### National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x' in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

Name of Property
historic nameOlive and Locust Historic Business Disrtict
other name/site number N/A
2. Location
street & town Roughly bounded by North Jefferson, Olive, 21st and St. Charles Streets N/A not for publication
city or town St. Louis N/A vicinity
state <u>Missouri</u> code <u>MO</u> county <u>St. Louis (Independent City)</u> code <u>510</u> zip code <u>63103</u>
3: State/Federal Agency Certification
As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination         request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property does not meet the National Register criteria. I recommend that this property be considered significant         In nationally       Istatewide locally. (I see continuation sheet for additional comments.)         Image:       Image:         Imat
State or Federal agency and bureau
Mational Pack Service Certification       Signature of the Keeper       Date of Action         I hereby certify that the property is:       Signature of the Keeper       Date of Action         I hereby certify that the property is:       Signature of the Keeper       Date of Action         I hereby certify that the property is:       Signature of the Keeper       Date of Action         I hereby certify that the property is:       Signature of the Keeper       Date of Action         I hereby certify that the property is:       Signature of the Keeper       Date of Action         I hereby certify that the property is:       Signature of the Keeper       Date of Action         I determined eligible for the National Register.       See continuation sheet.       See continuation all Register.         I removed from the National Register.       See contended is a strength       See contended is a strength         I determined not eligible for the National Register.       See contended is a strength       See contended is a strength         I determined not eligible for the National Register.       See contended is a strength       See contended is a strength         I determined not eligible for the National Register.       See contended is a strength       See contended is a strength         I determined not eligible for the National Register.       See contended is a strength       See contended is a strenge         I deter

Olive and Locust Historic Business Disrtict Name of Property

St. Louis (Independent City), MO County and State

Classification       Category of Property         wnership of Property       Category of Property         eck as many boxes as apply)       (check only one box)			cources within Property iously listed resources in the cou	unt.)
		Contributing	Noncontributing	
🛛 private	🔲 building(s)	12	3	buildings
public-local	⊠ district			- sites
				-
public-State	site			structures
Dublic-Federal				objects
	🗋 object	12	3	Total
Name of related multiple prop (Enter "N/A" if property is not part of a m Historic Auto Related Resources of	nultiple property listing.)	in the National	tributing resources prev Register	viously listed
		0		
6. Function or Use Historic Function (Enter categories from instructions)		(Enter cat	t Function tegories from instructions)	
Commerce/Trade: warehouse			c: multiple dwelling	
Commerce/ Trade: business	Commerce/Trade: business			
Commerce/Trade: Specialty Store	Commerce/ Trade: professional			
Industry/ Processing: manufacturn	Commerce/ Trade: restaurant			
Industry/ Processing: Industrial sto Industry/ Processing: Communicat	Commerical/ Trade: warehouse Vacant			
Health Care: Hospital			Processing: warehouse	
Social: Civic			ricessing. warehouse	
7. Description Architectural Classification (Enter categories from instructions)		Materia (Enter cat	I <b>S</b> legories from instructions)	
Late 19th and Early 20th Century Revival	s: Classical Revival	foundatio	on <u>Concrete</u>	
Late 19th and Early 20th Century Revival	s: Jacobethan Revival	_	Limestone	
Late 19th and Early 20th Century Americ	an Movements: Commerical Style	_	Granite	
Late Victorian: Second Renaissance Re	evival	walls	Brick	
		_	Limestone	
		_	Glass	
		_	Concrete	
		roof _	Slate	
		_	Asphalt	
		other _	Cast Iron	

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

See continuation sheet(s) for Section No. 7

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.)	Areas of Significance (enter categories from instructions)	
A Property is associated with events that have made a significant contribution to the broad patterns of our history.	Commerce	
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.	Period of Significance 1888-c. 1955	
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.	Significant Dates N/A Significant Persons (Complete if Criterion B is marked above) N/A Cultural Affiliation N/A	
<ul> <li>F a commemorative property.</li> <li>G less than 50 years of age or achieved significance within the past 50 years.</li> </ul>	Architect/Builder Multiple	
Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.) 9. Major Bibliographical References Bibliography (Cite the books, articles, and other sources used in preparing this form on one or more conti	See continuation sheet(s) for Section No. 8	
Previous documentation on file (NPS):	Primary location of additional data:	
<ul> <li>preliminary determination of individual listing (36 CFR 67) has been requested</li> <li>previously listed in the National Register</li> <li>previously determined eligible by the National Register</li> <li>designated a National Historic Landmark</li> <li>recorded by Historic American Buildings Survey</li> <li>#</li> <li>recorded by Historic American Engineering Record #</li> </ul>	<ul> <li>State Historic Preservation Office</li> <li>Other State agency</li> <li>Federal agency</li> <li>Local government</li> <li>University</li> <li>Other Name of repository:</li> </ul>	

See continuation sheet(s) for Section No. 9

10. Geographical Data

#### Acreage of Property approximately 17.48 acres

#### UTM References

(Place additional boundaries of the property on a continuation sheet.)

1 1 <u>/5</u>	7 <u>/4/2/5/6/2</u> 4 <u>/2/7/9/9/0/0</u>	2 1 <u>/5</u> 7 <u>/4/2/9/2/1</u> <u>4/2/7/9/8/2/0</u>
Zone	Easting Northing	Zone Easting Northing
3 1 <u>/5</u>	7 <u>/4/2/8/8/6</u> 4 <u>/2/7/9/6/5/7</u>	4 1 <u>/5</u> 7 <u>/4/2/6/5/3</u> 4 <u>/2/7/9/7/1/3</u>
Zone	Easting Northing	Zone Easting Northing

### Verbal Boundary Description

(Describe the boundaries of the property.) See Attached

Property Tax No.

#### Boundary Justification

(Explain why the boundaries were selected.) See Attached

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Julie Wooldridge & Melinda Winchester	
organization Lafser & Associates	date <u>6 February 2007</u>
street & number_2285 County Road 316	telephone 573-243-6965
city or town Jackson, MO 63701	state MO zip code 63755

Additional Documentation Submit the following items with the completed form:

#### **Continuation Sheets**

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs:** Representative **black and white photographs** of the property. **Additional items:** (Check with the SHPO or FPO for any additional items)

Property Owner	NEW CALLS	
name/title Multiple Owners, See Attached Information		
street & number	telephone	
city or town	state	zip code

**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. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

### National Register of Historic Places Continuation Sheet

Section number 7 Page 1 Olive and Locust Historic Business District Historic Auto Related Resources of St. Louis (Independent City), Missouri St. Louis (Independent City), MO

#### SUMMARY:

The Olive and Locust Historic Business District contains 12 contributing industrial and commercial buildings, eight previously listed buildings and 3 non-contributing buildings. District buildings are located between St. Charles Street, North Jefferson Avenue, Olive Street and Twenty-First Street. (See Figure 1-Boundary Map) It is one and a half blocks east of the Lucas Avenue Industrial District and six blocks north of Interstate 40. The development of the district is related to its association with the economic boom at the turn-of-the-century for industrial, manufacturing and automotive industries in St. Louis. The buildings can be categorized as two-and three-story brick commercial storefronts and two-six story industrial loft buildings. Constructed between 1888 and 1924, many of the contributing buildings retain distinctive design elements with a variety of terra cotta details, brick detailing and other ornamentation. Many of the buildings in the Olive and Locust Historic Business District maintain elements of automobile properties as described in the Multiple Property Documentation Form "Historic Auto Related Resources, City of St. Louis, 1880-1955." The MPDF notes that dealerships were "primarily located along Locust Street between Eighteenth Street and Grand Avenue, with the main concentration along Locust east of Jefferson." Maintaining the established elements of Automotive Distributorships, and Automotive Dealerships and Retail Businesses, the contributing automotive related properties within the district meet the registration requirements as established in Section F. of the MPDF. Though storefront and other facade updates have occurred throughout the district, the overall density of the district continues to convey a good sense of the streetscapes retaining integrity of historic commercial and industrial setting, design, materials and character from the period of significance.

### Individual Property Physical and Architectural Descriptions-

These descriptions are based upon research from several different sources, fire insurance maps, building permits and city directories. The individual site descriptions include the following information:

Street number
 Primary occupant
 Date of construction
 Architect or contractor (if known)
 Status as a contributing or non-contributing resource (also noting National Register Listing- NR)
 Corresponding photographs

This is followed by the narrative description, which may include history of tenants or their historic businesses and alterations or integrity issues. Auto related properties have been evaluated as contributing or non-contributing based on the registration requirements established in the MPDF "Historic Auto-Related Resources, City of St. Louis, 1880-1955," which are described below.

Automotive Distributors- Automotive Distributorships are designed similarly to warehouses, with some distinct alterations. Simple masonry ornamentation or high style motifs were often added to the exteriors to distinguish the automobile distributorships from other manufacturing facilities. These buildings are also of a noticeable large size and massing. Constructed of a concrete structural frame, the buildings included showrooms, with large plate glass display windows spanning the entire façade, and containing ceramic tile floors or shaped columns. The remainder of the building was usually open in plan, with exposed concrete floors and ceilings, and had large bay service doors on two sides of the building. As described in Section F of the MPDF:

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To qualify for listing under Criterion A or C, the resources must retain both integrity of design and association. Under Criterion A, the resources must have a significant association with one particular automobile company, even if only for a short period of time and should also have associations with the historical context discussed in Section E. Integrity concerns under Criterion A would not be as stringent as under Criterion C, but the basic form, exterior wall cladding and roof forms visible from the exterior (such as elevator penthouses) should be intact, although some details may have changed, such as parapet caps or roof of skylights. In addition, it must still retain enough of its unique characteristics to distinguish the building from a simple warehouse, such as automotive ramps or auto freight elevator shafts. In addition, most window openings, whether in original showroom areas or upstairs must retain their original openings even if boarded over or the windows replaced, providing a sense of the original fenestration patterns. On the interior, it is expected that distributorship buildings qualifying under Criterion A will at least retain much of its open floor plates, but not necessarily the showroom features.

Automotive Dealerships and Retail Business- Automotive dealerships and retail businesses ay have been constructed for the purpose of automotive retail, or may have been adapted for that purpose. These buildings look similar to retail buildings, with the possible addition of garage doors. They were typically two stories with a freight or auto elevator connecting to the second floor. Showrooms were small and display windows similar to those found on other retail businesses. These buildings portrayed lavish ornamentation on the exterior and used high-style features to distinguish the business they contained. The registration requirements as described in the MPDF are:

To qualify for listing under Criterion A or C as an automobile dealership or retail business location, the resource must retain its historic integrity from the period when it served as an automobile business. While it is expected that later businesses altered the building to suit their own needs, a resource must retain the exterior wall cladding, general massing and exterior details. Since the display windows were critical elements in these businesses, the display windows should be readily apparent (even if they have been in filled or boarded over). Exterior stylistic details and the upper level fenestration should be relatively intact, even if the windows have been replaced or blocked in. Character defining features from the period of its use as an automobile business should still be evident inside as well, such as the garage door bay (even though the door may have been replaced), the auto-freight elevator shaft, skylights and decorative features in the display showroom. Because many of these buildings could have easily served other retail purposes, and did later in their lives, the important standard is that the building be recognizable from its period of association with the automobile.

### **ELABORATION:**

### 2101 Locust: Lambert Building (1891)

Architect: Unknown (Original), S.L. Sherer & Daniel Evans (Addition) Status: National Register listed Photo # 1& 2

Listed in the National Register of Historic Places in February of 1983, this is a four story red pressed brick building with a 1902 addition. Designed with Romanesque Revival influences, the building is divided into three bays on the south elevation and nine on the east with a corner entrance at Locust and 21<sup>st</sup> Street. The primary entrance has a set of double half-light wood doors, decorative rusticated stone surround with

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United States Department of the Interior National Park Service

### National Register of Historic Places Continuation Sheet

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a rusticated stone arched windows on each side. The exterior wall finish is clearly divided with rusticated pink granite on the main floor and smoother finishes on the upper floor. The window fenestration of the second floor is very simple compared to the rest of the building. It has rectangular one-over-one double hung windows symmetrically spaced within each bay. The third floor has pairs of rectangular one-over-one windows recessed within arcaded arches on the street facades. The fourth floor has symmetrically spaced rectangular one-over-one double hung windows in each bay. A corbelled and paneled brick cornice is located on the south and east elevations. The four-story 1902 addition directly to the west has three large round arched windows on the first story that are divided by rose sandstone mullions and transoms. The second third story windows are within recessed round arches with rose sandstone spandrels, window mullions and transoms. The fourth story has arcaded round-arched window on a rose sandstone sill course. The roofline has a bracketed sandstone cornice. The building is in excellent condition and retains its integrity of location, design and setting. It also adds a unique and distinctive, Romanesque Revival to the district.

#### 2109 Locust: Lambert Pharmacal Company (1911)

Architect: Unknown Status: Contributing Photos # 1& 3

Constructed in 1911, this is a threestory, red brick building with a lowpitch roof and wide overhanging eaves supported by large brackets. The lower storefront has four gauged arch openings supported by brick piers with terra cotta capitals and terra cotta keystone. The primary entrance is located in the westernmost bay and consists of a wood full-light door with sidelights and a tri-part arch transom. Round medallions are centered between



each of the arch openings. A brick dentil cornice with terra cotta trim divides the lower storefront from arcaded camber windows on the second floor. There are nine narrow wood camber windows with arch lintels and a continuous stone sill across the façade. The same brick dentil molding divides the second floor from the third. The third floor has eight original one-over-one double hung wood windows divided by brick pilasters with stone capitals and bases. The building was occupied by the Lambert Pharmacal Company from 1922 until 1938. The building is in excellent condition and retains its integrity of location, materials, association, design and setting. It also adds a unique and distinctive, Classical Revival with strong Italianate influences to the district.

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2115 Locust: Lambert Pharmacal Company (1902) Architect: Maran, Russel & Graden, William Stienhoff Status: Contributing Photo # 1, 4, 5

Constructed in 1902, one of its earliest occupants was Columbia Incandescent Lamp Company, which maintained property on Locust until 1911 when it was absorbed by General Electric. In 1922 the building was acquired by the Lambert Pharmacal Company who occupied the site until 1938. The building is a red brick, three-story industrial building with a flat roof and stone foundation. The façade is divided into three bays with brick piers that rise from limestone plinths to above the roofline. The window fenestration on the second and third floors of the façade consists of large metal multi-pane industrial windows with stone sills. The lower storefront has a primary entrance located on the west corner and the display windows have been boarded up for security reasons. The east elevation adjoins the adjacent building and the west elevation is divided into five bays each with two six-over-six double hung windows with stone sills and brick lintels. The second bay has had an original entrance door opening blocked in and a smaller multi-light window installed. Despite the storefront windows being covered with wood panels, the building continues to retain integrity of location, design, association, and setting.

### 2201 Locust: Halsey-Packard Building (1914)

Architect: John L. Wees Status: National Register listed Photo # 6, 7, 8

Listed in the National Register of Historic Places in February of 2005, this is a three-story rectangular concrete frame building with green glazed and red brick, a flat roof and limestone foundation. The south elevation is divided into five bays with arched openings on the main level and rectangular openings on the second and third floors. Each bay has white terra cotta detailing surrounding it. In 1924, a one-story addition was added to the west elevation. The building is currently undergoing rehabilitation and the metal and composite panels have been removed in order to restore the windows.

### 2217 Locust: Donnelly Auto Company (1914)

Architect: Unknown Status: Contributing Photo # 6 & 8

Constructed in 1914, this is a two-story red brick commercial building with a stepped roofline, dark red terra cotta coping on the east and west elevations. The façade has had removable concrete panels placed within the glass storefront windows and an aluminum storefront entrance door added on the east end. The most distinctive feature of this building is highly ornate terra cotta detailing that outlines the entire façade. Each corner is adorned with a diamond pattern column with exaggerated joint lines that rise from the foundation and project above the roofline. The capitals are embellished with acanthus leaves and "eagle like" cartouches. The first floor is separated from the second by a terra cotta block frieze with brick infill. A stepped brick parapet projects above the roofline with a terra cotta shield in the center flanked by terra cotta crosses throughout the brick panel. The roofline is capped with white terra cotta and a foliated modillion course. Despite the removable concrete panel infill, this building exemplifies workmanship, materials, feeling and design.

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2221 Locust: St. Louis Provident Association Building (circa 1909) Architect: J. Lynch (original) & Preston J. Bradshaw (renovation) Status: National Register listed Photo # 6 & 9

Listed in the National Register of Historic Places in June of 2001, this is a three-story, brown brick, flat roofed commercial building with a raised limestone basement. The façade reflects Beaux Arts Classicism influences in the symmetrical fenestration of three bays and a classical style balustrade above a round arched limestone entrance. The central bay contains the main entry on the first floor and two, wooden sash windows on the second and third floors with limestone sills. The roofline has a projecting cornice of red terra cotta and triglyphs in the frieze. A brick parapet with a red terra cotta cap projects above the cornice. The building is in excellent condition and retains its integrity of location, design and setting.

### 2223 Locust: Elias Haas Building (1914)

Architect: Jacob Hirschstein Status: National Register listed Photo # 6 &10

Listed in the National Register of Historic Places in April of 2006, the Elias Haas Building is a six-story, reddish-brown brick, reinforced concrete commercial building. The north (St. Charles Street) and south (Locust Street) elevations are divided into five bays and the east and west elevations are divided into seven bays. Brick piers with terra cotta capitals separate each bay of the upper floors clearly defining the window fenestration. A white terra cotta belt course separates the first and second floor and the third



and fourth floors. A decorative motif of white terra cotta is located at the southeast, southwest and northwest corners of the building. These bays also have a flat arch projecting parapet with terra cotta capstone. The main floor facing Locust Street and the first bay of Twenty-First street have wood store front display windows with transoms. Each corner of the transoms is adorned with a terra cotta design similar to the terra cotta capitals on the exterior brick piers. The west elevation is similar to the south elevation with the exception of seven bays and less ornamentation as you move north. The rear of the building has loading docks with overhead doors in the two east bays and a garage doors in the middle bay. A fire escape is located on the east corner. The upper window fenestration consists of a variety of three-over-three metal double hung windows. The building retains a high degree of integrity and remains much as it did at construction.

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2301 Locust: Beethoven Conservatory (1891) Architect: Beinke & Wees

Status: National Register listed Photo# 11 & 12

Listed in the National Register of Historic Places in March of 1989, this is a two-story red brick building with highly ornate limestone, granite and terra cotta detailing. Designed in the Second Renaissance Revival style, the façade is divided into three bays with symmetrical window fenestration with stone surrounds, molded stone lintels and rectangular double-hung windows. The main entry is set within a Tudor arch framed by stone pilasters and entablature embellished with foliated spandrels. The building has a low-pitch roof with projecting cornice and terra cotta brackets. Two additions have been added to the rear but the building retains a high degree of integrity and remains much as it did at construction.

### 2309 Locust: Auburn Graves Motor Company (1914)

Architect: Unknown Status: Contributing Photo# 11 & 13

Constructed in 1914, this three-story red brick building has been historically associated with Auburn Graves Motor Company and Mendenhall Motor Company. A new façade of yellow and tan brick was added to building in 1934. It is divided into three bays with the central bay being half the size of the east and west bays. The central bay is flanked by brick piers on limestone plinths with decorative terra cotta capitals. Within the central bay is a recessed entrance consisting of a set of three-quarter-light wood doors with a large glass block transom and elaborate terra cotta door surround with a projecting terra cotta keystone. The entrance is flanked by large window openings with limestone sills that have had glass block infill installed in 1958. The windows on the second and third floors have the same treatment with two small ventilation windows installed. The original window openings are still evident on all three floors. The roofline was a projecting terra cotta cornice line with decorative pediments symmetrically spaced across the top. A brick dentil molding spans the length of the façade. The east elevation has the same glass block window on the first floor as the façade and signage of the 1940 business, Advance Sales Inc., a shoe manufacturer supply company on the second and third floors. The building retains integrity of location, design, setting, materials, workmanship and association.

### 2315 Locust: Mendenhall Motor Company (1924)

Architect: Unknown Status: Contributing Photo # 11, 14, 15

Constructed in 1924, this is a four-story red brick commercial building has a two-story wing to the east that was occupied by Mendenhall Motor Company for over seventeen years. The building has three bays each consisting of a storefront on the main level and two one-over-one double hung wood windows on the second floor. A highly ornate white terra cotta cornice with dentil molding and foliated brackets separates the upper floors on the four-story portion and sits just below the roof line on the east wing. The east wing has a level roofline with a slightly projecting terra cotta capstone. Two large window openings defined by vertical brick piers on the third and fourth floors have been in filled with masonry block. The original openings are still evident and the original limestone sills intact. A terra cotta lintel with a hand-carved cartouche at the top of each pier extends across the full width of the façade just above the fourth floor.

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The roofline of the four-story building has projecting brick piers trimmed in white terra cotta with decorative modillions within the frieze. With the exception of the block infill in the upper window openings, the building continues to retain a high degree of integrity of location, design, setting, materials, workmanship and association.

### 410 N. Jefferson: Haas Building (1922)

Architect: Jacob Hirschstein Status: National Register listed -Photo # 16

Listed in the National Register of Historic Places in July of 2004, this is a five-story industrial style, reddish brown brick building with seven bays on the west elevation and six bays facing south. The primary elevations are embellished with decorative green-glazed brick diamond work, ornate limestone capitals and a flat roof with a decorative inset parapet wall with carved limestone panels. The main level has vertically divided wood storefront windows with transoms and a primary entrance designed with Classical Revival elements on the corner of Jefferson and Locust. The building retains integrity of location, design, setting, materials, workmanship and association.

### 314 N. Jefferson- Standard Oil Company (1924)

Architect: Schlitz & Bailey Status: Contributing Photo # 17

Constructed in 1924, this is a four-story, flat roofed, red brick commercial building with six bays on the east and west (Jefferson Ave.) elevation and eight bays on the north and south elevations. Historically, this building functioned as the offices for the Standard Oil Company for over thirty-four years. Originally, a Standard Service Station occupied the adjacent lot directly north of the office building. This has been removed and is now used for parking. The main floor window fenestration is similar on all elevations with a set of single pane fixed windows with stone sills in each bay. The primary entrance faces N. Jefferson Street and is located in the second bay from the south. It has a pair of aluminum storefront doors with and elaborate terra cotta door surround with exaggerated joint lines. Each bay contains a pair of single glass wood windows with stone sills and lintels. A pink granite step which is continuous with the foundation is



located directly in front of the primary entrance. A horizontal white terra cotta cornice divides the first floor from the upper floors. Red brick piers rise from the top of this corner at each bay to the bottom of the frieze, giving a verticality and division to the upper section of the building. Each pier is capped with a scrolled capital with dentil molding. The roofline is level with a block white terra cotta cap on all elevations. The building retains integrity of location, design, setting, materials, workmanship and association.

NPS Form 10-900-a

United States Department of the Interior National Park Service

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2300 Locust: Willy's -Overland Building (1916)

Architect: Mills, Rhines, Bellman and Nordhoff Status: National Register listed Photo # 11 & 18

Listed in the National Register of Historic Places in December of 1999, this is a six-story, reddish brown brick industrial style building. Designed with Classical Revival details, the street façades are divided into seven bays that are separated by brick pilasters. The first floor is separated from the upper floors by a limestone and brick belt course that wraps around both street facades. The bays are divided on the first floor by pilasters of horizontal alternating limestone and brick. The primary façade is centered on the Locust Street elevation and lacks much ornamentation. The roofline is level and the window fenestration of the second through sixth floor is symmetrical with multi-pane industrial style windows. The building retains integrity of location, design, setting and materials.

### 2210-18 Locust: Weber Sydney Auto Company Building (1924)

Architect: Unknown Status: Contributing Photo # 6 & 19

Constructed in 1924, this two-story red brick industrial building historically housed the Schnure Motor Car Company until 1930 and the Weber Sydney Auto Company from 1940 until 1955. In 1956, Southwestern Bell took over occupancy of the building. The building is divided into three bays on the façade. The construction of the building is boasted as "fireproof' with concrete floors and walls, steel trusses and frame and brick curtain walls. The second floor consists of a banded set of six wood horizontally divided windows in the first and third bay. A set of three banded



windows of the same fenestration is in the center bay. The lower storefront windows and entrance have been infilled with concrete panels. A garage door opening is located on the east end of the façade and an entrance door is located on the west elevation. The foundation is stone with flat built-up roof and projecting parapet with a white terra cotta capstone. In the frieze is a metal cornice that extends across the façade and directly below is a metal belt course. The alterations to the lower storefront took place between 1956 and 1966, when SBC took possession of the building. Even with these alterations, the building continues to retain its architectural features of the second floor and roofline and retains integrity of location, design, association and setting.

2206 Locust: Hornet Mantel & Tile Company Mosaics (1914)

Architect: Unknown Status: Contributing Photos # 6 & 20

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Constructed in 1914, this is a two-story brick commercial building with concrete columns, floors and load bearing walls. It has a stepped roofline with a brown glazed terra cotta coping on the west elevation and a stone foundation. The west elevation, historically, was a common wall and has no window openings. The east elevation abuts to the adjacent building is not visible. The façade is highly ornate with a white terra cotta balustrade projecting above the roofline and red brick piers on each corner that extend from the foundation to the top of the balustrade. The piers have white terra cotta capstones. The storefront has been covered with wood panels in both the lower storefront windows and transom. A single aluminum door is located at each end of the façade. Both the storefront and transom are outlined by white terra cotta with elaborate designs of foliage with a shield of armor centered at the top of the transom. A foliated bracketed cornice supports an overhanging white terra cotta eave. Even with the boarded up windows and doors, the building continues retain the ornate historic features it possessed at construction and its integrity of workmanship, location, design, association, materials and setting.

#### 2200 Locust: Perfume Manufacturers Inc. Building (1916)

Architect: Unknown Status: Contributing Photo # 6 & 21

Constructed in 1916 for the manufacture of perfume, this five-story red brick building is constructed of concrete frame, floors and roof. Historically, this building was occupied by a perfume manufacturer from 1916 until 1950. The National Chair Company and a printing office also occupied the building from 1955 until about 1975. The north and south elevations are divided into three bays and the east and west elevations are divided into seven bays. The lower storefront windows have been covered with removable rough pebble concrete panels and a new entrance was added at the northeast corner. The original entrance faces Twenty-Second Street and is located in the fourth bay from Locust Street. A central door is flanked by two sidelights with a divided transom that covers the full width of the opening. The transom area of each storefront area has three ornately carved foliage panels. White terra cotta panels surround the windows on the fifth floor with the same elaborate ornamentation. Two 2'x6' solid window panes have been added to the center bay on the north elevation and the first through third bay on the east elevation. A garage door is located in the fifth bay and an additional entrance with a transom is located in the seventh bay. The building has a limestone foundation with brick pilasters dividing each bay that rise from the limestone foundation to a terra cotta belt course below the fifth floor windows. The window fenestration is symmetrical with three two-over-two wood double-hung windows in each bay of the east and west elevations and seven two-over-two wood double-hung windows on each floor of the north and south elevations. The roofline is level with dark red terra cotta coping. Two elevator shafts project above the roofline at the fourth and seventh bays. Despite the lower storefront windows being covered, the building continues to retain integrity of workmanship, location, design, association, materials and setting.

#### 2100 Locust: Lambert Deacon Hull Printing Building (1906)

Architect: Samuel Sherer Status: National Register listed Photo # 1, 22, 23

Listed in the National Register of Historic Places in October of 1980, this building consists of two threestory orange and red brick buildings designed in the Jacobethan Revival Style. The double gabled roof is accentuated with green tile, irregular gables, dormers and terra cotta detailing. The two buildings are

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connected by a Flemish gabled entrance gate and arcaded Tudor arch openings wrap around both buildings on the main level. Tripartite, transomed bay windows are located within the arched openings of the main building and small multi-paned glass windows are on the second story of both buildings. The windows have light reddish stone sills and molded brick labels and splays. The building is in excellent condition and retains its integrity of location, design and setting. It also adds a unique and distinctive, Jacobethan Revival style to the district.

### 2109-11 Olive: Holland Furnace Company (1911)

Architect: Unknown Status: Non-contributing Photo # 24 & 25

The building is a two-story simple rectangular shaped commercial building with a one-story rear brick addition. Its exterior walls are red brick with a low pitch roofline, a stepped parapet wall on the east elevation and a chimney located at the northwest corner. An intact terra cotta coping is on the east and north elevations and glass block windows with brick arch lintels and brick sills are located on the east elevation of the one-story addition. Identical window fenestration is evident on the west elevation but it is now a common wall of the adjoining building and openings have been bricked-in. The main facade has a centered entrance flanked by metal glass display windows. The second floor has non-historic symmetrical window fenestration with fixed metal windows with horizontal divides. The foundation is concrete. The current storefront windows are not original. The building has undergone several exterior alterations, though some of these changes have occurred to repair damage. Severe storm damage occurred in 1931 to the façade, eliminating the brick piers that were present at each end of the parapet. At this time, the owners replaced the original red brick with the current brown brick cladding. In 1945, the building sustained some fire damage to the second floor from the adjacent building at 2115-19 Olive. In 1954, pink granite panels were added to attract new business for the Cadillac Plastic Company that had taken over the first floor, and the Missouri National Corp. Advertising Agency, which occupied the second. The second floor windows were replaced in 2003 when the damage to the upper parapet was repaired. The new design for the parapet does not appear to match the original design.

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#### 2113-19 Olive: Hurck Motor & Cycle Company (1904)

Architect: Unknown Status: Contributing Photo # 25, 26, 27

Constructed in 1904, this two-story red and beige brick commercial building has historically housed the Hurck Motor & Cycle Company. The company incorporated in 1906 with capital stock of \$5,000. John D. Hurck was President and his son John D. Hurck, Jr. was Vice-President. The business occupied this location until 1951 when the business changed to a Harley Davidson Dealership. The Olive Furnace Company occupied the second floor in 1930, American Scrap Metal in 1938 to 1947 and Color Photo Ad



Engraving in 1953. The building was originally built as four one-story commercial stores in 1904 but was expanded within just a month to include a second story. In 1938, a one-story masonry addition was constructed to the rear and in 1939 new stone detailing was applied to the facade. The upper cornice has a terra cotta capstone and frieze with cross-shaped medallions symmetrically placed above the windows. A geometrically layered dripstone course extends the entire façade above the oneover-one wood double-hung windows. The original stone sills are intact. A cornice with dentil tooth molding separates the first floor from the second and rectangular pediments are located at each end of the façade. In 1945, the building sustained a large fire and damaged a portion of the interior and some of the lower wood storefront. Repairs were made in 1946 through 1947, incorporating the four stores into two. The first floor storefronts were updated in 2003 with glass block in place of the solid glass windows for security reasons. The two primary entrances remain in the same location and consists of a pair of bronze entrance doors, transom and sidelights. The west and east elevations historically were flanked by buildings and have little ornamentation with bricked-in window openings toward the rear. Despite the lower storefront windows being covered, the building continues to retain integrity of workmanship, location, design, association, materials and setting.

### 2201 Olive: Milton Filling Station (1930)

Architect: Unknown Status: Noncontributing Photo # 25 & 28

This small one-story building historically was the Milton Filling Station constructed in 1930. Although, significant to the district due to its function the building is being counted as non-contributing due to the wood paneling and removal of windows in 1955.

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#### 2209 Olive: Erker Brothers Building (circa 1906)

Architect: W.H. Gruen & M.W. Murr Status: Noncontributing Photo # 25 & 29

This building is a three-story red brick building with a flat roof and a stepped parapet with a terra cotta coping on the east and west elevations. The front façade has been completely changed with vertical gold tinted panels and a recessed modern entrance. This building is non-contributing to the district due to the changes made to façade of the building.

2217 Olive: Persons Photo Store (circa 1888)

Architect: Unknown Status: Contributing Photo # 25 & 30

Constructed in 1888 as a dwelling, this two-story brick commercial building was renovated in 1929 for a commercial photo store by William Duerback. It is a two-part commercial block building with brick piers projecting above the roofline at each corner and in the center of the façade. These are adorned with white terra cotta capstones and decorated white glazed brick. A continuous soldier brick lintel extends across the façade directly above the second floor window openings. The windows are boarded up for security purposes but the sills are intact. The lower storefront is still evident although the windows and doors are boarded up. The entrance is centered on the façade with display windows on each side. The entrance to the second floor residence is located at the west corner of the façade. Transoms are still present above the storefront and the residence door. The east elevation has skim coat surface and no window openings. This was a common wall historically. The west elevation has boarded up windows on the second floor. The roofline level with a brown terra cotta coping on the east and west elevations and a one-story addition is located at the rear. Even with the boarded up windows and doors, the building continues to retain its architectural features of the second floor and roofline and retains integrity of location, design, association, materials and setting.

### 2231 Olive: T.J. Sheehan Plumbing Shop (1922)

Architect: Unknown Status: Contributing Photo # 25, 31, 32

Constructed in 1922, for Thomas J. Sheehan Company this is a one-story brick and stone industrial building. The front bay projects slightly above the rear with



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a decorative with terra cotta coping and capstones atop brick piers that rise from the limestone foundation to the roofline. The storefront display windows with divided transom flank a recessed center entrance that has glass and wood sidelights and a transom above the doors. The storefront wraps the first two bays of the west elevation. Just above the display window transoms are a set of three metal windows that were installed in the 1980s. Centered below the frieze is a white terra cotta plaque displaying "Thos. J. Sheehan Co." This family owned and operated business occupied this building from its construction until 1955. The building retains a high degree of integrity of location, design, association and materials.

#### Integrity:

City Block 910, located in the southeast portion of the district and containing three contributing buildings has been included though it possesses four empty lots. The St. Louis School of Pharmacy once occupied the lot located at 2110 Locust, but the building was torn down prior to 1950. The building at 2130 Locust was occupied by a small filling station on the northwest corner in the 1930s, with the majority of the lot left empty. The lot located at 2133 Olive was historically used as a pipe yard, and has remained an open lot since the 1930s. The excluded lot on the southeast corner of the district, located at 2101-07 Olive, has also been maintained as an open lot since the 1930s. The occurrence of this empty space during the period of significance directly affected the surrounding properties by allowing access to the businesses present in the occupied lots. With the exception of the non-extant buildings at 2123 Olive and 1212 Locust, the spatial relations of City Block 910 are relatively intact from the period of significance.

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Figure 1: Boundary Map

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### Summary

The Olive and Locust Historic Business District is locally significant under CRITEION A in the areas of COMMERCE and INDUSTRY. When Jordan W. Lambert expanded his Lambert Pharmacal Company to 2101 Locust Street in the Lucas Place residential subdivision, west of the Central Business District, he sparked commercial and industrial development in an area of St. Louis that had been designated residential for nearly thirty years. The central location between Downtown and the newly developing Midtown Entertainment District led to medical production and distribution establishments, as well as a shopping district outside the crowded downtown. Commercial and industrial growth flourished along Olive and Locust Streets, in conjunction with increased traffic from streetcar lines. The wide lanes on Olive and Locust were ideal for automobile traffic, and Locust became known as "Automotive Row," with nine automotive manufacturers, dealers, or service stations in the two blocks between 22<sup>nd</sup> Street and Jefferson Avenue. These properties are mentioned in the Multiple Properties Documentation Form "Historic Auto-Related Resources, City of St. Louis, 1855-1955" and are significant as Automotive Distributorships and Automotive Dealerships and Retail Properties property types as defined by the MPDF. The 1888 to c. 1955 period of significance represent the construction and utilization of the thirteen contributing buildings and eight National Register listed buildings within the district boundaries for commercial and industrial purposes through the period of redevelopment of the area for other endeavors.

### Elaboration:

### Background

By the middle of the 19<sup>th</sup> century St. Louis was a prominent and growing city. With a population of 77,860 in 1850,<sup>1</sup> business was sprawling west toward the rural estates outside the city limits. Subdivisions of the land near the city limit began as early as 1848, and by 1855 St. Louis expanded through the "Second Municipality of St. Louis," adding land from 18<sup>th</sup> Street to Grand.<sup>2</sup> This incorporated land included an area known as the Mill Creek Valley. Mill Creek, named for a waterway running west to east across the Choteau Mill Tract, stretched west from 20<sup>th</sup> Street to Grand, including Olive and Locust streets.<sup>3</sup> The valley was served by the Missouri Pacific and St. Louis-San Francisco Railroads,<sup>4</sup> which ran through the central corridor of the city between Chouteau and Laclede.<sup>5</sup> This part of the city was a racially mixed, poor residential area when the railroads first pushed through,<sup>6</sup> but was quickly segregated. By 1915 commerce and industrial activity had pushed the African Americans south of Olive, replacing both white and black residences.<sup>7</sup> The 1904 Worlds Fair and the addition of high priced residential subdivisions near Grand Avenue prompted commercial sprawl west of downtown along the major roadways toward the city limits. The city boasted 2780 manufacturing companies in 1929, most located west of downtown,<sup>8</sup> with

<sup>1</sup> *The Seventh Census of the United Status, 1850.* (Washington: Robert Armstrong, Public Printer, (G.P.O.), 1853).

<sup>2</sup> Norbury L. Wagman, *History of St. Louis Neighborhoods.* 

<sup>3</sup> St. Louis Public Library, The Central Corridor,

http://www.umsl.edu/services/library/blackstudies/stacentc.htm (Accessed 31 October 31, 2006).

<sup>5</sup> Andrew D. Young. Streets and Streetcars if St. Louis. (St. Louis: Archway Publishing, 2002).

<sup>6</sup> St. Louis Public Library.

<sup>7</sup> Ron Fagerstom. *Mill Creek Valley: A Soul of St. Louis*. (St. Louis: Fagerstrom, 2000).

http://stlouis.missouri.org/neighborhoods/history/midtown/text18.htm (Accessed 31 October 2006).

<sup>&</sup>lt;sup>4</sup> City Plan Commission. Industrial Land Use Patterns as of 1940. (St. Louis: City plan Commission, 1940).

<sup>&</sup>lt;sup>8</sup> 15th Census Population, 1930, Missouri, (Washington, D.C.: National Archives and Record

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expansion continuing through the 1930s. By 1940 2,600 acres of land in the Mill Creek Valley were considered industrial area.

### Development

The northeastern boundary of Mill Creek Valley developed into a residential enclave in 1859 as the wealthy Lucas Place neighborhood pushed past the former city limits, filling the space between 18<sup>th</sup> Street and Jefferson. Fearful of fire and the disease found in the crowded downtown, the citizens of Lucas Place enforced deed restrictions, which prohibited commercial activity until the 1880s.<sup>9</sup> The expiration of these restrictions, and a need to expand his lucrative chemical corporation prompted Jordan W. Lambert to move the Lambert Pharmacal Company into the Lucas Place neighborhood in 1891. Contractor Mathew Kirkwood, who shared office space with architect Thomas B. Annan, supervised the construction of the four-story Romanesque Revival office building on the corner of 21<sup>St</sup> Street and Locust. A new school was constructed a year later for the St. Louis College of Pharmacy, just across the street at 2108 Locust (not extant),<sup>10</sup> In 1901 Samuel L. Sherer designed the Lambert-Deacon-Hall Printing building at 2100 Locust.<sup>11</sup> With the construction of these new buildings the Lucas Place found itself transitioning away from a residential oasis to an industrial district.

In 1902 an addition, designed by Samuel L. Sherer, expanded the Lambert Building west down Locust,<sup>12</sup> toward 22<sup>nd</sup> Street and the construction site of the Columbia Incandescent Lamp Company of St. Louis. Begun in 1899, the Columbia Incandescent Lamp Company made small light bulbs<sup>13</sup>, which sold for 16 or 18 cents a piece. The price of this product dropped significantly from its original price of about \$1.00, as the "process of manufacture" developed. These products could be run by electricity as well as battery, and were used in medical and surgical work as well as for decorative elements in homes.<sup>14</sup> Patent confusions resulted in lawsuits, and eventually the Edison General Electric Company was awarded the patent rights to incandescent lights. The Columbia Incandescent Lamp Company joined sixteen other companies to form the National Electric Lamp Company in 1901, in order to compete against General Electric. Columbia maintained steady business, with multiple buildings down Locust Street, including 2115 Locust, which it constructed in 1902, and also a site at 3327-29 Locust, which it acquired in 1907. In 1911 General Electric bought the National Electric Lamp Company, and the Columbia Incandescent Light Company of St. Louis was dissolved.<sup>15</sup> With the building left vacant, the Lambert Pharmacal Company acquired additional space for medical supply production.

One of the major contributors to the manufacturing success in the area between 18<sup>th</sup> and Jefferson was

Administration, 2002).

<sup>9</sup> Campbell House Museum. *Lucas Place*, http://stlouis.missouri.org/chm/lucas.htm. (Accessed 31 October 2006).

<sup>10</sup> Mary M. Stiritz. <u>Lambert Building National Register of Historic Places Nomination</u>, (United States Department of the Interior National Park Service, 1982).

<sup>11</sup> Mary M. Stiritz. <u>Lambert-Deacon-Hall Building National Register of Historic Places Nomination</u>, (United States Department of the Interior Heritage Conservation and Recreation Services, 1980).

<sup>12</sup> Stiritz, Lambert Building.

<sup>13</sup> St. Louis Electrical Board, A Century Plus of Electrical Progress: History of The Electrical Industry in *Metro St. Louis*, (St. Louis: The Board, 1984).

<sup>14</sup> American Institute of Electrical Engineers, *The St. Louis Electrical Handbook; Being a Guide for Visitors from Abroad Attending the International Electrical Congress, St. Louis, Mo., September, 1904,* (St. Louis, American Institute of Electrical Engineers, 1904).

<sup>15</sup> St. Louis Electric Board.

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public access through transportation routes. With Union Station located only a few blocks south, and rail lines running just to the west, industrial trafficking eased transportation of goods throughout the area. But the industrial transit was also aided by the commercial activity located along Olive and Locust Streets. The oldest streetcar line was established along Olive in 1859, <sup>16</sup> and both Olive and Locust Streets were paved with granite before1895.<sup>17</sup> Utilizing both the transit lines and the paved roads, east-west traffic of people and products created a retail center along Olive, and gave the manufacturing companies proximity to multiple forms of distribution.<sup>18</sup>

The residential character of both Olive and Locust easily gave way to commercial activity, as many people converted homes into first floor shops with apartments above. An example of this is the building at 2217 Olive. Constructed as a home for Margaret Hilton in 1888, the first floor was converted into Walter C. Persons Photo Supplies Company in 1929 by William Duerback. That same year he added a warehouse, and the two buildings were leased to Ammann-MacGregor for manufacturing purposes in the 1930s.<sup>19</sup>

As a retail center, Olive attracted the public to its many shops and professional offices for several decades. In 1922 Thomas Sheehan established his own plumbing company, located at 2231 Olive, which survived until the 1950s.<sup>20</sup> Less than a block away the Erker Brothers, who opened the first optical lab west of the Mississippi,<sup>21</sup> hired architects W.H. Gruen and M.W. Murr to construct a shop at 2209 Olive in 1906. The store and manufacturing facility remained open until the 1955 when F. T. Ammann Company took over the building.<sup>22</sup>

The optical supplies produced by the Erker Brothers may have been used by the nearby People's Hospital, or St. Mary's Hospital. Located at 2221 Locust, the People's Hospital was constructed in 1909 as the "Social Services Building." The building was home to many coexisting public entities, with ten organizations filling its walls by 1929, including the Missouri Tuberculosis Council, MO Social Hygiene, St. Louis American Red Cross, Pure Milk Commission, and the Visiting Nurse Association of St. Louis.<sup>23</sup> In 1945, the People's Hospital bought the building and converted it into a seventy-five room, short-term general hospital for African Americans.<sup>24</sup> Just across the street the Sisters of Mercy established their own infirmary and home for girls at 2210 Locust in 1914, and expanded down the street to 2228 by 1929. The home made space for the St. Louis Relief Commission, with additions constructed and demolished until

<sup>&</sup>lt;sup>16</sup> Ruth Keenoy, Karen Bode Baxter, Timothy P. Maloney, and Mandy K. Ford. <u>Locust Street Automotive</u> <u>District National Register of Historic Place Nomination</u>, (United States Department of the Interior National Park Service, 2005).

<sup>&</sup>lt;sup>17</sup> Ruth Keenoy, Karen BodeBaxter, Timothy P. Maloney, and Mandy K. Ford. <u>Historic Auto-Related</u> <u>Resources of St. Louis (Independent City), MO :National Register of Historic Places Multiple Property</u> <u>Documentation Form</u>, (United States Department of the Interior National Park Service, 2005). <sup>18</sup> Keenoy, Locust Street Automotive District.

<sup>&</sup>lt;sup>19</sup> <u>Gould's St. Louis (Missouri) City Directory</u>, (St. Louis, Mo.: Polk-Gould Directory Co., 1925-1950). Building Permits on file with the St. Louis City Comptroller's Office.

<sup>&</sup>lt;sup>20</sup> J. Sheehan Plumbing Company. On File with the Missouri Historical Society.

<sup>&</sup>lt;sup>21</sup> Ron Janecke, "The Next Generation: Erker's looks to the future with plans to expand," *St. Louis Business Journal*, (13 March 1998).

<sup>&</sup>lt;sup>22</sup> City Of St. Louis.

<sup>&</sup>lt;sup>23</sup> City Directories.

<sup>&</sup>lt;sup>24</sup> Karen Bode Baxter and Timothy P. Maloney, <u>St. Louis Provident Association Building National Register</u> of Historic Places Nomination, (Washington, D.C.: National Park Service 2 May 2001).

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1940.<sup>25</sup> The Sisters of Mercy also established St. John's Hospital (St. John's Mercy) in St. Louis County.

The development of Locust occurred just after Olive. Feeding off nearby commercial activity and utilizing the paved road access, become known as St. Louis' "Automotive Row." Of the 11 automotive related properties located within the Olive and Locust Historic Business District, nine are located along Locust. The Building at 2113 Olive shows the evolution of commercial activity in the area. The building housed the Hurck Motor and Cycle Company from 1904 to 1951, but also the Olive Furnace Company and American Scrap Metal Company in the 1930s. An extension was added to the rear of the building in 1938, allowing access to the garage from the Locust side of the building. The changed allowed the Harley Davidson Motor Company to easily occupy the building as early as 1950.

As explained in the MPS Historic Auto- Related Resources of St. Louis (Independent City), MO, the area between 18<sup>th</sup> and Jefferson may have been influenced by restrictions on new auto repair and storage buildings in downtown. The MPDF also explains the development of the automotive industry in St. Louis as it grew out of mechanic and bicycle repair shops into larger businesses that constructed automobiles out of parts produced by other companies. Early automotive manufacturers maintained the well-known commercial storefronts on their buildings, while enlarging windows and creating dock bays to allow cars to move into and within the building for service and show. Requiring that any explosive material be housed in fireproof buildings, many of the buildings were created with thick walls separating the storage and garage area from the side offices or assembly lines above. The industry eventually forced automotive companies to produce and sell their products in showrooms as opposed to catalogue or traveling salesman initiatives. This required room for products, and necessitated the use of lots for containing the many different models showcased.<sup>26</sup> These types of purpose built automotive buildings are easily seen on the south side of the 2200 block of Locust.

Looking down Locust in the Olive and Locust Historic Business District today, the street would look much as it did in 1925, just after the road had been widened by the St. Louis City Plan Commission. Commercial buildings line the street with open lots where auto sales would have taken place, or where service stations invited cars to stop for a tune up and gas. The architectural elements are exceptionally intact, showing the transition from modified business blocks to purpose built automotive dealerships. The association of industrial activity within the Olive and Locust Historic Business District is still prevalent, and reflects the development and decline of the area as a commercial hub outside downtown St. Louis prior to redevelopment in the 1950s.

<sup>25</sup> City Directories.

<sup>26</sup> Keenoy, <u>Historic Auto Related Resources of St. Louis, MO</u>.

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### UTM References

(Additional UTM References, continued from page four of the registration form.)

5 1<u>/5</u> 7<u>/4/2/5/2/4</u> 4<u>/2/7/9/7/9/8</u> Zone Easting Northing

#### Verbal Boundary Description

The Olive and Locust Historic Business District is located west of the Central Business District, and includes property on six city blocks as follows: at the intersection of Olive and 21<sup>st</sup> Street proceed west on Olive to the intersection with 23<sup>rd</sup> street; proceed north on 23<sup>rd</sup> Street approximately 100 meters to the alley that splits City Block 920; proceed west down the alley to its intersection with North Jefferson; proceed North on North Jefferson to its intersection with St. Charles; proceed west on St. Charles to its intersection with 21<sup>st</sup> Street; proceed south on 21<sup>st</sup> Street to its intersection with Olive, the point of origin (See Figure 1- Boundary Map).

#### Verbal Boundary Justification

The boundaries were chosen to encircle the largest, contiguous portion of the historic district. To the west, the pattern of development and land use changes. The area excluded on this side is primarily residential and does not share the historic commercial and industrial context of the nominated district. The areas to the North, East, and South of the district are commercial areas that have been dramatically impacted by modern remodeling and new construction. Though some intact historic buildings remain outside the chosen boundaries, they did not comprise a sufficient contiguous grouping to be included in the boundaries.

### National Register of Historic Places Continuation Sheet

Section number 11 Page 22 Olive and Locust Historic Business District Historic Auto Related Resources of St. Louis (Independent City), Missouri St. Louis (Independent City), MO

### Photographs:

The following information is true for all photographs:

Olive and Locust Historic business District St. Louis (Independent City), MO Photographer: Julie Wooldridge Date: 23 August 2006 Negative Location: Lafser & Associates 2285 County Road 316 Jackson, MO 63755 Photo # View

1.	West up Locust from 21 <sup>st</sup> 2101 Locust
2. 3.	
3. 4.	2109-13 Locust
4. 5.	2115 Locust
	2115 Locust West up Locust from 22 <sup>nd</sup> Street
6.	
7.	2201 Locust
8.	2217 Locust
9.	2221 Locust
10.	2223 Locust
11.	East up Locust from 23rd
12.	2301 Locust
13.	2309 Locust
14.	2315 Locust
15.	2315 Locust
16.	410 North Jefferson
17.	314 North Jefferson
18.	2300 Locust
19.	2210 Locust
20.	2206 Locust
21.	2200 Locust
22.	2100 Locust
23.	Looking North Up 21 <sup>st</sup> Street
24.	2109 Olive
25.	West up Olive from 21st
26.	2113 Olive
27.	2113 Olive
28.	2201 Olive
29.	2209-11 Olive
30.	2217 Olive
31.	2231 Olive
32.	2231 Olive
































































