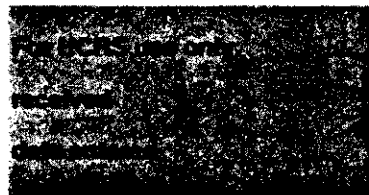


**United States Department of the Interior
Heritage Conservation and Recreation Service**

**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 The Fashion Square Building

and/or common same

2. Location

street & number 1307 Washington Avenue not for publication

city, town St. Louis vicinity of congressional district

state Missouri code 29 county City of St. Louis code 510

3. Classification

Category	Ownership	Status	Present Use	
<input 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 checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input 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 type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Jérôme J. Schlichter

street & number 412 Missouri Avenue

city, town East St. Louis vicinity of state Illinois 62201

5. Location of Legal Description

courthouse, registry of deeds, etc. St. Louis City Hall

street & number Market Street at Tucker Boulevard

city, town St. Louis state Missouri 63103

6. Representation in Existing Surveys

title Central Business District has this property been determined eligible? yes no

date Revised 1982 federal state county local

depository for survey records Landmarks Association of St. Louis, Inc.
721 Olive, Room 1113

city, town St. Louis, state Missouri 63101

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 Fashion Square Building is an 11 story commercial warehouse/loft building located at the northwest corner of Washington Avenue and Thirteenth Street in downtown St. Louis. The building features reinforced concrete floors and a steel frame faced with brick and terra cotta. (Photos #1-4) Designed and constructed in 1926 by architect/contractor David R. Harrison, the building fronts approximately 132 feet on Washington Avenue and 120 feet on Thirteenth Street and rises 140 feet above the street. Each floor has approximately 18,000 square feet of floor space. There is a 125-car underground parking garage.

The building extends seven bays along Washington Avenue (south elevation) and six bays along Thirteenth Street (east elevation). (Photos #1, 2 & 3). The two elevations are identical with the exception of an additional bay on the south elevation and are composed vertically of a three story base from which an eight story shaft rises. A terra cotta parapet crowns the building.

At the base of the south and east elevations, light gray terra cotta piers, trimmed with polished granite bases define the bays and form basket arches above the third story. A horizontal row of cartouches embellishes the spandrels between the arches. Delicate, twisted terra cotta columns accentuate each bay. Between the three base stories there are ornamental steel spandrels cast with shields and tracery and oxidized to a soft rose-brown. From the fourth through the eleventh stories, narrow buff-colored brick piers maintain the vertical divisions established by the terra cotta piers of the base. Cartouches, identical to those below, embellish the tops of the brick piers. Slender, molded terra cotta mullions subdivide each bay and brick spandrels with ornamental terra cotta panels separate the stories. The building is crowned with an arcaded parapet.

The entrance bay, centered in the Washington Avenue facade, is flanked by molded terra cotta pilasters that embrace a crenelated frieze above the third story. (Photos #1 & 2; Fig. 1) Narrow, paired columns with foliated capitals frame the arched entrance. The archivolt is embellished with Acanthus leaves and the spandrels are enriched with acorn and oak leaf ornamentation.

The north and west elevations are unarticulated and express the building's steel and concrete frame. (Photos ## 2 & 4)

The lobby of the building continues the gothic detailing. Italian travertine marble is trimmed with contrasting verde marble. The coffered and vaulted ceilings are composed of pre-cast ornamental plaster enriched with foliation and tracery. Bronze elevator doors complement the ornate interior. (Fig. 1)

The building has been little altered (Photos ## 1-4; Fig. 2) and is in good condition. The first story showcase windows along Thirteenth Street were closed in the late 1950's and several of the original storefronts along Washington Avenue have been altered.

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 type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1926

Builder/Architect

David R. Harrison

Statement of Significance (in one paragraph)

The Fashion Square Building qualifies for listing in the National Register of Historic Places under Criterion C and is significant in the area of ARCHITECTURE. The construction of Fashion Square in 1926 marked the end point in the use of historical styles for commercial buildings in St. Louis. Designed and constructed by architect/contractor David R. Harrison, Fashion Square illustrates the use of streamlined Twentieth Century Gothic design, detailed in finely crafted architectural terra cotta and ornamental steel, for a commercial warehouse/loft building. The building was conceived and designed to accommodate manufacturers and wholesalers in the garment industry. Innovative features included a 125-car underground parking garage, live steam (for use in the manufacture of clothing and hats) provided by a central plant, an express package delivery chute and a built-in waste disposal system. The building survives virtually unaltered.

In the early 1920's when planning for the Garment Center (later called Fashion Square) began, Washington Avenue was a thriving garment manufacturing and wholesaling center.¹ The market for dry goods manufactured in St. Louis included large areas of the south and southwest; Fashion shows, which were held in St. Louis twice yearly, attracted hundreds of out of town buyers who thronged along Washington Avenue inspecting the merchandise on display and placing orders. At that time, the garment district stretched some 15 blocks along Washington Avenue, a not inconsiderable distance for an out of town buyer to travel on foot. Believing that a Garment Center housing numerous manufacturers would prove advantageous for both manufacturers and buyers, Samuel and Rose Pollock, then the owners of the Pollock Clothing Company located at 905 Washington, began planning for such a building.²

Not satisfied with the designs of the existing buildings on Washington Avenue nor with the work of St. Louis architects, the Pollocks selected architect David R. Harrison of New York to design a "special" building and brought him to St. Louis for that purpose. A contractor as well as an architect, David Harrison acted as general contractor for the Fashion Square Building (as well as for his other St. Louis projects.) A precise, particular individual, he was thus able to exercise more control over the quality of the construction of his projects.³

Working closely with the Pollocks, Harrison created a Commercial Gothic style exterior with slender, soaring piers and delicate gothic detailing finely crafted of terra cotta into patterns of shields, foliage and tracery skillfully integrated into the overall design. An unusual and effective feature was the use of ornamental cast steel spandrels at the base of the building which were allowed to oxidize to a soft, rose-brown. The ornate lobby carried through the gothic motif with vaulted and coffered ceilings and tracery work.

In comparison with the earlier Washington Avenue commercial warehouse/loft buildings, traditionally articulated in classical styles, the Fashion Square Building stood out in its use of Commercial Gothic design. The publicity surrounding the 1922 competition for and the 1925 construction of the Chicago Tribune Tower most likely provided Harrison with a design solution that would achieve the unique and "special" qualities his clients desired. Upon completion of the Fashion Square Building, it was noted that "The facade of the new building is of modern American design, with a well defined Gothic influence-- a type which is giving America many of its newest and most attractive structures."⁴ The

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building is a good example of Twentieth Century Gothic as applied to a commercial warehouse/loft structure and is one of a very small group of buildings in St. Louis to employ this style.

In addition to its modern exterior, Fashion Square was designed with several functionally innovative features that set it apart from earlier Washington Avenue commercial warehouse/loft buildings. Harrison incorporated an underground parking garage, possible the City's first, with space for 125 cars.⁵ Elevator service to the basement garage allowed tenants to proceed directly from their cars to their floors. A waste disposal chute allowed tenants to send waste materials directly to the boiler room instead of having to rid themselves of trash via the freight elevator. Similarly, an express package chute with a capacity of several thousand packages per hour greatly improved the speed of deliveries. Of particular benefit to the garment and hat manufacturers was the live steam service available from a central plant in the basement. This represented a significant improvement over the multiple, unsafe, explosive steam plants often installed throughout older buildings by the tenants themselves for pressing garments or blocking hats. Finally, the generous window space allowed by the steel framework offered tenants plentiful ventilation and created exceptionally well lit working conditions.⁶

Ground breaking for the garment center, called Fashion Square, occurred late in 1925 shortly after the Pollocks acquired a long term lease on the site. Actual construction was delayed until the spring of 1926. The building was finally completed in December of that year at a cost of approximately \$1,000,000.⁷

The building was a commercial as well as an architectural success. Before construction was complete, over 85% of the space had been leased. One tenant, the Feder Trimmed Hat Company, even inaugurated a popularly priced line of hats called "Fashion Square Hats."⁸ Inspired by their Fashion Square venture, the Pollocks sold their clothing business shortly after moving into the building preferring to concentrate their efforts in the real estate market.⁹ Fashion Square as well as other Washington Avenue and downtown buildings experienced a difficult time during the depression and even the post-World War II boom failed to restore the area to its earlier prosperity. However, recent projects involving nearby buildings have proved successful and more are planned in the area. The new owner of Fashion Square has plans for the adaptive reuse of the building.

Footnotes:

1. Interview with A. I. Pollock, son of Samuel and Rose Pollock, original owners of the Fashion Square Building, June 23, 1985, St. Louis, Missouri.
2. "St. Louis Garment Center Building Started," The Merchant-Economist and Drygoodsman, Sept. 26, 1975, St. Louis, P. 43.
3. Interview with A. I. Pollock, June 23, 1985, St. Louis, Mo. Harrison's other known St. Louis commissions included single family homes, apartment buildings and an automobile showroom. Little else is known of Harrison who eventually returned to New York.
4. "Fashion Square Building: The Aristocrat of Washington Avenue," The Drygoodsman and Southwest Merchant-Economist, Jan. 29, 1927, P. 42.
5. Interview with A. I. Pollock, June 23, 1985, St. Louis, Mo.
6. "Fashion Square Building, The Aristocrat of Washington Avenue," The Drygoodsman and Southwest Merchant-Economist, Jan. 29, 1927, (St. Louis) P. 43.

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7. "New Fashion Square Building Opened," Greater St. Louis, Jan 1927, St. Louis, P. 26.
8. "Feder Hat Company Opens for Business," The Drygoodsman and Southwest Merchant-Economist, Feb. 26, 1927, St. Louis, P. 57.
9. Interview with A. I. Pollock, June 23, 1985, St. Louis, Mo.

Item Number 10 -- continued

with the property.

9. Major Bibliographical References

"Fashion Square Building, The Aristocrat of Washington Avenue," The Drygoodsman and Southwest Merchant-Economist, V. 56, Jan. 29, 1927, (St. Louis) Pp. 41-44.

10. Geographical Data

Acreeage of nominated property less than 1 acre

Quadrangle name GRANITE CITY, ILL.-MO.

Quadrangle scale 1:24,000

UMT References

A

1	5
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Verbal boundary description and justification The nominated property fronts 135' 2 3/8 " on the North Line of Washington Avenue by a depth Northwardly of 130' to the South Line of Lucas Avenue; bounded on the East by 13th St. and on the West by the property of Annette Realty Company. The boundary includes the portion of the City Block 520 historically associated

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

state	code	county	code

11. Form Prepared By

name/title 1. Deborah B. Wafer

organization na date June 23, 1985

street & number 4425 Laclede Place telephone (314) 652-3135

city or town St. Louis state VA Missouri 63108

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

Wayne E. Duse

Frederick A. Brunner, Ph.D., P.E., Director, Department of Natural Resources and
 title State Historic Preservation Officer date 8/13/85

For NCHS use only:

Thereby certify that this property is included in the National Register

date

Keeper of the National Register

Address

Chief of Registration

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

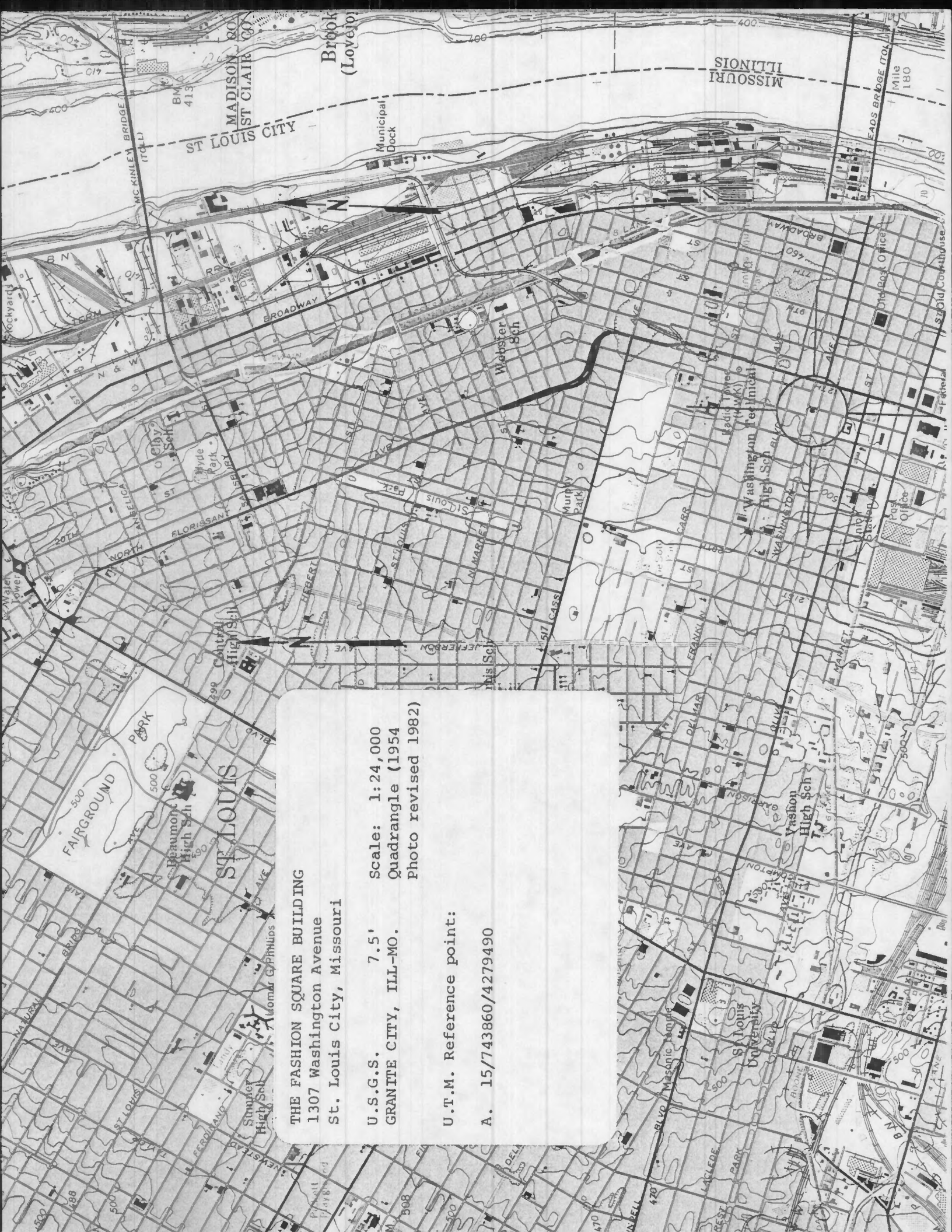
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Continuation sheet THE FASHION SQUARE BUILDING Item number 11

Page 1

2. James M. Denny
Chief, Survey & Registration
and State Contact Person
Department of Natural Resources
Historic Preservation Program
P. O. Box 176
Jefferson City, Missouri 65102
Phone: 314/751-4096
Date: July 31, 1985



THE FASHION SQUARE BUILDING

1307 Washington Avenue
St. Louis City, Missouri

U.S.G.S. 7.5'
GRANITE CITY, ILL-MO.

Scale: 1:24,000
Quadrangle (1954
Photo revised 1982)

U.T.M. Reference point:

A. 15/743860/4279490

THE FASHION SQUARE BUILDING: Photo #1 of 4

St. Louis, Missouri

Photographer: Deborah B. Wafer

Loc. of Neg.: 4425 Laclede Place

St. Louis, Mo. 63108

Date of Photo: June, 1985

View: South elevation, facing Washington
Ave.; Camera facing N. W.



RENTAL LEASING 872 3444
RIBSTEIN & CO.

RIBSTEIN & CO.

THE FASHION SQUARE BUILDING: Photo #2 of 4

St. Louis, Missouri

Photographer: Deborah B. Wafer

Loc. of Neg.: 4425 Laclede Place

St. Louis, Mo. 63108

Date of Photo: June, 1985

View: Looking east along north side of
Washington Ave., Fashion Square Bldg.
3rd from right; Camera facing N. E.



THE FASHION SQUARE BUILDING: Photo #3 of 4

St. Louis, Missouri

Photographer: Deborah B. Wafer

Loc. of neg.: 4425 Laclede Place
St. Louis, Mo. 63108

Date of Photo: June, 1985

View: East elevation facing Thirteenth St.
Camera facing N. W.



THE FASHION SQUARE BUILDING: Photo #4 of 4

St. Louis, Missouri

Photographer: Deborah B. Wafer

Loc. of Neg.: 4425 Laclede Place

St. Louis, Mo. 63108

Date of Photo: June, 1985

View: North and West elevations;
Camera facing southeast

