



Maplewood Historic Commercial District  
Name of Property

St. Louis & St. Louis (Independent City), Missouri  
County and State

**5. Classification**

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

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

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

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

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

<u>Contributing</u>	<u>Noncontributing</u>	
23	1	buildings
		sites
2	2	structures
	1	objects
25	4	<b>Total</b>

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

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

- DOMESTIC/multiple dwelling
- COMMERCE/TRADE/business
- COMMERCE/TRADE/professional
- COMMERCE/TRADE/specialty store
- TRANSPORTATION/rail-related
- TRANSPORTATION/road-related (vehicular)

**Current Functions**

(Enter categories from instructions.)

- DOMESTIC/multiple dwelling
- COMMERCE/TRADE/business
- COMMERCE/TRADE/professional
- COMMERCE/TRADE/specialty store
- LANDSCAPE/parking lot
- TRANSPORTATION/rail-related
- TRANSPORTATION/road-related (vehicular)

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

- LATE VICTORIAN/Second Renaissance Revival
- MID-19<sup>th</sup> CENTURY/Moorish Revival
- MODERN MOVEMENT/Moderne
- MODERN MOVEMENT/Art Deco
- OTHER/Two-Part Commercial Block
- OTHER/One-Part Commercial Block

**Materials**

(Enter categories from instructions.)

- foundation: CONCRETE
- walls: BRICK
- STONE
- roof: SYNTHETICS
- other: TERRA COTTA
- CAST IRON

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

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**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

**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: \_\_\_\_\_

Historic Resources Survey Number (if assigned): \_\_\_\_\_

**10. Geographical Data**

**Areas of Significance**

Architecture

Commerce

**Period of Significance**

1897-1949

**Significant Dates**

1917

1926

**Significant Person**

(Complete only if Criterion B is marked above.)

n/a

**Cultural Affiliation**

n/a

**Architect/Builder**

Unknown

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**Acreage of Property** 7.9

**Latitude/Longitude Coordinates** (See Section 10 Continuation Page)

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

1	<u>-38.614030</u> Latitude:	<u>-90.315887</u> Longitude:	3	<u>-38.614391</u> Latitude:	<u>-90.313117</u> Longitude:
2	<u>-38.613642</u> Latitude:	<u>-90.315700</u> Longitude:	4	<u>-38.614129</u> Latitude:	<u>-90.312307</u> Longitude:

**UTM References**

(Place additional UTM references on a continuation sheet.)

\_\_\_\_\_ NAD 1927 or \_\_\_\_\_ NAD 1983

1	_____	_____	_____	3	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing
2	_____	_____	_____	4	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing

**Verbal Boundary Description** (On continuation sheet)

**Boundary Justification** (On continuation sheet)

**11. Form Prepared By**

name/title Tim Maloney, Karen Bode Baxter, Raeanne Lee Spears, Kyle Anthony-Petter

organization Karen Bode Baxter, Preservation Specialist date September 16, 2019

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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.

**Photographs**

**Maplewood Historic Commercial District**

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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: **Maplewood Historic Commercial District**

City or Vicinity: **Maplewood**

County: **St. Louis County** State: **Missouri**

Photographer: **Sheila Findall**

Date

Photographed: **May 4, 2018; (Photo #: 1, 3, and 15 dated September 11, 2019)**

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 15: Exterior, looking south from Blendon Pl. and Manchester Blvd.
- 2 of 15: Exterior, looking east from Lanham Ave. and Manchester Blvd.
- 3 of 15: Exterior, looking east from Yale Ave. and Manchester Blvd.
- 4 of 15: Exterior, looking south from Yale Ave. and Manchester Blvd.
- 5 of 15: Exterior, looking north from Blendon Pl. and Manchester Blvd.
- 6 of 15: Exterior, looking west from Blendon Pl. and Manchester Blvd.
- 7 of 15: Exterior, looking north from Yale Ave. and Manchester Blvd.
- 8 of 15: Exterior, looking west from Yale Ave. and Manchester Blvd.
- 9 of 15: Exterior, looking north from Bellevue Ave. and Manchester Blvd.
- 10 of 15: Exterior, looking west from Bellevue Ave. and Manchester Blvd.
- 11 of 15: Exterior, looking northeast from Bellevue Ave. and Manchester Blvd.
- 12 of 15: Exterior, looking west from Hope Ave. and Manchester Blvd.
- 13 of 15: Exterior, looking northeast from Roseland Ter. and Manchester Blvd.
- 14 of 15: Exterior, looking north from Hewitt Ave. and Lanham Ave.
- 15 of 15: Exterior, looking south at 7154 Manchester Blvd.

**Figure Log:**

Include figures on continuation pages at the end of the nomination.

Figure 1: Contextual Map

Figure 2: Google Map with Historic District Boundary Points

Figure 3: Photo Log

Figure 4: St. Louis Public Service Company tracks. April 30<sup>th</sup>, 1941. *Streets & Streetcars of St. Louis*, detail from p. 12

Figure 5: Map from *King Trolley and the Suburban Queen*, p. 191

Figure 6: Photo from *St. Louis and its Streetcars*, p. 30

Figure 7: Maplewood Map from 1917 City Directory p. 73

Figure 8: Ad from 1917 City Directory, p. 0

Figure 9: Ad from 1917 City Directory, p. 13

Figure 10: Ad from 1922 City Directory, p. 35

Figure 11: Ad from 1926 City Directory, p. 37

Figure 12: Ad from 1926 City Directory, p. 77

Figure 13: Ad from 1928 City Directory

Figure 14: Ad from 1930 City Directory, p. 176

Figure 15: Ad from 1934 City Directory, p. 137

Figure 16: Photos of the Yale Loop Streetcar Pavilion ca. 1950 and 2017

Figure 17: Photo of Manchester Avenue c. 1949

Figure 18: Photo of School Children at the Maplewood Theatre 1956

Figure 19: Map of the City of Maplewood Noting National Register Nominated Properties

Figure 20: Photo of the Oldest Building in the District, 7154 Manchester

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**NARRATIVE DESCRIPTION**

**SUMMARY**

The Maplewood Historic Commercial District is a linear district straddling St. Louis (Independent City) city limit and the eastern city limit of Maplewood, St. Louis County, Missouri (Figure 1) and extends four blocks along Manchester Avenue between Blendon Place and Roseland Terrace, incorporating the block known as the Yale Loop (streetcar interchange) and a one-block extension southeast to incorporate the commercial properties on the east side of Lanham Avenue. All of the buildings except one face Manchester Avenue while one major wedge-shaped commercial building (7188-7192 Manchester Avenue, Photo 2) has a secondary facade on Lanham Avenue and one (the Brownson Hotel located at 2784-2786 Yale Avenue, Photo 7) has its primary entrance facing Yale Avenue across from the Yale Loop. Only the Lanham Apartments (7213-7217 Lanham Avenue, Photo 14) do not face directly on Manchester Avenue. Developed between 1897 and 1949, most of the buildings are vernacular interpretations of simple one or two-part commercial buildings, but there are a significant number of buildings completed in the 1920s and 1930s that reflect the revival styles popular at the time, primarily the Second Renaissance Revival style and even a rare example of the Moorish Revival, as well as the Streamline Modern and Art Deco styles popular during that time. The buildings are almost all commercial storefront buildings but three major commercial blocks have apartments: The Brownson Hotel (always a residential hotel) with its primary entrance on Yale (although its primary address is 7159-7167 Manchester Avenue), the Maplewood Theatre Building (7174-7178 Manchester Avenue, Photo 2), the adjacent wedge shaped commercial building at 7188-7192 Manchester Avenue (with its secondary facade on Lanham Avenue). In addition, there is the adjacent apartment building located at 7213-7217 Lanham Avenue. There are a total of twenty four buildings with twenty three contributing (including the detached garage behind the funeral home) and only one non-contributing (7100 Manchester). There are also four structures, two of which are contributing structures, the streetcar pavilion (now used as a bus shelter) in the Yale Loop (Figure 16) and the surrounding parking lot that was originally the streetcar loop (Photo 8). One of the two non-contributing structures is a parking lot/pocket park (7201 Manchester Avenue, Photo 10) which replaced the historic filling station at the corner of Bellevue Avenue and the other non-contributing structure is front wall of what was built c. 1946 as a one-story, flat-roofed addition surrounding the 1897 house at 7154 Manchester Avenue (Photos 3, 15), but the remainder of the addition has been demolished and is no longer attached to the 1897 house (which is one of the contributing buildings). In addition, there is one non-contributing object, the granite monument erected on the sidewalk in front of 7146 Manchester Avenue to mark the boundary between the City of St. Louis and the City of Maplewood (Photo 1). This constitutes a total of twenty five contributing resources and four non-contributing resources. Besides the two parking lots, there is only one vacant lot (7172 Manchester Avenue, Photo 4) where a narrow building has been demolished which is not counted in the resource count. The limited number of open lots speaks to the high integrity of the district.

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### SETTING FOR THE DISTRICT

The buildings in the proposed district present a continuous street wall, with the Yale Loop and its parking lot (Figures 6 and 16) creating the only major visual break in the streetscape other than cross streets. That visual break at the Yale Loop is historic; it was paved as the City Limits Loop, where that north/south line intersected with the east/west Manchester line. The boundaries were determined based on the intact streetscapes of the eastern edge of the commercial district along Manchester Avenue and extending west towards the intersection with Lanham Avenue (south side) and Rosedale Terrace (north side), which separates the eastern and western ends of the Maplewood commercial district. To the east of the district the buildings are new big box stores, some buildings that have been modified and no longer retain their integrity, and large parking lots. To the west of the district the grade rises significantly (approximately 25 feet) and Manchester Avenue curves enough that the streetscape is visually separated at this juncture (Figure 17). To the west, there are also entire city blocks that have no historic integrity and have provided a visual separation at least since the late 1960s between the east and west ends of the Manchester retail shopping district in Maplewood—on the south side of the street the two blocks between Lanham and Southwest Avenues have always been scattered small buildings with large open lots and on the north side there are two blocks with a modern strip mall and bank as well as a block long parking lot in front of a modern supermarket, creating distinct visual boundaries for the district. The intersection of Southwest Avenue just west of the district creates an additional separation from the area further west where there is another distinct cluster of one and two-story commercial buildings on the south side of Manchester Avenue dating from the late nineteenth and early twentieth century, and while the bulk of these buildings are already listed in the National Register of Historic Places as the Maplewood Historic Commercial District at Manchester and Sutton, for some reason the contiguous block between Southwest and Marshal was not included in that district's boundaries although its development appears to be linked developmentally to the Manchester and Sutton district and it has always been visually and physically separated from the proposed historic district by the two blocks between Lanham and Southwest.

### CHARACTERISTICS OF THE DISTRICT AND ITS BUILDINGS

Most of Maplewood and this area of city of St. Louis, is laid out in a grid pattern but some of the cross streets, including Lanham Avenue, run at angles to Manchester Avenue while Manchester Avenue itself runs east-southwest through this part of Maplewood (Figure 2). The neighborhoods to the north and south of the district are residential, developed in the first four decades of the twentieth century, alongside the commercial district. Many of the streets also only intersect Manchester on one side of the street and do not continue across Manchester Avenue. The majority of the buildings in the commercial district are brick two-part commercial block buildings, with one story commercial storefront buildings interspersed along Manchester Avenue as well as some large apartment buildings, most of which have street level storefronts. All of the buildings in the district abut the sidewalks except for the house at 7154 Manchester Avenue that survived the commercial development along the streetcar line (Figure 20) hidden

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from view by a one-story high wall (not a building) (Photos 3, 15). There is a green space at the parking lot just west of Yale Avenue on the north side of Manchester where the Yale (streetcar) Loop was located, as can be seen by the layout of the street, and there is another green space across the street from the Yale Loop with a sidewalk through the narrow vacant lot (7172 Manchester Avenue) to access the public parking lot to the south of the buildings facing Manchester Avenue.

The commercial block buildings and two part commercial buildings that dominate the district are brick construction, although some have faux stone facades on the first floor, some of which are not original but appear to be concrete veneers added during the period of significance. The buildings are vernacular designs with some decorative details, but some have specific stylistic influences, primarily Second Renaissance Revival, Streamline Modern and Art Deco but there is one unusual Moorish Revival building. The details are often patterned brick or various colors of brick while some buildings have terra cotta or stone details used to decorative effect. The parapets on the storefront buildings are a mixture of flat parapets and decorative shaped parapets with raised centers often capped with terra cotta.

One of the most prominent buildings in the district is a three-story, Second Renaissance Revival Brownson Hotel at 7159-7167 Manchester Avenue (Photo 7) that occupies the west half of the block with the east side of the building right next to the city limits while the west side of the building has a curved façade that follows the line of Yale Avenue (the old streetcar line). The first two floors of the building have a glazed terra cotta (designed to look like stone) façade with a brick third story and its location at the corner of Yale Avenue and Manchester Avenue and across the street from the Yale Loop makes it a visually dominant building in a section of the district noted for more one and two story buildings than three story buildings.

Across the street and in the block to the west also across from the Yale Loop, there are two, three-story apartment buildings with storefronts on the first floor that visually dominate the south side of the block (7174-7186 and 7186-7192 Manchester Avenue, Photo 2) which have extensive terra cotta detailing and multiple faux mansard roofs. The one building is wedge shaped, wrapping around the corner at Lanham while the one to its east has a pass through walkway that was originally the lobby that granted access to the non-extant Maplewood Theatre that had been located on what is now a rear parking lot.

To the west of Yale Avenue is a green space and parking lot that formed the actual paved area with the multiple streetcar tracks of the Yale Loop (Figures 6 and 16) (Photo 8). In its southwest corner is a small covered pavilion (now used as a bus stop shelter with public restrooms) that was built around 1926 as the streetcar pavilion. The street surrounding the parking lot still has signs of the former Yale Loop that was part of the streetcar lines through the area and is an important reminder of the forces that lead to the development of the district. There is also an adjacent parking strip for a non-contributing one story commercial building to the west of the pavilion/restroom (Photo 8). There are acorn globe street lamps that were installed recently similar to the ones historically located along Manchester Avenue and scattered throughout the district there are some street trees and planters along the sidewalk.



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## ALTERATIONS AND INTEGRITY ISSUES

Besides the one non-contributing building at 7169 Manchester Avenue which replaced the large 2.5 story Yale Building and the vacant lot at 7172 Manchester Avenue and the parking lot/pocket park at 7201 Manchester where a building has been demolished, there have been few major alterations to the historic district. The streetcar tracks ran down the center of Manchester after its construction in 1896 and additional tracks curved around to make the connection for the Yale Loop in 1917 with the completion of the City Limits line at Yale Avenue, but all of the tracks appear to have been removed shortly after the streetcars discontinued service in 1949 (Figures 6, 16, and 17), although the Yale Loop is still paved and visually open space in front of the historic streetcar pavilion today. At some point prior to 1926 when Route 66 was designated along this stretch of Manchester Avenue, the streets were paved, with concrete sidewalks and curbing, much as they appear today. Buildings have had some alterations, especially at street level with new storefront framing but most buildings retain a high degree of historic character on their street facades. Many of the buildings have non-historic canvas awnings and some have shed or sloped roof awnings have been added over the storefronts. One building (7150 Manchester Avenue) recently had vinyl siding removed, exposing the original Art Deco façade and canopy. A few had faux stone concrete veneers (which appear to have been added during the period of significance, most likely in the 1940s when this was a popular method used for updating facades)<sup>1</sup> and a few building facades have been painted, obscuring the original brick color. The oldest building in the district, an 1897 house at 7154 Manchester Avenue, has been obscured from public view since c. 1946 when a one-story storefront was added to the front of the property and even though it has been removed, its street front wall remains and has been modified to serve as a privacy wall/screen. In general, the streetscape of buildings in the historic district appear much as they did during the height of its use by the streetcar lines.

## INDIVIDUAL BUILDING DESCRIPTIONS

The following descriptions are based upon research compiled from several sources, notably fire insurance maps, the older Google map street views, and both city and county assessor records. In addition, visual inspections of the buildings, and photographic documentation of the street elevations helped date the buildings and identify alterations. Based upon this information, the individual site descriptions list each of the resources in the district in terms (when known) of:

- street number
- historic name
- date of construction

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<sup>1</sup> These faux stone, concrete veneers became popular during the 1930s and 1940s as an inexpensive means of updating masonry building facades, especially when building materials were not readily available during World War II. Discussions with retired masons, builders and architects confirmed the dating of these veneers in the St. Louis area as has building permit research completed in the St. Louis City files for the preparation of the Forest Park Southeast Historic District Boundary Increase 4 (NR Listed 12/19/12) where a number of homes were inventoried with these veneers.

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- architect and/or contractor(s) (although none have yet been identified)
- status as a contributing or non-contributing resource within the scope of this nomination

If the property contains a secondary resource (garage or outbuilding), the primary building is listed first, followed by the secondary building (which is also identified as to its date of construction and status in the district) in the header for that address. This is followed by the narrative description of the resources on that property, including alterations and integrity issues. Without close physical inspection from the interior of buildings (which was not accessible during this building survey), it is often difficult to clearly identify whether the windows are the original or historic windows because of the quality of recent replacement windows at matching the historic windows in appearance. As such, descriptions of windows only note when they are obvious replacement windows. All resource names are the historic names and when an historic name was unavailable, a descriptive name has been chosen. The building resources are listed by property, in numerical progression for each street, which are organized in alphabetical order by street name. The street numbers are marked on the district map (Figure 3) to serve as the identifying number for each property.

### LANHAM AVENUE

**7209-7211 Lanham Apartments; c. 1922; architect unknown. Contributing (Photo 14)**

This three-story, flat roofed, multihued brown brick apartment building has white glazed terra cotta highlights (the crown molding parapet cap, the square florette tiles at the corners of window lintels and decorative friezes, the projecting entry door lintels with its egg and dart molding, and the elaborate entry door surrounds). The façade is symmetrical and divided into six vertical bays with steps in the parapet at the outer corners and across the two stairwell/entry bays. These entry bays are positioned in the second and fifth bays with a single step up from the sidewalk that extends out to the public sidewalk. Both original full light entry doors (with 9-light muntins positioned near the top/bottom and sides) and full light sidelights were replaced recently with three-quarter light/single panel doors and sidelights as well as new coach style porch lights. Above each entry, there are two one-over-one wood sashed windows positioned at the stair landings with a rectangular, rowlock brick outlined frieze above. The other four bays have a triple window unit with a wider center window on each level, all one-over-one wood sashed windows. Each window on the façade has a brick sill and a soldier course brick lintel with the terra cotta florette tiles at the outer corners. Each side elevation is divided into two vertical bays with a single, one-over-one sashed window on each level. These windows only have a steel lintel and brick sills and the poured concrete foundation is visible on the basement level where there are two basement windows aligned with the windows above. Most windows have aluminum storms.

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**MANCHESTER AVENUE**

**7145 Ozark Trail Garage; c. 1925; architect unknown. Contributing (Photo 5)**

This one story, painted brick service garage building has six bays on the Blendon Place façade and three on the Manchester Avenue side elevation. There are two triangular parapets near the corners of the façade and another around the corner on the side elevation. Each has a diamond shaped frieze in the triangular parapet. The glazed terra cotta molded parapet caps extend across the façade and the first bay on the Manchester side elevation which is finished like the façade. The remainder of the side walls are common brick walls with simple clay coping tiles on the parapets. At the base of the façade is a projecting rowlock brick stringcourse and at the top of the window and door openings is a continuous soldier course belt course topped by another projecting rowlock brick stringcourse. Between these two stringcourses is a rowlock brick frames sign panel frieze that extends to the corner piers. There is another similar sign panel frieze in the first bay on the Manchester elevation. The second bay from each end on the façade has a large garage door opening, one with the old wood paneled (with glass in some panels) overhead door, but the other garage door opening is boarded in (although both doorways retain the concrete corner guards). Between these two doors and in the northern bay, there are large, multipaned, steel, industrial windows with floating operators that extend from the continuous lintel nearly to grade, with brick sill only four rows of brick above the sidewalk. The southern bay is narrower than the others and has a brick sill but the office window has been boarded in. Around the corner is a door and display window opening spanned by a canvas awning. The historic display window retains its brick sill but the opening has been infilled with vinyl siding and three slender casement windows. At the end of the brick sill, toward the center bay, is a half light door. The center bay on the Manchester elevation has a boarded-in window opening with a brick sill and the rear bay on this elevation has another garage door opening with the wood paneled (with glass in some panels) overhead door. The north side elevation has unpainted, red brick walls with a series of multipaned, steel industrial windows with floating operators and brick sills.

**7146 Croghan Undertaking Co; c. 1923; architect unknown. Contributing (Photo 1)**

This two-story, flat roofed, dark red and green multicolored brick commercial building is designed to look like a single family residence and probably coupled as a residence historically along with the undertaking company. The façade utilizes Second Renaissance Revival detailing, including the distinctive treatment of each level, separated by limestone continuous sill courses on both the first and second floor, as well as the poured concrete foundation that frames the base as a blank brick wall. Just above the second floor windows is a white glazed terra cotta cornice with brick dentil-like brackets that separates the second floor from the parapet which is distinguished by the glazed terra cotta balustrades between the corner piers. The central arched parapet is capped with dressed stone-like concrete caps. In the arched parapet is a garland draped shield terra cotta frieze.

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**MANCHESTER AVENUE (continued)**

On top of the corner piers are paired glazed terra cotta urns (but the pair on the east pier is missing). On the second floor the façade has three sets of triple, nine-over-nine wood sashed windows. On the first floor there are blind, round arched, brick transoms above the rectangular window openings (which have old single light, wood framed windows) that flank the entry. There are round, glazed terra cotta details on either side of the windows. Above the entry is a shallow arched canopy supported by steel rod anchors. It has a simple metal edge and beadboard ceiling. The baskethandle entry has a recessed wood framed doorway which is transomed with paired doors and wide sidelights, all with three-quarter lights. On the east elevation, there is a gable roof supported by curved brackets over a side entry door, which has a tall panel below a six-pane light. There is an end wall chimney near the rear of this elevation flanked by triple, nine-over-nine wood sashed windows on the second floor. In the front half of the side elevation there are two small rectangular windows (commonly associated with fake fireplaces on area residences). On the west elevation, the second floor has two nine-over-nine wood sashed windows in front of a stucco second floor enclosure (arched on the bottom as a passage to the rear. The windows generally have aluminum storms indicating they are probably the original wood windows although the first floor windows on the façade may be a later alteration.

**Garage; c. 1923; architect unknown. Contributing**

The yard has been surrounded by a wood privacy fence, so it is difficult to see the original, one-story, brick garage that spans the rear of the lot. From the public parking lot behind the property, the poured concrete basement walls are exposed and there are five tiny windows on the main level of the rear elevation that are boarded over but retain the brick sills. There seems to be a non-historic covered walkway connecting the rear porch along the west side of the property to the garage.

**In front of 7146 Manchester Ave. City of St. Louis Monument c. 2000; architect unknown. Noncontributing (Photo 1, 3)**

This slender, granite monument rises approximately fifteen feet above the public sidewalk with "City of St. Louis" etched vertically up the shaft to demark the city limits boundary between Maplewood and St. Louis. Given its size, the monument sign is included in the resource count as an object but it was constructed outside the period of significance and is considered noncontributing.

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**MANCHESTER AVENUE (continued)**

**7147-7151 Benjamin H. Sprengler Restaurant; c. 1926; architect unknown. Contributing**  
(Photo 6)

This two-story, flat roofed, red brick commercial building has display windows on either side of a round arched, recessed central entry. There is a stepped parapet on the façade lined with glazed, white, terra cotta parapet caps. Centered on the façade are two small rectangular friezes, one below the parapet and one above the central entry. Both are the same size with stucco in the center surrounded by rowlock brick with square corner tiles, similar to the tiles at the corners of the soldier course lintels on the four second floor window openings. While the windows have been boarded in, they still retain the dressed concrete sills on the façade. The windows on the second floor of the east side elevation are also boarded in but they have brick segmental arches and brick sills. Brick piers separate the display windows and central entry, but the display windows have been infilled with wood paneled walls and small single light windows between the brick piers although they retain the concrete base across the openings. There is a non-historic canvas awning spanning the façade.

**7150 Union May-Stern Furniture Co; c. 1932; architect unknown. Contributing** (Photo 1, 3)

This two-story, multihued tan brick commercial building has a symmetrical façade highlighted by Art Deco details. At each end of the façade are bold, white, glazed terra cotta piers with distinctive, green fluted shafts and a folded capital motif with a brown glazed pyramidal tile above stylized, triangular, green palm leaf. There is a white glazed terra cotta capped parapet, with concave tiles with small fluted dentils on the flat parapets on either side of the central trefoil arched parapet. The arched parapet is capped with shaped terra cotta blocks with similar pyramidal tiles and stylized palm leaves extending down the face of the arched parapet and terminating with a pyramidal tile that supports the flat canopy over the central entrance. In the center of the arched parapet, there is a white glazed terra cotta frieze of folded tiles similar to the capital motif on the pilasters. To either side of on the second floor are large rectangular window openings that have replacement windows within the historic openings from the ca. 2010 renovation that uncovered the historic façade. On either side of the recessed entry with its aluminum framed, transomed, full light doors are large display windows resting on the original concrete base near the sidewalk. At the east end of the storefront is a transomed, full light door. These windows and the front doors were also replaced during the renovation, within their original dimensions and positions, and the flat canopy with its chrome banding was uncovered in the renovation over the recessed entry.

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**MANCHESTER AVENUE (continued)**

**7154 House; c. 1897; architect unknown. Contributing** (Figure 20) (Photos 3, 15)

This two-story, flat roofed, painted brick house has a false mansard across the front, clad with the original slate and capped by a pressed copper ridge cap. The façade is divided into two bays, with paired sashed windows in the east bay and a single window on the second floor above the entry. There are two chimneys (tops missing) on the east elevation. The transomed, paired paneled door front entry remains but the front porch is missing (shown on the 1926 fire insurance map). front entry stoop is missing. The house was built along Manchester Avenue when the area was still rural, just beginning to develop with the creation of the streetcar line from downtown St. Louis out through the young suburb of Maplewood. This house is the only one of those scattered houses in the district that is still standing, built at the time that the streetcar line was completed through Maplewood. The house was a visible part of the developing streetscape until at least the mid-1940s when the one-story commercial addition spanned across the front of the property. This one story addition c. 1946 spanned across the front of the house but the addition was removed recently, leaving only its front wall at the public sidewalk and there is front yard and surface patio across the front and side of the house. While the store building wall at the sidewalk is still standing, it is no longer a building nor connected to the house; it is freestanding structure that is finished as a privacy wall (see below). Although the lower portion of the house is obscured from public view, its roof and upper level are visible through and above the privacy wall and most of the exterior is still intact. Given the fact that is a rare remnant of the earliest development within the historic district, this house is considered a contributing building to the historic district.

**Wall; c. 1946, 2019; architect unknown. Noncontributing (structure)** (Photo 3, 15)

This one-story high, wood frame wall spans to the adjacent buildings at the edge of the lot at the public sidewalk. This was originally the façade of a one-story, flat roofed, frame construction addition that surrounded the 1897 house, but the roof, floor and rear wall have all been demolished by 2019—only the front wall remains. Beyond the fact that the façade has had numerous alterations over the years with nonhistoric vinyl siding replaced with wood siding, it is no longer a building, just a freestanding privacy wall and as a result, it is counted separately as a noncontributing structure in the historic district.

**7156-7160 Browne Building; 1927; architect unknown. Contributing** (Figure 17) (Photo 3)

This two-story, flat roofed, commercial storefront building is a highly unusual Moorish Revival design, noted for its highly articulated features, most notably the buff and brown checked brick façade wall and the intricately shaped parapet reminiscent of Spanish architecture. It is accentuated by the contrasting white glazed terra cotta molded parapet caps, the spiral, glazed terra cotta pinnacles clustered on top of each corner's dressed stone-like terra cotta pilasters. The pointed arch over the central recessed entry is outlined with a lace-like glazed terra cotta molding, as well as a number of other glazed terra cotta and patterned brickwork details.

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**MANCHESTER AVENUE (continued)**

The façade is symmetrical; it has a patterned square frieze panel centered under the shaped parapet, a square around a circle of patterned brick with multicolored florette squares at the corners. Above the second floor windows are two tiered courses of the multicolored florette square tiles alternating with brown bricks. There are shaped limestone (dressed stone finish) lintels, window surrounds and sills around the four, eight-light, wood casement windows on each half of the upper level. Between these windows is a small deeply recessed rectangular window with a patterned brick lintel and a projecting terra cotta sill. To either side is a diamond shaped, heraldic shield in multicolored glazed terra cotta. Spanning below is a small faux-balcony with a terra cotta base and paired terra cotta newel posts spanned by a wrought iron railing. Below this balcony is the fluted terra cotta cornice spanning the entire façade with a header course of the patterned brick at the top of the storefronts. Centered below the railing, in line with the cornice is a projecting terra cotta lintel like feature that has the word "BROWNE" in carved letters. The pointed arch recess entry below has a sidelighted entry door at the back of the deep recess with an arched wrought iron gate across the face of the opening and black and white glazed checkerboard tile on the wall above the arch. The entire entry is framed by pilaster strips of stone patterned glazed terra cotta. To either side is a wood framed, transomed storefront with a transomed full light door flanked by display windows with simple wood bulkheads.

**7159-7167 Brownson Hotel; 1927; architect unknown. Contributing** (Figure 17) (Photos 6, 7)

This three-story, flat roofed, commercial block was built as a residential hotel, and still serves as residences. The corner building has a curved façade with a flat projecting canopy over the entry on the Yale elevation in the third of the six bays on the Yale elevation with projecting pilaster strips flanking the bays on either side of the entry. There are eight bays on the Manchester elevation with the corner bay having a recessed entry behind the corner pier. Each of these bays, except for the main entry bay, have wood framed transoms and display windows with wood panel kickplates below the windows. A few have full light wood doors within the display window and the clipped corner entry has a full light door with sidelights and transom that are boarded in. While the series of storefronts are original to the building, each framed by a terra cotta pier, the wood framed units appear to be replacement materials and the divisions/panes of glass in the display windows narrower than they would have been originally. The hotel has the distinctive stylistic detailing of a Second Renaissance Revival design with their distinctive classical detailing differentiating each level, the use of small balustrades under the third floor windows, cornices, entablature treatment above the storefronts, and the quoining of the corner windows. The upper two levels have a series of one-over-one wood sashed windows with aluminum storms, that are generally paired windows interspersed with single windows, some of which are shorter. The first two floors are clad with glazed terra cotta tiles emulating limestone blocks.

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**MANCHESTER AVENUE (continued)**

The third floor is brick with glazed terra cotta quoin surrounds on the paired corner windows of both street facades (and the one on the north side at the Yale corner), each with terra cotta balustrades inset in a frieze panel below the window sills that forms a band on both facades framed by a belt course of terra cotta continuous sill and another belt course above the terra cotta cornice at the top of the terra cotta second floor walls. There is also terra cotta course at the top of the parapet and a projecting terra cotta belt continuous sill that forms the top of an entablature-like detail between the first and second floor. The other two elevations are common brick walls, with similar sashed windows on the upper levels, but the first floor windows appear to have short replacement aluminum windows with the upper portion of the large window openings infilled with board panels.

**7162-7168 Commercial Block; 1927; architect unknown. Contributing (Figures 6, 17)**  
(Photo 4)

This two-story, flat roofed, buff colored brick commercial storefront building has some Streamline Modern details in the contrasting brown brick stringcourses. Two pairs of closely spaced stringcourses (separated by one buff brick row) with a basketweave patterning to the buff brick between the paired stringcourses span the façade at the parapet, with its white glazed terra cotta parapet cap. At the top of the storefront there are three similarly spaced stringcourses. There is a brown brick, sawtooth pattern, continuous lintel and a brown brick, continuous sill on the second floor windows that both extend beyond the windows to the corner of the building as buff colored, rowlock stringcourse, defining the windows as a single rectangular unit. Three stringcourse bands accentuate the masonry piers between the windows. The second floor windows are one-over-one sashed windows, generally paired and spaced in clusters of two pairs, except for the single wider sashed window in the center. Historically (and potentially originally given the date of construction), the first floor, below the brick stringcourses was faced with Vitrolite (See Figure 6) but the first floor storefronts were reconfigured with new aluminum framed display windows and recessed aluminum framed glass entry doors, the Vitrolite removed, and the wall (and storefront bulkheads) refaced with ashlar pattern, limestone colored, faux stone concrete veneer, a product that was popular right after World War II. This change probably occurred around 1955 when the Zimmerman Dept. Stores left the building. The asphalt shingle awning was added c. 1980. Despite first floor changes, the upper façade retains its distinctive Streamline Modern detailing.



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**MANCHESTER AVENUE (continued)**

**Property between 7167 & 7169 Manchester**

**Yale Loop/Parking Lot;** c. 1917; architect unknown. **Contributing Structure** (Photo 8)

This was originally developed as the paved streetcar loop—with a series of tracks embedded in the pavement to allow the northbound City Limits line to loop since this was the end of its line, but it also had connecting tracks to the Manchester line. Although the tracks have been removed, it is still primarily a paved surface, used now as a parking lot. A narrow grass line with small trees has been planted on both street sides adjacent to the public sidewalk.

**Yale Loop Streetcar Pavilion;** c. 1926; architect unknown. **Contributing Structure** (Figure 16) (Photo 8)

Angled in the southwest corner of the lot, with a concrete surface, there is bus shelter that appears to date from 1926 since it is shown on the 1950 fire insurance map and is visible in historic photos. It has a bellcast hipped roof supported by corner brick piers and a concrete block rear wall (which houses two small public restrooms that spans across the back of the shelter). There are wooden benches under the roofed area.

**7169 Commercial Building;** 1984; architect unknown. **Noncontributing** (Photo 8)

The original 2.5 story L-shaped commercial block on this property was replaced in 1984 by the current, one story office building. It has variegated red brick walls with two hipped bays on the façade paneled in aluminum siding. The bays are flanked by aluminum framed single light windows (some with hoppers at the bottom of the window). It has deep faux mansards with asphalt shingles extending from the flat roof. The corner forms a rectangular recess for the transomed, sidelighted, aluminum frame glass door. There is a narrow parking area with an iron fence separating the lot from the adjacent property, the old Yale Loop. The building is noncontributing because it was built outside the period of significance of the historic district.

**7170 Peoples State Bank;** c. 1926; architect unknown. **Contributing** (Photo 4)

This two-story, flat roofed commercial storefront building has a stepped parapet capped by concrete capstones. The façade is covered with an ashlar pattern, limestone colored, faux stone concrete veneer that likely was added in the late 1940s since this was a popular material at that time and it appears to have been altered before the veneer was added to the adjacent building at 7162-7168 Manchester, which was likely altered around 1957. The historic photo shows that façade was originally brick, but the renovated façade retains the same parapet shape, the original stone frieze below the parapet that still reads “PEOPLES STATE BANK” and has the same second floor window configuration, three paired, one-over-one wood sashed windows as it did prior to the application of the new veneer. The windows are the original wood windows but with aluminum storms added.

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**MANCHESTER AVENUE (continued)**

The first floor was remodeled with the new veneer, creating two aluminum framed, plate glass windows and a recessed entry connected by black marble surrounds with lintel and sill extensions. In the deeply recessed entry there are paired, aluminum framed glass doors. The asphalt shingled, mansard awning that now spans the façade was added c. 1980. Despite that alteration, the building retains its distinctive silhouette and fenestration pattern, and it is likely that the veneer was actually finished within the period of significance.

**7172 Vacant Lot; c. 2000; Noncontributing Site** (described but not counted) (See Figure 6 for historic image) (Photo 4)

The c. 1922 two story commercial building was demolished c. 2000 and the vacant lot graded with some trees and grass as well as a sidewalk to connect the pedestrians on Manchester to the public parking lot behind the buildings. It does not contribute to the historic context of the district.

**7174-7186 Manchester Apartments and Maplewood Theatre Building; 1925; architect unknown. Contributing** (Figure 6, 16) (Photo 2, 4, 11)

This three-story, flat roofed, multihued brown brick building has apartments on the upper two levels and storefronts across the façade on the first floor. The building is basically rectangular, but there is a triangular, 1.5 story high, brick, flat roofed wedge on the east side (which historically was not part of the façade since it was sandwiched between the adjacent angled building which has since been demolished). The façade is divided vertically into three sections, with a narrow strip of basketweave brick separating each section on the upper level walls. This division of the façade extends visually to the parapet, with a central stepped parapet flanked by faux-hipped roofs, each with a gabled wall dormer. Piercing through these roofs are four pier extensions matching the outer step of the center parapet that simulate chimneys. The fenestration pattern is symmetrical and the same on both of the upper (apartments) levels of the façade. In each of the end bays, the outer window is an inset bay window with leaded glass in the slender side windows. The upper sashes of the next two windows also have leaded glass and are shorter than most of the façade windows. The next two are paired windows. The center bay has two small windows with leaded glass upper sashes flanking the triple windows centered on the façade. The windows are one-over-one wood sashed windows with concrete sills. White glazed terra cotta forms the parapet cap. The square florettes of the brick frieze panel is centered below the parapet peak and there are the pair of vertical stripes on either side of the frieze panel as well as in each of the pier extensions at the parapet. There are rectangular frieze panels below the short windows in the center bay.

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**MANCHESTER AVENUE (continued)**

The storefronts have all been rebuilt with wood frames (and narrower panes of glass than historically), transoms, raised panel bulkheads, and full light wood doors without recessed entries spanned by nonhistoric canvas awnings. Originally there were three storefronts on either side of the center storefront bay, which is now open as a passageway through the building for pedestrians to use to get to parking behind the building. Originally this central storefront was the lobby/passageway with the ticket booth of the Maplewood Theatre (which was housed in a connected, non-extant, building on the back lot). Above this was a flat neon marquee (at least two different versions are found in historic photos), held by chains/steel rods that connected to the building façade—the four metal lionhead anchors are still on the façade above the second floor windows.

**7181 Samuel Angelou's Restaurant;** c. 1932; architect unknown. **Contributing** (Photo 9)

This one-story, flat roofed, commercial building has a slender rusticated faux stone concrete block on the façade which is probably original since it is concrete blocks pressed with a stone face which was a common building material in the early twentieth century, although the slender pattern of this block is one that was developed later after long, thin bricks became popular (for example, it was used by Louis Sullivan in 1914 on the Merchants National Bank in Grinnell, Iowa, NHL 1976). The very shallow concrete parapet is capped with simple concrete capstones that are currently covered by the ragged edges of the rolled roofing. The large, 3-pane, wood framed display window with a poured concrete sill appears original. Positioned to the west side of the replacement aluminum framed glass entry door is another very slender window with a concrete sill to the east of the door, but the glass has been painted or boarded over. The east side elevation wall is painted stucco with a clay coping tile on the parapet.

**7183-7187 Commercial Building;** c. 1930; architect unknown. **Contributing** (Photo 9)

This two-story, double storefront Art Deco commercial building has a variegated yellow-orange brick facade and glazed white terra cotta details that form continuous lintel bands on both the first and second floor as well as cap the parapet and projecting planes above the central entry and its flanking pilasters. The stepped parapet is accentuated with vertical glazed terra cotta elements at each corner and midway toward the central entry bay that project above the roofline and extend below the second floor lintel band. The central entry also has paired vertical terra cotta details at the parapet and above the entry as well as a tiered ledge with secondary, one story high projecting pilasters all capped with glazed terra cotta as well as a terra cotta, dentil molding on the shallow arched recessed door opening to the second floor. Although this central door appears to be a replacement slab door, it retains the wood framed, shallow arched transom and sidelights.

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**MANCHESTER AVENUE (continued)**

To either side of the central entry, the storefronts appear to be the originals, with wood framed transoms (6 lights on the west and 7 lights on the larger east storefront), painted metal framed display windows with brick bulkheads wrapping the corner into the central recessed entry, and full light wood doors. On the second floor, above the central entry, is a triple casement window unit which appears to retain the original wood framed single light windows. The two pairs of single light windows on either side are recent replacements.

**7188-7192 Commercial Building; c. 1922-1926; architect unknown. Contributing (Photos 2, 11)**

The property is also addressed as 7213-7217 Lanham. The wedge shaped, three-story, flat roofed, multicolored (red/brown) brick building has apartments on the upper two levels and storefronts on the first floor, with three storefronts facing Manchester and two on Lanham. On each of the apartment (upper) levels, there are five paired windows of the Manchester façade, a single window on the clipped corner, and nine window openings on the Lanham façade, most of which are paired windows, but the first, third, and fourth bays have single windows, all one-over-one sashed windows. All windows have red-orange soldier course lintels and dressed concrete sills. White glazed terra cotta details the facades: the parapet cap, a projecting cornice course at the base of the parapet, the series of rectangular frieze panels with heraldic shields between the parapet cap and cornice, and belt course of embossed tiles above the third floor windows that brackets the windows on each elevation. Square florette tiles at the corners of the window lintels further embellishment both the Manchester and clipped corner facades. The second and fourth bays on the Manchester elevation have a blind arch transom outlined in brick above the windows with the field of tan bricks. Each of those windows has an elaborately embossed urn pattern, glazed terra cotta mullion. Tan bricks are also used to form a quoin effect on the clipped corners. With the exception of the 7215 storefront, all of the storefronts have all been rebuilt with wood frames (and narrower panes of glass than historically), transoms, raised panel bulkheads, and full light wood doors without recessed entries. There are nonhistoric canvas awnings on the Manchester storefronts. The extant, original 7215 storefront's display window is likely what framed all the storefronts—thin metal frames around large plate glass with an angled recessed entry to a transomed entry with the transom spanning across the façade. The doors have been replaced with six panel doors and the transoms boarded in on both the 7213 and 7215 storefronts, although the configuration of the recessed entries and transom are original. North of the Lanham storefronts is the entry to the apartments which has a full light wood door and two-light sidelights spanned by a single light transom. The apartment entry has a glazed terra cotta surround with three rowlock brick courses that are framed by glazed terra cotta egg and dart tiles. To the right of this door is a small rectangular window and to the left is a round arched transomed narrow loading bay opening (both are boarded in).

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**MANCHESTER AVENUE (continued)**

**7189 Wood Moving & Storage Co;** c. 1912; architect unknown. **Contributing** (Photo 9, 11)

This one story, flat roofed, building has a symmetrical façade with pier extensions on each corner of the stone capped parapet. On either side of the central entry door, is a single light, wood framed, window. The door is a replacement with a full light storm door. The façade is clad with ashlar patterned, sandstone colored, faux stone concrete veneer that has formed keystone lintels above the windows. The faux stone may be a later alteration (a material that became popular in the 1930s and 1940s), since the sides and rear of the building are a simpler faux stone pressed concrete block pattern that was a popular building material at the turn of the century. The half round canvas awning over the door is a recent addition obscuring the top of the doorway. The building is contributing since the facade cladding was completed during the period of significance of the historic district.

**7195 Goodyear Service Tires;** c. 1936; architect unknown. **Contributing** (Photo 9, 11)

This one-story, flat roofed, brick service garage is positioned in the middle of the lot, surrounded by pavement. The cast stone parapets have recessed diamond shaped friezes (four on the west elevation and one centered on the façade). It has a clipped corner entry with a replacement half light door facing westerly toward the intersection of Bellevue and Manchester and the east and rear elevations have exposed poured concrete basement walls since the grade is lower on those two elevations. On the Manchester façade there is a small six-light steel window near the east end and two large display windows with brick sills and brick soldier course frames around each opening which retains the original 9-light steel windows. On the Bellevue elevation, next to the clipped corner entry is a similar display window with four garage bay openings along that elevation which have been modified, infilling with metal framed windows divided similar to overhead garage doors, but with brick infill below the windows. The east elevation windows are the original 8-light steel windows. The north elevation has two basement level garage door openings with steel coil replacement doors and two, small, 10-light steel windows on the first floor. The brick walls have been painted for many years.

**7201 Parking Lot;** post 1950; **Noncontributing Structure** (Photo 10)

The back half of the lot has a brick low wall with iron fencing to separate the rear portion which is an asphalt paved parking area (most of which is outside the historic district boundaries) from the landscaped pocket park across the street front with shade trees and sidewalks leading to the opening in the fence.

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**MANCHESTER AVENUE (continued)**

**7203- 7211 Commercial Building; 1935; architect unknown. Contributing (Photo 10)**

This one-story, Streamline Modern, flat roofed commercial storefront block has a buff colored façade with red brick side walls. It has a stepped parapet capped with a tiered green glazed terra cotta cap. Green glazed brick stringcourses form the continuous lintel across the façade and three short decorative details at each end of the parapet as well as outline a rectangular frieze across the three center storefronts. It originally had five recessed entries, each with a ceramic tile floor in the entry recess. The entire façade is spanned by aluminum framed display windows and the entries between the brick corner piers. It retains most of the original, tall display windows (no transoms) above narrow bulkheads (that are now covered with wood paneling). The display windows wrap the corners into each recessed entry and the doors are the original wood full light doors with very tall wood transoms, although the second bay from the east had the recessed entry eliminated c.2012. The two eastern storefronts have been modified, with wood panels forming transoms.

**7213-7215 Commercial Building; c. 1926; architect unknown. Contributing (Photo 10)**

This one-story, flat roofed commercial building is divided into three bays on the façade, each separated by projecting pilaster strips. Both the clipped corner entry on the west and the recessed storefront entry in the east bay have three-quarter light wood doors. Display windows are set into the masonry opening with the masonry forming the sills and bulkheads below the windows. The metal framing on the windows may be original. The east bay has a central recessed storefront system, but the middle bay has no doorway, just a single display window divided into four lights spanning between the piers, while the west display window is divided into two lights between the pier and clipped corner. On the west elevation, to the side of the clipped corner is another two-light display window. Wrapping the corner, the façade is clad with ashlar patterned, painted, faux stone concrete veneer that may be a later alteration, but it could be the original façade material since it became a popular pattern by the 1920s. The sides and rear of the building are red brick.

**7219-7223 Barker Motor Company; c. 1939 (7219-7221); addition c. 1949 (7223); architect unknown. Contributing (Photo 12)**

This one-story, flat roofed, Streamline Modern commercial building was built at the northwest corner of Hope and Manchester with the western portion of this two bay storefront building added around 1949. The walls are primarily a multihued buff colored brick, although the addition has a darker mix in the multihued buff brick. Spanning the façade and east elevation are three brick belt courses of brown brick. The one that forms the lintels of the display windows is a soldier course while the other two are double rows of bricks. The parapet is capped with glazed terra cotta blocks and there is a sawtooth course of brick recessed below the cap.

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**MANCHESTER AVENUE (continued)**

The façade is divided into two storefronts, both with brick sills and bulkheads. Between the two storefronts is a tall glass block window between buff brick piers. The west storefront (1949 addition) also has a brick corner pier with the long display window wrapping the corner of the recessed entry adjacent to the central glass block window pier. The east storefront also has large display windows that span the façade and wrap into the (nearly) center recessed entry and around onto the east elevation at the corner of the building. The display windows retain the original aluminum framing, although the western window appears to have had some intermediary mullions added at some point. While the west side retains its original aluminum framed glass light door, the east side appears to have a replacement full light door. On the east elevation there is brown brick at the base of the wall and its parapet is stair stepped and capped with clay coping tiles. Near the rear of the east elevation is the loading bay opening that retains the original paired doors each with 3-light, quarter-light windows above 3 tall vertical panels. To the north, is a one-over-one wood sashed window. Since this building was originally used for car dealerships, and there is no indication of any garage door openings on the east side or rear, it seems likely that they were in the west wall before the 1949 addition (when it switched to use as a hardware store).

**7225 W.W. Millaway & Co;** c. 1912; c. 1922 rear addition. architect unknown. **Contributing** (Photo 12, 13)

This two-story, flat roofed, red brick, commercial building has a flat roofed, one-story, red brick addition on the rear. The parapet on the façade has a clay tile cap between the taller brick corner piers. There is a brick corbelled cornice in the parapet above the four, segmental arched, one-over one, replacement aluminum sashed windows on the second floor. Above the storefront is a steel I-beam. It has a wood framed display window system with recessed wood panels below the display windows. It has two display windows flanked on the east end by a half light, two panel door (to the second floor stairs) and on the west by paired half light doors in a recessed entry. It has a non-historic canvas awning spanning the storefront façade.

**7227-7231 Almetal Manufacturing Co;** c. 1912-1915; c. 1926 addition; architect unknown. **Contributing** (Photo 12, 13)

This two-story, flat roofed, red brick commercial building with a stepped parapet was built in two sections. First the eastern two bays were completed 1912-1915, then the western three bays were added around 1926 (as shown both in city directories and the 1926 fire map). The entire façade has been painted for many years and retains the original terra cotta parapet cap with dentils. Originally, there were five terra cotta torche-like motifs at the top of each pier between the display windows with a terra cotta head below each one and a terra cotta lion's head centered above each pair of windows, but some of the terra cotta details are missing.

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**MANCHESTER AVENUE (continued)**

The original building has two display windows recessed into brick openings, the west one with a transomed, wood, half light door. Both display windows appear to retain the original wood framing, but each has been modified. The east bay window is covered with wood paneling and the west bay has aluminum panning on the wood frame. Above each storefront, it has a pair of segmental arched window openings with one-over-one wood sashed windows (with a taller bottom sash). The east side elevation is divided into four bays with similar segmental arched windows on both levels but these openings have been boarded in. The c. 1926, three-bay addition has recessed bays that span around the paired second floor windows and the display window/storefront below, giving the appearance of brick pilasters between each bay. Because the walls have been painted numerous times over years, it is difficult to certain, but given the 1926 construction date, it seems that they are original to the design. These second floor windows are steel awning windows divided into three horizontal lights that likely are the originals in this c. 1926 addition to what was a manufacturing and warehouse space. The display windows have each been modified but seem to retain the original framing. The east window has been infilled with wood paneling, the middle bay has a newer aluminum framed door with transom centered between angled display windows and the west bay has a wood full light door with transom next to the display window. All three display windows have a thin ashlar stone veneer covering the bulkheads that was probably a 1960s alteration given the material.

**7233 Kroger Grocery and Baking Company; c. 1912-1915, renovated c. 1939-1941; c. 1955 addition; architect unknown. Contributing (Photo 13)**

This two-story, flat roofed brick building has been painted for many years. The terra cotta parapet cap with dentils spans the façade and the west elevation wall. The storefront spans the entire first floor below two large rectangular recesses, which were originally windows, but they were filled in as a large recessed brick frieze between the brick piers when the building was completely reworked c. 1939-1941 for the Kroger Grocery (demolishing the western half of the original building, modifying the interior and façade of the eastern half to give it a simple, Midcentury Modern supermarket appearance). The storefront has a central recessed entry with paired aluminum framed doors and transom flanked by large display windows in both the angle recess and across the façade, all with short concrete bulkheads. The supporting cast iron columns in the corners at the recess are visible through the glass. The display window glass has been replaced with narrower panes of glass (which originally would have been large single panes of plate glass) but the outer frames are original to the 1939 era storefront. The c. 1955, one-story, loading bay addition is positioned near the rear on the west side of the building with paved drives and parking on the remainder of the lot. The addition is brick, with a flat roof, with three garage bay doorways facing west and two multipaned steel windows on the Manchester elevation, but one bay has been modified, infilled with concrete block with a steel door and the other two infilled with wood paneling, all recessed within the original openings.



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**STATEMENT OF SIGNIFICANCE**

**SUMMARY**

Located along Manchester Avenue, the Maplewood Historic Commercial District straddles the border between St. Louis [Independent City], Missouri and the eastern end of downtown Maplewood, St. Louis County, Missouri. It is eligible for the National Register of Historic Places under Criterion A: Commerce for the district's role as the final section in the traditional commercial development of Maplewood. Although Manchester Avenue had been designated in 1820 as part of the state highway connecting downtown St. Louis to the state capitol in Jefferson City, its commercial development really began with the arrival of the Manchester streetcar line in 1896. Commercial development initially concentrated about a half mile west of the proposed district, near the Sutton Loop, where the new Manchester line connected downtown St. Louis to the lines to the other emerging suburbs in southwestern St. Louis County (Webster Groves, Brentwood and Rock Hill) (Figure 4, Figure 7).<sup>2</sup> Maplewood's commercial development expanded east along Manchester Avenue, into the nominated district where available land and greater commercial opportunities existed, especially after the completion of the Yale Loop at the eastern city limits in 1917, which connected the east-west Manchester line with the new northbound City Limits (DeMun) Line that connected to suburbs and other streetcar lines crossing the St. Louis metropolitan area. Along with the designation of the original path for U. S. Highway "Route 66" along this stretch of Manchester Avenue in 1926,<sup>3</sup> these two transportation links propelled the growth of this historic commercial district at the eastern edge of Maplewood and transformed downtown Maplewood into one of the St. Louis metropolitan areas major regional shopping district with two separate hubs—the Maplewood Historic Commercial District (which surrounds the Yale Loop at the eastern edge of town) was primarily built up in the 1920s and 1930s, two decades after the area around Sutton, which developed at the western end of the Manchester Streetcar line (and part of which is already listed in the National Register, as illustrated in Figure 19). The Maplewood Historic Commercial District is also significant under Criterion C: Architecture for its distinct concentration of commercial designs that reflect this later period of development both in the larger massing and scale of the designs and in the use of the evolving architectural styles popular in the first half of the twentieth century, both formal styles and vernacular designs. It is distinguished from other sections of Manchester Avenue by its massive Second Renaissance Revival commercial blocks with two floors of apartments upstairs and the numerous Modern styles (especially the Streamline Modern and Art Deco commercial designs), features not found elsewhere along Manchester Avenue. The Maplewood Historic Commercial District started to develop with the announcement of the streetcar line in

<sup>2</sup> See the Maplewood Commercial District at Manchester and Sutton, NR Listed 12/20/2006, herein after referred to as the Manchester and Sutton District.

<sup>3</sup> Joe Sonderman, *Route 66 in St. Louis*, (Chicago: Arcadia Publishing, 2008) 47; James F. Baker, *King Trolley and the Suburban Queens*. (Kirkwood, MO: Meramec Highlands Books, 2005) 204.

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1895, booming in the 1920s and continuing to grow in the years surrounding World War II, leading to a period of significance from 1897 (the date of construction of the oldest extant building in the district) to 1949, when the last streetcar ran on the Manchester line (which is also the last year of construction of a contributing building) and at a point in time when the business district began struggling for its survival with competition growing from automobile oriented shopping centers and department stores that led to a rapid decline of this business district in the latter half of the twentieth century.

### EARLY DEVELOPMENT OF MAPLEWOOD

The area that would become Maplewood was first settled by Charles Gratiot, a Swiss immigrant who arrived in St. Louis in 1781 after stops in Charleston, South Carolina and Cahokia, Illinois. By 1798, Gratiot had petitioned the Spanish government for a land grant and was approved for a league square (approximately 5716 acres) encompassing an area from what is now Kingshighway to Big Bend Road and from the middle of Forest Park to Arsenal.<sup>4</sup> After Gratiot's death in 1817 he willed the land to his children who sold 334 acres to John Sutton, a St. Louis businessman who purchased the land to have a farm and a house near St. Louis. The construction of Manchester Road in 1806 as part of what was later designated as Highway 100, connecting St. Louis to the capital in Jefferson City, spurred Sutton to move out of his log cabin and build a new house and storehouse at a high point along Manchester Avenue.<sup>5</sup> Sutton then built a blacksmith shop across the street from his home and constructed Big Bend Road leading to the big bend in the Meramec River.<sup>6</sup> When Gratiot and Sutton first acquired land in the area that would become Maplewood, it was still rural and unoccupied. The completion of Manchester Road as a highway to Jefferson City helped make Sutton's businesses profitable but there was still little development in the area until 1853, when a stop and freight yard were completed in Maplewood for the Pacific Railroad line (later the Missouri Pacific Railroad) from St. Louis to Jefferson City (work was completed on the railroad in 1855).<sup>7</sup> The construction of the railroad led to the development of a small commercial district on the south side of what is now Maplewood along Greenwood Avenue paralleling the tracks (NR listed as Greenwood Historic District, 4/12/06), across from the rail stop at Sutton Avenue, which connected Greenwood Avenue to Manchester Avenue a half mile north and encouraged business development along Sutton towards Manchester. While the railroad made access into the area much easier than the

<sup>4</sup> Nancy Vitale and Beth Wrigley, *Maplewood: A Community Perspective*, Unpublished Paper, 2 December, 1980, Maplewood Public Library.

<sup>5</sup> Ibid; Rosemary Davison, *Maplewood Survey District: A Community Profile*, (Clayton, MO: Saint Louis County Department of Parks and Recreation, Division of Cultural Services) 6.

<sup>6</sup> Ibid.

<sup>7</sup> Karen Bode Baxter, Sarah Bularzick, Mandy Ford, and Timothy P. Maloney, *Greenwood Historic District*, (Washington D.C.: U. S. Department of the Interior/National Park Service, 14 February, 2006) Section 8, 8, Joe G. Collias, *Mopac Power: Missouri Pacific Lines, Locomotives and Trains, 1905-1955*, (San Diego: Howell North Books, 1980).

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farm to market road along the unpaved Manchester Avenue, Maplewood remained largely a small rural settlement until 1885 when a freight depot was constructed along Greenwood Avenue.<sup>8</sup> The construction of the depot created a more stable transportation schedule and increased Maplewood's desirability as a commuter suburb.

The growth of Maplewood intensified in 1890 when Mary C. Marshall, one of John Sutton's daughters, sold her land to Louis H. Tontrup and Theophile Papin, two real estate men who platted a residential suburb (around Manchester Avenue) they named Maplewood and they lined the streets with Maple trees.<sup>9</sup> The following year, the Langhorne Investment and Improvement Company had re-assembled a number of the Sutton heirs' properties into a single parcel and platted another subdivision, the Greenwood subdivision (which was closer to the railroad), named after the president of the company, Moses Greenwood Jr. The Greenwood subdivision was located around the Sutton railroad stop and drove commercial development catering to nearby residents and commuters using the railroad, most of whom lived in the area. These subdivisions were soon followed by the Laclede subdivision on the land west of Sutton's original tract that had been owned by Charles S. Rannells and the Zephyr Heights subdivision platted by the Brown Real Estate company to the north of Sutton's property.<sup>10</sup> As the original landowners subdivided their land, new areas opened up for settlement and Maplewood continued to grow, aided in part by the arrival of the streetcar line along Manchester Avenue in 1896 which spurred even more growth.

The people of Maplewood decided to incorporate as a city of the fourth class on May 21, 1908 and held the first city elections in 1909.<sup>11</sup> At the time of incorporation, Maplewood already had a volunteer fire department and there were 74 businesses in the newly incorporated city, with most spread out along Manchester Avenue, the streetcar line and the state highway, from the border with the City of St. Louis west to Sutton Avenue with secondary concentrations of businesses down Sutton and along Greenwood.<sup>12</sup> Incorporation allowed for taxation, creating revenue that could be used for police protection, sewer and water systems, better streets and street lighting, and other city services. In 1911 a passenger station was constructed near the freight depot along Greenwood Avenue and while the construction of the passenger station made commuting by train more convenient for residents of Maplewood, it could not overcome the rapidly increasing popularity of the streetcars for commuters and the consequential impact on the development along Manchester Avenue.<sup>13</sup> After the official incorporation of Maplewood in 1908, the

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<sup>8</sup> Ibid, Section 8, 9; Esley Hamilton, "Notes on the Greenwood Subdivision and 3518-3520 Greenwood Avenue, City of Maplewood," E-Mail to Karen Bode Baxter, 20 December, 2004.

<sup>9</sup> Davison, 2.

<sup>10</sup> Thomas L. William, *A History of St. Louis County, Vol. 1*, (St. Louis: S. J. Clarke Publishing Company, 1911) 323.

<sup>11</sup> Ibid; Vitale and Wrigley, 2.

<sup>12</sup> Baxter, *Greenwood*, Section 8, 10.

<sup>13</sup> Davison, 9; "History of Maplewood: Its Growth," (Clayton, MO: *Watchman Advocate Newspaper*, 22 July 1938) 5.

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population grew quickly, aided in large part by easy access created by the streetcar lines. The 1910 census listed the population of Maplewood as 4,976, a number that had increased to 12,657 people by the time of the 1930 census, with much of the growth fueled by the ease of transportation thanks to the railroad and streetcars and the increase in commercial development in response to the growth in modes of transportation.<sup>14</sup>

### SUBURBAN DEVELOPMENT ALONG MANCHESTER AVENUE

An understanding of how Maplewood developed along Manchester Avenue is necessary when considering the nominated district's commercial importance. What would become Manchester Road (and later Manchester Avenue) started its existence as a farm-to-market road that extended from downtown St. Louis to the western edge of the city of St. Louis (where the Maplewood Historic Commercial District would later develop) and beyond to the rural community of Manchester in western St. Louis County. At the time, this stretch of the road was often called Market Street for its role as the route farmers used to bring their goods to the markets in St. Louis but it was also known as Bonhomme Road in honor of Joseph Herbert who owned a farm along Manchester Road and was often referred to locally *bon homme*, French for "good man."<sup>15</sup> After the Louisiana Purchase was completed and the territorial government had been established, the territorial legislature designated this road as one of the six district roads and its use would continue to grow as the St. Louis metropolitan area did. After Missouri became a state in 1821, the 1822 legislation that created six new highways designated what is now Manchester Avenue as one of two highways from St. Louis to the new capitol in Jefferson City, with the Manchester Avenue route running south of the Missouri River and Route 94 running north of the Missouri River through St. Charles County. Manchester Avenue, also designated as Missouri Route 100, was named Manchester (and sometimes, "The Road to Jefferson City by Manchester") because the first extension beyond the city limits of St. Louis ran to the small settlement of Manchester, Missouri, approximately 20 miles west of downtown St. Louis.<sup>16</sup>

Although the Market Street portion of Manchester Road (in downtown St. Louis) was developed as the City of St. Louis expanded in the nineteenth century, the areas to the west, including the immediately adjacent area that would become Maplewood, remained undeveloped and largely uninhabited even after John Sutton established a farm and blacksmith shop near Manchester Road and Big Bend in the 1830s.<sup>17</sup> At the time, most of the road between Sutton's farm and

<sup>14</sup> Fourteenth Census of the United States, 1920 Vols. 20-25.

<sup>15</sup> Karen Bode Baxter, Sheila Findall, with Andrew Weil and Ruth Keenoy of Landmarks Association, *Forest Park Southeast Historic District (Boundary Increase IV)*, (Washington D.C.: U. S. Department of the Interior/National Park Service, 19 December 2012) Section 8, 22.

<sup>16</sup> Ibid; McCune Gill. *The St. Louis Story*. (St. Louis: Historical Records Association, 1952 284; H. G. Hertlich, *History of old Roads, Pioneer and Early Communities of St. Louis County*, (Clayton, MO *Watchman Advocate*, 1935) 23-24.

<sup>17</sup> Ibid.

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blacksmith shop and downtown St. Louis was largely farmland or undeveloped land holdings.<sup>18</sup> The area west of downtown St. Louis along Manchester Avenue, including the western part of the City of St. Louis as well as what would become Maplewood, remained largely undeveloped until after the Civil War, when railroads began to construct lines running near Manchester Avenue to follow the established roads and to connect the communities that were starting to develop along that road.<sup>19</sup>

When Manchester Avenue was designated as a state highway in 1822, at the time the only community between St. Louis City and Jefferson City was the tiny community of Manchester, Missouri, although there were scattered farms throughout the area, leading to the road's initial use as a farm to market road. Farms like the one owned by Sutton were scattered about the area and as the population of the St. Louis area increased and began migrating west, many of these farms were eventually subdivided, forming new communities along the road, but Maplewood would be the only community along Manchester Avenue, west of the City of St. Louis to develop a central business district, since those further west would remain small farm to market centers until the automobile encouraged suburban development that far west of the City of St. Louis.

Immediately to the west of Maplewood along Manchester Avenue, the suburb of Brentwood also developed around a farm. Thomas Madden purchased a farm in the area in the 1870s and soon developed a quarry, tavern, grocery store, barber shop and a blacksmith shop. As the area grew, it adopted the name Maddenville in honor of the area's leading entrepreneur. By the 1910s, rumors were swirling in the community that Maplewood would annex the area so they incorporated and changed the name to Brentwood in 1919 and in 1929 they elected their first mayor. Even after incorporation Brentwood remained sparsely developed along Manchester Avenue into the 1950s.<sup>20</sup> This later development focused on automobile traffic and led to businesses along Manchester Avenue that were more spread out than those the Maplewood which initially developed into a compact commercial district along the streetcar line.

West of Brentwood and further west along Manchester Avenue, the suburb of Rock Hill also initially developed as a farm settlement. Like Sutton in Maplewood and Madden in Brentwood, John and James Marshall established farms in the 1830s and, like Sutton, they established a store in their farmhouse. By the 1840s, John Marshall wanted to build a church and requested assistance from the Presbyterian Church of St. Louis, which sent Rev. Artemus Bullard to help the Marshalls start a congregation that was called the Rock Hill Presbyterian Church, which became the focus of a community that would grow into Rock Hill, Missouri. Growth in Rock Hill was much slower than in Maplewood, with little commercial development before World War II since it was only connected to the larger St. Louis metropolitan area by the unpaved state Highway 100 (Manchester Avenue) and not by streetcars. As a result, its suburban development

<sup>18</sup> Ibid, Baxter, Section 8, 89.

<sup>19</sup> Baxter, *Boundary Increase IV*, 89.

<sup>20</sup> "Fire Insurance Map of St. Louis, Missouri." Volume 10, 44, 45; Fire Insurance Map of St. Louis, Missouri." Volume 15, 83, 85, 87, 89.

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is more closely tied to the growing popularity of the automobile and the pavement of Highway 100 and Rock Hill the community would not be incorporated until 1949.<sup>21</sup> Because most of the area's development in Rock Hill occurred later than that in Maplewood, its commercial development was scattered along the major roads, not clustered in a traditional commercial district, with parking lots in front of the buildings to accommodate off street parking in contrast to the more densely developed commercial district in Maplewood, where the streetcar made off street parking less important.

When commercial districts began to develop in Brentwood and Rock Hill, the development was focused on customers arriving by automobile, with parking lots in front of the buildings and with more space between the buildings. In the same way, Maplewood's commercial development along Manchester Avenue west of Big Bend (one block west of Sutton where the streetcar line had turned south off of Manchester Avenue) also developed in the 1950s, like Rock Hill and Brentwood, with buildings that are more spread out, each with its own parking lot. Instead of compact commercial development with on-street parking, these commercial districts further west have widely separated buildings and parking lots and there are even some light industrial buildings in these areas.<sup>22</sup> Even today, the progressive development of commerce along Manchester Avenue is evident when driving from the city of St. Louis, through Maplewood and out through the string of suburbs along Highway 100, physically showing the earlier development of downtown Maplewood with its compact, traditional central business district in comparison to the automobile oriented commercial developments in the suburbs to the west along Manchester Avenue.

### IMPACT OF RAIL AND STREETCAR LINES ON MAPLEWOOD'S DEVELOPMENT

Just as the designation of Manchester Avenue as a state highway encouraged the development of the community, the construction of railroad and streetcar lines from downtown St. Louis out into the undeveloped areas to the west of the city of St. Louis helped focus both residential and commercial development along those new lines where they went through what would become Maplewood. The construction of the railroad lines along Manchester Road (and later Manchester Avenue) encouraged development in the city of St. Louis to move west away from the Mississippi River, as seen by the annexation of McRee Town in 1869 and the 1876 expansion to the current city limits where it borders Maplewood. The development of the railroads had an

<sup>21</sup>City of Rock Hill, "History," [Website] Available at <http://www.rockhillmo.net/History.aspx>, Accessed 19 March, 2019, Fire Insurance Map of St. Louis, Missouri." Volume 10, ( New York: Sanborn Map Company, 1926, 1951) 44, 45; Fire Insurance Map of St. Louis, Missouri." Volume 15, (New York: Sanborn Map Company, 1926, 1951) 83, 85, 87, 89.

<sup>22</sup> Brentwood Century Foundation, "History," [Website] Available at: <https://www.brentwood100.org/History>, Accessed 19 March, 2019; Town Square Publications, "Brentwood Community Overview," [Website] Available at: <http://local.townsquarepublications.com/missouri/brentwood/>, Accessed 19 March, 2019.

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even larger impact outside the St. Louis city limits as new commuter communities began to develop along the rail lines, including Webster Groves and Kirkwood in southwest St. Louis County, and Ferguson in northwest county, all of which were founded in the 1850s.

Development began to occur in what would become the southern end of Maplewood when the Sutton rail stop was completed (at Greenwood Avenue) in 1853 as the commuter railroad veered southwest from Manchester Avenue towards Webster Groves and Kirkwood.<sup>23</sup> As these railroads were constructed, it encouraged more suburban development southwest of the city of St. Louis.

In 1896 the St. Louis and Suburban Railway Company constructed a streetcar line from downtown St. Louis to the Meramec Highlands (a resort southwest of Maplewood at the southern edge of Kirkwood along the Meramec River) (Figure 5) that was routed along Manchester Avenue before veering south with a “loop” and stop two blocks south on Sutton Avenue in Maplewood. The construction of the streetcar line, spurred growth in Maplewood and shifted the commercial focus back to Manchester Avenue from Greenwood Avenue.<sup>24</sup> (Figure 7) This spurred growth around the Sutton Loop and at the intersection of Manchester and Sutton Avenues, with most of the commercial growth on Manchester initially occurring in the 1900s through the 1910s (with additional growth on Sutton), a testament to the preference already being placed on Manchester Avenue for commercial locations both as a highway and a major streetcar line leading into downtown St. Louis and connecting to western communities in St. Louis County.<sup>25</sup>

The streetcar line originally fueled growth west of the Maplewood Historic Commercial District nearer the streetcar loop constructed on Sutton Avenue (Figures 4 and 7), with most of the construction taking place along Manchester Avenue near Sutton Avenue before 1920, in an area that had only a few scattered farmhouses prior to the development of the streetcar. The loop was a transfer point for passengers heading further southwest into the county and traveling to downtown St. Louis from points west, requiring commuters to wait for the next streetcar and

<sup>23</sup> Ibid; William, 323; Davison, 5; “The TRRA and the Maplewood Connection,” *Terminal Railroad Association of St. Louis Historical and Technical society, Inc.*, [Newsletter] Issue 30—Summer 1994: 16-22, 16.

<sup>24</sup> Ibid, *History of Maplewood: It’s Growth*, 5; Baker, 159; Andrew D. Young, *Streets and Streetcars of St. Louis: A Sentimental Journey*. (St. Louis: Archway Publishing, 1996), 104

<sup>25</sup> The Maplewood Commercial District at Manchester and Sutton (NR listed 12/20/06 is hereinafter referred to as Manchester and Sutton District) is located just west of the Maplewood Historic Commercial District but the majority of its development occurred shortly after the construction of the Sutton Loop, with most of the construction taking place in the decade immediately following (ca. 1896-1910s) while the majority of the buildings in the Maplewood Historic Commercial District were constructed after the construction of the Yale Loop in 1917 and the designation of Manchester Avenue as part of Route 66 in 1923, with the majority of its construction taking place in the 1920s and 1930s. The geography of the streets, the telephone exchange building and multiple parking lots create a distinct visual divide between the two historic districts. In addition, the block between Marshall and Southwest on the south side of Manchester Avenue is the block immediately east of the Maplewood Commercial District at Manchester and Sutton and should have been included in that district since it is visually and historically connected to the development of that area and not the area further east in the Maplewood Historic Commercial District.

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giving them time to shop in the district.<sup>26</sup> The Sutton Avenue loop had the added benefit that it was only five cents for a trip to Maplewood from the city or from points west to Maplewood, while most county residents had to pay ten cents to travel all the way to downtown St. Louis because of the transfer at Maplewood so those who were only going shopping could save time and money by making their purchases in Maplewood instead of having to travel to downtown St. Louis.<sup>27</sup> As foot traffic on Manchester increased and nearby residential development mushroomed, Maplewood businesses saw more and more customers who were using the streetcar lines. As business increased, including some scattered businesses along Sutton between Manchester Avenue and Greenwood, more business owners saw the potential of a location along Manchester and the small commercial district began to grow into a shopping and entertainment district, based largely on the completion of the Manchester streetcar line.<sup>28</sup>

The tremendous growth in population in the 1920s in Maplewood was aided by the access provided by Manchester Avenue, the streetcar lines, and the railroad lines, which in turn also encouraged commercial development. Construction of additional transportation infrastructure would further enhance the commercial development that was still scattered along Manchester Avenue in the 1910s. In 1917, another streetcar line was constructed in Maplewood along the newly created Yale Avenue, with its connection to the Manchester line at a streetcar loop located about one-half mile east right at Manchester Avenue where the eastern edge of the suburb borders the city of St. Louis (the area within the Maplewood Historic Commercial District) (Figure 4). The completion of the Yale Loop increased both residential and commercial development in this sparsely populated area of Maplewood and drove new commercial building construction east along Manchester Avenue into the proposed historic district, which had only been sparsely developed until then. The Yale Loop (called that for Yale Avenue, the intersecting street next to the streetcar loop) linked the east-west Manchester streetcar line with the new City Limits-Ferguson line, a line that ran north along Yale Avenue to St. Mary's Hospital in Clayton (the county seat), before continuing north to Washington University (Figure 5). Unlike the Sutton Loop, the Yale Loop was located at Manchester Avenue (Figure 6) in the heart of the emerging commercial district, making it easier for commuters to patronize businesses along Manchester Avenue between streetcar connections than at the Sutton Loop. In addition, the Yale line connected to more streetcar lines, leading into more densely developed sections of the metropolitan area, increasing the number of people that could directly access the Maplewood Historic Commercial District by streetcar lines, not just connecting to emerging suburbs like the Sutton Loop. The increase in commuters brought by the Yale Loop helped to increase the desirability of a location in the Maplewood Historic Commercial District while the commercial district made residences nearby more desirable, increasing the growth of Maplewood as a whole. The City Limits (DeMun) line was later extended to Ferguson in north St. Louis County before a final expansion saw the line run all the way to the Lambert International Airport to the

<sup>26</sup> Baker, 160.

<sup>27</sup> Ibid, 159.

<sup>28</sup> Ibid, 160.



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northwest. It also connected to the other major east-west lines and the lines to the northwest suburbs as well as connecting to additional streetcar lines into the city of St. Louis and throughout northern St. Louis County.<sup>29</sup>

### COMMERCIAL DEVELOPMENT IN MAPLEWOOD

The effects transportation developments had on both commercial and residential growth in Maplewood can be seen in the development patterns in Maplewood (Figures 4, 7, 19). The first farms in the area were constructed along Manchester Avenue to provide easy access to the markets in St. Louis. With the arrival of the railroad, development shifted south of Manchester Avenue, with both commercial and residential development focused along Greenwood Avenue and the Missouri Pacific Railroad. When the streetcar lines were constructed in 1896, development shifted back to the north to Manchester Avenue and new residential construction was focused along the blocks south of Manchester Avenue while commercial development was focused on Manchester down Sutton towards Greenwood. After the construction of the Yale Loop in 1917, most development moved further east into the as yet undeveloped properties on Manchester Avenue and closer to the new streetcar loop which is in the midst of the proposed Maplewood Historic Commercial District along with new residential subdivisions being built north of Manchester Avenue. In all three cases, the access to transportation fueled the commercial development of the area, which in turn spurred on residential developments around the commercial districts, leading to the growth of Maplewood as a whole.

While the railroad made it possible for people to live in Maplewood while working in St. Louis, there were a limited number of trains a day, limiting the usefulness of the railroad unless somebody was planning on spending the entire day downtown. Although the train stop on Greenwood Avenue developed a small commercial district for the residents in the immediate area, the streetcar line on Manchester Avenue (Figure 7), which was also a state highway and a major arterial road from downtown St. Louis through western St. Louis County, developed into a larger shopping area in Maplewood, becoming the central business district for Maplewood, spanning nearly one mile from Big Bend Boulevard (one block west of Sutton Avenue) east through the city of Maplewood and crossing into the city of St. Louis (Figure 5). It served commuters transferring streetcars at the Yale Loop and Sutton Loop as well as local residents, creating a regional shopping district with a different focus and customer base than the one along Greenwood Avenue.<sup>30</sup>

Manchester Avenue's historic role first as a highway and then as the route for a major streetcar line (with connections to streetcar lines connecting to both north and southwest suburbs) further

<sup>29</sup> Baker, 267; Young, 62.

<sup>30</sup> Thomas, 323; *Directory of Maplewood, Missouri, 1912*, (Saint Louis: J. Lethem, 1912); *Directory of Maplewood, Missouri, 1915*, (Saint Louis: J. Lethem, 1915); Winchester, 13; Argus County Directory, (St. Louis: R. J. Crossman, 1897, 1903).

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spurred development in the Maplewood Historic Commercial District and contributed to the district's importance. As discussed earlier, the construction of the streetcar line combined with the platting of new subdivisions drastically increased the population of Maplewood, increasing the demand for local business to meet the needs of the residents. As the commercial district grew, it attracted even more customers who were drawn by the increasing number of businesses in the area, encouraging developers to also build residential construction on the blocks north and south of Manchester Avenue, which in turn meant there were more potential customers for the businesses in the district. In contrast, the Greenwood Historic District, relied on local customers who commuted on the nearby railroad, leading to different developmental patterns for the two commercial districts and the residential development that grew around them.<sup>31</sup> As the popularity of the streetcar lines grew, they started to supplant the commuter railroad lines as the preferred means of transportation for commuters, driving more pedestrian traffic to Manchester Avenue and fueling growth in the Maplewood Historic Commercial District, especially after the construction of the Yale Loop, which shifted the focus of development from the intersection of Manchester and Sutton Avenues east to the Maplewood Historic Commercial District around the Yale Loop. Because the Yale Loop was on Manchester Avenue itself instead of a side street (like the Sutton Loop), its construction had an even greater impact on commercial development along Manchester Avenue allowing the streetcar lines and automobile traffic to spur commercial development in the district.<sup>32</sup> The shift in commuter behavior led to increased growth along Manchester Avenue, which began to attract people from throughout the metro area while the Greenwood Avenue commercial district remained a small neighborhood commercial district focused on the needs of the residents of the surrounding residential neighborhood.<sup>33</sup>

The development of the Maplewood Historic Commercial District supplemented the existing commercial districts in Maplewood and helped to fuel the community's growth. By adding to the commercial development along Manchester Avenue, Maplewood became the most prominent commercial area along Manchester west of the commercial district at Tower Grove Avenue in the City of St. Louis (Forest Park Southeast Boundary Increase I, NR Listed 6/16/2005; Boundary Increase II, NR Listed 2/7/2007; Boundary Increase III, NR Listed 8/5/2009). The commercial districts in Maplewood, combined with the ease of access to downtown St. Louis, helped Maplewood develop into one of the leading commuter suburbs in St. Louis County, while drawing people throughout the metro area into the community to do their shopping in a vibrant commercial district with a large variety of stores and services.

The construction of the Yale Loop helped transform the section of Manchester Avenue in what is now the proposed Maplewood Historic Commercial District into a viable independent commercial district and helped Maplewood grow into one of the major commercial districts in

<sup>31</sup> Thomas, 323.

<sup>32</sup> *Ibid*, *Directory of Maplewood, Missouri, 1912*; *Directory of Maplewood, Missouri, 1915*, *Boo's Directory of St. Louis County, MO*, (Clayton, MO: John H. Boos, 1909).

<sup>33</sup> *Ibid*.

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the entire St. Louis metropolitan area. The combination of the streetcar lines and Manchester Avenue's role as a major highway drove the commercial development in the district to rival the other large commercial districts in the region, including the area around the Delmar Loop in University City and the Wellston Loop in Wellston, the area along South Grand (running roughly from Arsenal south to Chippewa) in St. Louis, Cherokee St. in south St. Louis, and along Manchester Avenue in St. Louis city around Tower Grove Avenue.

While the Sutton Loop to the west had spurred commercial development along Manchester Avenue towards the west side of Maplewood in the first two decades of the twentieth century, the Yale Loop anchored the commercial development at the east end of Manchester Avenue in Maplewood and helped the area grow into a distinct commercial district extending from the east side of Maplewood into the city of St. Louis as the suburb of Maplewood continued to grow in the 1920s and 1930s. The Yale Loop drove new commercial development and construction to the eastern section of Manchester Avenue where there was still available under-developed land in the Maplewood Historic Commercial District, because it connected to more parts of the metro area and to the other east-west streetcar lines in the metro area while also being located directly on Manchester Avenue. The streetcar lines helped support the businesses in the commercial district, so they were not just dependent on local residents in the surrounding residential neighborhoods shopping in the district but got patronage from commuters who could also get their shopping done while waiting for the next streetcar. The following table (Table 1) provides a snapshot of the kinds of businesses in downtown Maplewood as tabulated in the city directories for 1922-1926, listing those within the proposed Maplewood Historic Commercial District from all of the others in downtown Maplewood (the area along Manchester to Big Bend and the two blocks south along Sutton).

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**Table 1: Business Types in Downtown Maplewood, 1922-1926**

<b>Business Type</b>	<b>Others on Manchester/Sutton</b>	<b>Within the Proposed District</b>
Apartments	43	40
Appliances	3	1
Art Store	1	1
Auto Related	8	4
Baker	2	1
Bank	2	1
Barber/Salon	6	2
Bus Company	0	1
Clothing/Tailor	5	1
Confectionary	2	2
Construction Offices	5	1
Department Store	1	0
Dry Goods	3	2
Drycleaners/Laundry/Dying	6	0
Utilities	3	0
Entertainment/Restaurant	10	2
Feed Company	1	0
Government Buildings	3	0
Florists	1	0
Fraternal/Business Associations	4	0
Furniture/Upholstery	5	1
Grocery	7	3
Hardware/Lumber/Paint	8	1
Milliner	2	1
News Agent/Newspaper/Printers	3	0
Offices(Business/Medical/Professional)	13	9
Repair Shop	0	1
Storage/Moving Co.	2	0
Shoes/Cobbler	7	1
Tobacconist	1	0
Undertaker	2	0
Vacant	8	1

Not long after the construction of the Yale Loop in 1917, the Maplewood Historic Commercial District received yet another transportation related spur to commercial development in the area when the original path of U. S. Highway 66 (Route 66 as it is known today) was designated in 1926, including the stretch of Manchester Avenue that encompasses the Maplewood Historic

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Commercial District.<sup>34</sup> Since there were already 12 auto-related businesses by 1926, it is obvious that commercial developments along Manchester Avenue had already begun to take advantage of this location along the newly designated U. S. Highway, including the 4 within the proposed district which included the large Nagle-Gillis Chevrolet automobile dealership (non-extant, 7239 Manchester) and the Ozark Trail Garage (7145 Manchester). The construction of Route 66 included improvements to the roads that were designated as part of the highway, making travel by automobile easier. At the same time, the designation of Manchester Avenue as part of Route 66 also increased traffic in the busy commercial corridor. Although the businesses in the Manchester and Sutton District also benefited from the designation of Route 66, it did little to add to construction in that district because it was built out and there were no available lots for new construction. Route 66 increased traffic so much that when the route was modified in 1932 to cross the Chain of Rocks Bridge, taking it north of Maplewood, merchants along Manchester attempted to have their stretch of highway designated Optional 66 but instead the name was first changed to Highway 50 and then to Missouri State Highway 100, a designation Manchester Avenue still retains. The attempts by merchants to retain at least a part of the Route 66 name demonstrates the impact the highway had on commerce and the importance of not only the streetcar lines but also Manchester Avenue's role as a highway to the development of the historic district, especially as roads were improved and automobiles became more common.

The impact of Route 66 on the district and the growing importance of the automobile are both demonstrated by some of the automotive-related businesses that opened in the district after the arrival of Route 66. These businesses included Nagle-Gillis Chevrolet (7239 Manchester Avenue) and the Ozark Trail Garage (7145 Manchester Avenue), both of which opened in 1926. The district was also home to Goodyear Service Tires (7195 Manchester Avenue, opened 1936) the Maplewood Filling Station (7201 Manchester Avenue, non-extant) while the Maplewood Bus Station for Missouri Pacific Lines, the Greyhound Bus Lines, and the St. Louis Bus Company were located in the Brownson Hotel (7259-7167 Manchester Avenue). By 1939, Barker Motor Company had finished their new building at 7219 Manchester Avenue. The existence of these automotive related businesses in the district demonstrates the impact of Route 66 on the growth of the commercial district while foreshadowing the threat the automobile posed to the streetcar system and even to compact commercial districts as businesses increasingly saw the need for adjacent parking lots.

The Manchester streetcar line encouraged extensive commercial development in the new suburb of Maplewood, although initially, the densest commercial development along Manchester Avenue did not extend to the eastern limits of Maplewood (in the Maplewood Historic Commercial District), as can be seen in the construction dates of the buildings in the Maplewood Historic Commercial District compared with those in the Manchester and Sutton District (See Table 2 below).

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<sup>34</sup> Joe Sonderman, *Route 66 in St. Louis*, (Chicago: Arcadia Publishing, 2008) 47.

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**Table 2: Comparison of Construction Dates**

Maplewood Historic Commercial District		Manchester and Sutton District	
1890s	1	1890s	1
1900s	0	1900s	8
1910s	4	1910s	6
1920-1925	6	1920-1925	5
1926-1930	6	1926-1930	3
1930-1935	3	1930-1935	0
1936-1940	3	1936-1940	0
1941-Present	1	1941-Present	0

Most of the commercial buildings along Manchester Avenue at Sutton Avenue were constructed in the first two decades of the twentieth century while a half mile east, at the eastern edge of Maplewood, the majority of commercial buildings were constructed after 1925 (Figures 7 and 19). A large part of the differences in construction dates is due to the construction of the Yale Loop in 1917 and the designation of Route 66 in 1926, which drove new commercial development east on Manchester Avenue and fueled the growth in the Maplewood Historic Commercial District (Figures 6, 16, 17, and 18). The concentration of construction in the 1920s further demonstrates the impact of the streetcar lines and Route 66 on the architecture of the district and further contributes to the visual cohesiveness of the Maplewood Historic Commercial District, especially when compared to the Manchester and Sutton District, where most the buildings were constructed in the first two decades of the twentieth century. The nominated district’s commercial context is discussed in more detail later in the “Commercial Development of the District” subsection.

Despite their proximity, the two ends of Manchester Avenue developed separately, even though growth in both was related to the streetcar line and automobile traffic on Manchester Avenue (Figure 19). The business district at Manchester Avenue and Sutton Avenue initially grew more quickly because of the Sutton Loop, with most of the buildings along Manchester constructed in the 1900s and 1910s (and with none of the buildings in that district constructed after 1929), at a time when the Maplewood Historic Commercial District only received the benefits of the traffic on Manchester Avenue and was too distant to benefit from the Sutton streetcar stop (Figure 7). After the completion of the Yale Loop in 1917, the eastern end of Manchester began to develop creating a separate commercial district in which most of the buildings were constructed in the 1920s and 1930s. Because the Sutton Loop only connected to the southwest suburbs (Figures 4

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and 5), the impact of the Yale Loop was greater; not only did the Yale Loop provide a means of reaching areas in north St. Louis county, it also connected to additional streetcar lines throughout the metro area and it drove commercial development into the Maplewood Historic Commercial District more effectively because it connected to more parts of the metro area and to the other east-west streetcar lines while also being located directly on Manchester Avenue. While the Manchester and Sutton District is located just west of the Maplewood Historic Commercial District (Figure 19), the majority of its development occurred shortly after the construction of the Sutton Loop, with most of the construction taking place in the decade immediately following (ca. 1896-1910s) while the majority of the buildings in the Maplewood Historic Commercial District were constructed after the construction of the Yale Loop in 1917 and the designation of Manchester Avenue as part of Route 66 in 1923, with the majority of its construction taking place in the 1920s and 1930s.

The geography of the streets subtly but visually separate the two districts (Figures 3 and 19) as noted by Doug Houser, local Maplewood historian—there is a bend in Manchester Avenue between Bellevue Avenue and Southwest Avenue as well as a significant drop in the street grade of 20-25 feet between the area within the Maplewood Historic Commercial District and that further west in the Manchester and Sutton District.<sup>35</sup> This bend is clearly evident when looking west from the city limits along Manchester (Figure 17), which also clearly shows how the two blocks along the south side of Manchester extending from Lanham Avenue to Southwest Avenue always had with more scattered development with more open lots and multiple parking lots. In that two block wedge on the south side of Manchester west of Lanham, the large telephone exchange building (which has been altered by numerous additions) now comprises most of the block on the west side of Lanham, creating a distinct visual divide between the two historic districts along the south side of Manchester. In fact, another key (but non-extant) building (7264 Manchester Avenue) in the history of downtown Maplewood (first as a longstanding grocery store and saloon then as a tire supply store and filling station), was oriented in the wedge at Southwest Avenue to face west at the intersection with Manchester Avenue, visually forming the end of the business district that developed around the Sutton Loop.<sup>36</sup>

The commercial development around the Sutton Loop (Figure 7) historically extended along Manchester Avenue from Southwest Avenue nearly west to Big Bend (one block west of Sutton Avenue), and south two blocks along Sutton Avenue (to the Sutton Loop), although only single block on the south side of Manchester Avenue (east of Sutton) was included in the earlier National Register district nomination (Maplewood Commercial Historic District at Manchester and Sutton, NR listed 12/20/06). For some reason that is not entirely clear, the block west of

<sup>35</sup> Doug Houser, Email to Karen Bode Baxter, 2/12/2019.

<sup>36</sup> Ibid; Joyce Cheney and Doug Houser, *Maplewood, Missouri The First 100 Years 1908-2008*, (St. Louis: Gene-Del Printing, 2008) 50; “Fire Insurance Map of St. Louis, Missouri.” Volume 15. New York: Sanborn Map Company, 1926, p 47; “Fire Insurance Map of St. Louis, Missouri.” Volume 15. New York: Sanborn Map Company, 1950, p 47.

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Sutton and the block between Marshall and Southwest on the south side of Manchester Avenue (which is the block immediately east of the Manchester and Sutton District) were not included in that historic district nomination, although that area is visually and historically connected to the development of that area and not to the area further east in the Maplewood Historic Commercial District (See map of the city with the National Register nominated areas highlighted, Figure 19). On the west side of Sutton Avenue south of Manchester Avenue, the 1916 Saratoga Lanes Building (NR listed, 1/29/08) at 2725 Sutton Avenue and the Dr. Leander W. Cape Buildings (NR listed 11/15/05) built 1898 to 1911 from 7237 to 7247 Sutton Avenue are listed separately in the National Register, although historic commercial buildings extend the entire length of the block to the west side of Sutton Avenue north to Manchester Avenue (and scattered south as far as Greenwood Avenue. Historic commercial buildings also extend at least partially west of the intersection at Sutton Avenue along Manchester Avenue. Historically the commercial business district also extended along the north side of Manchester west from Roseland Terrace to Big Bend, but today most of the north side of Manchester has been completely redeveloped west of Roseland Terrace due to redevelopments starting in the 1960s that led to the demolition of that part of Maplewood's historic central business district.

Maplewood's commercial development along Manchester Avenue had peaked by 1950, and had begun to see the signs of decline, which coincided with the removal of the streetcar tracks and the end of the Manchester line service in 1949. Businesses began looking for ways to update their images, making changes to their building facades (especially by enclosing display windows) as a way to show they were part of the modern, post-war era, but the problems ran deeper than just the need to update building facades. Between 1949 and 1953, a comparison of business addresses just within the Maplewood Historic Commercial District listed in the city directories revealed that just over half of the businesses had changed—vacancy was up as well as business turnover was increasing.<sup>37</sup> The automobile was changing how and where people shopped and suburban sprawl lured customers away from the older retail districts throughout the metro area, Maplewood included. By May 1957, Crestwood Plaza, the first indoor shopping mall in St. Louis opened within an easy fifteen minute drive of Maplewood in southwest St. Louis County<sup>38</sup>

<sup>37</sup> Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1949); Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1953).

<sup>38</sup> Joe Huber, "The Life and Death of Great St. Louis Malls," [Website] Available at <https://nextstl.com/2012/12/life-and-death-of-great-st-louis-malls/>, Accessed 3/25/2019. Doug Houser, "Maplewood History: What the Heck Happened to the North Side of our Business District.?" [Website] Available at <http://southnews.com/Maplewood-history-what-the-heck-happened-to-the-north-side-of-our-business-district>, Accessed 6/7/2019; Doug Houser, "Maplewood History: What the Heck Happened to the North Side of our Business District.? Part 2" [Website] Available at <http://southnews.com/Maplewood-history-what-the-heck-happened-to-the-north-side-of-our-business-district-part-2>, Accessed 6/7/2019; "First Major Stores to Open This Weekend in Crestwood Plaza on Highway 66," *St. Louis Post Dispatch*, 5/17/1957; "Many Innovations Mark New Crestwood Stores," *St. Louis Post Dispatch*, 5/15/1957.



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By the 1960s, it was obvious that the established business model of compact, walkable, commercial business districts was no longer working and the president of Citizen's National Bank in Maplewood, James O. Holton, decided to push forward the redevelopment of the business district. He presented his vision to a gathering of 57 local businessmen to redevelop a six-block stretch of the north side of Manchester Avenue (from Big Bend to Oakview Terrace) (Figures 7 and 19), and despite the controversial nature of his proposal, the city approved the plan and developers started buying up properties in his proposed redevelopment area. Even E. J. Tire Company (7264 Manchester) in the Wedge was razed to make room for a proposed five-story medical and professional office building (with 2 levels of parking) that was never built. Citizens successfully launched a referendum to halt the redevelopment project, but the redevelopment plan was resurrected when Mayor Hammes announced that a new J. C. Penney's Department Store would anchor the new development, even though the *Post-Dispatch* announced the next day that Penney's was not coming to Maplewood, which led to a number of Holton's financial partners backing out and the buy-outs and demolitions ceased again. Months later, the City of Maplewood and Holton made another announcement, resurrecting at least one segment of the plan, replacing all of the buildings on the north side of Manchester, from Sutton to Oakview Terrace (one block west of Roseland Terrace) with a new "inner-city" business district—with a large K-Mart at the back (north end) of the parcel with a parking structure extending out to Manchester Avenue that would incorporate small shops along Manchester Avenue. But by the late 1960s, it gutted much of the commercial district around Sutton—demolishing three blocks (now two) along the north side of Manchester (Figure 19) by using eminent domain to force existing businesses to relocate or close. The parking structure was not built properly and soon after opening had to have major structural patches, and the small shop spaces along Manchester were never fully occupied, and K-Mart lasted less than 30 years. Today, the blocks on the north side of Manchester Avenue from Roseland Terrace (directly west of the Maplewood Historic Commercial District) west to Sutton Avenue have all been redeveloped (again) with a large, modern bank building and a supermarket set back and separated from the street by a massive parking lot, trying to mimic the more modern development pattern of big box stores that is common on Manchester west of Big Bend and into Brentwood and Rock Hill.<sup>39</sup>

## COMMERCIAL DEVELOPMENT OF THE DISTRICT

While the area around Sutton along Manchester Avenue had already begun to develop by turn of the twentieth century, the eastern end Manchester Avenue in Maplewood (the Maplewood Historic Commercial District) was largely undeveloped at the turn of the twentieth century, with

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<sup>39</sup> Houser, "What the Heck Happened to the North Side of our Business District?"; Houser, "What the Heck Happened to the North Side of our Business District? Part 2;" Houser, *The First One Hundred Years, Maplewood, Missouri*, pp 80-83; "Fire Insurance Map of St. Louis, Missouri." Volume 10, 44, 45; Fire Insurance Map of St. Louis, Missouri." Volume 15, 83, 85, 87, 89.

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only a few residential buildings scattered along Manchester Avenue, including three 1897 residences clustered on the south side of Manchester (one of which is still standing at 7154 Manchester Avenue hidden behind a modern wooden fence/wall, see Figure 20). The earliest known businesses in the area that is now the proposed Maplewood Historic Commercial District were a florist in a house at 7158 Manchester Avenue, a butcher shop in a small frame building at the corner of Lanham and Manchester Avenues, and a lumber yard, the only businesses depicted on the 1903 Sanborn Fire insurance map<sup>40</sup>. By 1909, Mr. and Mrs. W. Wood were living in a house and by 1912 were operating a moving company in a small commercial building next door at 7189 Manchester Avenue (Photos 9, 11).<sup>41</sup> By 1912, there were only eight listings in the city directories in the district (some of which may have been residences), almost tripling the number of listings in just three years, showing the growth and development aided by the construction of the Manchester streetcar line.<sup>42</sup> The businesses listed in the 1912 city directory included the Millaway and Company (plumbing) at 7225 Manchester Avenue (Photos 12, 13) which was constructed in 1912 and the Ladies Shop, which had a location at 7205 Manchester Avenue.<sup>43</sup> Most of these businesses were located in buildings that were later replaced by larger and more modern buildings as demand for businesses grew and changed.

These businesses on the eastern section of Manchester Avenue were still separated from the Manchester and Sutton District by blocks that were largely undeveloped.<sup>44</sup> Although these businesses were not near the Sutton Loop like other early businesses in Maplewood, they still benefitted from the location along the Manchester streetcar line and the surrounding residential neighborhoods that were developing to the north and south of Manchester Avenue. The commercial district at the eastern end of Manchester Avenue began growing and by 1915, the Almetal Manufacturing Company had its washing machine factory and showroom at 7227-29 Manchester Avenue (Figure 8) (Photos 12, 13) remaining in operation at least through 1950. Between 1912 and 1915, the Maplewood Auto Repair Company opened in a large (non-extant) building at 7239 Manchester Avenue (now 7233 Manchester Avenue) which grew to be Nagel-Gills Chevrolet by 1926. In 1917 H. H. Feed Mills was operating at 7215 Manchester Avenue but it was out of business before 1926, as commercial development led to the construction of

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<sup>40</sup> The Sanborn fire insurance maps for 1903, 1926, and 1951 were an invaluable tool in understanding the commercial development in the historic district and throughout downtown Maplewood, but because of the way they are published, on multiple pages with a varied directional orientation and as inset maps, it was not possible to incorporate them as meaningful illustrations into this nomination. In piecing together the relevant pieces into one coherent map to prepare the historic district map, Raeanne Lee Spears (one of the team members preparing the nomination) aptly nicknamed it the Frankenstein Map.

<sup>41</sup> "Fire Insurance Map of St. Louis, Missouri." Volume 10. New York: Sanborn Map Company, 1903; Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1909).

<sup>42</sup> Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1912)

<sup>43</sup> Ibid.

<sup>44</sup> "Fire Insurance Map of St. Louis, Missouri." Volume 10. New York: Sanborn Map Company, 1903; Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1909).

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more retail storefronts and businesses that appealed to nearby residents as well as the streetcar commuters, suburban commuters and other automobile traffic on Route 66.<sup>45</sup>

The completion of the Yale streetcar loop in 1917 and then the designation of Manchester Avenue as part of Route 66 in 1926 had spurred the intense development in the commercial district along the eastern stretch of Manchester. By the late 1920s, the combination of the intersecting trolley lines and Route 66 had resulted in tremendous growth within the Maplewood Historic Commercial District far surpassing the stagnated developments along Greenwood and further west along Manchester Avenue at Sutton where the lots were already built up with commercial buildings by 1926 (See Table 2). By 1926 new businesses that had moved into the district were as varied as:

- The Nagle-Gillis Chevrolet (7239 Manchester Avenue) (a foreshadowing of the growing importance of the automobile) (Figure 11) a transition from James D. Gillis's earlier business at that location
- The Ozark Trail Garage (7145 Manchester Avenue) (Photo 5)
- The Holland Furnace Company, the Sayetta Dry Goods Store, a barber shop, the Scientific Heat Equipment Co. and a confectionary were located at 7213 Lanham (in the building also addressed as 7188-7192 Manchester Avenue) (Photos 2, 11)
- The Maplewood Theater (which had its marquee and lobby at 7170 Manchester Avenue) in the large commercial block finished in 1926 with six other storefronts that housed businesses that at various times included a baker, a dry goods store, a beauty shop, cafes, a number of grocers, a curtain shop, a laundry, a shoe store, a dress shop and a drug store (Photos 3, 4, 11)
- The Benjamin H. Sprengler Restaurant (which has remained a restaurant under various owners through the present day) at 7147-7151 Manchester Avenue (Photo 6)<sup>46</sup>

At the same time many of the earlier companies, like Almetal Manufacturing and Millaway Plumbing continued to remain in the district.<sup>47</sup> The construction of the Yale Loop and the associated streetcar line, as well as the designation for Manchester Avenue as part of Route 66 combined to encourage development in the district, which saw larger buildings constructed during this time period as well, further demonstrating the growth of the district and distinguishing it from the commercial construction further west on Manchester. Many of these storefronts were two-story or three-story buildings, some more appropriately called commercial blocks since they housed multiple storefronts along with professional offices or apartments above the stores. By 1926 larger buildings in the district were represented by:

<sup>45</sup> Ibid., Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1936).

<sup>46</sup> Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1926); Maplewood, Missouri, Doug Houser, Vertical Files, "Maplewood History".

<sup>47</sup> Ibid.

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- The large, two story Yale Building (non-extant), located at 7169 Manchester Avenue with its numerous offices upstairs
- The apartment building on Lanham Avenue at 7209-7211 Lanham (Photo 14)
- The two, large, three story commercial blocks spanning from at 7174-7186 Manchester Avenue (with its six storefronts in addition to the Maplewood Theatre lobby) and 7188-7192 Manchester Avenue (with its four storefronts) were completed by 1926 with apartments on the upper two levels (Photos 2, 4, 11)<sup>48</sup>

The next year in 1927, the Browne Building (at 7156-7160 Manchester Avenue (Photo 3) was completed to house the successful Browne's Flowers Inc.(previously housed in a residential building on the property). That building also housed the Jones Commercial College and later the Seliga Shoe Store, a tavern, and a club among other businesses. Then in 1932 the Union May-Stern Furniture Company Building at 7150 Manchester Avenue was constructed (Photos 1, 3).<sup>49</sup> This mixture of businesses catering to local residents as well as commuters on the streetcar lines and travelers on Route 66 helped to create a vibrant business district in which the success of the businesses were able to feed off of each other to draw people to the neighborhood for their shopping while also adding residential units in the district, further increasing the vibrancy of the district.

Commercial vitality and development even continued during the Great Depression. By the time of the Great Depression, most of the lots in the district had been developed, limiting the amount of new construction that was possible. At the same time, there were few vacancies even during the depths of the depression, unlike many other commercial districts. The 1936 city directory listed businesses that were still in operation such as:

- The People's State Bank at 7170 Manchester Avenue (Photo 4)
- Reller Chevrolet (successor to Nagle-Gillis Chevrolet) at 7239 Manchester Avenue
- The popular Maplewood Theatre with its streetside entrance lobby in the middle of the commercial block at 7174-7186 Manchester Avenue (Photos 2, 4, 11)<sup>50</sup>

New businesses were also moving into the district in 1936, including:

- The News-Champion Printing Company in the W. W. Millaway and Company Building at 7225 Manchester Avenue (Photos 12, 13)
- Farmer's Live Poultry at 7213-7215 Manchester Avenue (Figure 15) (Photo 10)
- The Flora Dress Shop, The Great Atlantic and Pacific Tea Company, Samuel Brown Men's Furnishings, and the Star Square Auto Supply Company were all located in the building at 7188-7192 Manchester Avenue (Photos 2, 11)

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<sup>48</sup> Ibid.

<sup>49</sup> Ibid.

<sup>50</sup> Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1936).

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- The Garner Mic Store and Studio in the Manchester Apartments commercial block (7174-7186 Manchester Avenue) (Photos 2, 4, 11)
- The Brownson Hotel at 7159-7167 Manchester Avenue which housed the State Savings and Loan Association, an O. T. Hodges Chili Parlor and the Weber-Yale Pharmacy in addition to its use as a residential hotel (Figure 14) (Photos 6, 7)
- The new commercial building completed in 1930 at 7183-7187 Manchester Avenue (Photo 9) housed doctor and dentist offices, above the Kroger Grocery and Baking Company store, and Daniel C. Stone Radios, as well as the Original Double Dip Ice Creamery, Dentists Laboratory Inc., a music teacher a dressmaker, various confectioners, barber and a beauty shops upstairs by the late 1930s <sup>51</sup>

There were several other new commercial buildings constructed in the 1930s, filling in the few remaining vacant lots, including the large building at 7150 Manchester Avenue (Photos 1, 3), which housed the Union May-Stern Furniture Company, and the new building at 7203-7211 Manchester Avenue (Photo 10) that housed the Nordiff Morris Hardware Company, Cooper Morrie Cigars, Steve's Café Liquors, Clifton J. Breeding Billiards, and the Crescent Cleaning Company.<sup>52</sup>

Despite losing the designation as part of Route 66 in 1932, this was a thriving and vibrant business district even into the 1940s, the last decade the streetcars ran. Many of the businesses remained in the district while new businesses continued to move into the district in the 1940s to fill vacancies, including:

- The Portis and Nappier Electric Company at 7213-7215 Manchester Avenue (Photo 10)
- Garner's Music Store which had expanded and moved into 7203-7211 Manchester Avenue (Photo 10)
- May McCoy's restaurant at 7189 Manchester Avenue (Photo 9, 11)
- The Public Loan Corporation in the building located at 7162-7168 Manchester Avenue (Photos 4)<sup>53</sup>

Throughout its history, the district catered to a mixture of businesses and residential apartments to create a vibrant commercial district based along the streetcar line. Not only did the construction of buildings in the district peak in the 1920s and 1930s, after the area to the west had already been developed, the Maplewood Historic Commercial District saw the development of large commercial buildings, that housed multiple storefronts as well as some that housed two upper levels of apartments, which distinguish this district from the commercial development further west along Manchester Avenue.

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<sup>51</sup> Ibid.

<sup>52</sup> Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1936).

<sup>53</sup> Polk Gould St. Louis County Directory (St. Louis: Polk-Gould Directory Company, 1946).

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The Maplewood Historic Commercial District's growth coincided with the growth of Maplewood as a whole. While farms initially operated near Manchester Avenue, the construction of the Greenwood railroad stop saw new residences constructed near the railroad stop on the southside of Maplewood. The arrival of the streetcar line in 1896 encouraged new construction further north in Maplewood, with not only the business in the Manchester and Sutton District but also residential construction along Sutton and in the surrounding neighborhoods, with almost all of the construction near Sutton. When the Yale Loop was completed in 1917, residential construction increased closer to the eastern border of Maplewood, just as commercial construction extended east along Manchester Avenue. From the time the Greenwood Railroad stop was completed, residential construction followed the same patterns as the commercial construction in Maplewood, with ease of access to transportation spurring residential development surrounding the newly developing commercial districts linked to these new transportation hubs.

The driving force in the development of the Maplewood Historic Commercial District was the major intersecting streetcar lines at Yale and Manchester Avenue, the major arterial street through St. Louis City and County, which was already a state highway and for a time was part of U.S. Route 66. Since passengers already had to get off the streetcar to make the connection between two lines, and often had to wait for the transfer, the businesses in the Maplewood Historic Commercial District catered to a wider range of customers than just residents of Maplewood and had the added benefit of connections to multiple streetcar lines at the Yale Loop rather than a single destination railroad track along Greenwood or at the Sutton Loop. This development pattern made the Maplewood Historic Commercial District an important addition to the commerce in Maplewood and helped it increase from a small community of just 4,976 people in 1910 to 12,657 people in 1930, an almost 300 percent increase in population. This population growth was fueled in part by the easy access to the commercial services and retail opportunities along Manchester Avenue as well as the increase in available housing as the commercial success along Manchester Avenue led developers to start subdividing the land to the north and south of the road that would develop into the residential neighborhoods that further added to the success of the commercial district. The growth of Maplewood as a whole was fueled in part by the commercial districts that grew out of the nexus of the railroad stop, Manchester Avenue and the streetcar lines.

Just as the construction of the Yale Loop helped transform the section of Manchester Avenue in what is now the proposed Maplewood Historic Commercial District into a viable independent commercial district and helped Maplewood grow into one of the major commercial districts in the entire St. Louis metropolitan area, the 1949 removal of the Manchester streetcar tracks and service presaged the commercial decline in the district. Like the other major retail commercial districts in the St. Louis metropolitan area, by the 1950s the commercial district in Maplewood was in decline. In 1957, the first major shopping mall in the St. Louis metropolitan area, Crestwood Plaza, opened just six miles southwest of Maplewood along Watson Road, drawing

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the shopping public from this entire region away from Maplewood businesses to the modern, up-to-date shopping center and by 1976 there were eight major shopping malls in the metro area. A combination of changing demographics that saw the population shift further away from the city to the suburbs and the competition from free standing large department stores and the development of shopping malls that were being constructed throughout the metro area starting in the 1950s catered to the convenience of automobile traffic and combined to cause a downturn in all of the region's traditional commercial districts, including in this historic district.<sup>54</sup>

### ARCHITECTURE OF THE DISTRICT

Although construction in the Maplewood Historic Commercial District extended from 1897-1947, its architecture has a preponderance of the commercial designs in the mid-1920s and 1930s (when the majority of buildings were constructed) which contrasts with the Greenwood Historic District and the Manchester and Sutton District where most of the buildings were built prior to the 1920s. As evidenced in the discussion below, the changing architectural styles in the district demonstrate the evolution of commercial architectural styles from the turn of the twentieth century to mid-century while also creating a visually distinct district. At the same time, the increase in the size of the buildings and the development of residential units in the district demonstrate the growth of the Maplewood Historic Commercial District and its impact on the development of Maplewood. Even though all three districts had buildings of similar sizes and were largely filled with vernacular styles, the differences in the time of construction demonstrates the changing architectural styles and distinguishes the Maplewood Historic Commercial District from the other commercial districts in Maplewood.

Because most of the buildings were constructed over a relatively small time frame in the 1920s and 1930s, it led to many similar styles but with variations that show the influence of high architectural styles on vernacular design, while the collection of both older and newer buildings in the Maplewood Historic Commercial District demonstrate commercial storefront how styles changed over time. The preponderance of construction in the 1920s and 1930s also demonstrate the impact the streetcar lines and Route 66 had on the district as these modes of transportation lead to a building boom in the district that included larger scale buildings and numerous apartments. The use of elements from multiple styles throughout the district demonstrates the variety that can be found in vernacular architecture while the similar size and scale of the majority of the buildings makes the district visually cohesive despite these differences. At the same time, the high style buildings and the larger buildings in the district enhance the architectural importance of the district by also demonstrating the differences between these buildings while still creating a coherent visual appearance because of the use of similar materials and design elements used on the vernacular buildings in the district.

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<sup>54</sup> Joe Huber, "The Life and Death of Great St. Louis Malls," [Website] Available at <https://nextstl.com/2012/12/life-and-death-of-great-st-louis-malls/>, Accessed 3/25/2019.

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The buildings of the Maplewood Historic Commercial District constitute a compact, extant collection of early twentieth century commercial designs. The predominant building type is the two part commercial block, a building type that was very common in the first decades of the twentieth century and was especially common in commercial districts of smaller towns in Missouri and central United States that developed in the nineteenth and twentieth centuries. The two-part commercial block is characterized by a distinct division between the ground floor storefronts and upper floors dedicated to offices or apartments, as is common in the Maplewood Historic Commercial District. The two-part commercial blocks in the Maplewood Historic Commercial District have terra cotta or stone detailing on most of the buildings and have a variety of roofline and cornice shapes, creating an architecturally consistent neighborhood that still retains individuality between the buildings.

In addition to the two-part commercial blocks, there are also one-part commercial block buildings. Like the two-part commercial blocks, the one-part buildings are also predominantly vernacular designs relying on cotta or stone detailing on many buildings and the use of various brick courses and various colors of brick to add stylistic details. Like the two-part commercial blocks on the district, most of the one part commercial blocks are also vernacular style buildings.

Besides the commercial buildings, there are also apartment buildings in the district. The addition of apartment construction in the commercial district adds to the architectural importance of the district because it is the only commercial district in Maplewood that has apartment buildings within the boundaries of the district. Although the other commercial districts in Maplewood had two-part commercial buildings that often had an apartment above the storefront, there are no large, three story, apartment buildings within the other commercial districts, in addition to the variety of architecture in the Maplewood Historic Commercial District. Besides the variety of buildings types in the district, there are also much larger buildings than are seen in the earlier commercial districts in Maplewood. These larger buildings included two part commercial blocks in the district that are much larger than is typical for the style, with multiple storefronts per building. Some of the larger buildings included the:

- The four-storefront 7162-7168 Manchester Avenue Commercial Building
- The three-story Brownson Hotel (7159-71678 Manchester Avenue) that has eight display window bays along Manchester Avenue and five along Yale Avenue
- The three-story Manchester Apartments and Maplewood Theatre Building (7174-7186 Manchester Avenue) with six storefronts in addition to the movie theatre entry
- The two-story, double storefront 7183-7187 Manchester Avenue Commercial Building
- The three-story 7188-7192 Manchester Avenue Commercial Building that has two storefronts facing Manchester Avenue and two on Lanham Avenue
- The one-story, five storefront 7203-7211 Manchester Avenue Commercial Building
- The wide, double storefront building at 7219-7223 Manchester Avenue



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These larger buildings demonstrate the impact of the Maplewood Historic Commercial District on Maplewood. The Greenwood Historic District and the Manchester and Sutton District both have a number of one and two part commercial blocks but almost all of them have a single storefront. The larger commercial blocks in The Maplewood Historic Commercial District demonstrate the increasing importance of the district. Because locations in the district were becoming more desirable as the synergistic effects of the streetcar lines and Route 66 drove development, larger buildings had more value to the developers. These larger buildings also frequently had apartments on the second floor while the Brownson Hotel was a residential hotel and the Lanham Apartments were entirely residential, increasing the number of people in the district and creating even more demand for commercial development. These larger buildings were generally high style architecture and added weight and mass to the district. In addition, the extended stretch of connected storefronts in these larger buildings gave the commercial district a sense of prominence in the district and added to the architectural uniqueness of the Maplewood Historic Commercial District.

Because there were more apartments in these buildings, many of the residents worked somewhere other than the building in which they live. The availability of apartments in the district further contributed to the architectural distinction of the district and helped add to the vitality of the commercial district. It also demonstrates the growth of Maplewood. The desirability of a location near the streetcar lines increased the demand for residential accommodations in the area and the need for more residences than the single family homes being constructed north and south of Manchester Avenue could provide. The demand for housing in the district helped form its architectural character by creating the need for more apartments in the area, a demand that was met by larger two part commercial blocks, and apartment buildings.

While most of the buildings in the district are vernacular designs, a few buildings have more distinctive architectural styles. One of the most unusual buildings in the district is the Browne Building at 7156-7160 Manchester Avenue (Photo 3). The 1927 building is a rare Moorish Revival style commercial storefront building noted for its highly articulated, buff and brown checked brick façade and intricately shaped parapet that is highlighted by glazed terra cotta pinnacles, terra cotta pilasters, a small wrought iron and terra cotta balcony, and an elaborate terra cotta surround around the pointed arch entry.

Another revival inspired design in the district, the Second Renaissance Revival, can be seen to varying degree on several buildings, especially the Brownson Hotel (7159-7167 Manchester Avenue) (Photos 6,7) that faced the Yale Loop and the Croghan Undertaking Company Building at 7146 Manchester Avenue (Photo 1). The Second Renaissance Revival style focuses on creating a distinctive treatment of each level, separated by continuous courses that focuses on classical design motifs and the use of balustrades on the upper level.

Some of the newer buildings in the district have Art Deco, Streamlined Modern and Art Moderne features, especially the Streamline Modern detailing that became popular in the late 1920s and was applied to simple one and two story commercial storefronts, generally with the use of

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horizontal stripes, like the commercial block at 7162-7168 Manchester (Photo 4) which has a buff brick façade with contrasting stripes of brown brick stringcourses as well as the continuous sawtooth pattern brick lintels. The building at 7203-7211 Manchester Avenue (Photo 10) has a Streamline Modern design, with a stepped parapet capped with green glazed terra cotta caps, green glazed brick stringcourses forming a continuous window sill, and a long green glazed brick rectangular frieze spanning above the entries. Across the intersection, the Barker Motor Company Building (7219-7223 Manchester Avenue) (Photo 12) also has a Streamline Modern design with brown brick stripes on the buff colored façade that wraps the corner of the building.

Art Deco features, a style that was not common in the St. Louis metropolitan area overall, can be seen on several buildings, either with the use of terra cotta details in the more geometric shapes popularized by the Art Deco style like the commercial building at 7183-7187 Manchester Avenue (Photo 9) or in the complete Art Deco façade designs of the Union May-Stern Furniture Company Building, located at 7150 Manchester Avenue (Photo 1, 3). This unique one-story Art Deco design has a symmetrical façade highlighted by bold white, glazed terra cotta piers with green fluted shafts with distinctive geometric shaped, folded capital motifs, brown glazed pyramidal tiles popping out from the face of the building, and stylized green palm leaves, as well as a flat canopy with chrome stripes over the central entrance.

With the completion of the Manchester Streetcar line in 1896, development began in earnest at the eastern edge of Maplewood, both with residences to the north of Manchester Avenue and directly along the new streetcar line, replacing what had previously been scattered farmsteads and a few houses that were built along the south side of Manchester, although the only extant building from the initial spurt of construction in 1897 (7154 Manchester Avenue) (Figure 20) (Photos 3, 15) and the most recent was completed in 1984 (7169 Manchester Avenue, non-contributing) (Photo 8), the construction of the Yale Loop and the designation of Manchester Avenue as part of Route 66 in the late 1910s and mid-1920s meant that many of the buildings in the district were constructed in the 1920s, in styles popular in the 1920s and 1930s, which gives the district further visual and stylistic cohesion. Some of the buildings constructed in the 1920s and 1930s actually replaced earlier buildings including:

- The Union May-Stern Furniture Company Building (7150 Manchester Avenue) (Photos 1,3)
- The Browne Building (7156-7160 Manchester Avenue) (Photo 3)
- The People's State Bank (7170 Manchester Avenue) (Photo 4)
- The commercial building at 7188-7192 Manchester Avenue (Photos 2, 11)
- The Good Year Service Tires Building (7195 Manchester Avenue) (Photos 9, 11)
- The Barker Motor Company Building (7219-7223 Manchester Avenue) (Photo 12)

Besides new construction, some buildings have had additions to support growing businesses after the completion of the Yale Loop:

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- The 7154 Manchester Avenue House, originally constructed in 1897, had an addition constructed c. 1946 (addition has been removed) (Figure 20) (Photos 3, 15)
- The W. W. Millway and Company Building (7225 Manchester Avenue) was constructed c. 1912 with a rear addition completed c. 1922) (Photos 12, 13)
- The Kroger Grocery and Baking Company (7233 Manchester Avenue) was constructed between 1939-1941 and had an addition c. 1955 (Photo 13)

The buildings in the Maplewood Historic Commercial District are an excellent example of early twentieth century commercial construction and its evolution in the district, including examples of both the simple vernacular designs and high style architectural styles such as Second Renaissance Revival designs and a number of Art Deco and Streamline Modern styles as well as a rare Moorish Revival building. This blend of architectural styles throughout the district demonstrate the changing architectural styles on commercial storefronts) while also demonstrating the growth and development of the commerce in Maplewood at this time. The construction of some high architectural style building in the district demonstrates the district's increasing economic vitality during these decades while the predominance of vernacular styles demonstrates the commercial nature of the district in which small stylistic details were more important to differentiate the buildings than grand architectural statements, creating a coherent visual setting and increasing the importance of the architectural legacy in the district.

## CONCLUSION

The Maplewood Historic Commercial District Criterion A: Commerce for the district's role in the commercial development of Maplewood because of its location along Manchester Avenue, which was one of the first six state highways and later a part of the original Route 66, as well as the district's location along a major east-west streetcar line which connected to a major north-south line at the Yale Loop. The existence of the loop in the district became a driving force in the district's commercial development and added to the vibrant customer base created by the Manchester Avenue streetcar line. The nominated district is the last traditional commercial development in Maplewood, prior to the trend of shopping centers and big box stores constructed outside of city centers. It is also significant under Criterion C: Architecture as it represents a distinct collection of both vernacular and high style architectural trends in commercial designs, especially the those from the 1920s and 1930s (a later time period than those in the other commercial districts in the community), which demonstrates the changes to storefront designs as the commercial business district grew. The district, which has a period of significance from 1897 when the first building in the district was constructed to 1949, when the streetcar line ended, was located on both a major state highway, Manchester Avenue, and two streetcar lines. This combination helped the district develop into an important commercial district in Maplewood that served both local residents and commuters from around the St. Louis metro

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area, bringing more money into the district and aiding its growth while supplying Maplewood with a solid tax base. The relatively short time over which most of the buildings in the district were constructed also led to consistency in the architectural styles, with vernacular one and two-part commercial block buildings dominating the architecture in the neighborhood while the distinctive architectural styles of some of the buildings demonstrate the continued economic success of the district throughout the district's period of significance.

### **HISTORICAL NOTES ON INDIVIDUAL BUILDINGS**

The following section provides historical information as well as comments on the significance of each building in the district. Notes on the history and significance below were based upon the assessment of a variety of information, which was especially puzzling given the frequent renumbering of building addresses in Maplewood's central business district. Historic fire insurance maps helped provide basic time spans for the dates of construction and the basic features of the buildings. The extensive city directories and business directions published by the Polk-Gould Company (and its predecessors) made it possible to more precisely determine construction dates, names of occupants and businesses. The City of St. Louis has microfilmed their building permit files and while they are not always accurate about the identity of owners, architects, and builders, having been transcribed onto a variety of forms more than once, they at least provided the date of the permit for buildings within the city limits of St. Louis. This information not only provided the dates of construction and the business use of the buildings, it also frequently helped with understanding and dating alterations to the buildings. Each entry is not footnoted separately since the citations would be unduly repetitious. Each building is listed below in the same order as the Individual Site Descriptions in Section 7.

#### **LANHAM**

**7209-7211 Lanham Apartments; c. 1922; architect unknown. Contributing (Photo 14)**

This three-story apartment building first appears in the 1922 city directory as an apartment building, even though it is not shown on the 1926 Fire Insurance Map. Today, the property continues to be used as an apartment building.

#### **MANCHESTER**

**7145 Ozark Trail Garage; c. 1925; architect unknown. Contributing (Photo 5)**

7145 Manchester is also addressed as 2285-2289 Blendon Place. It is a triangular lot that actually faces Blendon Place, with a 1925 one-story commercial building. The building was first reported in use in the 1926 city directory as the Ozark Trail Garage run by Emil C. Mutrux. Mutrux's auto repair continued in business through 1941, until reported in the 1946 city directory as a Chevrolet dealership. Following 1948, the building was used as a warehouse, but has since been placed back into service as an auto service (body shop) business.

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**MANCHESTER AVENUE (CONTINUED)**

- 7146 Croghan Undertaking Co;** c. 1923; architect unknown. **Contributing** (Photo 1)  
**Garage;** c. 1923; architect unknown. **Contributing**  
According to the 1923 city directory, Croghan Undertaking Co, owned by Michael J. Croghan, was the first business to have operated from 7146 Manchester. The building is present on the 1926 Sanborn Fire Insurance Map, with no indication of any building previously standing at the location. Croghan Undertaking Co. is the only business to have occupied the building during the period of significance and continued their business beyond 1949.
- 7147-7151 Benjamin H. Sprengler Restaurant;** c. 1926; architect unknown. **Contributing** (Photo 6)  
At 7147, this two-story commercial building was first occupied by Benjamin H. Sprengler in 1926, which was then used as his restaurant from approximately 1930 until at least 1934. In 1934, John Smith was operating the restaurant. From 1936 thru 1941 it was used as Edward Whitebolter's restaurant. Then, after the war, Mrs. Lillie Wietholter's operated the restaurant, listed at both storefronts (7147 and 7151) in 1946. It seems possible that Whitebolter and Wietholter is the same family, misspelled in the directory. Martin C. Clay then opened his restaurant on the premises by 1948 and it continues to operate as a restaurant and bar today. The 7151 address does not appear in city directory listings until 1928, occupied by James Privitor and Company, but by 1930 it is identified as the Manchester Avenue Pool Room and Joseph St. John Cigars. The cigar shop remained at this address through 1934, but this address had no listings in the city directory until 1941 when it was used as Mrs. Cara Smith's beauty shop, but this listing may have been for a second floor business since she continues to be listed through 1948, by when the restaurant is operating in both storefronts.
- 7150 Union May-Stern Furniture Co;** c. 1932; architect unknown. **Contributing** (Photo 1, 3)  
On the 1903 fire insurance map there is a two-story dwelling on this property, and it was still there on the 1926 map. In 1922, Clarence and Harriet Etherton were residing in the house. The first business at this address (and the first listing in the city directory after 1922) in the 1932 city directory was Union May-Stern Furniture Co., indicating that the new commercial building replaced the house by 1932. Union May-Stern continued operating from 7150 Manchester until at least 1938, when Schenk Furniture took its place, which conducted business at the address beyond 1949.

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**MANCHESTER AVENUE (CONTINUED)**

**7154 House;** c. 1897; architect unknown. **Contributing** (Figure 20) (Photos 3, 15)

**Wall;** c. 1946, 2019; architect unknown. **Noncontributing** (Photos 3, 15)

According to the 1903 Sanborn Fire Insurance Map, a two-story dwelling was already present at 7154 and likely dates from around 1897 when the streetcar line was brought out to Maplewood given the style of the building. In 1922, Minnie Carreras is listed in the city directory as residing in the house. In 1930, John Heeb resides there, and in both the 1932 and 1934 directories, Philip Berger lives in the house. By 1936, Anthony Catanzaro operated a fruit produce business at this location. It was used as City Limits Loop Market from 1938 until at least 1939. The building was not reported in city directories from 1941 until it was used as the store room and exchange store for Schenk Furniture Company in 1946 and 1948, probably indicating it was again being used as a private residence since residential listings were only sporadically listed in the city directories. Probably around 1946, when this address was first listed as a store room, a one-story storefront frame building was added out to the public sidewalk across the front of the house, according to the fire insurance maps and older aerial photos. It is likely that the Schenk Furniture exchange store and subsequent commercial businesses were housed in this one-story addition, but only the front wall now remains of this one-story addition, used as a privacy/security fence that is not attached to the house, while the original two-story brick dwelling is still intact. Since the house is still intact, and was utilized as a residence, without the storefront addition during most of the period of significance, and since it appears to be the oldest remaining building in the district, it is a contributing building in the district as indicative of the earliest developments along Manchester Road and the streetcar line in Maplewood.

**7156-7160 Browne Building;** 1927; architect unknown. **Contributing** (Photo 3)

The 1903 Sanborn Fire insurance Map shows a private dwelling addressed as 7158, with a greenhouse addition across the façade of the building on the 1926 fire map. This apparently initially housed Browne's Flowers Inc. (Figure 12), owned by Theodore G. and Emma Browne, which is listed at this address from 1922 to 1932. The city assessor lists the date of construction as 1927 of the current two storefront, two story building on this property which seems to indicate that the Brownes built the new building for their business, proudly carving their name in the stone, Browne, above the central entry of this elaborate facade. The new building also housed the Jones Commercial College (Figure 14) until 1932, according to city directories. In 1930-1932, much of this block was renumbered, and it appears to have been addressed as 7156-7160 since 1932. From approximately 1932-1939, the building was home to Seliga Shoe Store (addressed as 7160) until at least 1939. In 1934, Rohifing Senter [sic], a tavern is addressed at 7156 and in 1936 that address is listed as the Twenty Fourth Thomas Jefferson Club, but is vacant by 1939. In the 1941 directory, both 7156 and 7160 are listed as Schenk Furniture

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**MANCHESTER AVENUE (CONTINUED)**

Exchange subsequently falling vacant, as reported by the 1941 city directory. By 1946, it was back in use as the Loop Grill, which operated from this building for many years. In 1949, the building was reported in use as Debutante Beauty Salon, with William L. Macon, physician, holding an office on the premises. The 1950 fire insurance map not only shows the current building, it also shows a two-story flat building at the rear of the property but that flat has since been demolished.

**7159-7167     Brownson Hotel; c. 1927; architect unknown. **Contributing** (Photo 6, 7)**

The Brownson Hotel, built on the corner of Manchester and Yale, was constructed in c. 1927 according to corresponding fire insurance map data. The Brownson Hotel operated in the building until 1943, along with O. T. Hodges Chili Parlor in 1928, the State Savings & Loan Association in 1930, Weber-Yale Pharmacy in 1939 and by 1941, the Maplewood Bus Station for Missouri Pacific Lines and Greyhound Bus Lines and St. Louis Bus Company. As the bus service became more popular, it made sense to have the bus station in the building at the Yale Loop where two streetcar lines merged, with the Loop functioning both for the streetcars but as a busy bus stop. Previously, the building was addressed as 7153-7167 Manchester and it also had addresses as 2284-2286 Yale with address numbering changing frequently from 1930 to 1941, causing confusion in looking through the city directories since at least some of these same address numbers were later assigned to the building on the other side of the Yale Loop tracks prior to 1941 (that property now houses the building addressed as 7169 Manchester), making it difficult to identify precisely which other businesses were in the Brownson Hotel building.

**7162-7168     Commercial Block; 1927; architect unknown. **Contributing** (See Figure 6 for partial historic image, Figure 17) (Photo 4)**

Preston Variety Stores Inc. is listed as the first businesses to occupy this new commercial block right across from the Yale Loop based on the 1928 city directory. The building is listed on the 1926 Sanborn Fire Insurance Map, noted as drawn "from plans," and the city assessor's records identify the date of construction as 1927. In 1930, Scott Stores Inc. (a department store) replaced the Preston Variety Stores and it continued operation until 1932 when the name was changed to Scott-Burr Stores Corp., which continued to be listed in this building in 1943. From 1938 to 1955, Zimmerman Department Store occupied much of the building (see historic photo, Figure 6). From 1932 through 1936, City Limits Recreation (a bowling alley) was also located in this building, possibly upstairs, since it was addressed as 7166, and from 1938 through 1949, the Public Loan Corporation and a dentist was listed at 7166 and appear to be second floor offices.

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**MANCHESTER AVENUE (CONTINUED)**

**Property between 7167 & 7169 Manchester**

**Yale Loop/Parking Lot;** c. 1917; architect unknown. **Contributing Structure** (Photo 8)  
Based upon the fire insurance maps, the parcel of land positioned between 7167 and 7169 Manchester (west side of Yale) was never developed with commercial buildings. It is not clear what the open land was used for initially when the commercial district began to be developed along the Manchester streetcar line, although the land to the west had a large pond and house on it. Even though the 1926 map shows one tiny store building, mid-block facing Yale, it had to have been removed around 1917 when this plot of land was paved and the lines laid for the new, northbound, City Limits (DeMun) streetcar line that terminated at Manchester Blvd. At that point, this open area became known as the Yale Loop, with numerous streetcar tracks allowing for the connections between these two streetcar lines and the “looping” at the end of the City Limits line (a portion of this is visible in Figure 6). This area also served as a major bus stop for those passengers needing to transfer to or from a bus service to the streetcars and today it continues to operate as a bus stop. Today, the historic nomenclature “Yale Loop” is used as a parking lot, and remains contributing to the district.

**Yale Loop Streetcar Pavilion;** c. 1926; architect unknown. **Contributing Structure** (Figure 16) (Photo 8)

The small shelter was constructed on the southwest corner of the parcel at some point between 1926 and 1949 (based upon the fire insurance maps) and most likely built with the completion of the new streetcar line in 1926 given historic photos. It is still used as a shelter for the various bus lines utilizing the Yale Loop. It appears that the same structure still remains today but it has been remodeled and possibly enlarged from its original dimensions after 1950.

**7169 Commercial Building;** 1984; architect unknown. **Noncontributing** (Photo 8)

The Yale Building was originally constructed as a 2.5 story L-shaped commercial block, with numerous commercial spaces on first floor and offices spaces as well as a lodge hall above, facing both Manchester and the Yale Loop. Addressing also changed very frequently. 7169 was previously addressed as 7151-7159, and then readdressed as 7169-7179. When the Yale Building was addressed 7169-7181, it was used as professional offices, and as a meeting place for various fraternal organizations. Based on the fire insurance map, the c. 1922 Yale Building was demolished after 1951 and replaced in 1984 with a new one-story office building.



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N/A
Name of multiple listing (if applicable)

**MANCHESTER AVENUE (CONTINUED)**

- 7170 Peoples State Bank;** c. 1926; architect unknown. **Contributing** (Photo 4)  
Historically addressed as 7160 and then 7166, the city assessor's records date the building to 1910, but that seems unlikely since there are no listings in the city directory for this property until 1926 and it has a stone frieze engraved with Peoples State Bank, which is the first listed business at this address (7160) in 1926. The Peoples State Bank of Maplewood conducted business at this address until at least 1965 when city directory research ended. Various other businesses, professionals, and tenants rented within the building including realty businesses, a beauty shop, water repair shop, a barber, and professional offices.
- 7172 Vacant Lot;** c. 2000; **Noncontributing Site** (described but not counted) (See Figure 6 for historic building image) (Photo 4)  
Historically addressed as 7162, it was first listed in the 1922 city directory as Yale Hall. The building housed a variety of businesses including Yale Confectionary, Sylvia Brunsen's restaurant, George Brunsen's confectionary, Frillingos & Peters (confectionary), and F & F Candy Shop (as seen in the historic photo, Figure 6). The building was demolished c. 2000 and is now an empty lot with a meandering sidewalk to connect pedestrians from Manchester Blvd. to the large public parking lot.
- 7174-7186 Manchester Apartments and Maplewood Theatre Building;** 1925; architect unknown. **Contributing** (Figure 6, 16)(Photo 2, 4, 11)  
The assessor lists the year built on this large commercial block as 1925, which seems correct since the 1926 city directory shows the first occupants at the address included W. R. Weber Drug Company, Kohn Stores (a Piggly Wiggly grocery), Forty Fifty Hat Shop, Patsy Art Shop (ladies furnishings), Drift Inn (confectionary), followed by Chic Boot Shop in 1928, and the entrance to the Maplewood Theatre. The theatre itself was housed in a connected building (non-extant) behind this building and the central storefront was used as the lobby to the theatre. This building was originally listed as 7164-7176 and then 7172-7184 Manchester.
- Because of this renumbering it is difficult to identify specific businesses as definitively in this building, but it had six storefronts in addition to the theatre lobby with a variety of businesses over the years that included a baker, dry goods, beauty shop, cafes, grocers, curtain shop, laundry, shoe store, drug store and dress shop. Additionally, the building has two floors of small apartments, known as the Manchester Apartments.

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**MANCHESTER AVENUE (CONTINUED)**

**7181 Samuel Angelou's Restaurant; c. 1932; architect unknown. Contributing (Photo 9)**

This single-story commercial building at 7181 was first reported in use as Samuel Angelou's Restaurant by 1932 in the city directory. This small concrete block building with its stone veneer was the first building constructed on what had been the side yard of an old house (at 7183). By 1934, Kathy E. Grotevand was reported to have occupied the building, but it was vacant in 1936. From approximately 1938-1941, the building was used as Fine Fred Grocery, until falling vacant once more in 1943. The 1946 city directory reported Martin J. Consentino's Produce conducting business at 7181, until being replaced in c. 1949 by Frank B. Lamb's florist shop.

**7183-7187 Commercial Building; c. 1930; architect unknown. Contributing (Photo 9)**

This two story commercial building originally has held a variety of businesses in the 7183 and 7187 addresses, while the 7185 address (which had a separate doorway leading to the second floor offices) has been occupied by several medical professionals including physicians and dentists. According to the 1930 city directory, the first businesses present in the building included Kroger Grocery & Baking Co at 7183 and Daniel C. Stone Radios in 7187. Kroger Grocery & Baking Company occupied the 7183 address until approximately 1939, which was then reported vacant in 1941 by the corresponding city directory. In 1946, 7183 was listed as Levy Bert Poultry. By 1949 this address was incorporated into the Frank H. Brown Realty Company which apparently occupied the entire first floor. Around 1932, 7187 was occupied by State Savings & Loan Association and Mutual Apartments Co until reported vacant by the 1934 city directory. In 1936, 7187 was home to Original Double Dip Ice Cream Co It changed to Joseph D. Wagoner by 1938. It was then utilized as Elleen Hat Shop from c. 1939-1946, until changing use to be the headquarters of Frank H. Brown Realty Co and Crown Finance Corporation beyond 1949. Upstairs, addressed as 7185, the Maplewood Beauty Shop and a music teacher were listed in the 1930 directory. The beauty shop remained through at least 1934. From c. 1934-1946, medical professionals occupied 7185 including Arthur J. Murphy, physician (c. 1934-1946); Benjamin L. Kirby and Harry E. Dowell with Dentists Laboratory Inc. (c. 1938); and Joseph F. Schierman, dentist (1939-1946). In breaking the medical trend, Lady Fair Beauty Salon operated from 7185 in 1941, Josie B. Schierman, dressmaker from 1939-1948 and then Harry Brunsen, confectioner in 1949.

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**MANCHESTER AVENUE (CONTINUED)**

**7188-7192 Commercial Building; c. 1922-1926; architect unknown. Contributing**  
(Photos 2, 11)

This building wraps the corner of Manchester and Lanham, with storefronts on both elevations. The current building addresses are 7188-7192 Manchester and 7213-7217 Lanham, but it appears on the 1926 fire insurance map shows the Manchester addresses as 7178-7182, although there are no listings under these addresses in the city directory. It first appears in the 1928 directory under 7188-7192, but 7213 Lanham was occupied by 1922 (Holland Furnace Co.), possibly indicating that the entire building was not yet finished and ready for occupancy. Prior to the construction of this building, the 1903 fire insurance map shows that there was a small one-story store building addressed as 7168 Manchester at the very corner, which was listed in the city directory from 1912-1920 as Harris Market (butcher) and then as Wood Brothers (grocery and market) in 1922-1923.

The first businesses in the three Manchester storefronts were open by 1928. They included Samuel Brown Men's Furnishings, which continued business at this location until at least 1965. The Great Atlantic and Pacific Tea Company (the predecessor name for the A & P grocery chain) remained at this location through 1938. Its space was then occupied by the Mirror Hosiery Shops from 1939 through at least 1943, then became the Maplemar tavern before being replaced in the 1950s by another tavern keeper. The corner storefront was occupied by the Star Square Auto Supply Company until at least 1936, but by 1938 Dollie's Hat Shoppes operated from this storefront, remaining until at least 1943. After the war this storefront was vacant until 1949 when it became the Industrial Finance Co.

Along Lanham, the main apartment entry addressed as 7217 for the two floors of apartments was located on the middle of the Lanham façade with two storefronts on the south side addressed as 7213 and 7215. By 1938, the apartments were listed as Morrison Apartments. The Holland Furnace Co. is listed in the 1922 city directory as the first business to occupy the building in the 7213 storefront and was still listed until 1928. By 1932, the Holland Furnace Co. had been replaced by John L. Ross' Barber Shop until falling vacant in 1934. For the remainder of the building's observed history, 7213 held various housed various confectioners while 7215 operated as a beauty shop. Confectioners included Mrs. Charlotte K. Doyle in 1936, Papa Bessie in 1938, and Thomas H. Parker from 1939 until at least 1941. From the 7215 address, Hazel Hale Beauty shop was reported in 1934, followed by a series of beauty shops operators: Margaret's Beauty Shop in 1936-1938, Mrs. Edna Smith's Beauty Shop in 1939, Sarah C. Kavanaugh's Beauty Shop from 1941 until at least 1946, and Macie E. Moore Beauty Shop in 1949.

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**MANCHESTER AVENUE (CONTINUED)**

**7189 Wood Moving & Storage Co;** c. 1912; architect unknown. **Contributing** (Photo 9, 11)  
The one-story building is in a section of Maplewood that is first included with the revised Sanborn Fire Insurance Map in 1924 (under the address of 7175), but the 1912 city directory lists Wood Moving & Storage Co at 7173 Manchester at the same time that W. and Mrs. Wood were living in the house at 7171 to the east (non-extant, replaced by the commercial building addressed as 7183-7187). The previous directory in 1909 listed Wood and Son at 7171, possibly operating from their home, and the moving business continued to operate in this small building through 1923. The 1926 and 1928 city directories show a change of business to William E. Pehle Grocery, which was out of business by 1930, leaving the building vacant. During 1930, the current address of 7189 came into use for this building.

For the remainder of the building's observed history, various businesses filtered through including tailor, Ely Silverman from 1932-1934 along with Florence A. Schmitt, cleaner in 1934 and barber David L. Johnson from 1934-1946. In 1936, Velma Criger replaced Schmitt, as the clothes cleaner, and she was replaced by Joseph Ernst as the clothes cleaner in 1936. By 1939, the tailor and clothes cleaning operations were replaced with Dewey's Sandwich Shop. By 1941, it was now May McCoy's restaurant which remained at this location through at least 1946 and by 1949 the entire building was the Limit Café.

**7195 Goodyear Service Tires;** c. 1936; architect unknown. **Contributing** (Photo 9, 11)  
There was an earlier building on this property, positioned at the corner, shown on the 1903 fire map and the building outline was enlarged on the 1926 map, still positioned at the corner. The original building was positioned on the corner lot at 7193-7195, with a vacant lot next door to the east. A new building is positioned straddling both lots in 1936 and is addressed as 7195. The first business listing at this address was in the 1912 directory, the Manchester Feed Company, replaced in 1920 by the Reliable Monument Company, then the Kellam Motor Co. (Figure 10) in 1922-23, then the Weber Implement and Automobile Company in the 1926 and 1928 directories and then in the 1930 directory by the Maplewood Hudson-Essex dealership. On the 1926 map it is even identified as an auto sales and service building. But this older building was demolished and replaced by 1936 with a new service garage for Goodyear Tire Service. It continued its use as a service garage and filling station through c. 1950, first identified as a D-X station. By 1941 it was known as Brinkmeyer's Service Station. It continued to be used as a service station at least through 1965 when research ended.

**7201 Parking Lot;** post 1950; **Noncontributing Structure** (Photo 10)  
The c. 1922 Maplewood Filling Station was demolished after 1950 and transformed into a public parking lot.

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**MANCHESTER AVENUE (CONTINUED)**

**7203- 7211 Commercial Building; 1935; architect unknown. Contributing (Photo 10)**

This multi-storefront building was constructed with its Streamline Modern façade about 1936 as the first building on the property. Frank Herman and his business Crescent Cleaning Co was the first and only business in the building at this address in 1936, but this business was listed in future years across the street through 1965 so it probably was a mistake in the 1936 directory, although the assessor does list the year built as 1935. In 1938, all five of the storefronts were occupied: Velvet Freeze Inc. opened at 7203 (business continued through 1957 at this address), Steve's Café Liquors at 7205, Cooper Morrie Cigars at 7207, Clifton J. Breeding Billiards at 7209, and Krause Waiter, banker, at 7211. By the time the next directory was published in 1939, all of the businesses had changed except for the Velvet Freeze, but the next year, the new tenants stabilized the retail mix for at least a decade. In 1939- 1941, Maury Hardware Store, owned by Maurice Nodiff, operated at 7205. Garner's Music Store was at 7207 from 1939 through 1953. Artistic Curtain and Drapery Co was listed at 7209 from 1939 through at least 1965, and Kay's Beauty Shop at 7211 operated from 1939 through at least 1946. It is reported in the city directory to have been replaced by Mrs. Belle Gibstein Beauty Shop by 1949. By 1943, Garner's Music Store expanded to two storefronts, both 7205 and 7207.

**7213-7215 Commercial Building; c. 1926; architect unknown. Contributing (Photo 10)**

This one-story building presently addressed as 7213-7215 Manchester originally was divided into three storefronts with its historic 7213-7217 addresses. The middle storefront was later combined for the business' use with one or the other storefronts. The earliest reported business, addressed as 7215 was H.H. Feed Mills in the 1917 city directory, but there are no listings at any of the associated addresses in the next three directories, seeming to indicate that this business was likely in a short-term building on the property that does not appear on the 1903 map. In 1926, David and Rose Sayetta's Dry Goods store was in operation in the 7213 storefront, but by 1930 had expanded into the 7215 storefront as well and remained until 1934, while Daniel L. and Hattie Johnson's barbershop operated alongside at 7215 in c. 1928 before their expansion. At 7217, Scientific Heat Equipment Co Oil Burners was listed in 1926, but by 1928, Espig and Amella Fred operated a confectionary business at this address along with Herman and Grace Ernst. From 1932-1941, the 7217 space was utilized as Farmers Live Poultry Company (Figure 15). By 1936, Mrs. Juanita Haines operated a restaurant in 7213 and 7215, called Haines Sol, and then from 1941 through 1949 the directories reported Mi-Lady's Spick & Span Cleaners operated at the 7213 address. After a short vacancy, 7215-7217 were combined and utilized by Portis & Napper Electric Co and Frank Landfather Radio Repair in 1946, which became Nappier Electric Appliance by 1949.

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Name of multiple listing (if applicable)

**MANCHESTER AVENUE (CONTINUED)**

**7219-7223 Barker Motor Company;** c. 1939 (7219-7221); addition c. 1949 (7223); architect unknown. **Contributing** (Photo 12)

The first portion of this Streamline Modern storefront, 7219-7221 Manchester, encompassed two-thirds of the lot at the corner. The west bay addition of the building was added in 1949 for an additional storefront entrance at 7223. From 1939-1941, the city directory reported Barker Motor Company's used car department in the building, probably occupying the entire building. In 1943, Shearer Chevrolet's (used cars) was reported at this same address, but the next reported business in this building were in 1949, either indicating vacancies (although it was not stated as such in city directories) or the canvassing simply did not record the businesses in the intervening years. In 1949, Morris Nodiff Hardware was listed at 7219, but it is not clear whether it operated in the entire building or just the east storefront.

**7225 W.W. Millaway & Co;** c. 1912; c. 1922 rear addition. architect unknown. **Contributing** (Photo 12, 13)

The two-story building at 7225 Manchester appears on the 1926 Sanborn Fire Insurance Map, with a one-story addition added c. 1922. The 1912 city directory shows the operation of a plumbing company, listed as W.W. Millaway & Co, which operated through 1926 with William Millaway and his wife living in the apartment upstairs. After 1926, several tenants resided in upper level apartment, ranging from married couples, single renters, and multiple renters. From 1922-1923, W.W. Millaway & Co is reported to have also operated in the rear , dating the one story addition to 1922, with Associated Tire Stores owned by Herman and Grace Ernst in the storefront. In 1928, the city directory reported Conlin Bros., a vulcanizer, to be the sole business at the 7225 address, which was replaced by News-Champion Printing Co., Inc. from 1930 to 1936. The 1938 city directory shows a change in business, listed through 1946 as Frederick Blasé Poultry. By 1949, the city directory reported that a poultry business did continue through the mid-1950s at the 7225 address, but under the name of Levy Berhold Poultry.

**7227-7231 Almetal Manufacturing Co;** c. 1912-1915; c. 1926 addition; architect unknown. **Contributing** (Photo 12, 13)

Originally addressed as 7227-7235, the commercial building housed several businesses including Almetal Manufacturing Company, a washing machine factory (see Figure 8), and two grocery stores. The Almetal Manufacturing Co, (Figure 8), a washing machine production factory, opened for business between 1912-1915 as reported by the city directories, and continued through at least 1965 when research ended. In later years its operations apparently transitioned to nuts and bolts rather than washing machines. Until 1926, it was listed only in the 7227 (eastern two bays) storefront, but its expansion to the entire building (and the separate parapet on the rooftop dividing the space into two)

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**MANCHESTER AVENUE (CONTINUED)**

seems to indicate that this also represents the expansion of the building (western three bays) around 1926 (as shown both in city directories and the 1926 fire map). The stair stepped parapet that only extends up to the western end of the façade seems to indicate that the company was expecting to even more space to the west, but Almetal never occupied the building constructed to the west at 7233 despite its similar façade. Address numbering changed around 1930 and city directories indicate that Almetal reduced the size of its business operations by 1930, back to the original two-bay storefront. The wholesale business West St. Louis Meat and Provision Company operated in the western three bays (clearly shown as Meat Wholesale on the 1950 fire map) through 1949.

**7233 Kroger Grocery and Baking Company; c. 1912-1915, rebuilt c. 1939-1941; c. 1955 addition; architect unknown. Contributing (Photo 13)**

Historically addressed as 7239 when the corner lot housed a 1=2 story “automobile sales and repairing” building, along with a curbside filling station according to the 1926 fire map. This building extended from the 7227-7231 building to the corner. It was constructed and placed into use as Maplewood Auto Repair Co (Figure 9) between 1912 and 1915, according to the city directories, and identified in the 1915 directory with the 7231 address number. By 1917 the city directory corrected its listing to 7239 and identifies the owner of Maplewood Auto Repair Co as James D. Gillis, who transitioned the business to be called Nagle-Gillis Chevrolet Co (Figure 11) in 1926. From 1928-1938, it was the home to Reller Chevrolet Co, owned by Immanuel L. Marting, until falling vacant in 1939. A comparison of the 1926 and 1950 Sanborn maps shows the building was readdressed to its current street address of number of 7233 between those years when a rebuilt two story commercial building (the current building) was finished on the east half of the lot. The Chevrolet dealership remained on this property through 1938, and the directory specifically said that address was vacant in 1939, indicating that the building was rebuilt between 1939 and 1941 (demolishing the western half and modifying the eastern half of the building and updating its façade by bricking between the corner piers on the second floor). In 1941-1949, the city directories report the business located at what is now addressed as 7233-7235 Manchester as the Kroger Grocery & Baking Company indicating that the new building was renovated for the new grocery store. Photographs in the possession of Doug Houser, local historian compare the pre and post 1939 appearance of the building (he showed galley proofs to Karen Bode Baxter since they are included in his next book on Manchester history). A garage was added on the west side of the building near the rear at some point between 1950 (based upon the fire insurance map) and 1967 (another Doug Houser photo shows the updated façade in an aerial view of Manchester Avenue, with this small addition in place); it was probably around 1955 when Goodyear Service Store opened its business at this address, remaining through at least 1965 when research ended. It is now addressed just as 7233 Manchester.

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Name of multiple listing (if applicable)

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Maplewood Historic Commercial District
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Name of Property St. Louis & St. Louis (Independent City), Missouri
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Name of Property St. Louis & St. Louis (Independent City), Missouri
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**Latitude/Longitude Coordinates**

- A - 38.614030,-90.315887
- B - 38.613642,-90.315700
- C - 38.614391,-90.313117
- D - 38.614129,-90.312307
- E - 38.614687,-90.312063
- F - 38.615118,-90.311386
- H - 38.615406,-90.311707
- I - 38.615495,-90.311603
- J - 38.615913,-90.311531
- K - 38.615976,-90.312083
- L - 38.615790,-90.312128
- M - 38.615137,-90.313241
- N - 38.614956,-90.313272
- O - 38.614851,-90.313473
- P - 38.614903,-90.313951
- Q - 38.614855,-90.313961
- R - 38.614863,-90.314387
- S - 38.614472,-90.314245

**Verbal Boundary Description**

The Maplewood Historic Commercial District boundaries start at a point on at Blendon Place at the northeast corner of the building addressed as 7145 Manchester Avenue , continuing south to the north side of Manchester Avenue and crossing the street at the east property line of the building located at 7150 Manchester Avenue and then turning southeast and extending to the rear of the property line. The boundary then continues southwest along the rear property lines of the buildings facing Manchester Avenue to a point behind 7172 Manchester Avenue, where the boundary heads south to the north line of Lanham Avenue. The boundary then follows Lanham Avenue west to the north side of Manchester Avenue before turning westerly along Manchester Avenue to the corner of Manchester Avenue and Rosedale Avenue. The boundary then turns northerly along the east side of Rosedale Avenue and turns easterly to follow the north side of the property lines of the buildings along on the north side of Manchester, continuing easterly to the point of beginning.

**Boundary Justification**

These boundaries incorporate all of the properties that have been historically associated with this neighborhood commercial district. Beyond these blocks the streetscape changes from the compact commercial storefronts positioned at the sidewalk to more open lots. Beyond the east end of the district there are big box stores, parking lots, and on the north side of Manchester Avenue the parking areas are intermixed with a few older buildings most of which have been altered significantly. To the west end of the district, on the south side of Manchester Avenue facing Lanham, there is a large, three-story telephone exchange building that has had numerous additions (including the addition of the entire third floor) after 1950 (the end of the period of significance) and the remainder of that block and the next block along the south side of Manchester (over to Southwest Ave.) is mostly paved for parking with some small, nonhistoric commercial buildings. This visual separation with large open lots (and later paved parking

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Maplewood Historic Commercial District
Name of Property St. Louis & St. Louis (Independent City), Missouri
County and State N/A
Name of multiple listing (if applicable)

areas), interspersed with small buildings (which have changed since 1950), has always separated the historic commercial development at the east side of Maplewood from the historic commercial development to the west of Southwest Avenue (extending over to Sutton Avenue) as shown on both the 1926 and 1950 Sanborn Fire Insurance Maps. On the north side, west of the historic district boundaries, the visual character also changes from the compact, commercial storefront buildings at the sidewalk. The next two blocks (historically three blocks) on the north side had all of the historic buildings razed in the 1960s to make room for redevelopment and today have large parking lots abutting the public sidewalk for a strip shopping center (positioned at the back of the lot), a modern, nonhistoric bank building, and a modern supermarket at the back of the parking lot encompassing the entire block that extends to Sutton Avenue.

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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 1: Contextual Map (arrow pointing to Yale Loop in middle of district)







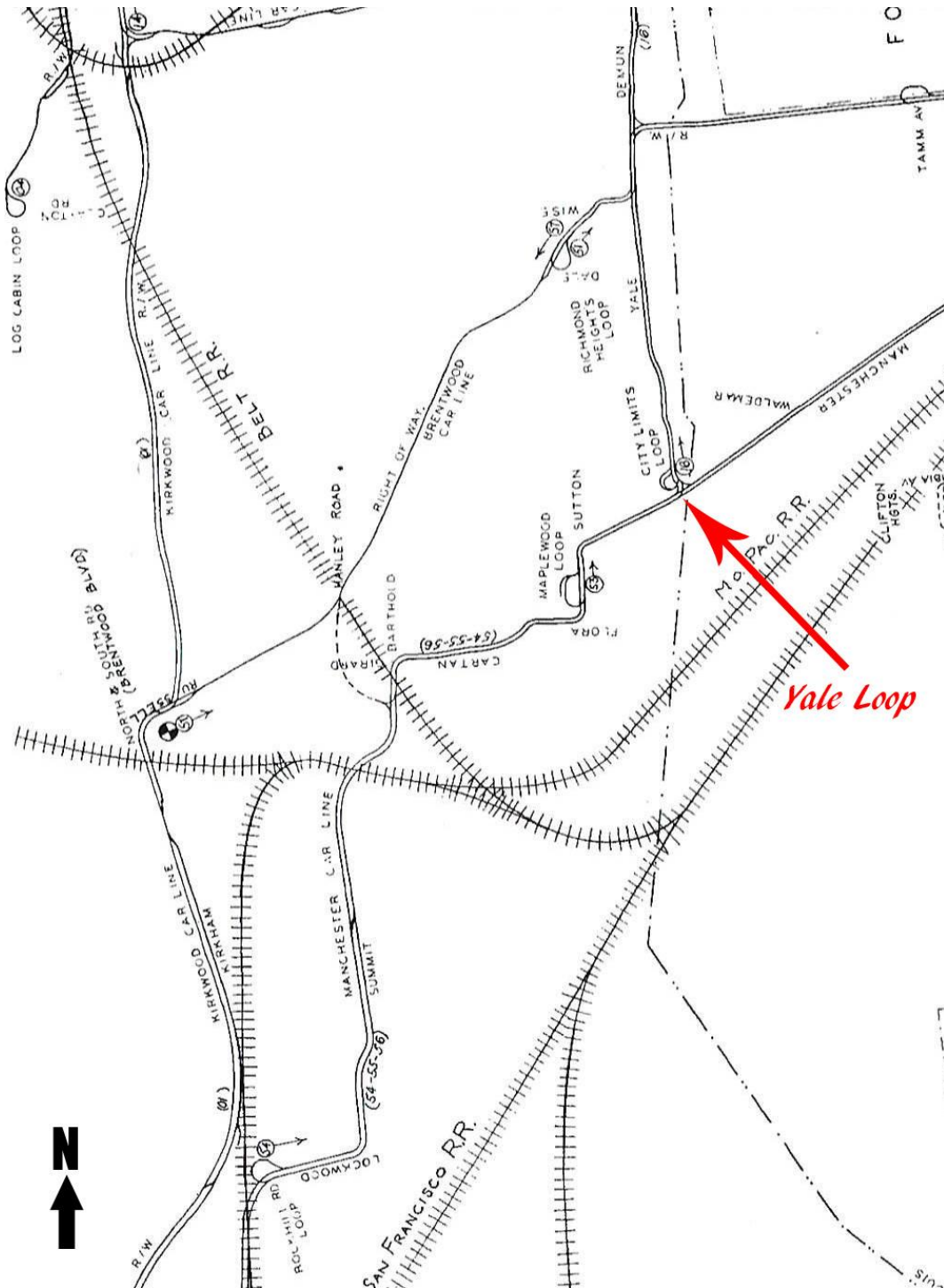


National Register of Historic Places  
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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 4: St. Louis Public Service Company tracks. April 30<sup>th</sup>, 1941. Streets & Streetcars of St. Louis, detail from p. 12

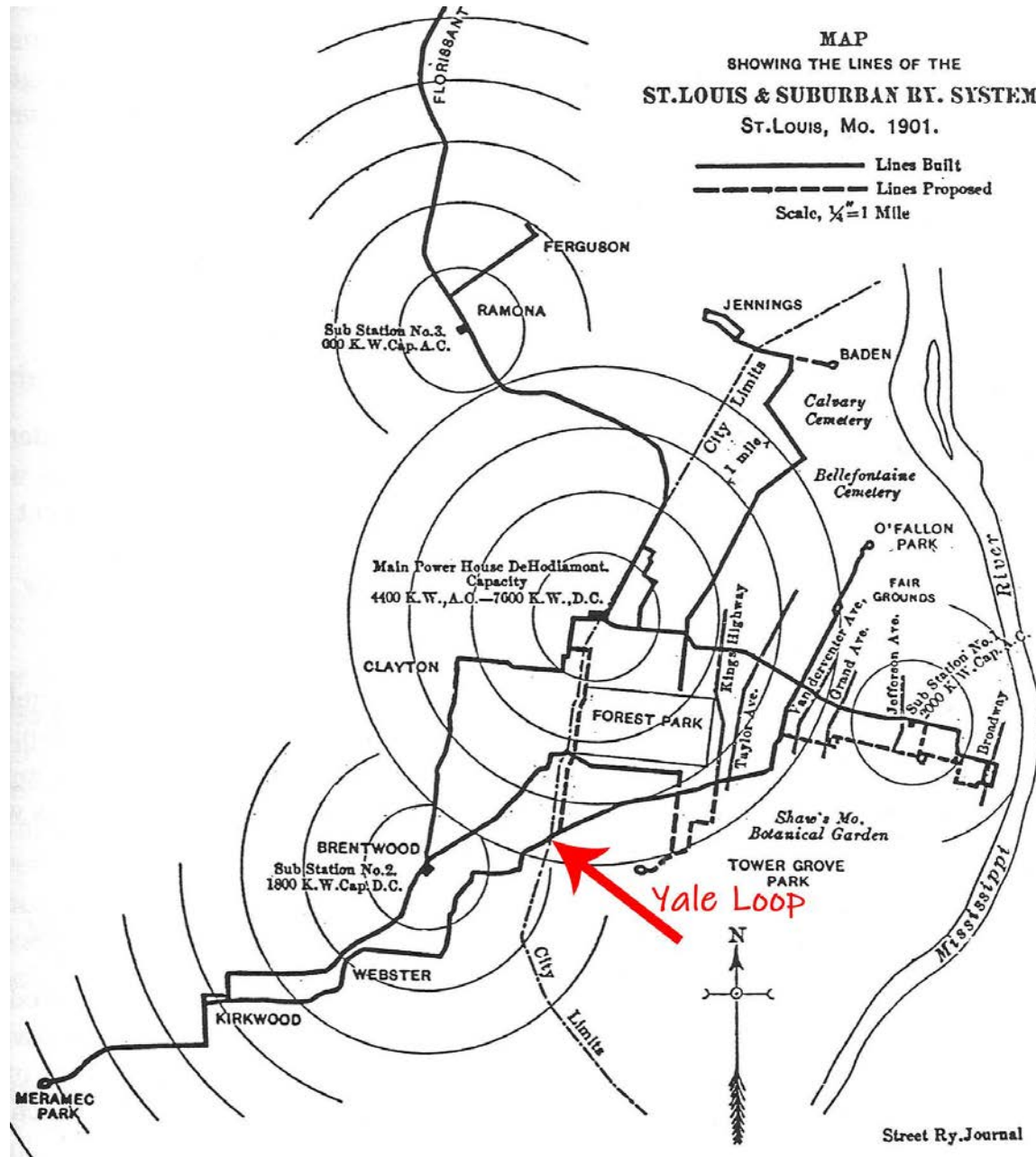


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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 5: Map from *King Trolley and the Suburban Queen*, p. 191



19-12. Map from the July 6, 1901, *Street Railway Journal* showing the location of the power stations and the tracks of the St. Louis and Suburban Railway Company.

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Continuation Sheet

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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 6: Photo from *St. Louis and its Streetcars*, p. 30**



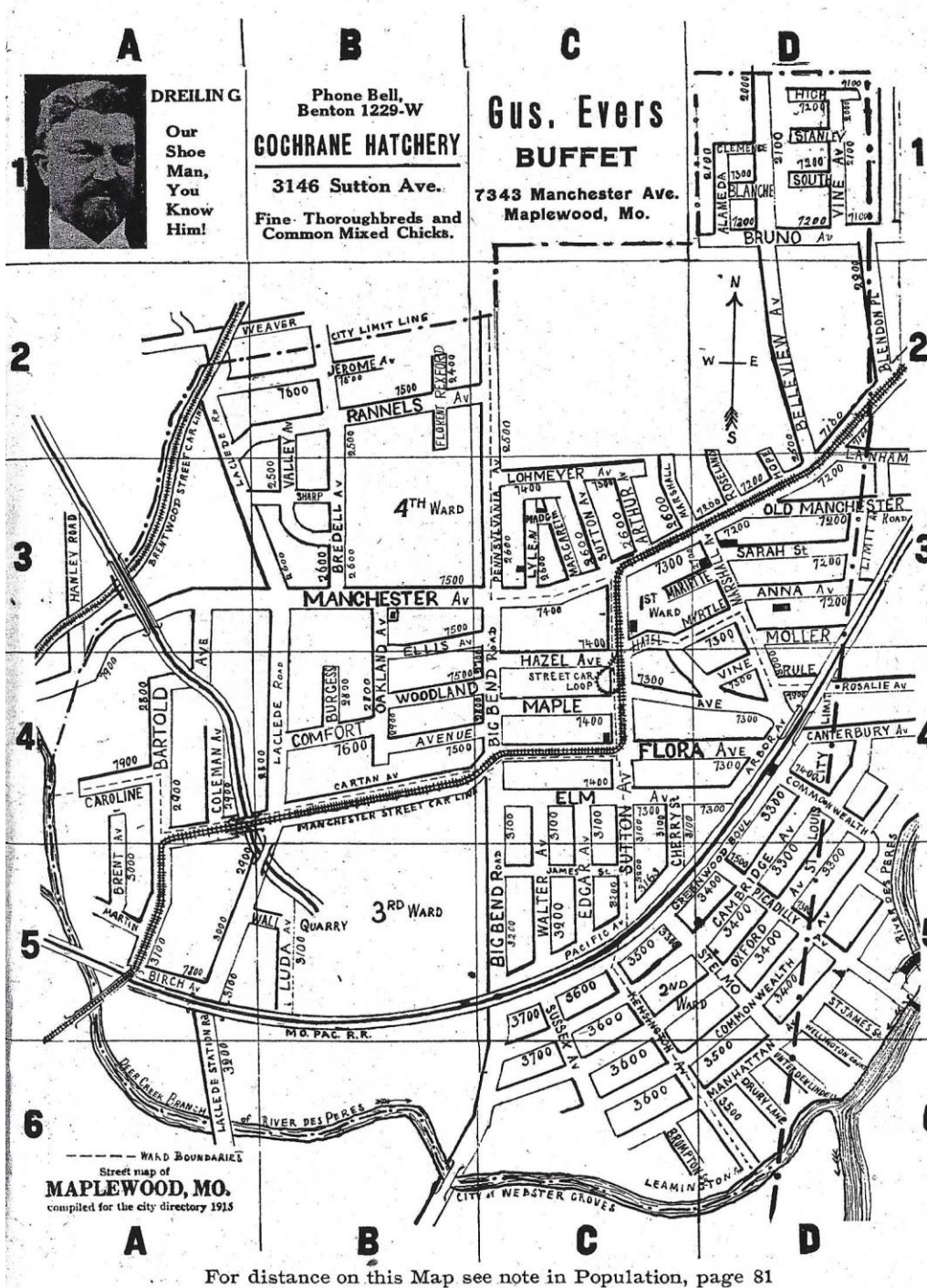
Maplewood loop from the end of Yale Avenue, April 16, 1947. St. Louis County Bus Company vehicles, streetcars and buildings are on Manchester Road. This was the terminus of the City Limits line which ran on Yale. Opened in 1917, it was the last streetcar route built new in St. Louis. *Mark Goldfeder collection.*

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 Continuation Sheet

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Maplewood Historic Commercial District
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N/A
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Figure 7: Maplewood Map from 1917 City Directory p. 73



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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 8: Ad from 1917 City Directory, p. 0

**Good for \$10.00**

This advertisement will be accepted as \$10.00 Cash Payment if presented on or before February 1, 1916 on one

**"ALMETAL" STEAM WASHER**

Electric operated, Gas heat, 20 Gallon Copper Boiler, regular price \$45.00. Lowest priced, efficient Electric Washer made. Heats the water, Washes and Boils the Clothes, 16 Shirts or equivalent, in 10 minutes. Satisfaction guaranteed or money refunded. **JUST THINK!** Light the gas and the water is heated; turn a button and in 10 minutes your clothes are clean. The "Almetal" is also made hand operated.

**The Almetal Mfg. Company**  
7227-9 Manchester Avenue  
Bell, Benton 734  
MAPLEWOOD, MO.

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 73

Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 9: Ad from 1917 City Directory, p. 13

*Harpers Pharmacy* For Constipation---Use **FIGSEN.**  
Opposite The Loop. Highly Active yet Harmless.

DIRECTORY OF MAPLEWOOD, MO.

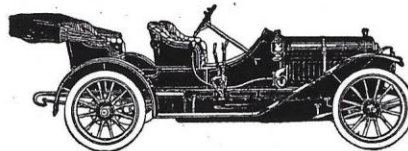
J. D. GILLIS

Bell Phone, Benton 631

H. L. KUHLMANN

## Maplewood Auto Repair Co.

EXPERT AND  
SATISFACTORY  
WORK AT  
REASONABLE  
PRICES



VULCANIZING,  
BATTERIES  
RECHARGED,  
CARS WASHED  
AND STORED

**GIBBS-BROWN FILLING STATION**

We handle a full line of Tires and Accessories

**CARBON REMOVED BY OXYGEN PROCESS  
OXY-ACETYLENE WELDING  
WE WELD OR BRAZE ANY KIND OF METAL  
BRING US YOUR BROKEN PARTS**

Don't forget to patronize our **FREE AIR**  
**7231 MANCHESTER AVENUE**

Cademartore Joe soda water 7250 Sarah  
Caffer Arnold G bkpr, Geo A Caffer sal. 2135  
Vine  
Callahan Eugene steel wrks, Ignatius pntr & p.  
h. John J pntr., Jos F. ph 2203 Blendon  
Canterbury A B tob fact 3511 Drury Lane.  
Cape. Dr L W Phys, Sutton & Hazel Aves, Bell  
Benton 391, Kin Marshall 119-L, hours 7 to  
9 am, 1 to 2 & 5 to 6 pm.  
Capehart. Cloud T baggage., Herman D clk  
Madge M 3429 Commonwealth  
Card Mrs Sarah 3116 Walter  
Carlson J Albert rubber co 3613 Oxford rear.  
Carnahan John P po clk 7332 Myrtle.  
Carpenter Jos clay miner 7603 Rannells.  
Carpenter. Julian P carp 3220 Laclede  
Carpenter Rob J carp 3220 Laclede  
Carpenter Mrs T M 7347 Marietta  
Carr Chas office Mary cash, Wm F church  
jan., Wm J office 7251 Anna  
Carr Peter C carp 2604 Pennsylvania.  
Carter Mrs Marg 3333 Oxford

Casey Elmer stm ftr 2833 Laclede.  
Cash Sherman E sten 7273 Anna.  
Cass. Christofer P air brakes 2635 Marshall.  
Catholic Church Anna Ave.  
Catlett Chas elec, Harry els. 7438 Hazel.  
Catlin. Chas R. rr., Hattie M sten 7309 Myrtle  
Caulfield Francis H soap mkr 3258 Big Bend  
Cecil Chas A military 3637 Manhattan.  
Chamberlain Francis W rr 7428a Maple.  
Chamberlain Jos carp 3100 Bartold.  
Chamberlain Wm T supt 3130 Edgar.  
Champion W H contr 2026 Belleview.  
Chapman. Anna L tea, Lida M sten, Mrs. Nelly  
A 7323 Lohmeyer  
Charles. Alice J sten. Mrs Julia A 7434 Flora  
Charnock Geo clk, Jas mach. 7450 Maple  
Chatham Wm H mach 8000 Caroline.  
Chenery. Edward Albert rr teleg 7207 Anna.  
Chenery Jas S cab mkr 7224 Sarah.  
Chenery Kenneth S sls 7207 Anna  
Chickey. Wm H coll., Wm H jr bkpr 7430 Flora  
Child Chas J gen merch 7333 Marietta.  
Choiel Mrs Mary vocal tea 2648 Lyle

**SWINK BROTHERS REALTY CO.** Swink Block Maplewood Mo.  
PIONEER REALTY FIRM OF MAPLEWOOD  
Phones: { Office, Benton 999  
Res, Benton 1040

National Register of Historic Places  
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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 10 Ad from 1922 City Directory, p. 35



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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 11: Ad from 1926 City Directory, p. 37

**AUTOMOBILE DEALERS**

*for Economical Transportation*

**CHEVROLET**

**NANGLE-GILLIS CHEVROLET CO.**

7239-53 MANCHESTER AVENUE, MAPLEWOOD  
AUTHORIZED CHEVROLET DEALERS

**Let Us Show You the New Model  
Chevrolet**

Full Line of Chevrolet Parts  
CLARENCE C. NANGLE

Fully Equipped Shop  
J. D. GILLIS

HILAND 0631 and 1233



National Register of Historic Places  
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Maplewood Historic Commercial District
Name of Property
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County and State
N/A
Name of multiple listing (if applicable)

**Figure 12: Ad from 1926 City Directory, p. 77**



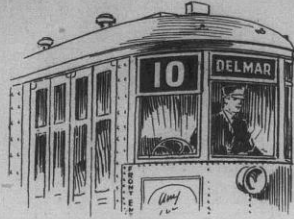
National Register of Historic Places  
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Maplewood Historic Commercial District
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County and State
N/A
Name of multiple listing (if applicable)

Figure 13: Ad from 1928 City Directory

316



### Route Numbers for St. Louis Street Car Lines

All street cars and buses operated by the Public Service Company carry two designations—a route number and a destination sign.

Route numbers occupy the right panel on the front end of the car. The destination sign is located in the center panel. Both are effectively illuminated and show clearly day and night.

The car and bus lines, and their numbers are presented below, in alphabetical order.

Name of Line	Route No.	Name of Line	Route No.	Name of Line	Route No.
Barracks	43	Fourth	82	Natural Bridge	31
Bellefontaine	73	Grand	70	Page	17
Belt—14th	71	Hodiamont	15	Park	81
Belt—18th	72	Jefferson	22	St. Charles	64
Brentwood	56	Kirkwood-Ferguson	01	St. Peters	66
Bridgeton	67	Laclede	52	Sarah	42
Broadway	40	Lee	41	Southampton	50
Cass	30	Maplewood	53	Spalding	07
Cherokee	20	Kirkwood	55	Taylor	18
City Limits	16	(Osage Hills)		Tower Grove	21
Clayton	04	Webster Groves	54	Union	13
Compton	80	Marcus	34	University	11
Creve Coeur	05	Market	51	Vandeventer	33
Delmar	10	Maryland	12	Wellston	32
Florissant	02	Midland	03	Woodson Road	65

#### BUS LINES AND ROUTE NUMBERS

Bates Street	106	Municipal Opera (Operated during Opera Season only)	105
Jennings	102	Natural Bridge-W. Florissant	104
Kingshighway	112	Salisbury	106
Lemay Ferry	109	South Grand	113
Maplewood-Richmond Heights	114	Watson Road	111
Morganford-Kingshighway		St. Charles Bus	115
Loughborough	107		

**St. Louis PUBLIC SERVICE Company**  
 PARK AVENUE, AT 39th

(1928) POLK-GOULD DIRECTORY CO.'S

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Name of Property
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County and State
N/A
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Figure 14: Ad from 1930 City Directory, p. 176

176


**SCHOOLS AND COLLEGES**

**BUSINESS PEOPLE OF ST. LOUIS COUNTY**

Well trained office help is waiting an opportunity to serve you—  
Many of the leading business people in St. Louis  
County are graduates of our school

*For Efficient Office Help Telephone or Write*

Since 1841



Hiland 4680

**ST. LOUIS**

*"At City Limits Loop"*

**7158 Manchester Ave.**

Oldest Business Training School in the United States

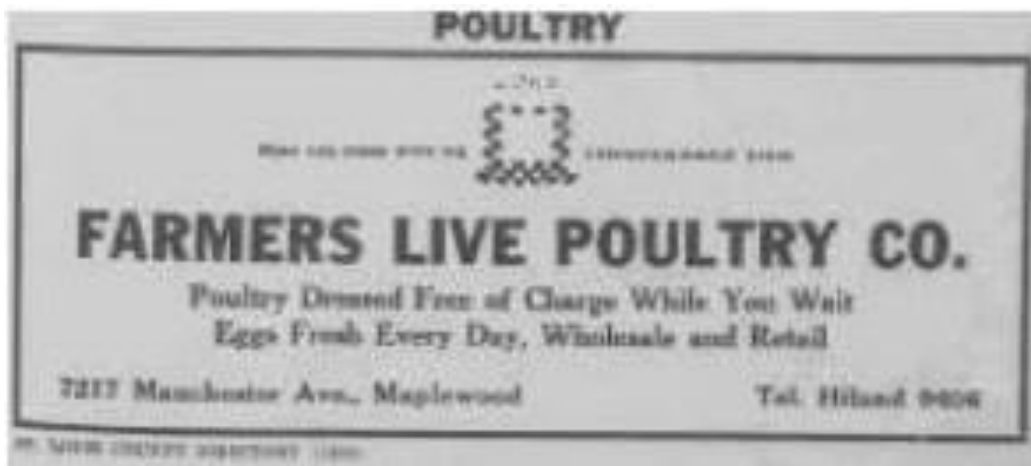
**SCREENS—FLY**

National Register of Historic Places  
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Maplewood Historic Commercial District
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County and State
N/A
Name of multiple listing (if applicable)

**Figure 15: Ad from 1934 City Directory, p. 137**



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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 16: Photo of the Yale Loop Streetcar Pavilion. Top photo c. 1950 (Courtesy of Doug Houser). Bottom photo taken by Sheila Findall in 2017.**



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Name of Property
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County and State
N/A
Name of multiple listing (if applicable)

**Figure 17: Photo of Manchester Avenue looking west from the Brownson Hotel, c. 1949 as the streetcar tracks are being removed and the street repaved (Courtesy of Doug Houser).**



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Name of Property
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County and State
N/A
Name of multiple listing (if applicable)

**Figure 18: Photo of school children in line for a Christmas Party at the Maplewood Theatre (7174-7186 Manchester), 1956. Joe Granich photographer (Photo Courtesy of Doug Houser)**

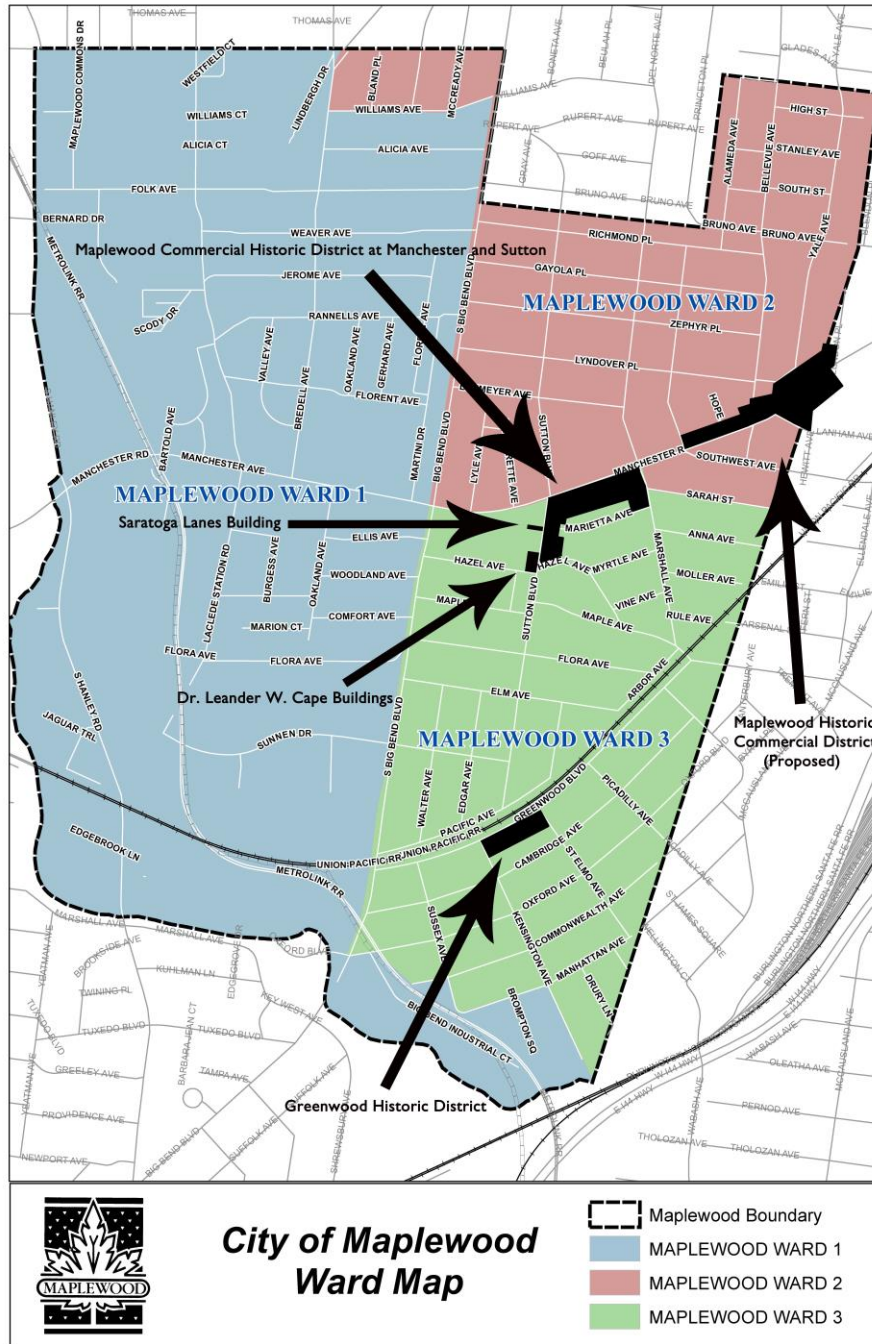


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Maplewood Historic Commercial District
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County and State
N/A
Name of multiple listing (if applicable)

**Figure 19: Map of the City of Maplewood (Courtesy of the City of Maplewood) Noting National Register Nominated Properties (Added by Sheila Findall, 5/14/19)**



**City of Maplewood  
 Ward Map**

- Maplewood Boundary
- MAPLEWOOD WARD 1
- MAPLEWOOD WARD 2
- MAPLEWOOD WARD 3

National Register Nominations



National Register of Historic Places  
Continuation Sheet

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Maplewood Historic Commercial District
Name of Property
St. Louis & St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 20: Photo of the Oldest Building in the District, 7154 Manchester**

(Photo taken on 9/10/19 by Sheila Findall) Note that the main house, its mansard roof with its original slate roof and copper ridge as well as its original fenestration pattern and the transomed, wood paneled doorway are still intact although the original front porch (as shown on the 1926 fire insurance map) is missing. This photo was taken from a position just behind the privacy wall blocking the view of much of the building from Manchester Avenue (See Photo 15). The front and side yard are now being used as a private patio for the event center next door with the umbrellas strung on wires as festive décor.











GET YOUR KICKS  
WILBORN  
66

L&W Coiffures

CBD  
-CARRY-  
PURE TEA

GET YOUR KICKS  
66

66















Western  
Liquor &  
Grocery  
Store

Bellevue Ave

GET  
YOUR  
SICKS  
HERE  
66

P

TRIPLE VINE









