

ARCHITECTURAL/HISTORIC RESOURCE
INVENTORY OF
THE CENTRAL BUSINESS DISTRICT OF
LOUISIANA, MISSOURI

Prepared by

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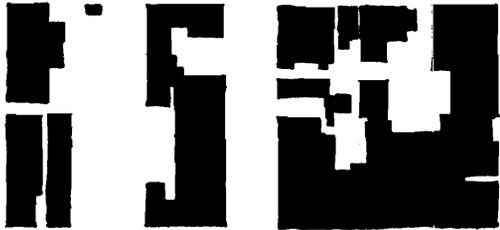
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Pike County Historical Society, Louisiana, Missouri

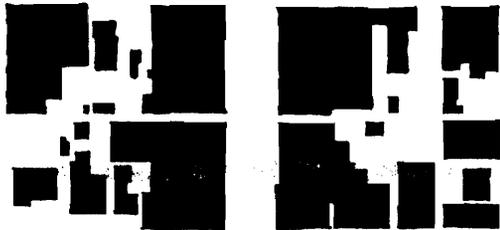
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Missouri Department of Natural Resources; Washington University, St. Louis,
Missouri; and the Pike County Historical Society, Louisiana, Missouri.



1909



PLS P48



GEORGIA

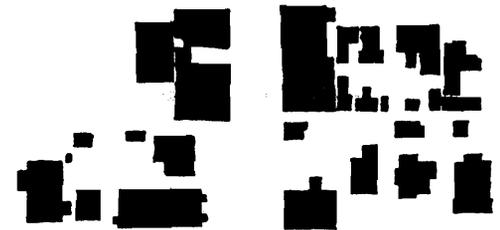


Table of Contents

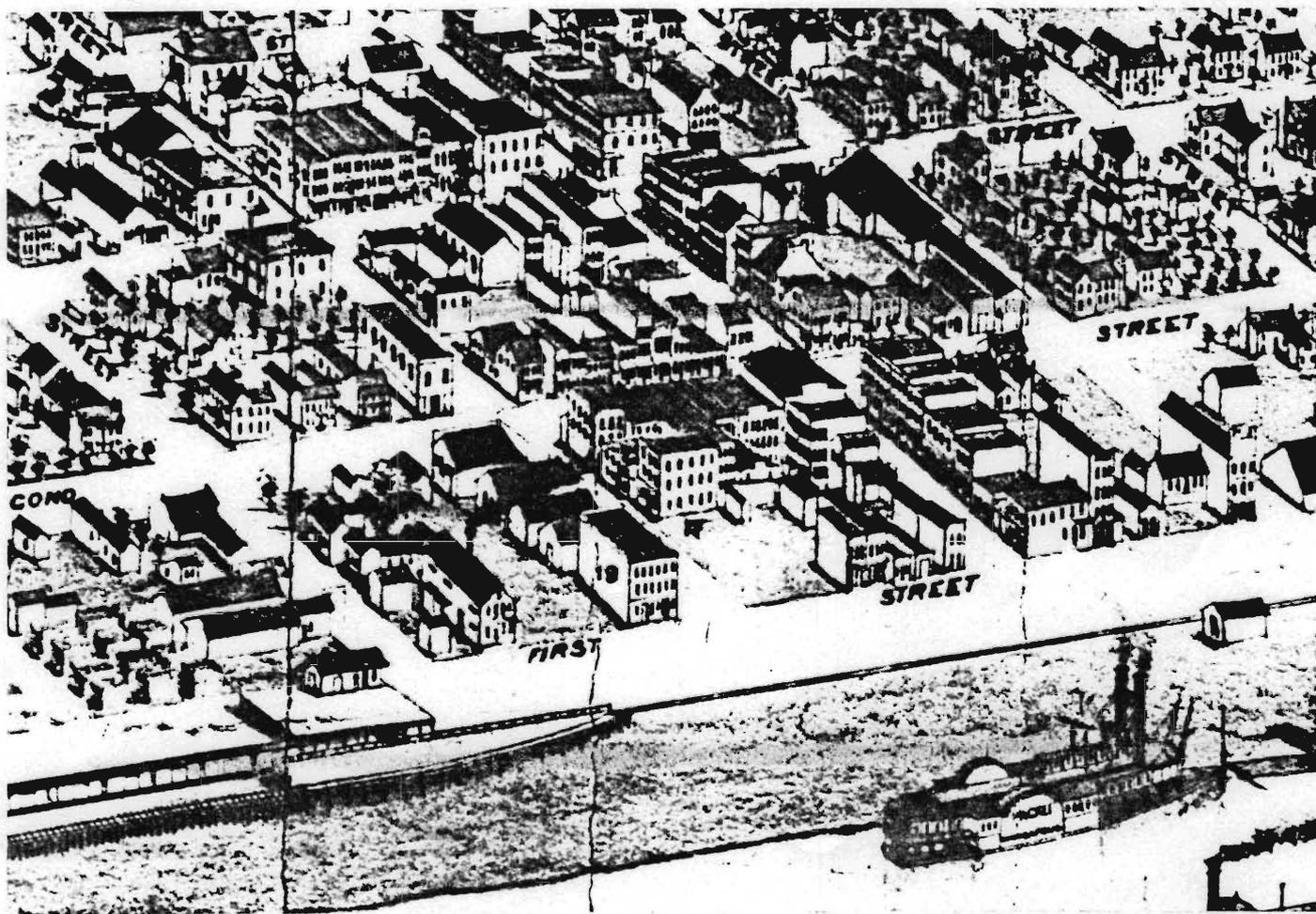
Introduction	1
Survey Area	3
History and Development of Central Business District	4
District Form and Image	7
Degree of Facade Alteration	8
Street Wall Continuity	11
Architectural Significance	11
Loss of Commercial Buildings	13
Recommendations for Single Site, Multiple Resource or District Nomination	14
1876 Bird's Eye Perspective	15
Architectural Significance Map	16
Collage of Details	17
Appendix: Historic Inventory Data Sheets	

INTRODUCTION



What gives Louisiana its unique character? What parts of the physical environment have historic significance and provide important links with the past? How does the physical environment shape the community image and reflect the continuity of the human experience? What can the people of Louisiana do to help preserve the town's historic resources?

These questions need to be addressed by any community which faces change and potential loss of historic resources. The quality of the visual environment and significance of historic resources are often neglected in local public policies. Too often the physical elements which form the visual structure and give historical context to the town are not recognized for the important role they play in providing a sense of community and sustaining shared values. Links with the past lend to the town's charm and attractiveness, recall past decisions and events, and remind us of the continuity of the town's history. Louisiana has many buildings and neighborhood settings which are historically significant and create a rich resource and sense of stability.





The purpose of this architectural/historic resource inventory is primarily to identify and document structures which have architectural or historic value in the context of Louisiana's central business district. The criteria for evaluating historic sites and buildings, as reported by the National Trust for Historic Preservation's Committee on Standards and Surveys, require that a structure or area should have outstanding historical and cultural significance in the nation or in the state, region, or community in which it exists. Such significance is found in:

Historic structures or sites in which the broad cultural, political, economic, or social history of the nation, state or community is best exemplified, and from which the visitor may grasp in three-dimensional form one of the larger patterns of the American heritage.

Structures or areas that are identified with the lives of historic personages or with important events in the main currents of national, state or local history.

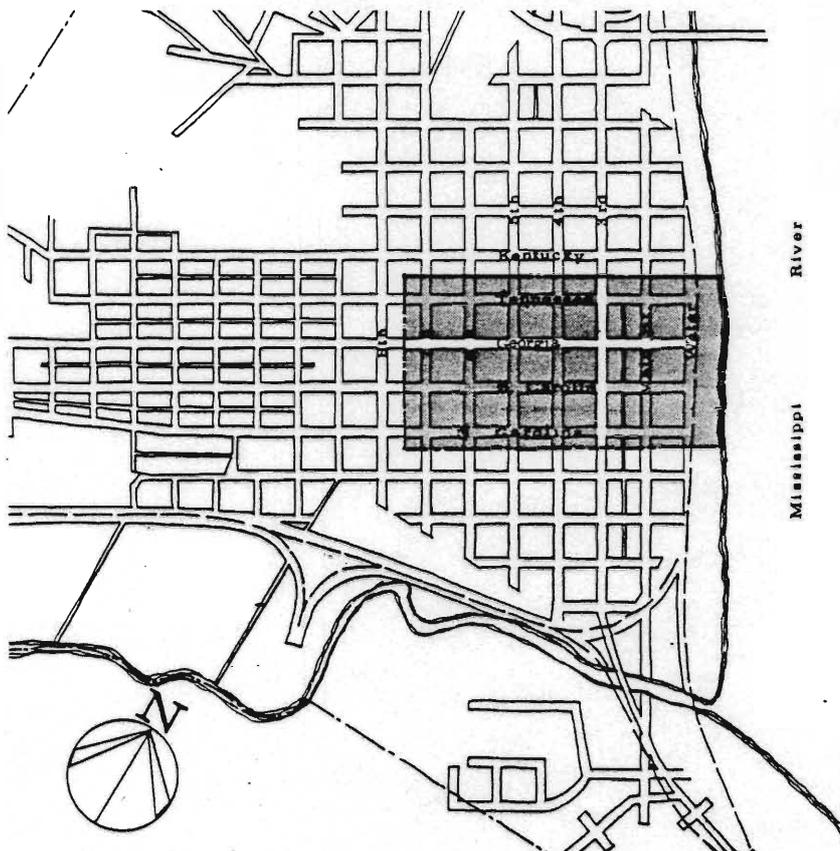
Structures or areas that embody the distinguishing characteristics of an architectural type-specimen, inherently valuable for a study of a period-style or method of construction; or a notable work of a master builder, designer or architect whose individual genius influenced his age. Mere antiquity is not sufficient basis for selection of a structure for permanent preservation, but can be a factor if other more significant examples have disappeared or if the building forms part of an especially characteristic section of a given community. Smaller structures, such as the first squared-log cabins or the sod houses of the pioneers, may be as important relatively as the mansions of the past.



It further seeks to understand the growth and development of the town's business district and identify elements of the existing built environment which contribute to the sense of historic continuity. The whole effect of an area or district can be more significant than the individual structures standing alone. Building groups, streetwall continuity, views and the street space are components of the built environment which also should be identified and properly documented as an historic resource.

SURVEY AREA

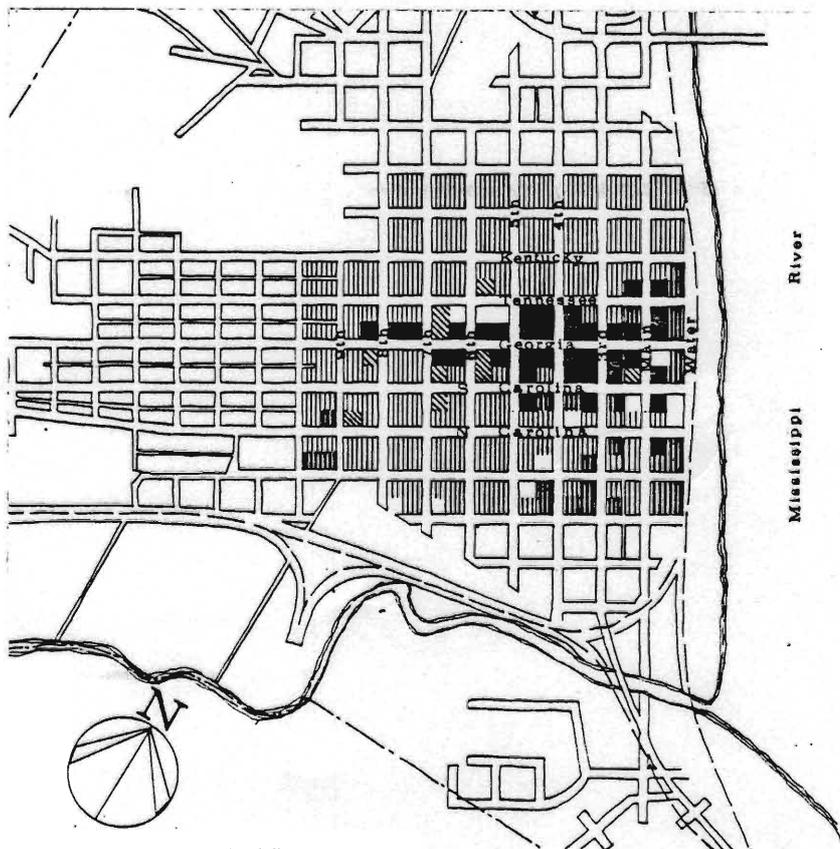
The inventory of architectural/historic resources was limited to the central business district which was defined as the area between the Mississippi River and Seventh Street (east west) and the south side of Tennessee to the north side of North Carolina (north south). This is the area with the highest concentration of commercial buildings.



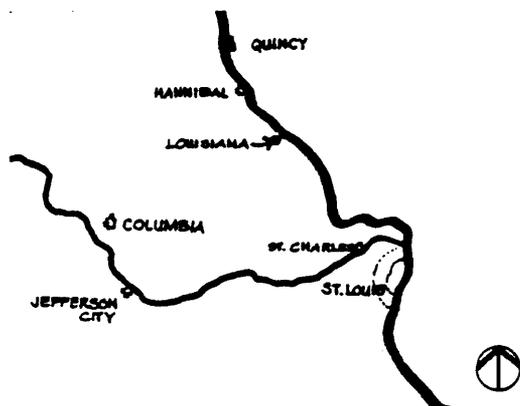
LAND USE

This map illustrates the land use of each block for the area around the business district of Louisiana. The quadrants of the block were marked with its predominant land use in the following categories:

-  Residential
-  Commercial
-  Institutional
-  Industrial



HISTORY AND DEVELOPMENT OF THE CENTRAL BUSINESS DISTRICT

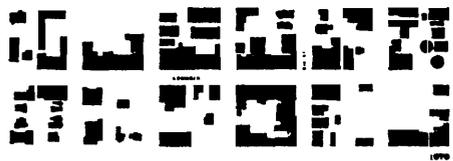
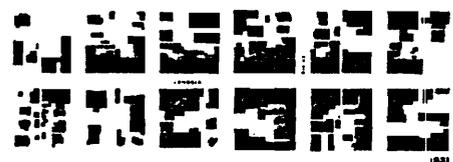
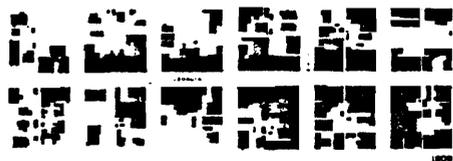


Louisiana, Missouri is located in the eastern part of Pike County on the Mississippi River about half way between St. Louis to the south and Hannibal to the north. The site of the town's present business district is situated on a hill which gently rises from the Mississippi River and falls away to the west at the Town Branch. On the north are bluffs which swinging around to the west form a crescent shaped line of hills which partially encircle the city. On the south below the Noix Creek is another range of hills including Mount Clinton which also are oriented east west. The natural geographical features of the area made it an attractive site for a town which was evidently recognized by the early settlers of the area.

The first settlers arrived in the area around 1808 and by 1811 Buffalo Fort had been established as Indian protection for approximately 25 families about two miles south of Louisiana. The site upon which the town was built was first owned by John Bryson who came from South Carolina and built the first house within the central area of the present town. In 1818 Joel Shaw and Samuel Caldwell purchased a portion of John Bryson's land which was adjacent to the River and contracted with James Jones, the county's first surveyor, to lay out the town in squares. The streets have a sixty foot right of way with the east west streets named after southern states, such as Tennessee, Georgia, South Carolina, North Carolina, and the north south streets beginning at the river named Water, Main and then numbered consecutively, Third, Fourth, etc. The plan was the typical gridiron of square blocks (approximately 235 feet square) common to most towns of the eighteenth and early nineteenth centuries.



The first structures in Louisiana were built on Water Street and were both residences and businesses. "These were, of course, the ordinary log structures, whose style of architecture was always the same, although the monotony was somewhat broken by the cabins sometimes being double instead of single, and it is reported that a few of the more pretentious aspired to a height of a storey and a half." By 1819 new buildings were being erected on Main Street (Second) with the corners of Main and Georgia being the location of a hotel and other business establishments. About this time Louisiana was designated the County Seat of Pike County and a brick courthouse and log jail were constructed, but by 1821 the County seat was moved to Bowling Green and the jail was disassembled with the logs being used as building materials for a row of tenement houses, "Dutch Row," along the southside of Georgia Street. In 1820 a ferry was established to link



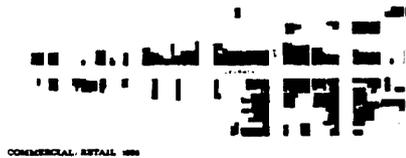
Diagrams showing extent of development for the years: 1885, 1909, 1931, and 1979

Louisiana with the Illinois side of the river for the purpose of broadening the trading market. By 1828 the brick commercial buildings began to appear with the first being constructed on the corner of Water and South Carolina. Most of the early commercial development was centered around Water, Main and Georgia Streets with the rest of the town-site remaining an unbroken forest. The primary reasons for development in this area were Water and Main Streets' proximity to the river and Main Street being the extension of the Noix Creek bridge and southern approach road. Georgia Street was the western road leading to Bowling Green and therefore developed more rapidly than other east west streets. By 1835 an improved road was cut from Water Street to the river and a small stone levee constructed. By 1837 Louisiana was an active and busy trading post with twelve business establishments. In the early 1850's the levee was improved to further develop the town as a port and the streets were extended and improved by grading the immense gully between Fourth and Fifth Streets. The town's commerce and industry continued to expand with the addition of several mills, foundries and the newspaper.

The combination of circumstances impaired the continued expansion of Louisiana, which many people thought would grow to a sizable community of 20,000 or more people. The growth of the town as a major regional market was initially stunted by the coming of the railroads, the Chicago and Alton Railroad, the Short Line and the SL, K. & N.W. Railway. The presence of the railroads had the effect of expanding and spawning other small towns along the lines, Commerce that previously came to Louisiana found the markets of St. Louis and Chicago easily accessible for the first time. The rapid growth of Bowling Green in the 1880's and Frankford's rail connection to St. Louis and Hannibal drew commerce from Louisiana. Recognition of these adverse effects caused the city to turn its attention to the manufacture of exportable commodities which were distributed to regional and national markets.

During the 1870's and 1880's, Louisiana's industrial development expanded rapidly and the major industry upon which Louisiana flourished up until 1900 was tobacco. At one time 14 Tobacco companies had substantial premises in Louisiana. The oldest and most prosperous of these were the Seibert Cigar Company and the Adison Tinsley Tobacco Company. The existence of these tobacco companies was relatively short lived and by the turn of the century all of them had gone. One of the four remaining industries whose operations shaped the character and development of the city is the LaCrosse Lumber Company which still holds substantial property in the city.

The commercial development in the business district also expanded during this time primarily as a local rather than regional market. Georgia Street from Main to Seventh Street developed as the central business district during the 1880's with a major expansion occurring between 1885 and 1896 west on Georgia to Seventh Street. The number of commercial retail establishments almost doubled during this period due most likely to the local market support for the industrial base of the town. By 1909 the commercial growth in the CBD had slowed to a point where there was no net increase in the number of commercial structures. Development activity in the CBD was primarily replacement of fire damaged or deteriorated buildings and new commercial activities could be accommodated in existing vacant and renovated buildings. Third Street gained prominence as the secondary commercial north south street after the Noix Creek bridge was washed away in 1915 and Third became the main route for north south regional traffic. By 1924 both banks had located on the corner of Georgia and Third and that intersection developed as the focal point of the town. From Third, Georgia Street slopes down to the river on the east and to the Town Branch on the west affording a view of the entire business district in all directions.



COMMERCIAL RETAIL 1880



COMMERCIAL RETAIL 1909



COMMERCIAL RETAIL 1924



COMMERCIAL RETAIL 1979

During the twentieth century most of the Victorian commercial structures in the business district have remained standing with various degrees of alteration. Several of the buildings date from the 1850's and 60's but were remodeled in the prosperous 1890's and therefore were "updated" at that time utilizing details and ornament typical of the 1890's. The most significant changes during the second half of the twentieth century have been the loss of many nineteenth century buildings (two as recent as 1979) or the alternation of the facades. As of 1979 the extent of the business district is essentially the same as it was in 1896 and the lack of significant growth and change has left Louisiana with an inventory of buildings which retain much of their 19th century character.



COMMERCIAL RETAIL 1990

COMMERCIAL RETAIL DEVELOPMENT

DISTRICT FORM AND IMAGE



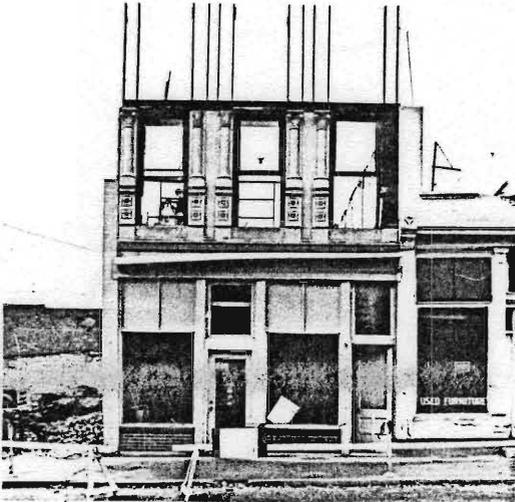
Styles

The structures that originally formed the central business district of Louisiana in the 1850's are all gone, though outside of the area bounded by South Carolina and Tennessee early timber framed and brick structures still remain. Within the central business district many second and third generation structures still predominate and give Georgia Street, in particular, its unique character. The variety of styles and types of buildings add a richness to this character.



The different styles prevalent in the CBD are, with a few exceptions deviations of the Victorian, Federal and Italianate classifications. It is on Georgia Street that the greatest variety and quality of architecture are to be found. Many of Louisiana's public and religious institutions have their premises fronting Georgia, these are enhanced in a general context of differing scale stores, two, three or four storeys in height. On the north side of Georgia, between 3rd and 6th streets, Italianate styled buildings predominate. These are distinguished by elaborate ornamentation, particularly around doors, windows and cornices. Some buildings still display original cast iron frames and structural elements, which were commonly used at the end of the 19th century. Others are probably still in existence beneath contemporary facades and sidings, added to the buildings in later years.

DISTRICT FORM AND IMAGE



Degree of Facade Alteration

Many changes have been made to the facades of the commercial business district of Louisiana. As long as there have been storefronts, merchants and owners have been remodeling, renovating, altering and changing in an effort to improve their business image and commerce. Louisiana's first remodelings took place in the 19th century with several buildings displaying obvious evidence of those early changes; such as the stone mill on north Third street whose gable end was changed to appear as a flat roofed building with an ornate cornice. The lack of major economic growth in the CBD since the turn of the century was the cause for few alterations up to the 1940's and 1950's, and even since the fifties most of the remodeling has been concentrated on the first floor of the storefronts with display window and entry alterations and large signs being added. Unlike many small town business districts in which renovation included whole facades, Louisiana's upper floors remain virtually intact as constructed in the 19th century.



To illustrate the extent of alteration at the various levels, the Degree of Alteration diagrams were prepared.

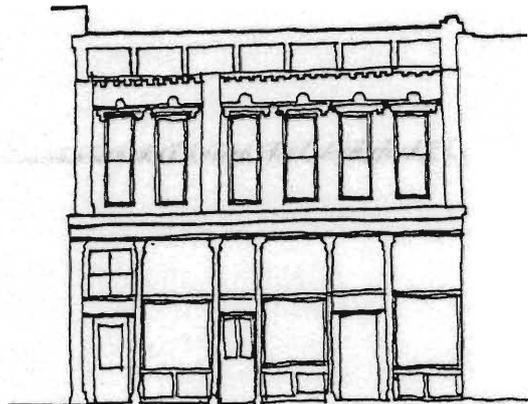
The impact on the visual character of the district is determined by the degree of alteration from the original design of each building facade. The whole effect of the streetscape is made up of various components of the physical environment and one major component is the facades. The degree of alteration criteria are primarily concerned with the difficulty and level of restoration necessary to restore the facade to approximately the original design. The degrees of change include No, Slight, Moderate and Severe Alteration. The elements of the facade considered include:

- structure - bearing wall area and column and lintel location;
- mass - overall height, width and depth (number of storeys);
- fenestration- the window and door opening size and location with respect to wall area and patterns established by voids and solids;
- materials - original materials and their patina of age;
- details - cornices, columns, trim, belt cornices, sill, lintels, ornamentation, window tracery, raised panels; doors and hardware.

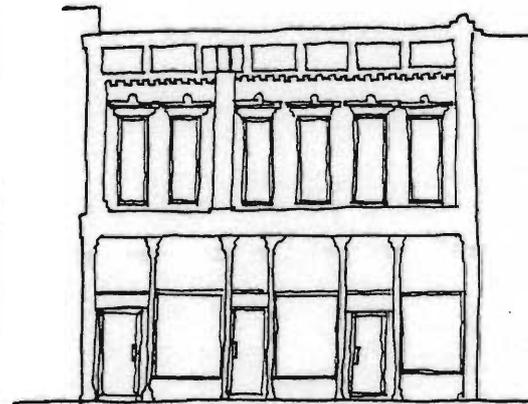


The degrees of alteration are defined below:

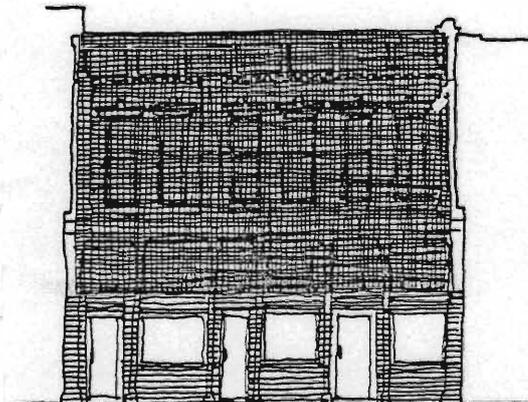
No Alteration: The facade of the structure exists as it did when it was first constructed. All original facade elements are still intact or have been replaced by elements matching the original in detail and proportion. Only minor preservation actions are necessary to restore the facade to the original condition.



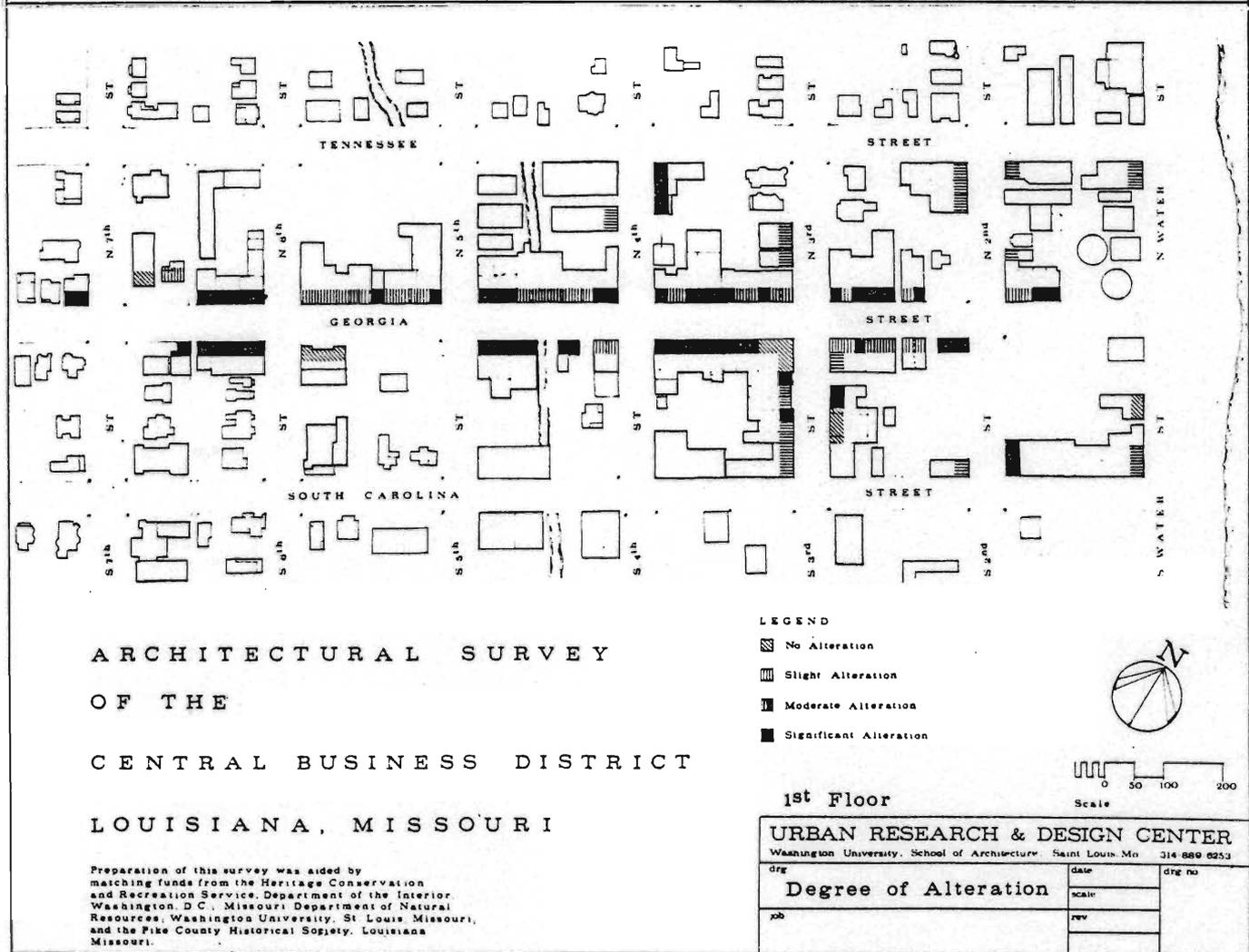
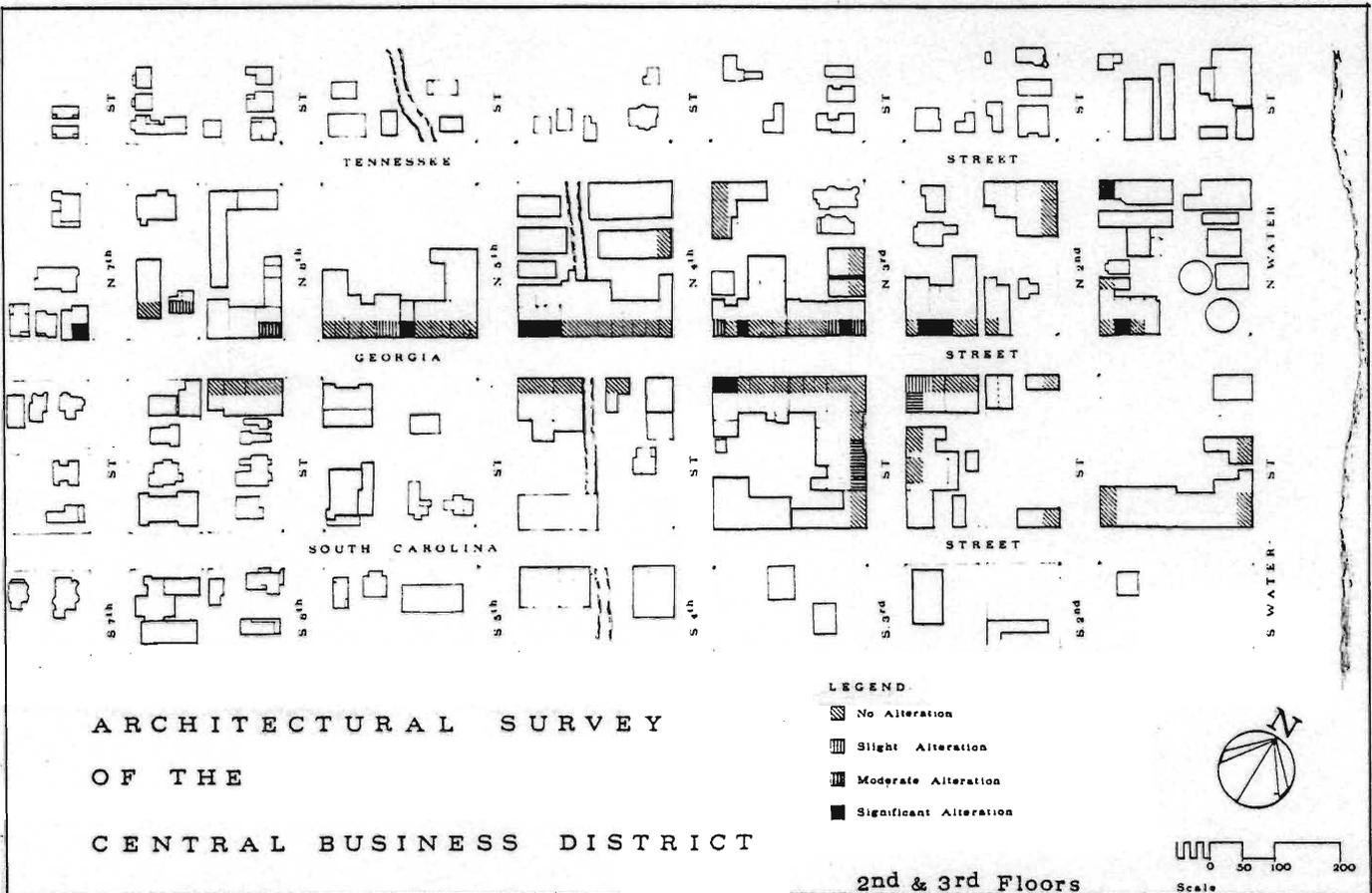
Slight Alteration: The basic facade remains intact with respect to structure, mass, fenestration, materials and details. Alterations are primarily additions to the existing facade and restoration to original could be accomplished by removal of inappropriate alterations.



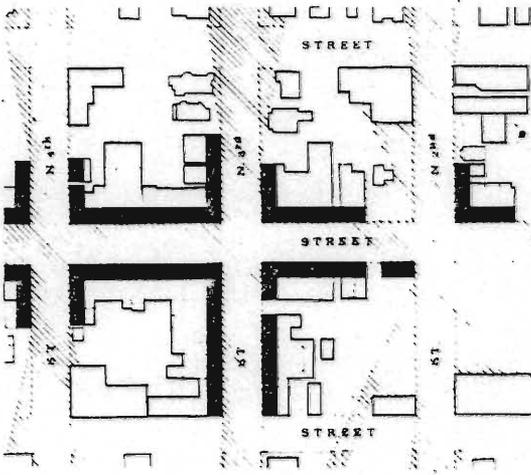
Moderate Alteration: The basic facade remains intact with respect to structure, mass, and fenestration. Alterations have been made to major elements of the facade, such as windows and door frame material, removal of significant details and introduction of incompatible materials. Restoration to original design would involve subtraction of inappropriate additions plus replacement of lost or altered elements.



Severe Alteration: Fundamental changes have been made in the structure, wall surface and fenestration. Window and door location, detail and size have been altered to such an extent that the proportion and organization of the facade have little relation to the original design. Restoration would involve a major structural reworking of the facade. For example, such major changes would include cornice removal and replacement with different design and material, enlargement of openings which require new structural elements; removal or addition of stories and covering the original facade with a different material which destroys the original details.



DISTRICT FORM AND IMAGE



STREET WALL CONTINUITY

Another aspect of the form and image of the district is the street wall continuity. Most all of the buildings along Georgia, Water, Main and Third were built out to the front property line at the Street and are predominantly two and three storeys. The resulting effect is a clearly defined street space composed of the building groups of the street wall on either side of the street. Over the years the definition of the street space has eroded due to discontinuity of the street wall. Demolition of significant corner structures and, in some cases, virtually whole blocks (east Second Street) has contributed to the loss of the historic street space - a major component in the image of the district. See diagram.

ARCHITECTURAL/ HISTORIC SIGNIFICANCE

All buildings in Louisiana's Central Business District were evaluated to determine their architectural/historic significance. This evaluation was the result of a survey conducted by the Urban Research and Design Center at Washington University and reviewed by two qualified members of Landmarks Association of St. Louis. Buildings were rated: 1) National Significance, 2) State Significance, 3) City Significance, 4) Neighborhood Importance, 5) Architectural Merit, and 6) No Architectural Merit/Intrusion. These architectural ratings are defined as follows:

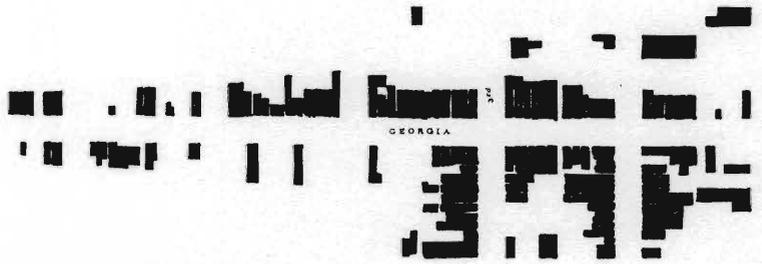
National Significance - These buildings are considered to be of national importance as being meritorious works of architects of national reputation or unique examples illustrating architectural development in important periods of American history. Buildings in this classification, besides being of exceptional architectural value, are also generally associated with important national historic events.

State Significance - These buildings are considered to be outstanding examples of the work of important architects or builders, unique or exceptionally fine examples of a particular style or period, or important examples of construction techniques substantially preserving the original fabric. These buildings may also be associated with historic personages or events.

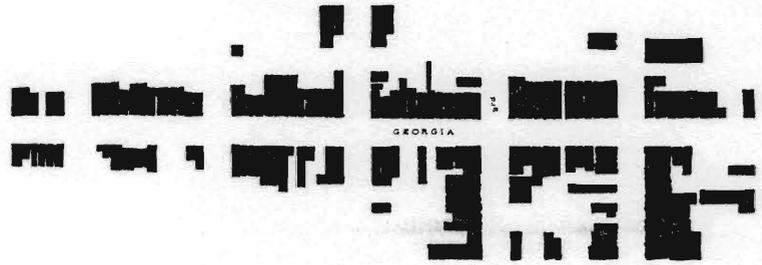
City Significance - These buildings are good examples of a particular style or period, or construction techniques substantially preserving the original fabric. These buildings may also play an important role in the overall historic character of the city being part of the urban scene.

LOSS OF COMMERCIAL BUILDINGS

Over the last 90 years many historically and architecturally significant buildings have been lost to deterioration and demolition. The center of the business district has shifted to the west, and large gaps in the street-wall are evident along Water, Second, Georgia and South Carolina below Third Street. Louisiana's oldest and richest streetscapes have been lost forever.



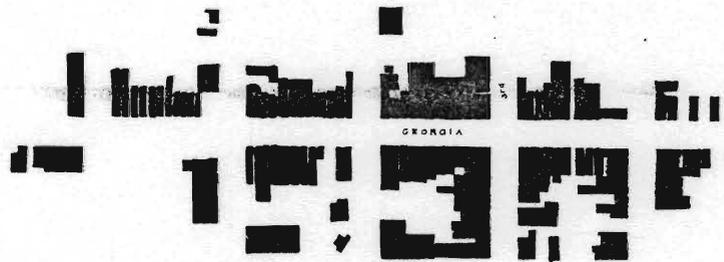
COMMERCIAL / RETAIL 1885



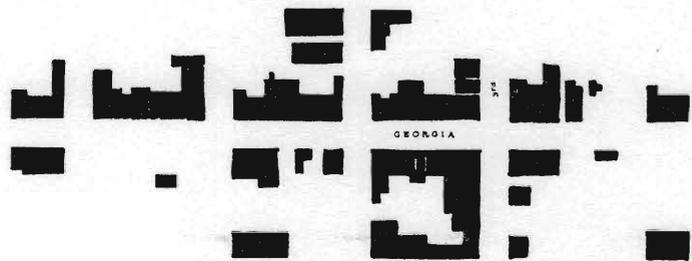
COMMERCIAL / RETAIL 1896



COMMERCIAL / RETAIL 1909



COMMERCIAL / RETAIL 1931



COMMERCIAL / RETAIL 1979



Figure-ground showing extent of development over 94 years.

RECOMMENDATION FOR
SINGLE SITE, MULTIPLE
RESOURCE OR DISTRICT
NOMINATION

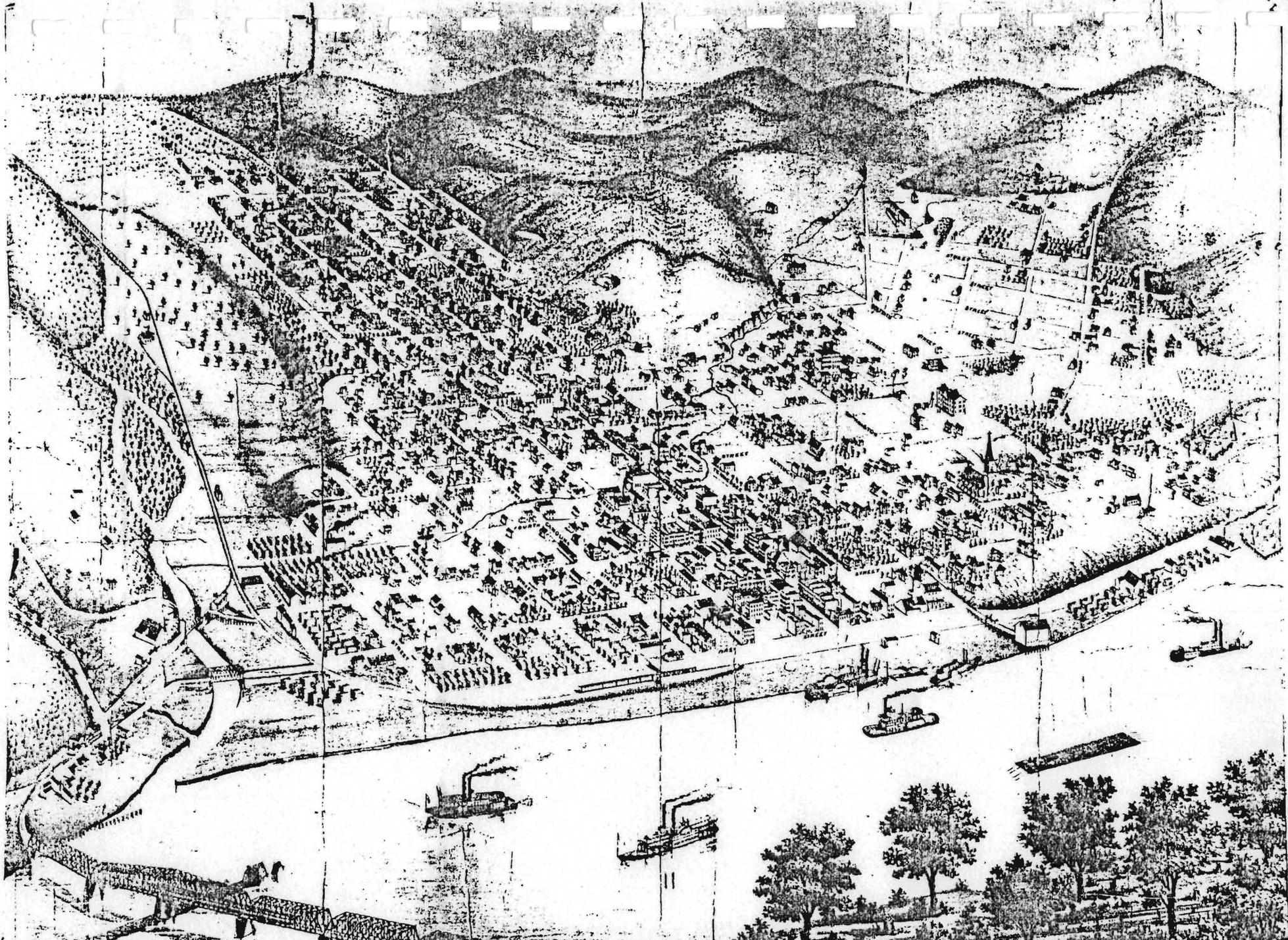
Louisiana, Missouri's Central Business District should be nominated to the National Register of Historic Places as an historic district, and eventually designated an historic district by local ordinance. In spite of the alterations which have occurred on the first floor of many storefronts, enough of the historic fabric of the business district remains in a well defined area to justify a district nomination.

Louisiana was one of Missouri's fastest growing and most prosperous towns during the 1890's and the quality of the architecture merits preservation.

The prosperity of the 1890's and subsequent lack of significant economic growth in the business district since 1900 has left Louisiana with some fine examples of Victorian commercial architecture along Georgia and Third Streets. Several blocks within the proposed district boundaries are complete building groups and remain substantially intact on the upper floors. Most of the first floor alterations are not so severe as to be beyond resotation or sensitive renovation. Although there are no buildings which individually are of major significance, the whole effect of the building groups is worthy of preservation and, therefore, historic district designation.

The creation of a National Register historic district would have several benefits for preservation and development efforts in Louisiana. Increased community awareness regarding the town's historic resources would result, and thus, hopefully, renovation and new development construction projects within the district might be more respectful of the existing historic context. Protection from Federally funded actions which might have an adverse effect on the historic resources is another benefit of National Register status. Even though eligibility alone for the National Register provides similar protection, registration removes the question of eligibility and ensures that threatened resources are addressed in environmental impact statements. Also income tax benefits are available in the form of 5 year amortization deductions for certified renovation work on buildings within the historic district. Tax disincentives also exist for demolition of National Register buildings.

Nomination to the National Register of Historic Places as a district is an appropriate action for the preservation of Louisiana's Central Business District.



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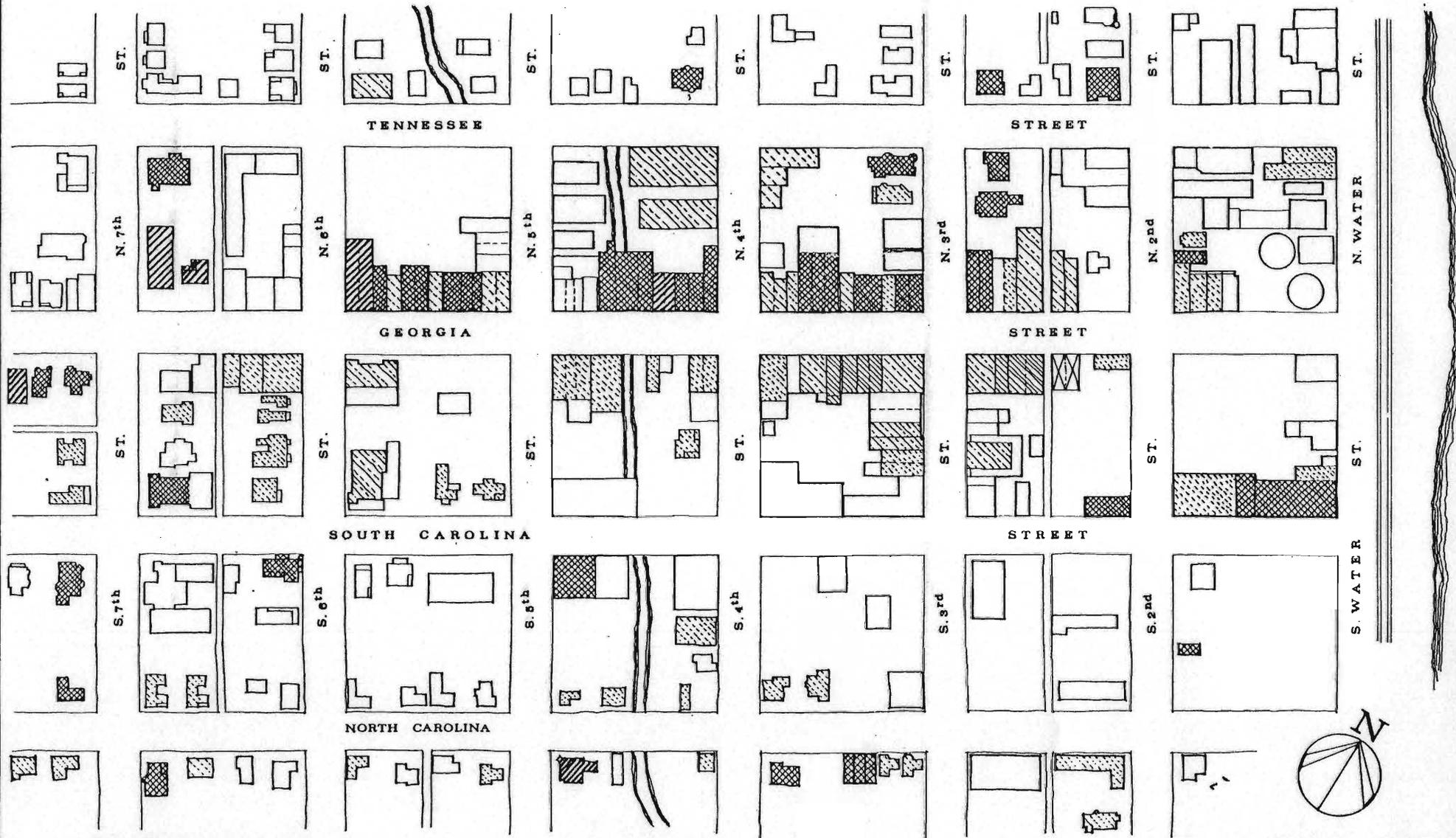
CHAS. MOBLEY & CO. PRINTS CHICAGO ILL. CO.

CATHOLIC
 Church
 South M. E.
 American Lutheran
 Episcopal
 Colored Baptist
 Baptist
 Northern M. E.
 C. Scheraga Protestant

BIRDS EYE VIEW OF THE CITY OF
PIKESVILLE
 PIKE COUNTY MD.

11. Public School (1) (See House)
12. (School)
13. R. B. Passenger Depot
14. City Gas Works
15. Drayton, Hill & Wessons's Printing Hall and Letter Press
16. Wm. C. Freeman's Foundry and Machine Shop
17. A. Tinsley & Co.'s Tobacco Factory (No. 3)
- 18.
19. J. D. Moore

Engr. by Augustus M. ...



TENNESSEE

GEORGIA

SOUTH CAROLINA

NORTH CAROLINA

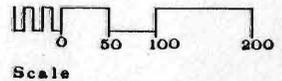
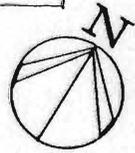
STREET

STREET

STREET

N. WATER

S. WATER



ARCHITECTURAL SURVEY OF THE CENTRAL BUSINESS DISTRICT LOUISIANA, MISSOURI

Preparation of this survey was aided by matching funds from the Heritage Conservation and Recreation Service, Department of the Interior, Washington, D.C., Missouri Department of Natural Resources, Washington University, St. Louis, Missouri, and the Pike County Historical Society, Louisiana Missouri.

- LEGEND:**
- National Significance (None)
 - ▨ State Significance
 - ▧ City Significance
 - ▩ Neighborhood Significance
 - Architectural Merit (Demolition would diminish the integrity of the neighborhood)
 - Little or no Architectural Merit (Demolition would be inconsequential or advantageous)
 - ▤ Listed on the National Register (None)
 - ⊠ Demolished

URBAN RESEARCH & DESIGN CENTER

Washington University, School of Architecture, Saint Louis, Mo. 314-889-6253		
drg.	date	drg. no.
Architectural Significance	scale. 1"=100'	
Surveyors: Dave van Bakergem, Ken Irons, George Mills	rev.	
Reviewed 8/11/79: Gerhardt Kramer, Karl Pettit		

