

United States Department of the Interior
National Park Service

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National Register of Historic Places
Inventory—Nomination Form

received FEB 2 1988
date entered

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

1. Name

historic Market and Jefferson Streets Multiple Resource Area (Architectural Resources)

and or common NA

2. Location

street & number blocks bound by Main, Liberty
2nd, & 3rd Streets not for publication

city, town Louisville NA vicinity of

state Kentucky code 021 county Jefferson code 111

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture <input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial <input type="checkbox"/> park
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational <input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<input checked="" type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government <input type="checkbox"/> scientific
	<input checked="" type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial <input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input checked="" type="checkbox"/> other: vacant

4. Owner of Property see individual and district nomination forms

name

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Jefferson County Courthouse

street & number 6th & Jefferson Streets

city, town Louisville state Kentucky

6. Representation in Existing Surveys

title KY Historic Resource Inventory has this property been determined eligible? yes no

date multiple federal state county local

depository for survey records Kentucky Heritage Council

city, town Frankfort state Kentucky

7. Description

Condition	<input checked="" type="checkbox"/>	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 checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Louisville's Market and Jefferson Streets Multiple Resource Area (MRA) is located in the Central Business District which is in the north-central portion of the city. The MRA encompasses three city blocks bounded by West Main Street to the north, Liberty Street to the south, South Second Street to the east and South Third Street to the west. The City's most important topographical feature, the Ohio River, is to the north. The Market and Jefferson Streets MRA is close to the Phoenix Hill National Register District to the east and the West Main Street National Register District to the northwest. Additionally, a number of structures in the Central Business District have been listed individually on the National Register. The Market and Jefferson Streets MRA nomination is composed of four small districts that are primarily commercial in character (Second and Market Streets Historic District, Third and Market Streets Historic District, Savoy Historic District and Third and Jefferson Streets Historic District) and one individual nomination of a commercial building (The Tyler/Milner Hotel). The Levy Brothers Building at 235 West Market Street and the German Insurance Bank Building at 207 West Market are also within the MRA boundary and are currently listed (NR 1978 and NR 1983 respectively). Within the MRA, 29 buildings (all "contributing" except one) have been or are being nominated individually or in districts (see list on continuation sheet 3). All of the remaining area consists of parking lots and relatively new or severely altered older buildings.

The terrain of the area, and in fact the entire Central Business District, is flat. The streets are laid out in a grid that forms rectangular blocks with streets running north/south and east/west. The east/west streets are slightly wider than those running north/south.

The three block area included in the MRA is relatively small because of its distinct architectural character. Within these geographic boundaries are clusters of Victorian era commercial structures designed in styles ranging from Italianate, Beaux Arts, eclectic and Richardsonian Romanesque to the Chicago School. The majority of the architectural and historic resources in the area, many of which had later rear additions, were built between 1869 and 1911, a time that coincides with Louisville's period of greatest growth. The area is characterized by the architecture of three and four-story Victorian era commercial wholesale and retail establishments, many of which had residential space above first floor storefronts, and by larger

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buildings built for more specialized purposes which include one bank, one department store, one theater and one hotel. These structures retain most of their architectural integrity, but are interspersed with a few greatly altered buildings and a number of vacant sites, currently used for parking. Surrounding the resource area are numerous, architectural by-products of Louisville's attempt at urban renewal in the 1960s, plus the ubiquitous suburban solution to commerce, the parking lot.

This commercial area, along with the remainder of Louisville's downtown, continued to thrive until the early to mid-1900s. One factor which eventually contributed to a change in the character of the entire Central Business District was the increased use of the automobile. Filling stations were springing up at many major intersections as buildings were being razed for surface parking. The Market and Jefferson Streets MRA proved to be no exception. By the early 1970s buildings were being torn down to accomodate future development which in some cases never even occurred and instead merely yielded parking lots.

In the mid-1970s the most dramatic occurrance in the MRA, and one that changed the character of the area considerably, was the conversion of the four corner buildings in the block bound by Market, Jefferson, Second and Third Streets to adult entertainment establishments. This area's notorious reputation for moral turpitude and the increase in crime and prostitution related arrests discouraged new businesses from occupying the vacant buildings. With the City of Louisville's recent purchase of the the majority of the buildings in what has been known as the "porno district", all but a few of the adult entertainment establishments have moved.

What remains of the Market and Jefferson Streets MRA's building stock is, for the most part, clustered in tight groups. Despite first-floor storefront alterations, it retains a high degree of architectural integrity due to the intact state of most of the distinctive upper facades that dominate the streetscapes. The three block area, largely because of vacant buildings and lots now used for surface parking, is prime for redevelopment. The several blocks surrounding the Market and Jefferson MRA retains few architecturally significant structures.

In the last ten years two major projects were planned for the area included in the MRA. The first was a proposed sports arena planned for the block bounded by Market, Jefferson, Second and

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Third Streets. The land was never cleared and no structures were ever built. However, the block just north, bound by Main, Market, Second and Third, was cleared in the last five years for a proposed office tower. Formerly occupied by Victorian commercial structures with intact cast iron facades this block now sits vacant except for The Levy Brothers Building and the German Insurance Bank Building. No substantial changes have occurred in the MRA's most southerly block since 1970 when buildings were removed to create parking lots.

Summary of Contributing and Non-Contributing Buildings.

District or Building	Contributing Buildings	Non-Contributing Buildings	non-Contributing Sites
2nd & Market Dist.	8	0	0
3rd & Market Dist.	9	1	0
Savoy District	3	0	1
3rd & Jefferson Dist.	5	0	0
Tyler/Milner Hotel	1	0	0
NR Listed Previously	2	0	0
TOTAL	28	1	1

The City of Louisville's Historic Landmarks and Preservation Districts Commission, which is responsible for the development and maintenance of the City's National Register program, completed a street by street block-face survey and photodocumentation of the entire city in 1978. During the survey, the Market and Jefferson Streets MRA and the surrounding area, then largely intact, were studied closely. Because demolition of architectural resources has occurred in the blocks just beyond the MRA, the significance of the remaining structures in the study area has increased dramatically. After thorough research of available historic records maps, city directories, photographs, real estate records and other published material, this nomination was prepared. Archaeological and other resources potentially eligible for their ability to convey information (criterion "D") have not been evaluated and are not included in this nomination.

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/	
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian	
<input checked="" type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input checked="" type="checkbox"/> theater	
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input checked="" type="checkbox"/> politics/government	<input type="checkbox"/> transportation	
		<input type="checkbox"/> invention	German/Jewish Ethnic History		<input checked="" type="checkbox"/> other (specify)
Specific dates	1869-1925		Builder/Architect	multiple	

Statement of Significance (in one paragraph)

The Market and Jefferson Streets Multiple Resource Area (MRA) is locally significant under criterion "A" for commerce, ethnic and theatrical history, under criterion "B" for political history, and under criterion "C" for architecture. The broad period of significance falls between 1869 and 1925 and is based upon the periods of significance for each district (The Second and Market Streets Historic District: 1869-1900; the Third and Market Streets Historic District: 1869-1925; The Savoy Historic District: 1880-1913; The Third and Jefferson Streets Historic District: 1883-1908) and the Tyler/Milner Hotel (1911). All structures were built during a prosperous period in Louisville's history, with the majority of the buildings constructed prior to the turn-of-the-century. Immigrants of German and/or Jewish extraction occupied these buildings either as owners or renters. In most instances, these immigrants, who played a significant role in Louisville's development, lived above their stores in residential spaces, many of which remain intact. The area has a large collection of Victorian era commercial structures, with excellent representative examples of Renaissance Revival, Italianate, Victorian Vernacular, Beaux Arts, Chicago School, and Richardsonian Romanesque styles, some of which were architect-designed. Together, these structures exhibit a high quality of architecture displaying a cohesive development pattern.

From 1865 to 1900, the city was experiencing a period of rapid growth, expansion, and change. Louisville was developing away from a rural agrarian economy into one that was more commercially and industrially based. This was partially due to improvements in river and rail transportation systems that facilitated an increasingly efficient way of moving goods from one locale to another. The city also expanded because new forms of transportation, such as the streetcar, made outlying areas desirable as living spaces. One important effect of these developments was that the downtown became more exclusively commercial in character. A building boom occurred in the center city as residences in the area were razed to make way for commercial development.

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Attracted by the city's economic success, and spurred by anti-semitism, politics, a poor economy, and other undesirable factors in their homelands, many German immigrants saw Louisville as a suitable place to live. These Germans, along with many other European ethnic groups, descended upon the city, settling in neighborhoods with other immigrants of similar ancestry. Within the MRA, significant numbers of these Germans and/or Jews set up businesses. In many instances, a ground-floor retail or commercial shop was topped by two or three floors of either living quarters or warehouse storage.. Although the residential neighborhood of Phoenix Hill to the east was very close by and was similarly settled by German and Jewish immigrants, for the shopkeepers in the MRA area, economic constraints necessitated that they live above their shops. The proximity to their homes allowed them to devote long hours to their business and thereby generate increased revenues.

In the late 1800s a person's every basic need could be met within what is now the Market and Jefferson Streets MRA. In the Second and Market Streets Historic District, one could buy a mop at the Louisville Brush and Mop Factory or a hat at Schieman and Bosse, Hatters. You could stop at T. D. Davis Drugs for supplies before your passport was issued by Henry Knoeiel, and you could get your picture taken at the photographer's studio down the street. By dinner time, one could pick up something to eat at George Lovell's establishment, where oysters, fish, and game were sold. Similarly, the Third and Market Street Historic District had notions, wine, wholesale whiskey, a grocer, a jeweler and watchmaker, clothing, or your choice of two newspapers-- one written in English and one in German. The Savoy Historic District, known for its high quality entertainment, provided the most popular vaudeville or burlesque shows of the day. A bouquet of flowers for the stage performers could be purchased at the Haupt Florist. The Third and Jefferson Streets Historic District had two saloons, between which was sandwiched a shooting gallery. A drug store, brass works, and a dry cleaners were just down the street.

A look at the surnames and types of businesses in the MRA reveals their German and/or Jewish heritage. Perhaps the most obvious is the German Insurance Bank Building which, by its title distinguished itself from other lending institutions. It was designed by Charles D. Meyer, who received his architectural training at the Technical Institute in Germany. The bank changed

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its name in 1918 to Liberty National Bank, probably due to anti-German sentiment fueled by World War I. Levy Brothers was a business started by two Jewish brothers who emigrated from Nierstein, Germany and were active in local Jewish religious and cultural affairs. They hired the architectural firm of Joseph and Joseph, of German/Jewish extraction, to design the addition to their landmark department store building. Loevenhart's, a mens' furnishings store, was the competing department store to Levy Brothers and was located in a more modest building across the street in the Third and Market Streets Historic District. It was owned and operated by Lee Loevenhart, a Jew who also hired Joseph and Joseph for their 1923 renovation. The Louisville Omnibus, one of the city's German newspapers from 1869 to 1905, was located in a building on Third Street between Market and Jefferson in the Third and Market Street Historic District. Other occupants with German surnames such as Levy, Ludwig Wunsch, Adam Wolf, and T. Landenwich some of whom were probably also Jewish, are listed in early City Directories as proprietors of shops along Market and Jefferson Streets. It is notable that this pattern continued until the mid-1980s when the City of Louisville purchased many of the buildings in the MRA area.

The MRA's significance in the area of politics is embodied in the Savoy Historic District and its hallmark Savoy Theatre. As the sole surviving building to have housed a business venture of John H. and James P. Whallen, this once-popular theatre is the best tangible reflection of the Whallen brothers' strong political influence. From 1880 to 1913, the Whallens were among Louisville's most powerful political bosses. They operated from their network of theatres, saloons and "houses of ill repute" to rig elections through bribery and vote tampering and thereby assure the strategic political offices of their allies.

Architecturally, Louisville was an eclectic Victorian city following, for the most part, national architectural trends. As the city expanded, structures built within the MRA fell into two general categories: smaller "Mom and Pop" retail and wholesale stores and larger buildings designed for specialized uses. Virtually every building in this MRA nomination was built for a commercial use. The majority of the structures built, including residential and commercial projects, were designed by craftsmen who learned their trades through trial and error or a more formal apprenticeship training. Accustomed to the eclecticism that fostered a liberal and inventive use of a broad architectural vocabulary presented in scores of guides and

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manuals, they often built according to their own preferences rather than a strict academic framework while still conforming to a program molded by their clients' needs. The majority of the structures in the MRA districts fall into this category. For the most part, however, the larger structures within the study area were designed by architects well versed in major construction and stylistic trends of their respective era. The Market and Jefferson Streets MRA is representative of the city's commercial architectural trends from 1869 to 1925.

Architectural styles in the resource area include an example of a vernacular structure like the photographer's studio at 214 West Market with its simple window, door, and cornice treatments. The more commonly occurring Italianate and Renaissance Revival styles are characterized by their verticality, elongated windows and doors with either projecting hoods or flat lintels with incised decorative motifs as well as strong cornice lines. The Savoy Theater is a good example of a combination of the Italianate styles and eclectic Victorian theater architecture. Classical details and the more exuberant Beaux Arts influences are seen throughout the MRA where egg and dart, swag, dentils and cartouche motifs are found. The Tyler/Milner Hotel is an especially fine example of Beaux Arts ornamentation. Eclecticism is seen, side by side, in two small-scale commercial structures at 232 and 234 West Market where a building adorned with a starburst and dentils stands next to a building adorned with Greek fret work, fleur de lis, and egg and dart ornamentation. Romanesque Revival and the more stylized Richardsonian Romanesque styles identified by their round arches, grouped windows, and turrets are found in both small-scale structures, like 200 West Market, and in large-scale examples like the Levy Brothers Building. The more recently constructed buildings, including the Art Deco style addition to the German Insurance Bank and the Chicago School Loevenhart's Building, are reflective of more modern architectural trends as characterized by rectilinear lines and applied ornamentation. All of these buildings in the MRA are good examples of commercial architectural development in their embracing of late nineteenth and early twentieth century stylistic trends as seen in an urban setting.

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All of the larger structures in the MRA were built for specialized commercial uses upon the sites of smaller groups of buildings that were demolished to make way for the new construction. Built in 1886 and the oldest in the MRA, the Savoy Theater is an excellent example of Victorian theater architecture. Its elaborately exotic design executed in an 1894 remodeling according to plans by D. X. Murphy, one of Louisville's most important architects, resulted in a strikingly eclectic facade with Italianate influences and an extravagant interior space exhibiting oriental stylistic tendencies. Completed in 1887, German Insurance Bank Building, designed by the German-trained Louisville architect Charles D. Meyer, chronicles building styles from 1887 to 1932 including Renaissance Revival, Romanesque, Classical Revival and Art Deco.

The local architectural firm of Clarke and Loomis designed the 1893 Levy Brothers Building using the Romanesque architectural vocabulary stylized by H. H. Richardson. The 1913 addition by another important Louisville firm, Joseph and Joseph, mimicked the original 1893 Richardsonian Romanesque design. The last of the large-scale structures in the resource area to be built is the 1911 Tyler/Milner Hotel. Aware that it was intended to compete with the nearby, luxurious Seelbach Hotel, McDonald and Dodd, who had a sizable regional clientele, applied Beaux Arts style terra cotta ornamentation to this Chicago School highrise.

The smaller commercial buildings that line West Market and West Jefferson Streets are all constructed of brick and are generally three to four stories high. Every one was built with a ground floor storefront. Surprisingly, several of the residential spaces survive intact, complete with period fireplaces and bathrooms. In addition to living quarters, portions of the upper floors were used for storage. These multi-storied buildings, with only a few exceptions, were built on very deep lots with narrow street frontages. The average lot measures 30' x 200' with each building sharing a party wall. Styles run the gamut from Victorian Vernacular to Italianate, Beaux Arts to the Chicago School. Together, these structures form a remarkably cohesive group displaying the eclecticism of architecture from the Victorian era.

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By 1940, the area under study had begun to change. Large groups of buildings were being demolished to make way for newer buildings, or in many instances to accommodate garages and parking lots. Since 1969, demolitions for future development and surface parking have continued. None of the buildings in the area constructed since 1940 meets the exception criteria. The surrounding blocks contain few remnants of historic fabric, thereby making the cohesive districts of Victorian commercial architecture within the MRA all the more precious.

Today, the future for the Market and Jefferson Streets MRA looks brighter than it has in many years. In the winter of 1986-1987, the City of Louisville purchased all of the buildings in the block bounded by Market, Jefferson, Second and Third Streets except for the Tyler/Milner Hotel and the Savoy Theater. Negotiations are currently underway to secure a developer to purchase the city-owned properties for renovation, using the Federal Rehabilitation Tax Credit. A parking garage, hidden in the center of the block behind the historic buildings, is planned for construction within the next two to three years. A large national developer plans to construct an office complex on the vacant property in the northernmost block of the MRA, between the historic Levy Brothers Building and the German Insurance Bank Building, both of which have already been renovated. The same developer owns the Savoy Theater, and it is hoped that his development firm will renovate it, as the owner of the Tyler/Milner Hotel plans to do. With so much re-investment occurring in the area, it is anticipated that the trend will spread to the privately owned buildings in the proposed Third and Jefferson District Historic District.

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Multiple Resource Area
Thematic Group

Name Market and Jefferson Streets MRA

State Jefferson County, KENTUCKY

Nomination/Type of Review

Date/Signature

Cover

~~Substantive Review~~

Keeper

Patrick Andrus 6/1/88

1. Savoy Historic District

~~Substantive Review~~

for

Keeper

Patrick Andrus 6/1/88

Attest

Sub 2. Second and Market Streets
Historic District

~~Substantive Review~~

for

Keeper

Patrick Andrus 3/17/88

Attest

Sub 3. Third and Jefferson Streets
Historic District

~~Substantive Review~~

for

Keeper

Patrick Andrus 3/17/88

Attest

Sub 4. Third and Market Streets
Historic District

~~Substantive Review~~

for

Keeper

Patrick Andrus 3/17/88

Attest

Sub 5. Tyler Hotel

~~Substantive Review~~

for

Keeper

Patrick Andrus 3/17/88

Attest

6.

Keeper

Attest

7.

Keeper

Attest

8.

Keeper

Attest

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