

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Forty-Eleven Delmar

other names/site number Marshall Apartments; Waldorf Plaza

2. Location

street & number 4005 – 4017 Delmar Blvd. 63120 [n/a] not for publication

city or town St. Louis [n/a] vicinity

state MO code MO county St. Louis (Independent City) code 510 zip code 63108

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 forth 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 [].)

Mark A. Miles

JAN. 11, 2008

Signature of certifying official/Title Mark A. Miles/Deputy SHPO

Date

Missouri Department of Natural Resources
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

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date

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
See continuation sheet [].

Forty-Eleven Delmar
St. Louis (Independent City), Missouri

5. Classification

Ownership of Property

Category of Property

Number of Resources within Property
Contributing Noncontributing

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

 1 0 buildings

 0 0 sites

 0 0 structures

 0 0 objects

 1 0 Total

Name of related multiple property listing.

N/A

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

 0

6. Function or Use

Historic Function

DOMESTIC/ Multiple dwelling

COMMERCE/TRADE/ specialty store

COMMERCE/TRADE/ restaurant

TRANSPORTATION/ road related (vehicular)

EDUCATION/ school

Current Functions

VACANT/NOT IN USE

Work In Progress

7. Description

Architectural Classification

LATE VICTORIAN/ Renaissance

Materials

foundation CONCRETE

walls BRICK

roof ASPHALT

other TERRACOTTA

Narrative Description

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

Forty-Eleven Delmar
St. Louis (Independent City), Missouri

10. Geographical Data

Acreeage of Property Less than one acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	740330	4280890			

C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] 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 Ruth Keenoy, Karen Bode Baxter, Allison Brown

organization Karen Bode Baxter, Preservation Specialist date December 18, 2007

street & number 5811 Delor St. telephone 314-353-0593

city or town St. Louis state MO zip code 63109

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 4011 Delmar Condos, LLC, c/o of Mike Clark

street & number 5391 Brown Ave. telephone (314) 389-8822

city or town St. Louis state MO zip code 63120

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National Register of Historic Places Continuation Sheet

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Forty-Eleven Delmar
St. Louis (Independent City), MO

Narrative Description

SUMMARY

The Forty-Eleven (4011) Apartments, constructed in 1928, are situated in a building located at 4005-4017 Delmar Boulevard in Saint Louis [Independent City], Missouri, within an area that historically was residential in character. The building has a red brick veneer with terracotta ornamentation and a concrete structural system that is exposed on secondary elevations. A first level commercial space spans the entire length of the lower south façade. There is a large garage situated at the rear half of this first level, accessed from the alley. The upper four levels, which served as the apartment spaces, are configured in an H-shaped plan while the first level, commercial and garage level have a rectangular plan. The roof is flat with parapets and rounded decorative pediments. Just west of a major arterial street, Vandeventer, along Delmar and near this building are several newly built residences, a few historic homes and some small businesses, but also many vacant lots. The 4011 commercial/apartment building, with its 150 feet wide by 135 feet deep footprint and five story height, still dominates the streetscape, as it did historically.

EXTERIOR FEATURES

The first story front façade features cream colored terracotta glazed masonry storefronts which span the entire south elevation. The storefronts are separated into nine bays. Each individual bay has jack arched lintels and a bracket shaped keystone, except for the center bay, which has a large recessed round arched entryway with a similar bracket shaped keystone. The recess has a groin vaulted ceiling and leads to the central hallway which served as the entry to the apartments above. The entry door is missing in this location. It retains the original storefronts, with the four storefront bays flanking either side of the entry bay, each of which have three panes and a granite panel base. The vertical mullions are brass. The transoms have wood frames and have five lights. All are currently boarded over but the original three window divisions and five transom design, as well as the large rectangular light wood doors, can be distinguished from the exterior and interior of the building. All are identical except the storefront bays on the farthest ends are slightly narrower. There is a round white terracotta pediment projecting above the parapet with a shield and flourish pattern positioned above the central arched entry bay. The cornice, which runs across the entire elevation, has dentil and egg and dart ornamentation.

From the east end of the elevation, the first two bays are part of one commercial space. The entry is at the second bay where there is a recessed doorway within the center panel. The original door with a $\frac{3}{4}$ height light and single panel remains. The next bay to the west holds a single commercial space which is also accessed by a recessed entry in the center panel of the storefront bay. The following bay is a commercial space but is accessed through the central hall which is fronted by the arched entryway. Each of the four bays to the west of the central arched entry leads to a separate commercial space accessed through a recessed entry on the storefront. Original doors remain on the central two of these business spaces. The storefront bays on the

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Narrative Description

furthest ends are slightly smaller.

The upper levels of the front, south elevation (due to the H-shaped plan) are divided into two wings with a recessed central space. Each wing is identical. They are primarily brick with two white terracotta bands below the second level window line and between the fourth and fifth levels. There are white terracotta quoins at their corners. A band of herringbone patterned brick runs directly below the second story windows and above the storefront level cornice. Each level of the wings has six bays of windows. The second and fifth of these vertical bays are smaller single windows while the others are paired. The windows are aligned vertically throughout each elevation. The cornice is white terracotta. There are arched pediments above the parapets at the center of each wing topped with white terracotta parapet coping tiles.

The center portion of the second through fifth level, recessed between the two wings, has a similar façade design to those elevations directly facing the south. The south elevation has four windows per level on this part – large picture windows on each side and vertical rows of smaller single windows in the center where the building's south stairwell is located. The inner facing walls of these two wings have five windows per level, pair windows on either side and three smaller windows in the center. Other features of this area include a small raised portion in the center on the second level where the first story stair is housed. There are rounded arched windows on the west and east walls of this stairwell that look out onto the first floor rooftop. There are also small, double clerestory windows on the inner walls of the wing which bring light and air to the first story central storefronts.

The concrete structural system is exposed on the east and west elevations. Horizontal and vertical bands of concrete run between each level and denote each bay. The exterior wall area between these columns and beams is filled with hollow clay tiles. This arrangement forms 6 bays in total. The one farthest to the south projects several feet and is faced with brick to match the façade, recessing the less finished side elevation walls behind this bay. This south bay has one small window at its center at each level. Two single northern facing windows are within the projecting wall surface per level. The next bay has five windows per level, the next three, the next four and the two northernmost bays have three windows per level. All windows are arranged so that they line up vertically through each level. The first, commercial and garage level is slightly higher and has no windows across the entire east and west elevations.

The north, rear elevation was used as the garage entrance on the first level. Garage door openings, which no longer have their original doors, are located at the furthest ends on the first level of this elevation. Four large window openings are evenly spaced between these far end doors. The east and west facades (which are not visible from the street) have exposed structural concrete beams and columns separated by clay tile blocks. The building's H-shaped plan creates rear wings similar in appearance to the façade, creating a recessed central area between the second through fifth-floor levels. Central stairwells have a vertical strip of offset windows. The west wing windows (alley side of the building) are much larger than those located on the

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Narrative Description (continued)

east wing. The east stairwell is partially obscured by a projecting chimney. There are single windows on either side of the stairwell bay of this east wing, north elevation. On the west wing, north elevation there is a bay with one single window to the east of the stairwell bay and three single windows on the west side. The central area between these wings is divided into two bays, each of which has three single windows per level.

INTERIOR FEATURES

The interior has largely been gutted, but many of the character defining features remain. Square concrete columns are spaced throughout the levels. There are concrete floors on the first level, (apparent by the original finishes for most storefronts) except for the central entry and east flanking commercial area which retain their terrazzo flooring. The arched vestibule with its plaster walls and windows looking into the adjacent retail spaces is still intact. This primary, central entry hall still leads to an original, wide, dog-legged stairway with round wood railings and alternating twisted and square wrought railings. The treads are terrazzo on this first level. At the upper levels the stairs are concrete with terrazzo landings. The railings on these upper levels are of the same design but without spiral wrought balusters. The central entry hall has remnants of the high wainscoting and trim patterns which can be found in the hall and behind the stairway. The original mailboxes also remain in the hall beneath this entry stairway, in front of the elevator doors. Although most of the partition walls and ceiling finishes have all been removed between the storefronts, the interior trim and finish on the storefront walls is still intact. Bar joists support the concrete floors above. Wire mesh and felt, used as shuttering for the concrete floor, remains exposed between the joists. A double doorway at the end of the central entry hall leads to the rear garage which retains its original exposed red clay tile walls, exposed bar joists and ramped entries.

There are additional stairwells at the centers of the north end wings. They are concrete with pipe railings. All the partition walls have been removed on the second through fifth stories; however terrazzo flooring used in the halls remains running east-west along the center of the building and northwest along the two wings, including the clear pattern of doorways to the units. The south stairway's landings terrazzo floors also remain as does the elevator situated at the southwest corner of this landing area. Ghosts of the cap trim window casings on the upper levels and one example of the cap trim on a main stairwell window remain. A few of the original 3 over 1 sashed upper story windows remain as well.

ALTERATIONS AND INTEGRITY ISSUES

The significance of this building is closely tied to its imposing appearance and prominent position in the area's streetscape, which provide visual evidence to the changing development patterns in the neighborhood in 1928—the aborted movement to replace the single family residential buildings with large apartment buildings. Today, 4011 Delmar remains the most

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prominent building in the streetscape, retaining enough integrity today, especially on the exterior, to clearly represent its historic significance in the development of the community. The unusual layout, which connected the two side wings of the U-shaped apartment layout upstairs with the storefronts across the façade is still intact. Although some of the glazed terra cotta parapet cap tiles of the arched pediment are not visible, since they fell off, they are still laying on the rooftop. With careful physical inspection it became clear that the terra cotta balustrade in the architectural rendering was never built across the one-story segment. The south elevation terra cotta glazed storefronts remain largely intact, including the original framing and display windows, transoms and doors, a rarity in the St. Louis metropolitan area where most storefronts were reframed with aluminum storefront systems in recent years. The historic fenestration pattern and some examples of historic windows remain as well. Besides the historic fenestration pattern, on the rear, the original garage doorway openings are still unaltered, although they are currently boarded over.

The interior partitions have been removed, but many of the character defining features on the interior remain, especially in those areas that were historically more visible to the public—the first floor spaces, the entry hall, elevator lobby, and stairwells. The arrangement of the first floor commercial and garage spaces is apparent and the main entry hall is largely intact, although dilapidated. Examples of interior trim and wainscoting also remain. Original terrazzo floors in the entry hall, adjoining commercial space, south stairway landings, and apartment hall remain in good condition. Doorways to the individual apartments can be assumed from the indentations in the remaining terrazzo hall flooring. The stairway balustrades are original and remain intact, with the alternating twisted and square wrought iron balusters. While the elevator doorways are not currently visible and the condition is not known since they are completely barricaded for safety reasons, the shafts and elevators are still intact. The original concrete and bar joist structural system, an early example of this technology, is currently exposed to view and is in good condition.

The historic significance of this building is associated with its visual impact on the streetscape and its inclusion of commercial spaces to serve the neighborhood, not the individual apartment spaces. While the individual apartment spaces have been destroyed, the primary features associated with the historic significance of the building remain, including the prominence of the building in the residential neighborhood, the original detailing on the façade, the original storefront materials, the separation of the commercial and residential entries with a formal entrance lobby, and the ground level parking garage and entries.

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Forty-Eleven Delmar
St. Louis (Independent City), MO

Map of City of St. Louis, MO

Locating Property



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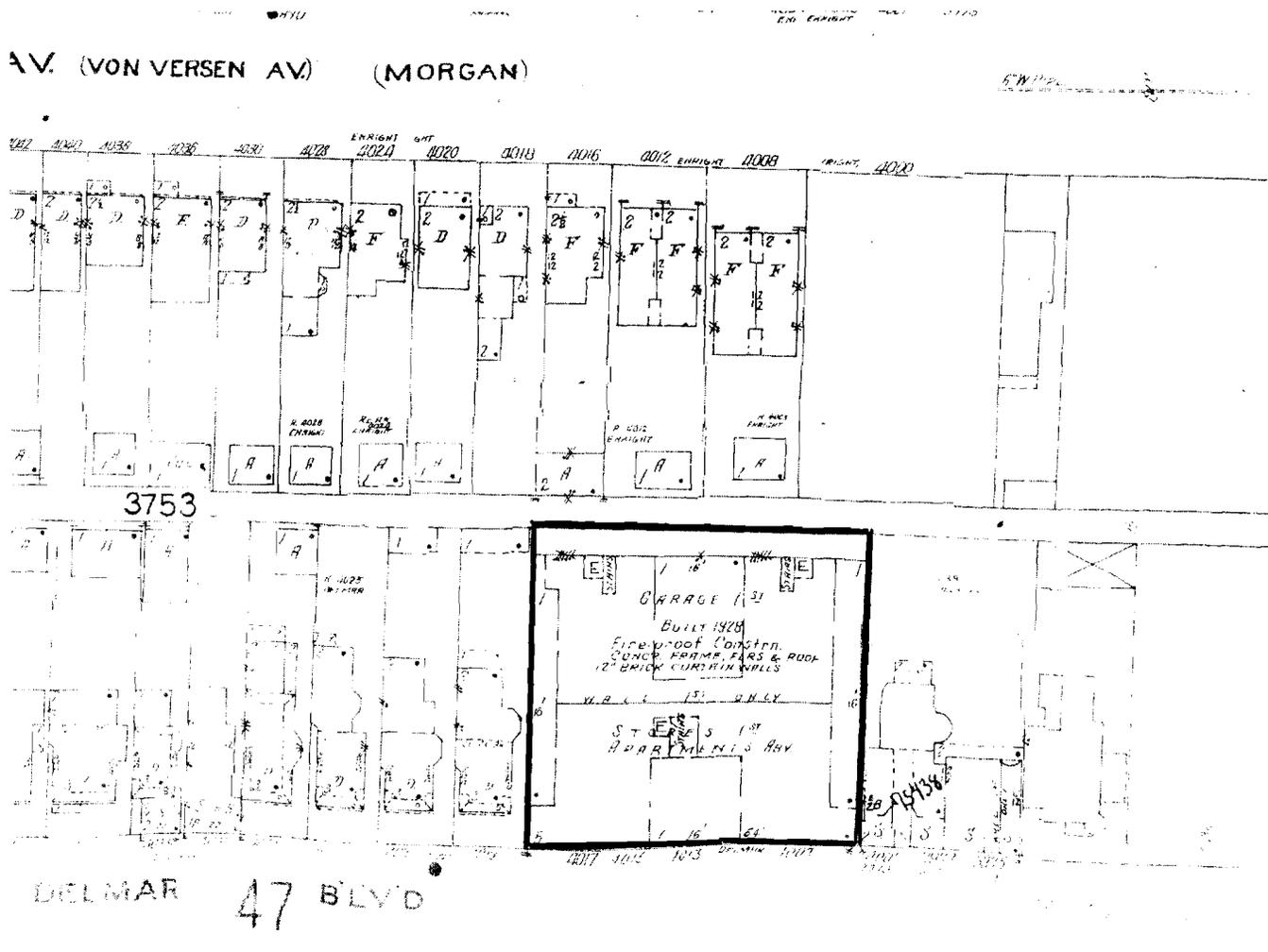
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Forty-Eleven Delmar
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Sanborn Map, updated 1941

Site Plan of Property



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Pitman, Julius, Pitman's New Atlas, 1878, page 20

1878 Map Showing
St. Louis- Florissant Streetcar Line



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Forty-Eleven Delmar
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Gross*

Early Map of Area



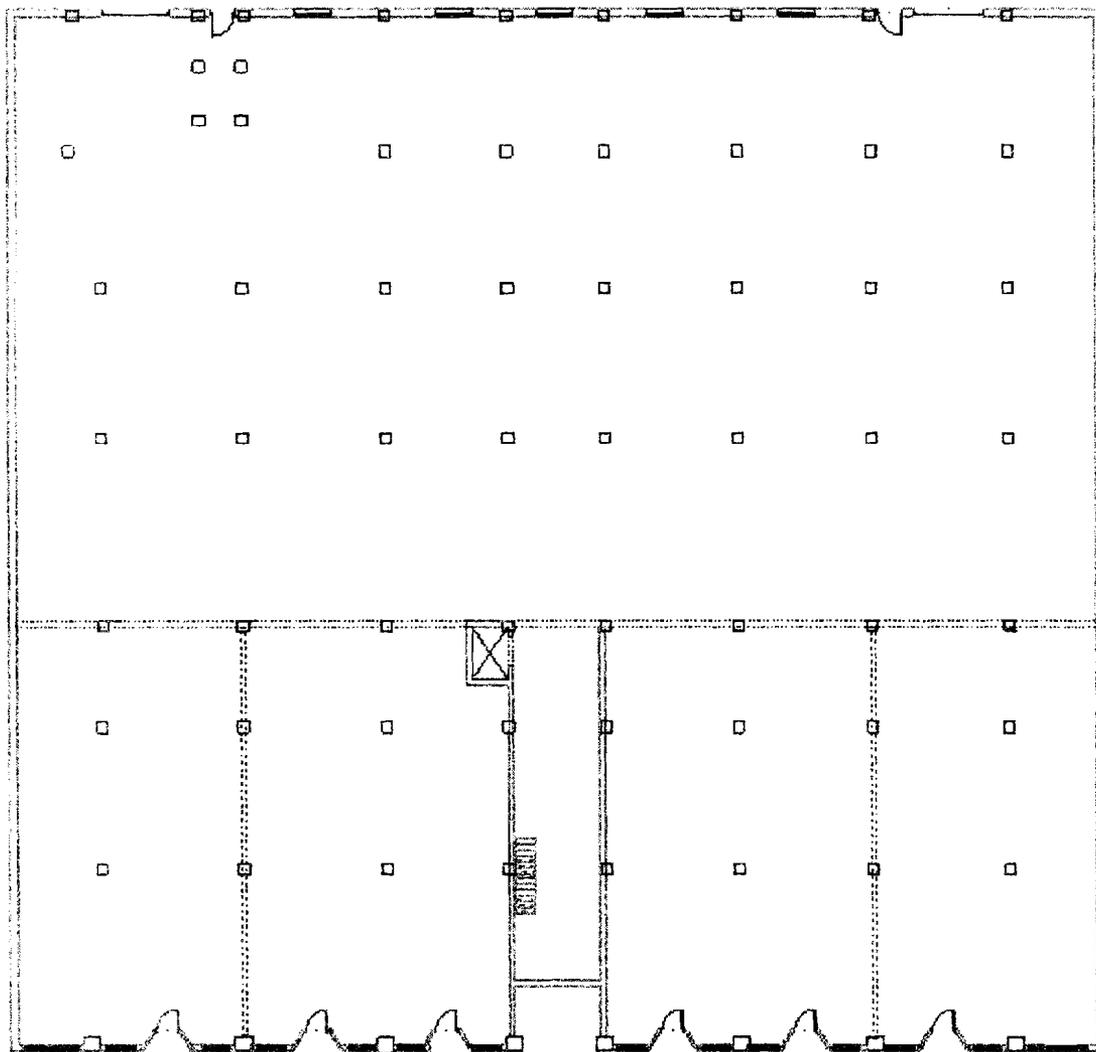
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First Floor Plan



First Floor



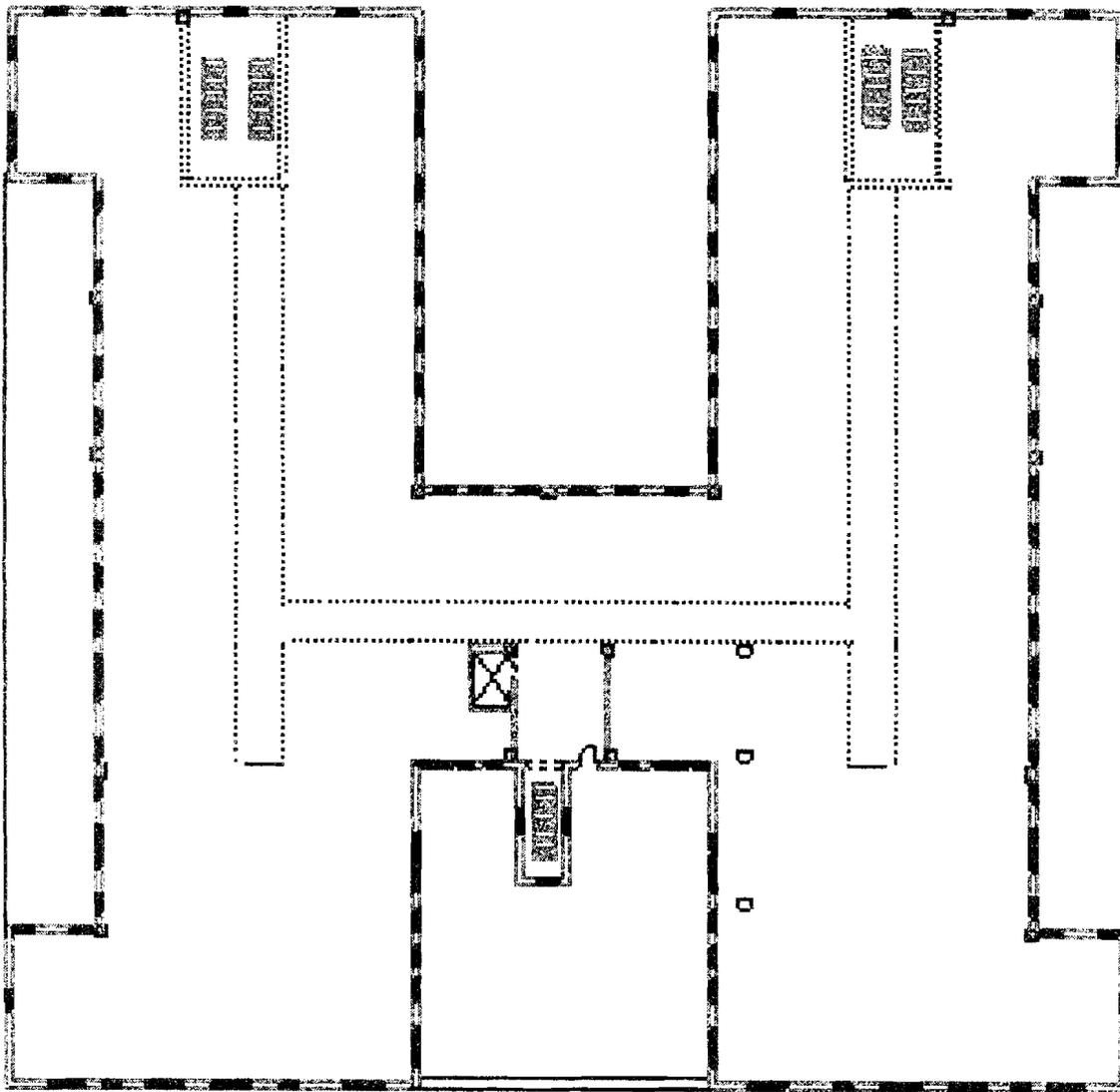
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Second through Fifth Floors Plan



Second through Fifth Floors



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Forty-Eleven Delmar
St. Louis (Independent City), MO

Narrative Statement of Significance

SUMMARY

The building located at 4005-4017 Delmar was constructed in 1928 as a commercial and multi-family apartment complex. This property, named at the time of its construction as “Forty-Eleven Delmar” is locally significant. It is eligible for the National Register of Historic Places (NRHP) under Criterion A as related to Community Planning and Development. The building is also eligible for its architecture under Criterion C, as an excellent example of an early twentieth-century high rise apartment/commercial property. Forty-Eleven Delmar (interchangeably written as 4011 Delmar within this document) is a premier example of a mixed-use property type that became popular in the early twentieth-century. In St. Louis, this particular building type (multi-use/commercial/residential) became fashionable by the 1910s and remained so throughout the following decade. Forty-Eleven Delmar was the earliest mixed use building constructed within the 4000 block of Delmar. Today the building remains the only multi-story complex along these blocks, which primarily feature residential single-family housing erected in the early 1900s. The 4011 building, which features an interior parking garage, was designed to attract commercial tenants, in an effort to insure financial stability; as well as urban shoppers and residents with automobiles. It was situated in an area that until 1928 did not support any similar property type. Forty-Eleven Delmar is a unique building architecturally, featuring elegant storefronts and terra cotta details. Its history clearly illustrates the many physical changes that occurred within the city of St. Louis throughout the 1920s, the Depression era, and into the mid-twentieth century. The period of significance extends from the building’s year of construction, 1928, through 1950, which corresponds with the neighborhood’s decline as a burgeoning residential and commercial center.

Delmar Boulevard, 1876-1950

In 1876, the City of St. Louis and St. Louis County “split” to form separate governments. At this time, the city’s limits were set as they remain today, bounded roughly at approximately 600 feet west of Skinker Boulevard; at the north by present-day Interstate 270; at the east by the Mississippi River; and at the south by the River des Peres. The property associated with 4011 Delmar lies within the City’s final boundary extension area. This sector of St. Louis was known at one time as “Grand Prairie,” surrounded at the south by (present day) Delmar Boulevard, at the east by Grand Avenue, at the west by Kingshighway, and at the north by St. Louis Avenue. The region was part of the common fields laid out by French settlers during the eighteenth century. In 1800, the area supported large private farms. During the mid-1800s, these large farms were subdivided into two primary sections: Cote Brillante (platted in 1853) and Prairie Place (platted in 1855). After the Civil War, many private places were established in the city’s outlying region west of Grand Boulevard, including Vandeventer Place, Wash Estate, Evans Place, Taylor Place,

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Forty-Eleven Delmar
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Narrative Statement of Significance

and Delmar Place. “From a sparsely settled countryside in the 1860s, the area experienced gradual urbanization. This build-up followed the city’s westward growth across Grand Ave., a trend that began about 1870 and progressed into the first decade of the twentieth century.”¹

Delmar Boulevard was named for the states of Delaware (Del-) and Maryland (-Mar), in relation to two former property owners. John Hogan moved to the Midwest from Baltimore during the 1820s and gained the property bordering Delmar’s northern edge. Hogan was a shoemaker, a minister, and a merchant. He was also postmaster of St. Louis in 1857-1861 and served in the United States Congress in 1865-1867.² Trusten Polk owned land bordering the south side of Delmar. He was born in Delaware and served as governor of Missouri in 1856-1857, a position that he left to serve as a United States Senator in 1857-1862.³ In the 1870s, Delmar did not fully extend along its current path. It was a much shorter route bounded at the east by Grand Boulevard and at the west by Taylor Avenue. By the 1890s, however, Delmar was well known as a “splendid boulevard . . . [bordered by] costly residences and exquisite lawns.”⁴

Delmar’s nomenclature was assigned to sections of the present route, beginning in the 1870s. The western section of the road that extends west of Taylor Avenue into St. Louis County was known as Olive Street. This portion of the route was renamed in 1881 as Delmar.⁵ The eastern end of the road that extends east of Grand Avenue into downtown was originally Morgan Street. This section was renamed as Delmar in 1933. The central (and original) section of Delmar – east of Taylor and west of Grand – was known as McClure Avenue until the 1870s.⁶ By that time, the St. Louis & Florissant Railroad extended approximately one block north of Delmar along present-day West Belle Place.⁷ The train’s tracks were later used (by 1900) by the Suburban Railway Company.⁸ Additional streetcar/trolley lines near or along Delmar Boulevard by the turn of the century included the Missouri Railway Company, which ran along Olive, Grand, and Boyle; and Lindell Railway, which extended along Vandeventer, Grand, and Delmar (west of the 4000 block).⁹

Delmar Boulevard was adapted as a “major street” in 1891 when the Missouri State Legislature allowed the city to establish “boulevards by ordinance.” The action was intended to assist the city in western expansion by providing good roads in outlying areas intended for residential growth.¹⁰ The area associated with the 4000 block of Delmar Boulevard was developed as a residential sector during the late nineteenth century. On the route’s stretch that continues east of Taylor, this remains true even today. As noted earlier, the area adjacent to Delmar, Vandeventer and Grand supported several “private place” developments in the nineteenth century. Vandeventer Place, the best known of these, was situated a few blocks northeast of Delmar’s 4000 block. The enclave was one of the city’s “most ambitious” private developments, platted in 1870. Because the neighborhood was accessed directly from Grand Boulevard, which became a burgeoning

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Forty-Eleven Delmar
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Narrative Statement of Significance

commercial corridor once the streetcar arrived, the neighborhood's prominence as a wealthy enclave was short-lived. This type of "detriment" (streetcars, commercial expansion, tenements, etc.) failed to occur along the central blocks of Delmar between Taylor and Grand because the area was indirectly linked to streetcars via adjacent streets such as Taylor, Vandeventer, and Sarah. Single family neighborhoods bordering Delmar therefore remained intact much longer; even after the automobile replaced the streetcar in popularity during the 1910s-20s.¹²

In St. Louis, "the greatest impact of the car was . . . its impact on the growth of the city."¹³ American auto ownership rose rapidly after 1910. In that year, Americans owned an estimated 500,000 automobiles; by 1920, that number skyrocketed to eight million, and by 1930, statistics indicate yet another phenomenal increase to 23 million vehicles.¹⁴ In 1906, approximately 10 percent of the nation's population owned cars. By 1930, 44 percent of American households owned automobiles.¹⁵ This tremendous rise in automobile ownership spurred the construction of auto-related facilities (garages, gas stations, dealerships, etc.) and prompted road improvements.

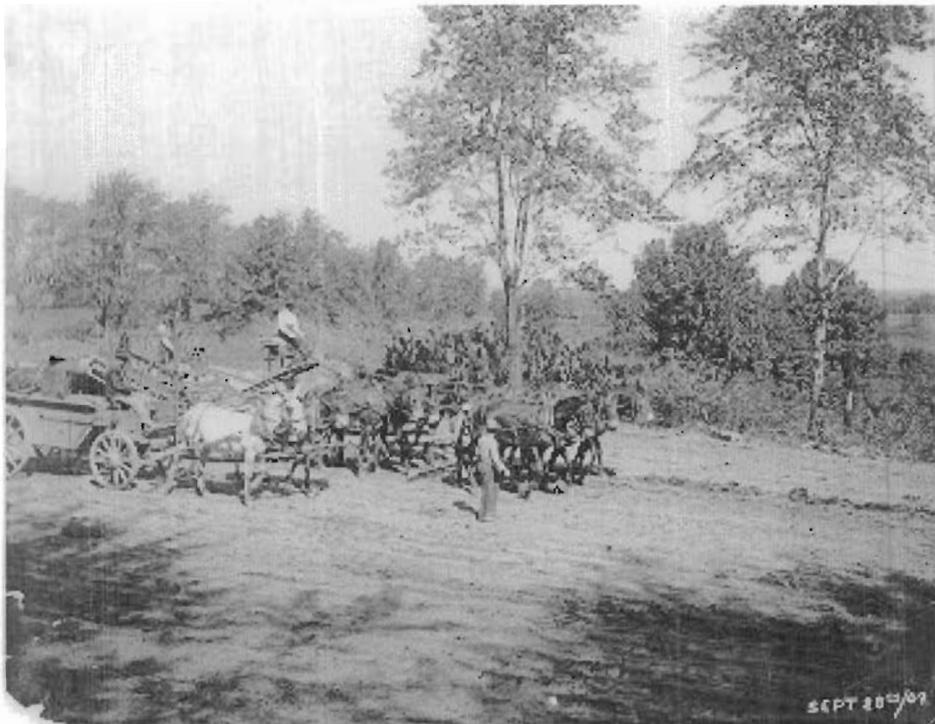


Figure 1. Extending Delmar Boulevard west, 1909.¹¹

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Forty-Eleven Delmar
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Narrative Statement of Significance

In 1923, St. Louis passed a bond to assist in its road improvements, which included widening, paving, and new road construction. The city's initial plans for these improvements, however, date to as early as 1917, when St. Louis published its first major street plan. At this time, many of the city's primary streets had 60-foot "rights-of-way accommodating only two streetcar tracks and one lane of parking on either side. In addition, they were paved with cobblestones, a rough surface for motorists."¹³ Delmar Boulevard was among the city's better roads, paved with asphalt as early as 1905. Although it remained narrow, it served as a primary thoroughfare, particularly for the automobile.¹⁷

Initially, road improvements in St. Louis were funded by property owners. In the case of Delmar Boulevard, the property owners along the route paid for all of its improvements, even during the 1920s when bond funds supported the widening of smaller arteries.¹⁸ This practice was known as the "benefit assessment" system in which "fronting property" owners bore the full expense of road improvements and reaped the "benefit" or the "added value of being on a wide well-paved and heavily traveled street."¹⁹ The situation demanded the presence of commercial and multi-use buildings along major streets; whereas secondary roads (funded by city bonds) supported the bulk of the city's single family housing.

The automobile completely reshaped the city of St. Louis – it resulted in the construction of new roads, new buildings, and dictated what types of properties should be constructed and where they should be built. Many neighborhoods formerly dominated by single family homes began to support major commercial thoroughfares dotted with businesses, gas stations, and apartment complexes. These changes reflect what was happening nationwide.

Increasing reliance on the car had many effects on residential planning, as motor vehicle registration jumped from 9 million in 1920 to 20 million in 1930. Across the country, engineers perfected refinement in transportation systems . . . developers paved roads and installed cement curbs and gutters. Garages became standard in almost every class of development, as even working-class families took out loans in order to buy cars.²⁰

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By the late 1920s, road improvements began to reshape Delmar Boulevard as the city began to alter its street patterns to accommodate the automobile. In 1929, Delmar was widened to 56-feet west of Grand and east of Taylor by “cutting” the street wider on either side by four feet (between Grand and Vandeventer) and six feet (between Vandeventer and Taylor).²¹ In the early 1930s, streetcar tracks were removed along Delmar (west of Taylor and east of Grand) through labor provided by the Civil Works Administration. When the eastern end of Delmar was renamed (formerly Morgan Street) in the early 1930s, this section was widened to 80 feet and became a two-way street. The road was also improved through concrete resurfacing and curbs. These changes created a major automobile artery along Delmar Boulevard that extended from downtown, through Midtown and into the county.²² In the 1940s, widening was again proposed to prevent “bottleneck” traffic between Vandeventer and Taylor.²³ Following the completion of Highway 40 during the 1950s-60s (which currently serves as the city’s major east/west artery), Delmar continued to serve as a primary corridor, as demonstrated by the fact that in 1966, the city’s busiest intersection was that at Delmar and Kingshighway.²⁴

St. Louis mirrored the nation’s fascination with the automobile. This was reflected not only in changes to roads and highways, but also in the numerous buildings constructed in the 1910s and 1920s. Residences and businesses catered to the car – providing attached or interior parking garages and curbside parking for city residents and shoppers.²⁵ Such rapid changes spurred city planning and zoning improvements as the city’s growth and development pushed beyond the geographical limits set in 1876.

CITY PLANNING IN ST. LOUIS, 1916-1950

In 1876, the city of St. Louis’ new limits seemed more than sufficient for its anticipated future growth. Until the early 1900s, much of the area annexed in 1876 remained undeveloped, including Delmar Boulevard. In 1870, St. Louis’ population was an estimated 310,864 residents; by 1910, these numbers had more than doubled to 687,029 citizens, at which time the city was identified as the nation’s fourth largest. In 1920, the city supported 772,897 residents, but its large city status fell to sixth place. In 1940, St. Louis was the nation’s eighth largest city, supporting 816,048 residents. Beginning in the 1950s, St. Louis’ population fell steadily as residents moved into the new suburbs of St. Louis County.²⁶ Although debate continues as to why the city’s status and population has fluctuated so greatly over the years, most agree that the city’s limits set in 1876 had much to do with its declining population. The population numbers were worrisome long before 1950. As early as the 1910s, there were signs of population loss in certain areas of the city, particularly those that supported industrial interests.²⁷

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Narrative Statement of Significance

Separation of the city and county governments in 1876 left the city of St. Louis with large debts that became increasingly difficult to finance. Because the city was “legally restricted in its ability to issue bonds and politically precluded from raising tax revenue,” many issues went unchecked, including those related to zoning regulations and road improvements.²⁸ Limitations also restricted the city’s ability to annex additional land to support retail, industrial, and residential growth. This became increasingly apparent once the automobile became the primary mode of travel. St. Louis City could provide neither land nor funds sufficient to support its much needed improvements, which increased the city’s diminishing population and the county’s burgeoning expansion.²⁹

As noted previously, the blocks near 4011 Delmar developed slowly in relation to commerce. This was not only due to the lack of a direct streetcar line along Delmar in this vicinity, but also because neighborhoods bordering these blocks supported private residential developments that prohibited the construction of commercial buildings and apartments. The four decades that immediately followed Vandeventer Place’s establishment in the 1870s mark the city’s “golden age of the private place,” in which no less than 90 private subdivisions were established within the city’s limits.³⁰ Two developments abutted Delmar’s 4000 block at the east, Carpenter Place and Clarkson Place. Both enclaves opened in 1876; and each was named for the individuals who instigated their development, J.C. Carpenter and William Palmer Clarkson.³¹ These two residential developments prevented the extension of Delmar Boulevard directly east of Vandeventer and further limited the sector’s potential for commercial interests.

The 1910s were an era of tremendous growth and development in St. Louis. These were also years shaped by the nation’s city planning movement, in which St. Louis played an integral role. In 1915, the City of St. Louis hired Harland Bartholomew to serve as an engineer for its restructured planning commission.³² Bartholomew became one of the nation’s best known city planners. Prior to coming to St. Louis, he developed a city plan for Newark, New Jersey and worked as the nation’s first “full-time employee . . . of a city planning commission.”³³ One of Bartholomew’s initial assignments in St. Louis (in 1916) was to prepare a “major street plan.” At that time, most of the city’s streets “even the important ones, were [too] narrow – seldom with a right-of-way of more than 60 feet.”³⁴ Because Bartholomew was an advocate for zoning, St. Louis became one of the first American cities to adopt zoning regulations, preceded by Boston (1904) and Los Angeles (1909).³⁵ It was Bartholomew’s hope that St. Louis would follow the recent model set in 1916 by New York City, in which a city-wide zoning overlay regulated building sizes, setbacks, and heights.³⁶ Because St. Louis had limited data with which to track its growth pattern in relation to available land, however, early zoning plans were ineffective and failed to stabilize the city’s population.³⁷

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Another factor that complicated city planning in St. Louis was the fact that when Bartholomew arrived, any type of construction was allowed along any thoroughfare in the city. Such practices remained after 1916 because the presence of commerce and industry gained funding for improvements that private owners could not afford.³⁸ Unlike many of his contemporaries, Bartholomew did not believe that cities should alter existing streetscapes through demolition. Instead, he supported retention of existing property types. In addition, Bartholomew encouraged zoned areas that preserved residential areas and centralized commerce and industry. Within residential sectors, Bartholomew believed in restricting the construction of all commercial, industrial, and business-related properties.³⁹ Such restrictions included large apartment/commercial complexes because such properties overpowered lot sizes, blocking air and sunlight that provided healthy settings. Bartholomew endorsed the idea that “lack of permanent restrictions causes lack of permanence in neighborhoods.”⁴⁰ In 1928, such a concept seemed inconceivable. Central and western sections of the city were exploding with new construction; it seemed natural that the areas bordering these sectors, such as Delmar, would continue to make way for expansion.

In 1917, residential restrictions began to fade along Delmar Boulevard when “a real-estate operator began building an apartment complex on the avenue in violation of the indenture, which prohibited multifamily housing.”⁴¹ Delmar’s value as a prime real estate investment could no longer be ignored. As a result, trustees for the residential enclaves surrounding the route chose to ignore, rather than to pursue, a legal suit against the property owner who constructed the apartment complex. “They [the trustees] advised the property owners [along Delmar] that because of ‘changed conditions on Delmar Avenue,’ such a suit would be ‘unwise’ . . . [and] the trustees adopted a policy of giving their formal ‘consent to waive’ restrictions on Delmar.”⁴² In 1928, Delmar set a new record in terms of its commercial space value, selling at about \$1,600 per square foot.⁴³ This was also the year that 4011 Delmar was constructed. The connection between the city’s prosperity, growth, and the rising popularity of the automobile all served to create an environment that (at the time) seemed ripe for this building’s construction in the formerly restricted single-family neighborhood.

By the mid-1920s, the construction of modern high-rise buildings in and around the Midtown area (just south of 4011 Delmar) was in full bloom. There can be no doubt that 4011 Delmar imitated these construction projects. Within the month of May, 1928, for example, no less than ten apartment complexes were either completed or initiated within the blocks surrounding 4011 Delmar. These projects included: an eleven-story apartment building at 4615 Lindell Boulevard, Hawthorne Apartments at 4481 West Pine, Argonne Apartments at 4664 Washington, Olympia Apartments at Vandeventer and West Pine, and McMillan Apartments at 4140 Washington. Like the building on Delmar, most of these apartments had interior or adjacent garages. One building

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on Washington (constructed in 1928) included a six-story garage (holding up to 210 autos) that supported a rooftop nightclub.⁴⁴ The urban high rise apartment was a success in St. Louis. The rapid and extensive construction of these buildings altered the city's appearance in a short period of time.

BUILDING HISTORY AND SIGNIFICANCE

Forty-Eleven Delmar was constructed during a period of time that the city was undergoing a massive restructuring in relation to street redevelopment, the introduction of new zoning, and planning for future urban growth. Most activities related to urban growth occurred in areas formerly dominated by private neighborhoods where multi-family and commercial property developments were restricted. In 1928, the city's construction numbers reached new highs, particularly of high rise apartment buildings. A brief notation in the *St. Louis Globe-Democrat* on Sunday, August 19, 1928, indicates that in July (1928), the city recorded its greatest number of construction projects. Many of these were high rise apartments and most were constructed in Midtown (where 4011 Delmar is located) and the Central West End (about a mile south and west of Midtown) in the city's western sector. These activities were perpetuated by a national building trend that began in the late nineteenth century when elegant high rise apartments became fashionable in New York and Boston.⁴⁵ Lindell Boulevard (five blocks south of 4011 Delmar) dominated as St. Louis' premiere apartment and hotel row. As a result, Midtown became the city's "most fashionable residential district" by the early 1920s.⁴⁶ Unlike tenements constructed to house the middle class in crowded areas of the city, these new apartments were "majestic, opulent towers" designed as private domestic spaces. They provided residents with the latest in modern conveniences, technology, and utilities.⁴⁷ Although 4011 Delmar was designed primarily for working-class residents, it mirrored the city's more grand examples in that it provided the very latest modern conveniences (parking, electricity, kitchen appliances, etc.) in an upscale urban setting.

Disaster struck the city's popular west end area when on September 29, 1927, a tornado swept through the area, damaging more than 200 city blocks. The storm, which originated in Webster Groves, cut across Forest Park and made its path into the downtown area. It was the nation's second most costly tornado that by today's estimates left behind an estimated \$1.7 billion in damages.⁴⁸ For developers, however, the storm's path created opportunities for new construction. In September 1928, the *St. Louis Globe-Democrat* reported that yet "another large apartment is to be opened for fall occupancy . . . at 4011 Delmar boulevard, on the crest of the hill between Vandeventer avenue and Sarah street. This structure is a result of the tornado, which destroyed buildings on its site."⁴⁹ Today, this remains the most notable building on Delmar between Taylor and Vandeventer, a striking example of what might have continued along these blocks had the nation's economy not been on the brink of failure.

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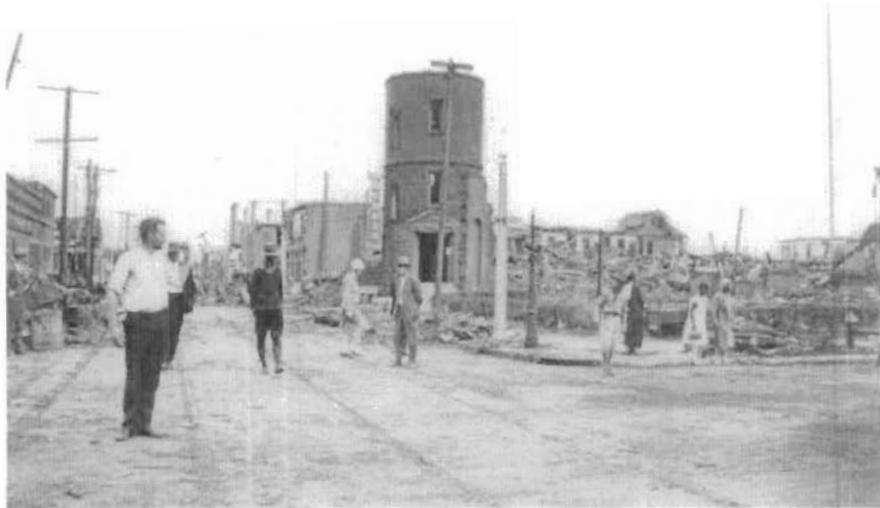


Figure 2. View of tornado damage (1927) at Sarah and Cook, approximately five blocks north of 4011 Delmar.⁵⁰

When completed in 1928, 4011 Delmar held 100 efficiency apartment “suites,” each of which was rented between \$50 and \$75 “to meet a popular demand.” Apartments were equipped with “electric refrigeration,” and rent included utilities.⁵¹ At the first-floor level was a 40-car garage (rear). Facing Delmar Boulevard were six storefronts.⁵² The building was equipped with two elevators, modern plumbing (including baths and showers), and electric lighting. Originally dubbed “4011 [or Forty-Eleven] Delmar,” by 1933 the building was known as the Marshall Apartments. The property was again renamed in 1960 as Waldorf Plaza, at which time it was updated to meet new safety codes.⁵³

The architect for 4011 Delmar was Marion D. Garrison.⁵⁴ Very little information is available about Garrison’s professional career. In census records for 1930, his occupation is identified as “home builder.” It is likely that Garrison was not a professionally trained architect. Whether he designed additional buildings similar to that on Delmar is unknown. Due to his occupation as a builder/developer, he may have worked closely with one or more architects while designing 4011 Delmar. Garrison was born circa 1904 in Ohio. He and his wife, Mary B. Garrison, lived in the city of St. Louis (in 1930) at 6146 Lucille Avenue, along with Garrison’s mother, Virginia. Garrison owned the “Garrison & Bradley Construction Company,” and was partial owner of the “Duncan-Garrison Investment Company” located at 712 Chestnut Street.⁵⁵ These details provide little information about Garrison’s plans for 4011 Delmar; however an architectural rendering published by local newspapers does offer some clues about the property’s intended role in the neighborhood (see Figure 3).

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Figure 3. Rendering of 4011 Delmar Boulevard (date unknown).⁵⁶
Photo Courtesy of The St. Louis Mercantile Library

Based on the above illustration (Figure 3), 4011 Delmar was constructed as a fashionable high rise building, complete with shops and modern apartments. It also was one that automobile owners could easily access. The building's large commercial windows along the boulevard invited shoppers to frequent businesses in the building. The illustrated setting (above) reflects a model apartment/multi-story building that fit Bartholomew's overall zoning standards. It is set back far enough to allow activity along the street; trees border the building (which does not overwhelm adjacent residences or smaller businesses); and sunlight is not blocked but enhanced by the central courtyard. Remarkably, the property at 4011 Delmar closely reflects this rendering. Although the building does not fully blend into the neighborhood's character due to its height, which rises well above the adjacent buildings, it nonetheless is an architectural gem. The property's elegant exterior illustrates the prominence of the neighborhood during the early twentieth century.

Forty-Eleven 4011 Delmar presents an impressive example of St. Louis' early twentieth-century apartment high rise buildings. Exterior embellishments such as terra cotta cornices, herringbone patterned brick, wide quoins, and arched roofline pediments indicate that this building was – and remains – a striking example of urban architecture. Although similar building forms remain intact along corridors such as Olive, Lindell, and Grand Boulevards, these examples are very different from 4011 Delmar. One of the primary differences is that most of the city's elegant

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apartment/commercial high rise buildings were built for – and catered to – wealthy residents. In contrast, 4011 Delmar was occupied by a vast collection of middle-class residents (noted in greater detail below). Additionally, its commercial tenants did not cater solely to building residents but served the entire neighborhood, as well as those traveling along Delmar Boulevard via automobile to the outer areas of the county, the inner downtown district, or the entertainment district in Midtown.

Despite its almost instant popularity, 4011 Delmar failed to attract similar developments along this narrow stretch of Delmar Boulevard due to the fact that shortly after the building opened (September 1928), the stock market crashed (October 1929). The property never served as a major commercial attraction; but it did consistently hold businesses that served the immediate area. The business establishments that remained in the building for the longest period of time include a laundry/dry cleaners, a beauty shop, a grocery, a café, and a restaurant. The St. Louis School of Horology (a watch-making school, the first in the state of Missouri, established ca. 1893) occupied the 4005-07 storefront for less than a decade. The business gained an occupancy permit in 1947 but by 1958 is no longer listed in city directories. A food shop/grocery occupied 4013 from 1944 through 1975, identified in city directories as Marshall Food Shop (1944-1960) and Jerry's Food Shop (1952-1975). A beauty shop was situated in storefronts for 4013 (1932-1933) and 4017 (1940-1942); and a café occupied 4015 from 1938-1955 (Skobel's). Other business occupants include a radio repair shop at 4017 ½ (1947-48); a cleaner's/laundry at 4017 (1970-1980), and a photo print shop at 4005-07 and 4017 (1940-1944). One of the building's earliest commercial tenants was Henry Rosen, a tailor, who occupied the 4017½ storefront from 1930-1933.⁵⁷

Most of the building's residential tenants were middle-class income level occupants. During the Depression era, the building's occupancy rate never fell below 50 percent, and vacancies were lower than what occurred in the 1950s-60s. The year in which the building held the least number of residents during the Depression (fifty-four vacant apartments) was 1933. Census records from 1930 indicate occupations such as salesmen, typists, secretaries, store managers, clerks, and restaurant employees. Many residents were unemployed in 1930, which explains the building's rapid residential turnover rate during this era. Compare the years of 1930 and 1931 when only nine residents remained in the same apartments; and two remained but lived in different apartments. There were twenty-nine vacant apartments in 1930 and sixteen in 1931. This indicates that more than 80 percent of the building's residents (in 1930-31) remained for no more than a year. By 1940, the building's residential turnover began to stabilize. The building had sixteen vacant apartments in 1940; and twenty-eight residents occupied the same apartments as they did in 1939. One example is David Skobel, who had moved into Apartment 404 ca. 1938

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and operated Skobel's Café in the 4015 storefront. Skobel remained a resident and a business tenant for nearly twenty years (through 1955).⁵⁸

The building's residential patterns during the 1950s-70s mirror the population changes that occurred in St. Louis during that period of time. Although vacancies were somewhat high during the 1930s, they became more frequent after World War II. In 1939, the building had twenty-four vacancies; in 1955, there were thirty-five vacancies. Until the 1980s, this large percentage (approximately 30 percent) of vacancies remained typical.⁵⁹ Increasing vacancies had much to do with the declining neighborhood. The automobile which spurred the development of 4011 Delmar also led to its demise as a profitable investment. White suburban flight into the county was in full swing by the early 1950s, as foretold by Bartholomew in the 1930s. Bartholomew's report on population density for the decades 1910-1930 (issued in 1931) indicated that people were leaving the city's residential areas. The automobile was tagged as the primary reason for urban flight; however race was also an issue, a "problem" that zoning was intended (but failed) to solve.⁶⁰

Although 4011 Delmar was purchased and renamed (under new management) in 1960 as Waldorf Plaza, residents and their neighborhood had changed significantly since 1928. Throughout the 1930s, all of the building's residents were white and the neighborhood remained an upscale residential sector of the city. Eventually, the "noise, smoke, and dirt of the city" (evident as early as the 1910s) began to drive away wealthier residents. Population booms after World War II pushed beyond the barriers intended for residential growth and failed to restrict the movement of blacks. What had originally been an elegant residential sector began to change rapidly after 1940. In 1945, black citizens successfully moved into Lewis Place (a private neighborhood situated several blocks southwest of 4011 Delmar) and broke the city's restrictive racial covenants.⁶¹ Unfortunately, the conditions of disparity and poverty were part of the African-American experience – there is no dispute that blacks remained outside the realm of full equality offered to whites. Residential flight was closely followed by loss of commercial establishments, as inner-city businesses could no longer compete with modern shopping centers. The combination of increasingly poor residents and loss of viable commerce led to vandalism and crime. The chain of events was clearly demonstrated in 1947 when the eastern half of Vandeventer Place, considered at one time as St. Louis' most premiere private neighborhood, was demolished for a Veteran's Administration Hospital.⁶² Remarkably, such detrimental changes to the existing neighborhood have failed to eradicate 4011 Delmar. Today the property is vacant, but intact, a testament to what the future will hopefully hold for this neighborhood.

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CONCLUSION

Forty-Eleven (4011) Delmar is a mixed-use commercial/residential high rise building constructed in 1928, during a period when Midtown and the Central West End neighborhood (slightly south of 4011 Delmar) became the city's premiere center for elegant multi-story apartments and hotels. The property is situated along the oldest, yet least changed, segment of Delmar Boulevard – a route that served as one of the primary east/west automobile corridors, connecting downtown to the outer reaches of the county. Shortly before the property was constructed, Harland Bartholomew encouraged the city of St. Louis to retain intact residential neighborhoods and introduce new commerce and industry through zoning overlay. The design for 4011 Delmar was one that attempted to aesthetically integrate commercial and multi-family housing in an area that retained a large percentage of its original single family housing. Today, this property is locally significant in the area of Community Planning and Development (Criterion A) and for its unique architectural design (Criterion C) as a noteworthy example of a twentieth-century high rise apartment/commercial building.

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St. Louis Globe-Democrat Collection. Mercantile Library, University of Missouri, St. Louis. Newspaper clippings (noted below). Collection also includes scanned images, including that utilized in report as Figure 3.

"Brooks Suggests Morgan Street be Renamed Delmar," 31 May 1933. [of note, this article has at least two errors. Former owners Polk and Hogan are incorrectly identified in terms of their former states of residency. Furthermore, Polk's first name is given as "Cruston" when it was "Trusten"].

"Delmar From 14th to Grand Completed," 11 October, 1933.

"Delmar Now Open Third to Grand," 8 May, 1933.

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Verbal Boundary Description

Lot Nos. 16, 17 and 18 in Block No. 1 of Benoist Subdivision and Block No. 3753 of the City of St. Louis, together fronting 150 feet on the north line of Delmar Boulevard, by a depth northwardly of 145 feet ½ inch to an alley.

Boundary Justification

These boundaries incorporate all of the property that has been historically associated with this building and the property's legal description. Except for public sidewalks and a small area behind the building at the back alley, the building encompasses the entire lot.

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Forty-Eleven Delmar
St. Louis (Independent City), MO

Photo Log

Photographer: Sheila Findall
May 2007

Negatives with preparer: Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

- Photo #1: Exterior, south façade and west elevations looking northeast
- Photo #2: Exterior, south façade and east elevation looking northwest
- Photo #3: Exterior, detail above south façade middle entry looking northwest
- Photo #4: Exterior, detail above south façade first floor storefront east of middle entry looking northwest
- Photo #5: Exterior, north and east elevations looking southwest
- Photo #6: Exterior, north elevation looking south
- Photo #7: Interior, first floor, middle entry hall, looking north up stairs
- Photo #8: Interior, first floor, storefront east of middle entry hall, looking southwest
- Photo #9: Interior, first floor, three storefronts west of middle entry, looking southeast
- Photo #10: Interior, upper level south stair landing, looking southeast
- Photo #11: Interior, upper level, from southeast corner looking northwest



Forty - Eleven Delmar
St. Louis (Independent City), MO.
Photo No. 1



Forty-Eleven Delmar
St. Louis (Independent City), Mo.
Photo NO 2



Forty - Eleven Delmar
St. Louis (Independent City), Mo.
Photo NO. 3



Forty-Eleven Delmar
St. Louis (Independent City), Mo.
Photo NO. 4



Forty-Eleven Delmar
St. Louis (Independent City), Mo.
Photo NO. 5



Forty-Eleven Delmar
St. Louis (Independent City), MO.
Photo NO. 6



Forty - Eleven Dehman
St. Louis (Independent City), MO.
Photo No. 9



Forty-Eleven Delmar
St. Louis (Independent City), Mo.
Photo No. 8



Forty-Eleven Delmar
St. Louis (Independent City), Mo.
Photo No. 9



Forty-Eleven Delmar
St. Louis (Independent City), Mo.
Photo NO. 10



Forty - Eleven Delmar
St. Louis (Independent City), Mo.
Photo No. 11