development of the modern supermarket that "concentrated marketing facilities in one huge, centrally located store" (ibid.). In the 1930s Dow Drugs, another local chain, opened a store at Ninth and Monmouth. Although Kroger maintained stores in other Campbell County locales at various times, the Dow and Albers operations, as well as the Kresge and Woolworth stores, were unique to Newport.

Cultural and educational institutions continued to flourish on Monmouth Street during the first half of the 20th century. During the 1900s, the Newport Christian Church building became the home of the United Hebrew Congregation: the larger of two synagogues in northern Kentucky during the early-to-mid-20th century (labeled "Hebrew Church" [sic] on the 1910 Sanborn map). The synagogue disbanded in 1960 and the building now houses an Apostolic congregation ("Centennial," op. cit.). According to the 1910 Sanborn map, the first two floors of the Hayman Building were used by the Young Men's Christian Association: the first in the county. (An adjacent gymnasium used by the YMCA has since been demolished.) The Newport Public Library, the first lending library in the county, was organized June 8, 1898 in temporary quarters on the second floor of the James Taylor Bank Building at the northwest corner of Fourth and Monmouth Streets (Henrietta Litzendorff, "A Short History of the Newport Public Library," no date). The library association solicited and received a grant of \$25,000 from philanthropist Andrew Carnegie for construction of a library building; an architectural competition took place, and the Cincinnati architectural firm of Werner and Atkins submitted the winning design. The completed edifice at the southeast corner of Fourth and Monmouth was occupied June 25, 1902 (ibid.). From c. 1799 to 1817 the northeast corner of Fourth and Monmouth Streets was home to the Newport Academy, a private institution said to be the first school in northern Kentucky. As the city's population declined after the War of 1812, the Academy shut its doors. In the 1850s the city's first public school was built on the property. The "Free School," as it was called, remained standing until 1935, when the new Fourth Street School was completed under the auspices of the Public Works Administration (Kentucky Post, October 4, 1935). It was designed by Newport architect E.C. Landberg, who designed and remodeled several other schools and public buildings in northern Kentucky in the early-to-mid-20th century.

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As in the 19th century, Monmouth Street benefited from transportation improvements. The removal of tolls from Alexandria Pike in the 1920s encouraged suburban shoppers to travel to Monmouth Street. A business association called the Monmouth Street Welfare Association also operated a jitney service beginning in 1917, transporting shoppers from outlying towns (Kentucky Post, April 19, 1917, p. 2). Although relatively little is known about this service, it appears to have been in operation as late as the 1950s and is mentioned in the introduction to the 1952 Newport directory. In the 1940s the Newport City Commission attempted to regulate and profit from the traffic on the street by installing parking meters.

A contributing factor to the success of the business district was the revenue generated from gambling. The origin of gaming in Newport is in dispute; some maintain it developed in the early 19th century, while others claim that economic reversals in the late 19th and early 20th century allowed crime to flourish. According to the WPA guide to Cincinnati, the city's gradual economic decline "ushered in a long period of poor government and lax law enforcement..." The enactment of Prohibition then "aggravated the evils already entrenched in the city's social pattern" (ibid.), giving rise to bootlegging and run-running. Criminal gangs moved in, and violence became commonplace.

Although the repeal of Prohibition brought an end to bootlegging, it gave rise to new forms of vice as local and out-of-town gangsters invested their profits in illegal gambling. Following organized crime crackdowns in Ohio, the Cleveland Syndicate moved into the "wide open" communities of Campbell and Kenton counties, especially Newport. The Cleveland organization was described by the United States Senate's Committee to Investigate Organized Crime in Interstate Commerce (better known as the Kefauver Committee) as "one of the nation's major mobs, grown rich and powerful from illicit liquor in prohibition days then spreading out across the nation with gambling its specialty" (Cincinnati Enquirer, May 2, 1951, p. 1). Mobsters opened a network of casinos in downtown Newport and nearby suburbs; these establishments ranged from posh clubs with top entertainment, to "bust-out joints": seedy dives that specialized in fleecing transients. In the sarcastic words of the Saturday Evening Post: "There are some 150 bars and night clubs in the city, and almost all of them provide at least the means for wagering on horses. Most of the larger places, however, thoughtfully provide a number of routes to insolvency" (Saturday Evening Post, March 26, 1960).

A "vice map" of downtown Newport, prepared in 1959, depicted an array of gambling joints along Monmouth and York Streets, with brothels and after-hours bars clustered near the riverfront (Hank Messick, Razzle Dazzle). One of the largest and most glamorous gambling places was Schmidt's Playtorium and Belmont Snax Bar on East Fifth Street, a combination casino, bowling alley and bookie joint (ibid.). The Glenn Hotel and Glenn Rendezvous

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Restaurant at Ninth and Monmouth (demolished) was a horse-betting establishment and bust-out joint; the Galaxie, Stardust, Silver Slipper and Stark Club, among others, were known as bust-out joints with B-girls; the Stables Cafe was a betting parlor and bookie joint (ibid.). In addition, many stores had backroom gambling, tables and dice.

So notorious was Newport's reputation that it was labeled "one of the nation's biggest gambling centers" by the Saturday Evening Post (op. cit.) and one of the six "worst spots" in the nation by the Kefauver Committee (Enquirer, op. cit.). Illegal activity was supported in part by the Cincinnati convention and tourist trade; gamblers also flew in from across the eastern United States to try their luck at the tables (Messick, op. cit., p. 51).

Gambling flourished because of indifference and apathy on the part of citizenry and outright corruption by public officials. The Kefauver Committee "found a close financial and personal relationship between the law-enforcement officials and the gambling interests" (Enquirer, op. cit.); even the police chief admitted that gambling "[had] been tolerated by all officials and generally accepted" (ibid.). Repeated attempts at cleanup were ineffectual (many clubs would simply shut their doors until the campaign was over) at worst, and short-lived at best.

While gambling and vice tarnished the city's reputation, they also attracted shoppers to Monmouth Street. The vitality of the district in the years after World War II is evident in a dramatic nighttime photograph taken in the summer of 1946; cars crowd a street lined with brightly-lit storefronts and glowing neon signs. Some stores made a habit of opening their doors in the middle of the night, catering to gamblers eager to spend their winnings. Ebert's Meats at 939 Monmouth, for example, opened at 4 a.m. on Saturday and in two hours would make more money than they would the rest of the day. The district also had a strong market for luxury goods, which may have been fueled by gambling; the 1952 city directory, for example, listed eight jewelry stores in operation between Fourth and Tenth Streets, while only four operated in Covington, a much larger city, during the same period. The proliferation of restaurants on the street (21 in 1952) likely was also related to gambling.

Epilogue: The decline and renewal of Monmouth Street. Newport's gambling era came to an end in the early 1960s. "Organized crime departed from the city...after facing a combined offensive by the United States Justice Department, Kentucky's Attorney General, and a grass-roots reform movement spearheaded by the Newport Ministerial Association's Social Action Committee and the county-wide Committee of Five Hundred" (Purvis, op. cit., p. 18). The end of gambling, however, proved to be a mixed blessing for Newport, since it meant a decline in business for Monmouth Street stores.

In 1955 Monmouth Street's retail monopoly ended as northern Kentucky's first shopping center

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was constructed at the southern edge of Newport. The Newport Shopping Center, one of the largest in the Cincinnati area, included 28 stores and 2,000 free parking spaces, which were later increased to 3,000 (Kentucky Post, January 11, 1988, p. 4K). Anchor stores included J.C. Penney and Walgreen Drugs. In a 1955 editorial, the Kentucky Post called the shopping center a sign of the times and a result of long-standing parking problems in downtown areas (*ibid.*). As happened across America in the mid-20th century, the new shopping center drained the vitality of Monmouth Street. The lure of free parking proved irresistible to shoppers, and Penney's low prices undercut the downtown Newport merchants. Monmouth Street's parking meters, once viewed as an asset by merchants, now became a liability, and shopkeepers argued unsuccessfully for their removal. In 1954 merchants were also angered by the Newport City Commission's decision to make Monmouth and York one-way streets.

The Monmouth Street cleanup and the construction of the Newport Shopping Center coincided with "an accelerating decline in the city's population base" (Purvis, *op. cit.*, p. 18). After peaking at 31,044 in 1950, the city's population began to fall as residents built new homes in hilltop suburbs (*ibid.*). This trend was exacerbated in the 1970s by the construction of Interstate 471 along the city's eastern periphery. As middle-class families left Newport, so did established Monmouth Street businesses: jewelry shops, clothing and shoe stores, florist shops and furniture dealers. In their place came new stores with inexpensive merchandise, catering to lower-income shoppers.

Nonetheless, important anchors remained in place. Both Newport banks, despite takeovers by larger financial institutions in the 1980s, retained their Monmouth Street headquarters. Unique businesses maintained a loyal regional clientele. Monmouth Street also became a center for service businesses like printers and typesetters, and suppliers of work clothes and uniforms. By the early 1990s, the street appeared to have achieved a workable mix. While the many upper stories of many buildings remain empty, there are few vacant storefronts, and new businesses continue to open.

By the 1990s revitalization efforts were well underway, capitalizing on the street's historic character. In 1992 the city of Newport drew up a development plan for the district, to serve as a blueprint for future renovation; in the same year, Monmouth Street was voted best service street by Cincinnati Magazine. In 1993 Newport joined the Kentucky Main Street program, offering rehabilitation incentives and a facade improvement program.

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10. GEOGRAPHIC DATA

Boundary Description

The Monmouth Street Historic District is situated within the corporate limits of the city of Newport. Resources are located along Monmouth Street between Third and Eleventh Streets, and on East Third, Fifth, Sixth and Seventh Streets. The district boundary is delineated on the accompanying base map. It follows the rear lines of the properties included in the district.

Boundary Justification

The boundaries of the Monmouth Street district were determined to create an area with a strong sense of identity and to convey the district's significance in terms of commercial development. The boundary includes the buildings facing on Monmouth Street; buildings on side streets not included except for key buildings whose institutional use relates to the commercial district.

The edges of the district were kept strong by leaving out pockets of resources just beyond its boundary. At the north end of the street, a row of Queen Anne cottages between the floodwall and Second Street, behind the Posey Flats, was excluded because it does not fit the scale of the district and because the block historically was never a part of the business district; it is also separated from the Posey buildings by a large noncontributing structure. At the south end, a late 19th century commercial-residential building at Ninth and Dayton Streets and the Carnation Building, a 1912 loft building at Ninth and Orchard Streets, were also left out because they are visually not a part of the district.

Although the boundaries were drawn to exclude noncontributing buildings or vacant lots whenever possible, in several cases exceptions were made to this approach in order to include key historic resources. Although much of the west side of the 500 block is taken up by a large intrusive structure built in the 1970s, the block was nonetheless included to take in the Hayman Building, a well-preserved, high-style Italianate building whose upper stories contained meeting rooms for fraternal organizations. Another example is in the district is the east side of the 700 block; a noncontributing structure and large parking lot occupy the middle of the block, and most of the other buildings on the block have seen moderate to heavy alteration. This block was included, however, to take in the Security Federal Savings building at the northwest corner of the Eighth and Monmouth Streets, a well-preserved Art Moderne edifice. By including buildings on this block the incentive of possible redevelopment in the future will be provided to those marginally contributing buildings. The 700 block also provides a link between two of the most intact areas of the district, the 600 and 800 blocks.

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Likewise, a 1980 explosion left gaping holes in the fabric of the the west side of the 900 block; still other structures in that block were lost to the construction of the Newport Municipal Complex in 1994. Despite these losses, the block was included to take in a cluster of intact and distinctive buildings at the southwest corner of Ninth and Monmouth Streets (906, 908, 910). The boundary was also extended southward to take in several buildings at Tenth and Monmouth Streets (1001, 1002 and 1004 Monmouth) whose scale and historic function are consistent with the district. The rest of the 1000 block, however, was excluded because it was devastated by a fire in the early 20th century and now includes a preponderance of modern buildings and parking lots.

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12. ADDITIONAL DOCUMENTATION

Photograph Key

Monmouth Street Historic District (same for all photographs)
Campbell County, Kentucky (same for all photographs)
Margo Warminski (same for all photographs)
March 1996 (same for all photographs)
City of Newport, 998 Monmouth Street (same for all photographs)
300 block Monmouth Street, west side (#3-8)
Looking southwest
Photo 1

East side 400 block Monmouth Street (#20, 21 in foreground; 12, 16 in background)
Looking northeast
Photo 2

East side 600 block Monmouth Street (#49-57)
Looking northeast
Photo 3

East side 700 block Monmouth Street (#75-77)
Looking northeast
Photo 4

West side 700 block Monmouth Street (#65-69)
Looking southwest
Photo 5

East side 900 block Monmouth Street (#113-124)
Looking southeast
Photo 6

Archival postcard view of 800 block Monmouth Street, west side
Photographer unknown
Date unknown: c. 1890
Looking northwest
Photo 7

NPS Form 10-900-a
(8-86)

OMB No. 1024-0018

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Archival postcard view of 800 block Monmouth Street, east side
Photographer unknown
Date unknown: c. 1920
Looking northeast
Photo 8