

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only  
received  
date entered

APR 30

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

1. Name

historic South Bluffs Warehouse Historic District

and/or common Same

2. Location

In an irregular pattern along South Front Street, Wagner Place,  
street & number and Tennessee Street from Beale Street to Calhoun Avenue not for publication N/A

city, town Memphis N/A vicinity of

state Tennessee code 047 county Shelby code 157

3. Classification

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

4. Owner of Property

name Multiple Ownership - see continuation sheets

street & number N/A

city, town N/A N/A vicinity of state N/A

5. Location of Legal Description

courthouse, registry of deeds, etc. Shelby County Courthouse

street & number 160 Adams

city, town Memphis state Tennessee

6. Representation in Existing Surveys See Continuation Sheet

title N/A has this property been determined eligible?  yes  no

date N/A N/A  federal  state  county  local

depository for survey records N/A

city, town N/A state N/A

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input checked="" type="checkbox"/> excellent	<input checked="" type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

### Describe the present and original (if known) physical appearance

The South Bluffs Warehouse Historic District is an architecturally cohesive collection of late-nineteenth and early-twentieth century warehouses located along the bluff of the Mississippi River to the south of downtown Memphis, Tennessee. The eastern boundary of this district is approximately adjacent to the National Register boundaries of the South Main Street Historic District (NR 1982) and the John Alexander Austin House (NR 1984). Two complexes and one property are individually listed in the National Register within the boundaries of the South Bluffs Warehouse Historic District. The Reichman-Crosby Warehouse and Linden Station (NR 1978), a warehouse complex important for its early use of structural steel, is located at 245 and 281 Wagner Place. The William C. Ellis and Sons Ironworks and Machine Shop (NR 1983), located 231-245 South Front Street is a complex of seven industrial buildings. The Tennessee Brewery (NR 1980), located at 477 Tennessee Street, is architecturally significant as well as being a historically important industrial structure.

Historically, most of the buildings within the district served as warehouses and were mostly utilitarian structures with little architectural embellishment. Examples of architectural styles found in the district include the Neo-Classical Revival Piggly Wiggly Headquarters Building at 435 South Front Street and Tayloe Paper Company Building at 420 South Front Street, the Egyptian Revival Ballard and Ballard Company Obelisk Flour Building at 325 Wagner Place, and the Romanesque Revival Tennessee Brewery at 477 Tennessee Street (NR 1980). Buildings in this historic district range from one to five stories in height and were constructed between 1879 and 1970. The principal building material in the district is brick and the majority of structures have flat roofs. Many of the first floor storefront arrangements along Front Street have been altered, but the upper levels retain their architectural integrity. Several of the warehouse buildings within the district are characterized by some architectural detailing such as brick corbeling, decorative brickwork, inset stone medallions, stone belt courses, and articulated parapets. Many buildings in the district are located along railroad spurs and have loading docks. The overall character of the district is enhanced by the narrow streets, short blocks in the east-west direction and wide sidewalks. The Mississippi River Bluff to the west establishes geographic continuity.

Two contributing structures within the district are the two railroad viaducts which cross South Front Street and Nettleton Avenue. These structures are both of poured concrete, but are embellished differently. The Front Street Railroad Viaduct is three arcaded spans wide and displays round columns with simple square capitals. The Nettleton Avenue Railroad Viaduct is two spans wide and does not have any architectural embellishment. The remote location of this viaduct has resulted in the preservation of the original brick pavers between between the spans. These viaducts are an important element of the character of the district.

# 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 checked="" type="checkbox"/> 1800-1899	<input checked="" 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 checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1879 - 1937      **Builder/Architect** Multiple

**Statement of Significance (in one paragraph)**

The South Bluffs Warehouse Historic District is being nominated under National Register criteria A and C for its historical and architectural significance in Memphis, Shelby County, Tennessee. Beginning in the late nineteenth century and continuing into the early twentieth century, the district developed into the warehouse and distribution center for Memphis and the Mid-South. The contributing resources that comprise the district illustrate the areas prominence from the 1870s until circa 1937. The district contains excellent examples of late nineteenth and early twentieth century commercial architecture. In addition, the significance of the railroads, vital to the commercial and industrial activity in the region, is represented in the district by two structures. Overall, the South Bluffs Warehouse Historic District retains a high degree of integrity.

Until the late 1800s, the area now known as the South Bluffs was a fashionable residential district. Of the fine homes once located in the district, only few remain. The John Alexander Austin House, a spectacular C. 1876 Italianate Revival home C. 1876, is located just adjacent to the district at 290 South Front Street, (NR 1984). Another house at 65 Talbot Avenue is vernacular in design and one of the few remaining townhouses in Memphis.

By 1890, the South Bluffs had become an area of mixed uses and, by 1920, most of the land between South Front Street and the Mississippi River was devoted to commercial uses. Much of this change can be attributed to the growing importance of transport by railroad and the proximity to the area of railroad services. The Frisco bridge, just south of the area, was completed in 1892. At that time, the Frisco was the third longest bridge in the world and the first bridge on the river below St. Louis. Union Station provided service by 1912 (demolished 1969), and Central Station at Calhoun and Main opened in 1914. Clearly, by 1900, the railroad was the favored means of transport for goods and services. Two railroad viaducts are included in this nomination as contributing structures to the district.

Since its founding, Memphis' wealth was based on the cotton trade. In 1850, Memphis labeled itself the "Biggest Inland Cotton Market in the World." Memphians saw little need to diversify the cotton business into allied industrial businesses such as cotton mills. Rather, the economic ups and downs of Memphis rested solely on the cotton market and related non-industrial businesses, such as real estate, railroad and steamboat transport, telegraph, wholesale grocery, wholesale hardware and machinery, and cotton compressing and warehousing. Cotton factors themselves were

# 9. Major Bibliographical References

SEE CONTINUATION SHEET

# 10. Geographical Data

Acreeage of nominated property Approx. 37 acres

Quadrangle name NW Memphis, Tenn-Ark 404NE

Quadrangle scale 1:24 000

### UTM References

A 

1	5	7	6	8	2	2	0	3	8	9	2	4	1	0
Zone			Easting					Northing						

B 

1	5	7	6	7	9	0	0	3	8	9	1	4	5	0
Zone			Easting					Northing						

C 

1	5	7	6	7	4	6	0	3	8	9	1	4	4	0
Zone			Easting					Northing						

D 

1	5	7	6	8	0	4	0	3	8	9	2	4	5	0
Zone			Easting					Northing						

E 

Zone			Easting					Northing						

F 

Zone			Easting					Northing						

G 

Zone			Easting					Northing						

H 

Zone			Easting					Northing						

### Verbal boundary description and justification

SEE CONTINUATION SHEET

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

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

# 11. Form Prepared By

name/title Sally Jones, Executive Director

Robin Bodo

organization Memphis Heritage, Inc.

Memphis Landmarks

date October 31, 1986

street & number Post Office Box 3143

901-529-9828

701 North Main

telephone 901-576-7378

city or town Memphis, Tennessee

Tennessee 38103

Memphis, Tennessee

state Tennessee 38107

# 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.

Deputy

State Historic Preservation Officer signature

*Herbert L. Harger*

title Executive Director, Tennessee Historical Commission

date 4/27/87

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

*Amy Schlaepfer*  
Keeper of the National Register

date 8/4/87

Attest:

date

Chief of Registration

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South Bluffs Warehouse Historic District

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SOUTH BLUFFS WAREHOUSE HISTORIC DISTRICT

PROPERTY OWNERS

11 Butler Avenue	Earl J. Magdovitz 11 Butler Memphis, Tennessee 38103
36 W. Calhoun Avenue 22 W. Calhoun Avenue	Orgill Brothers 505 Tennessee Memphis, Tennessee 38103
6-10 W. Calhoun Avenue	Jolly Royal Furniture Post Office Box 3784 Memphis, Tennessee 38173
10 E. Calhoun Avenue	Gang and Schneider c/o Robert Schneider 1172 Vance Memphis, Tennessee 38104
36 E. Calhoun Avenue	Sterling W. and Mary A. Fralich 36 E. Calhoun Memphis, Tennessee 38103
545 S. Main Street	Illinois Central Gulf Railroad 324 Peebles Road, West Memphis, Tennessee 38109
231-245 S. Front Street	William C. Ellis and Sons 245 S. Front Street Memphis, Tennessee 38103
265 S. Front Street	Hohenberg Cotton 265 S. Front Street Memphis, Tennessee 38103
267-271 S. Front Street	Dr. Daniel Lane 711 Stanton Young Boulevard Oklahoma City, Oklahoma 73104

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277 S. Front Street	Machine Tools of Memphis
287 S. Front Street	Post Office Box 2015
	Memphis, Tennessee 38103
301 S. Front Street	Carol H. Cowan
307 S. Front Street	301 S. Front Street
313 S. Front Street	Memphis, Tennessee 38103
adjacent vacant lot	Bennie Sacharin
	c/o Nylon Net
	Post Office Box 592
	Memphis, Tennessee 38101
324-328 S. Front Street	Irvin Lansky
	3088 Goodwyn Circle
	Memphis, Tennessee 38111
339 S. Front Street	Alan Kutner
	397 Green Acres Road
	Memphis, Tennessee 38117
345 S. Front Street	Daniel R. Thompson
347 S. Front Street	345 S. Front Street
	Memphis, Tennessee 38103
adjacent vacant lot	Kenneth Sacharin
	c/o Bennie Sacharin
	7 Vance
	Memphis, Tennessee 38103
364 S. Front Street	Svend Neilsen
	364 S. Front Street
	Memphis, Tennessee 38103
374 S. Front Street	Johanna Mohr
	1535 Estate
	Memphis, Tennessee 38117
387 S. Front Street	Jem Realty
	Box 712
	Memphis, Tennessee 38101

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390 S. Front Street	Martha Avery 2928 Tishomingo Memphis, Tennessee 38103
391 S. Front Street	Farris Sales Company 391 S. Front Street Memphis, Tennessee 38103
397 S. Front Street	Isadore Brucker 397 South Front Street Memphis, Tennessee 38103
400 S. Front Street	Delta Casket Company 400 S. Front Street Memphis, Tennessee 38103
408 S. Front Street	CCRFC 147 Jefferson, Suite 1001 Memphis, Tennessee 38103
417 S. Front Street	Hank and Sandra Smith 210 Grove Park Memphis, Tennessee 38119
420 S. Front Street	Ruth H. Selph Post Office Box 2123 Memphis, Tennessee 38101
435 S. Front Street	Jem Realty Box 712 Memphis, Tennessee 38101
436 S. Front Street	Alvin and Beth Lansky 6935 Great Oaks Road Germantown, Tennessee 38138
500 S. Front Street Adjacent vacant lot	Belz Investment Box 17255 Memphis, Tennessee 38117

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511 S. Front Street	O. A. Brown Route 3, Box 150 A Parsons, Arkansas 38363
521-525 S. Front Street	Marsha Moncrief
527 S. Front Street	527 S. Front Street Memphis, Tennessee 38103
528 S. Front Street	W. Sterling and Mary A. Fralich 36 East Calhoun Memphis, Tennessee 38103
529-531 S. Front Street	Gang and Schneider 1172 Vance Memphis, Tennessee 38104
539 S. Front Street	T. M. Montgomery
541 S. Front Street	539 S. Front Street Memphis, Tennessee 38103
Front Street Railroad Viaduct	Illinois Central Gulf Railroad 324 Peebles Road, West Memphis, Tennessee 38109
11 Huling Avenue Adjacent vacant lot	F. Mohr 1535 Estate Memphis, Tennessee 38117
22 Huling Avenue	not available from county records
46 Huling Avenue	Delta Casket 400 S. Front Street Memphis, Tennessee 38103
27 Linden Avenue	Dr. Daniel Lane 711 Stanton Young Boulevard Oklahoma City, Oklahoma 73104
11 Nettleton Avenue	The Nettleton Company 11 Nettleton Memphis, Tennessee 38103



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Nettleton Avenue Railroad Viaduct	Illinois Central Gulf Railroad 324 Peebles Road, West Memphis, Tennessee 38109
23 Talbot Avenue	Henry Turley Company 65 Union #1200 Memphis, Tennessee 38103
65 Talbot Avenue	not available from county records
445 Tennessee Street	Dell and Creson 11 Nettleton Memphis, Tennessee 38103
453 Tennessee Street	Henry Turley Company 65 Union #1200 Memphis, Tennessee 38103
456 Tennessee Street	Jem Realty Box 712 Memphis, Tennessee 38101
460 Tennessee Street Adjacent vacant lot	CCRFC 147 Jefferson Suite 1001 Memphis, Tennessee 38103
477 Tennessee Street	Larry Bloch 671 Jefferson Memphis, Tennessee 38105
505 Tennessee Street	Orgill Brothers 505 Tennessee Memphis, Tennessee 38103
508 Tennessee Street	Jolly Royal Furniture Post Office Box 3784 Memphis, Tennessee 38173
7 Vance Avenue	Bennie Sacharin 7 Vance Avenue Memphis, Tennessee 38103

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245 and 281 Wagner Place

Beale Street Landing Ltd.  
245 Wagner  
Memphis, Tennessee 38103

325 Wagner Place

H. & S. Printing  
325 Wagner  
Memphis, Tennessee 38103

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### REPRESENTATION IN EXISTING SURVEYS

The Linden Station and Reichman Crosby Warehouse (NR 9/8/78), the William C. Ellis and Sons Ironworks and Machine Shop (NR 8/25/83), and the Tennessee Brewery are included within the boundaries of the South Bluffs Warehouse Historic District. Because the Linden Station and Reichman Crosby Warehouse were originally listed as a mixed use complex similar in age and function to the new district, the name of this property should be changed to reflect the expansion of the area as the South Bluffs Warehouse Historic District.

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Of the three residential structures located within the boundary of the district, two have been altered significantly (521-525 South Front Street). The remaining contributing residential building (65 Talbot Avenue) is a rare example of early-twentieth century urban row housing in Memphis. Most of this genre of housing has been demolished in the downtown area. A few isolated examples of this type of architecture still exist in the vicinity of the Vance-Pontotoc Historic District (NR 1980) in the South Memphis area.

The South Bluffs Warehouse Historic District contains forty-nine contributing buildings, two contributing structures, and fourteen non-contributing buildings. This total includes nine contributing resources and one non-contributing resource already listed in the National Register. (See inventory numbers 7-13, 59, and 63-64.) Contributing resources possess common design elements and maintain the scale, rhythm, and texture of the district. Non-contributing resources have either been significantly altered or do not meet the pre-1941 age criterion. All buildings and structures are listed in the inventory by street address or proximity. The South Bluffs Warehouse Historic District retains its historical and architectural integrity.

## INVENTORY

### Butler Avenue

1. 11 Butler Avenue. Goldcrest 51 Beer Building. Art Deco. (C. 1948). Two story, five bay, cream colored brick, flat roof, ribbon windows filled in with glass brick, Art Deco central entry with shallow relief detailing, glass doors, and original light fixtures. Goldcrest 51 Beer logo in cast concrete above entry. One story poured concrete addition with glass block ribbon windows, rectangular scoring on north elevation, two loading bays. Structure will contribute to the district when it reaches 50 years old. (NC).

### Calhoun Avenue

2. 10 E. Calhoun Avenue. Commercial Vernacular. (C. 1913). One story, three bay, brick, flat roof, stepped cornice. (C)
3. 36 E. Calhoun Avenue. Commercial Vernacular. (C. 1915). One story, seven bay, brick, flat roof, corbeled cornice arched over central bay, original window area filled in with wood paneling. (C)

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4. 6-10 W. Calhoun Avenue. Commercial Vernacular. (C. 1908). Three story, eight bay, brick, flat roof, two loading docks occur on the first level, upper level fenestration consists of paired 1/1 double hung sash windows with limestone sills, anchor stars occur between the second and third levels, corbeled cornice, barrel tile coping. One story brick addition attached to west elevation. (C)
5. 22 W. Calhoun Avenue. Orgill Brothers Building #1. Commercial Vernacular. (C. 1910). Four story, thirteen bay, brick, flat roof, rusticated first floor with loading dock on south elevation, upper level fenestration consists of paired 1/1 double hung sash window on the first floor and single pane casement windows on the upper levels, all windows display segmental arch lintels, corbeled stone cornice. (C)
6. 36 W. Calhoun Avenue. Orgill Brothers Building #2. Commercial Vernacular. (C. 1921). Four story, eight bay, brick, flat roof, loading dock occurs across the first level on the south elevation, fenestration on the second level consists of three 1/1 double hung sash windows with a fixed pane of equal size above, upper level fenestration consists of three single panes per bay, cast stone belt courses occur between levels, cast stone pilasters define bays, corner tower with crenelations at the cornice level occurs on the southeast corner of the building. (C)

Front Street

- 231-245 S. Front Street. William C. Ellis and Sons Ironworks and Machine Shop. Industrial Vernacular. (C. 1879, C. 1885, C. 1890, 1905, C. 1922, C. 1925, 1970). This complex consists of six historic structures and one C. 1970 building. NR 1983.
7. Blacksmith's Shop (C. 1879). One story, brick, monitor roof. (C)
  8. Front Street Addition (C. 1885, 1905). Two story, twelve bay, brick, flat roof, cast iron pilasters and glazed double leaf doors and panels across east elevation. (C)
  9. Foundry Building (C. 1890). One story, six bay, brick, flat roof, large arched windows and doors, bays recessed between brick piers, west elevation has large arched doorway with prominent keystone. (C)

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10. Pattern House (C. 1890). Three story, three bay, brick, flat roof, raised concrete basement, segmental arched windows with cast concrete sills. (C)
11. First Machine Shop (C. 1922). One story, three bay, brick, piers separate bays. (C)
12. Second Machine Shop (C. 1925). One story, three bay, concrete, monitor roof, large multi-paned rolled metal windows. (C)
13. Iron Furnace (C. 1970). Cupola furnace. (NC)
14. 265 S. Front Street. Commercial Vernacular. (C. 1924). Two story, three bay, brick, flat roof, decorative brick work and glazed terra cotta panel with Paramount Pictures logo over central entry, severely altered facade. (NC).
15. 267-271 S. Front Street. Hays Hardware Company Building. Commercial Vernacular. (C. 1928). Two story, three bay, brown raked brick, flat roof, patterned brick work, stone cornice and cut stone cartouches over windows. (C)
16. 277 S. Front Street. Seligstein Paper Company Building. (C. 1920). Commercial Vernacular. Two story, four bay, flat roof, brown raked brick, crenelated parapet wall with cut stone coping. (C)
17. 287 S. Front Street. Hays Supply Company Building. Commercial Vernacular. (C. 1928). Two story, three bay, brick, flat roof, brick laid in geometric pattern with cast stone accents. (C.)
18. 301 S. Front Street. Commercial Vernacular. (C. 1930). One story, three bay, flat roof, severely altered facade. (NC)
19. 307 S. Front Street. Commercial Vernacular. (C. 1930). One story, three bay, brick, flat roof, severely altered facade. (NC)
20. 313 S. Front Street. Commercial Vernacular. (C. 1925). Two story, four bay, brick, flat roof, stepped and curved parapet wall with cast stone cornice, first and second stories separated by herringbone pattern brick spandrel band with five cast stone medallions, horizontal multi-paned second story windows. (C).

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21. 324-328 S. Front Street. W. N. Wilkerson and Sons. Commercial Vernacular. (C. 1900). Three story, three bay, brick, load bearing construction, flat roof, bays separated by brick pilasters with corbeled brick capitals, parapet wall, decorative brick and stone cornice. (C).
22. 339 S. Front Street. Commercial Vernacular. (C. 1925). Three story, five bay, brick, flat roof, main entry features stone arch with frieze and cornice, windows altered. (C)
23. 345 S. Front Street. Commercial Vernacular. (C. 1920). Two story, four bay, brick, flat roof, stone cornice, entablature displays diamond-shaped panels. (C)
24. 347 S. Front Street. Commercial Vernacular. (C. 1920, C. 1945, C. 1970). Two story, four bay, raked brick, flat roof, cast stone decoration. Two small later additions occur on the south and south west elevations of the structure. The C. 1945 addition is a small brick commercial structure oriented to the street, and the C. 1970 addition is a shed roofed metal structure attached to the earlier addition. (C).
25. 364 S. Front Street. Merchandise Brokerage Building. Commercial Vernacular. (C. 1926). Two story, three bay, raked brick, flat roof, paired double hung sash windows, low crenelated parapet wall. (C).
26. 374 S. Front Street. Commercial Vernacular. (C. 1920). Two story, four bay, brick, flat roof, bays separated by brick pilasters, two stone belt courses occur above the second floor, paired second story windows. (C).
27. 387 S. Front Street. Commercial Vernacular. (C. 1950). One story, seven bay, yellow brick, flat roof. (NC).
28. 390 S. Front Street. Commercial Vernacular. (C. 1940). One story, seven bay, yellow brick, flat roof, multi-paned strip windows, aluminum awnings. Altered. (NC).
29. 391 S. Front Street. Commercial Vernacular. (C. 1925). One story, two bay, yellow brick, flat roof, parapet wall features stone coping and cornice with three cast stone urns, patterned brick work, bay openings altered. (C).

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30. 397 S. Front Street. Memphis Chevrolet Motor Company Building. Commercial Vernacular. (C. 1935). Two story, four bay, brick, flat roof, two double hung sash windows occur in each bay, cast stone lintels cartouches. (C).
31. 400 S. Front Street. Commercial Vernacular. (C. 1928). Three story, two bay, dark brown brick, flat roof, bays separated by brick pilasters, window opening boarded up. (C).
32. 408 S. Front Street. D. Canale and Company Building. Commercial Vernacular. (C. 1914). Five story, five bay, brick and concrete structure, flat roof, concrete posts poured in place with brick infill, simple wide cornice with overhang, shed roof over sidewalk. (C)
33. 417 S. Front Street. Commercial Vernacular. (C. 1950). One story, eight bay, brick, flat roof, metal awning. (NC)
34. 420 S. Front Street. Neo-Classical Revival (1910-1912). Architect - Walk C. Jones. Five story, four bay, brick, flat roof, triple windows with decorative keystones, bays defined by brick pilasters, wide stone belt course with cut stone cartouches, first floor brick laid to resemble rustication. (C)
35. 435 S. Front Street. Piggly Wiggly Headquarters Building. Neo-Classical Revival. (C. 1910). Three story, five bay, brick, flat roof, third story windows have stone arched hood moldings with stone course between levels, stone entrance wraps around corner, arched first floor windows with fan lights, copper cornice, poured concrete loading dock. (C)
36. 436 S. Front Street. Commercial Vernacular. (C. 1911). One story, five bay, brick, flat roof, windows blocked in, terra cotta coping, corbeled cornice with brick dentils. Presently non-contributing, but not irretrievably altered. (NC)
37. 500 S. Front Street. Commercial Vernacular. (C. 1937). Two story, five bay, brick, flat roof, bays separated by decorated pilasters, three 12/12 windows in each bay, decorated cornice. (C)
38. 511 S. Front Street. Commercial Vernacular. (C. 1950). One story, three bay, concrete block covered with stucco, flat roof, rolled metal windows. (NC).



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39. 521-525 S. Front Street. Residential Vernacular. (C. 1915). Two frame houses joined with unified siding and connecting additions. Significantly altered. (NC).
40. 527 S. Front Street. Commercial Vernacular. (C. 1913). One story, brick, two bay, flat roof. Severely altered. (NC).
41. 528 S. Front Street. Pure Oil Gas Station. French Provincial Commercial. (C. 1938). One story, three bay, steeply pitched asphalt shingle covered gable roof, end chimney on south elevation, metal siding, bay window on west elevation. Deteriorated condition. (NC)
42. 529-531 S. Front Street. Commercial Vernacular. (C. 1890). Two story, four bay, brick, flat roof, chamfered entry on southwest corner of building, cast iron column supporting corner of building, crenelated parapet, rusticated brick entablature, corbeled brick belt course between first and second stories, windows altered. (C).
43. 539 S. Front Street. Commercial Vernacular. (C. 1890). Two story, three bay, brick, flat roof, corbeled brick entablature, attic vents, hood moldings on second story windows, first floor openings altered. (C)
44. 541 S. Front Street. Commercial Vernacular. (C. 1945). Two story, three bay, brick, flat roof, altered windows. Now connected to 539 S. Front Street. (NC)
45. Front Street Railroad Viaduct. Industrial Vernacular. (C. 1915). Concrete, triple span, arcades with round columns and simple capitals support the railroad bed, parapet walls display rectangular panels. (C)

## Huling Avenue

46. 11 Huling Avenue. Commercial Vernacular. (C. 1920). One story, four bay, brick, flat roof, parapet wall with central pediment, stone course over windows. (C)
47. 22 Huling Avenue. Commercial Vernacular. (C. 1915). One story, four bay, brick, flat roof, loading dock. (C)
48. 46 Huling Avenue. Commercial Vernacular. (C. 1919). Architects: Jones and Furbringer. Two story, three bay, rusticated brick, flat roof, cast stone courses, windows presently boarded up. (C)

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South Bluffs Warehouse Historic District

Linden Avenue

49. 27 Linden Avenue. Shelby County Candy and Coffee Company Building. Commercial Vernacular. (C. 1907). Four story, three bay, brick, flat roof, upper floors have segmental arched windows, chimney at northeast corner. (C).

Main Street

50. 545 S. Main Street. Central Station Steam Plant. Industrial Vernacular. (C. 1910). One story, three bay, brick, flat roof, articulated parapet with stone coping, decorative brickwork on north (front) elevation, rolled steel multi-paned windows, brick chimney stack rises several stories above the building. (C)

Nettleton Avenue

51. 11 Nettleton Avenue. Commercial Vernacular. (C. 1920). One story, three bay, brick, flat roof, parapet wall, three loading doors with segmental arch, lintels. (C)
52. Nettleton Avenue Railroad Viaduct. Industrial Vernacular. (C. 1915). Double span, square concrete piers support railroad bed, original brick pavers remain under span, parapet walls display rectangular panels. (C)

Talbot Avenue

53. 23 Talbot Avenue. Commercial Vernacular. (C. 1900). One story, eleven bay, brick, flat roof, brick pilasters delineate bays, stepped parapet wall, loading dock with metal shed roof. (C).
54. 65 Talbot Avenue. Residential Vernacular. (C. 1910). Two story, three bay, brick, flat roof, raised poured concrete basement, concrete scored on north (facade) elevation, limestone belt courses occur at the basement and cornice levels, corbeled brick cornice, decorative cast iron attic vents, east bay projects with two story porch occurring across the other two bays, wood porch structure supported by square brick pilasters on the first level, second level of the porch displays fluted square wooden columns, turned balustrade occurs on both levels of the porch, fenestration throughout the structure is 1/1 double hung sash with limestone lintels and sills, main entry displays original double leaf glass and screen doors and retains its transom light, chim-

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Continuation SheetSection number 7 Page 9

South Bluffs Warehouse Historic District

neys occur along the east wall, are flush with the wall, and retain their decorative chimney pots. Neglected condition, but retains its integrity. (C)

Tennessee Street

55. 445 Tennessee Street. Commercial Vernacular. (C. 1908). Two story, four bay, brick, flat roof, terra cotta coping, stepped end walls, loading docks on west and south elevations. (C)
56. 453 Tennessee Street. Commercial Vernacular. (C. 1910). Two story, five bay, brick, flat roof, concrete loading dock on south and west elevations. (C)
57. 456 Tennessee Street. Commercial Vernacular. (C. 1900). One story, three bay, brick, flat roof, parapet wall. (C)
58. 460 Tennessee Street. Livermore Iron Store Warehouse. Commercial Vernacular. (C. 1900). Three story, five bay, brick, flat roof, stepped parapet wall, top floor added. (C).
59. 477 Tennessee Street. Tennessee Brewery. Romanesque Revival. (1890). Irregular external organization, central tower rises to six stories, flanking section from four to six stories in height, red brick, rusticated stone and white limestone trim. (C) NR 1980
60. 505 Tennessee Street. Orgill Brothers Building #3. Commercial Vernacular. (C. 1920). Six story, seven bay, flat roof, brick, stone loading dock, enclosed bridge across Tennessee to 508 Tennessee. (C)
61. 508 Tennessee Street. Industrial Vernacular. (C. 1930). One and one-half stories, four bay, flat roof, brick with poured concrete raised basement and loading dock, loading dock occurs across west elevation, upper half story has multi-paned rolled metal windows on west and north elevations, loading dock covered by shed roof and supported by large cast iron brackets, corrugated metal aerial connection to 505 Tennessee links to building at southwest corner. (C)

Vance Avenue

62. 7 Vance Avenue. Oliver Finnie Company Building. Commercial Vernacular. (C. 1907). Five and three stories, five bay, brick, flat roof,

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Continuation Sheet

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South Bluffs Warehouse Historic District

upper levels have segmental arched 1/1 double hung sash windows, large brick chimney, large intrusive addition attached to the south elevation. (C)

Wagner Place

245 and 281 Wagner Place. Linden Station and Reichman-Crosby Warehouse (Historic District). Industrial Vernacular. (1905-1907, C. 1922). Originally three buildings of the complex were listed in the National Register in 1978. The Linden Station Building was destroyed by fire prior to the start of renovation of the complex. The two remaining structures are included within this nomination.

63. 245 Wagner Place. Reichman-Crosby Warehouse (Ellis Building). Industrial Vernacular. (C. 1922). Two story, fourteen bay, red brick, bays expressed by brick pilasters, single opening for windows per bay, gable roof occurs above groupings of three bays, original loading area along east elevation. (C)

64. 281 Wagner Place. Bell Building. Industrial Vernacular. (1905-1907). Three story, eight bay, brick, flat roof, corbeled brick parapet and end walls, large expanses of multi-paned steel windows occur along east elevation, stone ornamentation at upper corners of the buildings, original loading area along west elevation, significant interior features include heavy timber framing and early use of exposed structural steel. (C)

65. 325 Wagner Place. Ballard and Ballard Company Obelisk Flour Building. Egyptian Revival. (C. 1923). Two story, three bay, brick, flat roof, parapet decorated with cast stone detailing, cast stone obelisks occur on the northeast and southeast corners, entrances on east elevation are battered, central entry is larger than the flanking entries and displays Egyptian symbols, second level fenestration has 4/6 double hung sash windows grouped with five in the central bay and three in the flanking bays, Ballard and Ballard Co. Obelisk Flour carved in stone spandrel piece. (C)

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Section number 7 Page 11

South Bluffs Warehouse Historic District

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<u>Contributing:</u>	
Buildings:	40
Structures:	<u>2</u>
Total:	42

<u>Non-Contributing:</u>	
Buildings:	13

Previously-listed contributing: 9

Previously-listed non-contributing: 1

<u>Grand Total:</u>	<u>65</u>
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Section number 8 Page 2

South Bluffs Warehouse Historic District

often in the wholesale business and supplied planters with provisions as well as factoring cotton. Cotton and geography were responsible for making Memphis a major distribution center.

Attempts in the late 1800s and early 1900s to attract industry failed. Two early industries are, however, located in the South Bluffs. The Tennessee Brewery, built in 1890, continued to brew beer with some interruptions until 1954 (NR 1980). This imposing Romanesque Revival building has a dominant position on the bluffs. William C. Ellis and Sons Iron Works and Machine Shop, manufacturers of agricultural implements, has been in continuous business at 231-245 South Front Street since 1879 (NR 1983).

But, the South Bluffs area was primarily characterized by its warehouses and as a distribution center to the surrounding agricultural community. Wholesale firms began developing in Memphis as early as the 1840s and 50s. By the early 1890s, Memphis was the fifth largest wholesale market in the United States. In 1900, Memphis dominated a 105 county area in the Mid-south as the major distribution center. Memphis continues to this day to bill itself as "America's Distribution Center."

One of the largest wholesale grocery markets in the nation, many of these grocery businesses find their roots in the South Bluffs district. As many as 30 wholesale grocers had offices or warehouses in the district at one time or another. The headquarters for Clarence Saunder's Piggly Wiggly occupied 435 South Front Street from 1920 until the mid 30s. Clarence Saunders virtually invented the modern supermarket and was also a major wholesaler. A. S. Barbaro began a grocery business in Memphis in 1877 and occupied a building at the foot of Pontotoc in 1920. D. Canale, another wholesale grocer, had offices at 420 South Front Street. These companies, now in new locations, are still thriving Memphis concerns.

Other businesses characteristic of the area include bakeries and flour mills, such as National Biscuit Company and Ballard and Ballard Company Obelisk Flour, and farm machinery companies, such as International Harvester. Orgill Brothers, a major wholesale hardware business, is one of the oldest businesses in Memphis, in operation since 1847. Orgill Brothers moved to Memphis because of the availability of river transport and local plans to build a railroad. The company became one of the main suppliers to the local railroad companies.

Most of the buildings in the area are commercial vernacular in design, although there are outstanding examples of Neo-Classical Revival, such as Piggly Wiggly Headquarters at 435 South Front Street and the Tayloe Paper Company building by Walk C. Jones at 426 South Front Street. The Tennessee

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# National Register of Historic Places Continuation Sheet

Section number 8 Page 3

South Bluffs Warehouse Historic District

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Brewery at 477 Tennessee Street is an excellent Romanesque Revival building, and there is even an Egyptian Revival structure with Ballard and Ballard Company Obelisk Flour at 325 Wagner Place. Even the more basic buildings make some gesture toward architectural detailing with brick corbeling, geometric patterning of brick courses into panels, stone belt courses, inset stone medallions, and articulated parapets. The use of brick, the low scale of the buildings, and the narrow streets add further unity to the district. Some buildings have been altered with the addition of false fronts, but, in the majority of cases, the upper floors retain some architectural integrity.

The South Bluffs area continued to function as an important warehousing and distribution center in Memphis throughout the early part of the twentieth century. Approximately two-thirds of the buildings in the district were constructed during the 1900s to 1930s period; nearly one-third of the buildings were constructed during the 1920s. However, as the use of the railroad for commercial purposes declined in the post World War II years, so did business and the construction of new buildings. Only seven new commercial buildings were erected in the district in the post-1940s era. Many businesses, while still in operation, have moved to new locations. In recent years, several buildings have been rehabilitated as restaurants or apartments, and there are plans for more projects. New condominiums have also been built in the area.

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South Bluffs Warehouse Historic District

MAJOR BIBLIOGRAPHICAL REFERENCES

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National Park Service

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Continuation Sheet**

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South Bluffs Warehouse Historic District


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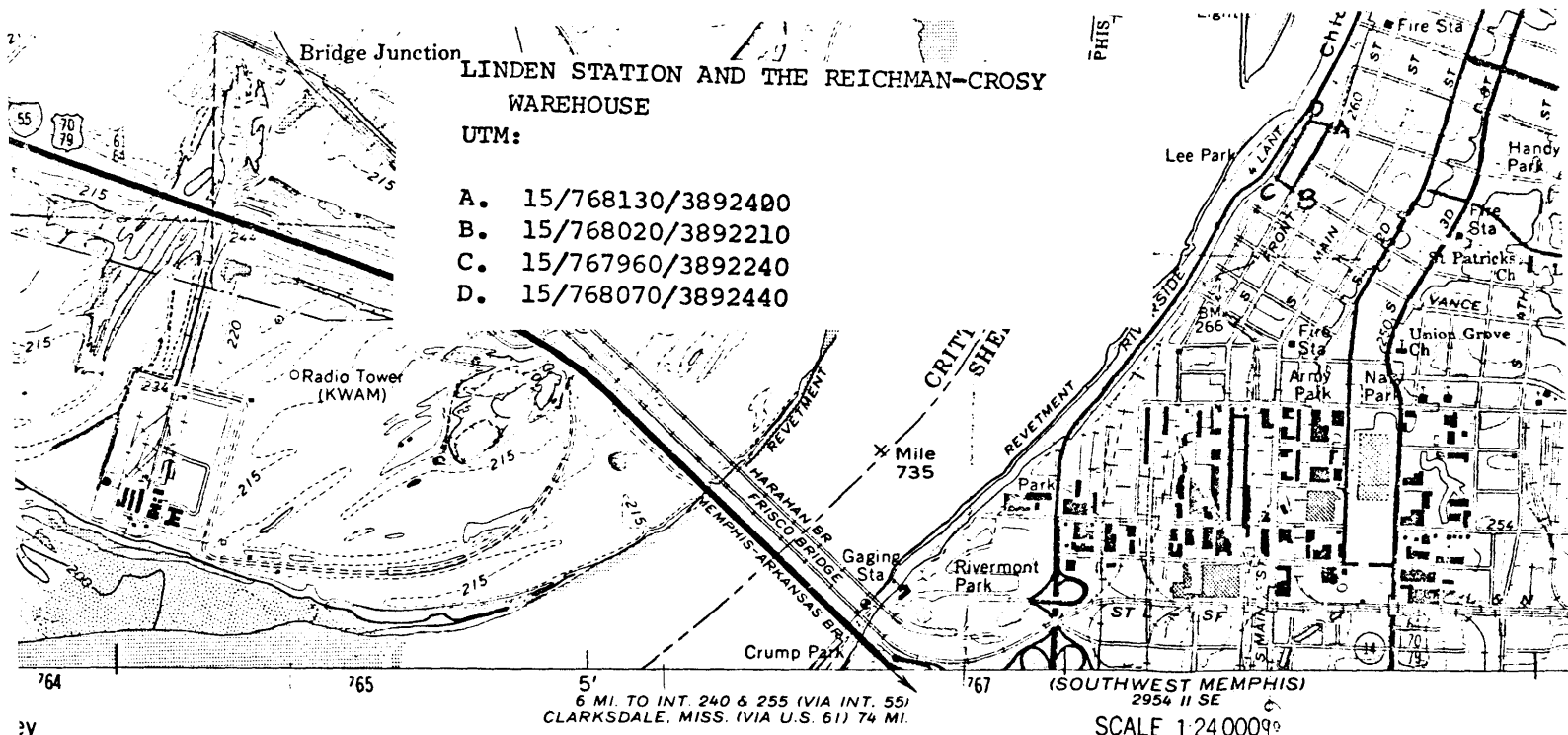
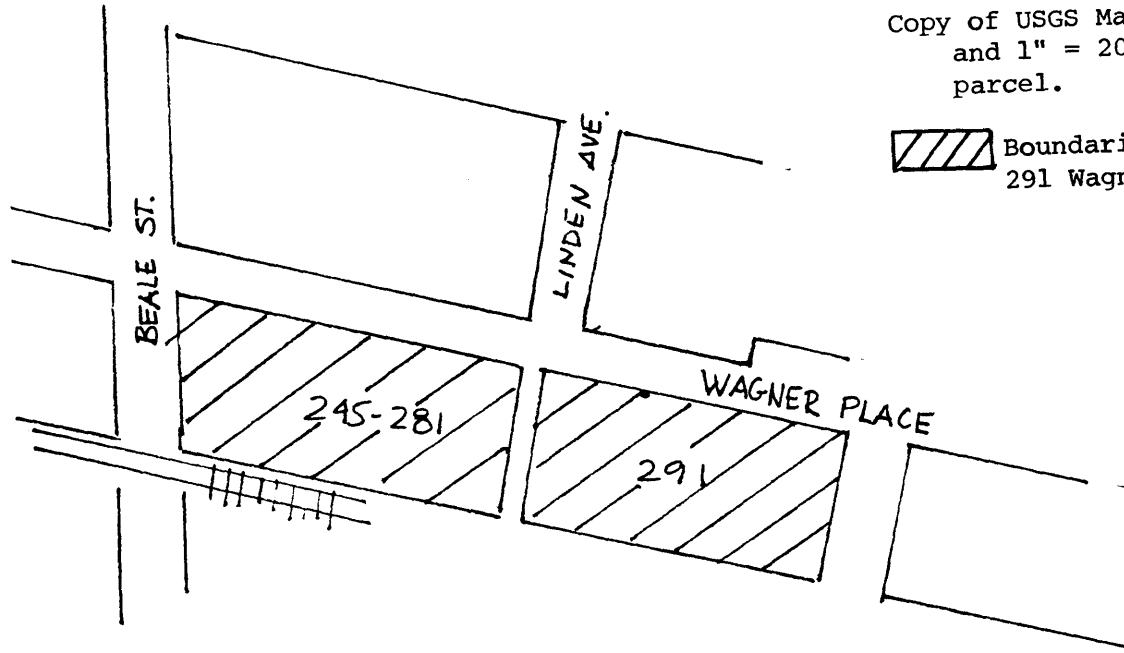
VERBAL BOUNDARY DESCRIPTION AND JUSTIFICATION

The South Bluffs Warehouse Historic District is an area including properties along Front Street, Wagner Place, and Tennessee Street from Beale Street to Calhoun. The district is bounded on the north by Beale Street, on the east by the South Main Historic District, on the south by the Central Station Railroad yard, and on the west by the Mississippi River bluff. The boundaries generally follow property lines. (See site inventory map.) A building that was included in the Linden Station and Reichman Crosby Warehouse (NR 9/18/78) burned on December 17, 1977 and was razed soon after. A new building has since been constructed on the site of the burned building, resulting in a loss of integrity to the original complex. Therefore, the boundaries of the original nomination, which is being incorporated into the South Bluffs Warehouse Historic District, should be changed to omit the land on which the new building sits, reflecting the loss of integrity of this parcel. (See Linden Station and Reichman Crosby Warehouse maps.) The district is surrounded by altered and new buildings and buildings with incompatible uses. The South Bluffs Warehouse Historic District is an architecturally and historically cohesive area associated with the commercial and industrial development of Memphis.

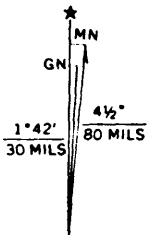
Linden Station and Reichman and Crosby  
Warehouse  
Memphis, Shelby County, Tennessee

Copy of USGS Map with original boundaries  
and 1" = 200' sketch map of original  
parcel.

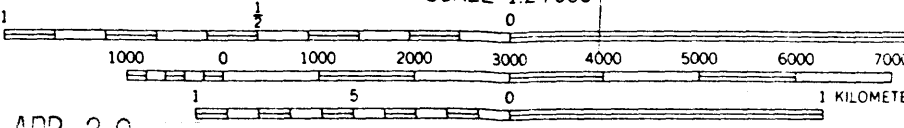
 Boundaries of original  
291 Wagner Place non-extant



Survey



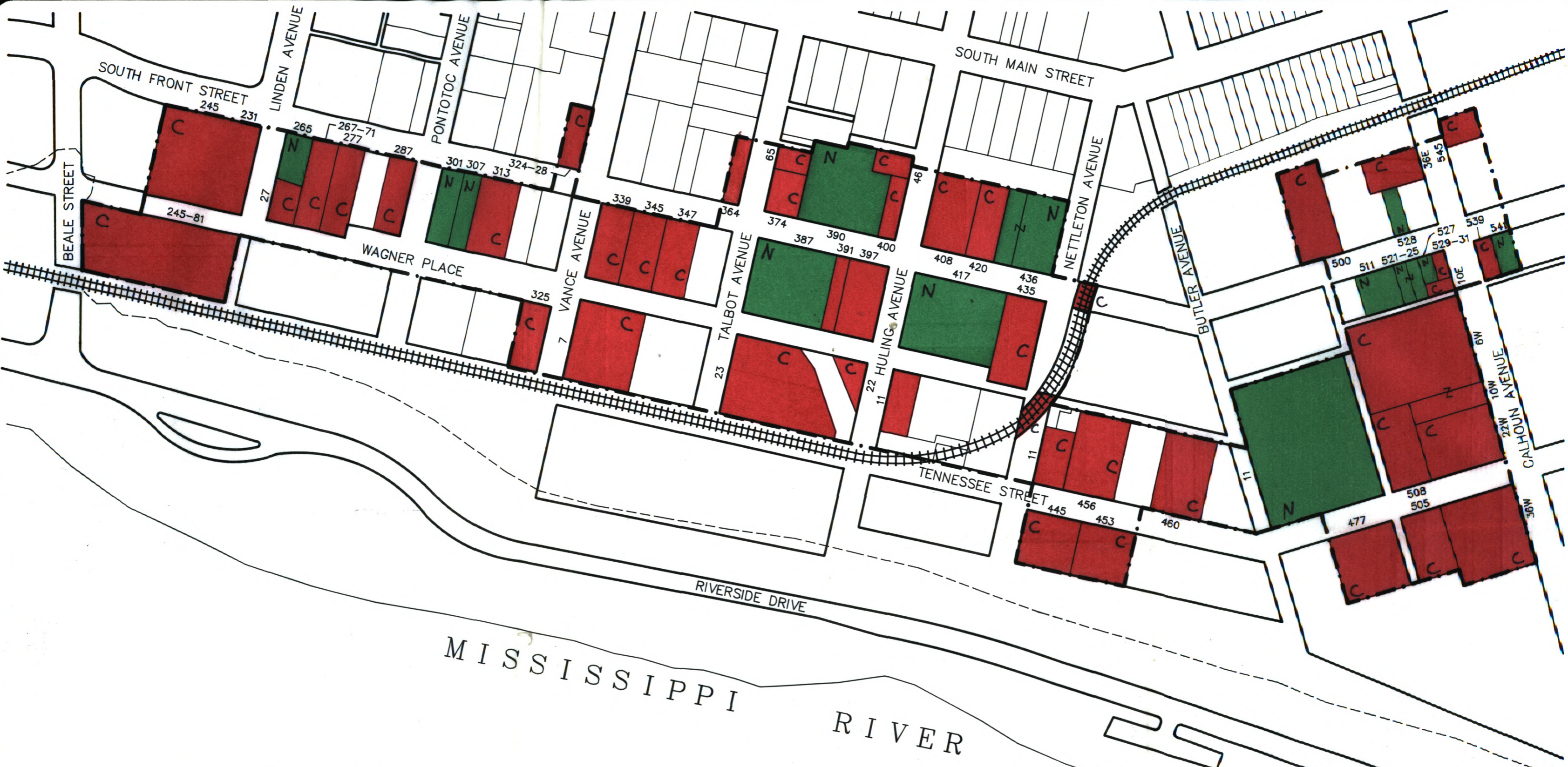
UTM GRID AND 1973 MAGNETIC NORTH



APR 30

CONTOUR INTERVAL 10 FEET  
DOTTED LINES REPRESENT 5-FOOT CONTOURS  
DATUM IS MEAN SEA LEVEL

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY



SITE INVENTORY  
**SOUTH BLUFFS WAREHOUSE  
 HISTORIC DISTRICT**  
 MEMPHIS, SHELBY COUNTY, TENNESSEE  
 SCALE: 1" = 200'-0"



- CONTRIBUTING
- NON-CONTRIBUTING
- VACANT
- HISTORIC BOUNDARIES
- BLOCK LIMITS
- PROPERTY LIMITS
- RAILROADS
- BLUFF LINE
- 999 ADDRESS

This color-coded map shows only the principal contributing & non-contributing buildings on each parcel. Refer to inventory for a complete listing of resources in the district.

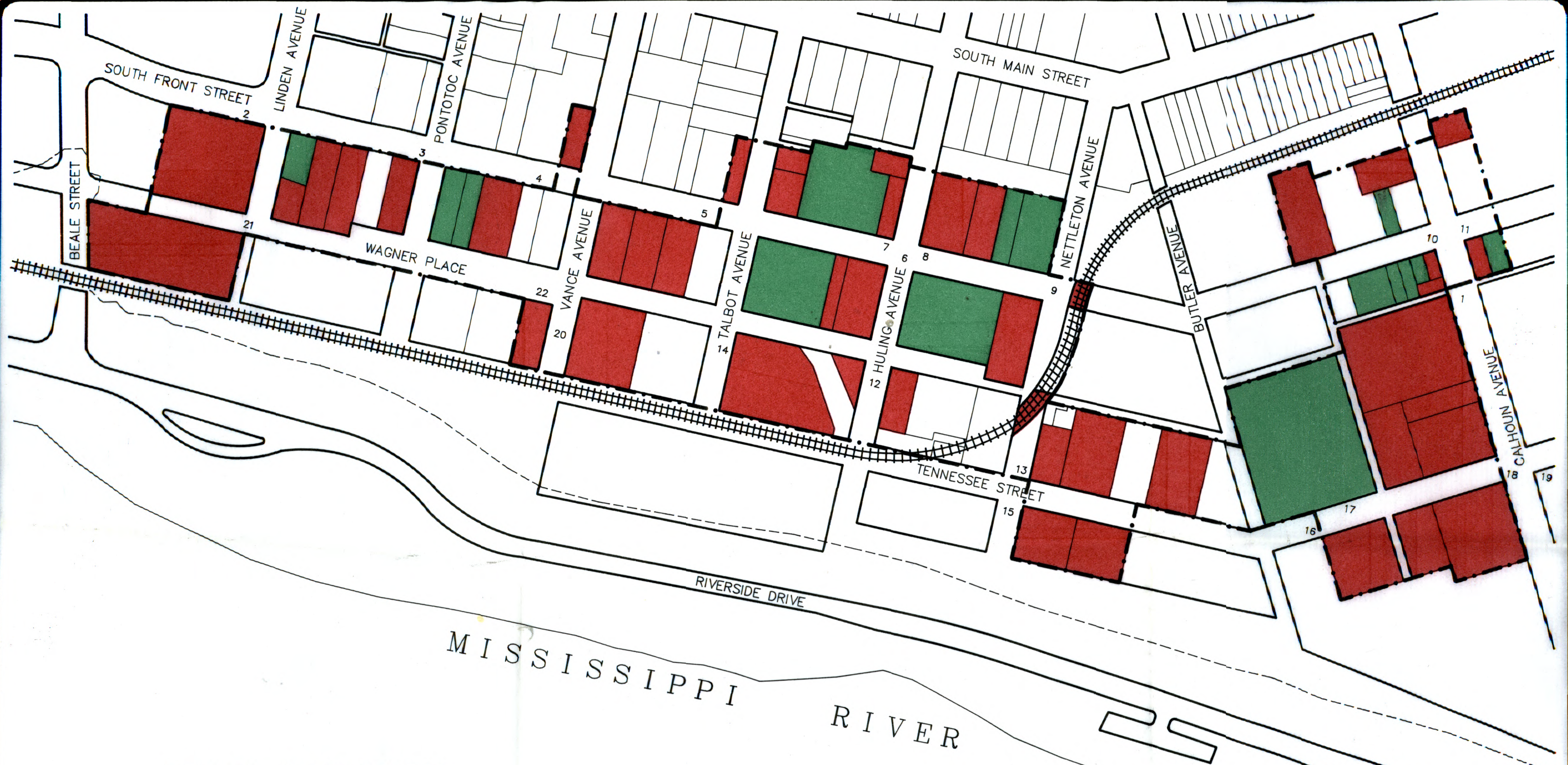


PHOTO INVENTORY  
 SOUTH BLUFFS WAREHOUSE  
 HISTORIC DISTRICT  
 MEMPHIS, SHELBY COUNTY, TENNESSEE

SCALE: 1" = 200'-0"



- CONTRIBUTING
- NON-CONTRIBUTING
- VACANT
- HISTORIC BOUNDARIES
- BLOCK LIMITS
- PROPERTY LIMITS
- RAILROADS
- BLUFF LINE
- 99 PHOTOGRAPH NUMBER

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY South Bluffs Warehouse Historic District  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: TENNESSEE, Shelby

DATE RECEIVED: 8/01/00 DATE OF PENDING LIST:  
DATE OF 16TH DAY: DATE OF 45TH DAY: 9/15/00  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 87000453

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 8/30/00 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA Accept

REVIEWER Edson Beall

DISCIPLINE Historian

TELEPHONE \_\_\_\_\_

DATE 8.30.00

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

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National Park Service

# National Register of Historic Places Continuation Sheet

Section number 7 Page 1

South Bluffs Warehouse Historic District (Additional  
Documentation), Shelby County, Tennessee

## INVENTORY UPDATE

### Properties now considered contributing, previously listed as non-contributing:

1. 11 Butler Avenue. Goldcrest 51 Beer building. Art Deco. (C. 1948). Two story, five bay, cream colored brick, flat roof, ribbon windows filled in with glass brick, Art Deco central entry with shallow relief detailing, glass doors, and original light fixtures. Goldcrest 51 Beer logo in cast concrete above entry. One story poured concrete addition with glass block ribbon windows, rectangular scoring on north elevation, two loading bays. (C)
2. 387 S. Front Street. Commercial Vernacular. (C. 1950). One story, seven bay, yellow brick, flat roof. (C)
3. 390 S. Front Street. Commercial Vernacular. (1942). One story, seven bay, painted brick, flat roof, multi-paned strip windows. (C)
4. 415 S. Front Street. (Previously listed as 417 S. Front Street). Commercial Vernacular. (1947). One story, eight bay, brick, flat roof, metal awning. (C)
5. 528 S. Front Street. Pure Oil Gas Station. Tudor Commercial. (C. 1938). One story, three bay, steeply pitched asphalt shingle covered gable roof, end chimney on south elevation, metal siding, bay window on west elevation. Previously listed as in deteriorated condition. Structure is now in stable condition. (C)

### To be removed:

- 1 521-525 S. Front Street. Previously listed as NC, currently demolished.
- 2 527 S. Front Street. Previously listed as NC, currently demolished.

This adds five contributing buildings and removes two noncontributing buildings from the original count.

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National Park Service

# National Register of Historic Places Continuation Sheet

Section number 8 Page 2

South Bluffs Warehouse Historic District (Additional  
Documentation), Shelby County, Tennessee

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## STATEMENT OF SIGNIFICANCE

The South Bluffs Warehouse Historic district is an architecturally cohesive collection of late-nineteenth and early-twentieth century warehouses located along the bluff of the Mississippi River to the south of Downtown Memphis, Tennessee. The eastern boundary of this district is approximately adjacent to the National Register boundaries of the South Main Street Historic District (NR 1982) and the John Alexander Austin House (NR 1984). Historically, most of the buildings within the district served as warehouses and were mostly utilitarian structures with little architectural embellishment. Buildings in this historic district range from one to five stories in height and were constructed between 1879 and 1970. The principle building material in the district is brick and the majority of structures have flat roofs. Several of the warehouse buildings within the district are characterized by some architectural detailing such as brick corbelling, decorative brickwork, inset stone medallions, stone belt courses, and articulated parapets.

During the post-WWII years, Memphis experienced a tremendous surge in population, which resulted in the rapid growth of Memphis's major warehouse district. An excellent example of this growth was when the Goldcrest 51 Beer Company modernized its bottling operations by expanding across the street to 11 Butler Avenue around 1948. This building combines the Art Deco style, which was very popular in Memphis at this time, with a typical one-story brick warehouse with strip windows and flat roof, which was also very common in this district. When the original South Bluffs Warehouse Historic District nomination was completed and approved in 1987, many of these buildings, including 11 Butler Avenue, were not contributing due to age. Three of these buildings (387, 390, & 415 South Front Street) having the typical one-story, multi-paned strip window character are now old enough to be considered contributing and have retained their architectural integrity. One pre-WWII building (528 South Front Street), originally listed as non-contributing due to its deteriorated condition, has since been stabilized and should be considered contributing due to its unique architectural character. It was the Pure Oil Gas Station located at the NE corner of Front and Calhoun and is the only remaining example of a commercial Tudor style gas station in Memphis. Two buildings that were originally listed as non-contributing structures (521-525 & 527 South Front Street) are now demolished and should be removed from the list. The period of significance for the South Bluffs Historic District should extend to 1950.

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

# National Register of Historic Places Continuation Sheet

Section number     photos     Page     3    

South Bluffs Warehouse Historic District (Additional  
Documentation), Shelby County, Tennessee

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## PHTOTGRAPHS

Photo by: Chooch Pickard  
Date: May 2000  
Neg: NA

11 Butler Avenue  
#1 of 5

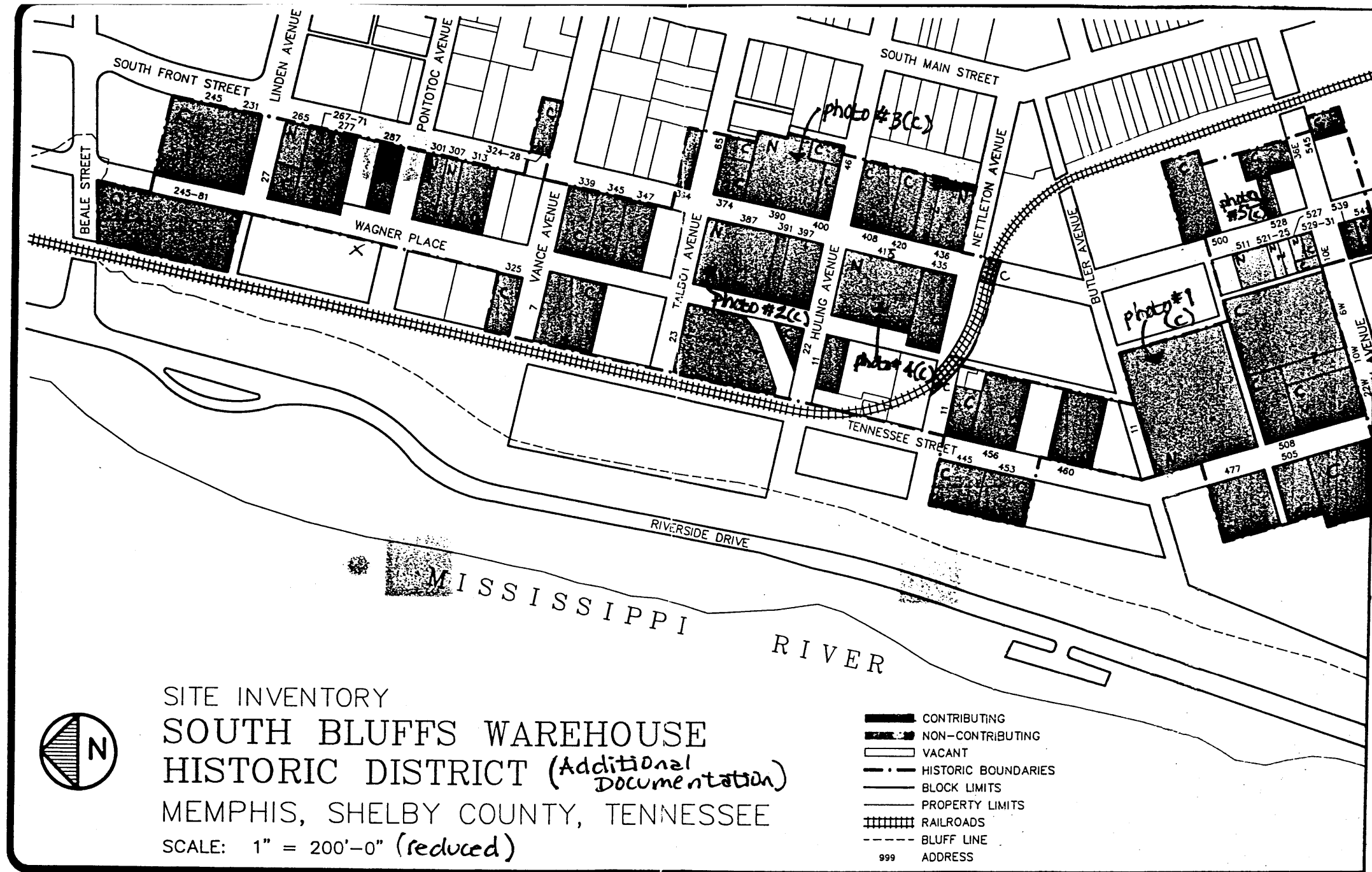
387 South Front Street  
#2 of 5

390 South Front Street  
#3 of 5

415 South Front Street  
#4 of 5

528 South Front Street  
#5 of 5





SITE INVENTORY  
 SOUTH BLUFFS WAREHOUSE  
 HISTORIC DISTRICT (Additional Documentation)  
 MEMPHIS, SHELBY COUNTY, TENNESSEE  
 SCALE: 1" = 200'-0" (reduced)



- CONTRIBUTING
- NON-CONTRIBUTING
- VACANT
- HISTORIC BOUNDARIES
- BLOCK LIMITS
- PROPERTY LIMITS
- RAILROADS
- BLUFF LINE
- 999 ADDRESS

521-25 & 527  
 demolished