

MULTIPLE RESOURCES OF ANNISTON
CALHOUN COUNTY, ALABAMA

AUG 25 1985

Historic name: Montgomery Ward - Alabama Power Company Building
Common name: Kemp's Office Center
Address: 1201 Noble Street
Acreage: less than one acre
Owner: Joseph A., Georgia C., and Janet Lee Zicarelli
P. O. Box 1146
Anniston, Alabama 36202
UTM: 16/608540/3724840

Verbal Boundary: Anniston City Land Company Map, Block 3, Lots 21 and 22, beginning at the northeast corner of Noble and Twelfth Streets, thence north 50 feet, east 120 feet, south 50 feet to the north line of Twelfth Street, thence 120 feet west to the point of beginning.

Architectural Design: Classical Brick Commercial with Art Deco influences

Date of Construction: 1927

Statement of Significance:

Criterion C - Architecture:

The Montgomery Ward-Alabama Power Company Building is significant architecturally because of its highly developed 1920's architectural ornamentation and because it is one of only two remaining examples of the influence of the Art Deco style on Noble Street buildings. The other is the more purely Art Deco Kress Building. The Montgomery Ward-Alabama Power Company Building is the only one left with its particular combination of terra-cotta geometric designs and the more classically-inspired pilasters, swags and urns.

Description:

The two-story rectangular commercial building, located on the northeast corner of Noble and Twelfth Streets in the central business district, is distinguished by an ornamented terra-cotta front. The three-bay facade has a storefront at the first level, with horizontal bands above the doors terminating in molded floral motifs. The mutins are new in the second-floor three-unit windows, but the embellishments are noteworthy. The three bays are articulated by paneled pilasters topped by raised molded swags and crowned by urn finials. Each window opening is curved at the upper corners in a typical 1920's fashion, topped by low relief panels and then a curvilinear parapet between the bays. The six-bay south side is brick, with the same decorative three-unit window at the second level in the first bay, while the remaining bays have simple one-over-one double-hung windows. Decorative umbrella awnings have recently been added at the storefront for accent.

The interior is largely unaltered since the 1930s.

Historical Summary:

During the flush times of the 1920s, the modern new structure in the latest style replaced an earlier building on the lot that had housed the Model Steam Laundry. Montgomery Ward occupied the new building for several years. A fire around 1931

caused considerable damage to the interior, but left the terra-cotta facade unharmed. The building remained vacant until Charles Hamilton bought it, rebuilt the interior, and leased it to the Alabama Power Company about 1935.

The present owner, Joe Zicarelli, acquired the property in the late 1950s after Alabama Power moved to larger quarters and operated Joe Zic Office Equipment until he retired about three years ago and leased the space to the Kemps.

The fact that the facade of this building had been preserved and remains unaltered today is a tribute to the appreciation of the model city precept of insisting on architectural excellence in the latest style of the period.

Rough Sketch Map
#31 Montgomery-Ward - Kemp's
Officenter
Anniston, Alabama

