

**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 Crittenden Building

and/or common Burger Phillips Building

2. Location

street & number 1914 3rd Avenue, North _____ not for publication

city, town Birmingham _____ vicinity of congressional district 6

state Alabama code 01 county Jefferson code 073

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" 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	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input 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 Nelson H. Head and Pedro C. Costa

street & number P. O. Box 11541

city, town Birmingham _____ vicinity of state Alabama

5. Location of Legal Description

courthouse, registry of deeds, etc. Jefferson County Courthouse

street & number 716 21st Street North

city, town Birmingham _____ state Alabama

6. Representation in Existing Surveys

title Historic Resources Survey has this property been determined eligible? _____ yes no

date April 18, 1979 _____ federal _____ state _____ county _____ local

depository for survey records Advisory Council on Historic Preservation

city, town Washington _____ state D. C.

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 Burger Phillips Building is an important commercial structure located midway along with 3rd Avenue North retail block between 19th and 20th Streets. A 3 x 4 bay structure, it is of reinforced concrete and brick infill shear wall construction. The building is comprised of a ground floor retail space with partial mezzanine and five upper floors of retail/office space. The appearance of the original 1924 brick building was altered in 1933 when it was remodelled with a high style Art Deco limestone storefront.

The storefront design exemplifies the simple, two dimensional geometric ornament of the Art Deco Style particularly in the design of the inset panels in Indiana limestone. The panels are decorated with incised carvings of alternating flat medallions and abstracted triglyphs. Below these panels are simple recessed bronze awnings bar hangers which maintain the uncluttered appearance of the facade. The brick upper part of the facade is original to the building. Tripartite in form, it has a recessed central bay crowned by the building sign. The masonry facade is finely proportioned, consisting of terra cotta spandrels with patterned brickwork between attenuated brick pilasters. The steel sash windows, grouped vertically and arranged within 3 inset planes, are the commercial projecting type.

The redesigned storefront incorporates a grand vestibule with a vaulted galleria lined with commodious display cases. The galleria features a variegated travertine marble floor, a dark green, veined Florentine marble base, bronze and plate glass showcase windows, and cast bronze bas relief sculpture over the doorway. The bronze doorway frames double glass doors which were originally electronically operated.

The interior has few significant original features. Most interior finishes have been altered, or have deteriorated such as the gridded terrazzo floor, unadorned plaster walls and cove-corniced ceiling at the ground level. A large bronze-framed mirror over the door, inverted ziqqurat-shaped niches to either side, stylized brass grilles and conical light pendants date from the 1933 remodelling. The partial mezzanine or balcony was a later addition from the 1940's.

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 checked="" 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 1924 Alt. 1933 **Builder/Architect** Harry Wheelock Taylor, Thompson & Smulski Miller, Martin & Lewis, Assoc.

Statement of Significance (in one paragraph)

The Burger Phillips Store is significant as one of the finest women's apparel stores in Alabama. Because it was locally-owned, it made a major contribution to the business community in Birmingham and played an important role in the history of retail merchandising in the city. The new store, opened in 1933, was one of the first stores in the South to have electric eye doors, air conditioning, scientific storage vaults and high speed elevators. To speed customer transactions, a charge card credit operation with a complex pneumatic tube system was implemented.

Architecturally, the building is significant for its high-style Art Deco storefront. Its galleria, one of only two existing in Birmingham, is the larger and more elegant, exhibiting the finest of materials and detail.

* * * * *

The Burger Phillips Company began in 1894 as Burger Dry Goods Company, a railroad salvage firm. From this local origin, it soon became one of the finest apparel stores in Birmingham and the Southeast. Because of its rapid growth, the Burger Phillips Company planned the building of a third new store on 4th Avenue and 20th Street. But instead, in 1933, the management bought and remodelled the Crittenden Building at 1914 3rd Avenue, North.

Built in 1924 at a cost of \$1,250,000 the structure has been designed by the architect Harry Wheelock. The high style Art Deco design of the remodelled store front was done by Taylor, Thompson & Smulski, architects, of Atlanta, and Miller, Martin & Lewis Associates, engineers, of Birmingham. The galleria featured in this design is notable.

9. Major Bibliographical References

1. Birmingham, Alabama: Historic Resources Survey. Washington, D. C.; Advisory Council on Historic Preservation, April 18, 1979. pp.9-10.
2. Birmingham Age-Herald April 7, 1932.

(see continuation sheet)

10. Geographical Data

Acreeage of nominated property less than 1

Quadrangle name Birmingham North

Quadrangle scale 1:24000

UMT References

A

1	6	5	1	7	8	2	0	3	7	0	8	3	2	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

Lot 15 Block 73, 75' x 150'

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

state code county code

state code county code

11. Form Prepared By

name/title Louise J. McPhillips, Architect

organization Pedro C. Costa, Architect-Planner date November 13, 1980

street & number 21 Office Plaza, 2101 Magnolia Avenue telephone (205) 251-1202

city or town Birmingham state Alabama

12. State Historic Preservation Officer Certification

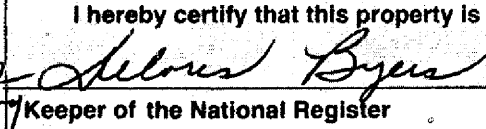
The evaluated significance of this property within the state is:

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 

title S.H.P.O. date 12-23-81

For HCRS use only	
I hereby certify that this property is included in the National Register	
	Entered in the National Register date <u>12/30/81</u>
Keeper of the National Register	
Attest:	date
Chief of Registration	

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

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

FOR HCRS USE ONLY

RECEIVED DEC 30 1981

DATE ENTERED

DEC 30 1981

CONTINUATION SHEET

ITEM NUMBER 9

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3. Birmingham Post, November 20, 1935.
4. Downtown Architectural Resource Survey, 1976, Historical Society.
5. White, Marjorie L. ed. Downtown Birmingham Architectural & Historical Walking Tour Guide. Birmingham: Birmingham Historical Society and The First National Bank of Birmingham, 1977. p. 51.