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United States Department of the Interior
National Park Service

MAY 15 1989

National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Fillauer Brothers Building
other names/site number N/A

2. Location

street & number Corner of Broad and First Streets N/A not for publication
city, town Cleveland N/A vicinity
state Tennessee code TN county Bradley code 011 zip code 37311

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u> </u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u>1</u>	<u>0</u> objects
			<u> </u> Total

Name of related multiple property listing: N/A Number of contributing resources previously listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.

Herbert E. Harger Deputy State Historic Preservation Officer Date 5/11/89
Tennessee Historical Commission

State or Federal agency and bureau _____

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official _____ Date _____

State or Federal agency and bureau _____

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register. Amy Schlegel 6/28/89
 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:) _____

Signature of the Keeper _____ Date of Action _____

6. Function or Use

Historic Functions (enter categories from instructions)

COMMERCE/TRADE: specialty store

RECREATION AND CULTURE: theater

COMMERCE/TRADE: business

DOMESTIC: multiple dwelling

Current Functions (enter categories from instructions)

COMMERCE/TRADE: financial institution

7. Description

Architectural Classification

(enter categories from instructions)

OTHER: Commercial Style/Italianate influence

Materials (enter categories from instructions)

foundation BRICK

walls BRICK

roof ASPHALT

other METAL

Describe present and historic physical appearance.

The Fillauer Brothers building, located in Cleveland, Tennessee (pop. 26,924), the county seat of Bradley County, is located across the street from the courthouse square. The three-story, yellow brick structure with a full basement was constructed in 1911. The structure is located at the northwest corner of Broad and First Streets.

The original Fillauer Brothers building was designed to accommodate a silent movie theater on west side and a hardware store on the east side of the first floor. The second floor contained offices and the third floor provided apartment units. The First Street elevation of the building, the main elevation, originally consisted of glass and wood store front on the main level, with the two upper levels consisting of masonry exterior with cast stone window sills and decorative window heads with keystones. The three story commercial building is divided into three bays on the upper stories by the use of brick pilasters. Horizontal definition of the building was obtained by use of cast stone continuous sill courses below the windows on the two upper floors. The building is capped with a corbeled brick and projecting metal cornice with classical molding, including dentils and modillions. Corner brackets are surmounted by a decorative finial. In the center of the pressed metal cornice is a round arched sign with dentils and a finial identifying the building with "Fillauer Bros., 1911".

On the first story of the north facade, the building is divided into two sections with a brick column topped with a flat stone capital located at the center of the building. This brick column provided the division for the two original storefronts. At the northwest corner of the building stands a cast-iron column. Originally, as now, the column was free-standing and identified a corner entrance into the Moneta Theater.

The west elevation of the Fillauer Brothers building is divided into seven bays by simple brick pilasters. The center five bays on the first story have unique small windows with the sill at eight foot above the finished floor level. These windows originally had solid shutters which were closed during movie viewing. The upper story bays each consist of two 1/1 double hung round arched windows with stone sills and the same decorative window lintels with keystone as on the main facade. The corbeled and pressed metal cornice continue along the west wall.

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The east facade of the building is constructed with red brick and consists of a party wall with an adjacent two-story building. The third floor on the east side of the Fillauer Brothers building consists of one over one double hung windows with simple masonry arches and cast stone sills and a stepped down parapet roofline.

Originally, the rear, or south side of the building had balconies and exit stairs leading from the third floor to the ground. At some point, possibly circa 1961, the stairs and balconies were removed and the rear of the building was painted. Windows in the rear of the building were blocked up with masonry. The rear windows trim is similar to the window treatment on the east facade, simple arched headers and cast stone sills. A three story elevator and elevator lobby addition was added to the southwest corner of the building during the 1987 renovation.

The original building underwent alteration in 1961. At that time, the wood fascia and glass panels above the door level on the first floor were removed and replaced with corrugated metal. An eight foot wide metal canopy was erected on the front of the building. The main entrance was relocated to the approximate center of the building and framed in aluminum and glass, with the original wood window sill and the freestanding cast-iron column was incorporated into the new storefront. Central heating and air conditioning units were installed to accommodate the first floor area only. The second story was retained as offices and only minor alterations in the window frames were made to accommodate unit air conditioning packages. The wood frame windows on the third floor were blocked up with plywood. For the most part, the window frames and glass behind the plywood remained intact.

Interior features on the first floor consist of a high metal patterned ceiling with chandelier medallions and elaborate cornice molding. At some point in time, a stairway was added to exit from the third floor hallway to the stairs on the second floor. This was done at the time the rear stairs and balconies were removed. Ceiling and wall treatment in these areas is paint over plaster. Doors, door frames, and wood trim on the second and third floors are virtually intact.

In 1987 restoration of the Fillauer Brothers building was completed according to the Secretary of the Interior's Standards by the Bank of Cleveland for a Tax Act project. Restoration work encompassed cleaning the brick, moving the main entrance back to its original location and replacing the original wood and glass doors, reworking the storefront and windows to their original condition, major reroofing and adding an elevator addition.

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Although the wooden storefront had to be replaced due to excessive rot, the original panels were used as guidelines and exact reproduction of the storefront was accomplished.

The interior of the Fillauer Brothers building originally consisted of a silent movie theater on the northwest side of the building and a hardware store on the northeast side of the first floor. The original patterned metal ceiling with chandelier medallions and cornice molding still remain. A solid masonry wall down the center of the building on a north-south axis originally divided the two commercial enterprises from each other. This wall has had several opening cut into it during the renovation to facilitate movement between the building halves for the bank.

The second floor of the Fillauer building was used to house offices and the third floor contained apartments. The second floor retains its corridor doors with frosted glass on the upper half and three panels on the lower half. Inter-office doors and third floor doors are six panel doors. The window and door trim is simple classical molding. All corridor doors and most interconnecting doors on both floors have operable glass transoms, many with the original hardware.

Renovation of the interior consisted of cleaning and repainting the ceiling tile on the first floor, constructing interior partitions as required for the bank, changing the existing, circa 1961, stairway to exit into the lobby instead of outside, adding a fire stairway, and minor renovations, including some new ceilings on the upper floors and retaining the original woodwork. The Bank of Cleveland will be the sole occupant of the building. The upper floors will be partially renovated, with additional renovation work planned as the bank needs dictate. Renovations of those areas are planned to be consistent with the requirements of Secretary of Interior's Standards and with original building design and construction.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G N/A

Areas of Significance (enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1911-1929

Significant Dates

1911

Cultural Affiliation

N/A

Significant Person

Fillauer, William H. & Fillauer, John B.

Architect/Builder

unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

Fillauer Brothers is significant under Criteria B and C for its association with two individuals of the Fillauer family and as an excellent example of turn of the century multi-purpose commercial building with Italianate influence. Under Criterion B, the property is significant from 1912 to 1929, the period during which it operated as a movie theater and hardware store under the ownership of William H. and John B. Fillauer and served as the residence of William H. Fillauer. The building is an outstanding and well-preserved example of commercial architecture in Cleveland.

The building was originally constructed as a multi-use structure and is the only extant historic multi-use building on the courthouse square. One half of the first floor was built as a silent picture theater, the Moneta Theater. The other half of the first floor was occupied by Fillauer Brothers Hardware store. The second floor contained rental office space and the third floor apartment units. The William H. Fillauer family occupied an apartment on the third floor of the building from the time of construction until 1925. Although the building has had a number of different commercial enterprises located in it in later years, the character of the original building has survived basically intact.

William H. and John B. Fillauer have contributed significantly to the commercial and banking developments of Cleveland. John B. Fillauer followed in his father's footsteps in both the tannery business and as president of Merchants Bank. John B. and William H. were partners in Fillauer Brothers Hardware store, one of the first businesses in the Fillauer Brothers building. William H. Fillauer was active in real estate in the Cleveland area. In addition to their activities in local business, both men were active in community affairs and were charter members of the Cleveland Rotary Club. The Fillauer family, one of the more prosperous Cleveland families, has been an integral part of Cleveland's development in commerce and banking since John Baptist Fillauer's (the father of John B. and William H.) arrival in 1877.

See continuation sheet

9. Major Bibliographical References

Fillauer, John B. Resume of the Early History of Bradley County.
Cleveland Herald, April 9 & 16, 1926.

Snell, William R. Cleveland, The Beautiful. Nashville, TN:
Williams Printing Company, 1986.

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 # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acres of property less than one acre

UTM References

A

1	6
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6	9	3	4	4	0
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3	8	9	2	6	4	0
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Zone Easting Northing

C

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B

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Zone Easting Northing

D

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South Cleveland, TN 120 NW

See continuation sheet

Verbal Boundary Description

See continuation sheet

Boundary Justification

See continuation sheet

11. Form Prepared By

name/title J. Michael Smith, Architect
organization Smith Design Group date May 1989
street & number 63 N. Ocoee Street telephone 615/472-5037
city or town Cleveland state TN zip code 37311

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The Moneta Theater, in conjunction with the opera house, Craigmiles Hall (N.R. 11/25/80), located on the opposite side of the courthouse square, contributed significantly to the entertainment of the people of Cleveland and Bradley County. The Moneta Theater operated from 1912 until 1929 when the theater operation was sold to another theater which opened in 1929. The theater was designed to accommodate stage plays and vaudeville acts, as well as movies. This resulted in the unique first floor fenestration pattern on the west side of the building in which the windows could be closed to eliminate all light. The Moneta operated during the "heyday" of the silent films and the start of sound films. The original silent movie projectors, player piano and piano rolls, and stage backdrops were still stored in the building prior to the start of renovation work. Craigmiles Hall was no longer used as an entertainment center after 1909.

The Fillauer Brothers building enhanced and complimented other commercial buildings on the courthouse square. Other commercial buildings on the south side of the courthouse square consisted of several two-story buildings containing a Sterchi's Furniture Store, a 5-10-25 Cent Department Store, and, at the end of the block, a three-story building occupied by a private hospital. With the exception of the two story building adjacent to the Fillauer building, the other buildings have all been demolished. There are no other three-story historic structures remaining on the courthouse square. The east and north sides of the courthouse square were occupied primarily by two-story shops and stores. The two and one half story Craigmiles Hall, constructed in 1902, is located on the west side of the courthouse square with other two story commercial buildings.

The Fillauer Brothers building is a good example of the vernacular Commercial Style with Italianate influences. It is one of only a few historic buildings remaining on the courthouse square and is the only extant three-story, multi-use building. Three other Cleveland commercial buildings are listed on the National Register of Historic Places, the Post Office building (N.R. 6/30/83), Craigmiles Hall (N.R. 11/25/80) and the W. J. Hughes Business House (N.R. 6/10/75). The Post Office building is a Classical Revival and is located off of the courthouse square and Craigmiles Hall, the opera house with its heavy decorative moldings and a deep mansard roof, is an excellent example of the Second Empire style. The W. J. Hughes Business House, built circa 1880, is a small two story commercial building with cast iron columns and a metal cornice of a much earlier period than the Fillauer Brothers.

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Verbal Boundary Description

The boundary for the Fillauer Brothers building is defined by First Street on the north, Broad Street on the West, and Inman Street on the south. The fourth property line is located 55.3 feet east of the First Broad Street corner. The East property line runs parallel to Broad Street. The property is a rectangle 55.3 feet by 210.7 feet and is bisected by an alley 16.0 feet wide. See accompanying map.

Boundary Justification

The boundary for the Fillauer Brothers building includes the historic boundary for the property. It provides sufficient property to protect the historic integrity of the building.

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Fillauer Brothers Building
Corner of Broad and First Streets
Cleveland, Bradley County, Tennessee
Photo by: Smith Design Group, Cleveland, Tennessee
Date: November 17, 1988
Neg: Tennessee Historical Commission
Nashville, Tennessee
North and east facade, view towards southeast.
#1 of 12

North facade, view towards south.
#2 of 12

West Facade, view towards east.
#3 of 12

South and east facade, view towards northwest.
#4 of 12

Detail of main entrance, northwest corner.
#5 of 12

Detail of fascia and eaves, northwest corner.
#6 of 12

Interior detail, east side of first floor.
#7 of 12

Interior detail, view towards south, west side of first floor.
#8 of 12

Interior detail, view towards north, west side of first floor.
#9 of 12

Third floor office, west side.
#10 of 12

Third floor conference room.
#11 of 12

Second floor hallway.
#12 of 12

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NOTE:
SEE 1"=50'
FOR AREA WITHIN THIS HEAVY
DASHED OUTLINE

E 2,336,000

E 2,337,000

NO. 57

Tax Map 1"=200'

PREPARED BY
BIN ROUNTREY INC.
SAN ANTONIO, TEX

PARCEL NUMBER
PARCEL NAME

3740



Fillauer Brothers Building
Cleveland, Bradley County, Tennessee
Historic View
ca. 1975



Fillauer Brothers Building
Cleveland, Bradley County, Tennessee
Historic View
ca. 1920