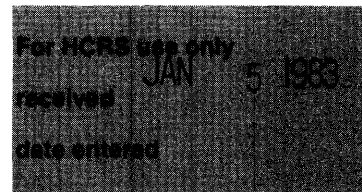


**United States Department of the Interior
Heritage Conservation and Recreation Service**

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

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



1. Name

historic Sears, Roebuck and Company Store
and/or common Sears, Roebuck and Company Store
Same

2. Location

street & number 800 West Broadway NA not for publication
city, town Louisville NA vicinity of congressional district 3 & 4
state Kentucky code 021 county Jefferson code 111

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input checked="" type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<u>NA</u> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<u>NA</u> being considered	<input type="checkbox"/> yes: unrestricted	<input checked="" 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 Louisville Gas and Electric Company
street & number 311 W. Chestnut
city, town Louisville NA vicinity of state Kentucky

5. Location of Legal Description

courthouse, registry of deeds, etc. Jefferson County (KY) Court House

street & number 517 W. Jefferson
city, town Louisville state Kentucky

6. Representation in Existing Surveys

title Kentucky Survey of Historic Sites has this property been determined eligible? yes no
date 1978 federal state county local
depository for survey records Kentucky Heritage Division
city, town Frankfort state Kentucky

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input 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 type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Sears Roebuck and Company Store is on the southwest edge of Louisville's central business district. The structure is two blocks east of the old Union Station (National Register, 1975), and close to the Chestnut Street Methodist Church South (National Register, 1979).

The Sears Roebuck and Company Store is a three-story, buff-brick building with a five-story tower, a common feature of Sears buildings of the period. The building originally consisted of six bays. Two bays of the same style and materials have been added,¹ as well as one bay in stone. The ground floor originally had large display windows which have been covered with wood siding. The building originally had three bays on the right side of the facade. The fourth bay contained the entry and tower. This was flanked by two bays on the left. The three bays were additions to this side of the facade.

Each of the brick bays is flanked by plain brick pilasters which rise for the height of the three stories and are capped by a plain stone band. The section above the first-floor window area consists of a horizontal band of decorative brick work in a chevron pattern. Above this are four horizontal bands of brick which protrude from the wall surface. A stone band divides this floor from the second and third floors. The third floor has three windows per bay which are divided by two smaller pilasters which run the height of the second and third stories. The pilasters are topped by a plain stone capitals with stylized, geometric carvings. The capitals extend above the plain stone band which caps the building. The windows of the second floor have been closed.

The entry bay is constructed of stone on the first floor. Geometric decorations embellish the entry. The second and third floors are the same as the other bays with the exception of the addition of two small brick pilasters under each window. The pilasters flanking this bay extend to the cornice of the tower. The tower has three windows on the fourth floor and one on the fifth. The narrower pilasters of the bay also continue to rise to the cornice of the tower. The tower is topped by a straight cornice which has five bands of recessed brick. The tower concealed the water tank and other mechanical equipment when the building was constructed.

¹The additions were made in 1946. (For more information, see Item #8, second paragraph.)

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/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1928, 1946 **Builder/Architect** Nimmons, Carr & Wright

Statement of Significance (in one paragraph)

The Sears Roebuck and Company Store is one of few structures in Louisville--and the only major commercial/retail building--constructed in the Art Deco style. Built in 1928, the structure incorporates features characteristic of the style, including strong vertical elements and geometric patterns in the detailing.

The late 1920s and early 1930s was a time of relative inactivity in Louisville's building and expansion. The largest structures of this period were constructed either by large national corporations or public agencies. The Art Deco and Art Modern styles, which were popular in the period, are represented by only a few scattered structures in the city. These include: the South Central Bell Office Building (National Register, 1980), the major monument of the Art Deco style in Louisville; the Louisville Municipal Bridge Pylons by Paul Cret; the Greyhound Bus Depot (destroyed) and Bowman Air Field, the latter two designed by the local firm of Wischmeyer, Arrasmith & Elswick. Two schools were built in the Art Deco style which survive today, Barrett Junior High School and Meyzeek Elementary and the Fire Department Headquarters, all WPA projects. The only major commercial-retail building constructed in the city in the Art Deco style was the 1928 Sears store (matching east addition was constructed in 1946). The store incorporates the major features of the style using strong vertical elements, outweighing the basic horizontal mass of the building, buff-colored brick and stylized geometric decoration. The Sears store also initiated the concept of free parking for an inner-city retail establishment, which marks the ascendancy of the automobile as the primary transportation mode.

The Sears Roebuck and Company Store was designed by the prominent Chicago firm of Nimmons, Carr & Wright. Besides a number of stores for Sears Roebuck and Company, the firm also designed the Chicago Beach Hotel, the All State Insurance Building in Chicago and the Portland Cement Laboratories in Evansville, Illinois.

The Sears Roebuck and Company Store has recently been purchased by the Louisville Gas & Electric Company, who plans to renovate the structure to use as offices. This project will be important to maintain the historical chronology of Louisville's architectural heritage by preserving one of the major structures of an important twentieth century stylistic movement.

9. Major Bibliographical References

"Excavation for Addition," Louisville Courier-Journal, 1 March 1941

"Half Million Dollar Store in City," Louisville Courier-Journal, 8 December 1928.

"Sears Roebuck Plans a Big Plant," Louisville Times, 7 December 1928.

10. Geographical Data

Acreeage of nominated property 1.5 acres

Quadrangle name Louisville West

Quadrangle scale 1:24,000

UMT References

A

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

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification

City of Louisville, Block 29A, Lot 10
The structure covers the entire block as described. See maps 2 and 3.

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

state NA code county code

state code county code

11. Form Prepared By

name/title Marty Poynter Hedgepeth Director of Research

organization Landmarks Commission date 12 October 1981

street & number 727 W. Main telephone 502/587-3501

city or town Louisville state Kentucky 40202

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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature Mary Curran Appel

title State Historic Preservation Officer date December 17, 1981

For HCPS use only
I hereby certify that this property is included in the National Register
Thomas W. Dwyer date 2/19/83
Keeper of the National Register
Attest: Patrick Andrews date 2/19/83
Chief of Registration

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

Sears Roebuck and Company Store
Louisville, Jefferson County, Kentucky

CONTINUATION SHEET

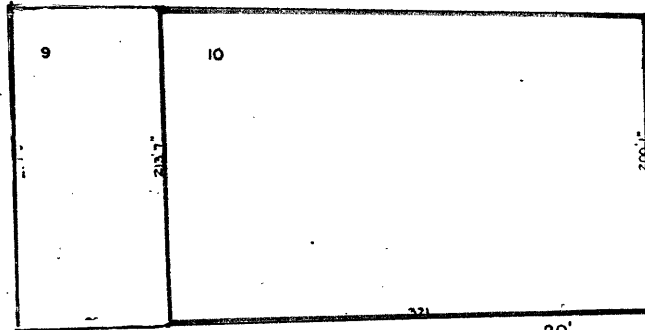
ITEM NUMBER 9 PAGE 2

Withey, Henry and Withey, E. R. Biographical Dictionary of American Architects.
Los Angeles: Hennessey and Ingalls, 1970.

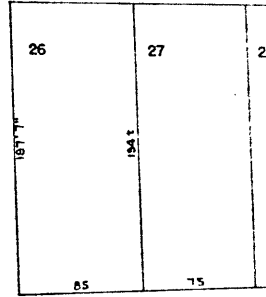
SCALE, 1"=60'

BROADWAY

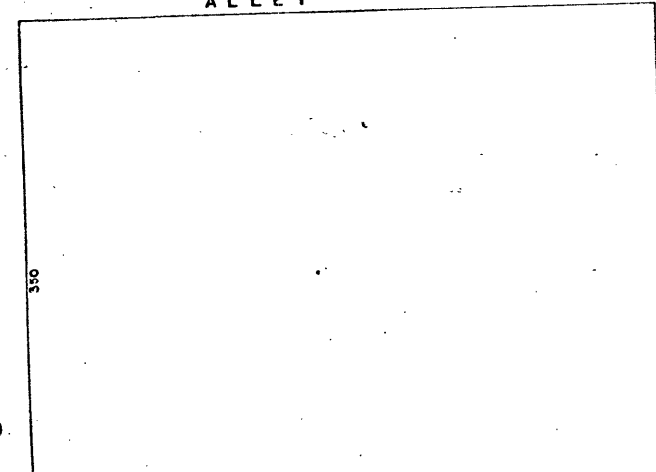
ST. 60'



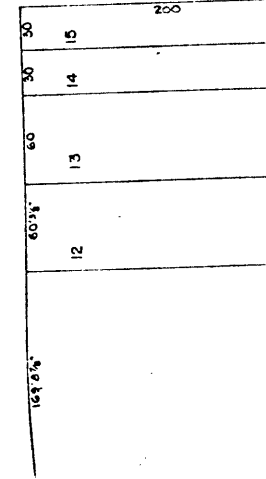
ST. 60'



9TH.



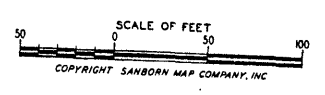
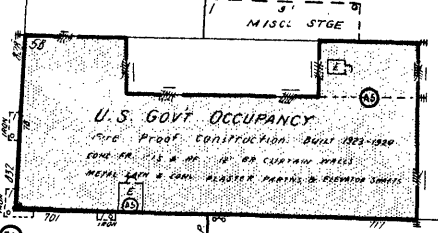
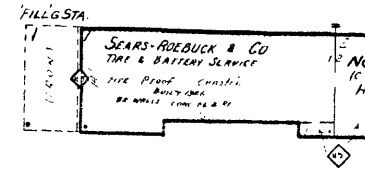
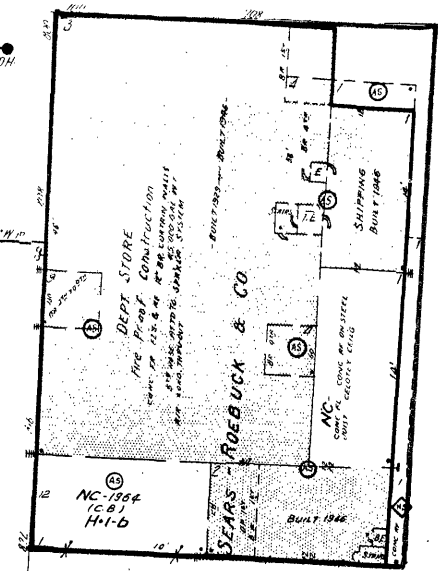
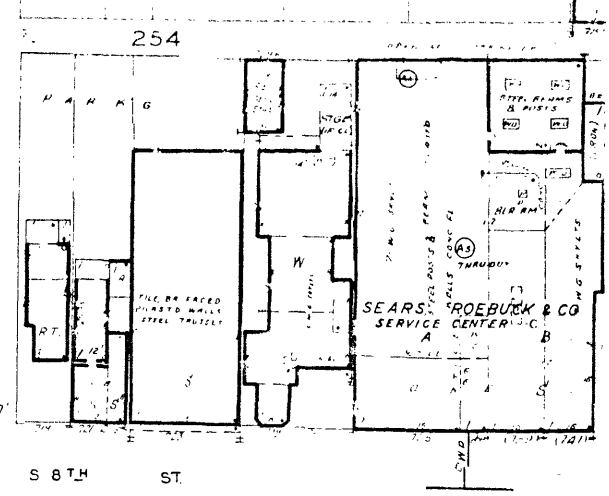
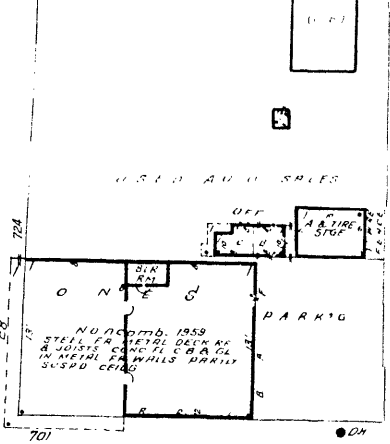
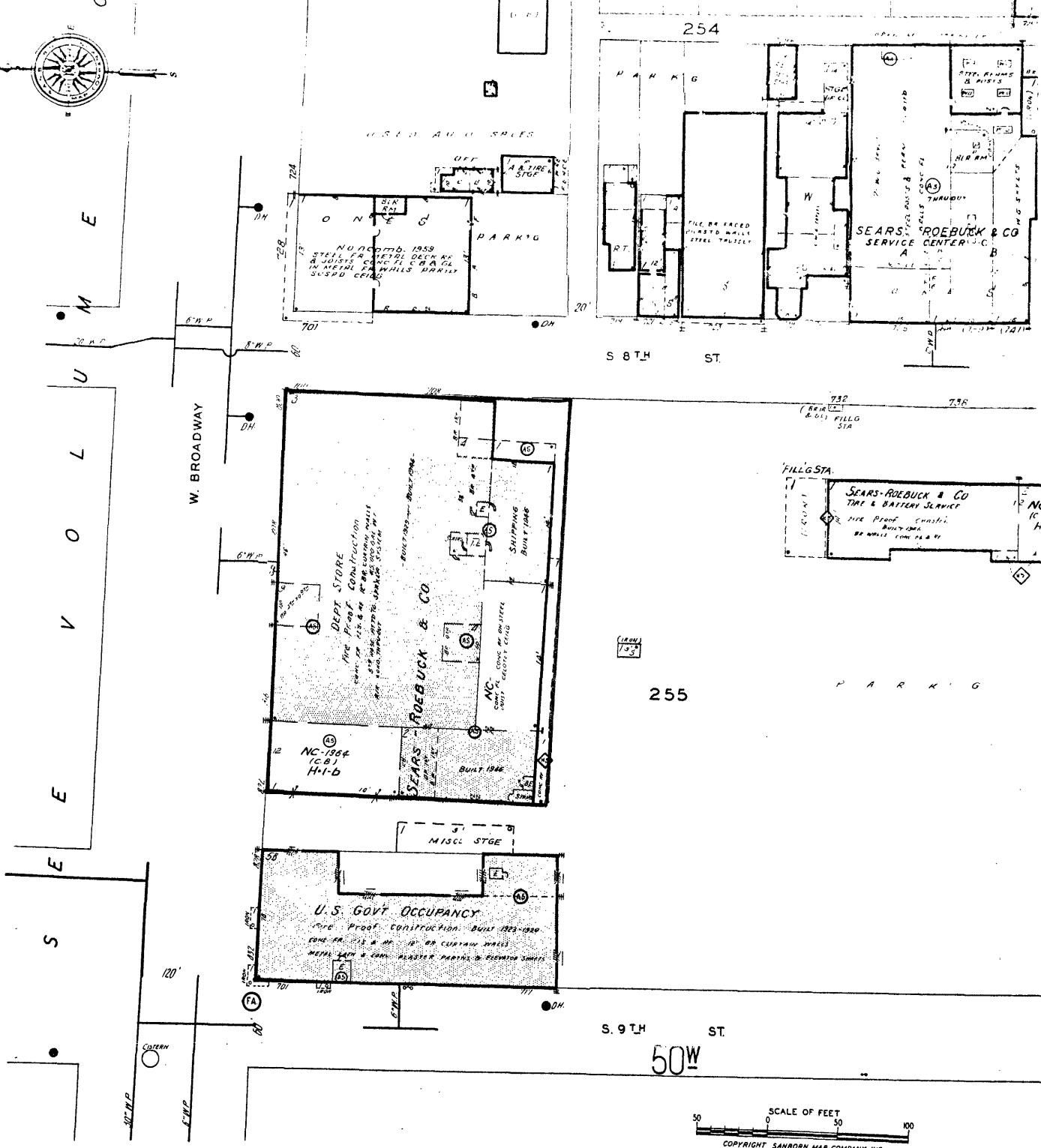
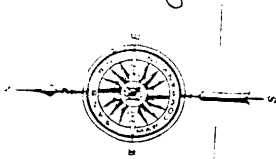
8TH.



Sears Roebuck & Co. Building
Louisville Jefferson Cty. KY
Real Estate Map of Jefferson Cty., Ky.
1974

Nominated area shown in red.

Map 2



Sears Roebuck & Company Store
Louisville, Jefferson Cty., KY
Sanborn Real Estate Map
1974

Nominated area shown in red.

Map 3.