

HISTORIC SOUTHSIDE
JEFFERSON CITY, MISSOURI

SUMMARY REPORT
ARCHITECTURAL/HISTORIC SURVEY

Prepared by
The URBANA Group
for the
Jefferson City Commission on Historic Preservation
and the
Jefferson City Department of Planning and Code Enforcement

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Introduction

Munichburg: It was where the Moerschel Brothers, proprietors of the Capitol Brewery Company, produced what they proclaimed to be "The Finest and Purest Beer Brewed in the West."¹ It was where Jacob Tanner operated his dry goods and grocery store, offering hats, caps, boots, shoes, hardware, agricultural implements, and farm machinery. It was where Hugo Busch bought Nagel Florists to begin his own flower and plant venture in 1890 at the corner of Madison and East Dunklin streets. It was where Milo Walz remodeled "the old" Doerhoff Store in 1924 to start a furniture business.

Today, Coca-Cola is the neighborhood's "brew" (604 Jefferson Street), the B & L Apple Market stands where the Moerschel Brother's establishment was (north side, 100 block West Dunklin Street), and Tanner's store has been long since replaced by a modern gas station (southwest corner of West Dunklin and Jefferson streets). However, the Milo Walz enterprise has boomed beyond its original storefront to a multi-building, multi-city business which even includes a hardware store. Busch Florist still provides flowers, and as a bonus, the best ice cream cones around² are available next door at the Central Dairy. The Old Munichberg³ Antique Mall's sign carries on the historic tradition of the neighborhood's name (in the Theo. Tanner Machine Shop and Foundry Building at 708 Jefferson Street), a reference due to the neighborhood's earliest residents hailing from Bavaria, the capital of which was Munich. Not much besides that sign (and the Ecco Lounge's menu) remind one of the Munichburg name.

Once connected to downtown Jefferson City by only a Madison Street access over Wear's Creek, Munichburg was something of a separate, self-sufficient community. It had its own school, churches, a fire department, residences, and hotels, all focussed around a Dunklin Street commercial node which offered a variety of goods and services to the whole community.

This survey project, funded by the City of Jefferson and the Missouri Historic Preservation Program, examined the approximately seventy-five acres known historically as Munichburg. The examination was two-fold: to see what remained in the built environment and to summarize what is known about the neighborhood. In total, 193 historic resources were recorded in the approximately fourteen block area which is referred to as the Historic Southside.

The subject area is roughly bounded by the Rex Whitton Expressway (U.S. Highway 50/63) on the north; Monroe Street to Atchison Street, then Popular Street on the east; Franklin Street on

the south; and Jefferson Street to Ashley Street, then Broadway Street on the west. Accessible across the Rex Whitton Expressway from Broadway, Jefferson, and Madison streets, the Southside rises in elevation in several areas, giving the neighborhood some of the most spectacular views available of the city's downtown and state capitol (especially from the 200 block of East Cedar Street and down a vacated brick alley just west of 216 West Ashley.) While it has experienced a great deal of change over the years, the neighborhood's focus around an active commercial center has remained intact. It remains a small scale urban community unto itself.

The Research Design, Project Participation, and Inventory Form Data sub-sections of this Introduction provide further background information for this project which began in the Winter of 1995. The Historic Context section blends a discussion the historic development of the neighborhood with the built environment which remains from that history. The key to this report, however, are the *Recommendations* and *Conclusions* sections. In fact, the key to this report, as with any planning document, is the action taken as a result of the project.

