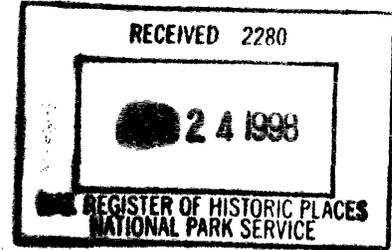


United States Department of the Interior  
National Park Service



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 any 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 Loussac-Sogn Building

other names/site number AHRS Site No. ANC-359

=====

2. Location

=====

street & number 425 D Street

not for publication N/A

city or town Anchorage vicinity N/A

state Alaska code AK county Anchorage code 020

zip code 99501



USDI/NPS NRHP Registration Form

Loussac-Sogn Building  
Anchorage, Alaska

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X 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 forth in 36 CFR Part 60. In my opinion, the property X meets      does not meet the National Register Criteria. I recommend that this property be considered significant      nationally      statewide X locally. (      See continuation sheet for additional comments.)

Justin Bittner  
Signature of certifying official

April 14, 1998  
Date

Alaska

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 commenting or other official

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this 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):     

Edson H. Beall 5/20/98

Edson H. Beall  
Signature of Keeper

5/20/98  
Date of Action

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building

Anchorage, Alaska

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**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**

Contributing	Noncontributing
<u>  1  </u>	<u>      </u> buildings
<u>      </u>	<u>      </u> sites
<u>      </u>	<u>      </u> structures
<u>      </u>	<u>      </u> objects
<u>  1  </u>	<u>  0  </u> Total

**Number of contributing resources previously listed in the National Register**   0  

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

\_\_\_\_\_

\_\_\_\_\_

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building

Anchorage, Alaska

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**6. Function or Use**
=====

**Historic Functions (Enter categories from instructions)**

Cat: commerce/trade Sub: business
commerce/trade professional

**Current Functions (Enter categories from instructions)**

Cat: domestic Sub: multiple dwelling
commerce/trade specialty store

=====
**7. Description**
=====

**Architectural Classification (Enter categories from instructions)**

Modern Movement: Moderne

**Materials (Enter categories from instructions)**

foundation concrete
roof concrete
walls concrete, ceramic tile
other

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

The W.H. Witt Company built the reinforced concrete Art Moderne Loussac-Sogn Building on the northeast corner of 5th Avenue and D Street in Anchorage, Alaska in 1947. The building occupies two city lots and measures approximately 100 feet by 140 feet. The entrance faces west onto D Street, the shorter side of the rectangular plan. Each floor contains 13,000 square feet; the building (including the basement) has a total of 52,000 square feet. Directed by Z.J. Loussac and Harold Sogn to design a simple medical clinic, the architect, William A. Manley, elaborated on the concept. The addition of office space to the design resulted in the three-story building.

The Loussac-Sogn Building makes use of right angles, horizontal lines, and flat surfaces to create a low, horizontal profile. Ceramic tile, painted a dark green, rises 3 feet 1 inch from the sidewalk to the shop window sills, forming a strong visual base for the building. The ground floor has shops on both street exposures. Two of the five store windows on the 5th Avenue side are angled outward 22 degrees from the sills.

Spandrels of equal height separate the bands of windows on each floor of the 5th Avenue and D Street sides, strongly contributing to the horizontal profile. Each spandrel is defined by sill and belt string courses. On both facades, the window bands on the second and third floors are separated by narrow panels that create the effect of wide mullions. The panels are decorated with vertical lines cast into the concrete. At the corners, the wall panels are decorated with three horizontal lines, echoing the lines

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building

Anchorage, Alaska

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**8. Statement of Significance**  
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**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 (Mark "X" in all the boxes that apply.)** N/A

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- 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)**

architecture

**Period of Significance** 1947

**Significant Dates** 1947

**Significant Person (Complete if Criterion B is marked above)**

N/A

**Cultural Affiliation** N/A

**Architect/Builder** Manley, William A.

Witt, W.H., Company

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building  
Anchorage, Alaska

=====

**9. Major Bibliographical References**

=====

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

Anchorage Daily Times. "Z.J. Loussac Dies; Seattle Rites Set," March 16, 1965.

----- . "Services Held for Architect," August 6, 1979.

Carberry, Michael E., and Donna L. Lane. *Patterns of the Past: An Inventory of Anchorage's Heritage Resources*. Anchorage: Municipality of Anchorage, 1988.

McAlester, Virginia, and Lee McAlester. *A Field Guide to American Houses*. New York, New York: Alfred A. Knopf, 1984.

Naske, Claus-M., and Ludwig Rowinski. *Anchorage: A Pictorial History*. Norfolk, Virginia: Donning Press, 1979.

Seattle Times. "A Gift to Anchorage," July 4, 1965.

Previous documentation on file (NPS) N/A

\_\_\_ 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: \_\_\_\_\_

=====

**10. Geographical Data**

=====

Acreage of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	06	345983	6790850	3	_____	_____
2	_____	_____	_____	4	_____	_____

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building

Anchorage, Alaska

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**Verbal Boundary Description (Describe the boundaries of the property.)**

The nominated property occupies Lots 7 and 8, Block 44, Anchorage Townsite. The building measures 100 feet by 140 feet.

**Boundary Justification (Explain why the boundaries were selected.)**

The boundary includes the entire city lots that have historically been associated with the property.

=====  
**11. Form Prepared By**

**name/title** Mary Ellen McCoggins-Fossey and Michael Carberry  
(revised by Joan M. Antonson, State Historian, SHPO Office)

**organization** Municipality of Anchorage

**date** January 12, 1988 (revised March 23, 1998)

**street & number** P.O. Box 196650

**telephone** 907-264-4224 (907-269-8714)

**city or town** Anchorage **state** AK **zip code** 99519-6650

=====  
**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 the SHPO or FPO.)

Loussac-Sogn Ltd. Partnership

**name** c/o Anchorage Neighborhood Housing Services, Inc., General Partner

**street & number** 3700 Woodland Dr., Suite 500

**telephone** 907-243-1558

**city or town** Anchorage **state** AK **zip code** 99517

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building  
Anchorage, Alaska

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created by the steel muntins in the windows. The spandrel at the third floor level rises above the flat roof to create a low parapet wall. An eight inch high course of ceramic tile caps the parapet wall, forming a scalloped cove at the roof line.

The main entry is set slightly to the right of center on the building's D Street side. It is the width of two third story windows, and is located between the eighth and eleventh windows. The entry has a wide, polished stone surround that rises from the sidewalk through the second floor to the top of the spandrel separating the second and third floors. The name of the building is carved into the upper section of the surround which is the same width as the spandrel. The top edge of the surround has fluted ceramic tile identical to the parapet cove. Within the surround, the walls curve inward to double doors on the first floor. Directly above them, a spandrel decorated with six panels supports a second floor window. The first and second floors are separated by a narrow marquis. There is also a secondary entrance on the D Street side. Its metal doors are recessed between angled, paneled walls. Both entrances incorporate painted ceramic tile veneer, transom, and double doors. The main entrance transom states "LOUSSAC-SOIGN 429" in gold decorative lettering.

The Loussac-Sogn Building's second and third floor windows are steel sash casement windows. Each window is a pair of three light sashes, separated by a central steel mullion. Each pair is five feet high and seven feet wide, separated by a central steel mullion. The top light is fixed. The middle light is hinged at the top to open out with the bottom light. The shops on the ground floor have paired large plate glass windows creating display areas. Next to the windows are single panel, glass shop doors.

Decorative detailing does not extend to the back (north and east) elevations. Impressions from the concrete forms are evident on these plain facades. The standard windows define the second and third floors of both sides. The window openings on the first floor have been filled with glass tiles.

The main entrance leads through two sets of double doors, both with transoms, to a small foyer containing the main stairs and elevator. The foyer is enhanced with simple ceiling molding, scalloped molding around the doorways and the stair opening, and a simple board running the perimeter of the foyer giving the impression of a wainscot. An elegant cove, with recessed lighting, is formed by wall molding placed twelve inches below the ceiling. A two-inch diameter round maple handrail with accompanying flat maple rail and painted baseboard delineate the stairwell on all three floors. Hallways extend to either side of the stairs. In the center of the building is a light well. The secondary entrance leads to the area originally designed for the doctor's clinic.

The building was rehabilitated in 1994. The upper floors were adapted for housing. The concrete beltcourse above the secondary entrance has been removed. The windows in several of the store fronts have been modified slightly for display. One store front doorway has been shifted from the

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building  
Anchorage, Alaska

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right to the left side. The original narrow metal frames on many of the display windows have been replaced with wider metal ones. The building's second and third floor windows have been upgraded to meet present building codes, but maintain the character of the originals. None of the changes compromise the physical integrity of the building.

Horizontal design emphasis, smooth wall surfaces without applied decoration, flat roof, parapet wall, ceramic tile coping at the roof line, string courses, horizontal window bands, and asymmetrical façade are all indicative of the Art Moderne elements of the Modernistic style, and are all incorporated in the Loussac-Sogn Building. The Art Moderne style, popular in America in the 1930s and 1940s, reached Alaska slightly later. The Loussac-Sogn Building, although a late example of an Art Moderne building, was the first such structure built in Anchorage with private funds. As an example of the Art Moderne building style in Anchorage, it was preceded only by construction of the Old Federal Building and Courthouse in 1939-1940 (listed in the National Register), and Central Grade School, built in 1938 and demolished in 1982.

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Loussac-Sogn Building  
Anchorage, Alaska

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**Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)**

The Loussac-Sogn Building in downtown Anchorage is a rare example in the community of the Art Moderne architectural style. Built in 1947 on what was the outskirts of the business district, the professional building was a promise of continuing growth of the town. At the time of its construction it was the largest commercial office building in the community. It is still an impressive and important commercial building in Anchorage, but in the heart not the outskirts of downtown.

Background

The building is one of Anchorage's second generation commercial buildings. Such buildings were larger and of more permanent construction (cast, reinforced concrete) than the wood frame structures of earlier Anchorage. Other second generation commercial and public buildings include Old City Hall (1936, listed in the National Register of Historic Places), Central Grade School (1938-1982), Providence Hospital (1938-1979), the Old Federal Building and Courthouse (1939, listed in the National Register of Historic Places), and the Alaska Railroad Depot (1942). The Loussac-Sogn Building, of later vintage (1947), is an example of the Art Moderne style, popular in other parts of the United States during the 1930s and 1940s.

The building's original owners, Zadrach J. Loussac and Dr. Harold Sogn, were Anchorage community leaders. Loussac was a businessman, two-term mayor, and philanthropist; Sogn was a respected local physician. The building was originally planned to be a one-story structure housing medical offices for Dr. Sogn, but ambitiously grew in the designing and building to its present three-story height. It was constructed in the post-World War II years, a period of incredible growth for Anchorage. Many people stationed in Alaska during the war returned to live in Anchorage after the war. Between 1940 and 1950 the territory's civilian population increased from approximately 74,000 to 112,000. During the same period, Anchorage grew from 4,299 to 11,254 people. At the time of its completion, the Loussac-Sogn Building was the largest commercial building in Anchorage.

William A. Manley, designer of the building, was an Anchorage resident and architect for more than thirty years. He was born in Washington in 1904, and moved to Juneau in 1913. He studied architecture at the University of Idaho at Moscow. In 1937, Manley moved to Anchorage and worked as an architect until his retirement in 1967. He was a member of the territorial Board of Architectural and Engineering Examiners. In addition to the Loussac-Sogn Building, he designed a number of major buildings in Anchorage, among them Grant Hall at Alaska Pacific University, West High School, Ursa Major and Ursa Minor elementary schools, the Simpson and Commerce Building, and the YMCA. He also designed the façade and first addition to the Governor's Mansion in Juneau (listed in the National Register) and the Shrine of St. Therese near Juneau. Soon after completion of the Loussac-Sogn Building, Manley moved his office to the new structure.

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Loussac-Sogn Building

Anchorage, Alaska

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Zadrich J. Loussac, one of the building's original owners, was born in Polkov, Russia, in 1882. He entered the prestigious Imperial Polytechnical Institute in Moscow, but was expelled for participating in a revolutionary student movement. He moved to south Russia to live with his grandmother, then crossed the border to Germany after learning that government officials were looking for him. He arrived in New York City at the age of 18, with no money and unable to speak English. He heard about the Klondike gold fields from a Yukon visitor and in 1901 started west. He stopped at Great Falls, Montana, for a nine month job at a drug store, and temporarily put off his goal of Alaska and returned east to attend Columbia University and earn a pharmacy degree. Within the next ten years he embarked for Alaska three times. On his first trip he went to Nome, and after failing at gold prospecting bought a trading post in the village of Unalakleet, a losing proposition. He worked as a steward to pay for his return passage to Seattle. On his second trip, in 1910, Loussac went to Iditarod where he opened a tent drug store and did good business until a fire destroyed his property. A local banker loaned him \$12,000 to start over. Loussac built a two-story building with the loan, but had timed his venture poorly. Miners in the area left for a new gold strike at Ruby. Loussac again left. It took him ten years to pay off his Iditarod debts. In 1913, Loussac returned a third time to Alaska, this time to Juneau where he opened a drug store. He moved to the new community of Anchorage in 1916 and opened a drug store on Fourth Avenue, then the commercial and business center of town. Five years later he opened another drug store along Fourth Avenue, in the new Anchorage Hotel. Loussac was a partner in the Evan Jones Coal Company, a successful mining venture in the Matanuska Valley. He was active in Anchorage civic affairs and for a time had a daily newspaper, *Loussac's Daily Gossip: Cents and Sense*.

Loussac invested his profits in Anchorage property, including an apartment building on D Street and the Loussac-Sogn Building. He sold both of his drug stores in 1942, and his interest in the Evan Jones Coal Company in 1943. After his retirement, he became involved in various community projects, and was president of the Rotary, Chamber of Commerce, and Pioneers of Alaska. He was active in the Elks, Masons, Shriners, Knight's Temple, Territorial Board of Pharmacy, Alaska Housing Authority, and the War Bond drives. In 1947, he was elected Mayor of Anchorage, holding the office for two terms. He established the Loussac Foundation in 1946 to further social, scientific, and cultural activities in the Anchorage area. The principal beneficiary of the foundation was the Z.J. Loussac Public Library. Other beneficiaries of the foundation included the University of Alaska, Alaska Methodist University (today known as Alaska Pacific University), Sheldon Jackson College at Sitka, and Anchorage Community Theater.

Dr. Harold Sogn, co-owner of the Loussac-Sogn Building, was a local physician. He was born in Canton, South Dakota in 1904, and came to Alaska with his parents in 1920. He worked for a short time at Loussac's drug store and as a laboratory assistant at the Alaska Railroad Hospital. He studied at the University of Washington and Columbia College of Physicians and Surgeons in New York. In 1940, he began to practice medicine in

**USDI/NPS NRHP Registration Form**

Loussac-Sogn Building  
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Anchorage. Although he was a general practitioner, he became well known as "the baby doctor." In 1946, Sogn opened the first clinic of medical specialists in Anchorage called the New Doctor's Clinic. They occupied the first floor of the Loussac-Sogn Building when it was completed. Working with him were Dr. George E. Hale, Dr. Vernon A. Cates, Dr. Tom Brandon, Dr. Ray D. Coffin, Dr. Russell Jackson, and Dr. William H. Ivey. Sogn died of a heart ailment in 1954.

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Anchorage, Alaska

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**NPS Form 10-900-a  
(8-86)**

**OMB No. 1024-0018**

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Section** Photograph identification

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1. Loussac-Sogn Building (AHRS Site No. ANC-359)  
Anchorage, Alaska  
Russ Sackett  
March 1998  
Office of History and Archaeology, Alaska Division of Parks and  
Outdoor Recreation, 3601 C St., Suite 1278, Anchorage, Alaska 99501  
looking northeast at 5<sup>th</sup> Avenue and D Street corner of building
  
2. Loussac-Sogn Building (AHRS Site No. ANC-359)  
Anchorage, Alaska  
Russ Sackett  
March 1998  
Office of History and Archaeology, Alaska Division of Parks and  
Outdoor Recreation, 3601 C St., Suite 1278, Anchorage, Alaska 99501  
looking east at D Street side of building
  
3. Loussac-Sogn Building (AHRS Site No. ANC-359)  
Anchorage, Alaska  
Russ Sackett  
March 1998  
Office of History and Archaeology, Alaska Division of Parks and  
Outdoor Recreation, 3601 C St., Suite 1278, Anchorage, Alaska 99501  
looking east at main entrance of building on D Street