

**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.3912 Item number Page 1

Property Name: Max Keil Building
700 North Market Street

The Max Keil Building, 700 North Market Street is a four-story, mid-to-late 19th century commercial building which had a new Art Moderne style facade added in 1938.

Verbal Boundary Description:

Quadrangle Name: Wilmington South
Quadrangle Scale: 1:24,000
UTM Coordinates: 18-452900-4399120

Description and Justification: The area nominated includes parcel 26 035.40 042, which is .11 acres, and is described as follows: Beginning on the northeast corner of East Seventh Street and North Market Street; thence easterly along East Seventh Street 114.8 feet; thence northerly along property line 40 feet; thence westerly along property line 114.8 feet; thence southerly along North Market Street 40 feet to beginning point.

Owner: Robert M. and Albert Goldman
c/o Morrisons Store
461 Eighth Avenue
Suite 1717
New York, NY 10001

Description:

Location: 700 North Market Street
CRS Number: N.3912
Built: Third quarter of the 19th century
Altered: 1938

The Max Keil Building is a three-story, single-bay Art Moderne commercial building with a rectangular plan built of wall bearing brick construction. The Market Street facade has plate glass display windows, with a black terra-cotta foundation, that curves inward to a central, recessed doorway with metal frame glass doors. Second and third floors are covered with peach-colored, terra-cotta tiles and have a large rectangular central window covered with corrugated fiberglass. Below the window is a curved metal canopy with milk-colored glass panels. The facade has a flat roof with parapet wall. The Seventh Street facade is covered with stucco painted gray (terra-cotta covers about one-quarter of the Seventh Street facade). The first-floor and all but one of the second-floor windows is bricked over and covered with stucco. Third-floor windows are two-over-two, double-hung windows with lug sills and segmental arches. It has a bracketed cornice.

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Statement of Significance:

The Max Keil Building, 700 North Market Street, is eligible to be included in the National Register of Historic Places under Criterion C, as an example of the late style Art Moderne commercial building. It represents an early example for Wilmington of a trend towards blank facades in order to emphasize the merchandise in the display windows. The second-and third-floor facade consists of an austere, peach-colored terra-cotta wall, which functions mainly as a sign area for the store. The large display windows on the first floor are the focus of design.

The building, located on the northeast corner of East Seventh and North Market Streets, is a single unit comprised of two, four-story mid-to-late 19th century Italianate commercial buildings combined into a single unit. The south wall of 700 still retains its bracketed cornice and third-story windows with segmental arch lintels.

Max Keil, a real estate developer, purchased 702 in 1911 and 700 in 1918. He leased both buildings as separate units until 1938 when he combined both units into a single store by removing the party wall and replacing the facades with the present Art Deco style front section, designed by New York architect H. M. Ballinger.

The present facade is made of peach colored terra-cotta panels. A large rectangular second-floor window is located in the center of the facade to emphasize the entrance to the store. Under the window is a small, curved metal canopy with rectangular milk-colored glass panels forming the edge of the canopy. The display windows on either side of the recessed doorway feature an Art Moderne style curved glass window. The store was occupied by Arthur's Apparel Shop, a woman's clothing store, until 1979. The store is presently leased by another clothing store, Jean Nicole.