

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: 05001556

Date of Listing: January 27, 2006

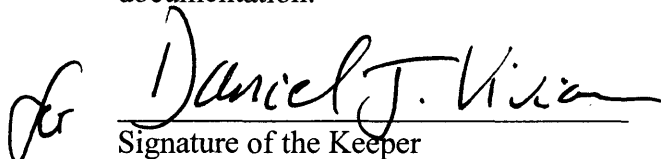
Property Name: Gayoso-Peabody Historic District (additional documentation)

County: Shelby

State: Tennessee

N/A
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.


Signature of the Keeper

January 27, 2006
Date of Action

=====

Amended Items in Nomination:

Section 1. Name of Property

The name of the property is hereby changed to: Gayoso-Peabody Historic District (boundary decrease, boundary increase, and additional documentation)

[This change was made in consultation with and approved by the National Register staff of the Tennessee SHPO.]

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

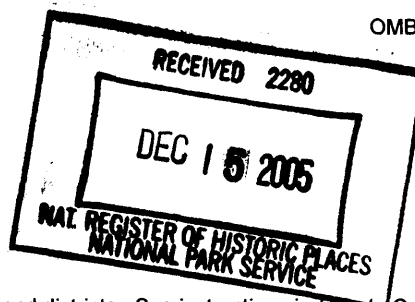
DISTRIBUTION:

National Register property file
Nominating Authority (without nomination attachment)

1550

United States Department of the Interior
National Park Service

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 *How to Complete the National Register of Historic Places registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Gayoso-Peabody Historic District (additional documentation)

Boundary Decrease

other names/site number NA

2. Location

street & number Roughly along South Main St. from McCall Place to Monroe Ave.

NA ☐ not for publication

city or town Memphis

NA ☐ vicinity

state Tennessee code TN county Shelby code 157 zip code 38103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ 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 for in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (See continuation sheet for additional comments.)

Robert L. Hays
Signature of certifying official/Title

12/13/05
Date

Deputy State Historic Preservation Officer, Tennessee Historical Commission

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See Continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

☒ entered in the National Register.

☐ See continuation sheet

☐ determined eligible for the National Register.

☐ See continuation sheet

☐ determined not eligible for the National Register

☐ removed from the National Register.

☐ other,

(explain:)

Signature of the Keeper

for Daniel J. Viner

Date of Action

1/27/06

Gayoso-Peabody Historic District (additional documentation)
Name of Property

Shelby County, Tennessee
County and State

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
☐ structure
☐ object

Number of Resources within Property
(Do not include previously listed resources in count)

Contributing

Noncontributing

See continuation sheet

buildings
sites
structures
objects
Total

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

N/A

Number of Contributing resources previously listed in the National Register

See continuation sheet

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE: business
COMMERCE/TRADE: department store
COMMERCE/TRADE: specialty store
DOMESTIC: hotel

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: business
COMMERCE/TRADE: specialty store
DOMESTIC: hotel
DOMESTIC: multiple dwelling

7. Description

Architectural Classification
(Enter categories from instructions)

Beaux Arts, Italianate, Art Deco, Romanesque
Revival
OTHER: Modernist

Materials
(Enter categories from instructions)

foundation BRICK,
walls BRICK, TILE
roof ASPHALT; OTHER: built-up
other TERRA COTTA, BRICK, STONE

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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 N/A

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

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** moved from its original location.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Commerce
Architecture**Period of Significance**

Circa 1872-circa 1950

Significant Dates

NA

Significant Person

(complete if Criterion B is marked)

NA

Cultural Affiliation

NA

Architect/BuilderUnknown; multiple; Cook, James B.; Harrison, E.L.;
Hanker and Heyer**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State Agency
- ☐ Federal Agency
- ☐ Local Government
- ☐ University
- ☐ Other

Name of repository:

Gayoso-Peabody Historic District (additional documentation)
Name of Property

Shelby County, Tennessee
County and State

10. Geographical Data

Acreage of Property Approximately 16 acres Northwest Memphis 404 NE

UTM References

(place additional UTM references on a continuation sheet.)

1	15	768720	3892064
	Zone	Easting	Northing
2	15	768563	3892608

3	15	768228	3892699
	Zone	Easting	Northing
4	15	768375	3893171

☐ See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title John Linn Hopkins
organization Hopkins and Associates, Preservation Consultants date June 2005
street & number 974 Philadelphia telephone 901/278-5186
city or town Memphis state TN zip code 38104

Additional Documentation

submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 Or 15 minute series) indicating the property's location

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO) or FPO for any additional items

Property Owner

(Complete this item at the request of SHPO or FPO.)

name See continuation sheet
street & number telephone
city or town state zip code

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 listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

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Gayoso-Peabody Historic District (additional
documentation), Shelby County, Tennessee

V. Contributing and noncontributing resources.

The original nomination appears to have 51 contributing and 9 noncontributing buildings, however there is some question as to whether every resource was counted. The current nomination, with the revised boundary and updated/reevaluated inventory, and expanded period of significance has 41 contributing buildings and 5 noncontributing buildings.

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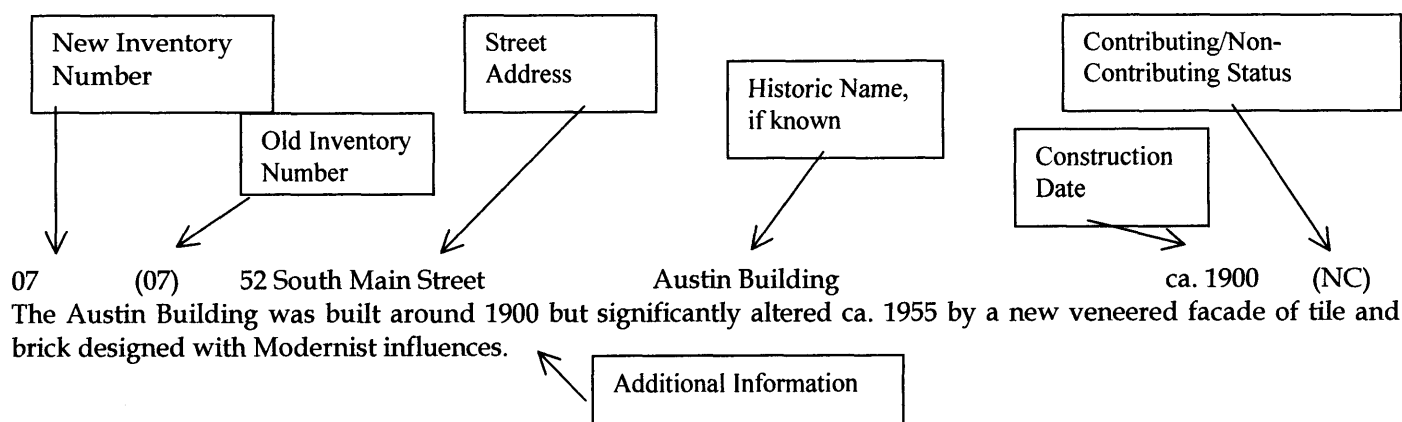
Gayoso-Peabody Historic District (additional documentation), Shelby County, Tennessee

VII. Inventory of Buildings Notes on Organization and Content

The original submission for the Gayoso-Peabody Historic District was listed in the National Register on May 7, 1980, several years in advance of the standards for nominations set by National Register bulletins. Consequently, there are many odd "quirks" about it when compared with more recent nominations. By example, the inventory was grouped on a block-by-block basis, with no notation made for the building's contributing or non-contributing status within the district. Inventory numbers were added after the fact, and the assignment of some inventory numbers do not correlate with modern standards. The lack of these basic forms of organization renders the document to be frustrating and time consuming at best. The following revised inventory will attempt to make up for its original shortcomings.

The passage of twenty-five years since the preparation of the original listing has also witnessed many changes in the building stock of the district. Buildings have burned or been demolished, new infill buildings have in some cases been built to replace them. Many buildings have been renovated, while others have seen unfortunate alterations that have crippled their former historic character or caused it to be lost altogether. Updating the inventory to reflect the conditions of the 21st century was needed.

Therefore, this amendment will attempt to upgrade the data for the Gayoso-Peabody Historic District resolve both mechanical problems and to account for the passage of time. The amendment is not intended to fully replace the original listing, but rather serves as its supplement. For expediency's sake, only changes have been noted from the content of the original inventory, so that if a building is largely unchanged today from its appearance a quarter century ago, its new/old inventory number and contributing/non-contributing status may be the only information noted.



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 documentation), Shelby County, Tennessee

Addresses in the current inventory may differ slightly from those in the original nomination. The
 addresses in this inventory are considered correct. The additional information also involves a
 change, adding one building and removing five buildings.

Amended Inventory

Monroe Avenue

01	(01)	79-81 Monroe Avenue	Business Men's Club of Memphis	1906	(C)
02	(02)	83 Monroe Avenue		1905	(C)

South Main Street

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03	(03)	39 South Main Street	Broadnax Jewelers	1900	(C)
04	(04)	43 South Main Street		ca. 1900	(C)
05	(05)	45 South Main Street	Douglass Building	ca. 1900	(C)
06	(06)	47 South Main Street	McCrory's Store	ca. 1872	(C)

07	(07)	52 South Main Street	Austin Building	ca. 1900	(C)
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The Austin Building was built around 1900 but significantly altered ca. 1950 with an extraordinary new veneered facade of marble tile and brick designed with Modernist influences. The new, three-bay façade is recessed behind the building line of its neighbors, but a flat metal canopy that only partially spans the width of the façade cantilevers forward from the roofline of the building to a position in front of its neighboring buildings. Above the storefront is a stainless steel open frame that supports a canted "L" light bar set in front of the building's marble façade. The storefront is altered, but contains an asymmetrical metal-framed arrangement of single light transoms, display windows and metal panel bulkheads. Marginal notes in the nomination suggest that it has been considered non-contributing in the past, but within the perspective of this nomination, it is an excellent representative of the later significance of the district.

08	(42)	54-62 South Main Street	Lemmon-Gale Building	1893	(C)
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09	(08)	55 South Main Street	Cousins-Matthews-Ramsey Bldg.	ca. 1890	(NC)
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This building was abusively altered with the addition of semicircular metal frame replacement lights, added masonry ornamentation, and other added decoration.

10	(09)	59-61 South Main Street	D. Canale Building	ca. 1885	(C)
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Altered with very well detailed brick Art Deco facade ca. 1935. The ca. 1955 alterations to #59 do not undermine its contributing qualities.

11	(41)	64-70 South Main Street	Radio Center	1947	(C)
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The Radio Center Building was designed by E. L. Harrison to house the offices and studios of WMPS Radio, and later, WMPS-TV.

12	(10)	69 South Main Street	Farnsworth Building	1927	(C)
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E. L. Harrison and Noland Van Powell were the architects of this fine Art Deco office tower.

13	(14)	77-79 South Main Street	*See below	1950	(C)
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14	(40)	78 South Main Street	The Sherron Building	1901	(C)
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15	(39)	80-84 South Main Street		ca. 1900	(C)
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16	(38)	88-90 South Main Street	Magevney Building	ca. 1915	(C)
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17	(37)	92-96 South Main Street		1923	(C)
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18	(20)	95 South Main Street	National Exchange Saloon	ca. 1895	(C)
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Gayoso-Peabody Historic District (additional documentation), Shelby County, Tennessee

18 -A The National Exchange Saloon is being renovated as a part of a larger condominium project that will fill the sites of the Vienna Block (85-93 South Main) and J. Aste Building (81-83 South Main), all of which were demolished over the period of ca. 1995 to 2004. A New building of a compatible scale and design is being constructed in their place but since it is new, it is noncontributing.

(NC)

* This building was originally considered a non-contributing part of the Gayoso-Peabody Historic District when it was listed in 1980; however, given the reevaluation of the districts period of significance, it can now be considered on of the better examples of Modernist influence as applied to an office building standing in the district today. It can be described as a three-story, three-bay commercial building with Modernist influences, built 1950. Flat parapet with a cast stone coping above a stucco band cornice wraps from the Main Street to Union Avenue facades, and extends as a pilaster one-bay in width from the parapet to the sidewalk. The windows are single-light, metal frame fixed lights. Entrance on South Main Street set in recessed two-story vestibule covered with a flat metal canopy, and contains a single-light, metal frame door. Storefront limited to bay at corner of South Main extending back from Main, and is composed of a metal-frame system with single-light transoms, display windows, and doors, along with a low marble veneered bulkhead.

19 (21) 99-101 South Main Street A. S. Barboro Building ca. 1900 (C)
During the early 1950s, the façade of 101 South Main was given a flattened, Modernist design by skimming off any of its raised detailing, and covering the whole façade, windows and all, with square marble tiles. The marble veneer was removed in 2003, revealing that the façade had been structurally compromised when the modernization occurred. In 2005, a proposal to restore the façade of 101 South Main based upon the surviving features of its neighboring twin, 99 South Main, was approved by the National Park Service as part of a certified rehabilitation of both buildings. That project is on going as this listing is made.

20	(22)	103 South Main Street	O. K. Houck Building	ca. 1892	(C)
21	(23)	105 South Main Street	Rosenbaum Building	ca. 1895	(C)
22	(24)	107-111 South Main Street	Hessig-Ellis building	ca. 1900	(C)
23	(25)	113-115 South Main Street	Reinhardt Building	ca. 1885	(C)

24 NA 122-132 South Main Street The Black and White Store 1947 (C)
Designed by Hanker and Heyer, architects. Although the nomination is confusing, discussions between the SHPO and NPS indicated that the final document did not include the Black and White Store. It is being added to the district now.

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Section number 7 Page 6 Gayoso-Peabody Historic District (additional documentation), Shelby County, Tennessee

25 (26) 123-131 South Main Street Goldsmith's Department Store 1901 (C)
 The original Goldsmith's Department Store building and some adjacent structures to the south were covered with a pink tile false facade in ca. 1947 to modernize its appearance. The building was rehabilitated ca. 1992-1995, and the false facade removed to reveal its original Beaux Arts façade.

26 (N/A) 133-137 South Main Street Pembroke Square Entrance 1995 (NC)
 When the false facade was removed from the Goldsmith's façade, it revealed that two small buildings beside the Goldsmith's Store to the south were also covered. One was a part of the ca. 1880 east entrance to the Gayoso House; the other was a saloon. Both little buildings were structurally unsound and were demolished, then replaced with the existing entrance foyer for Pembroke Square, as the redeveloped block is now known.

27 (27) 139-141 South Main Street Hotel Gayoso 1901, 1907 (C)
 The original 1844 Gayoso Hotel was destroyed by fire in 1899, and a new structure built in its place to the designs provided by James B. Cook. A six-story wing to the east connected the hotel to Main Street, which was designed by Charles O. Pfeil to replace the two-story east wing built in the 1880s, which had survived the 1899 fire.

28 (28) 145-149 South Main Street Majestic Theater 1913 (C)
 29 (29) 151-157 South Main Street Riley Building 1891 (C)

South Second Street

30 (46) 79-81 South Second Street Cole Building 1886 (C)
 31 (47) 83 South Second Street Tracy Printing Building 1888 (C)
 32 (48) 85 South Second Street Hart Saddlery 1905 (C)

33 (49-50) 87-89 South Second Street "Cast Iron Twins" 1891 (C)
 The cast iron for these two buildings was furnished by the Chickasaw Iron Works of Memphis, which was at this time one of the most prolific cast iron foundries in the region. These two buildings are the only multi-story storefront configurations ever known to have been fabricated by the Chickasaw Iron Works.

34 (51) 93-97 South Second Street Chickasaw Guards Armory 1873 (NC)
 This building was altered ca. 1955 through the installation of a metal-frame, metal-panel false façade. It is believed that the original building façade remains unaltered beneath this skin, which juts forward of the original façade by a few feet. It may be possible to return the Armory building to contributing status as the result of a carefully planned rehabilitation, especially if the false front were to be removed.

35 (52) 99-103 South Second St. Johnson Building 1900 (C)
 36 (53) 105-107 South Second St. I. Beck & Company 1934 (C)
 37 (54) 109-115 South Second St. Van Vleet-Mansfield Company 1917 (C)

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Gayoso-Peabody Historic District (additional
documentation), Shelby County, Tennessee

Union Avenue

38	(11)	71-73 Union Avenue	Gorusch-Trezevant Building	1925	(C)
39	(N/A)	76 Union Avenue	Rosenbaum & Morris Building	1910	(C)

40	(12-13)	79-81 Union Avenue	"Parking Can Be Fun" Garage	1985-86	(NC)
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Loew's State Theater and the Goodwyn Building (75 Union Avenue) were both still standing on this site when the Gayoso-Peabody Historic District was listed in 1980; they were subsequently demolished in 1985 for the development of a three-story concrete frame and brick veneered parking garage. The garage is three-stories in height and design to give the impression of two buildings of three bays in width each, flanking a common stair core. The traditional "window" voids of this design were left unfilled, but do well to maintain a rhythm of solids and voids along the street. Retail uses are located in the spaces flanking the driveway entrances; the storefronts are wooden frame units with the traditional division of transom, display windows and bulkheads; the doors are wood frame single-light doors.

41	(43)	115 Union Avenue	Hill-Standish Building	1900	(C)
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42	(44)	117-119 Union Avenue		1913	(C)
----	------	----------------------	--	------	-----

This building was originally developed as a three-story building, as clearly shown by physical evidence, but it was lowered to two-stories in height ca. 1935, perhaps as the result of a fire. At that time, the façade of the building was covered with Carara glass tiles. The top row of tiles has been removed at some recent point in the past, possibly due to damage or loss of individual tiles. This loss does not pose a significant impact to the overall integrity of the property.

43	(45)	121 Union Avenue	R. G. Craig Building	1886	(C)
----	------	------------------	----------------------	------	-----

44	(55)	149 Union Avenue	Peabody Hotel	1924	(C)
----	------	------------------	---------------	------	-----

The Peabody Hotel has gone through a massive urban redevelopment effort intended to link the Pembroke Square, the old Goldsmith's Store, and the Peabody Hotel with a new urban mall in the blocks in between. The new buildings in the mal development are not included within the boundaries of the Gayoso-Peabody Historic District. The Peabody Hotel was previously listed on the National Register as an individual property on September 14, 1977.

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Gayoso-Peabody Historic District (additional
documentation), Shelby County, Tennessee

Buildings Demolished or Substantially Altered Since 1980.

A recapitulation of the buildings demolished or altered in such a way as to be justified for the removal from the district follows. The building names preceded by an asterisk (*) are buildings once included with the boundaries of the district, but were subsequently demolished or grossly altered; the properties have lost the qualities for which they were listed. These properties are now being removed from the nomination.

*	#59; 83-85 Hernando Street	Demolished ca. 1985.
*	#60; 87-89 Hernando Street	Demolished ca. 1985.
J. Aste Building	#15; 81-83 South Main Street	Demolished ca. 1004
Vienna Block	#16-19; 85-93 South Main	Demolished 1984-2004
	#30; 112-116 South Main	Demolished 2001
Ottenheimer-Schwartz Row	#31-35; 92-110 South Main	Demolished ca, 1986-1990
Levy Bros. Building	#36; 100 South Main	Demolished 1995
*Hotel Tennessee	#56; 80 South Third Street	Abusively altered ca. 1985.
Goodwyn Building	#12; 75 Union Avenue	Demolished ca. 1985
Loew's Palace	#13; 79-81 Union Avenue	Demolished ca. 1985.
*	#57; 185-187 Union Avenue	Demolished ca. 1985.
*	#58; 189 Union Avenue	Demolished ca. 1985.

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Gayoso-Peabody Historic District (additional
documentation), Shelby County, Tennessee

VIII. Statement of Significance

The Gayoso-Peabody Historic District formed one of the key historic loci that defined the development and use patterns of downtown Memphis during the 19th and much of the 20th century. The spread of development in downtown Memphis was somewhat unusual, since it developed longitudinally, spread along the north-south axis of Main Street, unlike many other cities that grew outward from a central core like the annular rings of a tree. Its unusual character resulted in the establishment of concentrations of distinctive commercial, social, political and religious interactions in key locations along its four-mile long spine. To the south was South Main, a middle-class shopping and trade district with many properties and uses tied to the railroad, warehouse and distribution district that lay to its west (South Main Street Historic District NR9/2/82). North of this was the area we recognize today as the Gayoso-Peabody Historic District with Cotton Row (NR 8/1/79) to the west, which began as a wholesale and retail area related to the customers of the cotton factors and seed dealers of Cotton Row, but which later evolved into the city's garment and entertainment district. The Madison and Monroe Historic District (NR 5/19/83) and Court Square Historic District (NR 4/15/82) to the north developed as the city's office and banking center, and nearby on Adams and Poplar avenues were both the religious and political centers of the city. And finally, at the northern end of Main Street was Pinch-North Main Historic District (NR 10/18/79, the original eighteenth and nineteenth century city core (and now mostly lost to neglect and demolition), which had become a working class commercial area catering to the industrial and river-related businesses of the north end, as well as to the needs of the Jewish and Irish ethnic enclaves of the surrounding neighborhood.

The Gayoso-Peabody Historic District retains an excellent representative selection of the building types and architectural styles that defined its historic character, and in reflection, the broader historic character of Memphis itself. Since the total building stock of the Gayoso-Peabody area includes buildings representative of the Great Depression, World War II and immediate post-war boom, it is wise to take this opportunity to review new data and assess its place in the overall significance of the city.

In the twenty-five years since the Gayoso-Peabody Historic District was listed in the National Register of Historic Places, new information and a new perspective has emerged on the evolutionary history of Memphis' downtown retail area, particularly in terms of its development during the 20th century. When the original nomination was prepared, it was logical to assume that the Great Depression effectively put an end to the cycles of construction and reconstruction that were important in shaping this historic commercial district. An "end date" in the period of significance was chosen as 1927, the date for the completion of the Peabody Hotel, which was the last element of new construction before the Great Depression. The impact of Depression-era and post-war development in the district was likely never considered.

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The mix of retail, services and hotel uses in the district spread along South Main Street, Union Avenue and Second Street formed a key hub of Memphis's vital downtown core during the period of significance. From the middle of the 19th century until after the turn of the 20th century, the commercial character of the district was quite diverse, with wholesale liquor dealers and commercial merchants sharing the streetscape with hardware stores, furniture stores, patent medicine dealers and, of course, two of the city's early department stores-- the Goldsmith's Brothers Department Store, and the Menken Store, both located across the street from one another at Gayoso and Main. The district's other "anchor" was the famed Gayoso Hotel, the city's premier hostelry that had originally opened its doors in 1844.

The business character of the district began to change ca. 1900, perhaps related to the destruction of the Menken Store and the Gayoso Hotel by fire in 1899. A new Gayoso Hotel rose from its ashes and opened in 1901; it was joined next door by a new Goldsmith's Department Store, which was quickly becoming the dominant retailer in the city. In part because of the growth of Goldsmith's as a major retailer, the district became better known as the Memphis region's "fashion district" by World War I, and it was the place where most of the city's major custom tailors, hatters, millinery shops, dress shops and shoe stores were located. The onset of the Great Depression did not end this role, nor did it diminish its importance as a retail-clothing center for the trade region. Buying a new hat or gloves for yourself on a special occasion may not have occurred as often in the 1930s as it had in the 1920s, but if you were in a position to buy something, the Gayoso-Peabody area was the place where you would have gone shopping to find those items. The same was true during World War II, and it was only a decade thereafter that the district's role and importance to its community began to change.

As noted by Robert Sigafos in his important economic history of Memphis entitled *Cotton Row to Beale Street* (Sigafos 1979:245), the downtown retail market in 1948 held sway over a full 28% of the commercial market for the entire city and its surrounding suburbs. By 1958, though, that market share had been cut nearly in half to 15%, and it's share has continued to fall ever since. There is, perhaps, no clearer reflection of the impact of suburbanization on the central city core during this period of time. A watershed in the trend away from downtown occurred in 1949 with the development of the new Poplar Plaza Shopping Center, the city's first suburban shopping complex located at its far eastern edge at the corner of Poplar and Highland. It was no coincidence that the development of Poplar Plaza coincided with the development of the High Point Terrace Subdivision (NR 12/12/02) and other so-called "G.I. Bill" subdivisions to the east, north and south of the center city core. The trend having begun, suburbanization of residential development was followed immediately behind by the suburbanization of retail trade, causing downtown's share of the regional retail trade to be virtually extinguished by 1985 (Sigafos 1979:246-247).

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Gayoso-Peabody Historic District (additional
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The collapse of the Downtown retail market set in motion in 1949 is clearly reflected in the character of the building stock in the Gayoso-Peabody Historic District. Examples of the continuing growth through the 1929-1949 period include new buildings to house the Black and White Store (now Jolly Royal Furniture, 122-132 South Main Street, Hanker & Heyer, 1947); the "Radio Center Building" currently vacant, 66 Union Avenue, E. L. Harrison, 1948); and, 77-79 South Main Street, ca. 1950. In addition to these buildings was the closing of the Gayoso Hotel in 1947 and its re-birth as an extension of the Goldsmith's Department Store complex in 1948 (now Gayoso House Apartments, 123 South Front Street, James B. Cook, 1899-1901).

A number of buildings in the district also experienced significant alterations as property owners eliminated their original Victorian era facades and developed brash, new Modernist facades more reflective of their era. An excellent, well-preserved example is the former Austin Store at 51 South Main, which was radically rebuilt ca. 1950 into a wonderful Modernist expression of stainless steel, pink marble, and neon. Other facades of equally fine character have been lost over time as their buildings were rehabilitated to an earlier period of time than their 1930s and 1940s alterations represented.

The selection of an amended end to the period of significance for the district in ca. 1950 appears to be well justified in reflection of the longer view of the importance of this commercial district in the city's history. Onward from ca. 1950, only the building that once stood in the district at 112-116 South Main Street (former Cook & Love Shoe Store, built ca. 1880 and altered 1956, demolished 2004) was added to the streetscape before the concerted efforts to revive downtown were begun in the mid-1970s.

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IX. Bibliography

Bennett, Ann K., "Gayoso-Peabody Historic District" National Register nomination, 1978.

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Gayoso-Peabody Historic District (additional
documentation), Shelby County, Tennessee

X. Verbal boundary description and justification

The additional documentation removes properties at the corner of Union Avenue and South Third Street and Hernando Street. Properties that were on this block were demolished or substantially altered. The remaining building at 185 Union Avenue (180 in the original nomination) has been significantly altered and is now noncontributing. Since the district was listed, the building has lost the qualities for which it was listed/included as contributing. There have been window changes, storefront alterations, and additions. The Black and White Store at 122-132 South Main Street was omitted from the original nomination, probably because it was less than fifty years old. The commercial building was constructed in 1947, retains integrity, is adjacent to the listed district, and is included as a contributing building.

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Section number photos Page 14 Gayoso-Peabody Historic District (additional documentation), Shelby County, Tennessee

Photographs

Photos by: Memphis Landmarks

Date: November 2005

Negatives: Tennessee Historical Commission

Looking south by southwest, Hotel Tennessee (Doubletree Hotel) new addition, side elevation
#1 of 23

Looking south, historic part of Hotel Tennessee (Doubletree Hotel)
#2 of 23

Looking south, north façade of the new entrance to the Hotel Tennessee (Doubletree Hotel)
#3 of 23

Looking south at the north façade east entry of the Peabody Hotel (149 Union Avenue)
#4 of 23

Looking south by southwest at the west end of the north façade of the Peabody Hotel (149 Union Avenue)
#5 of 23

Looking south by southwest, streetscape of South Second Street between Union Avenue and November 6 Alley
#6 of 23

Looking west, streetscape of Union Avenue at November 6 Alley
#7 of 23

Looking south by southwest, streetscape of the west side of South Main Street south of Union Avenue, 77-79 South Main Street and adjacent new construction (NC)
#8 of 23

Looking south at north façade of Parking Can be Fun Garage, 79-81 Union Avenue
#9 of 23

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Gayoso-Peabody Historic District (additional documentation), Shelby County, Tennessee

Looking east by southeast at the west façade (Front Street) of the Hotel Gayoso, 139-141 South Main Street

#10 of 23

Looking east by northeast at the west elevation of the Haverties building

#11 of 23

Looking north by northwest at the east elevation of the Peabody Hotel, 149 Union Avenue

#12 of 23

Looking west by northwest at the east facade cast iron front building at 87-89 South Second Avenue

#13 of 23

Looking south by southwest at east facades of streetscape on Second Avenue (99-107)

#14 of 23

Looking east by southeast at west façade of the Black and White Store, 122-132 South Main Street

#15 of 23

Looking north by northeast at north corner of the west façade of the Black and White Store, 122-132 South Main Street, with the Peabody Hotel in the background

#16 of 23

Looking east at the south entry on the west façade of the Black and White Store, 122-132 South Main Street

#17 of 23

Looking west at the east facade of the entry of the Pembroke Square Entrance infill, 133-137 South Main Street

#18 of 23

Looking (up) northwest at the south corner of the east façade of historic part of Pembroke Square
(old Goldsmith's Department Store, 123-131 South Main Street)

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Gayoso-Peabody Historic District (additional
documentation), Shelby County, Tennessee

Looking west by northwest at the east façade of the building at the corner of South Main Street and
Gayoso Avenue

#20 of 23

Looking west at the entry east façade of the new construction at South Main Street (see photo #8)

#21 of 23

Looking west at the entry east façade of the new construction at South Main Street (see photo #8)

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Looking east by northeast at the west façade of the Lemon Gale building, 54-62 South Main Street

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Gayoso-Peabody Historic District (additional
documentation), Shelby County, Tennessee

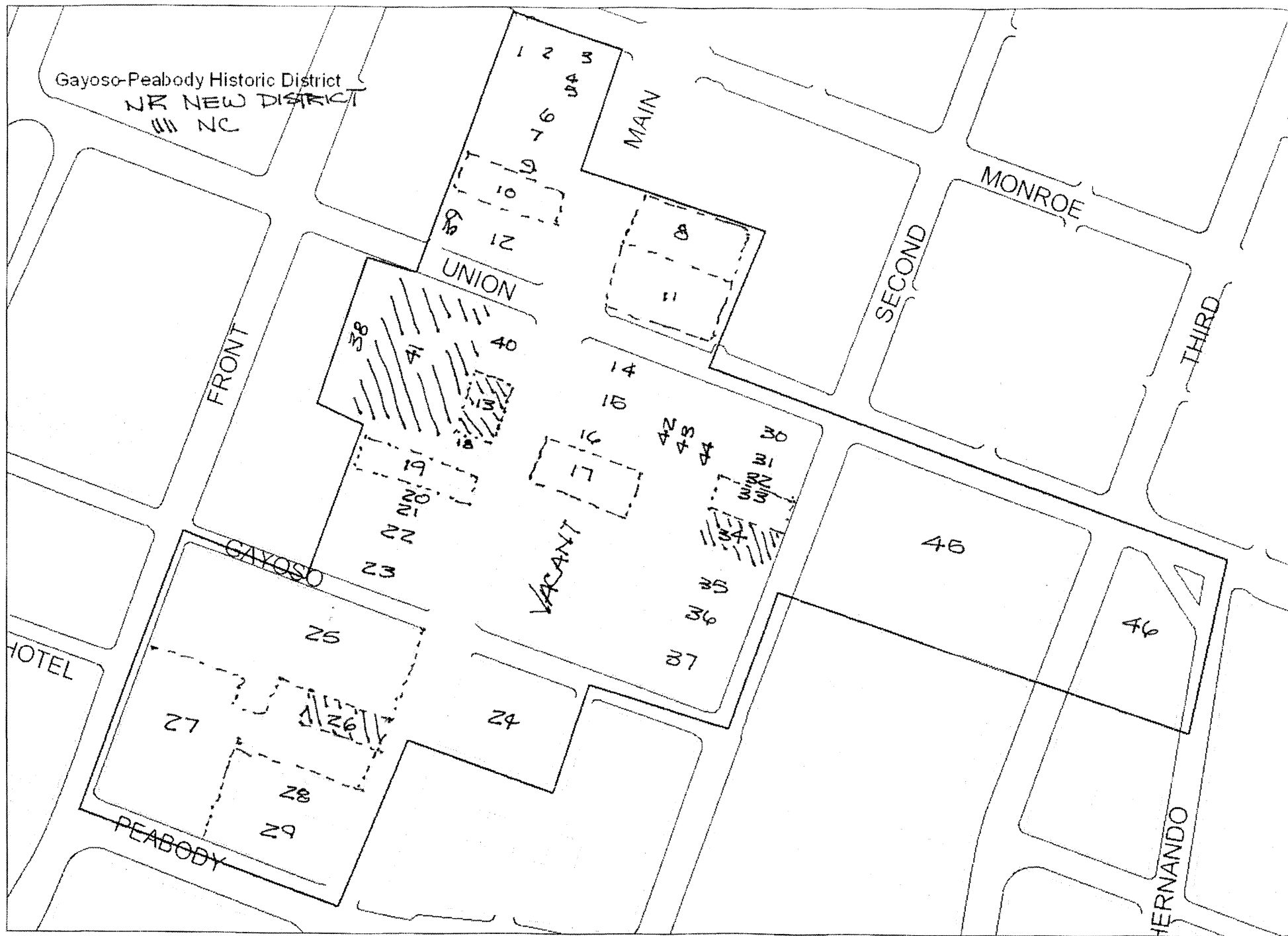
Owners

185 Union

Doubletree Hotel
Memphis Hotel LT
8235 Douglas Avenue
Suite 600
Dallas, Texas 75225

122-132 South Main

Royal Furniture Company
Post Office Box 3784
Memphis, Tennessee 38173



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