

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

Historic name Kingshighway Hills Commercial District

Other names/site number n/a

Name of related Multiple Property Listing n/a

2. Location

Street & number 3701-3835 S. Kingshighway Boulevard

n/a	not for publication
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City or town St. Louis

n/a	vicinity
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State Missouri Code MO County St. Louis [Independent City] Code 510 Zip code 63139

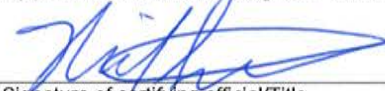
3. State/Federal Agency Certification

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 at the following level(s) of significance:

___ national ___ statewide local

Applicable National Register Criteria: ___ A ___ B C ___ D

 Dep. MO SHA 6/2/20
Signature of certifying official/Title Date

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

___ entered in the National Register ___ determined eligible for the National Register

___ determined not eligible for the National Register ___ removed from the National Register

___ other (explain:)

Signature of the Keeper Date of Action

Kingshighway Hills Commercial District
Name of Property

St. Louis Independent City, MO
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property
(Check only **one** box.)

<input type="checkbox"/>	building(s)
<input checked="" type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property
(Do not include previously listed resources in the count.)

<u>Contributing</u>	<u>Noncontributing</u>	
11	0	buildings
0	0	sites
0	1	structures
0	0	objects
11	1	Total

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Commerce/business

Commerce/restaurant

Domestic/multiple dwelling

Current Functions
(Enter categories from instructions.)

Commerce/business

Commerce/restaurant

Domestic/multiple dwelling

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS /

Spanish Revival

Materials
(Enter categories from instructions.)

foundation: Stone

walls: Brick

roof: Asphalt
Clay Tile

other: Terra Cotta

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Kingshighway Hills Commercial District
Name of Property

St. Louis Independent City, MO
County and State

8. Statement of Significance

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.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

Areas of Significance

Architecture

Period of Significance

1926-1928

Significant Dates

1926

Significant Person

(Complete only if Criterion B is marked above.)

n/a

Cultural Affiliation

n/a

Architect/Builder

Arsenal-Watson Company/Builder

Bartels, Milton C./Builder

Etz, Carl E./Architect

Koehler, Richard/Builder

Popp, Oliver J./Architect

Stamm, Martin/Builder

Stauder, A.F./Architect

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Previous documentation on file (NPS):

- 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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Missouri History Library-St. Louis
St. Louis Public Library

Historic Resources Survey Number (if assigned): n/a

Kingshighway Hills Commercial District
Name of Property

St. Louis Independent City, MO
County and State

10. Geographical Data

Acreeage of Property 2.4 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1 38.59326 -90.27277 3 38.59152 -90.27333
Latitude: Longitude: Latitude: Longitude:

2 38.59303 -90.27224 4 38.59173 -90.27382
Latitude: Longitude: Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____ _____ _____
Zone Easting Northing

3 _____ _____ _____
Zone Easting Northing

2 _____ _____ _____
Zone Easting Northing

4 _____ _____ _____
Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Ruth Keenoy, Terri Foley

organization Keenoy Preservation date April 10, 2020

street & number 5229 Oleatha Avenue telephone 314-637-6441

city or town St. Louis state MO zip code 63139

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Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Kingshighway Hills Commercial District
Name of Property

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: Kingshighway Hills Commercial District

City or Vicinity: St. Louis

County: St. Louis Independent City State: MO

Photographer: Ruth Keenoy

Date
Photographed: April 11, 2019

Photo Log:

- 1 of #7: 3701 Block S. Kingshighway Boulevard, SW
- 2 of #7: 3701 Block S. Kingshighway Boulevard, NW
- 3 of #7: 3801 Block 3701 (from 3809-17) S. Kingshighway Boulevard, NW
- 4 of #7: 3801 Block S. Kingshighway Boulevard, SW
- 5 of #7: Rear wing, 3801-03 S. Kingshighway (wing faces north on Mardel Avenue), SW
- 6 of #7: Outbuilding for 3710-23 S. Kingshighway, facing rear alley, NE
- 7 of #7: 3801 Block (from 3825-35) S. Kingshighway, NW

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Kingshighway Hills Commercial District
Name of Property
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n/a
Name of multiple listing (if applicable)

Summary

The Kingshighway Hills Commercial District was constructed in 1926-1928. The district is situated in southwest St. Louis (Independent City) (**Figure 1**). The **period of significance** reflects the dates that the buildings in the district were constructed, **1926 – 1928**. The district spans two city blocks (3701 – 3835 S. Kingshighway Boulevard). All of the buildings are located on the west side of S. Kingshighway Boulevard. Rear wings of three buildings: 3701-05, 3801-03 and 3825-35 S. Kingshighway have addresses of 4904-08 Tholozan Avenue, 4900-02 Mardel Avenue and 4901-09 Lindenwood Place, respectively. The district supports eleven (11) commercial buildings and **one (1) non-contributing** structure, a frame shelter for an outdoor patio. All of the buildings (**11) are contributing**. The district is bounded on the north by Tholozan Avenue, on the east by S. Kingshighway Boulevard and on the west by a 20-foot wide alley that parallels S. Kingshighway Boulevard. The southern boundary touches Chippewa Street and extends northwest from Chippewa Street parallel to Lindenwood Place (**Figures 2 and 24**). The district meets National Register **Criterion C: Architecture** and is **locally significant**. The two blocks of buildings described below exhibit high-style architectural details consistent with the Spanish Revival style, which often incorporated Gothic and Moorish embellishments such as those demonstrated throughout the district.¹ The facades of the buildings are highly embellished, exhibiting detailed craftsmanship such as decorative cornices, terra cotta clad shaped parapets, quoined surrounds, inlaid terra cotta panels and decorative details near rooflines, surrounding doors and emphasizing primary entry bays. The buildings are clad with brick and have flat roofs. The buildings are all two- and three-stories in height and support mixed commercial/residential use. These two-part commercial buildings include corner block, double-front (featuring two storefronts) and multiple-front (more than two storefronts) property types as described below. Buildings on corners wrap the blocks and have entrances on elevations facing side streets. Most facades are adorned with terra cotta detailing. The district is a uniquely intact representation of artistic front commercial buildings designed to attract notice along the busy automobile thoroughfares that flank the east (S. Kingshighway Boulevard) and south (Chippewa Street aka Route 66) ends of the district.

Setting

The district's associated setting is urban. Buildings within the district were constructed to serve as a commercial row facing a busy north/south connector, S. Kingshighway Boulevard. Kingshighway was originally an outer rural route for the early Village of St. Louis. During the early 1900s, much of the road was redeveloped as a parks boulevard. By the time the district's properties were constructed in the mid-to-late 1920s, S. Kingshighway had become an active area of commercial and residential development. The district's setting is characterized largely by commerce along S. Kingshighway Boulevard and Chippewa Street. Immediately north, east and south of the district, the streetscape supports commercial properties. The commercial buildings east of the district are contemporary in design – c. 2010 box stores and strip establishments

¹ Virginia Savage McAlester, *A Field Guide to American Homes* (New York: Alfred A. Knopf, 2017), 522

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situated on a large asphalt paved parking lot. Commercial properties south and north (facing S. Kingshighway) are also contemporary, flanked by asphalt paved lots (serving up to an estimated dozen automobiles) adjacent to the businesses. Immediately west of the district, the neighborhood supports early-to-mid twentieth-century residential (single and multi-family) properties.

The district is bordered on the east by concrete sidewalks that wrap corners facing Lindenwood Place, Mardel and Tholozan Avenues (**Photos 1, 5 and 7**). Sidewalks have been replaced but are original features of the district and within the boundary definitions as illustrated in **Figures 2 and 24**. Walks support contemporary pebble dash clad lamp posts with globe lanterns capped with finials. Taller metal contemporary lights arch over the street (**Photos 1-4 and 7**). Sidewalks also support hydrants, parking meters (3701 block, **Photos 1-2**) parking stations and metal posts with parking zone information (3801 block, **Photos 3, 4 and 7**). The west side of the district is flanked by an asphalt paved alley. Small asphalt parking lots are situated between rear building wings with access via the alley. The lots are small (accommodating no more than a few cars for each property) and paved with asphalt. These areas are situated between buildings' rear wings and original to the district (see Integrity Discussion). Wood telephone and electrical poles are situated along the east side of the alley (**Photo 6**). The southeast corner of the district (at the intersection of Kingshighway Boulevard and Chippewa Street) supports a traffic signal. The traffic light is mounted on a metal post with horizontal cross-bar that extends above the street (Chippewa Street) (**Photo 7**). A similar style traffic signal is located at the northeast corner. A vertical post east of 3711-13 holds a single traffic light for Beck Avenue, which provides access from S. Kingshighway to the aforementioned shopping area east of the district (**Photo 1**). Small trees and plantings exist along the east side of walks. Within the 3701 block, most are seasonal, planted in metal moveable planters (**Photos 1-2**). Trees are planted in walkway areas void of concrete, designed as small urban green spaces (**Photo 5**).

Building Descriptions

Note: As noted previously, all buildings have flat roofs and brick exteriors. Metal framed display windows and single-light metal framed doors are not original, replaced c. 1950 - 2000. All other features, unless indicated otherwise below, are original. Ca. construction dates are provided by the City of St. Louis' property assessor's records (online). Non ca. construction dates were confirmed by building permits available at the St. Louis Comptroller's Office.

3701-3705 S. Kingshighway Blvd. (1 C Building and 1 NC Structure) Ca. 1927 (Photos 1 and 2) (alternate address - rear wing: 4904-08 Tholozan Avenue)

Located at the southwest corner of Tholozan Ave. and S. Kingshighway Blvd., this two-story brick, double-fronted building has a rectangular plan with a flat roof, low pedimental stepped gable, terra cotta coping and cornice (**Photo 1, far right; Photo 2 far right**). The façade has a three-part organization consisting of display windows with center commercial entrance

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storefronts flanking a centered single entrance. The first level features brick corner piers and panels of brick between the storefronts and centered entrance. The centered entrance features a terra cotta surround, frieze and cornice. The primary entry bay holds a three-light paneled door with a brass kick plate. Small light fixtures with white globes offset the entrance. The storefront to the north features non-historic brick bulkheads and glass; the south storefront has been infilled with horizontal wood siding that creates small square non-original display windows. Projecting green cloth awnings are above the storefronts. The right awning is torn, revealing the metal awning frame. A vertical row of brick stretchers delineates the two levels. The second level holds four windows with a centered lower level window with a terra cotta sill. All windows are one-over-one with green cloth awnings. A continuous terra cotta sill spans the width of the second floor level and wraps to the north elevation. The continuous sill is intersected by the centered window on the facade. The north elevation faces Tholozan Ave. and features a low pedimental stepped gable to a higher stepped gable parapet with terra cotta coping and cornice. The northeast corner features an infilled display window with non-historic glass blocks and two louvered vents capped by a painted wood panel and a brick bulkhead. This elevation holds three entrances, two of which have a terra cotta surround similar to that on the façade. The third entrance holds an infilled (wood) door and transom. The first level's windows are one-over-one (five). Two of the smaller windows are infilled with wood. The second level features one-over-one windows (ten) and one paired one-over-one window. The rear wing's differences in scale and slight variation in brick color were likely intended to portray the rear wing's use for residential purposes.

Frame fencing extends from the rear wing's south elevation, obscuring an outdoor patio formerly used by a restaurant occupying 3701 S. Kingshighway. The storefront is currently vacant. The small patio is covered by a **wood frame structure** that is open in plan with wood posts and an asphalt-clad roof (**No Photo**). The wood structure is a **non-contributing** resource.

3707-3709 S. Kingshighway Blvd. (C) Ca. 1928 (Photos 1 and 2)

The property is a two-story, flat roofed Spanish Revival style building with an irregular plan that features a centered curvilinear stepped parapet flanked with a terra cotta finial on the south (north finial has been removed) and coping (**Photo 1, second building from right; Photo 2, second building from right**). Terra cotta corner turrets and quoins emphasize the corners of the upper level. The lower level is clad in terra cotta tiles with a three-part organization consisting of a centered entrance flanked by single entrance with two vertical display windows sheltered by cloth canopies. Doors and windows are glass/metal (replacement). The façade's centered entrance features a terra cotta surround and cornice framed with corner turrets. A projecting terra cotta cornice delineates the first and second levels. The second level holds three-part one-over-one replacement windows with terra cotta sills and label mold window hoods with a center peak. Modern metal flower baskets are attached to the projecting sills. A narrow row of three terra cotta tiles offset by small square terra cotta tiles are centered over the windows. The lower centered window features a terra cotta casement with a label mold hood and Moorish influenced

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arched opening. A setback paired casement window is within the ogee arched opening with a metal flower basket on the projecting sill. Terra cotta quoins frame the center section of the upper level. Located above the right display bay and projecting out from the upper window is a red triangular marquee with a green center circle advertising Budweiser beer in white letters.

3711-3713 S. Kingshighway (C) Ca. 1926 (Photos 1 and 2)

This two-story buff brick Spanish Revival influenced double-fronted building has a rectangular plan with a flat roof, low pedimental stepped gable, and terra cotta coping (**Photo 1, third building from right; Photo 2, third building from right**). The façade has a three-part organization consisting of display windows/transoms with a center commercial entrance storefront flanking a centered single entrance. The centered entrance holds a single glass/wood framed door. Stone bases offset the entrance. A stone header with stone keystone is featured above the entrance. The first level features corner brick piers with stone bulkheads. Panels of brick wall surface are situated between the storefronts and brick piers. The storefronts and centered entrance are offset by a surround of dark brick. A projecting cloth awning shelters the right storefront. The upper level holds a fixed centered replacement window with stone sill and header offset by darker brick with a square stone cap. Replacement triple-paired windows with stone sills flank the center window. A terra cotta shield (red/blue) is located below the stepped gable parapet with four decorative squares of darker brick.

3715-3717 S. Kingshighway Blvd. (C) 1927 (Photos 1 and 2)

The property is a brick two-story, double-fronted building with a rectangular plan (**Photo 1, fourth building from right; Photo 2, third building from left**). The building features a flat roof with terra cotta coping. The façade has a three-part organization composed of display windows with center commercial entrance. Storefronts flank the centered single entrance. The first level features corner brick piers framed in dark brick. The centered entrance holds a glass/metal replacement door offset by vertical metal siding (not original) with small boxed replacement windows in the upper section. The area above the centered entrance holds matching metal siding (not original). Both storefronts feature a centered glass/metal entrance flanked by glass/metal display replacement windows sheltered by a projecting cloth awning. The first- and second-stories feature stepped brick rows delineated (from bottom to top) by a row of soldier course, stretcher course, rowlock course (most prominent) and a stretcher course. The upper level features a small paired fixed window offset by three-part windows composed of a fixed window with fixed side lights. All upper windows are replacement and have metal awnings. A terra cotta relief with a carved shield motif is centered below the roofline. Centered over each three-part window is decorative rectangular brickwork (darker than the remaining elevation) with terra cotta square corners with a flower motif. Two large terra cotta flower motifs are within the center of the rectangle. A vertical row of single terra cotta narrow rectangular tiles runs along the edge of the second level, featuring two terra cotta flower motif tiles at the bottom.

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n/a

Name of multiple listing (if applicable)

3719-3721 S. Kingshighway (C) 1927 (Photos 1 and 2)

This is a two-story brick double-fronted Spanish Revival influenced building with an irregular plan (**Photo 1, second building from left; Photo 2, second building from left**). The building features a medium gable parapet roofline with side steps, corner piers and terra cotta coping. Centered on the gable and corner piers are terra cotta keystones. The façade has a three-part organization featuring display windows with a centered commercial entrance. Storefronts flank the centered single entrance. The first level features corner brick piers and panels of brick between the storefronts and the centered entrance. Piers, storefronts and centered entrance are framed in vertical terra cotta tile with a terra cotta tile cornice. The centered entrance holds a glass/wooden framed door with sidelights. A panel of basket weave patterned brick is above the entrance. Centered in the panel is a terra cotta diamond shaped relief with a centered flower and four corner motifs. The upper level holds a small three-part stained-glass window with a wrought iron balcony flanked by large three-part windows. Upper windows feature terra cotta label mold window hoods. Two terra cotta diamond reliefs with center and corner motifs are found above the larger three-part windows. Centered under the parapet gable is a terra cotta molded medallion with swag ornamentation on a terra cotta plate. The north elevation holds small windows on the upper level and a brick chimney.

3723-3725 S. Kingshighway Blvd. (C) Ca.1927 (Photos 1 and 2; Figure 17)

Located at the northwest corner of Mardel Ave. and S. Kingshighway Blvd. is a Mission-influenced two-story brick rectangular plan building (**Photo 1, building on far left; Photo 2, building on far left; Figure 17**). The building features a replacement asphalt clad visor roof with brackets and brick corner piers above the roofline. The building is a double-fronted type with the storefront at the south corner extending to the south elevation. The façade holds a centered entrance framed by brick piers offset by darker brick on stone bases. The entrance holds a metal/glass door with sidelights. The storefront to the right holds an offset glass/metal (replacement) entrance flanked on the left by metal/glass display windows (four - replacement) with glass bulkheads on a stone base. The left storefront holds a setback corner metal/glass entrance (replacement) with a cast iron column support. The entrance is offset on both sides by glass/metal (four- replacement) display windows with glass bulkheads on a stone base. Storefronts are sheltered by a cloth awning and framed in darker brick. The upper level features a lower centered one-over-one window framed in darker brick with a stone sill. The centered window is flanked by four paired one-over-over windows with stone sills. The south elevation holds a single glass/metal entrance with transom at the southwest corner on the first level. The second level holds paired (three) irregularly spaced one-over-one windows and a band of three fixed windows near the southeast corner. A stretcher brick stringcourse delineates the first and second levels. A brick one-story attached garage wing with a flat roof, parapet roofline, and tile coping is sited at the rear of the lot (west end) along the alleyway (**Photo 6**). The elevation fronting the alleyway holds two garage bays with solid paneled replacement metal doors separated by a wooden pilaster with header of vertical (non-original) vinyl siding. Doors are

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n/a
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offset to the left by a wooden panel that holds a small square fixed window (not original). This garage wing is original or was added very soon after construction (per Sanborn Fire Insurance Maps) to provide access through the basement of the building.

3801-3803 S. Kingshighway Blvd. (C) 1927 (Photos 3, 4, 5 and Figure 16) (alternate address - rear wing: 4900-02 Mardel Avenue)

Located on the southwest corner of Mardel Ave. and S. Kingshighway Blvd. is this two-story brick Spanish Revival irregular plan building with a flat roof and eclectic detailing as described below (**Photo 3, third from left; Photo 4, far right**). The corner block building features a visor roof clad in green clay tile and two curvilinear parapets with terra cotta coping that intersect the roofline and feature a brick wall surface and terra cotta ornamentation. The larger parapet is within the chamfered corner of the façade (north and east elevation intersect). Terra cotta quoins frame the centered curvilinear parapet and run the height of the building. The brick wall surface of the centered parapet holds a rectangular terra cotta relief with an inset Venetian arch opening on the upper half. The area is decorated by a shield with a centered fleur-de-lis motif (**Figure 16**). The side parapet wall surface holds a rectangular terra cotta relief with an oval opening offset by tracery. The second level of the chamfered corner holds a one-over-one window with a terra cotta header and centered shield keystone. A continuous terra cotta sill wraps to the north and east elevations. The lower level chamfered wall surface holds a glass/metal entrance with three-row quoin surround. The transom is filled with a signage board. A brick header with a shield keystone is featured above the transom capped by a terra cotta cornice that wraps to the north and east elevations. A rectangular terra cotta panel is inset in the brick wall surface between the cornice and continuous sill. The panel features a centered diamond shaped inset.

The first floor of the S. Kingshighway Blvd. elevation (façade – east, **Photo 4**) features a four-light wood framed display window followed by a brick pier. The pier is offset to the left by a four-light wood framed display window. Glass on the right end is covered by a wooden panel. The bulkhead has been painted. Signboards are above each display area and extend down slightly to the display area. To the left of the second display window is a single entrance with a solid paneled door with a terra cotta casement that extends to the roofline of the smaller parapet. A brick header with a terra cotta frieze panel is featured above the entrance. The panel matches the one located over the chamfered entrance. To the left of the entrance is a single glass/metal entrance offset to the left by a glass/metal display window. The second level (under the parapet) holds a narrow-paired window (one-over-one) with a terra cotta header and shield keystone. Located under the terra cotta sill is a terra cotta panel with two diamond-shaped reliefs. The wall surface of the parapet holds a matching terra cotta panel, identical to the previously described parapet. This parapet is flanked by triple-paired one-over-one windows (replacement). A matching narrow paired window is right of the triple-paired window followed by a single one-over-one window (replacement). A cornice of vertical stretcher brick with terra cotta squares over each window runs the width of the elevation.

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The Mardel Ave. (north) elevation features a display window at the northeast corner followed by two square window openings covered with painted wooden panels, a single entrance with a wood paneled door with a pointed arched window (removed glass) and transom. To the right is a matching single entrance with intact pointed arched window and terra cotta casement. A terra cotta panel is above the door. The panel holds a diamond shaped opening (**Photo 5**). Four corners of the panel are infilled with a leaf motif, as is the diamond shaped area. A terra cotta shield is centered above the panel in the terra cotta frieze. The terra cotta surround of the entrance extends to the roofline. Terra cotta is quoin design and also frames a single one-over-one window on the second level. The first level features a cornice designed in a row of vertical stretcher brick capped with terra cotta. The upper level holds single and triple-paired one-over-one windows (replacement) with a continuous terra cotta sill and a continuous header of vertical stretcher brick with terra cotta squares over each window.

Attached to the two-story elevation's west end (on Mardel Ave.) is a one-story wing (**Photo 5**). This wing is a multiple-front composition with five storefronts. Originally, the wing held three storefronts attached to the west elevation of the larger commercial primary wing. The two west storefronts were added after 1938 and prior to 1944 per Sanborn Fire Insurance Maps (**Figures 2 and 19**). The rear wing has a green tiled visor roof with end brick piers with stone caps. Each storefront holds glass/metal display windows (replacement) with transoms and wide brick bulkheads. Each storefront is separated by brick piers. While only one original entrance bay holds a door (at the east end of the wing), the altered bays are filled with display windows. The west elevation (which fronts the alleyway) of the one-story wing is clad in painted brick with a stepped parapet roof, tile coping and a brick pier at the stepped down roofline. The roofline projects away from the exterior wall. The pier features a stepped bottom.

3805-3807 S. Kingshighway Blvd. (C) 1927 (Photo 4)

The property is a two-story brick double-fronted Spanish Revival influenced building with a rectangular plan and a flat roof (**Photo 4, second building from right**). The building features a centered curvilinear stepped parapet with terra cotta corner piers and coping. The façade has a three-part organization consisting of display windows with offset commercial entrance storefronts that flank a centered single entrance. The storefronts and entrances are framed by brick piers offset in darker brick with stone bases. Each storefront holds paired display windows with transoms offset to the center by entry doors. The left storefront holds a wooden/glass door with an enclosed transom. The right entry holds a metal/glass door (replacement) with enclosed transom. The centered entrance holds a glass/metal door offset by sidelights. Above the door is a brick panel with a darker brick flat arch with three evenly spaced small square terra cotta reliefs with a flower motif. The panel is framed in darker brick. A cornice of dark stretcher brick with header brick divides the first and second levels. The upper level holds a centered multiple glass block window with darker brick casement, terra cotta caps and stone sills. The centered window is flanked by fixed windows with two-over-two side light windows (replacement). Each window has a dark brick header with terra cotta caps. Horizontal rectangular panels framed in dark brick

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with terra cotta corners are found above the three-part windows. A vertical rectangular matching panel is located adjacent to the centered window. A vertical roll of terra cotta with two small square terra cotta reliefs with flower motifs are featured at each corner under the roofline piers.

3809-3817 S. Kingshighway Blvd. (C) 1927 (Photos 4, 7 and Figure 13)

The property is a two-story, flat roofed, brick multiple-front Spanish Revival influenced building that incorporates characteristics of the Moorish Revival style (**Photo 4, third building from right; Photo 7, third building from the left, Figure 13**). The building features a centered gable parapet stepped down to terra cotta crenelated battlements flanked by matching single terra cotta crenelated battlements (four) evenly spaced along the roofline. Centered on the brick wall surface of the parapet is a diamond shaped terra cotta relief with circle infilled with a cloverleaf teardrop design. The terra cotta battlements extend down to a terra cotta cornice and feature terra cotta quoin casements. Each battlement relief holds ogee-arched tracery with a fleur-de-lis on a shield. Between each battlement and at the upper level corners are terra cotta turrets with crested copings. Two smaller vertical terra cotta crenelated battlements located at the end of each battlement are infilled with a Moorish arch and feature terra cotta quoin casements located at the end of each battlement. Eight evenly spaced square terra cotta reliefs with a flower motif are found between the battlements. The center of the upper level holds two paired one-over-one windows with a terra cotta balcony, terra cotta spindles, posts and brackets. Two bays extend to the left and right on this level, each holding triple-paired windows (one-over-one). All windows feature a terra cotta quoin casement, terra cotta sills and headers. A diamond shaped terra cotta relief with circle opening is infilled with a cloverleaf teardrop design and is found between each triple-paired window. The first level multiple-fronted storefront (four) features a terra cotta casement. The 3809-3811 historic storefront (north end) features a centered entrance setback in a terra cotta arched surround with pilasters. Above the entrance is a terra cotta panel with paired lancet arch reliefs to a stepped pediment; historic entrance door leading to second floor is a solid panel with a diamond light. This entry is flanked by storefronts with paired display windows with stone bulkheads and offset commercial entrances featuring wooden/glass doors. A cloth awning shelters the storefronts. The centered storefront features a setback central entrance with wooden/glass door flanked by triple-paired display windows and stone bulkheads. The transom area is covered. South of this is another entrance to the second floor that imitates the one on the north side of the building. The southernmost storefront holds a triple-paired display with a stone bulkhead. The terra cotta pier just south of the center bay's door (3815) has lost its terra cotta surface. The entrance is to the left with a wooden/glass door and transom. A terra cotta cornice tops the storefront. At the basement level of the bulkheads of 3809-3817 are five evenly spaced rectangular shaped window openings; two have been infilled and three feature a decorated iron grill.

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3819-3823 S. Kingshighway Blvd. (C) 1927 (Photos 4 and 7)

The property is a three-story brick double-fronted Spanish Revival influenced building with a rectangular plan (**Photo 4, fourth building from right; Photo 7, second building from left**). The building has a double stepped gable parapet flat roof framed by crenelated battlements with terra cotta coping. The projecting terra cotta cornice line features a brick wall surface above with terra cotta detailing. Centered under each parapet is a diamond shaped terra cotta relief with a flower motif flanked by narrow terra cotta rectangle shaped reliefs with a flower motif. The façade has a three-part organization consisting of display windows with an offset commercial entrance storefront flanking a centered arched single entrance. Bulkheads are stone with one block holding a carved vent. Above the storefronts is a terra cotta cornice with terra cotta flat turrets. The centered entrance holds a wooden/glass door with sidelights offset by brick piers on stone bases with a terra cotta casement. The terra cotta arched entrance features a keystone and flower motif reliefs. The area above the door is clad with terra cotta that extends vertically to the top of the second level. The design is wider at the first level and narrows to the second level, capped by an arch with a labeled mold hood. The panel above the entrance features ogee arch tracery. Centered above the panel and entrance is a fixed window flanked by a relief of leaves and a centered shield with three fleur-de-lis designs. A terra cotta relief panel above the window holds two shields. Another fixed window is above with a stained-glass double transom. The center bay features a terra cotta labeled mold hood. The second and third levels hold triple-paired windows (fixed, flanked by one-over-one type). The second level windows (replacement lights) feature terra cotta sills and labeled mold hoods. The third level features terra cotta sills with brackets. The upper level cornice is above the windows.

3825-3835 S. Kingshighway Blvd. (C) 1927 (Photos 4, 7 and Figures 14, 15) (alternate address - rear wing: 4901-09 Lindenwood Place)

Located on the northwest corner of Chippewa Street/Lindenwood Place and S. Kingshighway Blvd is a three-story buff brick corner block building with flat roof and a curved façade that wraps the radiused southeast corner (**Photo 4, far left; Photo 7, building on left; Figure 14**). The property has an irregular plan and features Spanish Revival details that incorporate Moorish characteristics. The façade (east elevation) holds commercial storefronts on the first floor. The upper floors and rear wing support apartments. For the purposes of this large building's description, "façade" refers to the east elevation, which faces S. Kingshighway. The façade (north of the radiused bay) holds fourteen windows on each floor above the storefronts. Additionally, two single windows with decorative surrounds are situated above the entry on S. Kingshighway leading to upper floors. The corner radiused bay holds triple windows above the storefront (second and third floors). The south elevation (above the commercial lower floor) holds seven windows on each floor set in one group of triple and two groups of paired windows. The rear apartment wing facing Lindenwood Place holds fourteen windows on the second and third floors (similar to the pattern on the commercial building block, east elevation). The lower floor is identical to the upper floors west of the entry bay. East of the entry bay, the first floor

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features two sets of paired windows (immediately east of the entry) and two single windows. Each elevation is described in greater detail below.

The roofline is ornate with arched stepped parapets with terra cotta panels, stepped parapets, arched piers, turrets and coping (**Figure 15**). The roofline over the three bays of the radiused corner feature a pitched, stepped parapet flanked by taller arched piers with terra cotta casement. The piers are flanked by smaller stepped parapets. The façade (east elevation) continues north from the radiused bays with an arched, stepped tryptic parapet over the southernmost bays and a pitched, stepped parapet flanked by turrets over the upper level entrance bay that features spoke design and a small shield framed by tracery. The arched, stepped tryptic parapet detail is then repeated over the fifth and seventh bays. The center bay of the south elevation's commercial section is capped by the arched, stepped tryptic parapet. The west-facing return wall is capped with a centered single panel rectangular parapet. The centered bay of the west wing's south elevation is capped by the same spoke and shield design flanked by turrets found on the façade (**Figure 15**). This detail is flanked by the arched, stepped triptych panels capping the second and sixth bays, flanked by rectangular panels over the first and seventh bays that match the panel on the return wall.

Windows on the second and third levels are single, paired and triple-paired one-over-one with stretcher brick headers and terra cotta square end caps. Sills are terra cotta. The east and south elevations are wrapped by a terra cotta cornice and continuous third story header consisting of a brick soldier course with terra cotta squares accenting fenestration corners. The belt course of square terra cotta reliefs framed by terra cotta moldings wrap the east and south elevations of the three-story section, ending at the ell wing's interior corner on the west elevation. All display windows are supported by a stone bulkhead. Terra cotta piers with flowered tracery design separate the display windows at irregular intervals along the east elevation and curved southeast corner.

The northernmost storefront on the façade (east elevation) has a set of three vertical glass panels, and the storefront's single wood door and the adjacent single wood and glass door (to the south) in a setback cove. The second storefront's windows consist of two pairs of vertical panels separated by one of the decorated terra cotta piers. To the south of this storefront is a setback entrance (wooden/glass door) with a terra cotta casement, terra cotta turrets and entablature. Carved within the entablature is "KINGSWA." Above is a terra cotta relief with a swag capped with small diamond flower motifs. A one-over-one arched window with an arched terra cotta casement and labeled molded header is featured above the entrance. A matching window is above, separated by a diamond inset terra cotta relief with a brick diamond casement and terra cotta corner reliefs.

The storefront at the building's radiused southeast corner features a setback double glass/metal entrance flanked by asymmetrical display windows. The west section ends just beyond the southwest corner of the radiused bays. The north section extends beyond the radius along the S.

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Kingshighway elevation to the entrance in the third bay. The windows are single and triple-paired, framed at irregular intervals by Moorish-influenced terra cotta piers. The transom area holds signboards. The second and third levels of the radiused corner's central bay above the entrance holds a projecting boxed bay with terra cotta brackets along the lower projection and a row of seven small finials capping the cornice. Each level has a set of tripled-paired windows with inset square terra cotta reliefs bellow the sill. The reliefs feature a cusped opening with an inset flower motif. This boxed bay is flanked by narrower bays framed in terra cotta quoining with one single window on each level and a terra cotta diamond relief framed by brick headers and terra cotta squares under the second level's windows.

The south elevation (facing Chippewa Street and Lindenwood Place) holds a single entrance (covered with horizontal metal panels; panels are not original) at the southwest corner with a stone quoin surround and header (**Photo 7, Figure 14**). The roofline at the curved area features a pitched stepped parapet flanked by taller arched piers with terra cotta casement. Piers are offset by smaller stepped parapets. The curved section is flanked by arched terra cotta parapet panels with tracery relief. This is offset to the left by a pointed arched parapet with terra cotta turret. Featured to the right of the parapet on the façade, the parapet features a terra cotta relief with a centered spoke design framed within tracery. Below it is a small square terra cotta relief with a shield design. To the right of this parapet are two arched terra cotta parapet panels with tracery relief. The south elevation projects toward Chippewa Street, creating a west wall that holds two small one-over-one windows on the lower level (original) with a window opening covered with a horizontal metal panel (not original). The south elevation's setback wing (west of the projecting wall) features windows on the second and third levels are single, paired and triple-paired one-over-one with stretcher brick headers and terra cotta square end caps. Sills are brick. Centered in this section is an entrance (paneled door with oval window, replacement c. 2000) sheltered by a cloth c. 2010 canopy. Windows above the entrance match those on the façade; arched with terra cotta surround and topped with a matching parapet. The centered parapet is offset by arched terra cotta parapet panels with tracery reliefs. The center panel features a shield with a fleur-de-lis design and the outer panels feature a shield with a circle and diagonal/vertical line design. The southwest corner features a chamfered wall surface that holds paired windows on the three levels. The rear (west) elevation features single one-over-one windows on all levels – seven on each floor. Windows at the south end of the elevation are slightly smaller than the elevation's remaining windows. Windows have concrete sills and are double-hung replacement design.

Integrity Discussion

The Kingshighway Hills Commercial District has architectural integrity that has not been compromised by contemporary alterations. The district does not include any vacant lots or construction of properties after the period of significance, which ends in 1928. All of the district's buildings retain their original brick exterior walls, terra cotta detailing and patterned brick adornments. In particular are the district's intact embellishments that reflect the overall Spanish Revival style such as original balustrades, clay tile roofing (replaced with asphalt in the

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example of 3723-35 S. Kingshighway, described above), decorative panels and elaborately detailed entry surrounds (**Figures 13-16**).

Alterations that have occurred since 1928 include window replacements and some infill around commercial windows and commercial entrances as described previously (**Photo 1**). For example, the north elevation of 3701-03 S. Kingshighway Boulevard (which faces Tholozan Avenue) has five small windows infilled with wood; one of which holds a metal vent within the filled area. The elevation also has glass block infill within the original commercial bay near the east end of the building. These alterations do not impact the building's decorative façade, nor do they detract from the original design. The infilled bays (described above) have original configurations in terms of size and all retain sills and lintels. The façade of the building at 3701-05 S. Kingshighway (east elevation, **Photo 1**) also illustrates contemporary alterations. The south storefront (3705 S. Kingshighway) retains its original fenestration. However, the bay has been filled with horizontal wood, smaller fixed light windows and a single-light replacement door. None of these changes are consistent with the original commercial bay but the building's overall fenestrations (historic) and decorative detailing are intact. Awnings above the storefronts and windows are likewise not original but are not permanent fixtures. Similarly, 3801-03 S. Kingshighway Boulevard (**Photo 4**) has commercial bay infill (3801 storefront). The infill appears to be stucco (painted). While most commercial window bays support replacement lights similar in size to the original, the southernmost bay has additional window framing (not original) to create vertical light windows instead of a single commercial light. The original bay configuration remains visible, however, despite the alterations.

While most windows have been replaced with contemporary lights and many have aluminum framing surrounding commercial bays, the district's buildings retain their overall original window and entry bay patterns. Changes that have occurred have not compromised the district's integrity. Window bays retain original fenestrations, sills and lintels, overall. Likewise most doors are replacement. One example that appears original is the recessed entry bay within the storefront addressed as 3819 S. Kingshighway Boulevard (no photo of recessed door), which retains a nine-light commercial style door with lower mail slot. The entrance addressed as 3831 likewise appears original with an ogee arched single-light door with sidelights (**Photo 7**). Most replacement doors reflect historical commercial entrances consisting largely of single-sash commercial design (such as the paired entry bay within the radiused corner of 3825-25 S. Kingshighway, **Photo 7**) but with contemporary materials such as aluminum framing. Doors were replaced over the years for reasons primarily related to modern security and safety standards.

As noted in the descriptions above, many buildings (such as the storefronts at 3831, 3823 and 3809-11 S. Kingshighway) have contemporary metal awnings with cloth coverings. These features are not permanent and can be easily removed. The same is true in the example of signs for businesses in the district. Most signs are either painted on windows or attached as impermanent advertising such as the large plastic sign attached to the upper façade of 3707-09 S.

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Kingshighway (**Photo 1**, second building from right). This building also supports an attached more permanent sign – one of only two such examples in the district (the other example is located at 3701 S. Kingshighway, **Photo 1**, building on right). While both signs postdate the period of significance, they are not inconsistent with the historic character of the district. The example at 3707 S. Kingshighway is of particular note because it is likely associated with a business (liquor store/restaurant) that occupied the space by the mid-1940s.² Because the district was and remains a commercial row, such signs do not compromise the district’s integrity.

The district includes rear parking areas, as noted in the setting description. These lots, due to their small sizes, are not counted as individual resources. All but one or two support fewer than six vehicles. There are six parking areas behind the commercial district – the largest appears to hold ten cars (north end) and the smallest three cars (south end). Lots are used for private (not public) purposes (e.g., building owners, employees and/or tenants). Lots are paved with asphalt and access is via the alley. The area supporting these small lots originally held individual small garages as illustrated in **Figure 2**. Based on Sanborn and Google maps, the garages were removed after 1944 and prior to 1990.³ Due to the lack of available historical images, it is not possible to precisely date such changes to the district. Despite this, alterations that appear contemporary most often illustrate changes in the building’s tenancy or upgrades made to comply with safety/security regulations. As a whole, the district is extremely intact. Decorative features are original and bolster the district’s Criterion C architectural significance.

² *Gould’s St. Louis City Directory*, 1944.

³ Sanborn Fire Insurance Maps, St. Louis, Missouri, Volume 20 1938, updated 1944; Google Earth Pro historical view mapping (Google.com), Access date: 9 January 2020.

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Statement of Significance

The Kingshighway Hills Commercial District was constructed in 1926-1928 and consists of 11 commercial buildings addressed as 3701 – 3835 S. Kingshighway Boulevard. Developed by Cyrus Willmore in 1926, the district is within southwest St. Louis (Independent City) – one of the last areas to be developed residentially and commercially within the city’s limits (**Figure 1**). The district includes **11 contributing commercial buildings**, all of which are situated along the west side of S. Kingshighway Boulevard just north of Chippewa Street (**Figure 24**). The district also supports one **(1) non-contributing frame shelter** associated with 3801-05 S. Kingshighway Boulevard. The district’s buildings are highly embellished, reflecting characteristics of the Spanish Revival style – many also include Moorish influenced embellishments. Popular in the 1920s, the Spanish Revival style grew out of a mixture of classical and free-form architectural influences. Buildings designed such as those in the district were intended to draw attention to the businesses that occupied them. Designers of the time believed that a uniquely designed building would be more likely to attract the attention of potential customers – a necessity for businesses situated along busy thoroughfares such as S. Kingshighway Boulevard.⁴ The district is an intact, dense collection of two- and three-story artistic front commercial buildings that meet **Criterion C: Architecture**. The district’s significance relates to its artistic front buildings – a trend in commercial design that emerged in the 1920s when commercial strips began to develop along automobile thoroughfares.⁵ Such areas served as “Main Street” for “the suburbs” – they were only successful if they attracted customers.⁶ The Kingshighway Hills Commercial District’s designers appear to have selected exterior building adornment as a way to attract customers to the businesses that occupied the buildings. The district retains integrity and is **locally significant**. The **period of significance, 1926 – 1928**, reflects the district’s era of construction.

Historical Overview

During the nineteenth century, the district was part of what is commonly known as the Gratiot League Square – a large farmstead owned by Charles Gratiot that was “nearly three miles square . . . the largest grant ever made by the Spanish” near the Village of St. Louis (**Figure 3**).⁷ Gratiot’s property was bounded on the east by the “King’s Highway” (currently Kingshighway Boulevard). Immediately east of the highway were St. Louis’ shared (common) agricultural fields used by early residents.⁸ By the mid-nineteenth century, the district’s vicinity began to

⁴ Herbert Gottfried and Jan Jennings, *American Vernacular Buildings and Interiors 1870 – 1960* (New York: W.W. Norton & Company, Inc., 2009), 247.

⁵ Ibid, 245.

⁶ Chester Liebs, *Main Street to Miracle Mile* (Boston: Bullfinch Press, 1985), 30.

⁷ Norbury Wayman, *History of St. Louis Neighborhoods: Southwest* (St. Louis: St. Louis Community Development Agency, 1972c), 2; J.H. Fisher, Map of the City of St. Louis, 1853 (Available at: <https://www.sos.mo.gov/CMSImages/MDH/MapofStLouis1853.pdf>), Access date: 15 October 2019; James Neal Primm, *Lion of the Valley St. Louis, Missouri* (Boulder, CO: Pruett Publishing Company, 1981), 54.

⁸ J.H. Fisher, 1853; Norbury Wayman, *History of St. Louis Neighborhoods: Oak Hill & Morganford* (St. Louis: St. Louis Community Development Agency, 1972c), 9.

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support the growing brick industry, including a small clay mine just south of the district near the present day intersection of Kingshighway and Christy Street (**Figure 4**).⁹ When the city's population began to grow rapidly during the late nineteenth- and early twentieth-centuries, this area began to evolve rapidly as it became developed for residential and commercial use. The district was platted at about the same time that automobiles became affordable for the middle-class. As a result, the district resembles St. Louis' traditional streetcar row – a strip of combined-use (commercial/residential) buildings facing a busy thoroughfare. The district however did not function as a streetcar commercial row but rather an auto-related commercial strip. Neither S. Kingshighway Boulevard nor Chippewa Street (aka Route 66) – the two largest streets near the district – supported streetcar tracks.

Two residential areas near the district that developed much sooner were Lindenwood Park (subdivided in 1888) and Southhampton (subdivided in 1896) (**Figure 5**). A small commercial strip approximately 1.6 mile southwest of the district also developed earlier - in 1910 – when a streetcar loop was extended near the intersection of Macklind and Devonshire Avenues.¹⁰ The development of a major streetcar line along S. Kingshighway was hampered by a major industrial/railroad corridor that bisected the route approximately 0.6 mile north of the district. This delay is the primary reason that the commercial district was not developed until the automobile era. Plans for a viaduct across the railroad's tracks were introduced in the early 1900s but construction did not occur until the 1930s. The viaduct was part of renowned landscape architect, George E. Kessler's plan to redesign Kingshighway as a parks boulevard connecting the site of the city's centennial celebration/1904 World's Fair (Forest Park) to older public parks at the north (O'Fallon Park) and south (Carondelet Park) ends of Kingshighway (**Figure 6**).¹¹ The "costliest" portion of Kessler's parks boulevard plan was the viaduct.¹² Because of this expense and due to the fact that the viaduct was not necessary to provide access to the site of the World's Fair (Forest Park), the project was delayed (**Figure 7**).¹³

While the improvement and expansion of Kingshighway Boulevard during the early 1900s was intended to provide access to Forest Park, the highway was also improved to promote real estate development in southwest St. Louis. The city's population had increased dramatically by the turn of the twentieth century, which pressured the city to develop what little acreage remained for residential and commercial (rather than industrial) use. In 1900, St. Louis reported 575,238 residents, up by 27% from the previous decade (1890 – 451,770 residents). Another jump to 687,029 residents was recorded in 1910 (increase of 19%) and again in 1920 to 772,897 residents

⁹ Tim Fox, *Where We Live: A Guide to St. Louis Communities* (St. Louis: Missouri Historical Society Press, 1995), 100.

¹⁰ Wayman, *Southwest*, 44.

¹¹ Fox, 100; Casey Croy, "How Our Streets Were Named," *Kingshighway Hills Neighborhood Association Newsletter* (Available at: <https://www.kingshighwayhills.com/category/history/>) Access date: 15 October 2019.

¹² City of St Louis, *Report of the Kingshighway Commission* ([St. Louis: Self-published]: 1903), 7-11; Fox, 100; "Merchants Claim New Overpass is Trade Deterrent," *St. Louis Star-Times* (18 November 1937), 5.

¹³ *Ibid*, Mark Tranel (ed), *St. Louis Plans: The Ideal and Real St. Louis* (St. Louis: Missouri Historical Society Press, 2007), 42.

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(increase of 13%).¹⁴ Southwest St. Louis was developed largely for residential purposes but its location adjacent to the central railroad corridor had industrialized sectors near the tracks and Manchester Avenue, an early east/west connector through the heart of the city that stimulated the development of streetcar suburbs. Kingshighway Boulevard south of the central railroad corridor did not witness similar development, as noted, until automobiles came into fashion. Once they did, however, the area grew rapidly, particularly during the 1920s when the district was developed.¹⁵

Kingshighway Hills Commercial District is a component of the Kingshighway Hills subdivision planned in 1926 by real estate developer Cyrus Crane Willmore (1889 – 1949). Willmore was born in Wisconsin. He lost both parents prior to age 10 and was raised by his maternal grandparents, who owned a large farm. Willmore left Wisconsin at age 17 to attend law school at the University of Illinois, working as a farmhand and cookware salesman to support himself. He passed the Illinois bar in 1912 and afterward, moved to St. Louis, where he found employment at a real estate firm. Willmore became a real estate salesman and eventually, sales manager. In 1920, he opened his own realty company, incorporated in 1922 as the Cyrus Crane Willmore Organization.¹⁶

Kingshighway Hills was the third major development undertaken by Willmore. Prior to Kingshighway Hills, Willmore platted, subdivided and developed two residential tracts in University City (St. Louis County) – University Park and University Hills (1922-1923). The University City projects established Willmore as a significant developer. These neighborhoods – valued at \$20,000,000 post development – were in an area previously considered “virtually valueless.”¹⁷ Willmore’s success in University City was immediately followed by the Kingshighway Hills project (1926) and soon afterward (1929) his largest residential subdivision, St. Louis Hills, situated approximately 1.2 mile southwest of the district.¹⁸ Though St. Louis Hills’ plans were announced on the eve of the Great Depression, Willmore secured investments to complete the Kingshighway Hills and St. Louis Hills developments successfully. This was achieved despite wartime shortage setbacks, receiving national notice for overall design and middle-class affordability.¹⁹

Kingshighway Hills was Willmore’s first large subdivision project within the city’s limits. The neighborhood was laid out by the city’s engineer, Julius Pitzman, who included a central divided east/west boulevard (Oleatha Avenue) mimicking (on a much smaller scale) Kessler’s Kingshighway Boulevard plan. Oleatha Avenue supported a short streetcar spur that provided

¹⁴ United States Census (Decennial Census of Population and Housing), (Available at: <https://www.census.gov/programs-surveys/decennial-census/decade.2010.html>), Access date: 15 October 2019.

¹⁵ Wayman, *Southwest*, 5.

¹⁶ Walter P. Tracy, comp., *St. Louis Leadership*, (St. Louis: Self-published, 1946), 265.

¹⁷ “Model Home to be Opened Tomorrow More Ornate than First One,” *The St. Louis Star* (13 December 1930), 14.

¹⁸ *Ibid.*

¹⁹ Wayman, *Southwest*, 7, 12; “Life Houses Here are Eight New Homes Planned and Built for U.S. 1940,” *Life* (1 July 1940), 89, 92.

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access from older area neighborhoods to the bus line that extended along S. Kingshighway Boulevard. Unlike Willmore's earlier residential subdivisions in University City, Kingshighway Hills included a public school building, churches and a modern shopping row (i.e., the Kingshighway Hills Commercial District).²⁰

Newspaper advertisements promoted Kingshighway Hills as a mere 20-minute drive from downtown – the focus was on automobiles, rather than streetcars. South Kingshighway was strictly an automobile thoroughfare – connecting to Chippewa Street which served as U.S. Highway (Route) 66 during the mid-to-late 1920s.²¹ Unlike Willmore's University City developments, Kingshighway Hills was not undervalued at the time of its development. The neighborhood was within one of the city's most desirable sectors for residential expansion.²² S. Kingshighway Boulevard was an improved route void of bumpy streetcar tracks and brick pavers – this may also have attracted shoppers from outside of the neighborhood.²³ As such, the district's location at the intersection of Kingshighway and Chippewa Street (Route 66) was an added benefit to Willmore's overall plan for the neighborhood (**Figure 8**).²⁴ Commercial districts such as the one on S. Kingshighway began to crop up as streetcars began to fade and urban population shifted away from downtown. In St. Louis, Kingshighway Hills was one of the earliest examples.

As neighborhoods became settled and filled up with cottages, bungalows, and multifamily buildings, the increase in population and automobiles gave rise to a new kind of secondary business district. It was located within walking distance or within mass transit connections of a neighborhood or on a boundary between two neighborhoods where access by car was necessary. This kind of enterprise was a grouping of stores that offered a wide variety of goods and services.²⁵

Kingshighway Hills Commercial District's properties were designed by local architects and builders who frequently worked with the city's real estate and development professionals. Like most architects/builders, these men incorporated current trends such as the artistic front movement, discussed in greater detail below. The individuals and companies involved in building and designing the district include the following:

²⁰ "Kingshighway Hills Opening Announced .by Willmore Company," *St. Louis Globe-Democrat* (6 June 1926), 5:1.

²¹ Ruth Keenoy and Terri Foley, "Meramec River U.S. 66 Bridge," *National Register of Historic Places Registration Form* (2009), 8:13.

²² Wayman, *Southwest*, 42.

²³ Norbury L. Wayman, "St. Louis – Early Automobile Capital," Unpublished Document Available at Mercantile Library/University of Missouri-St. Louis (Wayman Collection), no date, 2-3.

²⁴ "St. Louis is Awake!," Advertisement, *St. Louis Post-Dispatch* 4 June 1926 (classifieds); "Kingshighway Hills Opening Announced . . .," 1926, 5:1.

²⁵ Gottfried and Jennings, 245-246.

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Arsenal-Watson Realty & Construction Company (Builder) constructed at least three buildings in the district: 3715-17, 3719-21 and 3805-07 S. Kingshighway. This company worked with many realtors in the 1920s-1930s and also operated as a realty company on its own. Zalie Levin (c. 1901 – 1988) was a primary partner in the firm during the 1920s and early 1930s. Mr. Levin was a native of Minneapolis who moved to St. Louis in 1925. The company appears to have closed during the Great Depression, during which time Levin worked for a liquor distribution company. After World War II, Levin worked as a banker and financial advisor – he remained strongly associated with the city’s real estate agencies throughout his professional career.²⁶

Milton C. Bartels (Builder, b. 1905) constructed the building at 3801-03 S. Kingshighway. The 1929 St. Louis city directory identifies M.C. Bartels as a carpenter residing at 3895 S. Kingshighway.²⁷ This information is verified by the 1930 federal census, which identifies Milton C. Bartels as a carpenter and builder.²⁸

Carl E. Etz (1889 – 1993) (Architect) designed at least one property in the district, 3715-17 S. Kingshighway. Etz specialized in residential and commercial design work. Similar examples to his project in the district include 7350 Lindell Boulevard (extant), a combined-use (residential/commercial) corner block building with Spanish Revival detailing (**Figure 9**).²⁹

Richard Koehler (Builder, b. 1889) constructed the building at 3819-23 S. Kingshighway. Koehler is identified as an engineer in city directories and census records. In 1920, he was employed by Scullin Steel Company.³⁰

Oliver J. Popp (1871 – 1964) (Architect) designed the building at 3819-23 S. Kingshighway. Popp’s work was largely related to apartments and mixed-use buildings. His documented commissions date from the 1890s – 1940s. He designed a number of large apartment buildings in the city’s Central West end neighborhood and St. Louis County.³¹

Martin Stamm (1883 – 1932) (Builder) worked on at least two buildings in the district: 3809-17 and 3825-35 S. Kingshighway. Stamm immigrated to St. Louis from Hungary in 1906. He became a successful building contractor (**Figure 10**) who frequently worked with architect A.F. Stauder (see below).³²

²⁶ “Zalie Levin, 87; Banker, Businessman,” *St. Louis Post-Dispatch* (30 November 1988), 4B.

²⁷ *Polk’s St. Louis City Directory*, 1929.

²⁸ United States Federal Census, 1930. St. Louis (Independent City).

²⁹ “Types of Buildings Under Construction,” *St. Louis Post-Dispatch* (18 September 1927), 8:1.

³⁰ *Polk’s St. Louis City Directory*, 1930; U.S. Federal Census, 1920.

³¹ Missouri Secretary of State, Death Certificate Index (Available at: <https://s1.sos.mo.gov/Records/Archives/ArchivesMvc/>), Access date: 25 October 2019; Find A Grave (Available at: <https://www.findagrave.com/memorial/87338001/oliver-john-popp>), Access date 25 October 2019.

³² Missouri Secretary of State, Death Certificate Index; U.S. Federal Census, 1920; “Martin Stamm Model Home,” (Classifieds), *St. Louis Post-Dispatch* (18 May 1930), 2D.

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Adolph F. Stauder (1879 – 1967) (Architect) designed at least three buildings in the district: 3801-03, 3809-17 and 3825-35 S. Kingshighway. Stauder was born in Germany but he was not an immigrant – both of his parents were born in the United States (Missouri and Illinois). His father, Joseph, was also an architect as was Adolph’s son (Arthur) and grandson (Arthur, Jr.). The Stauders all lived in south St. Louis City and specialized in all types of design work, including residential, commercial and religious.³³

By the early 1930s, the district’s buildings housed a variety of businesses including a realtor, grocery stores, a bakery, tavern, restaurant, florist, barbers, a dry goods store, beauty shops, a hardware store and milliners (**Figure 11**). Upper floors were used residentially and also provided space suitable for smaller business and offices (**Table 1**). The commercial row was essential for residents living in the area but also attracted shoppers from other areas once automobiles began to provide mobility beyond streetcar tracks. The automobile spurred rapid commercial development in southwest St. Louis. This sector of the city supported St. Louis’ earliest auto-shopping plazas including, Hampton Village Market (extant, constructed in 1939), located approximately one mile west of the district at the intersection of Hampton Avenue and Chippewa Street. Immediately east of the district along Kingshighway, Famous-Barr constructed its most popular branch department store in 1951 (not extant), which remained viable for more than 40 years (**Figure 12**).³⁴

Commercial activity in the area was generated first by the Southampton and Cherokee streetcar lines . . . and along Kingshighway (near) Chippewa . . . More development occurred along Kingshighway southward from Fyler in the 1930s, when “automobile row” relocated there from Locust st. west of downtown . . . After WWII, intensive strip development occurred along Hampton ave., [Hampton Village] . . .and Famous-Barr’s Southtown store (1951) at Kingshighway and Chippewa st.³⁵

While the character of commerce along S. Kingshighway shifted over the years – from a shopping plaza destination to the city’s auto row – the district continued to be utilized in much the way it had always functioned. Upper floors supported residents and small offices while street level businesses held larger shops, offices and restaurants. The attractive design of these buildings is likely a primary reason why the commercial row retained its viability over the years. The buildings’ architectural characteristics define the commercial row and provide an excellent

³³ United States Federal Census, 1920 and 1930; Find A Grave (Stauder); “3 Generations of Architects: Stauder Family Following Blueprints of Fathers,” *St. Louis Post-Dispatch* (undated, copy available in Architects Files, St. Louis Public Library Art Dept.).

³⁴ Ann Scales Cobbs, “Southtown Famous Closing for Good Today,” *St. Louis Post-Dispatch* (18 January 1992), 1.

³⁵ Robert E. Hannon, *St. Louis: Its Neighborhoods and Neighbors, Landmarks and Milestones* (St. Louis: Regional Commerce and Growth Association, 1986), 129.

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example of an intact early twentieth-century district that reflects the artistic front movement in commercial design that emerged in the 1920s.

Table 1. List of tenants, commercial district (per city directories) *

Address K'highway	1933	1944	1955	1965
3701	Vacant	Apt. occupied	Hi-Way Sandwich Shop	Hi-Way Sandwich Shop
3705	Tailor (Marcus)	Apt. occupied	Lorie's Beauty Salon	Lorie's Beauty Salon
3707	B&B Cleaners	Gianella Liquors	Gianella's Bar & Lounge	Gianella's Bar & Lounge
3709	Albert Linn Realty	Super Sandwich Shop	Southtown Restaurant	Gianella's Restaurant
3711	Milliner (Whelan)	Beauty Shop (Benn)	Sheffington's Tuxedo Rental	Reliable Sewer Cleaners
3713	Hardware (Mankeh)	Tailor (Marcus)	Tailor (Marcus)	Hogan Chiropractor
3715	Shoes (Whelan)	Velvet Freeze Inc.	Howard's Cleaners	Northside Paint Store
3717	Barber (Hemm)	Barber (Maxey)	Kolon's Handbag Repairing	Pearl's Beauty Shop
3719	Vacant	Howard's Cleaners	Vacant	Colony House Furn.
3719a	Milliner (Kiefer)	Apt-Baird	Apt-Baird	Apt-Brown
3721	Washington Shoe Rebuilders / 3721a Beauty Shop (Heye)	Washington Shoe Repair	Pacific Finance Loans	Adams Formal Rental Co.
3723	Baker (Doelling)	Baker (Doelling)	Baker (Wilke) 3723a – dentist (Talbot) / chiropractor (Sparlin)	Baker (Wilke)
3725	Wylkie Drug Store / 3725a Physician (Potter)	Weiselman Drugs	Mitchellette Tavern	Brownie's Tavern / 3725a dentist (Talbot)
3801	Grocery (Overbeck)	Vacant	Farrington Television Sets - retail	Sanco Finance Co.
3803	Vacant	Mitchellette Liquors	Don Adams Television Sets – retail / 3803a Academy Driving School	Princess Beauty Salon
3803 ½	Restaurant (F. Eyes)	Apt. - Petty	Vacant	Jeanne's Dressmaking Shop

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Address K'highway	1933	1944	1955	1965
3805-07	Kroger Grocery & Baking Co.	Vacant	3805 vacant / 3805a Notifier Fire Detention Svc. / 3807 Ragsdale Beauty Shop & Campbell Chemicals insecticide mfrs.	3805 Textile Weavers / 3807 Andy's Beauty Shop
3809-11	Dry Goods (Silber)	Mechanical Installation & Service / Zarembka Studio / upper 3811 – masseuse (Bailey)	3809 - Robinson Bros. Jewelry / 3811 – Metro Cleaners / 3811a Conradi, Wm - contractor	3809 Robinson Jewelry Co. / 3811 Vacant
3813	Scott Electrical Appliance Co.	Vacant	J & J Restaurant (also in 3815)	J & J Cafeteria (also in 3815)
3813a	Music Teacher (Zachritz)	Music Teacher (Thomas)	Apt - Sonderman	Apt - Mullins
3815	Grocery (Cohen)	Dry Goods (Silber)	J&J Restaurant	J & J Cafeteria
3817	Barber (Martyne)	Barber (Jacquin)	Barber (Jacquin)	Barber (Jacquin)
3819	Mueller-Todt Florist	Busy Bee Candy Co	Reliance Real Estate Co.	Vincent Price Studio - photographers
3821	Apts (8 units)	Apts (8 units)	Apts (8 units)	Apts (8 units)
3823	Beauty Shop (Davenport)	Doneson Liquors	Crown Liquor Store	Vacant
3825-27	Great A&P Tea Co. – grocery	Kroger Gro. & Baking Co.	Gasen's Rexall Drug Store	Vacant
3831	Kingswa Apts.	Kingswa Apts.	Kingswa Apts.	Kingswa Apts.
3835	Not listed	Not listed	Frank-N-Stein Restaurant	Certified Finance Co.

*Unless noted, upper floor utilized for residential purposes. Source: St. Louis City Directories (Polk/Gould). Of note is that city directories do not cross-reference properties by address until after 1930.

Criterion C: Architectural Significance

The nominated district is a significant collection of artistic front commercial buildings in the City of St. Louis. The buildings within the Kingshighway Hills Commercial District were constructed in 1926 – 1928. This striking collection of early twentieth-century commercial buildings was designed to attract shoppers – both those who lived in the neighborhood as well as those who came to the area via bus and/or automobile. Commercial style influences such as those in the Kingshighway Hills Commercial District were popular in the 1920s. The shopping center had yet to arrive and strips of commercial buildings along busy thoroughfares appealed to shoppers who traveled such routes. Because shoppers were typically in vehicles – rather than on foot – a

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beautifully designed building provided an eye-catching appeal more likely to attract business than an unadorned façade. Highly embellished commercial buildings such as those in the district are/were often referred to as “artistic front” buildings.³⁶ “Motivating this approach to store design was the belief that exterior treatments invite favorable notice and encourage people” to frequent the businesses.³⁷

Artistic front commercial buildings frequently incorporate a variety of styles with one over-reaching stylistic influence.³⁸ The primary style applied to all of the properties in the Kingshighway Hills Commercial District is Spanish Revival, which was popular in the 1920s. Commercial districts such as the one on S. Kingshighway frequently borrowed period stylistic influences illustrated in adjacent residential areas. In the example of the Kingshighway Hills subdivision, residential properties to the west include examples of Tudor Revival, Spanish Revival, Craftsman and Art Deco styles.³⁹ The Spanish Revival style frequently incorporated a mixture of period influences (such as Craftsman and Tudor Revival). In the case of Kingshighway Hills, the style may have been selected as a play on the district’s location – the southwest quadrant of the city. Spanish Revival style architecture is historically associated with the southwestern United States, incorporating features such as colorful clay tile roofs and stucco exteriors (or light colored brick similar in shade to stucco), ornamental metalwork and arched windows and/or doors.⁴⁰ While not all of these features are visible in every district building, it is clear that Spanish Revival stylistic elements dominate the overall theme of the district.

The district is comprised of corner block, multiple-front (more than two storefronts) and double-front (two storefronts) buildings used for commercial and residential purposes. Buildings within the 3701 block are distinctively separated by spaces between each building. Buildings within the 3801 block are all attached. The overreaching style connecting these buildings is, as noted, Spanish Revival. All buildings within the 3701 block are double-front plan commercial buildings. The lower story commercial storefronts facing S. Kingshighway (two for each building) have individual entries that are flush with the elevation. Most of these central entries have elaborate terra cotta surrounds. The buildings in the 3701 block are all two-stories in height. The 3801 block holds double- and multiple-front buildings. The district’s two southernmost buildings (3819-23 and 3825-35 S. Kingshighway) are three stories in height. Remaining buildings on the 3801 block are two stories in height. The building addressed as 3809-17 S. Kingshighway is the only two-story multiple-front property not situated on a corner block parcel (**Figure 13**).

Most prevalent are the district’s corner block buildings, located at 3723-25, 3801-03 and 3825-

³⁶ Gottfried and Jennings, 246.

³⁷ Ibid, 247.

³⁸ Ibid.

³⁹ Ibid.

⁴⁰ Dell Upton, ed., *America’s Architectural Roots Ethnic Groups that Built America* (Washington, D.C.: The Preservation Press, 1986), 90.

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35 S. Kingshighway. These properties display “strong overall shape(s), solid massing and firm lines” that anchor the ends of each block.⁴¹ The building at 3801-03 S. Kingshighway is two stories in height with a rear single-story commercial wing addressed as 4902 Mardel Avenue and a prominent angled two-story corner bay facing the intersection of Kingshighway and Mardel. Decorative embellishments include terra cotta capped parapets, terra cotta quoins flanking the corner entry bay and a faux clay tile roof on exposed elevations. The corner block building at 3825-35 S. Kingshighway anchors the south end of the district. This is the district’s largest building, three stories in height with upper floors dedicated to apartments. Like the example at 3801-03 S. Kingshighway, the building wraps the corner, facing Chippewa Street (Route 66) on the south. The building has a rear three-story apartment wing and like other district properties is highly embellished, featuring Moorish inspired terra cotta panels, parapets, quoins and trefoils (**Figure 14**). Corner block buildings typically overstated the design of a commercial district and those in the Kingshighway Hills Commercial District are excellent examples of this type of commercial building.

The arcaded [corner] block was one of the strongest design statements of all vernacular building types and styles. It maintained its position in business districts throughout the 1870 – 1960 period. It was a symbolic reminder of the importance of business . . . Its scale also fit well with residential neighborhoods. The arcaded block was an anchor for commercial districts and evidence of the power of industrially produced design materials.⁴²

As noted previously, the primary style throughout the district is Spanish Revival. The style utilizes detailing associated with “the entire history of Spanish architecture” such as Gothic, Mission, Renaissance and Moorish influences.⁴³ Such influences are illustrated throughout the district. Examples include the aforementioned Moorish inspired parapets at 3825-35 S. Kingshighway (**Figure 15**), Moorish-inspired parapets with ogee arches at 3801-03 S. Kingshighway (**Figure 16**) and Mission style influences visible in the roofline and massing of the property at 3723-25 S. Kingshighway (**Figure 17**). Embellishments on the district’s buildings are terra cotta, applied as decorative panel inserts on brick elevations; shaped parapets with motifs such as trefoils, flowers, shields and fleur-de-lis; quoins surrounding doors and windows; elaborate entry surrounds imitating carved ornamentation illustrative of Spanish Revival architecture, balconets and clay tiles.

The Spanish Revival style emerged during the early 1900s as part of the “Eclectic movement” in American architecture.⁴⁴ The Eclectic movement became popular at the turn of the century, inspired by European-influenced styles such as Beaux Arts and the Italian Renaissance. The

⁴¹ Gottfried and Jennings, 242.

⁴² Ibid.

⁴³ Virginia Savage McAlester, 522.

⁴⁴ Virginia McAlester and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 1990), 319.

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movement was enthusiastically embraced – its use of a mixture of stylistic influences (rather than just one) classified the style as “eclectic” – a mixture of classical and free-form styles.⁴⁵ Spanish Revival detailing worked well in commercial properties such as those in the Kingshighway Hills Commercial District. These buildings were designed to be highly attractive and as such, received notice along one of the city’s busiest thoroughfares. Artistic front commercial buildings often adapted eclectic influences common in residential architecture – such as Spanish Revival. By doing so, artistic front buildings “symbolically . . . identified with the local residents and made owners appear sensitive to neighborhood design values.”⁴⁶ Many dwellings and apartment buildings immediately west of the district incorporate design elements seen in the commercial district such as clay tiled roofs, terra cotta trim and decorative brick. Additionally (as noted previously), the neighborhood was in St. Louis’ extreme southwest sector – yet another reason why Spanish Revival detailing was applied as the overall theme for these artistic front buildings.

Most artistic fronts had one large effect, say, a Spanish feeling, that linked several stores . . . Building materials used for exterior details included stucco, brick, stone, terra cotta, marble, tiling of several kinds, and wood. . . Motivating this approach to store design was the belief that exterior treatments invite favorable notice and encourage people to inspect the merchandise. Cover proportioning and correct details created the overall attractiveness of the artistic front. Much of this kind of commercial development was done at a residential scale, so that the stores seemed to fit into the community.⁴⁷

As discussed on the following pages, the district is one of St. Louis’ best representations of an artistic front commercial strip. While similar buildings do exist throughout the city, a multiple block collection of such buildings is uncommon.

Evaluation of Surveyed and Previously Listed Commercial Districts in St. Louis City

Previous surveys and National Register districts in the City of St. Louis associated with commercial districts are few. While the city’s surveyed/National Register properties are extensive in number, areas specifically designated as commercial (rather than residential) districts have not been largely identified as such. These areas are defined in **Table 2**, below. Immediately north of the district at 3537 S. Kingshighway is a single property listed to the National Register of Historic Places in 2015, the Brahm-Mitchellette Motor Company (**Figure 18**). The building is associated with the Kingshighway Hills neighborhood developed by Cyrus Willmore in 1926. The property was originally an automobile dealership constructed in 1927 and like the buildings in the commercial district, exhibits Spanish Revival detailing. The property was listed to the National Register under Criterion A: Commerce under the Multiple Property Documentation Form: Historic Auto Related Resources of St. Louis. Other than this example, no

⁴⁵ McAlester, V.S., 409.

⁴⁶ Gottfried and Jennings, 247.

⁴⁷ Ibid.

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artistic front commercial buildings are within the immediate vicinity of the district. Of note is that the city's downtown commercial properties (Central Business District Surveys and Washington Avenue District) span decades of construction and are related to downtown commerce and industry.

Table 2. Historic Districts (HD), Certified Local Districts (CLD) and Survey Projects – Commercial Districts – St. Louis City. *

Name of District/Survey Area (# ID on Map – Figure 19)	Year Listed or Surveyed	Architectural Styles	Construction Era
Bevo Mill Commercial HD (#1)	2013	Classical Revival/Tudor Revival/Craftsman	1917 - 1934
Central Business District (CBD) – two surveys; CBD West – one survey	1979, 1985, 1986	French Colonial, Federal, Revival styles, Italianate, Second Empire, Queen Anne, Eclectic, Beaux Arts, Prairie Style, Art Deco, International Style, Modern Movement	c. 1860 – c. 1980
Forest Park Southeast HD (4 boundary increases)	2001, 2007, 2009, 2012	Romanesque Revival, Italian Renaissance, Queen Anne, Second Empire, Colonial Revival, Mission Revival, Prairie, Late Gothic Revival, Tudor Revival, Late Gothic Revival, Art Deco	c. 1890 - 1935
S. Fourth Street Commercial District	2006	Italianate, One- and two-part commercial	1870 - 1950
Locust Street Automotive District (two boundary increases)	2005, 2008, 2016	Renaissance, Beaux Arts, Classical Revival, Tudor Revival, Mission, Spanish Colonial Revival	1911 - 1955
W. Locust & Olive Street Historic District	2006	Late 19 th and 20 th Century Revival, Moderne	1891 - 1956
Olive and Locust Historic Business District	2007	Classical Revival, Jacobethan Revival, One- and Two-Part Commercial, Second Renaissance Revival	1888 – c. 1955
Olive Street Terra Cotta District	1986 – removed 2009	Chicago Commercial Style	1910 – 1921
Washington Avenue (two districts)	1987	Chicago Commercial Style Warehouse, 19 th and 20 th Century Classical Revival	1899 – 1931

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Name of District/Survey Area (# ID on Map – Figure 19)	Year Listed or Surveyed	Architectural Styles	Construction Era
Wellston Loop Commercial HD	2010	Craftsman, Classical Revival Modern Movement, Renaissance Revival, Romanesque Revival	1891 - 1963

*Source: Missouri State Historic Preservation Office: (1) Map Viewer available at: <https://modnr.maps.arcgis.com/apps/webappviewer/index.html?id=e3a6d822d215486ba20aadb6badd7174>; (2) Architectural survey reports in MO: <https://dnr.mo.gov/shpo/survey-eg.htm>; and (3) National Register Nominations in MO: <https://dnr.mo.gov/shpo/mnrlist.htm>.

Previously identified commercial districts bearing the strongest similarities to the Kingshighway Hills Historic District are the Bevo Mill Commercial Historic District and Locust Street Automotive District. The Bevo Mill Commercial Historic District includes 14 commercial buildings, all of which contribute to the district. This district is similar in some respects to the Kingshighway Hills Commercial District in that the buildings are heavily embellished and reflect a variety of styles including Classical Revival, Craftsman and Tudor Revival (**Figure 20**). The district was developed earlier than Kingshighway Hills and centered on streetcars rather than automobiles. The Locust Street Automotive District consists of buildings primarily constructed to serve the city’s growing automobile row in the early 1900s. As a result, these buildings more resemble the aforementioned Brahm-Mitchellette Dealership on S. Kingshighway (NRL 2015). The district is similar to the Kingshighway Hills Commercial District in that it includes a number of artistic front properties. Like the buildings in the S. Kingshighway District, these buildings were designed to attract customers, namely those who were interested in purchasing automobiles. The buildings in the Locust Street Automotive District reflect Tudor and Spanish Colonial Revival influences (**Figure 21**).

While artistic front commercial buildings are found throughout St. Louis, as illustrated in **Figures 22** and **23**, most are individual examples (not a continuous row, as in the district’s example) within small commercial strips or corner block buildings within residential neighborhoods. The Kingshighway Hills Commercial District is an exceptionally intact collection.

Conclusion

The Kingshighway Hills Commercial District is a significant collection of artistic front commercial properties eligible under Criterion C: Architecture. The district’s designers capitalized on a popular architectural movement (Eclectic/Spanish Revival) to create an exquisitely designed commercial strip. This was achieved by the application of what is often referred to as artistic front – overly embellished facades that incorporate a variety of materials and striking embellishments. As discussed in this document, the district’s commercial buildings incorporate the Spanish Revival style in general. This was a style that frequently incorporated a mixture of eclectic styles, including Moorish Revival, which dominates throughout the district.

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Such adornments are seen in the buildings' terra cotta panels and trim featuring flowers, as well as ogee arched window bays, parapets and door lights. The district's buildings served residents who lived in the neighborhood but their striking exteriors were designed to attract those who traveled in automobiles and buses along S. Kingshighway Boulevard and Chippewa Street. The district is an intact and well preserved strip of commercial properties that illustrate their period of construction, original use and decorative façade embellishments. While other neighborhoods in St. Louis have similarly designed buildings, most examples are largely isolated, interspersed with residential and far less decorative commercial counterparts. Significance is local and the period of significance relates to the buildings' era of construction, 1926 – 1928.

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n/a

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Verbal Boundary Description

The Kingshighway Hills Commercial District is bounded on the north by Tholozan Avenue, on the east by S. Kingshighway Boulevard and on the west by a 20-foot wide alley that parallels S. Kingshighway Boulevard. The southeast corner of the district touches Chippewa Street then extends northwest, parallel to Lindenwood Place, which intersects with Chippewa Street. The district consists of two commercial blocks facing S. Kingshighway Boulevard that represent the original commercial strip associated with the Kingshighway Hills subdivision platted in 1926.

Verbal Boundary Justification

The district's boundaries encompass the original platted Kingshighway Hills commercial strip facing S. Kingshighway Boulevard. The boundaries include all of the original buildings associated with the planned commercial strip. Tholozan Avenue historically separated the district from auto-related commercial properties north of the district. Commercial buildings immediately south of Chippewa Street are contemporary. The area east of the district was not developed commercially until the 1950s. The area west of the district is residential.

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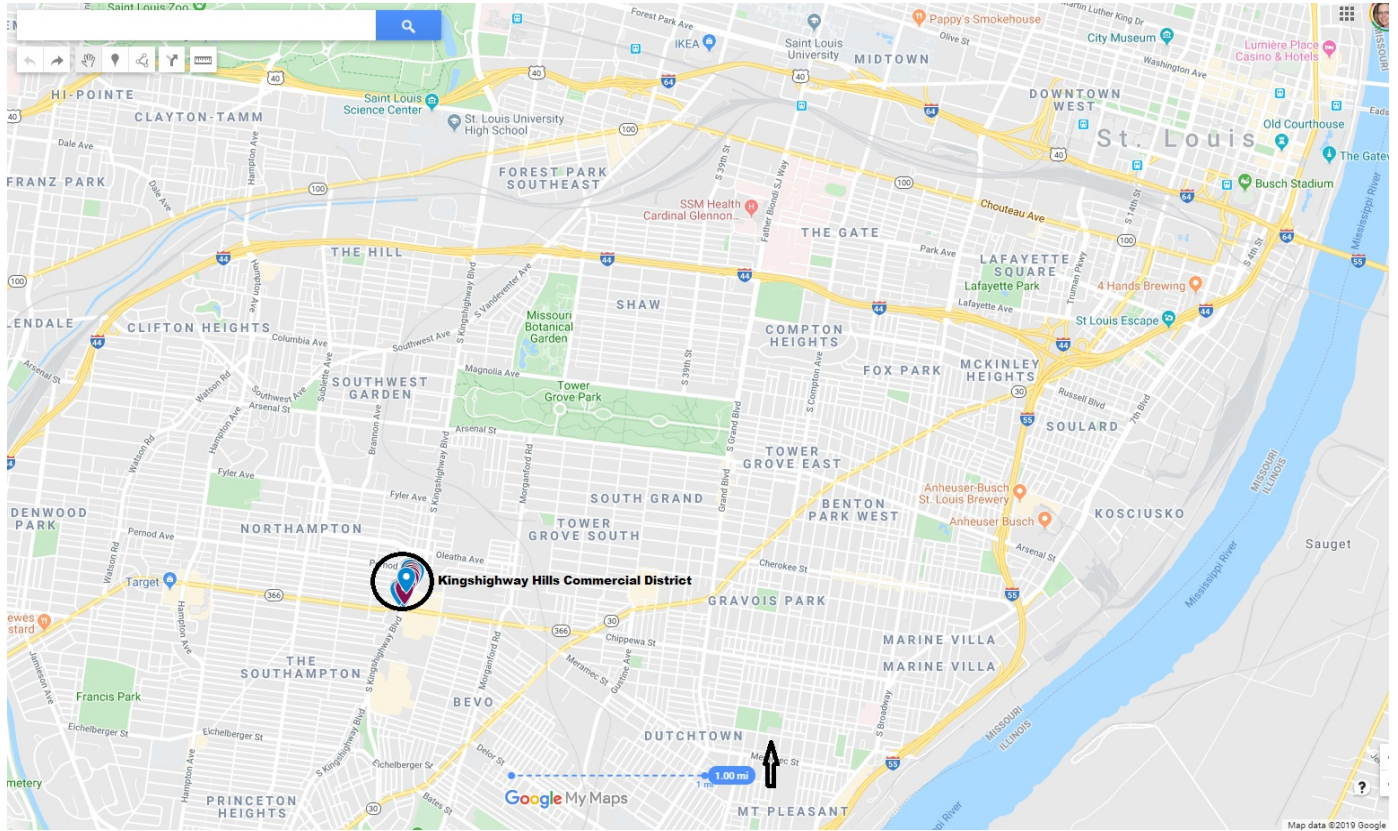


Figure 1. Location Map, Kingshighway Hills Commercial District (Source: Google Maps 2019).

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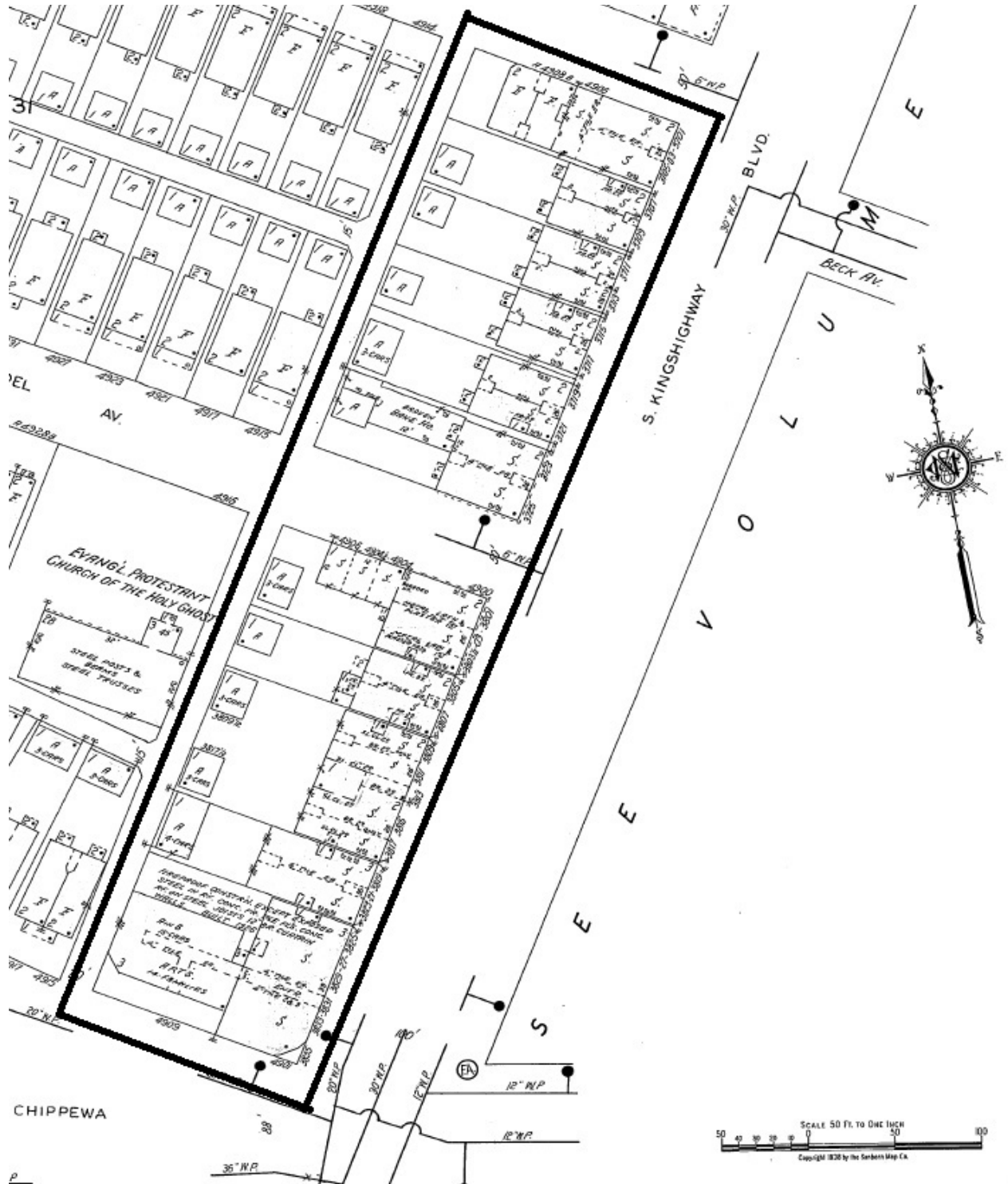


Figure 2. Sanborn Map, Volume 20, Sheet 2018 (1938) (Source: Sanborn Fire Insurance Maps. 1938 – 1951. Volumes 9 and 20, City of St. Louis, Missouri).

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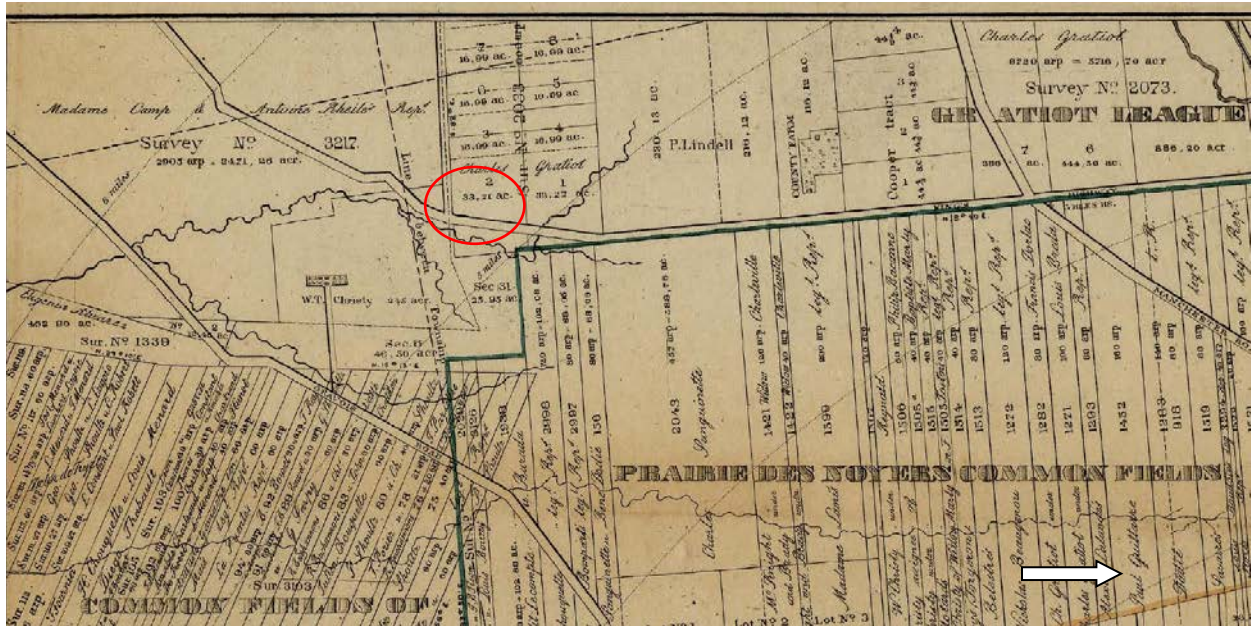


Figure 3. 1853 Map of St. Louis (Source: Fisher). Vicinity of district is circled. Map not to scale.



Figure 4. This undated photo is of the Christy Fire Clay property just south of Kingshighway Hills (Swekosky Notre-Dame Collection, Missouri Historical Society). The property was near the intersection of S. Kingshighway and Christy Street.

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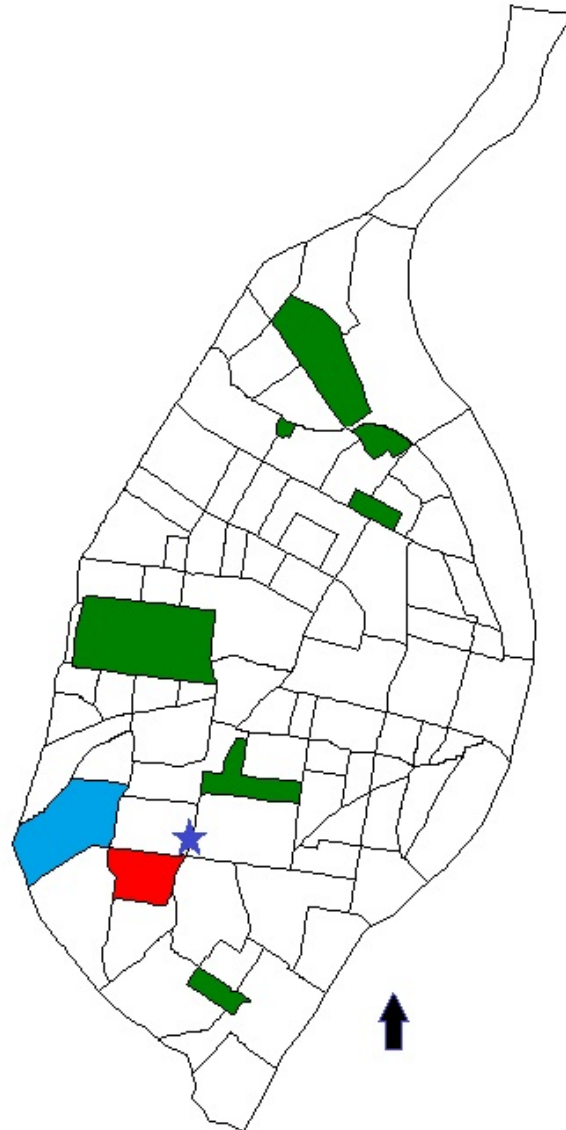


Figure 5. St. Louis Neighborhood Map. Lindenwood Park is in blue. Southhampton is in red. Parks are in green. The star marks the location of Kingshighway Hills Commercial District. Map is not to scale (Source: City of St. Louis, website - neighborhoods – Available at: <https://www.stlouis-mo.gov/live-work/community/neighborhoods/>).

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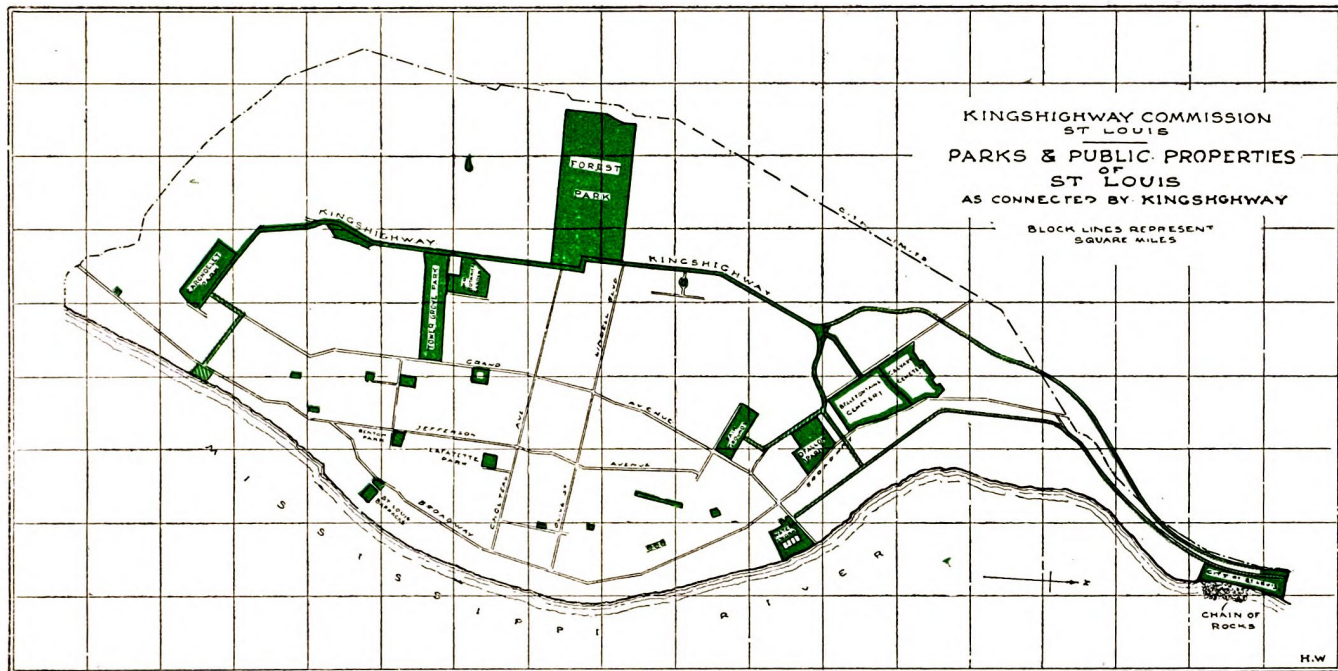


Figure 6. Map illustrating the planned route for Kingshighway in 1903 to connect the city's largest parks. The largest is Forest Park at the center, which supported the World's Fair of 1904 (Source: *Report of the Kingshighway Commission, 1903*, p. 25).

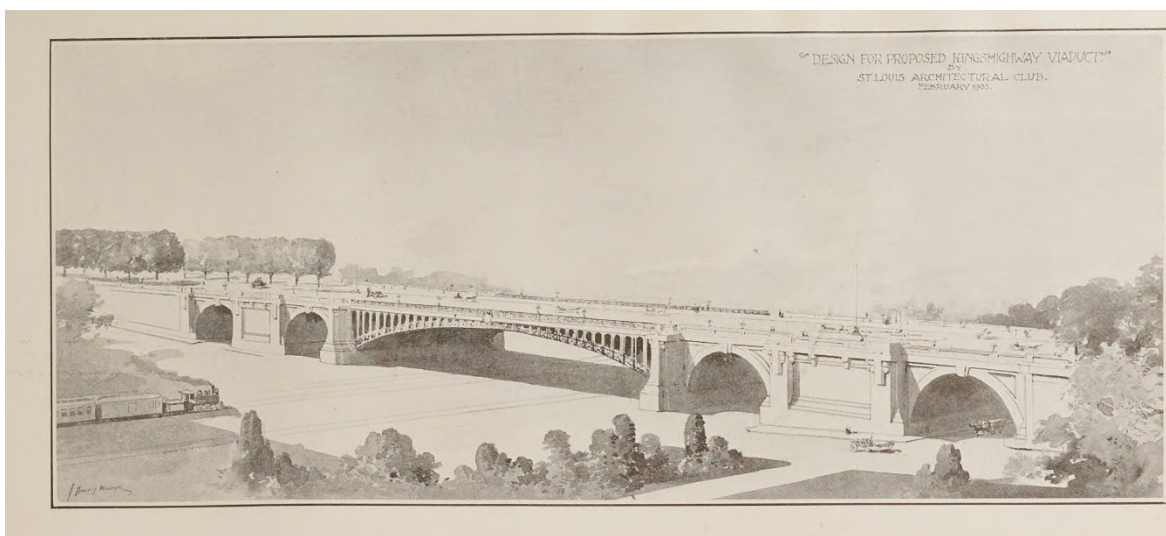


Figure 7. Rendering of Kingshighway's planned viaduct (Source: *Report of the Kingshighway Commission, 1903*, insert – page not numbered).

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St. Louis is Awake!

Why Should St. Louisans Sleep?

IT IS not what St. Louisans *think* about St. Louis that counts, it is what commercial giants have *done* about St. Louis that counts.

The cold discerning eye of business is focused on St. Louis, selected as the radiating point of big business.

St. Louis is the commerce center of our country. While only the vanguard of the coming plants and men have arrived, St. Louis is throbbing today with the life blood of big business.

A city's activities move in split seconds. Many, thousands upon thousands, demand living on a high plane; but within measured minutes of down town. In St. Louis these thousands are growing more while a available land is growing less.

Kingshighway Hills ... a part of the great Shaw Estate

*A Cyrus Crane Willmore
Development*

Within twenty minutes of downtown, a hundred acres, held against the encroaching city by the will of Henry Shaw, Henry Shaw, lover of beauty, keen of vision, a St. Louisan of yesterday who foresaw the St. Louis of today. Finally released by court order and purchased by the Cyrus Crane Willmore Organization. Kingshighway Hills is a Cyrus Crane Willmore development. University Park and University Hills are Willmore developments.

A hundred acres in the heart of the city. A hundred acres to be beautified and restricted. Yet in the very heart of the city. Apartments are the homes of metropolitan people. Kingshighway Hills is to be a land of beautified apartments. Nowhere else in St. Louis, perhaps nowhere else in the country, is there an apartment development opportunity presented comparable to Kingshighway Hills. With St. Louis awake, will St. Louisans awaken? The wealth of a city is its lands. The value of the lands is measured by the growth of the city - and the location and development of the lands.

Kingshighway Hills is now available to St. Louisans. What will be its value tomorrow no one knows. That it presents an opportunity for everyone who by wise investment would increase his worldly fortune, who can doubt.

Plot, prices and terms may be had at the office, at Kingshighway Hills or on phone call. Visit Kingshighway Hills. Drive thirty four hundred south on Kingshighway. Just a few blocks beyond Tower Grove Park, between Fyler and Pershod Avenues on Kingshighway.

CYRUS CRANE WILLMORE ORGANIZATION, INC.

737 Boatsmens Bank Bldg.

MAin 3125-3126

Figure 8. Advertisement for Kingshighway Hills, 4 June 1926, *St. Louis Post-Dispatch*.

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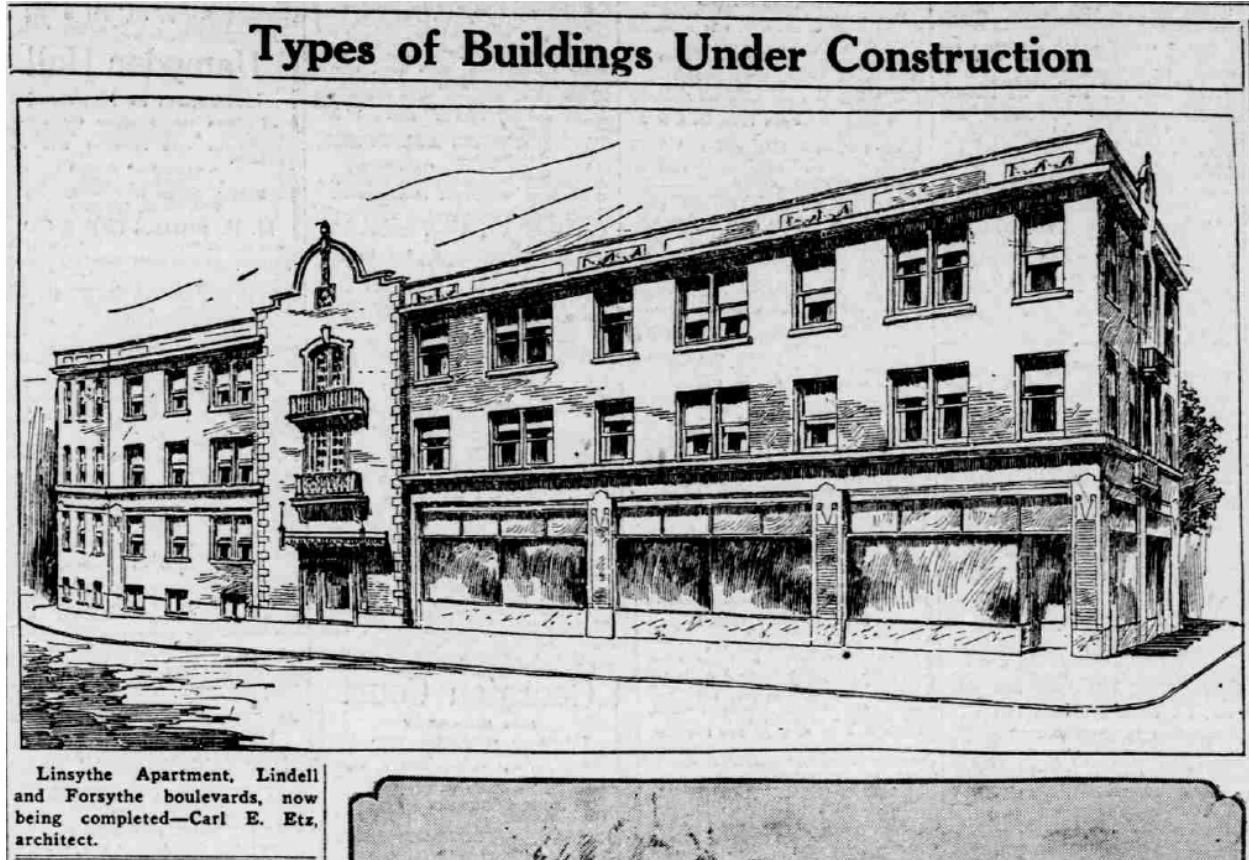


Figure 9. Architect's rendering (by Carl E. Etz) of a building similar to those in the Kingshighway Hills Commercial District (Source: *St. Louis Post-Dispatch*, 18 September 1927, 8:1).

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MARTIN STAMM MODEL HOME
"The Acme in Residential Construction"
Opens Today for Two Weeks for Public Inspection

Drive Out Gravois Road $3\frac{1}{4}$ (Three and One-Quarter Miles) From Gravois and Kingshighway—
Located in Mederacke's Grantwood Terrace Subdivision



**MODEL HOME—NOW OPEN FOR INSPECTION
COME OUT TODAY**

Here, indeed, is a charming, new model home, in beautiful Grantwood Terrace subdivision, the Subdivision of the Southwest.
It is a Stamm-built home!
Picture, if you will, as yours this attractive 7-room tile-roofed brick and masonry residence with its inviting, spacious interior in these restful rolling grounds.
Ramble along into this house and see what the architect's vision with skilled artisans can make, using the finest, high-grade selected materials.
Note the details of construction!
Passing through the pretty reception hall, take a glimpse of the studio living-room, the large master's bedroom, that cozy breakfast room, the large guest room with its separate guest bath, and the separated maid's quarters.
The good wife will see the sunshine streaming in the kitchen—happy, healthy sunlight—and you will chuckle with anticipated pleasure about that recreation room in the basement.
You will not overlook the many conveniences; will appreciate the fact that Celotex has been used throughout, and that it is weather-stripped.
It is equipped with electric refrigeration to meet Summer needs, and the oil-burning heating system bids defiance to rigorous, rollicking Winter when his howling gales scatter ice and snow.
The three-car garage with Overhead Garage Doors is steam heated. A full-width side drive adds a truly formal tone to the large yard, abounding with shrubbery, flowers and greensward.
It is a home to dream about. One to wake up and find yours.
No, the sale price is not as high as you may think. It is not listed at \$50,000 as would be judged from the enthusiasm its beauties provoke, but think of it in the \$30,000 sale price class. 100% employment of Union labor and contractors.
And come out to see it today.

MARTIN STAMM
Builder and Contractor of High-Grade Homes
5529 Milentz Ave. HUDSON 0155

Figure 10. Advertisement for builder Martin Stamm in classified section of newspaper, 1930 (Source: *St. Louis Post-Dispatch*, 18 May 1930, 2D).

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Figure 11. Mitchellette's Tavern was situated in the buildings at 3723 and 3803 S. Kingshighway (Photo dated 1937, identified as 3803 S. Kingshighway. Photographer Isaac Sievers. Available at the Missouri Historical Society, St. Louis).

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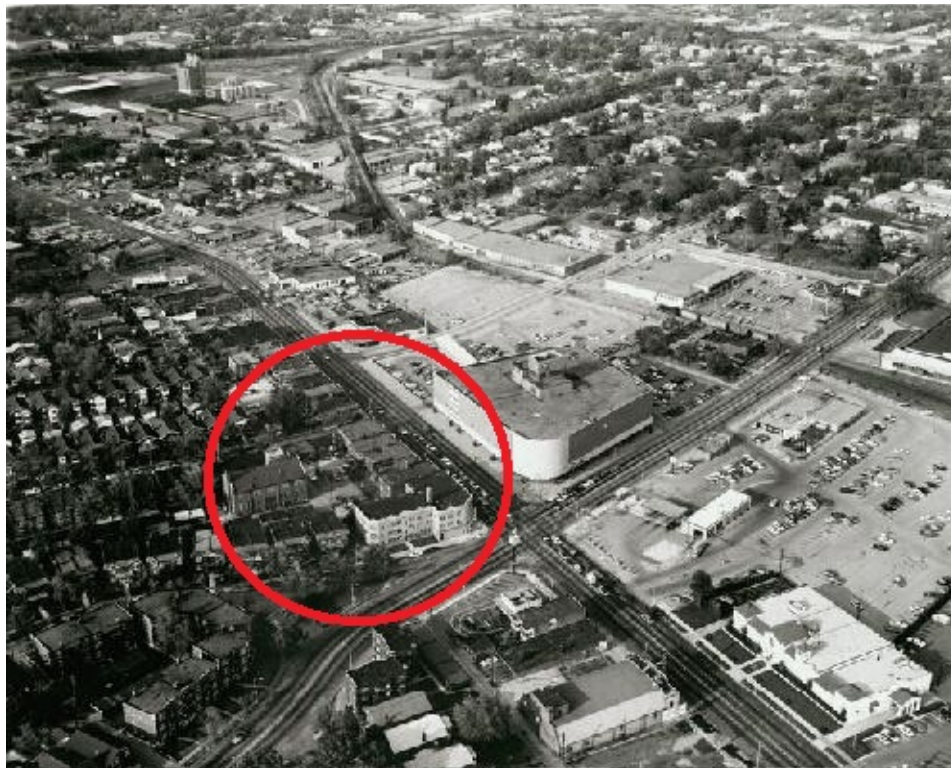


Figure 12. Aerial view 1971 – Kingshighway Hills Commercial District is in circled area. Note Famous-Barr across the street (Photo by Ted McCrea, Missouri Historical Society).

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Figure 13. 3809-17 S. Kingshighway is an example of a multiple-front commercial building (Photo: Keenoy, April 2019).

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Figure 14. 3825-35 S. Kingshighway is an impressive example of a corner block property within the district (Photo: Ruth Keenoy, April 2019).

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Figure 15. 3825-35 S. Kingshighway bears Moorish-inspired detailing (Photo: Ruth Keenoy, April 2019).

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Figure 16. 3801-03 S. Kingshighway has Moorish-inspired motifs such as ogee-shaped arched parapets and decorative terra cotta panels (Photo: Keenoy, April 2019).

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Figure 17. 3723-25 S. Kingshighway illustrates characteristics of the Mission style (Photo: Ruth Keenoy, April 2019).

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Figure 18. The Brahms-Mitchellette Motor Co. situated at 3757 S. Kingshighway (extant) is within the larger neighborhood and also designed in the Spanish Revival style (Photo, 1931. Photographer Harold Sneckner. Available at Missouri Historical Society, St. Louis).

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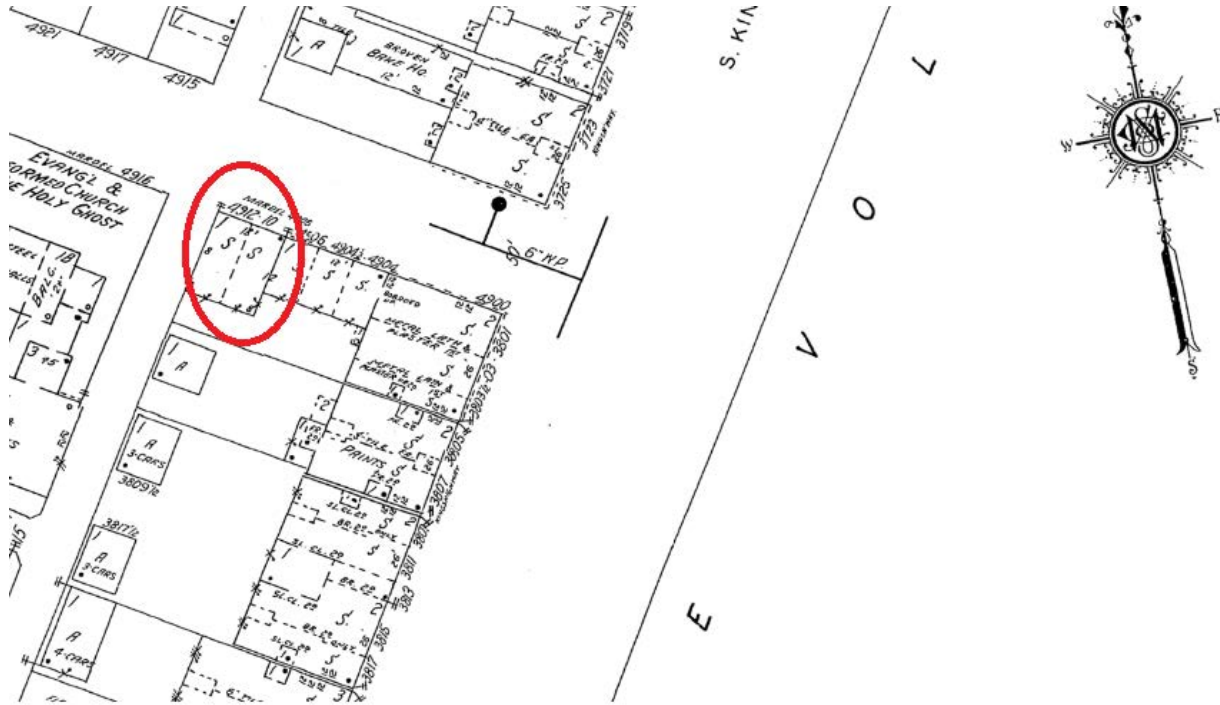


Figure 19. The rear wing of 3801-03 S. Kingshighway, which faces Mardel Avenue, holds two storefronts (circled in red) on the west end constructed c. 1940 per this view of the Sanborn Fire Insurance Map, updated in 1944 (Volume 20, Sheet 2018). Map not to scale.



Figure 20. Bevo Mill Historic District, view is north (Source: Google Maps 2019).

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Figure 21. The 2900 block of Locust Street Automotive District exhibits the district's Tudor and Spanish Revival influences (Source: Google Maps, 2020).

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Figure 22. 6148 Columbia / 2705 Clifton Ave. was designed by Carl Etz and constructed by the Arsenal-Watson Construction Company (Source: Google Maps, 2019).



Figure 23. 3606 Bates Street was designed by A.F. Stauder and constructed in 1927 (Source: Google Maps, 2019).

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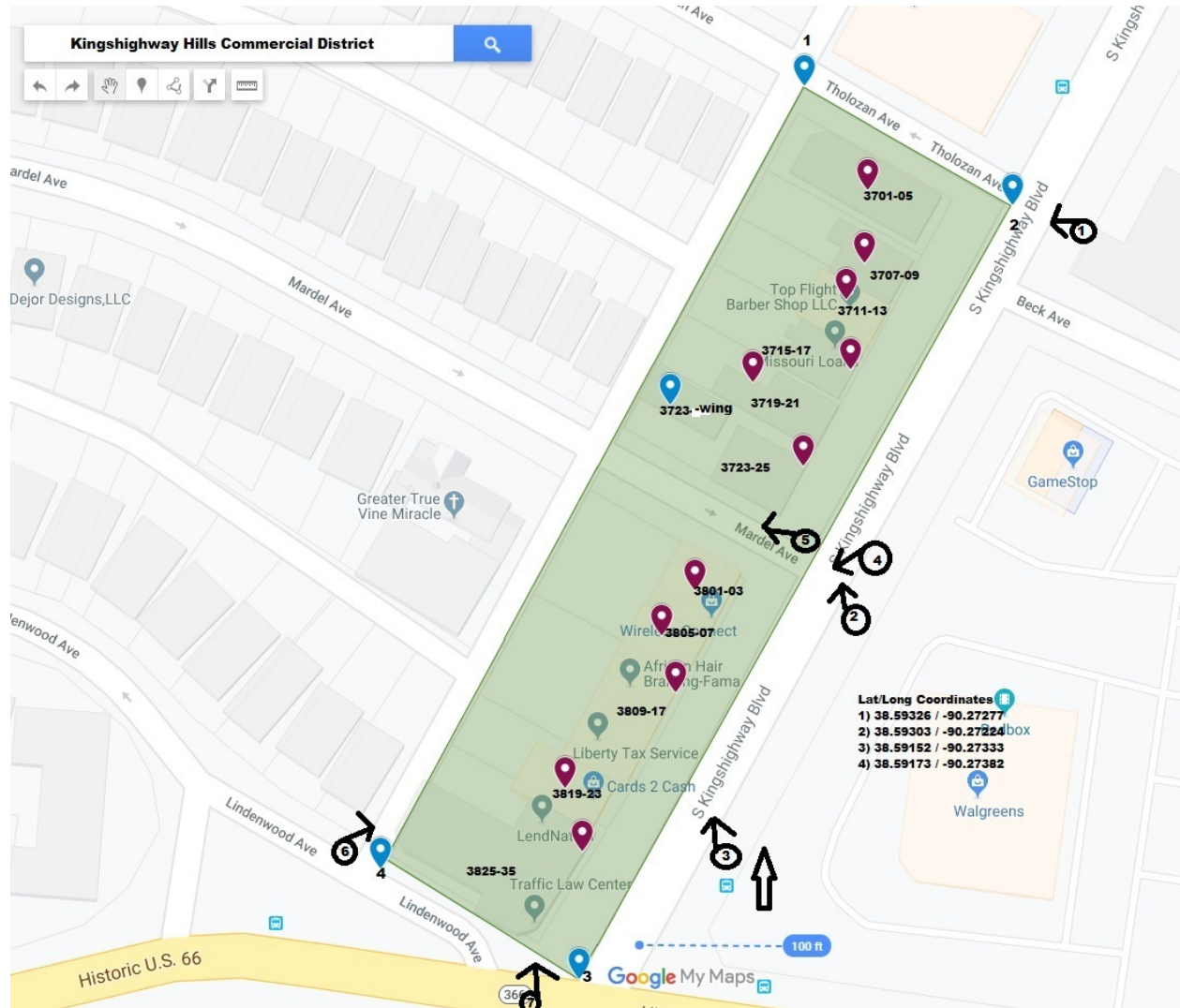


Figure 24. Kingshighway Hills Commercial District Map and Photo Key (Source: Google Maps, 2019). Of note is what appears to be an outbuilding for 3723 S. Kingshighway – this garage wing is attached with access through the basement of the building. It is an original feature of the building.

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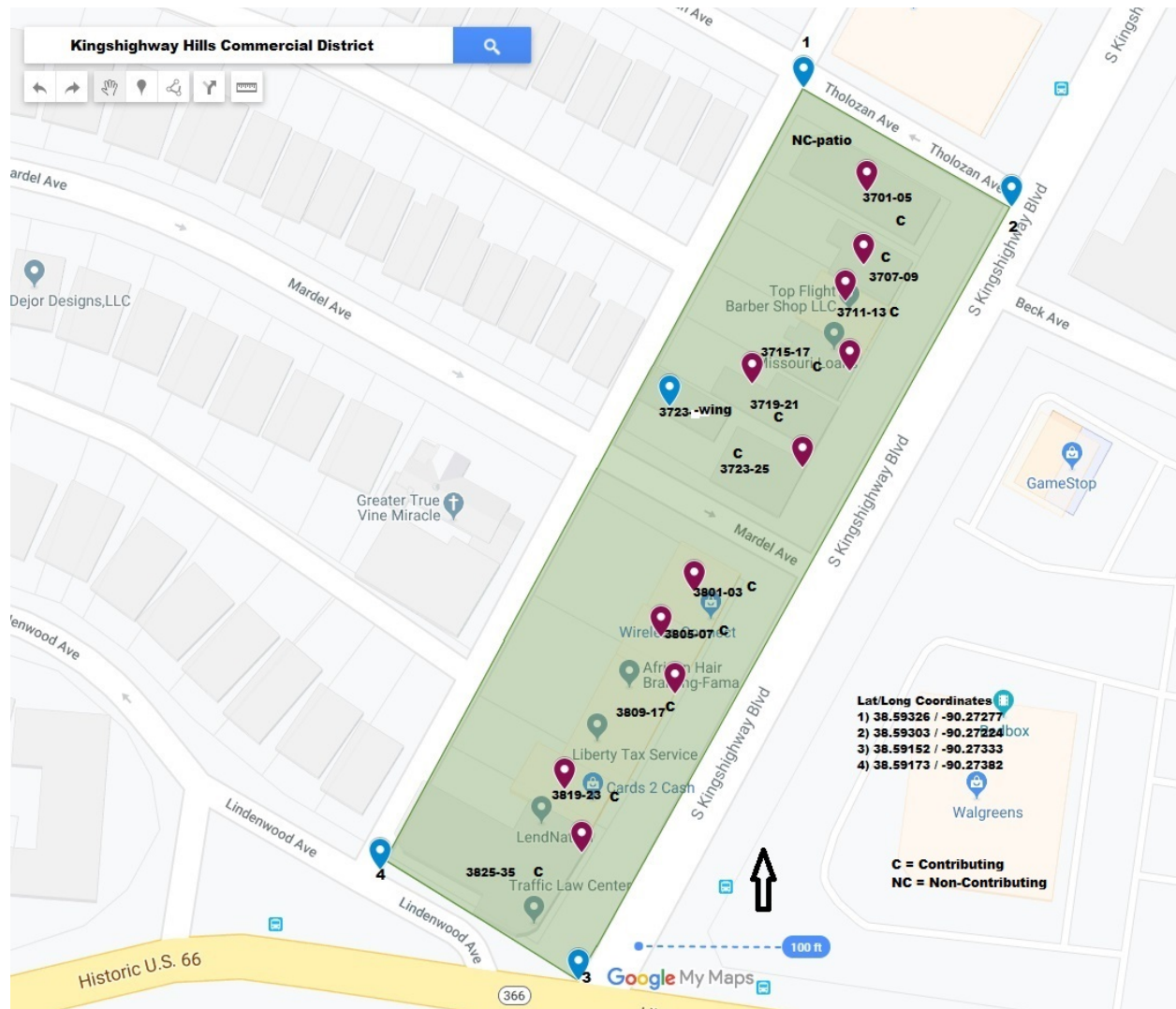


Figure 25. District map illustrating contributing and non-contributing properties (Source; Google Maps, 2019).







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