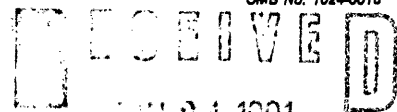


United States Department of the Interior National Park Service



JUN 24 1991

NATIONAL REGISTER

National Register of Historic Places Registration Form

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 Marmaduke Building
other names/site number JFCD 253

2. Location

street & number 520 South Fourth Avenue N/A not for publication
city, town Louisville N/A vicinity
state Kentucky code KY county Jefferson code 111 zip code 40202

3. Classification

Table with 3 columns: Ownership of Property, Category of Property, and Number of Resources within Property. Includes checkboxes for private/public ownership and building/site/structure/object categories.

Name of related multiple property listing: Louisville and Jefferson Co. MRA

Number of contributing resources previously listed in the National Register 0

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. Signature of certifying official David L. Morgan Date 6-18-91 State Historic Preservation Officer, Kentucky Heritage Council 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. determined eligible for the National Register. 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

Current Functions (enter categories from instructions)

Work in Progress

7. Description

Architectural Classification

(enter categories from instructions)

Classical Revival
Exotic Revival: Egyptian Revival

Materials (enter categories from instructions)

foundation Concrete
walls Brick
Stone
roof Synthetic
other Steel

Describe present and historic physical appearance.

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

Areas of Significance (enter categories from instructions)

Architecture

Period of Significance

1916

Significant Dates

1916

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Gaffney, James J., Architect, 1916 design

Joseph and Joseph, Architects, 1947 expansion

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

See continuation sheet

9. Major Bibliographical References

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:

N/A

10. Geographical Data

Acres of property Less Than 1 Acre

UTM References

A

1	6
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6	0	8	6	8	0
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4	2	3	4	0	6	5
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Zone Easting Northing

B

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Zone Easting Northing

C

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D

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New Albany, Ind.-Ky., Quad.

N/A See continuation sheet

Verbal Boundary Description

The nominated property includes all of City of Louisville Block 13E, Lot 62. It measures 50' x 204. Also see #7, Page 2 Discussion.

N/A See continuation sheet

Boundary Justification

The boundary includes the lot which has historically been associated with this property.

N/A See continuation sheet

11. Form Prepared By

name/title Joanne Weeter, Research Coordinator
organization Louisville Landmarks Commission date _____
street & number 609 West Jefferson Street telephone (502)625-3501
city or town Louisville state Kentucky zip code 40202

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number 7 Page 1

The Marmaduke Building, constructed circa 1885 and substantially rebuilt in 1916, is an excellent local example of Classical Revival style architecture intermingled with stylized Egyptian Revival influences. Prolific Louisville Architect James J. Gaffney was responsible for the design.

The Marmaduke Building is located in the heart of Louisville's Central Business District (CBD) near the intersection of South Fourth Avenue and West Muhammad Ali Boulevard. Louisville's CBD is located in the north-central portion of the city. The area's terrain is flat. Streets in the CBD are laid out in a basic grid with east-west streets generally a bit wider than those running north-south. The intersection of West Muhammad Ali Boulevard and Fourth Avenue has historically been one of Louisville's most prolific commercial corners.

In close proximity to the Marmaduke Building are a number of commercial buildings that have been listed on the National Register of Historic Places: The Kaufman-Straus Building (listed 1978), The Starks Building (listed 1985), The Seelbach Hotel (listed 1975), The Stewart's Dry Goods Company Building (listed 1982), The Walnut Street Theater (listed 1978), and the Republic Building (listed 1982).

The Marmaduke Building is located on a rectangular lot with a zero setback to the sidewalk and has a box-like massing (see site plan and photographs). It is a five story building faced with stone. It has load bearing brick exterior walls and four floor divisions. The ground level storefront originally had a typical turn-of-the-century commercial design composed of a recessed entry and large expanses of plate glass that was topped by an entablature adorned with shields and "xs". It was substantially altered in later years with a modern storefront designed by Joseph and Joseph. It is currently being returned to its 1916 appearance. The northern two bays of the ground level were altered circa 1980 to accommodate an automobile drive-through. The four upper stories are divided into six vertically stacked bay divisions. The second floor has casement windows in the central portion flanked by fixed panes in a Chicago School arrangement topped by transoms. The upper floors all have double hung or pivoting windows, some of which are topped by transoms. The applied architectural ornamentation on the building is considerable. Most notably, the second and third floors are enframed by a combination of bundled reeds, swags, and rosettes and the four central windows on these floors are secured by a

National Register of Historic Places Continuation Sheet

MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number 7 Page 2

cast iron framework. The fourth floor windows are each topped with stylized lintels composed of shield-like keystones flanked by a papyrus leaf motif. The fifth floor windows are topped by a projecting, bracket-lined cornice. The cornice is surmounted by a band of fluting (possibly inspired by an Egyptian gorge and roll cornice motif) and a horizontal panel inscribed with "Marmaduke". The building's interior features tin ceilings on several floors.

An unusual engineering method was employed in the design of the Marmaduke Building. It has a steel structural system composed of two, twenty-four inch channel beams, sandwiched by half inch steel plates which together form an "I". It extends six feet from the building's interior at the second floor level and supports the facade.

Integrity Consideration

Although the Marmaduke Building was constructed as early as 1885, in 1916 its primary facade was substantially re-built. Thus, 1916 becomes the beginning point for its period of significance. James J. Gaffney was the architect responsible for its design in that year. In 1933 some changes were made to windows on the primary facade and in 1947 the architectural firm of Joseph and Joseph extended the third floor toward the alley, thereby increasing the building's square footage.

Boundary Justification

The boundaries chosen for the Marmaduke Building are based on the original lot boundaries historically associated with the structure and the site. Buildings in close proximity to the nominated property that have been historically and architecturally evaluated as National Register eligible have already been listed. The remainder of the surrounding area is occupied by either surface parking or historic buildings whose loss of integrity and lack of significance renders them ineligible for National Register listing. Although intact, high style examples of late Victorian and early twentieth century commercial architecture can be found in Louisville's Central Business District, they are most commonly found standing singly or in small clusters of up to four buildings.

Archaeological Potential

Structures, of course, are closely related to the surrounding environment. Archaeological investigations that have been conducted in the urban areas of Louisville have yielded little

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number 7 Page 3

valuable information. Archaeological survey, excavation, and/or incidental discovery or monitoring has occurred at the following urban sites: The Tarascon Mill at Shippingport Island, the Cistern at the Louisville Museum of History and Science at 727 West Main Street, the site of the Will Sales/Courier Journal building in the 400 block of South Fourth Street, and the Lions Garden at 1015 South Preston Street. In each instance the investigation yielded little historic information. This was due largely to the disturbance of cultural resources by continuous urban modification. At this time no investigation has been made to discover if remains exist on the site of the Marmaduke Building. However, archaeological remains should be considered in any development of this property. If, in the course of work, it becomes evident that the site might reveal archaeological information, it is recommended that work cease and the appropriate Kentucky Heritage Council staff be notified.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number 8 Page 1

The Marmaduke Building is locally significant under criterion "C" as a unique example of a Classical Revival style building which exhibits Egyptian Revival architectural influences. Although the structure was completed in the 1880s, its facade was substantially reworked according to a design by noted architect James J. Gaffney in 1916.

According to information supplied by the building's current owner, the Marmaduke Building may have been constructed as early as 1885 to house a commercial concern. There is evidence that it was named, between 1885 and 1916, for former owner Daniel G. Parr. In 1904 Parr died, leaving the building to his daughter, Virginia Marmaduke Sale who, in 1916, hired James J. Gaffney to redesign the building's facade. It was at this time that the name of the building was changed from Parr to Marmaduke.

The Marmaduke Building is typical of early twentieth century building design. Commercial buildings of the twentieth century can be characterized by the following: most were rectangular in plan with building widths and depths varying; the primary facades were usually either brick, limestone, sandstone, or occasionally tile faced; the buildings varied in height from three to six stories; the first floor entrances, were coupled with great expanses of glass display windows; the upper stories are lit by windows arranged singly or in groups; most windows had decorative surrounds with embellishments adorning sills, lintels, hoods, pediments, or moldings; most buildings were capped by extended cornices or false parapets-each bearing additional decorative treatments. Some buildings also had attic stories with small windows located just below the cornice; a shed roof, which sloped at varying angles, usually topped each building. The rear facades of these buildings were never intended to be highly visible and had no decorative detailing. Rather, they were designed as functional, secondary facades which provided access or light into the building. Quoins, changes in floor to ceiling heights, primary facade facing materials, or other decorative detailing differentiated each building from its neighbor.

James J. Gaffney, who conceived the 1916 design for the Marmaduke Building, borrowed from ancient architectural influences and stylized their various components to create a unified building facade. His primary architectural emphasis on this building was with the Classical Revival style as evidenced by the keystones with shields, rosettes, brackets, swags and garlands which adorn

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number 8 Page 2

the building's decorative primary facade. Other commercial buildings in Louisville's CBD exhibit Classical Revival style influences. Among them are the Inter-Southern Life Insurance Building (National Register 1983), the Elks Athletic Club (National Register 1979), and the Heyburn Building (National Register 1979), among others. However, the Marmaduke Building stands apart from all other Louisville examples of Classical Revival style because of the architect's integration of stylized Egyptian Revival motifs.

The erection of Egyptian Revival or Egyptian-influenced buildings is a rare occurrence in the Louisville area. Only two examples (besides the Marmaduke Building) of this style are known to exist within the city limits of Louisville: The Kosair Shrine Temple, whose remodelings have compromised its architectural integrity, and Alex J. Barrett Junior High School (Crescent Hill National Register District, 1982) that combines Egyptian Revival motifs with Art Deco forms. There are no examples of this style in Jefferson County.

The hallmarks of the Egyptian Revival style include but are not limited to: battered walls, gorge and roll cornices, window enframements that narrow upward, visible entasis in columns, columns resembling bundled stalks that are capped by capitals resting upon horizontal bands and finally the vulture and sun disk symbol (American Architecture Since 1780 by Marcus Whiffen, 1969). Other character-defining architectural embellishments include papyrus and lotus (symbols of upper and lower Egypt), hieroglyphics (or stylized, pseudo-hieroglyphics), winged scarabs, pharaoh caryatids and the like. Influences of the Egyptian Revival style on the Marmaduke building include several variations of the bundled reed motif, papyrus leaves that flank the key stones on the fourth floor, and the simplified gorge cornice.

James J. Gaffney (1863-1946) was one of Louisville's most innovative architects. Based on written accounts of his work and as evidenced by buildings authored by him which survive to the present day, Gaffney favored Victorian, Craftsman, Prairie/Wrightian, and Chicago School styles, all of which were popular during the late nineteenth and early twentieth centuries. What sets him apart from other designers was his propensity to borrow historic architectural antecedents and reinterpret them in an almost Manneristic way. He favored unusual shapes and volumes and seemed to design with a sense of playfulness. Although he

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number 8 Page 3

sometimes used common brick, stone and wood to construct his buildings, glazed yellow and brown brick and colorful mosaics were often trademarks of his work. As an architect he celebrated the inherent qualities and characteristics of a given basic material rather than relying solely on molded or carved and applied architectural ornamentation. The Marmaduke Building is typical of the architect's work as a mature designer and showcases his talent for creating exuberant, imaginative buildings.

Gaffney designed many notable Louisville-area structures during his career. Many have been honored with National Register listing either individually or as contributing elements to National Register Districts. Among his most important local works are: The Bosler Fireproof Garage (National Register, 1983), Apath Jeshurun Temple and School (National Register, 1982) Holy Name Church (National Register, 1982), and St. James Roman Catholic Church School and Rectory (National Register, 1982). Additionally, there are an abundance of Gaffney-designed buildings in Louisville's National Register Districts with the highest concentration in the Highlands District (National Register, 1983), the Cherokee Triangle District (National Register, 1976), and finally the Old Louisville District (National Register 1975 and 1984). Gaffney was a charter member of the Louisville Chapter (later renamed the Kentucky Chapter) of the American Institute of Architects. Gaffney never married, retired in 1930, and died sixteen years later. He willed his assets to the Catholic Church and related religious organizations.

The Marmaduke Building is currently being rehabilitated for use as a mix of retail and professional office space. The owners hope to take advantage of the investment tax credit for substantial rehabilitation.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

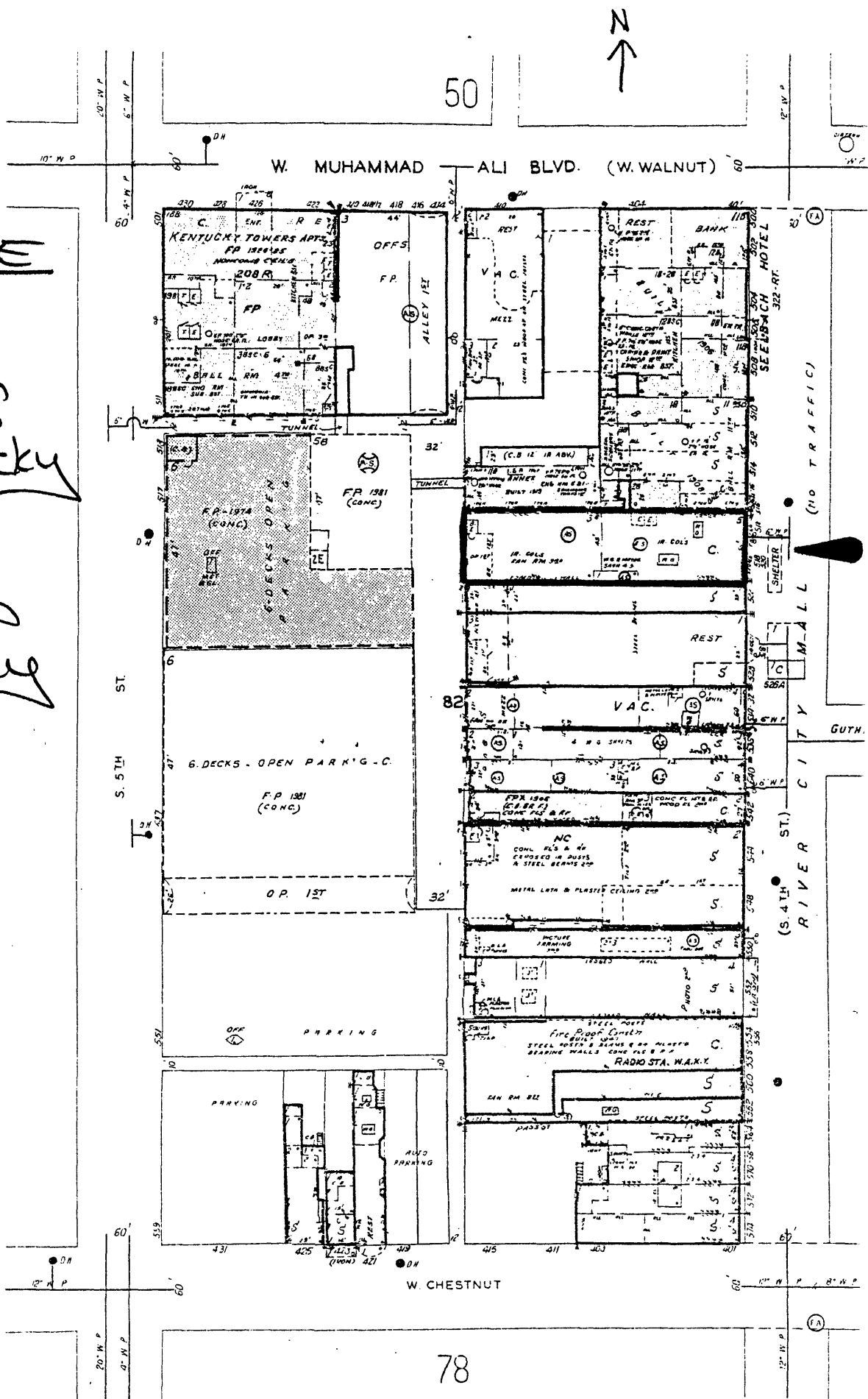
MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number 9 Page 1

- 1.) Caron's Louisville Directory, 1884-1920.
- 2.) Louisville Historic Landmarks and Preservation Districts Commission. Louisville Survey: Central and South Report. Louisville, 1978.
- 3.) Louisville Historic Landmarks and Preservation Districts Commission. National Register File. Louisville, 1974-1991.
- 4.) Oberwarth, Julian C. A History of the Profession of Architecture in Kentucky. Louisville: Gateway Press, Inc., 1987.
- 5.) Yater, George H. Two Hundred Years At the Falls Ohio: A History of Louisville and Jefferson County. Louisville: Heritage Corporation of Louisville and Jefferson County, 1979.

MARMADUKE
Building
 Louisville,
 Jefferson,
 Co., Kentucky

Site Plan
 & Boundary



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

MARMADUKE BUILDING: Louisville, Jefferson Co., Kentucky

Section number Photo Page 1

Marmaduke Building
520 South Fourth Street
Louisville, Jefferson County, Kentucky

Joanne Weeter - Photographer
March, 1991 - Month taken
Landmarks Commission - Negative Repository

All photographs shown are of the primary facade

- 1.) Full frontal view of the main facade
- 2.) Second floor window detail
- 3.) Fourth floor window detail
- 4.) Cornice detail