

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

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 04000240

Date Listed: April 1, 2004

Property Name: Reich Dry Goods Company

County: Muscogee

State: Georgia

none
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for Daniel J. [Signature]

Signature of the Keeper

April 1, 2004
Date of Action

=====
Amended Items in Nomination:

Section 8. Statement of Significance

Recreation and Culture is hereby deleted as an area of significance and replaced by Entertainment/Recreation.

The Georgia State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

- National Register property file**
- Nominating Authority (without nomination attachment)**

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Reich Dry Goods Company
other names/site number United Services Organization (U.S.O.)--Army-Navy--Young Men's Christian Association (Y.M.C.A.)
Armed Services Y.M.C.A.

2. Location

street & number 14 West 11th Street
city, town Columbus () vicinity of
county Muscogee **code** GA 215
state Georgia **code** GA **zip code** 31902

() not for publication

3. Classification

Ownership of Property:

- private
- public-local
- public-state
- public-federal

Category of Property:

- building(s)
- district
- site
- structure
- object

Number of Resources within Property:

Contributing

Noncontributing

buildings	1	0
sites	0	0
structures	0	0
objects	0	0
total	1	0

Contributing resources previously listed in the National Register: N/A

Name of previous listing: N/A

Name of related multiple property listing: Historic Resources of Columbus, Georgia

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination 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 meets the National Register criteria. () See continuation sheet.

Richard C. Luce
Signature of certifying official

2-11-04
Date

Er W. Ray Luce
Historic Preservation Division Director
Deputy State Historic Preservation Officer

In my opinion, the property () meets () does not meet the National Register criteria. () See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency or bureau

5. National Park Service Certification

I, hereby, certify that this property is:

() entered in the National Register

Daniel J. White 4/1/04

() determined eligible for the National Register

() determined not eligible for the National Register

() removed from the National Register

() other, explain:

() see continuation sheet

for _____
Keeper of the National Register Date

6. Function or Use

Historic Functions:

COMMERCE/TRADE/DEPARTMENT STORE/GENERAL STORE
RECREATION AND CULTURE/Y.M.C.A. BUILDING

Current Functions:

DOMESTIC/MULTIPLE DWELLING/APARTMENT BUILDING

7. Description

Architectural Classification:

MODERN MOVEMENT/ART MODERNE

Materials:

foundation	Brick; Stone/Granite
walls	Brick
roof	Asphalt
other	N/A

Description of present and historic physical appearance:

Reich Dry Goods Company building is located in the downtown central business district of Columbus, Muscogee County, in west central Georgia. Constructed in 1895, and extensively remodeled in 1940 and 1947, it is a three-story, rectangular, brick building (photograph 1) with an interior wooden post-and-beam structural system.

Major changes were made to the building in 1940 and again in 1947, when the building was retrofitted as a Young Men's Christian Association building. The 1940 renovation mostly took place on the interior, where showers, toilets and lavatories were installed, rooms for games, reading, and writing were created, and new floors were laid. The exterior was painted at this time as well. In 1947, \$50,000 was spent to further remodel the building. The front (south) façade was removed and rebuilt to give the building a more modern look. Window shapes and types were changed along with the appearance of the front entrance. Further renovations were also done to the interior. Since that time, the building remains relatively unchanged.

The front (south) façade of the Reich Dry Goods Company building, rebuilt during the 1947 renovation, reflects the Art Moderne style (photographs 1 and 15). Metal multi-light windows are present on each floor. A terra-cotta belt course above the third floor windows and a terra-cotta band with five rosettes are featured at the top of the façade (photograph 1). The centrally located monumental entrance (photographs 1 and 5) features a massive limestone surround with the inscription "ARMED FORCES Y.M.C.A.", recessed, double metal doors with glass paneling and a transom. The 1947 façade wraps around the east façade on the building the length of one bay (photograph 2). Original brick and window openings remain on the remainder of the building.

National Register of Historic Places **Continuation Sheet**

Section 7--Description

Window placement on the east façade is irregular (photograph 3). First and second floor windows have flat arches and third floor windows have segmental arches. A fire escape is also located on this façade. The rear (north) façade of the building (photograph 4) features original brick, window and door openings, and a stepped parapet wall. As with the east façade first and second floor windows feature flat arches, while third floor windows have segmental arches. There are two double-door entrances on this façade of the building. The building shares a party wall with the adjoining building on the west.

When constructed the interior of the building was a large open plan with post-and-beam construction on each floor (photographs 6, 7, 8, and 9) to accommodate the grocery and dry goods businesses housed there in the late 19th and early 20th centuries. The interior of the building was renovated in 1940 when it became a Y.M.C.A. branch, and again in 1947. Today following a recent certified rehabilitation, the building is divided into loft apartments with the open plan of the previous renovation utilized in the apartment spaces (photographs 6, 7, and 9). The historic structural systems (photographs 7 and 8) and original window openings remain visible (photographs 9 and 14), as well as the original plank and concrete floors (photographs 7, 9, and 13) and brick walls (photographs 10, 11, and 14). Also intact are the original stairwells (photographs 11 and 13) located on the east and west sides of the interior. The original freight elevator shaft has been incorporated into some of the apartment units. During the rehabilitation of this building and the adjoining building to the east (under the same ownership), the two buildings were connected across a narrow alley at two floor levels by minimal steel-and-concrete open passageways (photograph 15). The adjoining building has undergone a certified rehabilitation as well and in being separately nominated to the National Register of Historic Places.

No landscaping exists on the property (photograph 1) due to the fact that the building was constructed close to lot lines. There is a parking lot to the rear of the building.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria:

A B C D

Criteria Considerations (Exceptions): N/A

A B C D E F G

Areas of Significance (enter categories from instructions):

Architecture
Commerce
Recreation and Culture

Period of Significance:

c.1895-1953

Significant Dates:

c.1895-Construction date of the building
1916-Reich Dry Goods Company established in the building
1940-Army and Navy branch of the Y.M.C.A. opened in the building

Significant Person(s):

N/A

Cultural Affiliation:

N/A

Architect(s)/Builder(s):

Unknown

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

Statement of significance (areas of significance)

The Reich Dry Goods Company building is a late 19th century commercial building located in the central business district of Columbus. Loeb and Kaufmann, wholesale grocers, occupied the building from 1896 to 1916. In 1916, Frank C. Reich set up Reich Dry Goods Company in the building, where it remained until 1940. In 1940 the Army and Navy Branch of the Young Men's Christian Association (Y.M.C.A.) opened in the Reich Dry Goods Company building. It was a branch of the United Service Organization (U.S.O.) and the original U.S.O. in Columbus. The Y.M.C.A. operated out of the building until the mid-1960s. The building is significant in the area of architecture as a good and intact example of a typical commercial building constructed in the late 1800s that was later renovated in the 1940s. Character-defining features of the Art Moderne-style building include the smooth wall surface, flat roof with small ledge at roofline, and a horizontal belt course. Another prominent feature of the building is the monumental limestone entrance. Exposed interior timber posts, beams, and planks reflect the late 19th century origins of the building. The Reich Dry Goods building is also significant in the area of commerce for its association with Loeb and Kaufmann from 1896 to 1916, but primarily with the Reich Dry Goods Company from 1916 to 1940. Both companies were involved in the dry goods business and served the Columbus area during the historic period. The building is significant in the area of recreation and culture for its association with the Y.M.C.A. and the U.S.O. The building served military personnel from Fort Benning during and after World War II through the end of the historic period. Fort Benning, located just south of Columbus, is one of the Army's largest infantry and paratrooper training bases in the nation. The large numbers of transient soldiers in the community resulted in a need for organized social and recreational opportunities that the Y.M.C.A. and U.S.O. provided, first in this facility, then in others in Columbus.

National Register Criteria

Reich Dry Goods Company is eligible for listing in the National Register of Historic Places under Criterion A in the area of commerce for its association with dry goods companies in downtown Columbus, and in the area of recreation and culture for its twenty-five year association with the Young Men's Christian Association, as a place of recreation for soldiers during World War II. It is also eligible for listing under Criterion C in the area of architecture as a good and intact example of an Art Moderne-style building in Columbus.

Criteria Considerations (if applicable)

N/A

Period of significance (justification)

The period of significance for the Reich Dry Goods Building begins c.1895, the construction date of the building, and ends in 1953, the end of the historic period.

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

Contributing/Noncontributing Resources (explanation, if necessary)

The Reich Dry Goods Building is the one contributing resource on the nominated property. There are no noncontributing buildings on the nominated property.

Developmental history/historic context (if appropriate)

****NOTE: The following history was compiled by Lynn Speno, preservation consultant, September, 2000. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Atlanta, Georgia.**

Both the Loeb and Reich families represented settler families who came to Georgia after the Civil War and ran successful family businesses through several generations. Solomon Loeb came to Columbus from the Alsace region of France in 1868 at the request of his brother-in-law, Emanuel Kern. They started a dry goods store under the name Kern and Loeb. After Kern's death Loeb acquired full ownership of the company, and changed the name to Sol Loeb Wholesale Grocery Company. In 1986 it was still in operation under the direction of the fourth generation of Loeb's descendants.

Frederick Reich, Frank's father, came to Columbus from Germany in 1855 via New York to follow his trade as a tailor. His first place of business in Columbus was 1104 Broad Street. Their sons, Frank and Fred were born in Columbus. The family lived over their store, as was customary for many business people. Through thrifty investments Frederick Reich was able to invest in a whole block of property in the "Five Hundred Block." Eventually the family moved their residence to this location. By then they had four children, two boys and two girls.

Originally from Bad Nauheim, Germany, Reich and his wife returned to their native country in 1873 for a visit and to enroll their son, Frank, in chemistry at the University of Freiburg. Upon their return from this trip, Reich, who had apparently renewed his love for the German spas with their expansive gardens, commissioned Mr. Faber, a well-known architect, to build the Villa Reich. A large recreational building with flanking wings modeled after the Kursaal in Bad Nauheim, the interior housed a ballroom, a stage for theatrical performances, private dining rooms, and rooms for games and dances. The Villa was surrounded by extensive gardens open to the public and designed for recreation and entertainment.

Among the many native species planted by Reich, the garden also contained Linden trees, grown from seeds taken from the famous trees lining "Unter den Linden Strasse" in Berlin. Reich even added a "beer garden," which was customary in Germany, where it would be frequented by families on Sunday afternoons. The people of Columbus frowned upon this custom, and he had to close it on Sundays.

After Frank Reich returned from Germany he added a "Turnverein," the Columbus Athletic Club, which was equipped with "the finest fixtures in the country." For twenty years the Villa Reich provided

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

entertainment for the entire city. There were masquerade balls, military picnics and Y.M.C.A. activities. Dancing and calisthenics were taught. Frank Reich married and reared his own family in Columbus. He became one of the town's most successful businessmen. After the death of Frederick Reich, the Reich Villa and gardens were closed as a place of amusement.

Reich Dry Goods Company building first appears on the 1907 Sanborn Fire Insurance Map. The first business listed at this address was Loeb and Kaufman, wholesale grocers and liquor dealers in 1896. Loeb and Company occupied the building until 1916, when Reich Dry Goods Company set up business at this location. The Reiches were a prominent family in Columbus, and their company was a family-owned business. In 1916 Frank C. Reich was president, Frank C. Reich Jr. was Vice President and W.O. Reich was Secretary and Treasurer. The Reich Dry Goods Company remained in the 11th Street location until 1940.

In 1940 the Army & Navy Branch of the Young Men's Christian Association opened at the Reich Building. The Reich Building Y.M.C.A. was a branch of the United Services Organization (U.S.O.) and the original U.S.O. in Columbus. With the influx of soldiers to Fort Benning, a major staging area for World War II, the need for a larger facility quickly developed, and two new U.S.O. centers were opened. The Y.M.C.A. for blacks was opened on March 3, 1941 on Brookhaven Boulevard. An additional facility was opened on May 9, 1942 across from the Howard Bus Station, where all military personnel arrived. Instantly recognizing the loneliness of the thousands of young men brought to this area from all over the United States, waiting to be sent to war, the citizens of Columbus supported the service organizations with donations of time and resources. Women volunteers acted as hostesses and entertainers at the U.S.O. centers.

The Y.M.C.A. operated until the mid 1960s, when the building was bought by a furniture company, and used as a showroom and warehouse.

9. Major Bibliographic References

Columbus City Directories 1888 - 1950.

Columbus National Register Multiple Resource Area Nomination.

Industrial Indices 1900-1947.

Mahan, Joseph B. Columbus: Georgia's Fall Line "Trading Town". Northridge, California: Windsor Publications Inc., 1986.

Reich family papers located at the Columbus State University, Georgia.

Sanborn Fire Insurance Maps 1907, 1929.

Worsley, Etta Blanchard. Columbus on the Chattahoochee. Columbus, Georgia: Columbus Office Supply Company, 1951.

Previous documentation on file (NPS): (X) N/A

- preliminary determination of individual listing (36 CFR 67) has been requested
- preliminary determination of individual listing (36 CFR 67) has been issued
date issued: April 7, 2003
- 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 #

Primary location of additional data:

- State historic preservation office
- Other State Agency
- Federal agency
- Local government
- University
- Other, Specify Repository:

Georgia Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property Less than one acre

UTM References

A) Zone 16 Easting 688500 Northing 3593758

Verbal Boundary Description

The boundary of the proposed nominated property is indicated on the attached map by a heavy black line.

Boundary Justification

The boundary of the proposed nominated property follows the current legal boundary and includes the building and the intact portion of land historically associated with the building.

11. Form Prepared By

State Historic Preservation Office

name/title Holly L. Anderson, National Register Historian
organization Historic Preservation Division, Georgia Department of Natural Resources
mailing address 156 Trinity Avenue, S.W., Suite 101
city or town Atlanta **state** Georgia **zip code** 30303
telephone (404) 656-2840 **date** February 10, 2004
e-mail holly_anderson@dnr.state.ga.us

Consulting Services/Technical Assistance (if applicable) () not applicable

name/title Lynn Speno
organization Ray & Associates
mailing address 328 7th Street
city or town Atlanta **state** Georgia **zip code** 30308
telephone (404)6077703
e-mail

- () **property owner**
- (X) **consultant**
- () **regional development center preservation planner**
- () **other:**

Property Owner or Contact Information

name (property owner or contact person) Jerry Miller
organization (if applicable) Columbus Lofts, LLC
mailing address 236 Forsyth Street, SW, Suite 104
city or town Atlanta **state** Georgia **zip code** 30303
e-mail (optional)

National Register of Historic Places **Continuation Sheet**

Photographs

Name of Property: Reich Dry Goods Company
City or Vicinity: Columbus
County: Muscogee
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: July, 2003

Description of Photograph(s):

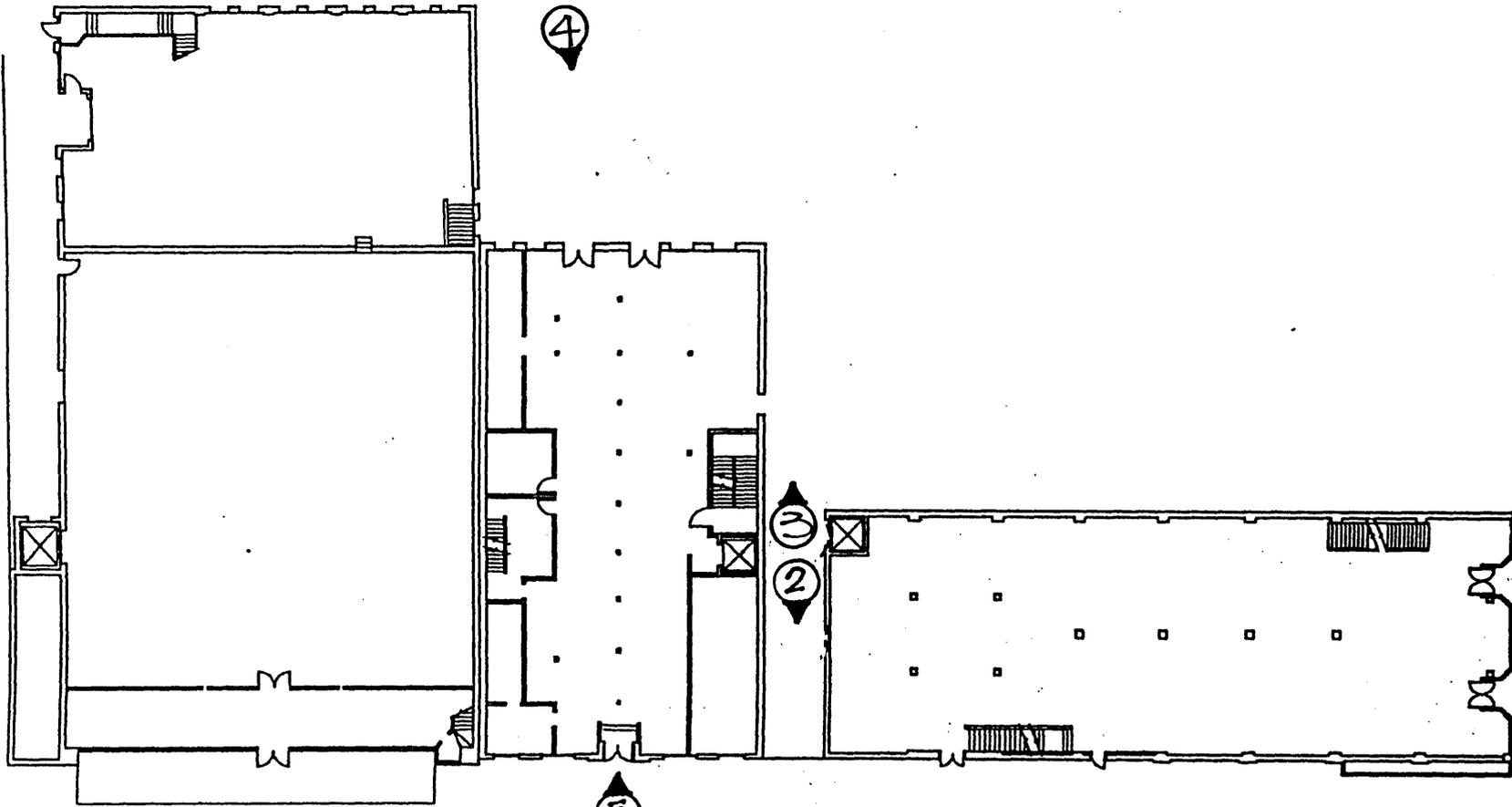
Number of photographs: 15

1. Front (south) façade; photographer facing north.
2. East façade; photographer facing southwest.
3. East façade; photographer facing northwest.
4. Rear (north) façade; photographer facing south.
5. Front façade, entrance detail; photographer facing north.
6. Interior, first floor, front entrance; photographer facing southeast.
7. Interior, first floor; photographer facing northwest.
8. Interior, first floor; photographer facing northwest.
9. Interior, first floor; photographer facing southwest.
10. Interior, first floor; photographer facing east.
11. Interior, first floor; photographer facing north.
12. Interior, second floor; photographer facing east.
13. Interior, third floor; photographer facing southwest.
14. Interior, third floor; photographer facing southeast.
15. Front façade and east façade; photographer facing northwest.

(HPD WORD form version 11-03-01)

REICH DRY GOODS COMPANY
COLUMBUS, MUSCOGEE COUNTY, GEORGIA

Reich Dry Goods Company
Columbus, Muscogee County, Georgia
Site Plan
Photograph Direction/Number: ①
Scale: Not to scale
North: ↑



FRONT AVENUE 132'

11TH STREET 99'

④

⑤

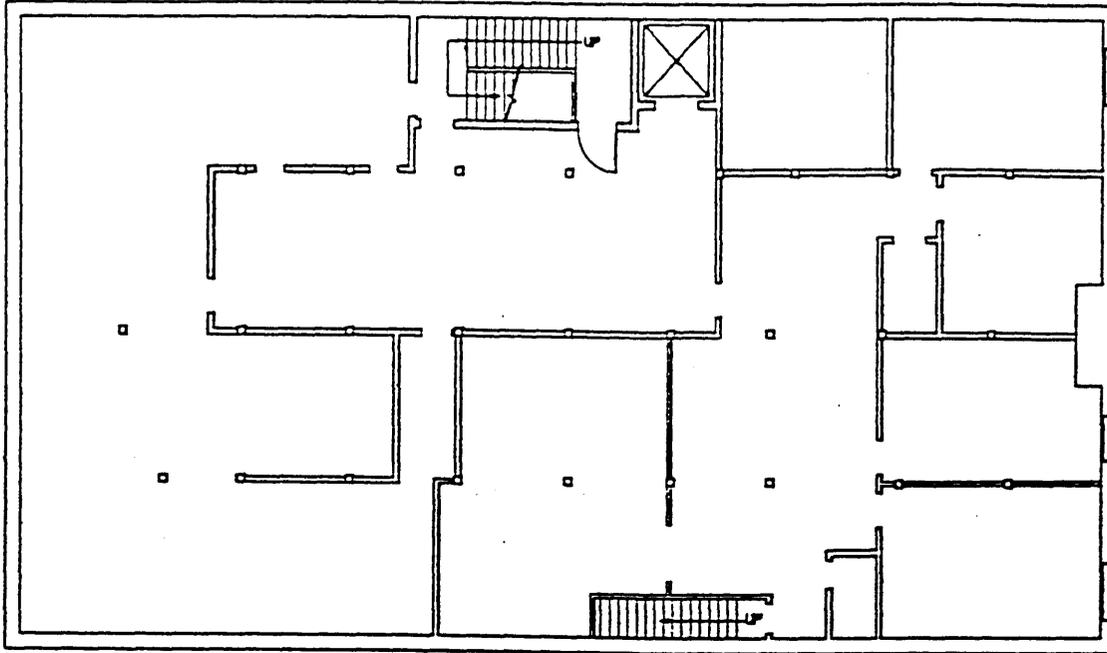
①

③

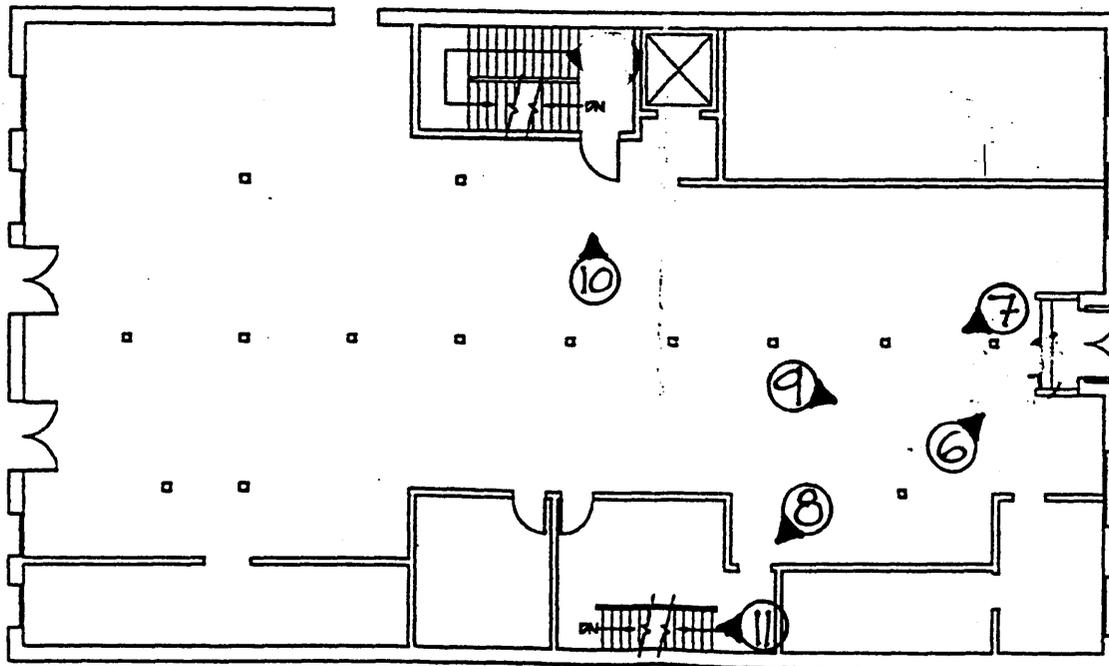
②

⑬

Reich Dry Goods Company
Columbus, Muscogee County, Georgia
Floor Plans-Basement and First Floor
Photograph Direction/Number: ①
Scale: On plan
North: ←

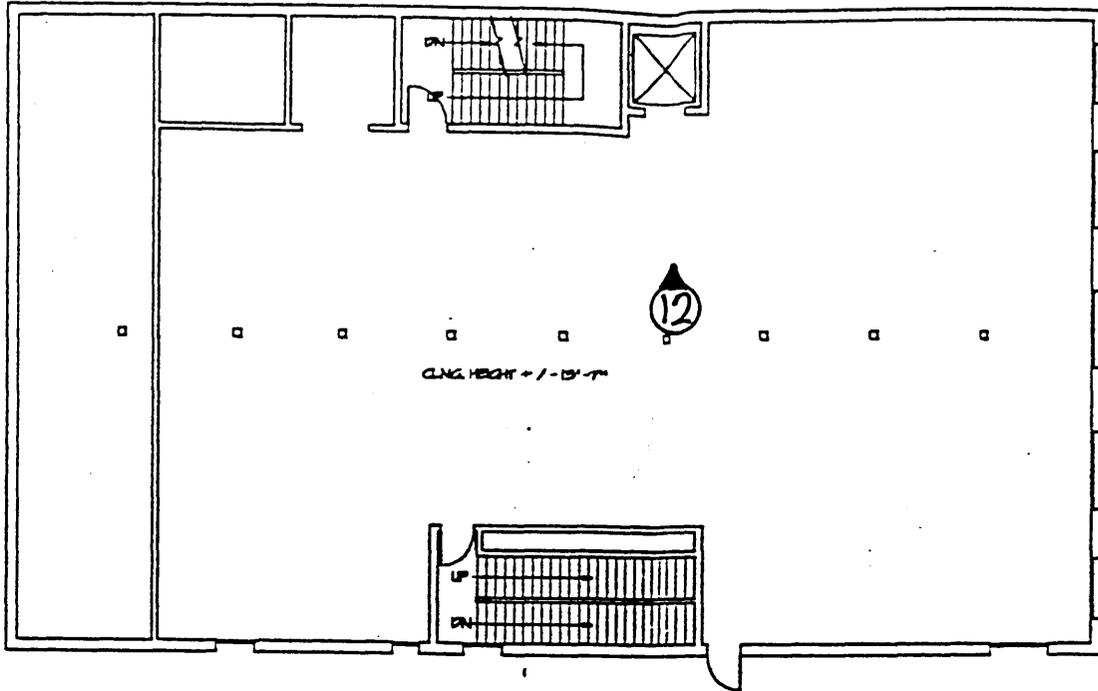


① EXISTING BASEMENT PLAN
A1.7

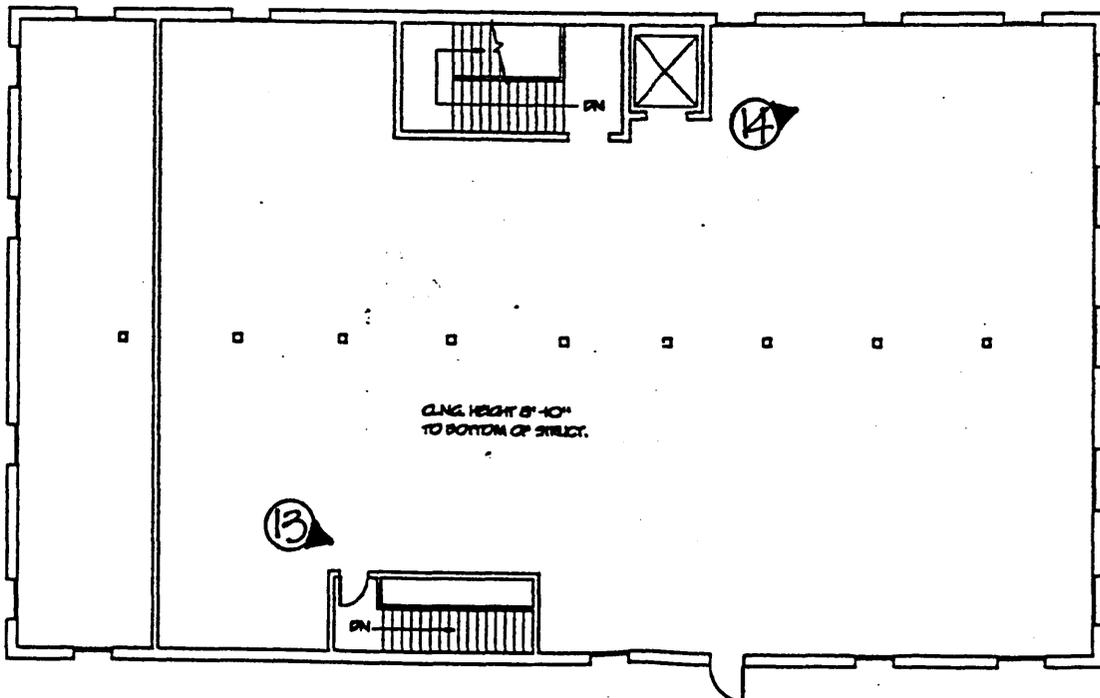


② EXISTING FIRST FLOOR PLAN
A1.7

Reich Dry Goods Company
Columbus, Muscogee County, Georgia
Floor Plans-Second and Third Floors
Photograph Direction/Number: ①
Scale: On plan
North: ←



① EXISTING SECOND FLOOR PLAN
A/B



② EXISTING THIRD FLOOR PLAN
A/B