

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

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

For NPS use only
received APR 3 1985
date entered MAY 2 1985

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

1. Name

historic Ideal Department Store Building

and/or common Model Sales Building

2. Location

street & number 111 19th Street North NA not for publication

city, town Birmingham NA vicinity of congressional district 6

state Alabama code 01 county Jefferson code 073

3. Classification

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

4. Owner of Property

name Mr. Stuart Shevin

street & number 11 Office Park Circle

city, town Birmingham NA vicinity of state Alabama

5. Location of Legal Description

courthouse, registry of deeds, etc. Jefferson County Courthouse

street & number 716 21st Street North

city, town Birmingham state Alabama

6. Representation in Existing Surveys

title Alabama Inventory has this property been determined eligible? yes no

date 1970-present federal state county local

depository for survey records Alabama Historical Commission

city, town Montgomery state Alabama

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The Ideal Department Store Building (1928-29) is a six-story brick structure located at 111 19th Street North in downtown Birmingham. Significant exterior details include a highly ornamental glazed terra cotta facade with handsome spiraled columns topped by classical capitals; a decorative bracketed cornice with classical influences above the storefront as well as above the sixth floor arched windows; and pressed brick turns the corner into the alley, decorated with terra cotta scrolls and medallions. The storefront is terra cotta with a massive recessed signage area with classical details flanked with terra cotta cartouches. The storefront was modernized in 1939 to include the addition of Carrara glass.

Interior:

Each floor measures 40' x 100' in addition to a full basement. The interior features wood floors throughout varying in condition from good to worn and patched except for the first floor, plaster ceilings and walls in varying states of repair, a mezzanine at the rear of the first floor, and wood-framed windows.

8. Significance

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

Specific dates 1928-29 **Builder/Architect** D. O. Whilldin

Statement of Significance (in one paragraph)

Criterion C - Architecture:

The Ideal Department Store Building, with its ornamental terra cotta facade, typifies one of Birmingham's most popular early 20th-century commercial styles, which reached its fullest expression in the 1920s. It was characterized by the use of terra cotta--either gleaming white or richly colored--and the incorporation of such Renaissance Revival details as cartouches, bas-relief arabesques, and denticulated cornices. The lavishness of the ornament and materials exemplified the prosperity of the 1920s throughout the country. In addition to its stylistic importance, the Ideal Building represents the most noteworthy period in the long career of prominent Birmingham architect D. O. Whilldin. During the 1920s he designed some of downtown Birmingham's most decorative commercial buildings: The Florentine Building, 111 19th Street North, 1920 2nd Avenue North, the Thomas Jefferson Hotel, and his own offices. The Ideal Building expresses Whilldin's characteristic love of exquisite surface decoration, his careful attention to detail, and also a mannerist tendency seen in some of his buildings, specifically the northern section of his own architectural office and, in the Ideal Building, the slightly disarming contrast between the solid base, resembling heavy stone blocks, and the very attenuated twisted columns and delicate details of the upper floors.

9. Major Bibliographical References

See continuation sheet.

10. Geographical Data

Acreege of nominated property 100' x 140'

Quadrangle name Birmingham North

Quadrangle scale 1:24000

UTM References

A	<u>16</u>	<u>517900</u>	<u>3708140</u>
	Zone	Easting	Northing

B			
	Zone	Easting	Northing

C			
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D			
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E			
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F			
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G			
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H			
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Verbal boundary description and justification

Blk 99 Lot 11

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

state	<u>NA</u>	code	county	code
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state		code	county	code
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11. Form Prepared By

name/title Pamela Sterne King/Linda Akenhead, Operation New Birmingham; Ellen Mertins

organization	<u>Alabama Historical Commission</u>	date	<u>February 20, 1985</u>
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street & number	<u>725 Monroe Street</u>	telephone	<u>205 261-3184</u>
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city or town	<u>Montgomery</u>	state	<u>Alabama</u>
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12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature



title State Historic Preservation Officer

date March 22, 1985

For NPS use only

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

Entered in the
National Register

date

5/2/85

Keeper of the National Register

Attest:

date

Chief of Registration

**United States Department of the Interior
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Continuation sheet

Item number 9

Page 1

Birmingham Age-Herald, 5-12-28.

Birmingham News, 7-12-39.

Birmingham News, 11-22-64.

Birmingham News, 1-19-70.

Birmingham News, 11-30-66.

Birmingham Public Library,
Hill Ferguson Collection
Birmingham Architects
file. Letter fr. D. O. Whilddin
to Hill Ferguson, 8-1-50.

Birmingham Public Library.
Birmingham Buildings, B. H.
William vertical file,
5-24-77.

Marjorie L. White, Downtown Birmingham: Architectural Historical and Historical Walking
Tour Guide. Birmingham Historical Society, 1980.

Marjorie L. White, The Birmingham District: An Industrial History and Guide.
Birmingham Historical Society, 1981.