

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

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

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received DEC 19 1984

date entered JAN 30 1985

Continuation sheet Inventory N. 4095

Item number

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PROPERTY NAME: Max Keil Building
712 North Market Street
N.4095

The Max Keil Building is a mid-19th century commercial building that was converted into an Art Deco/Art Moderne building in 1938 by adding a new facade.

Verbal Boundary Description:

Quadrangle Name: Wilmington South
Quadrangle Scale: 1:24,000
UTM Coordinate: 18-452920-4399160

Description and Justification: The area nominated includes parcel 26 035.40 037, which is .05 acres, and is described as: Beginning at a point on North Market Street 141.1 feet south of the southwest corner of North Market Street and East Eighth Street; thence easterly along property line 110.5 feet; thence northerly along property line 2 feet; thence westerly along property line 2.5 feet; thence northerly along property line 17 feet; thence westerly along property line 108 feet; thence southerly along North Market Street 19 feet to beginning point.

Owner: Lucille Silverberg
5612 Pyles Ford Road
Greenville, DE 19807

Description:

Location: 712-714 North Market Street
CRS No.: N.4095
Built: Mid-19th Century

The Max Keil Building is a three-story tall, single-bay, Art Deco commercial building with a rectangular plan with load bearing brick construction. The facade added in 1938 featured a curving glass display window with a terra-cotta base and recessed entrance. A horizontal fluted metal strip exists over the storefront and under illuminated plastic sign. On the second and third stories, is a peach-color terra-cotta facade with parapet wall and vertical bands on both sides of facade. Large central window of structural glass block is also on the second floor.

Statement of Significance:

The Max Keil Building, 712 North Market Street, is being nominated under Criterion C as an example of an Art Deco/Art Moderne commercial building in Wilmington, a style not very common in the City of Wilmington.

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When it was purchased by Max Keil, a real estate developer, in 1929, 712 Market Street was a three-story brick Italianate commercial building.

In 1938, the original brick facade was replaced with a new Art Deco front made of pink colored terra-cotta tiles framing a large rectangular central window. The vertical terra-cotta bands on both side of the facade, which give the building a vertical emphasis, and the use of structural glass block in the central window, reflect the influence of the Art Deco style. The first-floor storefront has a curving glass display window and a recessed entrance, both features typical of the period. The interior of the building was completely renovated and a single-story rear wing was added. The building was used by Joyce's Ladies Wear Store until 1965 and is now used by another women's clothing store, Lucille's Dresses and Sportswear.