

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM**

(Type all entries - complete applicable sections)

STATE: Tennessee	
COUNTY: Hamilton	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	APR 11 1973

1. NAME

COMMON:
Tivoli Theater (Representative LaMar Baker)

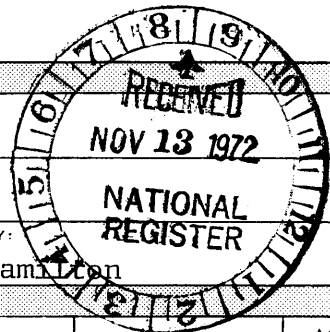
AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER:
709 Broad Street

CITY OR TOWN:
Chattanooga

STATE: Tennessee CODE: 47 COUNTY: Hamilton CODE: 065



3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input checked="" type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other (Specify) <u>Cultural center</u> <input type="checkbox"/> Comments

4. OWNER OF PROPERTY

OWNER'S NAME:
Wilby-Kincey Service Corporation

STREET AND NUMBER:
Johnston Building, 212 S. Tryon

CITY OR TOWN: Charlotte STATE: North Carolina CODE: 37

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Hamilton County Register's Office

STREET AND NUMBER:
Courthouse

CITY OR TOWN: Chattanooga STATE: Tennessee CODE: 47

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:

DATE OF SURVEY: Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:

STREET AND NUMBER:

CITY OR TOWN: STATE: CODE:

SEE INSTRUCTIONS

STATE: Tennessee

COUNTY: Hamilton

ENTRY NUMBER: APR 11 1973

FOR NPS USE ONLY

DATE:

7 DESCRIPTION

CONDITION

(Check One)

Excellent Good Fair Deteriorated Ruins Unexposed

(Check One)

Altered Unaltered

(Check One)

Moved Original Site

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The Tivoli Theater is located in the heart of downtown Chattanooga at 709 Broad Street. Its facade appears to be three stories high with a 1921 interpretation of a Palladian-style window in the center. Partially hidden behind the marquee, which runs the width of the building, and a large vertical sign, is decorative brickwork and terra cotta details. A balustrade defines the flat roof.

The exterior of the Tivoli Theater is subdued when compared to the interior. The narrow entrance foyer is gilded and painted on ceiling and walls. The Palladian window form is repeated in the dividing wall between the foyer and the main lobby area, and again at the entrance to the balcony. Beyond the lobby is a low, carpeted area leading into the theater. The theater is typical of the period with its elaborate decoration, especially in the domed ceiling. Still in the theater is the German pipe organ which was installed in 1931. Backstage facilities are limited.

Condition of the building appears to be good, although there are minor signs of neglect.



SEE INSTRUCTIONS

6. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

- Pre-Columbian | 16th Century | 18th Century | 20th Century
 15th Century | 17th Century | 19th Century

SPECIFIC DATE(S) (If Applicable and Known) 1921

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Aboriginal | <input type="checkbox"/> Education | <input type="checkbox"/> Political | <input type="checkbox"/> Urban Planning |
| <input type="checkbox"/> Prehistoric | <input checked="" type="checkbox"/> Engineering | <input type="checkbox"/> Religion/Philosophy | <input type="checkbox"/> Other (Specify) |
| <input type="checkbox"/> Historic | <input type="checkbox"/> Industry | <input type="checkbox"/> Science | |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Invention | <input type="checkbox"/> Sculpture | |
| <input checked="" type="checkbox"/> Architecture | <input type="checkbox"/> Landscape Architecture | <input type="checkbox"/> Social/Humanitarian | |
| <input type="checkbox"/> Art | <input type="checkbox"/> Literature | <input checked="" type="checkbox"/> Theater | |
| <input type="checkbox"/> Commerce | <input type="checkbox"/> Military | <input type="checkbox"/> Transportation | |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Music | | |
| <input type="checkbox"/> Conservation | | | |



STATEMENT OF SIGNIFICANCE

At the time the Tivoli Theater opened on March 19, 1921, it was considered "the finest theater in the entire South." Architecturally, it has changed little since 1921, and today it continues to play an active role in the cultural and entertainment life of Chattanooga.

The building of the Tivoli started as a project of the Signal Mountain Company. It was designed by Chattanooga architect R. H. Hunt in conjunction with Rapp and Rapp, a Chicago architectural firm. Supposedly, the theater was an exact, but smaller, replica of the Tivoli in Chicago. At the time it was built, the cost of the Chattanooga Tivoli was \$750,000 for a 2300-seat theater. In later years, it was to become the first public building in the South to install an air conditioning system, a Carrier plant which was one of the first five in the United States. ✓

Numerous companies owned the Tivoli. In 1961, when it was being used as a motion picture house, the building was closed and its future was very uncertain. An agreement was reached between the owners, the Wilby-Kincey Service Corporation of Charlotte, North Carolina, and the city of Chattanooga, whereby the latter leased the structure for a fee of \$22,000. When the renovated Tivoli reopened as a cultural center on March 5, 1963, it was hailed as the beginning of the "revitalization of downtown Chattanooga."

Newer, larger cultural centers for Chattanooga have been and are being discussed, meaning the continued use and preservation of the Tivoli is not a complete certainty.

SEE INSTRUCTIONS

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Chattanooga Public Library Clipping File for the Tivoli Theater.

HS
 16 / 3279420
 654060

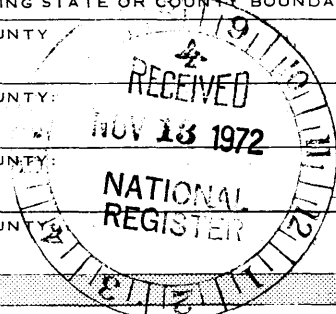
10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	° ' "	° ' "		35° 02' 51"	85° 18' 39"	
NE	° ' "	° ' "				
SE	° ' "	° ' "				
SW	° ' "	° ' "				

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: 2

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE: Ellen Beasley

ORGANIZATION: Tennessee Historical Commission DATE: 11-7-72

STREET AND NUMBER: 403 7th Avenue, North

CITY OR TOWN: Nashville STATE: Tennessee CODE: 47

12. STATE LIAISON OFFICER CERTIFICATION

NATIONAL REGISTER VERIFICATION

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

National State Local

Name: Michael J. Smith
 Title: Executive Director
Tennessee Historical Commission
 Date: 11-10-72

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

Robert H. Utley
 Chief, Office of Archeology and Historic Preservation

Date: 4/11/73

ATTEST: [Signature]
 Keeper of The National Register

Date: 4.3.73

NOV 20 1979

73001779
County Hamilton
Inventory # I-31-587
Temp. Field # 7

HISTORICAL AND ARCHITECTURAL INVENTORY

Historic Name Tivoli Theater Common Name SAME
Owner City of Chattanooga Address E. 11th Street
Property Location 709 Broad Street

Map: Quad Name Chattanooga No. 105-SE Edition 1969
Historical Data: Date of Construction 1921 Source Designed by Hunt in
Conjunction with Rapp & Rapp of Chicago
Built in 1921 as "the finest theater in the entire South" by the Signal Mountain
Company, it is reputed to be the first public building in the South to install
an air conditioning system, one of the first five installed in the U.S.; closed
in 1961 and scheduled for demolition, but saved through local efforts.

Informant _____ Address _____
Present Use Cultural Center Original Use Movie House
Original Location Yes Moved? _____ Date _____
Site Bldg. X Structure _____ Object _____ Part of District Thematic
Areas of Significance Architectural

Eligible for NR? Yes Why? _____

Property endangered? No By what? _____

Photos: B&W: Roll # _____ Frame # _____ Date taken _____ By _____

Color: Roll # _____ Frame # _____ Date taken _____ By _____

Location of Negative _____ Comments _____

Recorded by: Martha Carver Date Recorded: February, 1979

Address: Chattanooga-Hamilton County Regional Planning Commission
200 City Hall Annex, Chattanooga, TN 37402

County Hamilton

Inventory # I-31-587

Temp. Field # 7

Architectural Data: Construction: Frame Log Brick Stone

No. of stories 3 Roof type Flat Material Asphalt Shingles Original? No

Wall covering: weatherboard B&B Vertical board None

Tongue and Grooved Sawn Other

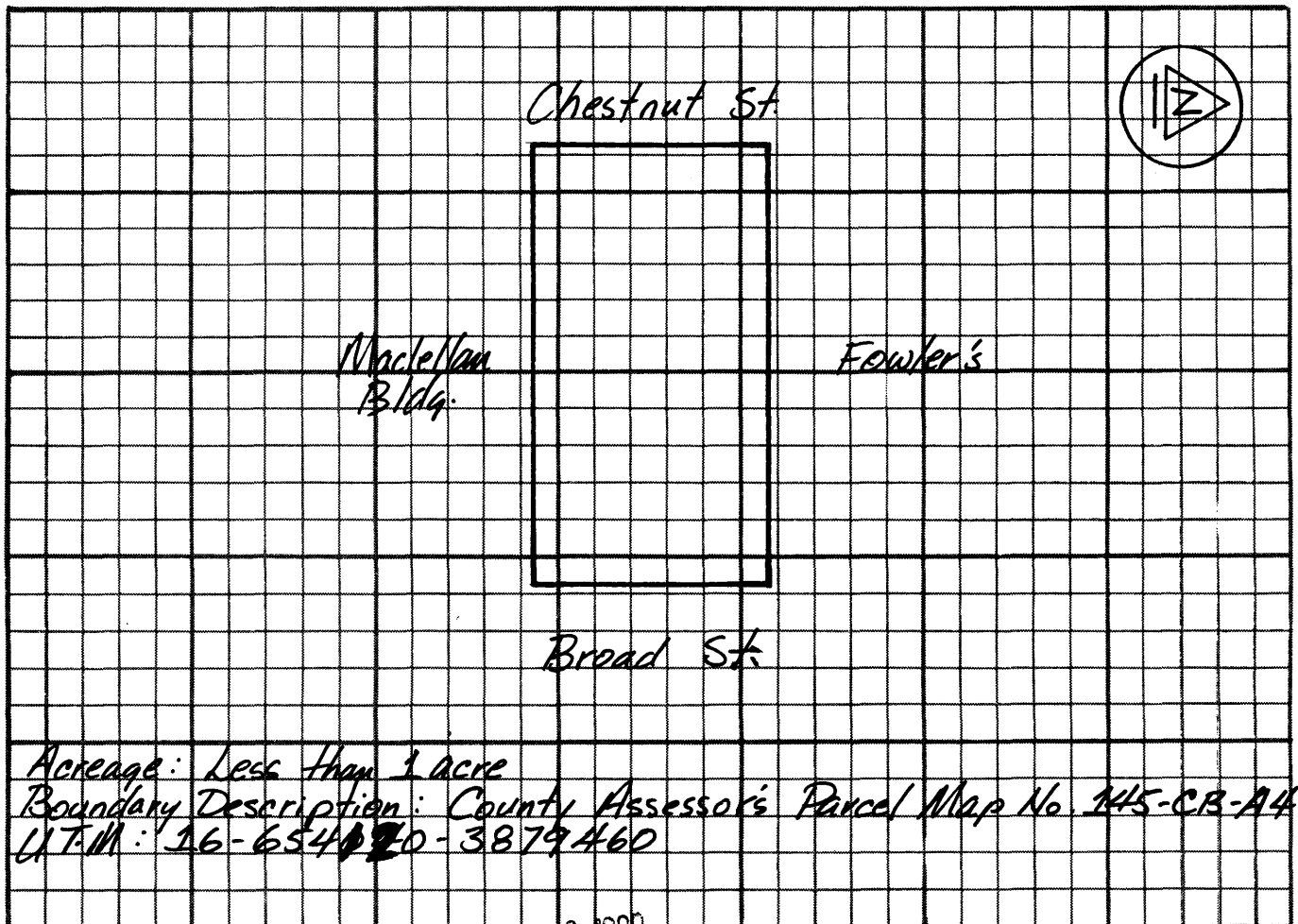
Chimney: No. Location Material

Foundation: Pier Stone Brick Other

Basic Plan Rectangular

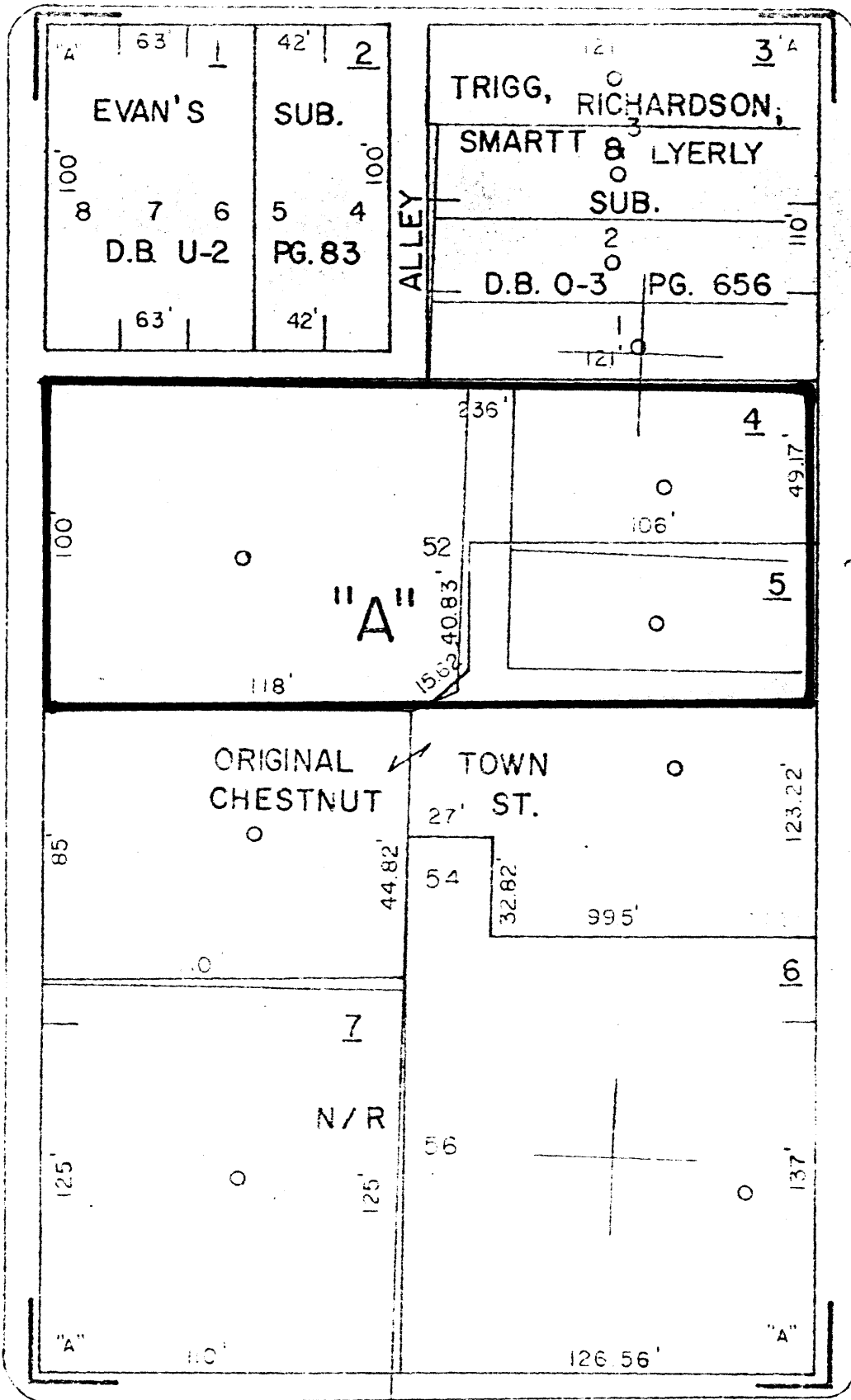
Architectural Notes Facade has a variation of a Palladian window, decorative brickworks and terra cotta detailing; the interior is elaborately decorated especially in the auditorium with its elaborate domed ceiling and proscenium. (Still used by the theater is a German pipe organ installed in 1931.)

Sketch Plan Below (include North, door and window locations, etc.):



ST.

CHESTNUT



ST.

BROAD

W.

8th.

ST.

Tivoli

145-CB-A4

1" = 50'

7

NOV 20 1979