

United States Department of the Interior  
National Park Service

399

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

RECEIVED 2280

MAY 13 2016

Nat. Register of Historic Places  
National Park Service

## 1. Name of Property

Historic name: North Lakeview Industrial District

Other names/site number: \_\_\_\_\_

Name of related multiple property listing: \_\_\_\_\_  
N/A

(Enter "N/A" if property is not part of a multiple property listing)

## 2. Location

Street & number: 2801-3211 2<sup>nd</sup> Avenue S., 2810-3130 3<sup>rd</sup> Avenue S., 216-31 29<sup>th</sup> Street S., 130 30<sup>th</sup> Street S., 230 31 Street S., 205 32<sup>nd</sup> Street S.

City or town: Birmingham State: Alabama County: Jefferson

Not For Publication:  Vicinity:

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

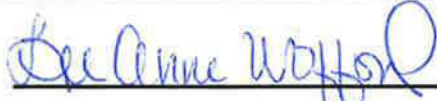
I hereby certify that this X nomination \_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets \_\_\_ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

\_\_\_ national \_\_\_ statewide X local

Applicable National Register Criteria:

X A \_\_\_ B X C \_\_\_ D

		Deputy State Historic Preservation Officer	May 5, 2016
Signature of certifying official/Title:			Date
<u>Alabama Historical Commission</u>			
State or Federal agency/bureau or Tribal Government			

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In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

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**Signature of commenting official:** \_\_\_\_\_ **Date** \_\_\_\_\_

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**Title :** \_\_\_\_\_ **State or Federal agency/bureau or Tribal Government** \_\_\_\_\_

**4. 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

6/28/16  
Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

(Check only one box.)

- Building(s)
- District
- Site



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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS: Commercial Style

OTHER: One- and two-story commercial block

MODERN MOVEMENT: Moderne

### Materials: (enter categories from instructions.)

Principal exterior materials of the property:

BRICK

CONCRETE

METAL: Iron, Aluminum, Steel

STONE: Limestone

STUCCO

TERRA COTTA

GLASS

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

### Inclusive Street Addresses:

**2801-3211 Second Avenue South; 2810-3130 Third Avenue South; 216 29<sup>th</sup> Street South; 230 31<sup>st</sup> Street South; 205 32<sup>nd</sup> Street South**

### Summary Paragraph

The proposed district comprises three full blocks and parts of two others in that area of Birmingham's south side that had been reserved for industrial development by the original land company. The landscape is flat and situated directly to the south of and parallel to where had been the trackage of the Seaboard Air Line Railroad (now CSX), a location that permitted rail access to each of the companies there. The contributing buildings are primarily one- and two-story commercial blocks that were originally office/warehouse operations; these are of brick or brick-over-tile or concrete block construction. Later, post-Depression additions to the district used metal and concrete construction, some with brick facades. There are two larger and free-standing buildings, the three-story 1931 Dr. Pepper Syrup Plant (NRHP 1990, #3) and the 1936 Swann Chemical Company Laboratory (#23). Stylistic evolution begins with early 20<sup>th</sup>-century variants of one-and two-part commercial blocks and progresses through modest interpretations of *Art Moderne*, all of a generally utilitarian nature. Two of the three non-contributing buildings



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are warehouses added after 1965, of concrete block construction and lacking both the architectural finish and street-front orientation of the majority of the historic district. Although surrounded by blocks that have been more randomly redeveloped in recent decades, the nominated area has to a great degree retained its character and historic integrity.

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## Narrative Description

The proposed District encompasses a collection of 23 buildings situated along Second and Third Avenues South between 28<sup>th</sup> and 33<sup>rd</sup> Streets and including several facing on the intersecting streets, the earliest of which dates from 1927 and the latest from 1985. Of these, three are non-contributing, two due to later construction and one to façade remodeling. The Period of Significance for the district is 1927-1951, the first date representing the earliest construction and the latter representing the last-built of the resources that reflect the architectural components and street orientation of all the historic resources. Along neither Avenue are both sides included: the north side of Second Avenue South is occupied entirely by warehouses built between the 1970s and about 1985 on the earlier site of Seaboard Railroad trackage, while the south side of Third Avenue South is sporadically developed with free-standing buildings outside the Period of Significance and largely set behind or among parking lots.

The majority of the district's resources lay along the two Avenues, running east to west from 28<sup>th</sup> Street South and crossing 32<sup>nd</sup> Street South on the south side to mid-block. They are built close to the street with intervening sidewalks and extend an average of 100 feet to the rear with railroad spur access and loading docks at the back. The district therefore provides long blocks of masonry faces with various entries and storefront configurations, the only one of which above two stories being the 1931 Dr. Pepper Syrup Plant (#3) on the corner of Second Avenue South and 29<sup>th</sup> Street. The railroad tracks are mostly pulled up now, but the backs of the buildings can provide interesting views of early materials and functional features, such as freight doors and loading docks. Back here also are some of the old wall signs identifying long-departed businesses. The few non-contributing buildings are recessed from the sidewalks to provide drive-up parking, that amenity thought necessary as cars became the standard mode of transportation.

Architecturally, the buildings reflect an interesting transition from the traditional masonry styles of the 1920s, characterized by red brick with stone trim and industrial windows, to a more modernist styling that retains traditional materials while emphasizing horizontal banding of windows and trim elements, the use of glass block, and an increasing simplicity of ornament as the years progress through the 1940s. Exterior style ranges from plain warehouse/utility to suggestions of *Art Moderne*: sleekness and horizontality with occasional geometric decorative elements (e.g. Electric Constructors Building, 1948, #14). In all cases there is an absence of what would be considered superfluous architectural elements such as cornices or applied Classical references in decoration. The functional is the rule, and the evolution of its architectural embodiment from the late 1920s to the early 1950s is in microcosm in this district. An interesting juxtaposition of early and later expressions on buildings that are functionally the same—having a warehouse or utility floor and a separate office area—is that of the three

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buildings from 3116 to 3130 Third Avenue South (#s 18, 19 and 20, the last one of which was built in two sections in the 1940s in the traditional style) with the 1946 Arnold Brown Metals & Supply Building at 3100 Third (#17) that completes the block to the west and is plainly modernist in style and materials while still relating happily to the surrounding streetscape.

The two more substantial buildings in the district are of Depression origins: the 1931 Dr. Pepper Syrup Building (#3) and the 1936 Swann Chemical Building (#23). These two resources reflect a greater architectural distinction than their utilitarian neighbors and adumbrate the trend toward Modernism, although they are very different one from the other. The syrup plant is brick-clad with expanses of industrial windows and stuccoed panels, in this not unlike its neighbors but without such traditional elements as stone trim, buttresses, pier caps or parapets. The Swann Chemical Building is a rare Birmingham type, a modest example of stripped Classicism that bears some resemblance to federal projects of the period: a limestone-clad box with strong vertical bays of windows, its only decoration being the incised name of the company over the narrow central entry.

This district, partially abandoned and under-utilized during the 1960s and 1970s, began a revitalization beginning in 1988 with the rehabilitation of the Dr. Pepper Syrup Plant as an arts-oriented commercial office and retail building. Enjoying directed investment since that time, the district is increasingly successful as an arts and design mecca, and its Saturday farmers' market in the syrup plant's parking court brings people from all over the city to this very popular public venue.

The North Lakeview Industrial District retains integrity with regard to location, design, setting, materials, workmanship, feeling, and association.

**Location:** The resources in the historic district remain in their original locations within the stated boundaries. The physical environment of the district has remained intact since 1951, with only two resources constructed after that date and only one altered to the degree that it has become non-contributing.

**Setting:** The North Lakeview Historic District retains the urban, industrial setting that was established between 1927 and 1951. Building additions and changes of use over time have not compromised the internal integrity of the District or its relationship with surrounding blocks.

**Design:** The layout and composition of the district reflect early- to mid-20<sup>th</sup> century industrial building patterns. Imposed on Birmingham's typical gridded blocks, the resources share setbacks, access patterns and general scale. The only exceptions to this are the few later buildings and additions with drive-up parking.

**Materials:** The original materials from the early- to mid-20<sup>th</sup> century have been retained in exterior cladding, windows, roofing, and foundation for the majority of the resources in the district. The survival of so many historic buildings in this one area provides a sense of the warmth and variety of these materials.

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**Workmanship:** The treatments of brick, concrete, steel, aluminum, iron, and glass as construction and roofing material throughout the district illustrates the aesthetic principles typical of early-to-mid 20<sup>th</sup> century commercial and industrial building patterns. The utilitarian nature of these resources did not diminish the care with which they were built or the use of restrained versions of typical decorative elements of the period.

**Feeling:** Because most of the original physical features remain intact, the North Lakeview Industrial District retains a strong sense of feeling, conveying the important role the district played in Birmingham's industrial development between 1927 and 1951.

**Association:** By virtue of its physical intactness and its proximity to industrial uses outside its boundaries, the North Lakeview Industrial District retains its association with important industrial development patterns in Birmingham during the early- to mid-20<sup>th</sup> century

#### Archeological Component:

Because these blocks were held out of development in previous years by Birmingham's founding land company (see History and Significance following), the likelihood of subsurface artifacts or remains is minimal. It is possible that artifacts from an earlier time in the area's history may be discovered should there be any effort at serious excavation in the future.

### INVENTORY

#### Second Avenue South

1. 2801-07 Second Avenue South **Dr. Pepper Bottling Company 1928 C**  
A one-story brick commercial building with 100' frontage, its ownership divided in half in 1950 when Dr. Pepper sold it but restored in 1999 to its original appearance. Originally with two identical halves containing three bays each: a double motor or loading entry in the center, an office door and flanking window in the end bays, and the side-by-side bays in the middle containing large multi-pane industrial windows with operable hopper panels. The bays are defined by projecting piers with flat pier caps, between which are crested parapets with the largest in the center section.  
  
Built to house two discrete spaces in one building, the Dr. Pepper Company leased it in 1930 and used both sides for its bottling operations, which were conveniently located just down the block from the planned syrup plant at 29<sup>th</sup> Street. Divided again in 1950, the corner half (2801-03) was slipcovered in metal and its decorative parapets cut down to their bases, in one case hacking off the main central crest. This half was unscreened in the late 1990s to reveal the original masonry and windows and a Dr. Pepper wall sign along the 28<sup>th</sup> Street side. At that time the entire building was restored and the parapets rebuilt to their original configuration. The intact inner half (2805-07) retains an earlier painted façade, with a double-door entry replacing the vehicular doors and awnings over this and the end-bay entry.
2. 2809 Second Avenue South **C.A. Bain Roofing Company 1927 C**  
The oldest building on this block, a one-story industrial/warehouse building, red brick with its façade now painted, a flat and unadorned façade with a central stepped parapet, metal-frame

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windows in what was originally the central motor bay, two single entries flanking this in what were window openings, and two surviving windows on the edge bays. The roof is slightly crested behind the parapet, with ventilators set on the ridge for the 128 feet of the building's depth. The long east side wall is intact with an entry added toward the front.

3. 2829 Second Avenue South **Dr. Pepper Syrup Plant** 1931 C  
NRHP 1990

A three-story rectangular industrial building, of concrete post-and-beam construction with terra cotta block infill, clad in foot-thick red brick decorated with concrete bands and facings on the street elevations, including the Dr. Pepper Company's signature clock facing suggesting "Drink a Bite to Eat." Metal-frame industrial windows occupy much of the building's exterior, the long horizontals broken by the concrete face panels. The parapet is plain with a concrete coping. A small one-story ell toward the west rear housed the boiler room. The building was designed by prominent Birmingham architect David Oliver Whilldin to be the company's only other syrup plant outside Dallas. Syrup operations were discontinued in 1982 and the building was sold to the Sloss Development Group in 1988, who rehabilitated it for art and design offices and studios.

4. 2901-07 Second Avenue South **Martin Biscuit Company** 1928, 1958 C  
**Walker Drug Company**

A 1928 two-story industrial/warehouse building, 130 X 100 feet in dimension, dark varitone red brick with stone trim on street-face windows that give a horizontal emphasis to compete with the massive masonry. The large multilight metal-frame industrial windows fill bays defined by capped piers, with a running stone course at the top of the window line. The flat parapet is stepped up in the center of the street faces. Built by and for the Martin Biscuit Company, it was later occupied by the Walker Drug Company for many years; Walker Drug added the 1958 building initially for employee parking and it had essentially blind walls on front and rear. Sloss Development Group purchased and rehabilitated both buildings in 2000 and punched windows in the 1958 portion as part of its adaptation for offices and restaurants. Raised parapets were also created to make the later building more visually compatible with the 1928 one.

5. 2921 Second Avenue South **Cruse-Crawford Buildings** 1928, 1935 C

A one-story office/industrial building, red brick with stone trim, three bays with two windows and one motor entry, the original metal-frame windows now reduced with vinyl siding containing smaller windows; single entry with metal shed awning. Stone-capped flat parapet with central step and square stone insets in the parapet face. This was originally the home of the Cruse-Crawford company's accessory manufacturing business; the company was a prominent automotive service business in the 1920s, its primary facility on Second Avenue South and 22<sup>nd</sup> Street in what is now the Automotive Historic District.

The 1935 vehicle shed added on the east side was originally just ten feet deep and open at the rear, with four metal-frame windows on the street face. In 1946 a lean-to structure filled in behind it and a side-shed roof was added. In the mid-1980s it was closed and partitioned for offices, and as recently as 2009 it was completely remodeled as a local company headquarters, leaving the frontage on the street intact.

6. 3001-03 Second Ave. South **Office and warehouses** 1963, 1970, 1985 NC

This odd grouping began with a 47-foot-wide brick veneer one-story office building constructed in 1963 with a 1970 addition to its rear, built on the site of the shell of an old store building that had been destroyed many years before. The office building is flat-roofed and symmetrical with a



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central entry flanked by windows, while the rear addition is metal. In 1985 a much larger block warehouse structure was added on the west side with a loading ramp and dock behind the street-front parking area.

7. 3013-3029 Second Ave. S. **George F. Wheelock Co.** 1928, 1946, 1948, 1963 C

A series of four buildings built by and for the Wheelock firm of (originally) tinnerns and roofers and now providing HVAC engineering and installations. The earliest one, 3013-15, is a two-story office and warehouse building, 50 X 115 feet in dimension and of masonry load-bearing brick construction, faced in buff brick, with limestone sills, lintels, pier caps, and lozenge insets in the crested parapets. The ground level is a double storefront, one side of which has been modernized with a single entry to one side, although the multilight transom is intact. The other side contains two motor entries separated by a brick pier. The second story is fronted by large expanses of metal-frame industrial windows in two pier-defined bays. The long side walls are blind. This first building was designed by George Wheelock's brother Harry; M.C. Banks was the contractor.

The later two one-story buildings were all designed to continue the architectural materials and style of the original building. The second, 3017-21, was built in two stages in 1946 and 1948. It has four bays defined by projecting piers and a flat parapet with stone lozenge insets in the upper face; two bays are filled with industrial windows, one with a motor entry, and the fourth with a storefront and pedestrian entry.

The last addition, 3025-29, was built in 1963 and continues the style and materials with some variations of detail: a good brick match with a flat parapet, three bays with three lozenge insets each in their upper faces; the central bay contains a recessed entry beneath a flat canopy, flanked by narrow metal-frame windows. Bays to either side of the center contain metal-frame jalousie windows, and there are smaller singly set windows along the east side. In 2013 this last-built stage of the Wheelock property was leased to another business.

8. 3107 Second Avenue South **Arnold-Brown Warehouse** 1968 NC

One-level concrete block warehouse, 100 X 140, with brick veneer on the Second Avenue corner and along the Avenue, all now completely painted. Set back from 31<sup>st</sup> Street South with its loading dock, parking area and pedestrian entry on that side. Originally built by Robins Engineering as an expansion facility for Arnold-Brown Metals & Supply Co., across the alley along Third Avenue South (#17 below).

9. 3117 Second Avenue South **Jarrell Distributing Company** 1940 C

One-story office/warehouse building: varitone red brick, flat parapet with a limestone band around it that interrupts the capped storefront piers; an asymmetrical arrangement of bays comprising a motor entry, a narrow entry bay, and a four-panel band of industrial windows with very small lights in firmly bolted frames. At some point a shed metal canopy was added along the length of the east side covering a concrete slab that was probably a truck loading area, masked from the street by a sheet of ribbed tin with two improbable little windows in it. The building was built by and for the Jarrell Distributing Company and was used as a beer warehouse. Speculation is that the window lights were made so small in order to prevent people smashing them to get at the beer.



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10. 3205-11 Second Avenue S. **Pool Company/Alabama Vinegar** 1929 C  
A deep (50 X 140) one-story industrial/warehouse building with a raised clerestory central section; varitone red brick with stone buttress caps, large metal-frame industrial windows, motor entries alternating with window bays, wood-framed pedestrian entry in farthest east bay in what had been a motor entry; the raised overhead door is still in place. C.H. McCauley, architect; T.C. Brasfield, contractor.

Third Avenue South

11. 2810A and B Third Avenue South **Brown Plumbing & Heating** 1948, 1978 C  
The first-built section, now B, is a one-story 40 X 80 office/warehouse building: stucco over concrete block, modernist unadorned façade with a flat parapet. The five bays across the front contain a single central entry, flanked on each side by two singly set windows and all with large glass-block overlights.

Section A was built by a later evolution of the company, Brown Engineering, in 1978 to serve as additional office space. It is flat-roofed, brick veneer over block with large metal-frame storefront windows and an overhanging concrete cap. Entry is off the side parking lot, making the Third Avenue frontage more or less continuous with that of the earlier building. The property was purchased from the Browns in 1999 by the Sloss Real Estate Company as part of their project to attract artistic and design tenants to this district.

12. 2814 Third Avenue South **Dixie Asbestos Company** 1929 C  
The earliest building along this block, a one-story office/warehouse building, 50 X 128, varitone red brick, two façade bays defined by stone-capped pilasters; a flat parapet decorated by a single row of diagonally placed bricks with small square stone insets above the pilasters. The original metal-frame industrial windows in both storefront and clerestory have been replaced by anodized aluminum and tinted glass. As originally, the motor entrance fills the east bay, now with a roll-up metal door. The high ceiling and deep clerestory allow for a mezzanine level at the interior front of the building. An addition was made to the rear in 1956.

13. 2924-30 Third Avenue South **Alabama Glass Company** 1950 NC  
A large industrial building with a low front-gabled roof, designed to house a glass warehousing and sales company: originally with a galvanized iron exterior with a 70-foot façade that has been modernized three times (last in 2015); the non-façade elevations had remained original until the 2015 conversion of the building to a brewery. The original roofbeam ventilators along its length remain intact. The refacings unfortunately render this building non-contributing, but it still exemplifies the industrial variety of this district.

14. 3000 Third Avenue South **Electric Constructors** 1948 C  
A one-story building originally built as an office/warehouse but known more recently as the long-time office and shop for the Birmingham Blue Print and Imaging Technologies businesses. Red brick veneer with limestone trim, lightly rusticated along the base; horizontal emphasis by a continuous stone lintel across the façade and a band of glass block-filled metal-frame windows in

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the office portion, while the larger shop portion has no windows and no decoration other than a geometric stone design near the entry. Terra cotta coping is intact. Loading dock in ell at rear.

15. 3022 Third Avenue South **Cement and Limestone Warehouse 1947 C**  
A corrugated iron warehouse with a front-gabled, open-truss roof, entirely open inside ("no columns" is the comment of the Board of Equalization appraiser). It is 40 feet wide and goes back 100 feet. The façade is mostly taken up with its sliding double doors that rise almost to the eave-line; there is also a pedestrian entry to one side. Built by the Munger interests as a warehouse, it has in recent years been home to Frontera, a retailer of imported furniture and decorative items.
16. 3024 Third Avenue South **Mason & Dulion Building 1927, altered 1947 C**  
One of the earliest of the office/warehouse buildings in the district, 50 X 140 in dimension, one story, varitone red brick with a stone parapet cap and pilaster caps just above the window line; crested parapet with stone lozenge inset. The central entry is flanked by two large window bays, originally filled with multilight metal-frame industrial windows but now reduced by glass block infill (done in 1947) with smaller plate windows. The entry door has also been treated this way. A utility shed to the rear of the adjoining lot to the east, originally used for pipe storage, was for many years the home of the Alternative Garage, recently (2015) closed. The building is vacant at the time of this nomination (2015).
17. 3100 Third Ave. S. **Arnold-Brown Metals & Supply Co. 1946 C**  
Substantial one-story warehouse with a corner office, 200 X 128 in dimension, uniform-tone buff brick walls along the street sides and block on the rear. The street faces are punctuated by large, high, singly set, glass block windows with concrete sills; flat parapet with concrete cap; a flat suspended canopy over the single entry door near the street corner. The loading dock is along the 31<sup>st</sup> Street side under a deep shed canopy. The narrow upper face above the window line on both street faces contains the original company signage, consisting of individual letters in a modern font. Built by B.L Brown for his building supply business, this distinctive building has not been changed on the exterior from 1946 until the present except for a replacement of a vehicle doorway on the east end.
18. 3116-18 Third Avenue South **Holland Furnace Company 1927 C**  
The oldest building on this side of the block: a one-story warehouse with a front motor entrance, 50 X 130 in dimension, combed brick over hollow tile construction on a concrete slab; the plane of the façade is without articulation with slightly raised pier caps at either end and a low central step in the parapet. The basic storefront configuration is close to the original but with alterations: the double garage door is visible in outline but has been cut down and filled with brick around a single roll-up door, and the pedestrian door is a replacement; metal-frame façade windows appear to be original. The interior is open with a web truss ceiling; it is now connected internally to the Arnold-Brown building next door.
19. 3120 Third Avenue South **Lee Brothers Wholesale Grocers 1931 C**  
One-story warehouse with front motor entrance, 50 X 130 in dimension, brick construction, now painted; side pier caps slightly below the flat parapet. Façade openings are original, with replacements of the vehicle and pedestrian doors; the large expanse of metal-frame industrial windows with their overlight panels is intact, although somewhat obscured by security bars. The façade brick is unusual for the area, a textured white, but it has been painted a brick color for many years.

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20. 3126-30 Third Avenue So.      **Howard Hall Freight/Jefferson Tire**      1944, 1947      C  
One-story warehouse, built in two 50-foot stages in 1944 and 1947, the facades now painted to obscure the difference between them and create a more uniform appearance. Brick construction with stepped parapets but otherwise unarticulated. Façade alterations have been many: openings in the later building (3126) have been closed although the opening outlines are visible, and the motor entrance in 3130 has been cut down to make a pedestrian entry. Windows in 3130 have been filled with glass block, their lintels and sills still visible. About 2012 the street front corner was rebuilt to accommodate a high-voltage electrical system tenant, but the wall was replaced exactly as it was and retains its vehicular loading doorway along 32<sup>nd</sup> Street.

29<sup>th</sup> Street South

21. 216 29<sup>th</sup> Street S.      **Furniture Warehouse/Simon & Mogilner**      1951      C  
One-story brick-over-block warehouse and manufacturing building occupying a full quarter block on the corner of Third Avenue South and 29<sup>th</sup> Street: red brick veneer with header courses creating bands; a band of show windows wrapping the corner, and a high strip of glass block along Third Avenue with occasional standard windows below it. The main entry is off 29<sup>th</sup> Street with a limestone surround, flanking metal-frame windows filled with glass block, and with a shallow flat canopy. The original motor entries have now been converted to storefronts and gallery spaces. The use of glass block and the extremely horizontal emphasis of the bands and windows continue the modernist design features in the district, particularly with the Electric Constructors Building of 1948 (#14 above). Originally built by local furniture interests as a warehouse, it was shortly after that and for many years a manufacturing facility for Simon & Mogilner, makers of children's clothing. It is now part of the Dr. Pepper complex, with separate retail spaces along the 29<sup>th</sup> Street and north side wall elevations.

31<sup>st</sup> Street South

22. 230 31<sup>st</sup> Street South      **Blue Diamond Building Supply**      1928, 1963      C  
Showing three stages of development, the first a 1928 two-story stuccoed brick office building, 18 X 28 in dimension with square metal-frame casement windows with overlights, a single central entry and an intact terra cotta coping; the second story was added to the original first floor in the 1930s. There is a one-story block wing along Third Avenue to the west that was added in 1962 and another block wing to the rear that was added in about 1980. The Blue Diamond property is 100 X 140 and has had an array of ancillary structures on it, including mixing towers, all now gone except for the corner office building and its later wing additions. The historic corner building has most recently been used as a residence by the owners of the business in the rest of it.

32<sup>nd</sup> Street South

23. 205 32<sup>nd</sup> Street South      **Swann Chemical Building**      1936      C  
A two-story laboratory and office building, in dimension 140 X 50, clad in limestone in a stripped Classical style with 15 bays of windows across the long façade with 1-over-1 wood sash windows set between the fluted piers with dark spandrels between floors that create the effect of a two-story column-and-void progression. Only the corner windows are completely within limestone surrounds. The central entry is on 32<sup>nd</sup> Street in a slightly recessed two-story surround, making the vertical rhythms of the façade uninterrupted. There are a plain upper face and flat parapet above the second-story windows; on the sides the windows are singly set 1-over-1 sash.

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Chemical entrepreneur Theodore Swann built the building to be his headquarters and chemical factory, but his recurrent financial difficulties resulted in the loss of the building and sale to the Vulcan Chemical Company and then in 1947 it was sold again to Alabama Fuel & Iron to be that company's headquarters. A major Southside commercial landmark, it is now the home of Birmingham Aids Outreach.

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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years



North Lakeview Industrial District  
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**Areas of Significance**  
(Enter categories from instructions.)

COMMERCE  
ARCHITECTURE

**Period of Significance**

1927-1951

**Significant Dates**

1927  
1931  
1946

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Whilldin, D.O. (arch.)  
Wheelock, H.B. (arch.)

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

This District is being nominated to the National Register as of statewide significance on the basis of Criterion A, Commerce, based on its directed development as the site of both expanded existing and newly attracted businesses in order to diversify and support Birmingham's economic life, and Criterion C, Architecture, based on its extant collection of light industrial and commercial buildings reflecting the evolution of material and stylistic developments from the 1920s up until the emerging Modernism of the mid-20<sup>th</sup> century. The year 1927 begins the Period of Significance because that was the year of the earliest of the contributing buildings, and 1951 ends it because the last of those buildings reflecting both the economic and architectural criteria was finished in that year.

**Narrative Statement of Significance** (Provide at least one paragraph for each area of significance.)

**Criterion A: Commerce**

This district contains buildings that were occupied by two sorts of companies: those that moved from their cramped quarters in the city to the north and those that were influenced to locate in Birmingham through the activities of the Birmingham Industrial Board in its effort to mitigate the looming effects of the Depression in this nearly one-industry city. The location of the District was influenced by the improved accessibility of the south side after 1924 with the completion of the viaducts, and also by its convenience to the railroad. What developed during the Period of Significance represents a purposeful endeavor by leading businessmen of Birmingham to attract supporting industry to the city and to diversify the economic base. The history following provides an expanded review of these developments.

**Criterion C: Architecture**

Contributing resources in this District represent the evolution of light industrial and utilitarian commercial buildings from the prosperous 1920s through the mid-20<sup>th</sup>-century adoption of more modernist styles and materials. The majority of buildings in this district were erected to serve one of two functions: warehousing and distribution or light manufacturing and processing. During the Period of Significance, 1927-1951, these functions did not change but the buildings that housed them did, in interesting and representative ways. For example, the earliest of the buildings were of a common type, built of brick with an office storefront that often included motor entries and a larger rear area for warehousing or processing functions. Exterior decoration was minimal but traditional: bay-defining piers, crested or stepped parapets, occasional stone insets, metal-frame industrial windows set singly or grouped in the masonry frames. The construction of the 1931 Dr. Pepper Syrup Plant (#3) marked the first appearance of more modern styling with its concrete banding, plain parapet and large horizontal expanses of industrial windows interrupted by stuccoed panels. Horizontality in both shape and trim elements became more typical in the area, shown particularly in the 1946 Arnold-Brown Metals & Supply Building (#17) and the 1948 Electric Constructors Building (#14), both major

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contributing elements in the proposed District. The following History of the District will discuss these developments in greater detail.

### History of the District

The proposed North Lakeview Light Industrial District comprises three full blocks and parts of two others in a linear row along Second and Third Avenues South on Birmingham's south side, an area now commonly known as North Lakeview. (The "lake" was actually several blocks to the south adjacent to Highland Avenue.) Included are blocks 416, 437, 448, 469 and 480 in the original Birmingham survey by the Elyton Land Company, the founding land surveyors and owners; their successor firm, the Birmingham Realty Company, retained ownership of these blocks either for purposes of rentals or development of properties for specific tenants. In later years, BRC sold many of the properties to their commercial occupants but, during the period of significance for this proposed District, Birmingham Realty's purposes and direction were of paramount influence in the development of these blocks. Generally contiguous to the present Southside Historic District to the south (NRHP 2006), the area had developed originally in a combination of commercial randomness and concentrated tenant housing; the blocks along Second and Third Avenues up to 28<sup>th</sup> Street South were almost completely occupied by rows of shotgun and double shotgun rental houses for African-American tenancy. This concentrated use stopped, however, at 28<sup>th</sup> Street along Second and the north side of Third Avenues South, and these blocks up to 32<sup>nd</sup> Street were essentially empty save for occasional store buildings, small automotive service businesses involving substantial land use, occasional storage buildings, and a random house or two. It is reasonable to assume that the Birmingham Realty Company held these blocks out of development pending connection of the area to the city once the viaducts over the railroads had been completed.

The rationale for land use in this area is obvious from one look at the map: the land is flat and lies directly adjacent to the railroad tracks to its north that separate the south side from the city. The tracks were those of the Seaboard Air Line Railroad, and this alone would have made it attractive to warehousing, distributing and light industrial concerns. Once access to the area had been facilitated by completion of the viaducts from the city at 22<sup>nd</sup> and 24<sup>th</sup> Streets-- the latter completed in 1924-- light manufacturing and supply companies began to move their operations out of the downtown area and into the southside. They began to locate east of 24<sup>th</sup> Street along Avenues B and C, letters being the earlier designations of southside avenues. The *Dixie Manufacturer* noted in early 1928 that a general movement of contractors, warehouse and supply facilities had begun as early as 1925, and that such companies "decided to give up their offices in the central business district and move to more convenient locations where office, warehouse and yard facilities could be combined . . . In some cases there was a combining of office and warehouse. Others moved to increase their plant facilities or occupy buildings of their own or secure locations served directly by the railroads."<sup>1</sup>

This process took a few years, however, and the 1927 City Directory shows district blocks beginning at 28<sup>th</sup> Street virtually empty of anything but occasional tenant housing. By the time the Jefferson County Board of [tax] Equalization began to photograph County properties in 1938 there were only a few surviving cottages and a brick store or two, hanging on beside the larger

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commercial and industrial buildings; they were sometimes in use for caretakers or night watchmen (*vide* Board records for the C.A. Bain Roofing Company, #2 on the inventory and the oldest building on this block).

Birmingham's economy had depended essentially entirely from its founding in 1871 on railroads, coal mining, and the smelting and then making of steel. The general national boom of the mid-1920s saw an expansion of these and supporting businesses in what was to be the peak of steel production in the city. However, the year 1925 was to mark the end of one era and the beginning of another, a situation privately recognized by the titans of industry but unnoted and unremarked publicly at that time of expansive prosperity and building. Indeed, 1927 was reported to be the year of the greatest building activity to date in Birmingham. A 1968 report of the Birmingham-Jefferson County Regional Planning Commission characterized the years 1925-1950 as period of depression and recovery: shortly after the 1925 peak in steel production "the effects of the [approaching] depression began to be felt," until by 1930 the steel industry was operating at 60% of capacity."<sup>2</sup> This was of course barely reflected at the time in the general economy: the Planning Commission report goes on to state that "[b]etween 1920 and 1930, which was a booming period for the Birmingham area, there was a 30 percent increase in the County's population."<sup>3</sup> In these same years, the significant migration to the southside of light manufacturing, warehousing and supply concerns was proceeding, more than a little influenced by the boosterish marketing of the landowner.

The Birmingham Realty Company, very committed to promoting this development, was noted in early 1928 by a Southern manufacturers' journal to be continuing "its policy of building for rental purposes." The company advertised heartily in *The Dixie Manufacturer* that,

[w]hile many American cities showed a **decline** in 1927 building figures as compared with 1926, Birmingham showed a **gain!** . . . Choice warehouse sites, convenient to business centers and accessible to railroad facilities, are growing scarcer every day . . . enhancing rapidly in value . . . We yet have listed desirable warehouse sites at reasonable prices, and will help responsible companies finance warehouse construction.<sup>4</sup>

In a series of boosterish advertisements in the daily papers, Birmingham Realty regaled the public with Birmingham's great advantage as a manufacturing center; quoting a survey of the southeast "just published" by the U.S. Chamber of Commerce, the company noted that

[t]here are indications, judging from developments which have already taken place in such places as Birmingham, Chattanooga, Anniston and Atlanta, that allied industries dependent upon iron and steel will continue to be expanded and extended in proximity to these raw materials . . . It's [*sic*] chief outlook for the future rests upon capitalizing and encouraging opportunities for the manufacturing of numerous items required for consumption and production as the whole South develops . . . [T]his development has offered a market for specialized machinery and supplies . . . Evidence of the character of allied development which is taking place in connection with the iron and steel industry may be found . . . at various points in the Southeast, but chiefly centered around Birmingham. The iron and steel



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area promises to be a concentrated manufacturing center, with an ever increasing population .

5

These advertisements date from early in 1928; by September of that same year, concerned businessmen in Birmingham were forming the Birmingham Industrial Board for the purpose of actively promoting and recruiting manufacturing and supply companies into the City to expand its industrial base and diminish its utter dependence on the steel industry. This endeavor was inspired initially by an address to the local Kiwanis Club by Col. John C. Persons, a prominent local banker, who told the club that "the greatest civic problem facing the growth of industrial Birmingham is the lack of diversification of the industries located here."<sup>6</sup> The National Register nomination of the Dr. Pepper Syrup Plant notes that

[a]s orders for steel fell off, the necessity of diversified industry became increasingly obvious. Birmingham's natural advantages were great: the BIB augmented these with assistance in expansions, site location, labor issues, and tax abatements-- a typical pattern of Southern business practice even up to the present day. By September, 1931, the Birmingham Realty Company (a beneficiary of the Board's services) congratulated them that 37 new industries had been attracted to Birmingham "during the past 30 months," employing 1,700 people and adding "upward of \$1,700,000 to the City's payroll." By February, 1932, there had been 51 new industries added, employing 3,000 people and representing an annual payroll of \$3,000,000.<sup>7</sup>

This recruiting campaign, then, was beginning as early as 1929, at which point there had already been established within the District boundaries five company addresses along Second Avenue South and three along Third Avenue South, mixed in with the above-noted surviving residences and small store buildings. Firms continued to build sporadically into the early 1930s, so that by 1931 there were seven business addresses along Second Avenue and five along Third. In that year the Dr. Pepper Company chose Birmingham as its second location for the making of syrup (the other being at company headquarters in Waco, Texas); their building was completed in 1932 on the corner of 29<sup>th</sup> Street and Second Avenue South (#3, NR 1990). Although there were several smaller buildings finished before the end of the Depression, the primary addition to the District during those years was the Swann Chemical Company building in 1936 (#23). It is free-standing and situated along 32<sup>nd</sup> Street between the two avenues, making a visual end point for the District notwithstanding the earlier Pool Company and Alabama Vinegar building behind it (#10, 1929) that actually terminate the District on the east end. Significant development did not resume until after the Second World War, when a second wave of building, with both traditional and modernist features, began to fill in the blocks.

The most architecturally notable of the 1940s buildings are the 1946 Arnold-Brown Metals & Supply Company (#17) and the 1948 Electric Constructors Building (#14), the latter long the home of the Birmingham Blue Print Co. Both of these buildings are good examples of what could be called utilitarian modern: a long and low profile with traditional brick walls but windows either banded with long continuous lintels or filled with glass block, most fortunately still intact. There are more traditionally styled buildings from the 1940s as well, notably the first



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two additions to the George F. Wheelock building (#7, 1946, 1948) and the Jarrell Distributing Co. warehouse (#9, 1940), both with good use of brick and restrained stone trim. The early 1950s produced one significant building, a furniture warehouse soon converted to a manufactory for children's clothes and now adapted as a decorators' mart and design center with retail spaces of varying sizes (#21, 1951). Its banded windows and red brick veneer make it especially congruent with the slightly earlier Electric Constructors Building (#14, 1948), but with its glass block windows and stone trim elements it also reflects material elements from many of the other contributing buildings in the District.

Construction after the period of significance has been functionally in keeping with historic precedents but architecturally intrusive, represented by block warehouses and a 1963 office building with later warehouse additions. In terms of the commercial significance of the district, its development became less directed and more spontaneous as Birmingham's economy diversified and regained its health after a stagnant period in the 1950s and early 1960s. The year 1963 was actually a year of regeneration of sorts in the city when the Bank for Savings was completed downtown, the first large building to appear in Birmingham since the 1929 Thomas Jefferson Hotel. The newspapers and the Chamber of Commerce publications were almost giddy with excitement, and an atmosphere of optimism and self-congratulation was everywhere evident. Post-War abandonment of any kind of traditional architecture was also typical, which is the reason that 1951 remains the closing date of the Period of Significance rather than the eligible 1965.

In the 1980s, many of the original occupants of the contributing buildings were still in them or had only recently departed, including the George F. Wheelock Company-- now in the third generation at this location—and Arnold-Brown Metals & Supply. In fact, these businesses are still there at the time of this nomination (2015). Dr. Pepper Syrup Plant was sold by the company in the mid-1980s to the Sloss Real Estate Group, who rehabilitated it as an art and design center with the idea of inspiring a renaissance in this densely intact historic district as a mecca for artists, architects, designers and arts retailers of all kinds. The success of this effort, and the creation about the same time (mid-1980s) of an area merchants' association, have resulted in a vibrant historic nexus in an increasingly active surrounding area. At the same time, the retention of some of the original or early light manufacturing and warehousing businesses has meant that the District is more interesting and authentic due to the mix of uses and populations.

#### Bibliographic Notes

<sup>1</sup> "Birmingham contractors consolidating offices and warehouses," *Dixie Manufacturer*, January 25, 1928, p. 74.

<sup>2</sup> *A Region in Perspective: An Overview of Urban Growth in Jefferson County*, Birmingham-Jefferson County Regional Planning Commission, 1968, p. 36.

<sup>3</sup> *Ibid.*

<sup>4</sup> *Dixie Manufacturer*, January 25, 1928, p. 70-B and 91.

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<sup>5</sup>"A Concentrated Manufacturing Section," newspaper ad of January 28, 1928, in the Birmingham Realty Company scrapbooks, Birmingham Public Library Archives.

<sup>6</sup>"City lacks diversified industry, banker holds" Birmingham *Age-Herald*, November 22, 1928. These remarks were made to the Exchange Club several months after his initial Kiwanis speech of September 19<sup>th</sup>, at the end of which the club moved to create the Industrial Bureau. Interestingly, a major goal of Col. Persons was the employment of women, but this was not ultimately an issue in the development of the North Lakeview Industrial District.

<sup>7</sup>Notes from the file of the nomination to the National Register of the Dr. Pepper Syrup Plant; quotations are from the Weekly News Bulletin of the Birmingham Chamber of Commerce, February 15, 1932.

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## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

Birmingham Public Library, Department of Archives and Manuscripts, retired tax appraisal file collection of the Jefferson County Board of Equalization, 1938-c. 1975.

*The Dixie Manufacturer*, published in Birmingham, Alabama, specifically the issue of January 25, 1928 as quoted in the narrative but many issues in the late 1920s and early 1930s for inventory information on specific properties.

Birmingham Realty Company scrapbooks, Birmingham Public Library Department of Archives and Manuscripts.

Birmingham-Jefferson County Regional Planning Commission, *A Region in Perspective: An Overview of Urban Growth in Jefferson County*, Birmingham, 1968.

National Register nomination of the Dr. Pepper Syrup Plant, 1989.

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### 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 # \_\_\_\_\_

recorded by Historic American Landscape Survey # \_\_\_\_\_

### Primary location of additional data:

State Historic Preservation Office

Other State agency

North Lakeview Industrial District  
Name of Property

Jefferson County, AL  
County and State

Federal agency

Local government

University

Other

Name of repository: Birmingham Public Library

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

---

### 10. Geographical Data

**Acreeage of Property** 16.4 acres

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

1. Latitude: \_\_\_\_\_ Longitude: \_\_\_\_\_

2. Latitude: \_\_\_\_\_ Longitude: \_\_\_\_\_

3. Latitude: \_\_\_\_\_ Longitude: \_\_\_\_\_

4. Latitude: \_\_\_\_\_ Longitude: \_\_\_\_\_

**Or**

#### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

1. Zone: 16 Easting: 519351 Northing: 3708414

2. Zone: 16 Easting: 519926 Northing: 3708754

3. Zone: 16 Easting: 519979 Northing: 3708651

4. Zone: 16 Easting: 519405 Northing: 3708315

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**Verbal Boundary Description** (Describe the boundaries of the property.)

The district is bounded on the north by the mid-line of Second Avenue South; on the east by the east property line of lot 4, block 480 of the Birmingham survey, mid-block between 32<sup>nd</sup> and 33<sup>rd</sup> Streets South; on the south by the mid-line of Third Avenue South; and on the west by 28<sup>th</sup> Street South.

**Boundary Justification (Explain why the boundaries were selected.)**

The boundaries contain all area buildings constructed within the Period of Significance that are in sufficient density to create a recognizable historic streetscape. These blocks also were not redeveloped from other uses but specifically by the realty company for the purpose of economic expansion and diversification. South of Third Avenue South this development was inconsistent and untargeted, and on the north side of Second Avenue the presence of the railroad tracks delayed development until the 1970s, when a row of large modern warehouses began to be erected. Modern development to the west of 28<sup>th</sup> Street occurred only after the removal of tenant housing in the late 1960s and early 1970s, while east of 32<sup>nd</sup> Street, other than the two buildings included in the District, development stopped along Second Avenue South and is either modernized or outside the period of significance along Third Avenue South.

---

**11. Form Prepared By**

name/title: Linda Nelson, historic preservation consultant (Reviewed by Jennifer Bailey, AHC Staff)

organization: FuturePast

street & number: 4700 Seventh Court South

city or town: Birmingham state: Alabama zip code: 35222

e-mail futurepast44@gmail.com

telephone: (205) 592-6610

date: December 8, 2015

North Lakeview Industrial District  
Name of Property

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### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: North Lakeview Industrial District

City or Vicinity: Birmingham

County: Jefferson State: Alabama

Photographer: Linda Nelson

Date Photographed: June and September, 2015

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 43. Dr. Pepper Bottling Company (#1), view of west side along 28<sup>th</sup> Street South, from west.
- 2 of 43. Dr. Pepper Bottling Company, view of Second Avenue South façade from northwest
- 3 of 43. C.A. Bain Roofing Company (#2), façade and east side from generally north.
- 4 of 43. Dr. Pepper Syrup Plant (#3), west side and boiler room, from west.
- 5 of 43. Dr. Pepper Syrup Plant, north face along Second Avenue South from north.
- 6 of 43. Dr. Pepper Syrup Plant, east side face from northeast.



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- 7 of 43. Martin Biscuit Company (#4), northwest front corner and both faces, from northwest.
- 8 of 43. Martin Biscuit Company, rear wall facing parking lot, from southeast.
- 9 of 43. Martin Biscuit Company/Walker Drug addition, Second Avenue South façade, from northwest.
- 10 of 43. Martin Biscuit Company/Walker Drug addition, rear wall facing parking lot court, from southwest.
- 11 of 43. Cruse-Crawford Building (#5, 1928), façade from north.
- 12 of 43. Cruse-Crawford Building (1935), façade and east wall from north.
- 13 of 43. Office building (#6, 1963), façade and east side of warehouse, from northeast.
- 14 of 43. Office building, view of east side wall and 1970 rear addition, from northeast.
- 15 of 43. Warehouse (#6, 1985), façade from Second Avenue South, from generally north.
- 16 of 43. George F. Wheelock Company buildings (#7), oblique view along row from WNW.
- 17 of 43. George F. Wheelock Company, original (1928) building, façade and northwest front corner from northwest.
- 18 of 43. George F. Wheelock Company, 1946 and 1948 addition from northwest.
- 19 of 43. George F. Wheelock Company, 1963 addition, façade from northeast.
- 20 of 43. Arnold-Brown Warehouse (#8), 31<sup>st</sup> Street side with entry and loading dock from northwest.
- 21 of 43. Jarrell Distributing Company (#9), façade from northwest.
- 22 of 43. Pool Company/Alabama Vinegar Building (#10, 1929), façade from northwest.
- 23 of 43. Brown Plumbing & Heating (#11, 1948), façade from southeast.
- 24 of 43. Brown Plumbing & Heating (1978), oblique view across both facades from WSW.
- 25 of 43. Dixie Asbestos Company (#12), façade from southeast.
- 26 of 43. Alabama Glass Company (#13), façade and view of east side, from southeast.
- 27 of 43. Electric Constructors Building (#14), façade of office portion from southeast.
- 28 of 43. Electric Constructors Building, view of complete façade from ESE.
- 29 of 43. Cement and Limestone Warehouse (#15), façade from south.
- 30 of 43. Mason & Dulion Building (#16), façade and front of east side, from ESE.
- 31 of 43. Mason & Dulion Building: detail of rear wall and ghost wall sign, from north.
- 32 of 43. Arnold-Brown Metals & Supply (#17), Third Avenue South façade and west side wall, from southwest.
- 33 of 43. Holland Furnace Company (#18), façade from south.
- 34 of 43. Lee Brothers Wholesale Grocers (#19), façade from south.
- 35 of 43. Howard Hall/Jefferson Tire Buildings (#20), facades from south.
- 36 of 43. Furniture Warehouse/Simon & Mogilner Building (#21), southeast front corner on Third Avenue South, from southeast.
- 37 of 43. Furniture Warehouse/Simon & Mogilner Building, oblique view of south side looking west.
- 38 of 43. Furniture Warehouse/Simon & Mogilner Building, detail of 29<sup>th</sup> Street entry, from ESE.
- 39 of 43. Furniture Warehouse/Simon & Mogilner Building, north side wall with retail spaces from northwest.
- 40 of 43. Blue Diamond Building Supply (#22), southeast front corner from southeast.

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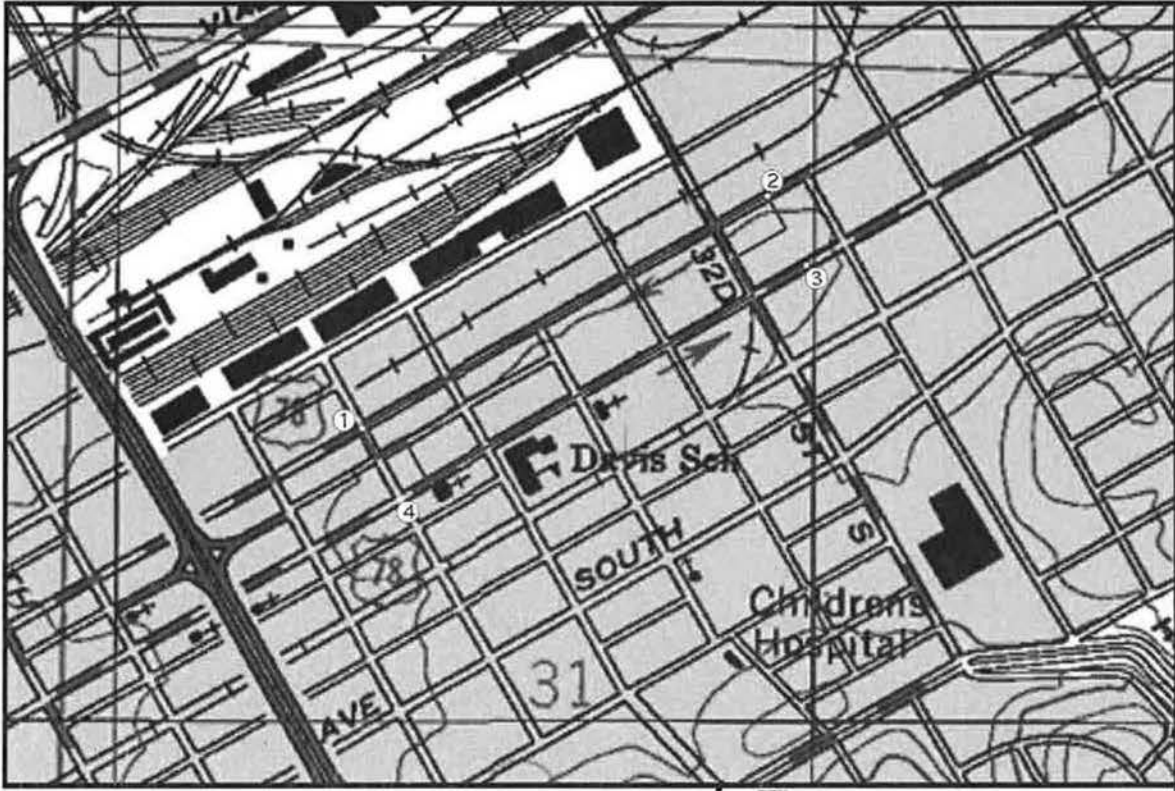
- 41 of 43. Blue Diamond Building Supply, 1963 wing and original office building, from northeast.
- 42 of 43. Blue Diamond Building Supply, detail of east face of original office building, from east.
- 43 of 43. Swann Chemical Company Building (#23), façade and partial view of north side wall, from west.

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

North Lakeview Industrial District  
Name of Property

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U.S.G.S. Topographic Map  
Birmingham North Quadrangle

# Zone Easting Northing  
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2 16 519926 3708754  
3 16 519979 3708651  
4 16 519405 3708315

16.4 ac.



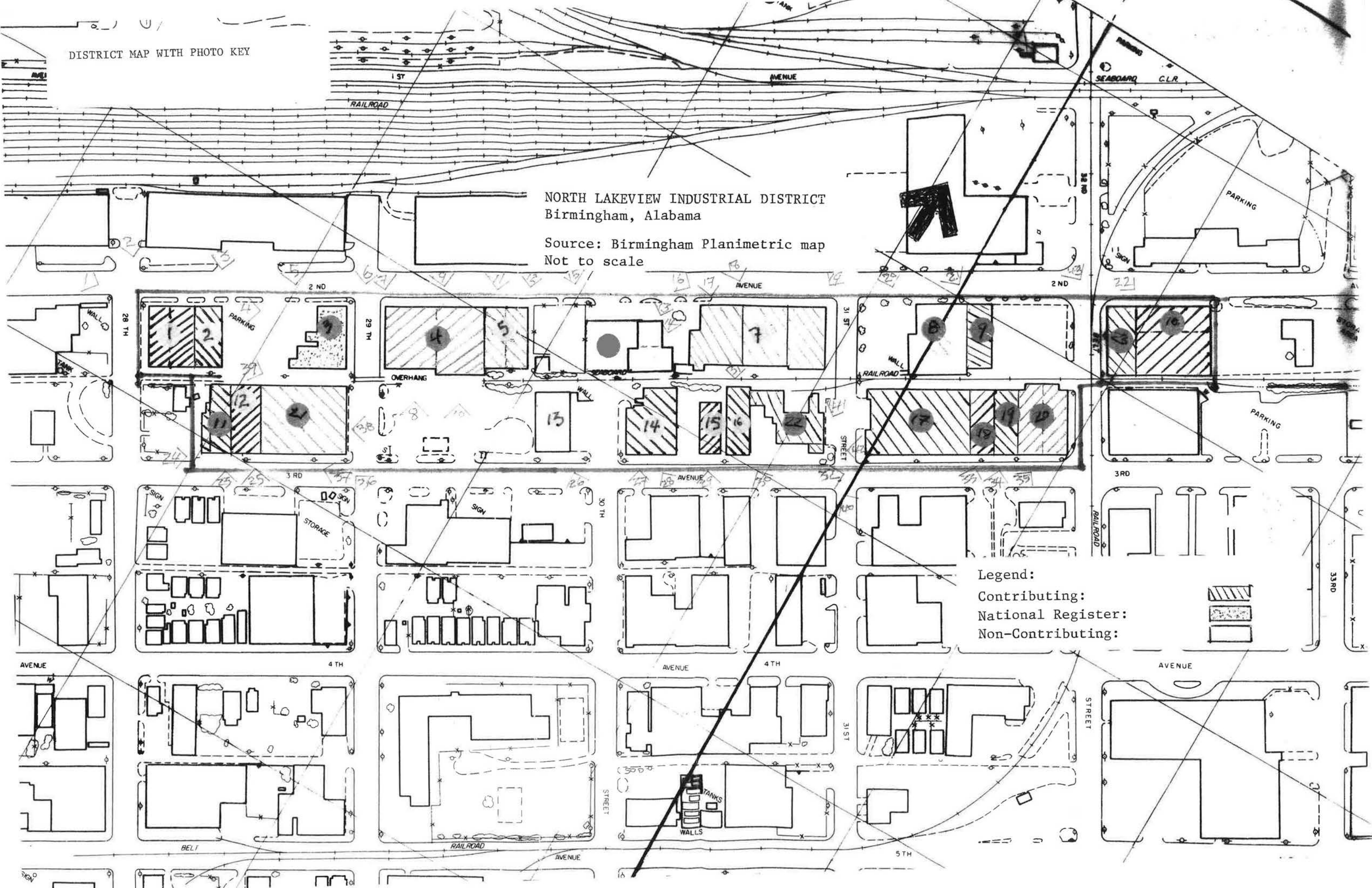


NORTH LAKEVIEW INDUSTRIAL DISTRICT  
Birmingham, Alabama

Source: Birmingham Planimetric map  
Not to scale



Legend:  
Contributing: [diagonal hatching symbol]  
National Register: [stippled symbol]  
Non-Contributing: [white symbol]







DR. PEPPER BOTTLING









A photograph of a two-story building with a mix of brick and light-colored siding. A large tree stands in the foreground on the left. A prominent sign above a large window reads "KING'S HOUSE". There are awnings over the windows and a small sign above the entrance door.

KING'S HOUSE

The King's House





DR. PEPPER CO.

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DIRECTORY

Richard Finkbeiner

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EPIC

ICANTINA

TORTILLA GRILL







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2901

DEK ALB OFFICE  
ALABAMA





Chip Rewards

T. B. LEONARD





21

J.H. Berry & Gilbert Inc.  
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3003

24 HOURS

ENTRANCE













WILMINGTON  
BOOK  
TITLE BOOKS







Corporate Interiors

3013

TITLE BOOK

RESERVED PARKING

RESERVED PARKING





LOADING ZONE  
10M TO 15M

aicorporateinteriors









**QUALITY**

ARCHITECTURAL METAL ROOFING





"2016 \* 2017"





ENTRANCE

7205

2  
8 AM  
6 PM

7205







AboutTown  
COMMUNITY & LOCALITY





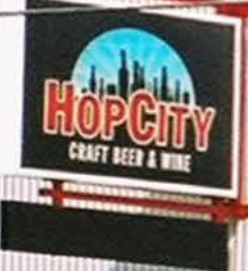




2814

Home Depot





2924

ARC<sup>TM</sup> Document Solutions

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3024

ALTERNATIVE  
GARAGE  
COMPLETE CAR CARE

ARCHITECTURAL ELEMENTS ANTIQUES ETC





Handwritten graffiti in white paint, possibly reading "S.M.P." and "S.M.P." in a stylized, overlapping manner.

Yellow sign with the word "SUPER" and some illegible text below it, possibly a brand name or product label.



BROWN METALS & SUPPLY CO.

KeepRite  
Heating & Cooling Products

ARNOLD - BROWN METALS & SUPPLY CO.







**KeepRite**  
Heating & Cooling Products

CAUTION

CAUTION

DO NOT  
BLOCK  
LOADING  
DOCK

ALL  
AC



**STRONG**  
AUTO PAINTING & REPAIRING

3120







Precision Electric  
High Voltage Systems



29th St S



Pepper Place

Pepper Place

Pepper Place

ONE WAY

atmosphere

inspire











Pepper Place 2

220

THIS IS A  
SMOKE FREE  
BUILDING

ALABAMA  
8690AF7



NOW  
BY ★  
NSORS



WORLD CENTER

DR. PIPPER SHOWROOMS

illuminations

Cantley Company  
The National Commercial Interiors Group

Cantley Company

OPEN

INTE  
At PE







31st St S

3rd Ave S

WAY

NO PARKING  
ANY TIME

UNLIMITED  
HOTBODIES RACING  
SIB











STOP

STOP

NO PARKING ANY TIME





SWANN'S COMPANY

Handwritten graffiti on the lower left side of the building facade.

Small sign on the ground near the parked car.



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: North Lakeview Industrial District

MULTIPLE NAME:

STATE & COUNTY: ALABAMA, Jefferson

DATE RECEIVED: 5/13/16 DATE OF PENDING LIST: 6/02/16  
DATE OF 16TH DAY: 6/17/16 DATE OF 45TH DAY: 6/28/16  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 16000399

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 6/28/16 DATE

ABSTRACT/SUMMARY COMMENTS:

*local, commerce & architecture  
1927 - 1951*

RECOM./CRITERIA A & C

REVIEWER Lisa Delaney

DISCIPLINE historical

TELEPHONE \_\_\_\_\_

DATE 6/28/16

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

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.





RECEIVED 2280

MAY 13 2016

STATE OF ALABAMA  
ALABAMA HISTORICAL COMMISSION  
468 SOUTH PERRY STREET  
MONTGOMERY, ALABAMA 36130-0900

Nat. Register of Historic Places  
National Park Service

May 5, 2016

LISA D. JONES  
ACTING EXECUTIVE DIRECTOR  
STATE HISTORIC PRESERVATION OFFICER

TEL: 334-242-3184  
FAX: 334-240-3477

Ms. Stephanie Toothman  
Keeper of the National Register  
U. S. Department of the Interior, NPS  
Cultural Resources  
National Register, History & Education Programs  
1201 "I" Street NW (2280)  
Washington, D. C. 20005

Dear Ms. Toothman:

Enclosed please find the nomination and supporting documentation to be considered for listing the following Alabama resource in the National Register of Historic Places:

North Lakeview Industrial District  
Birmingham, Jefferson County, Alabama

Your consideration of the enclosed National Register of Historic Places nomination is appreciated.

Sincerely,

Lee Anne Wofford  
Deputy State Historic Preservation Officer

LAW/nw

Enclosures