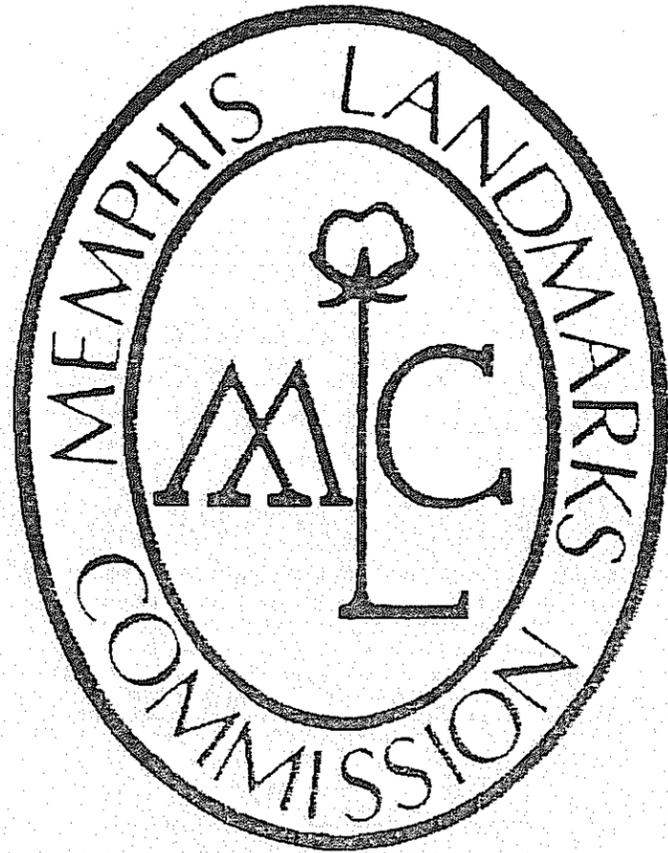


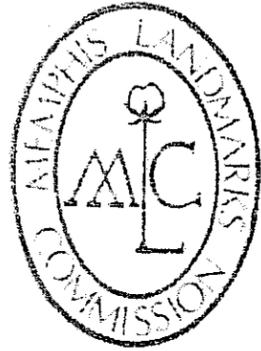
MEMPHIS HISTORIC PRESERVATION PLAN

VOLUME I



Prepared by the Division of Planning and Development
Dexter Muller, Director

November 1997



RESOLUTION

A RESOLUTION ADOPTING A HISTORIC PRESERVATION PLAN
FOR THE CITY OF MEMPHIS

WHEREAS, The Office of Planning and Development, guided by a Citizens Advisory Committee, has prepared a comprehensive Historic Preservation Plan for the City of Memphis; and,

WHEREAS, The Citizens Advisory Committee studied the conditions and extent of historic resources and City policies and procedures that affect historic resources and established recommendations regarding protecting and providing assistance for the sensitive development of historic resource and for educating the public about those resources; and

WHEREAS, Historic preservation is an important tool for the revitalization of neighborhoods and for creating safe and livable communities, and

WHEREAS, The rehabilitation of housing stock will decrease out-migration from the City and increase City tax revenues, and

WHEREAS, Historic preservation, like the Peabody Place Project, is an important component for attracting businesses to Downtown, and

WHEREAS, Heightened awareness of historic resources will increase civic pride and make Memphis more attractive to tourists, and

WHEREAS, The Memphis City Poll found that 82% of Memphians supported increasing City government efforts to protect historic properties; and

WHEREAS, The Memphis Landmarks Commission unanimously approved the draft Historic Preservation Plan at a public hearing held on July 7, 1997; and

WHEREAS, five public meetings were held throughout the City at which the findings and recommendations of the plan were presented; and

WHEREAS, The Citizens Advisory Committee and the City Council Planning and Zoning Committee reported its recommendations to the City Council regarding the Plan and the effect of adopting the Plan; and

WHEREAS, The Council of the City of Memphis has reviewed the recommendations of the Advisory Committee and the Planning and Zoning Committee, and the report and recommendation of the Office of Planning and Development; and

WHEREAS, The Council of the City of Memphis has held a public hearing on the plan and determined that the plan is consistent with the public interest.

NOW, THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MEMPHIS that the Historic Preservation Plan (Draft dated May, 1997) for the City of Memphis, with the admendments in exhibits A and B, are adopted as a guide for the development and protection of historic resources of all types throughout the City of Memphis for the next ten years.

This document is a true copy
document was adopted, approved by the
Council of the City of Memphis in regular
session on

Date: MAY 4 1997

Deputy Comptroller - Council Records

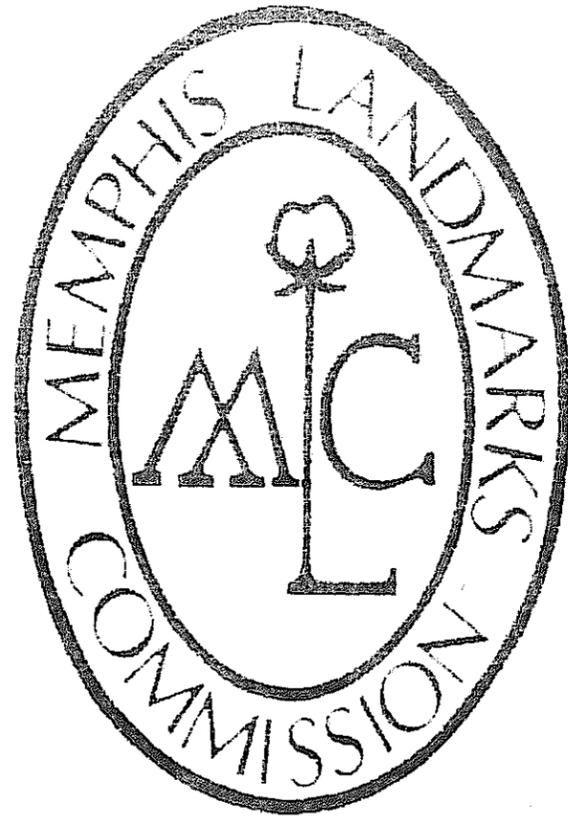
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EXECUTIVE SUMMARY

The Historic Preservation Plan has been developed to guide the City policies and procedures that affect significant historic resources. Historic resources play a vital economic role in the City through the revitalization of Downtown, stabilization of neighborhoods, promotion of Memphis to tourists, and in the development of community pride and public satisfaction with the City. The planning process was guided by a Citizens Advisory Committee appointed by Mayor Willie Herenton. The Plan's goals and objectives reflect the desires and needs expressed by Memphians at numerous public meetings throughout the City. The Plan is intended to be implemented over the next ten years and it includes a detailed list of action steps, with a specified timetable and an indication of the primary responsible parties for each step. The goals and objectives can generally be classified as protection, education, and assistance.

Protection: Goals 1-5, 12

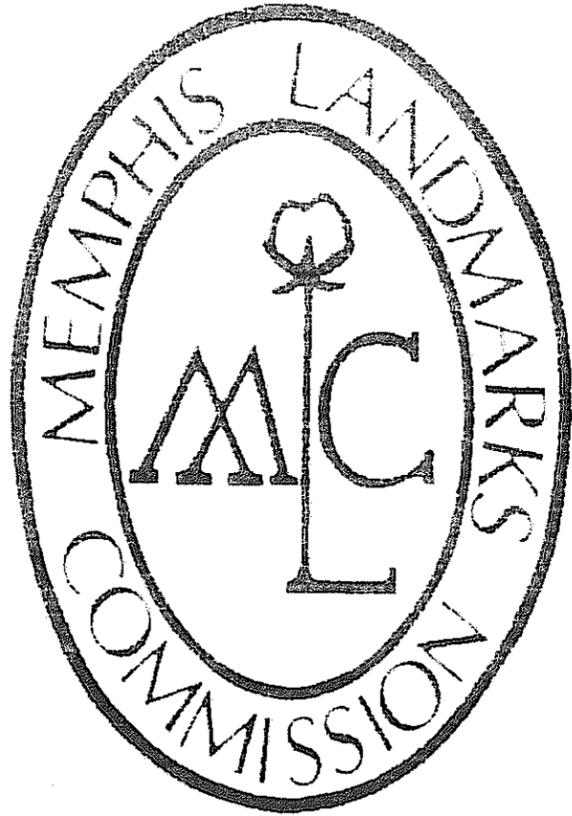
1. Preserve City-owned historic resources and emphasize historic preservation in City decision-making.
2. Encourage the protection of many types of historic resources.
3. Provide adequate funding and support for the Landmarks Commission to fulfill its mission.
4. & 5. Monitor, identify, and protect Memphis' culturally diverse historic resources.
12. Authorize the City to acquire, hold, and sell historic properties for desirable development and encourage City officials to act in other ways to protect threatened buildings that are particularly significant.

Education: Goals 6-8

6. Emphasize that schools are significant places where students and the community develop appreciation for their heritage.
7. Empower Memphians with the pride and ability to enjoy our rich and diverse historic resources. The Plan provides a new understanding of our historic sources through development of contextual histories, which are brief description of important themes in Memphis' history and significant resources associated with those themes.
8. Build on and develops the economic impact of historic resources on tourism.

Assistance: Goals 9-11, 13-14

9. Build racial and economic inclusiveness in the preservation and maintenance of historic properties.
10. Make Memphis a leader in innovative initiatives; including grants, incentives, and codes, that will increase revenues and reduce demolitions and loss.
11. Allow reasonable waivers of regulations for listed properties in order to encourage redevelopment and use.
13. Encourage private development to build on current successes.
14. Focus and expand incentives to continue the development in Downtown. The Plan includes maps identifying significant historic properties and areas to focus development.



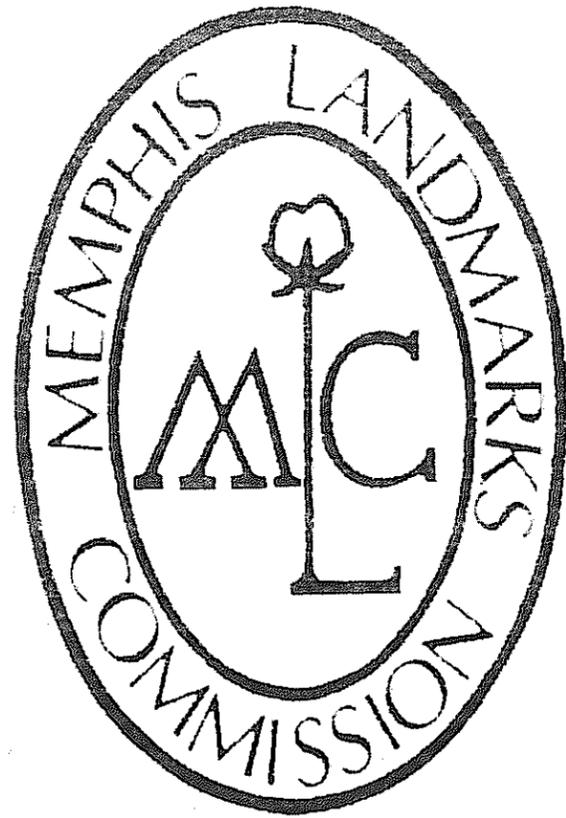
I. PURPOSE AND INTRODUCTION

Physically and culturally, Memphis is a City at a crossroads. A protected site along the Mississippi for gathering and trading going back thousands of years, today Memphis continues to be a significant distribution site and cultural center for the Mid-South. The dynamic interaction of city and countryside has expressed itself in exuberant developments in music and arts, entrepreneurialism, and politics.

The town of Memphis was laid out speculatively and developed beginning in 1819. After an initial period of slow growth, Memphis grew rapidly as cotton became "King" and the Mississippi became increasingly important for transporting goods. Civil War, Yellow Fever epidemics, and the City's bankruptcy all slowed, but never stopped, the City's growth. There was a particularly strong period of development and rural migration to the City during the several decades before the Great Depression. Much of the stock of residential and commercial historic properties in Memphis date to this period.

In fact, Memphis is fortunate to have a large stock of historic properties throughout the City. But today, many of these properties have reached a state of repair where we must seriously consider options for their use and protection. This Plan is an important step in that direction. The objective of this Plan is to guide the City in the sensitive use of our significant stock of historic resources through education, protection, and development incentives. The broad range of proposals in this Plan seek to create sensitive City policies with regards to historic resources, increase awareness about our heritage, increase heritage tourism, encourage private rehabilitation of historic properties, provide additional protections for historic properties, and much more. In all cases the final goal is to improve the quality of life for all Memphians.

Previously, the City was operating under a Historic Preservation Plan from 1983. Because so many changes had taken place since that Plan was adopted, including a seven year long, City-wide survey of historic properties, it was determined that a new Plan was required. In 1993 the Office of Planning and Development sought funding from the Tennessee Historical Commission (THC) for preparation of the Historic Preservation Plan. The THC approved a grant in 1994 that required matching City funds. Since then the THC and the City have continued to support the planning process. The Memphis Landmarks Commission staff began background work on the Plan in 1994. In 1995 Mayor Herenton appointed a Citizens Advisory Committee, which has worked extensively from 1995 through 1997 guiding the development of the Plan. Additional input was received from citizens at numerous public presentations. The final Plan is the result of this extensive, public-focused approach. Implementation of the Plan will take a commitment of divisions throughout City government, public agencies, civic and business organizations, neighborhood associations, and most importantly citizens. Many of the proposals will require that we make tough decisions and spend more City funds on historic preservation. But ultimately, the careful stewardship of our heritage will benefit Memphians today and in the future.



II. BACKGROUND HIGHLIGHTS

Issues and opportunities for preservation of historic resources arise from past preservation efforts, social and economic conditions, and the legal system. The following pages contain highlights of a detailed background for historic preservation contained in the appendices.

Past Historic Preservation Efforts

Memphis has a long tradition of preserving significant historic resources dating to the 1940s when the Magevney House was renovated and opened to the public. Since then numerous historic preservation projects have taken place throughout the City. Projects like Beale Street and Victorian Village contribute to Memphis' economy by attracting tourists and enhancing the public's pride in the City. The revitalization of neighborhoods like the Evergreen Historic District makes Memphis an even more desirable place to live.

Over the last 35 years several events have significantly impacted the preservation of historic resources throughout Memphis. The identification of historic resources was systematized with the creation of the National Register of Historic Places. Since then, almost 100 properties and 27 districts have been listed and 38 properties and 31 districts have been determined eligible for the National Register. At the same time, the City experienced the demolition of a number of high profile properties which increased the public's awareness about our historic resources and the need for preservation efforts. Increased awareness has led to increased public support for historic preservation. The most recent Memphis City Poll found that 82% of respondents stated the City of Memphis should strengthen efforts to preserve historic resources.

Social and Economic Background

Population and housing trends have a significant impact on historic preservation. For example, vacant housing is often subject to increased vandalism, deterioration, and eventually demolition either through neglect of the property or active demolition. Owner occupancy, as opposed to renter occupancy, tends toward greater stability and improved upkeep of a neighborhood. In addition, a sufficient concentration of population is required to support neighborhood commercial and recreational development, and the lack of neighborhood commercial and recreational options will act to discourage new residents.

Demographics and Housing

One of the most unfortunate trends for the future of Memphis is the continued migration out of the City. While population in the Metropolitan area continues to grow, Memphis' population has declined. Out-migration reduces the tax base thereby increasing the financial strain on the City and the remaining citizens. It also leads to increased vacancy, which often results in neglect and eventually demolition. In fact, Memphis has experienced an increase in vacant housing units in the last 15 years, particularly in the areas with the largest concentrations of identified historic resources. Also during the same period, although the number of housing units in Memphis increased, the number of houses identified as being

built prior to 1940 decreased. Of the Planning Districts with the largest number of identified historic resources, all but one had a reduction in the base number of housing units. Demolished housing is not being replaced in these areas; thus maintenance of the existing housing stock is critical to neighborhood stability.

Owner occupancy is another important factor to consider because of the tendency of owner occupied housing to promote stability and investment in the community. Unfortunately, Memphis has seen a decrease in the number of owner occupied housing over the last decade. Once again this has been most pronounced in the areas with the largest concentration of identified historic resources.

An additional problem for the historic building stock in Memphis has been the large number of properties with clouded titles, often from trust, insurance company, or multiple-heir ownership. These hinder the rehabilitation process by not providing sufficient incentive to any given party to rehabilitate the property. When properties are owned by multiple heirs, the heirs sometimes find it impossible to make important decisions and inaction results in deferred maintenance.

A comparison of the change in the median value of housing from 1980 to 1990 shows that census tracts that have higher concentrations of historic homes generally increased in value more rapidly than areas with newer housing stock. (A census tract comparison is in the more detailed background material found in the appendix.) The latest Chandler and Chandler report shows that sales price per square foot in 1996 in the 38104 zip code, which makes up much of Midtown and the majority of designated historic properties, has increased more than in any other zip code in Shelby County. This is certainly a positive trend that demonstrates an improved perception of the quality of historic and older homes. The last few years have seen an impressive growth in the Downtown residential market for lower and upper income markets. Some of this growth is from new developments like Harbor Town; other is from rehabilitations like Gayoso House and the Exchange Building.

Business Community

Despite a vast number of rehabilitations in Midtown and several high profile Downtown development projects, population continues to shift to suburbia. Out-migration from the urban core has exacerbated residential segregation according to economic class. Core areas have increased concentrations of lower income populations, although there are numerous exceptions to this generalization with enclaves of high and low income populations in all areas. An important result of this population shift has been the tendency of business to follow the higher income population. Retail and consumer service businesses have been especially likely to leave the urban core for regional and strip malls, arterial nodes, ribbon developments, and specialized functional areas. These offer greater visibility and convenience to the suburban consumer.

Large and small historic buildings containing thousands of square feet of office space remain empty and increasingly in jeopardy. In the past, these spaces have had difficulty competing with new spaces located east of Downtown. The Interstate Realty Corporation reports that in the last few years office space in historic buildings has been increasingly desirable and vacancy rates are generally on the decline as office space availability continues to tighten.

Historically, Memphis has not had a particularly strong industrial base. However, today Memphis is seen as attractive for industry because of its location, competitive wage rates, and quality of life. Unfortunately, to date, industry has largely located outside the urban core. The result has been that low-income inner city residents have been less likely to enjoy the benefits of the new employment opportunities.

Parking

There is a strong perception that there are not sufficient parking spaces in the Downtown area. This perception comes from a very real problem of parking for Downtown events. Individuals who come Downtown only for events often find parking to be overly costly or inconvenient. This problem with event parking has a tendency to encourage the demolition of old and historic buildings for the sake of increasing the number of parking spaces.

Crime

Crime is often cited as one of the biggest problems in urban areas and is one reason given for the general move from city to suburb. This migration out of the city is especially problematic for historic resources because when left vacant they deteriorate and are subject to increased vandalism. Insecurity from crime also makes the City unattractive to suburbanites who might otherwise visit the City more. Memphis is no exception to this national trend. Although Downtown employees state that safety is not a concern Downtown, at least during the day, nevertheless we must address the issue of crime if we are to attract more people back into the City. Reducing crime would go a long way toward encouraging people to return to areas of high concentrations of historic resources.

Tourism

Like any great city, tourism is important to the economy of Memphis. Mayor Herenton has noted that "By the year 2000, tourism will be the number one industry in Memphis." Memphis is known nationally as the home of Graceland and Beale Street. In fact, tourism has become an increasingly important aspect of Memphis' economy. In a 1994 study of the impact of tourism, it was found that visitors' expenditures in Shelby County were estimated at over \$1.6 billion. A majority of Memphis' tourist attractions relate to history. Whether one thinks of Graceland, Beale Street, the Civil Rights Museum, Victorian Village, or the Mississippi River Museum, we have a rich assortment of historic resources that are attractive to visitors. However, there remain many more opportunities to encourage heritage tourism.

Legal Framework

The legal structure for historic preservation begins at the federal level with the National Historic Preservation Act. The Act provides for review of all federal undertakings which have an effect on historic properties. It authorizes grants for certified historic preservation agencies at the local level, and it creates the National Register of Historic Places. Appropriate rehabilitations also qualify for a 20% credit against federal income taxes. But by-and-large, the most important legal devices for protecting and encouraging rehabilitation of historic resources is at the state and local levels.

At the state level the Tennessee Historical Commission works for the adoption of policies and procedures that would lead to successful historic preservation projects. Local protections can involve everything from zoning to building codes to general public policy. The Memphis Landmarks Commission, created in 1976, has established ten locally protected historic districts that provide for the review of alterations, demolitions, and construction of structures in those districts, encouraging preservation of historic resources. The Commission has a diverse mandate, but because of limited staff and financial support, many of the opportunities for encouraging preservation are missed.

Every day decisions are made throughout City Hall that incidentally impact historic resources, but where there is no process for considering this impact. For example, reports on the condition of public buildings and the feasibility of improving them often do not take into account the historical significance of the building. Historic elements of the City's streetscape (e.g. viaducts) and infrastructure (e.g. sidewalks) are often left in disrepair. The list goes on, some decisions having a more apparent impact on historic resources, some having a more tenuous impact.

Conclusion

The historic preservation movement has come a long way and we now see the positive impacts historic resources have on our community. However, we have many opportunities yet to be explored. Memphis is poised to make tremendous advances in the sensitive use and protection of historic resources for the benefit of all Memphians. The Goals, Objectives, and Action Plan that follows addresses these issues and take advantage of these opportunities.

III. GOALS

GOVERNMENT LEADERSHIP

Goal 1: That the City government's strong commitment to the protection and sensitive use of historic resources be a key to Memphis' thriving culture and economy.

Goal 2: That City divisions adopt and enforce policies that encourage the protection of historic resources.

Goal 3: That the Memphis Landmarks Commission has the acknowledged authority, staff, and resources to fulfill its mission.

NATIONAL AND LOCAL DESIGNATION OF HISTORIC PROPERTIES

Goal 4: That historic resources continue to be identified and nominated to the National Register of Historic Places.

Goal 5: That additional historic resources throughout the City are protected by designating them as Local Historic Districts.

PUBLIC AWARENESS OF HISTORIC PRESERVATION

Goal 6: That schools are environments where students develop an appreciation of the community's heritage and the existing historic resources associated with that heritage.

Goal 7: That Memphians understand the importance of our historic and cultural resources.

Goal 8: That Memphis' rich collection of historic resources draws an increasingly large numbers of tourists who stay in the city longer and return more often.

DIVERSITY IN HISTORIC PRESERVATION

Goal 9: That racial and economic diversity are increased in the preservation of historic resources.

PRESERVATION ASSISTANCE AND INCENTIVES

Goal 10: That the City of Memphis is the leader among its peer cities in establishing and promoting incentives that encourage preservation of historic resources.

Goal 11: That reasonable waivers of regulations for listed (national or local) historic properties are allowed, in order to encourage preservation and historically accurate rehabilitation.

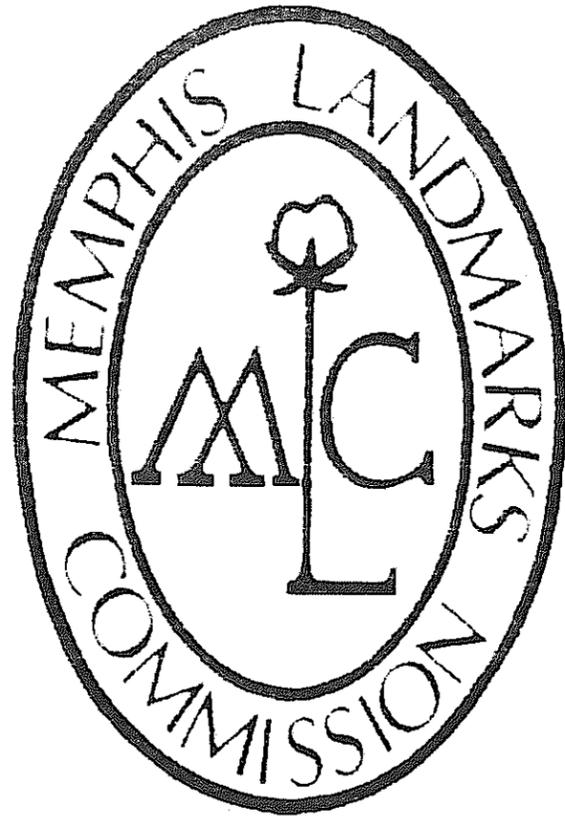
Goal 12: That the City saves significant structures that are threatened.

BUSINESS INVOLVEMENT

Goal 13: That the business community strongly supports and invests in the protection and sensitive use of historic resources.

DOWNTOWN REDEVELOPMENT

Goal 14: That Downtown's significant historic resources are protected and used sensitively.



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IV. OBJECTIVES AND ACTION PLAN

Abbreviations Used in the Action Plan

- AIA: American Institute of Architects
- CAC: Citizens Advisory Committee for the Historic Preservation Plan
- CAO: Chief Administrative Officer
- CCC: Center City Commission
- CVB: Convention and Visitors Bureau
- DPD: Division of Planning and Development
- HCD: Housing and Community Development
- LUC: Land Use Control Board
- MATA: Memphis Area Transit Authority
- MHI: Memphis Heritage, Inc.
- MLC: Memphis Landmarks Commission
- MLGW: Memphis Light Gas and Water
- OPD: Office of Planning and Development
- WTHS: West Tennessee Historical Commission

Goal 1: That the City government's strong commitment to the protection and sensitive use of historic resources be a key to Memphis' thriving culture and economy.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 1.1: The City acts as an exemplary steward regarding the maintenance and preservation of City-owned historically significant properties.	Set up committee of preservationists to tour historic properties with maintenance staff.	1997 & Ongoing	MLC Staff
	Anti-neglect officials to inspect buildings every other year and write up deficiencies.	1997 & Ongoing	Fire Division's Anti-neglect Staff
	City Council to approve increased budget for maintenance needs.	1998 & Ongoing	General Services City Council
	Schedule maintenance.	1998 & Ongoing	General Services
Rationale: It is imperative that the City take the lead in protecting historic resources as an example to the rest of the citizens. There are several historically significant City-owned buildings that are in need of preservation.			
Sub-objective 1.1(1): To give preference to City-owned historic buildings and other historic buildings for City offices before others are leased or new ones built.	Identify vacant buildings.	1997 & Ongoing	General Services MLC Staff
	Evaluate attempts to use buildings.	1997 & Ongoing	
	Locate City offices in buildings.	Ongoing	
Rationale: A natural use for City-owned historic buildings would be government offices. It may often be more advantageous than renting private space and the active use of the buildings would mean active maintenance. The use of more buildings in Downtown should also give greater feeling of urban vitality.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Sub-objective 1.1(2): To sell or lease vacant, City-owned historic buildings to private parties who will rehabilitate and maintain the structures.	Identify vacant buildings.	1998 & Ongoing	General Services MLC Staff CAO
	Evaluate attempts to sell, or lease buildings.	1998 & Ongoing	
	Set up development plan with CAO.	1999 & Ongoing	
	Sell or lease buildings after three years. Covenants will require preservation of significant historic & architectural features with Landmarks Commission review of exterior alterations and allow the City the right of first refusal for future sales.	2002 & Ongoing	
Rationale: If a building cannot be used for government offices, divestment will allow private parties to rehabilitate and use these important structures.			
Sub-objective 1.1(3): The City submits all projects that affect historic properties for Memphis Landmarks Commission review and approval (with appeals to City Council if necessary).	Define scope of projects needing review and develop a process for review. Initial scope should include City owned properties, City funded projects, and State funded projects. Maintenance and routine repair is not reviewed.	1999	MLC & Staff, Parks, HCD, Public Works, Engineering, General Services
	Mayor sends memo to Division heads in support of process.	1999	Mayor
	Implement and enforce processes and evaluate results.	2000 & Ongoing	MLC & Staff
Rationale: Both the federal and state governments, as well as many municipalities throughout the country, allow for design review of projects that would have an effect on historic properties. This process would help to insure a positive treatment of historic resources. This would also show the City's confidence in the Commission and be an example of the fairness of the City's historic preservation efforts.			
Objective 1.2: To emphasize the importance of historic preservation in City decisionmaking.	Set up a City Council subcommittee for historic preservation.	1998	City Council
	Adopt Historic Preservation Plan by City Council Resolution in so far as the Charter allows.	1997	
	Adopt resolution making Plan a component of Comprehensive Plan.	1997	

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Sub-objective 1.2(1): To better inform policy-makers about the economic and social benefits of historic preservation.	Develop/acquire products that can be used to inform policy-makers.	Ongoing	MLC Staff
	Prepare a study which identifies and quantifies the economic benefits of historic preservation in Memphis.	1999	
	Publish Annual Report of historic preservation efforts for policy-makers.	1998 Ongoing	
Sub-objective 1.2(2): City staff provides policy-makers with options that encourage protection and sensitive use of historic resources.	Mayor sends policy memo to reinforce the importance of the MLC working with other Divisions when necessary.	1998	Administration
	Make available the location of properties in the Contextual Histories so these properties can be taken into consideration when policy decisions are being made.	1998	MLC Staff
	Develop historic resources policy/procedure for City Divisions.	1999	
	Implement policy/procedure.	2000 & Ongoing	MLC Staff
Rationale: When taking actions that affect historic resources, policy-makers should have available to them options that will be sensitive to those resources. Memphis Landmarks Commission staff could be instrumental in developing these options.			
Policy 1.3: City ordinances should be as sensitive to historic resources as possible, without compromising the public's safety.		Upon Adoption	City Council Administration All Divisions
Sub-objective 1.3(1): To evaluate the commercial anti-neglect ordinance to make it more sensitive to historic resources.	Identify issues/problems.	1998	MLC Staff Fire Department
	Prepare amendments to ordinance if necessary.	1998	
	Adopt amendments.	1999	City Council
Rationale: The Commercial Anti-Neglect Ordinance has been instrumental in causing the maintenance of many significant historic buildings. It is possible that the ordinance could be made more sensitive to historic properties and encourage their protection. This could be done through the creation of incentives or assistance for the maintenance of historic buildings.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Sub-objective 1.3(2): To evaluate the residential anti-neglect ordinance to make it more sensitive to historic resources.	Identify issues/problems.	1998	MLC Staff HCD
	Prepare amendments to ordinance.	1998	
	Adopt amendments.	1998	City Council
Sub-objective 1.3(3): To regularly review and evaluate historic preservation initiatives to further improve and refine them.	Make CAC a standing committee.	1997	MLC Staff Administration
	Meet quarterly to review preservation initiatives.	Ongoing	CAC
	Recommend changes to policies and future initiatives.	Ongoing	CAC
Objective 1.4: To encourage the Memphis Housing Authority to be sensitive to historic properties while fulfilling their housing mission.	Provide the Memphis Housing Authority with information on their historic properties.	1997 Ongoing	MLC Staff
	Provide assistance in the development plans involving historic properties.	1997 Ongoing	
	Work with the community to inform them about the significance of MHA's historic properties.	1997 Ongoing	

Goal 2: That City divisions adopt and enforce policies that encourage the protection of historic resources.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Policy 2.1: To discourage suburban sprawl.	Encourage implementation of the Memphis 2005 Plan.	Ongoing	DPD Staff
	Adopt orderly growth concepts of the Community Compact.	1997	City Council
Rationale: Suburban sprawl inefficiently increases the demand for infrastructure and improvements and reduces the demand for historic areas.			
Objective 2.2: To support sympathetic development in historic areas.		Ongoing	All Divisions
Sub-objective 2.2(1): To create and use design guidelines that assure a level of compatibility and preservation of historical character when City programs develop infill housing or rehabilitate housing in older or historic neighborhoods.	Be sure HCD, OPD, and other divisions and organizations are aware of historically significant areas identified in the Contextual Histories and from the Cultural Resources Survey and any updates.	1997	HCD OPD MLC Staff
	Work with HCD, OPD, and other divisions and organizations to develop guidelines.	1997 As Needed	
	Develop process to use guidelines.	1997 As Needed	
	Implement and enforce process.	1997 Ongoing	
Rationale: Infill has important impacts on the neighborhood and specifically on nearby properties, both aesthetically and financially. Sympathetic infill will benefit everyone.			
Sub-objective 2.2(2): More planning, design, & associated professionals are appointed to the Land Use Control Board and the Board of Adjustment.	Planning and Development staff makes recommendations for potential appointees.	1998 Ongoing	DPD staff
	Mayor appoints.	1998 Ongoing	Mayor

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 2.3: The enforcement of historic district regulations by the Landmarks Commission, Code Enforcement, and the Courts is strong and certain.	Develop and implement ongoing training for Code Enforcement Inspectors on historic preservation issues.	1998 Ongoing	MLC Staff Code Enforcement Legal Division Administration
	Add staff to the Memphis Landmarks Commission budget so that there is more staff time for code enforcement.	1998	
Rationale: The historic district regulations ought to be enforced uniformly and consistently. This will require more Landmarks staff, more training for Code Enforcement officials, and a commitment to vigorously pursue offenders.			
Objective 2.4: To enact an archaeological resources protection ordinance that assures consideration of the potential for archaeological resources before large construction projects begin.	Identify potential archaeological sites in Memphis.	1999	MLC Staff Code Enforcement Plans Development State Archaeologist
	Research and write protective ordinance.	1999	
	City Council to adopt ordinance.	2000	
	Implement and enforce ordinance.	2000 Ongoing	
Rationale: Archaeological resources are currently unprotected even though they contribute greatly to the understanding of our heritage and consequently to the pride and ability to promote our City. Potentially valuable archaeological sites should be researched, often through on-site investigations, before the site is developed. Protection of these resources would bring Memphis in line with many other important cities.			
Policy 2.5: Zoning should encourage the preservation of older stable neighborhoods and discourage urban sprawl.	Change zoning or amend zoning regulations when needed.	Ongoing	LUC Neighborhood Associations
	Encourage strict enforcement of zoning regulations in Midtown, such as landscape requirements for parking lots and prohibition of parking on vacant lots.	Ongoing	LUC Board of Adjustment Code Enforcement
	Adopt and enforce commercial lighting requirements that minimize the impact of the light spilling over into residential historic districts.	2000	City Council MLC Staff

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Sub-objective 2.5(1): Provide additional protection for local historic districts by adopting a new overlay zone around districts with limited review.	Determine issues to be covered under this process.	2002	MLC & Staff
	Establish review process.	2002	
	Adopt new Historic Buffer (HB) Zone ordinance.	2003	City Council
	Work with neighborhoods to implement process.	2004	MLC Staff Neighborhood Associations
Objective 2.6: An improved schedule of maintenance for streets in old and historic neighborhoods should be instituted.	Provide all Divisions with list of historic neighborhoods.	1997 Ongoing	MLC Staff City Divisions
	Establish street maintenance schedule for old and historic neighborhoods.	1998	
Objective 2.7: The City should make a concerted effort to maintain the sidewalks in front of City owned properties.	Provide all Divisions with list of historic neighborhoods.	1997 Ongoing	MLC Staff City Divisions
	Establish policy of keeping up sidewalks in front of City owned properties.	1998	
Objective 2.8: The City protects historic vistas, landscapes, and trees.	Set up committee to identify historically significant vistas, landscapes, and trees.	2001	MLC Staff
	Develop and implement process.	2002 Ongoing	
Rationale: Historic vistas, urban designs, streetscapes, and the elements that make up those landscapes are important elements that give Memphis its uniqueness and make it a desirable location to live and visit. Current preservation ordinances do not address landscaping and scenic vistas.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 2.9: The City encourage the beautification of its historic districts.	Design and adopt an ordinance that requires increased landscaping and/or screening of existing parking lots.	2000	MLC Staff LUC MLGW
	Encourage the location and relocation of utilities underground.	2001	
	Explore the possibility of establishing thematic lighting standards and/or other distinctive features for all residential historic districts.	2002	MLC Staff MLGW Public Works
Policy 2.10: The City should preserve and restore historic street-scape elements such as granite curbs and curb returns, street lights, parkways, masonry walls, and street signs.		Upon Adoption	Public Works Engineering Other Divisions MLGW
Sub-objective 2.10(1): Adopt policy of preserving historic driveway curb returns.	Work with Engineering Division to develop a policy to permit retention of historic driveway curb returns in historic districts.	1999	Engineering MLC Staff
	Adopt and enforce policy.	1999 Ongoing	MLC Staff
Rationale: Streetscape elements are important resources that contribute to the milieu of a city. Whenever possible we ought to preserve those significant historic resources.			
Policy 2.11: The City encourages the preservation of privately owned historic streetscape elements such as rail-road viaducts, fences, bridges, neighborhood entry gates, and signs.	Write letters to responsible parties to let them know the value we find in these elements.	1998 Ongoing	MLC Staff MHI
	Work with City liaisons to encourage the preservation of these resources.	1999 Ongoing	
Objective 2.12: The City recognizes and enhances the status of historic districts with a marker program.	Develop City historic marker program.	2000	MLC Staff
	Secure funding.	2000 Ongoing	
	Implement process.	2001 Ongoing	
Rationale: Historic neighborhoods have found that markers or signs are an important element in developing a sense of community and pride. Many neighborhoods may not be able to afford to pay for historic markers.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Policy 2.13: The City encourages the protection of significant historic properties identified in the Cultural Resources Survey and the Contextual Histories.		Upon Adoption	City Council Administration All Divisions
Sub-objective 2.13(1): To make all properties listed in the Contextual Histories eligible for designation as local landmarks through the adoption of this Plan in order to make voluntary submittals easier for owners.	Make address list of National Register/National Register Eligible and Contextual History properties available to all City Divisions.	1997	MLC & Staff All Divisions
	Develop policy for taking into consideration these properties.	1998	
	Adoption of Plan makes properties in CH automatically eligible for local designation .	1997	
	Make designation process easier for individual properties.	1998	
Rationale: The Cultural Resources Survey and the Contextual Histories have systematically and comprehensively reviewed Memphis' history to identify the most exemplary historic resources of the City. The protection and sensitive use of these resources are important for improving the quality of life for all Memphians.			
Objective 2.14: The City acquires and gives vacant lots to neighborhoods for the neighborhoods' compatible uses.	Identify needs and desires of neighborhoods and develop list of potential uses for vacant lots in each neighborhood.	2000	MLC Staff Neighborhood Associations
	Develop City process for acquiring and transferring property.	2000	
	Implement process.	Ongoing	
Rationale: Allowing neighborhoods to have and use vacant properties will give those neighborhoods a greater sense of ownership in the well-being of their neighborhood and encourage maintenance and stabilization of the neighborhood.			

Goal 3: That the Memphis Landmarks Commission has the acknowledged authority, staff, and resources to fulfill its mission.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 3.1: That the Memphis Landmarks Commission has staff and resources equivalent to our peer cities.	Annually review peer cities.	1998 Ongoing	MLC & Staff
	Make annual progress towards objective.	1997 Ongoing	
Rationale: Current staffing and budgeting do not allow the Memphis Landmarks Commission staff the opportunity to effectively fulfill its mission as presented in its Ordinance. In a comparison of how 6 peer cities (Charlotte, Louisville, Dallas, Birmingham, Indianapolis, and Nashville) treated historic preservation, Memphis rated last in almost every category. These peer cities were chosen not by preservationists, but by the Economic Development Section for comparison with Memphis in the development of the Memphis 2005 Plan.			
Sub-objective 3.1(1): Increase funding for Memphis Landmarks Commission by \$150,000 so that City support is comparable to peer cities.	OPD develops budget with increase of \$40,000 for FY 1998.	Winter 1996	MLC/OPD
	Get budget approved by City Council.	Spring 1997	City Council
	OPD develops budget with increase of \$110,000 for FY 1999.	Winter 1997	MLC/OPD
	Get budget approved by City Council.	Spring 1998	City Council
Rationale: Increasing the budget by this amount will allow the Landmarks Commission to begin to implement the Preservation Plan, as well as carry out its mandate under its Ordinance.			
Sub-objective 3.1(2): Increase Memphis Landmarks Commission staff by two full-time positions by FY 1999 for implementation of this Plan.	Have budget approved per Subobjective 3.1(1).	1997 1998	MLC/OPD City Council
	MLC staff develops job descriptions.	1997 1998	MLC
	Hire qualified individuals for new positions.	1997 1998	MLC Staff Personnel
Objective 3.2: To have diverse, experienced, and interested Landmarks Commission members.	Identify needs of Commission.	Ongoing	MLC & Staff
	Develop training budget and opportunities for Memphis Landmarks Commission members.	1998 Ongoing	MLC & Staff
Rationale: Because of Memphis Landmarks Commission's responsibility for historic districts, the members must have a breadth and depth of experience with historic resources, in addition to an interest in preservation. There is virtually no training budget at the present time for Commissioners.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Policy 3.3: Where conflicting goals exist in governmental authority, the Landmarks Commission should diligently serve historic preservation needs and protect historic resources.		Upon Adoption	MLC & staff
Policy 3.4: In emergencies, in local historic districts, health and safety should be restored by means other than demolition of historic resources when possible.		Upon Adoption	MLC & staff Code Enforcement Fire Department HCD
Objective 3.5: The Landmarks Ordinance is amended to require a minimum standard of maintenance to prevent demolition by neglect.	Research minimum maintenance standards of other communities.	1998	MLC Staff
	Prepare and adopt language to require a standard of minimum maintenance for locally designated historic properties.	1999	MLC Staff City Council
Rationale: Failure to maintain property until it has deteriorated beyond repair is one way to circumvent the COA requirement in order to get a demolition permit. Minimum standards of maintenance have been successfully used in many communities and are recommended nationally.			

Goal 4: That historic resources continue to be identified and nominated to the National Register of Historic Places.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 4.1: The City will fund National Register nominations for eligible properties.	Develop process for identifying appropriate nominations based on community interest, threat to property, income level, and priorities of the Plan.	1997	MLC Staff HCD Neighborhood Associations
	City establish resources to help interested and needy properties attain National Register listing	1997	
	Prepare nominations, with assistance from neighborhoods whenever possible.	1997 Ongoing	
<p>Rationale: The <i>Cultural Resources Survey</i>, conducted by Memphis Heritage, Inc. between 1987-1994, identified a number of districts and individual properties that are potentially eligible for the listing on the National Register. Owners of many of these resources desire listing, but lack the knowledge or funding to prepare the nomination. In determining areas whose nomination is to be assisted, priority should be given to neighborhoods or individual properties that desire nomination, who are able to assist with the nomination process, and who are low-income neighborhoods. The Appendix lists those properties that have so far been determined eligible and some properties that are potentially eligible for listing on the National Register. It is not a complete list of potentially eligible properties.</p>			
Objective 4.2: To conduct additional surveys for National Register nomination purposes, as required by the Certified Local Government agreement.	Complete Survey of areas not previously surveyed using priorities as established in Appendix.	2000	MLC Staff HCD MHI
	Resurvey eligible and potentially eligible portions of the City every ten years.	2004 Ongoing	
<p>Rationale: The <i>Certified Local Government Agreement</i> between the City of Memphis and the Tennessee Historical Commission provides, by incorporation of 36 CFR Part 61, that the City will "[m]aintain a system for the survey and inventory of historic properties." The most recent survey, the <i>Cultural Resources Survey of Memphis</i>, prepared under the guidance of Housing and Community Development, omitted several areas of the City. These areas were not surveyed because they had developed after 1940, or they were unlikely to be affected by HCD because the area was primarily industrial or because of the income level of the residents. The <i>Survey</i> and recent research of Landmarks staff have identified the areas listed in the Appendix as having potentially significant historic resources.</p>			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Policy 4.3: The city, when seeking funding for survey and National Register projects, prioritize its requests to: (1) designate local districts & create associated design guidelines, (2) amend/update existing design guidelines if requested by local districts, (3) survey to identify eligible properties for local designation or National Register listing, (4) prepare National Register nominations, (5) update existing National Register listings.	Annually prepare request for Tennessee Historical Commission Grant using the identified priorities	Ongoing	MLC Staff HCD
	Identify and apply for grants for additional work.	Ongoing	
Rationale: Because personnel and funding are limited, it is important to consider what would be the best use of time and money for the maximum protection of historic resources. The highest degree of protection afforded historic resources is through designation as a local district. The remaining prioritized activities provide incrementally less, although still significant, protection for historic resources.			

Goal 5: That additional historic resources throughout the City are protected by designating them as Local Historic Districts.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 5.1 To actively promote the local designation of historic resources, including those listed in the Contextual Histories.	Develop brochure explaining benefits of local designation.	1998	MLC & Staff
	Encourage neighborhoods to adopt historic preservation rather than conservation districts to provide better protection for historic resources, where appropriate.	1997 Ongoing	
	Develop a streamlined process for listing individual properties on the local register.	1998	
	Contact National Register properties and districts and offer to speak to them about the local districting process.	1999	
	Develop incentives for local designation.	2000	
Rationale: Local designation gives added prestige as well as protection to historic resources. It is a crucial component of historic preservation.			
Policy 5.2: The City will be more lenient than the SHPO's determination of eligibility for the National Register of Historic Places when determining eligibility for local historic conservation district designation in response to neighborhood and property owner requests.		Upon Adoption	City Council MLC & Staff
Rationale: The Memphis Landmarks Commission Ordinance closely tracks the requirements for listing on the National Register of Historic Places. Because of this, the Ordinance has generally been understood to mean that if a property does not meet National Register requirements it cannot be a local historic district. Thus, many areas that have significant historic resources, but which do not meet National Register requirements, are denied the opportunity for local historic protections. Generally, properties are not listed on the National Register if there is already a property representing the same historic or architectural significance. So for example, a neighborhood that would be denied National Register listing because it represents a period and style of housing already represented on the Register could still receive local Historic Conservation District designation by interpreting the criteria more leniently. This would allow more interested neighborhoods to have local designation, which brings with it benefits of increased property values, community organization and pride, less crime, and better care and maintenance of properties.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Policy 5.3: In response to neighborhood and property owner requests, the City will not use National Register eligibility as the sole determining criteria for the protection of historic and cultural resources.		Upon Adoption	City Council Administration All Divisions
Rationale: The City should be sensitive to the characteristics of any property or neighborhood when City actions will have an impact on historic and/or cultural resources. Using the National Register criteria will not necessarily take into consideration all properties that are significant to Memphis, as some may not meet the strict standards of the National Register. Nevertheless, they may still be deserving of preservation.			
Objective 5.4: Priority for low-interest loans and grants shall be given to properties in local historic districts when possible.	Evaluate existing programs for opportunities to prioritize.	1998	MLC HCD
	Develop new programs with this priority.	1999	
	Expand eligible areas for HCD loan and grant programs.	1999	HCD

Goal 6: That schools are environments where students develop an appreciation of the community's heritage and the existing historic resources associated with that heritage.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 6.1: To encourage the School Board to use historic preservation to supplement existing school curriculum.	Get support from School Board and Superintendent.	1998	MLC Staff
	Help teachers to develop curriculum for different grade levels.	1998	
	Develop historic preservation speaker program for schools.	1998	MHI MLC Staff AIA Other non-profits
	Develop bus tour of historic sites for students.	2001	
	Identify funding sources & resources and make them available to schools.	1998	MLC Staff School Admin.
	Create additional contacts between the school system and historic sites to facilitate their use by students.	1998	MLC Staff Historic Sites Staff
Sub-objective 6.1(1): To encourage schools to establish annual historic preservation contests for all grade levels.	Research other cities' contests and present ideas in a report to Administration or as part of in-service training.	1999	MLC Staff
	Historic preservation poster contest awards presented during National Historic Preservation Week/Part of Memphis in May.	2000	MLC Staff MHI
Rationale: Contests can be effective means of creating interest and excitement in students and introducing them to historic resources in the City.			
Sub-objective 6.1(2): To encourage the School Board to provide in-service training for teachers on the topic of historic preservation as a route to teaching history, and civic and community pride.	Develop course for in-service training on historic preservation.	1999	MLC Staff
	Make architecture a part of Summer Arts Institute for teachers.	1999	MLC Staff Summer Arts Inst AIA MHI
	Offer information from Contextual Histories for background on significant historic resources.	1998	MLC Staff
Rationale: Training teachers to use local historic resources in education is an important way of creating a strong sense of connection between students and their surroundings and making history come alive.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 6.2: To encourage the preservation and rehabilitation of older schools.	Research and tour each school over fifty years old.	1998	School Admin. MLC & Staff AIA
	If significant, prepare a brief report on significant, cultural and physical, features of school.	1998	MLC & Staff AIA
	Send reports to principals, maintenance supervisors, facility manager, and School Board.	1998	
	Assist Administration in developing a written policy on preservation and rehabilitation of historic schools.	1999	School Admin. MLC Staff
Rationale: Schools are a uniquely significant resource that create a sense of place for children and work to tie a community together. Historic schools can be made to provide quality education in a culturally rich environment. Aggressive maintenance and rehabilitation of historic schools shows the community's appreciation for old buildings and thereby stimulates private owners in those neighborhoods to improve their properties as well.			
Objective 6.3: To encourage the University of Memphis to provide a course in historic preservation.	Research other Preservation courses.	2000	MLC Staff
	Gather various course outlines and lists of textbooks from other schools.	2000	
	Petition Board of Regents to establish historic preservation courses in the education (continuing education classes), planning, history and/or art history program(s).	2001	MLC Staff Board of Regents
	Develop classes for teacher training academy.	2000	School Admin. MLC Staff
Rationale: College level courses in several disciplines could be used to heighten the awareness and train individuals in preservation and heritage education. College interns would be available to assist the MLC staff in paid and un-paid service. Interested MLC Commissioners would be able to take an in-depth course at a convenient location.			

Goal 7: That Memphians understand the importance of our historic and cultural resources.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 7.1: To be proactive in improving public relations for historic preservation.	After successful preservation projects send out press releases to increase the visibility of successful historic preservation efforts.	1997 Ongoing	MLC Staff MHI
	Develop historic preservation newsletter.	1999 Ongoing	
	Prepare and make available canned speech/slide presentations for civic groups.	1998 Ongoing	MLC Staff
	Develop rapport with a reporter or editor at each major newspaper and television station.	1998 Ongoing	
	Memphis Landmarks Commission staff become a source of technical and historic information.	1998 Ongoing	
	Add events to Preservation Week to attract a greater diversity of participants.	1998 Ongoing	MLC Staff MHI
	Explore feasibility of writing a rehabilitation advice column in partnership with AIA and MHI.	1999 Ongoing	MLC Staff MHI AIA
	Provide media with information on available information and assistance.	1998 Ongoing	MLC Staff
Rationale: Successful historic preservation efforts need to be promoted so more individuals will understand the potential benefits of historic preservation.			
Objective 7.2: To promote partnerships between preservation and other community interest organizations to broaden the interest and support of preservation efforts.		1998 Ongoing	MLC Staff

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Sub-objective 7.2(1): To develop a local history/cultural center to bring together like-minded organizations for support and ease of access for the public.	Study the use of the proposed new public library as a possible site.	1997	Library System MLC Staff
	Work with history and cultural organizations to gain support.	1998	MLC Staff History/Cultural Organizations
	Work with library system to create History/Cultural Center.	2000	Library System MLC Staff
Rationale: Bringing like-minded history and cultural organizations together could be an important impetus for mutual support and ease of public access.			
Sub-objective 7.2(2): To create opportunities to encourage more individuals to learn about and participate in preservation.	Establish resources and staff to help neighborhoods research their history.	1998 Ongoing	MLC Staff HCD
	Develop and promote preservation programs that can be taken to meetings of organizations involved with history, arts, culture, scenic, architecture, civic, cemeteries, gardening, community development issues.	1998 Ongoing	MLC Staff MHI
	Outreach to leadership of these organizations to create appropriate partnerships.	1998 Ongoing	MLC Staff MHI
	To work with Leadership Memphis for the inclusion of historic preservation in their programs.	1999	Leadership Memphis MLC Staff
	Provide displays for libraries during preservation week.	1998 Ongoing	MLC MHI Library System
	Encourage bookstores to promote preservation issues.	1998 Ongoing	MLC Staff
Rationale: Individual participation and educational opportunities in preservation efforts will help to create support and interest in historic preservation.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 7.3: To develop and provide educational workshops, brochures, speakers bureau, etc. to increase public awareness of our heritage and historic resources.	Explore funding and publication options for Contextual Histories.	1998	CAC MLC Staff
	Write letters to all persons owning structures listed in the Contextual Histories describing their significance.	1998	MLC Staff
	Seek out and assist college students to develop neighborhood/history tours.	1999 Ongoing	MLC Staff
	Participate in neighborhood festivals.	1998 Ongoing	
	Institutionalize regular meetings with others interested in developing educational products.	1998 Ongoing	MLC Staff MHI
	Hire heritage education planner to develop programs.	1998	MLC Staff
Rationale: Educating the public about our heritage using our existing historic resources will increase civic pride and help to create excitement about our City, thereby attracting more and more tourists and economic development.			

Goal 8: That Memphis' rich collection of historic resources draws an increasingly large numbers of tourists who stay in the city longer and return more often.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 8.1: To increase heritage tourism by 100% in ten years considering sites both individually and collectively.	Create workshops about historic resources for employees in hospitality/ tourist services.	2000 Ongoing	MLC Staff CVB
	Identify groups that heritage sites target and assist in expanding those target groups.	2000 Ongoing	
Rationale: Nationwide, tourists interested in history tend to spend more money and stay longer than other tourists. Aggressively promoting our historic resources would be of tremendous benefit to Memphis.			
Objective 8.2: To develop products (driving or walking tours, brochures, videos) that create excitement about Memphis' heritage.	Develop brochures of historic sites, such as: Elvis Sites, Historic Districts, Antique Shops, Music History, African-American Sites, Architectural Styles, General Historic Sites, Antebellum Sites, and Trolley-Line Sites.	1999 Ongoing	MLC Staff CVB
	Develop an orientation film on Memphis' history/historic sites for use in hotels, at the Visitor's Center, and by the Convention and Visitors Bureau.	2001	MLC CVB
	Develop walking tours of designated historic neighborhoods.	2000 Ongoing	MLC Neighborhood Associations
Rationale: Driving and walking tours, brochures, and videos can be used to create interest and excitement in historic resources. The City should be the leader in developing these types of educational products.			
Objective 8.3: To encourage better signage for historic sites and districts throughout Memphis.		1999 Ongoing	MLC Staff Public Works Engineering

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Sub-objective 8.3(1): To encourage repair and replacement of signage for historic sites and districts.	Conduct annual historic marker reconnaissance.	1998 Ongoing	MLC
	Develop master sign for use in historic districts.	1998	
	Offer signs to locally designated historic districts with below average income.	1999 As Needed	MLC MHI
	Create signage for historic/scenic driving tours.	2000	MLC
	Provide information signs at historic sites.	2000	MLC WTHS
Objective 8.4: To support historic tourism by supporting historic sites.	Staff will assist boards of historic sites.	1998 Ongoing	MLC
	Study ways to assist in the revitalization of Victorian Village.	1998	MLC Vict. Vill. Assoc.
	Study ways to assist in the revitalization of Chucalissa.	1999	MLC Chucalissa
	Study potential for shuttle-bus between historic sites and museums.	2002	MLC Historic Sites MATA

Goal 9: That racial and economic diversity are increased in the preservation of historic resources.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 9.1: To protect additional significant, African-American related historic resources.	Identify additional African-American related historic resources.	Ongoing	MLC Staff CVB
	Create outreach efforts with various African-American organizations to work jointly on the protection of additional significant sites.	1998 Ongoing	
	Identify ways of focusing preservation on African-American historic sites.	Ongoing	
	Educate citizens, policy-makers, tourists, & students about these resources.	1998 Ongoing	
	Develop brochures of various African-American sites, i.e. Civil Rights, Music, Social History, Emancipation.	1998 Ongoing	
	Develop incentives for designated African-American historic sites.	Ongoing	
	Hire an African-American heritage specialist as a MLC staff person.	1999	
<p>Rationale: Memphis has a large number of significant, African-American related historic resources that need to be recognized and preserved. These resources need to be recognized as important contributors to Memphis' historic resource stock. These resources give Memphis the distinct opportunity to be a leading destination for African-American tourists.</p>			
Objective 9.2: To encourage economic & racial diversity in single family home ownership in eligible historic districts.	Expand HCD programs for grants and loans to all eligible historic districts.	1998 Ongoing	HCD
	Double the resources that HCD commits to grant and loan programs.	2004, with annual progress	
	Refer to Goal 10 for additional incentives.		
<p>Rationale: Single family housing exists in historic neighborhoods of every socioeconomic level. We need to encouraging rehabilitation and home ownership in all types of neighborhoods would be benefit.</p>			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 9.3: To develop model design guidelines for low-income neighborhoods that may be interested in local historic district status (guidelines should stress high-impact, low-cost requirements.)	Establish Committee of rehabers, neighborhood leaders, HCD, developers.	2000	MLC Staff
	Research other cities' design guidelines for low-income neighborhoods.	2000	Committee
	Select potentially interested low-income neighborhoods.	2000	
	Identify parts of current design guidelines that are expensive to implement.	2000	
	Evaluate need for expensive guidelines in selected neighborhoods.	2000	
	Develop model guidelines.	2000	
Rationale: Design guidelines generally enhance the value of affected properties. Application of guidelines to low-income neighborhoods would extend these benefits to a more diverse group of people.			
Objective 9.4: Increase the use of historic tax credits for rehabilitation of old and historic residential rental properties.	Identify individuals with expertise in using tax credits.	1998	MLC Staff HCD Center for Neighborhoods
	Develop expertise if no professionals can be found.	1998	
	Develop a simple process for assisting individuals interested in rehabilitating their properties	1998	
	Advertise the availability of tax credits through neighborhood organizations.	1999 Ongoing	
Rationale: Federal historic tax credits offer valuable incentives for the rehabilitation of income producing historic properties. Either 10 or 20 percent of the cost of qualified rehabilitation can be used to offset federal income tax. Use of these tax credits could have a dramatic impact on residential rental properties in old and historic neighborhoods. Unfortunately, the credits are not used as often as they could be because there is a perception that they are difficult to use or there are no professionals with expertise in using them. This is a low cost-high return option for the City to encourage.			

Goal 10: That the City of Memphis is the leader among its peer cities in establishing and promoting incentives that encourage preservation of historic resources.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 10.1: To identify, create, & promote local, state, & national grants for rehabs of historic structures by low-income owners.	Identify and have information available on existing grant programs.	1997	MLC Staff HCD
	Promote available programs at Neighborhood festivals.	1998 Ongoing	
	Lobby for state grant programs.	1998	
	Work with HCD to develop new programs using CDBG funds.	1999	
Rationale: Financial assistance through grant programs, while rare, does exist. Locating and having information on the availability of this type of assistance would encourage its use. Also, it would be helpful to develop additional sources of grant funds.			
Objective 10.2: To identify, create, & promote local, state, & national low interest loans for rehabilitation of historic homes in a broader area of the City, including loans for moderate-income and middle-income owners in Local or National Register historic districts. Extra priority shall be given to local districts.	Identify and have information available on existing loan programs.	1997	MLC Staff HCD
	Promote available programs at Neighborhood festivals.	1998 Ongoing	
	Work with HCD to develop new programs for moderate-income owners using CDBG funds.	1999	
Objective 10.3: To identify, create, & promote local, state, & national funding to assist small commercial property owners, especially those under anti-neglect procedures.	Support CCC efforts to expand assistance programs.	1997 Ongoing	MLC Staff
	Research and have available information on all assistance programs.	1998	
	Work with developers, property owners, city officials to develop additional incentives.	1998 Ongoing	
Rationale: The Anti-Neglect Ordinances currently can result in demolition of significant historic properties when an owner of a small commercial property does not have the ability to fund the repairs. Assisting these owners would encourage maintenance and could help owners to make their properties more attractive for use.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 10.4: To identify, create, & promote local, state, & national tax incentives for rehabilitation of historic single family homes.	Develop ordinance to defer or abate taxes/liens in exchange for contracts to rehab historic structures and to build on vacant lots in historic districts.	1999	MLC Staff Finance Legal Staff
	Garner support and have ordinance adopted.	1999	
	Implement and use process.	2000 Ongoing	
	Identify and have information available on existing tax incentives.	1997 Ongoing	
	Promote available programs at Neighborhood festivals.	1998 Ongoing	
	Work with THC to develop new state tax incentive programs.	1998	
<p>Rationale: The state has enacted enabling legislation to allow some tax advantages for rehabilitation of historic properties. It has not been used because of concerns by a previous Attorney General. Memphis, as the State's largest city, should test the legislation by adopting an ordinance to allow this type of tax advantage. It could be a significant stimulus to preservation and the retention of historic homes has great educational and social benefits for future generations.</p>			
Objective 10.5: To establish new sources of public revenue for historic preservation assistance. Consider adding: *2% to building permit fees for new construction *Double demolition fees	Prepare resolution or ordinance to add needed fees.	1998	City Council
	Work with Administration and Finance to create system for earmarking funds.	1998	Administration Finance MLC Staff
	Adopt and coordinate funds through the MLC Fund.	1999	MLC Staff Finance
<p>Rationale: Innovative new sources of revenue must be considered if we are going to be able to finance public preservation projects. Both of these fees are logical impact fees on development. New construction reduces the demand for existing buildings and effects historic areas. Obviously, demolition is contrary to the objectives of historic preservation.</p>			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Policy 10.6: The City should target the most important properties for preservation funding priority. Whenever possible, priority should be given to properties that are National or Local Register eligible, designated, or identified in the Contextual Histories.		Upon Approval	All Divisions CCC
Rationale: Even with new and additional funding, resources will be limited. We need to focus our resources on the preservation of resources identified as historically significant. A "first come first served" basis is contrary to this policy.			
Objective 10.7: To create a how-to center to supply technical information for rehabilitations.	Organize participants i.e. neighborhood organizations, home repair & hardware stores.	2000	MLC Staff
	Prepare budget and plan.	2001	Committee
	Implement plan.	2002	
Rationale: The availability of technical advice and tools would benefit small development projects and encourage individuals to take a more active role in the maintenance of their historic properties.			

Goal 11: That reasonable waivers of regulations for designated historic properties are allowed, in order to encourage preservation and historically accurate rehabilitation.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 11.1: To allow relief from some provisions of the Americans with Disabilities Act (ADA) for the rehabilitation of historic properties, where allowed by federal law.	Investigate ADA provisions for historic properties.	1998	Code Enforcement MLC
	Implement alternative ADA provisions.	1999 Ongoing	Code Enforcement
Rationale: To the extent possible and allowable, relief should be granted from ADA provisions that would irreparably damage the historic fabric of a particular site.			
Objective 11.2: To reduce parking dimensions, number of parking spots, landscaping, and dimensions for curb cuts for projects in local historic districts by approximately 20%. Develop a Special Exception process for greater reductions.	Establish reduced parking requirements for locally designated historic commercial areas. Minimize negative impacts on adjacent areas.	1998	MLC Staff LUC Staff
	Adopt as part of the Historic Preservation/Historic Conservation zoning overlay.	1999	LUC Staff MLC Staff
Rationale: Parking requirements can have an adverse impact on historic resources. Automatic allowances would help property owners when considering options. Allowances are needed due to the fact that this is not a brand new site, but one that has existing historic structures that generally should not be moved or reduced in size to meet parking requirements.			
Objective 11.3: To encourage the state to adopt alternative building codes for historic rehabilitations.	Work with Tennessee Historical Commission and Tennessee Heritage Alliance to get alternative codes adopted.	1998	MLC Staff
Rationale: Building codes should have the flexibility to take into consideration particular historical attributes that should be maintained but could not under modern codes. The Southern Building Congress has prepared alternative Building Codes for historic structures, but they have not been adopted by the State of Tennessee.			

Goal 12: That the City saves significant structures that are threatened.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Policy 12.1: That the Memphis Landmarks Commission will develop a rescue campaign when demolition or damaging alterations are proposed to properties individually listed in the Contextual Histories.	Encourage owners to preserve buildings and make sensitive alterations.	1997 Ongoing	MLC & Staff MHI Code Enforcement Neighborhood Associations
	Identify outside parties who may be interested in purchasing threatened structures.	1997 Ongoing	
	Contact media and press releases.	1997 Ongoing	
Objective 12.2: To obtain and use the power of eminent domain to take historic private property, paying fair market value, when owners are negligent or destructive.	Research other cities.	1999	MLC Staff
	Work with Legal Division.	2000	MLC Staff Legal Division
	Identify funding sources.	2000	MLC Staff Administration
Objective 12.3: To enable the Landmarks Commission to delay demolition of historically significant properties for six months so that alternatives can be sought.	Adopt an Ordinance allowing demolition delay for properties individually listed in the Contextual Histories.	2001	Administration MLC Staff
<p>Rationale: The ability to delay demolition for a short period to allow for development options to be investigated would aid in overall preservation efforts for buildings throughout the City. During the demolition delay interested purchasers could step forward and save the property. Demolition delay would not be automatic, but would be used only in cases where the Commission decides that preservation is a realistic option.</p>			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Sub-objective 12.3(1): To adopt an ordinance to protect all buildings of a given age and significance.	Phase One: Apply process to all antebellum buildings.	2000 Ongoing	MLC Staff Administration
	Phase Two: Apply process to all pre-1900 buildings individually listed in the Contextual Histories.	2002 Ongoing	
Rationale: At a certain age structures become inherently significant because they are so rare and can contribute so much to our understanding of an earlier period of our history. There should be an ability to make a concerted effort to protect these properties.			
Objective 12.4: The City develops a fund to purchase or take an option on significant historic properties when owners apply for demolition, when they neglect property for long periods of time, or when bracing is required after fires or natural disasters.	Create fund and develop policy for use of fund for purchase, taking an option on, or for bracing of historic buildings.	1999	MLC Staff Code Enforcement Fire Department
	When demolition is proposed, prepare alternative use plan and submit to City Council for approval.	1999 Ongoing	MLC Staff City Council
Rationale: Funds should be available for emergencies and extraordinary situations. When purchasing a building with these funds, it would be with the intention of selling the building to an interested developer within two years so that the money would return to the fund.			
Objective 12.5: For the City to develop a receivership program for threatened historic resources.	Establish system for receiving, holding, rehabilitating, maintaining, and selling property.	1998	MLC Staff
	Locate organizations that will act as receivers.	1999	MLC Staff
Rationale: There are occasional situations where as a last resort the City may have to take threatened properties for their protection and temporarily put them into the hands of those willing and able to rehabilitate them. The City should have a process for this and a willingness to use that process when necessary.			

Goal 13: That the business community strongly supports and invests in the protection and sensitive use of historic resources.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 13.1: Increase commercial and industrial occupancy rate at historic sites.	Establish speakers group to visit civic groups to inform business leaders about the benefits of historic preservation and encourage their participation in historic preservation projects.	1998 Ongoing	MLC Staff MHI
	Publicize businesses that invest in historic buildings through column in the Chamber Newsletter.	2000 Ongoing	Chamber of Commerce MLC Staff
	Provide assistance and incentives per Goal 10, 11, & 12.	Ongoing	MLC Staff
Rationale: Unoccupied buildings are both expensive to maintain and more likely to suffer deterioration and damage. Unoccupied buildings also detract from the look and feel of a vital urban environment. By increasing occupancy of historic sites through promotion and assistance we go a long way in improving the quality of City life.			
Policy 13.2: Encourage public/private partnership opportunities for protecting historic resources.		Upon Approval	City Council Administration All Divisions CCC
Rationale: Public and private partnerships have proven to be some of the most important teams in protecting historic resources. The City should seek out such opportunities and encourage their developments.			
Objective 13.3: To develop preservation funding sources in the business community.	Encourage banks to make loans to historically significant properties.	1998 Ongoing	MLC Staff
	Encourage businesses in historic areas to use pension funds for rehabs.	1998 Ongoing	
	Create a process to develop corporate sponsorships for historic resources.	2001	
Rationale: The financial support of the business community is the only way that substantial and sustained rehabilitations will occur.			

Goal 14: That Downtown's significant historic resources are protected and used sensitively.

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 14.1: To focus incentives for new development so as not to jeopardize historic resources, as identified in the map on pages 42-44.	Develop database of Downtown properties that can be used to identify all relevant property data for development and protection purposes.	1998	MLC Staff CCC
	Use Historic Sites and Development Sites maps, located on pages 45-49, to focus new and existing incentives and disincentives.	1998 Ongoing	MLC Staff CCC
Objective 14.2: To create new incentives and focus coordinated incentive packages to assist rehabilitation of historically significant properties.	Provide free architectural assistance with design for historic rehabilitations for an initial budget of \$20,000 per year.	1999 Ongoing	MLC Staff AIA CCC
	Provide financial assistance for site development, including utilities, lighting, sidewalks, and landscaping for an initial budget of \$250,000.	1999 Ongoing	MLC Staff City Divisions CCC
	Provide City Resource Person to assist persons in seeking loans, permits, technical and pro forma assistance.	2001 Ongoing	MLC Staff CCC
	Provide City assistance for clearing clouded titles on historic properties.	2000 Ongoing	Legal Division
	Allow tax increment financing for improvements in historic areas from marginal tax increases.	2000 Ongoing	Finance Division CCC
	Study other possible incentive for use in encouraging protection and development of historic properties.	1999	MLC Staff CCC
Rationale: Incentives that are innovative and sufficiently focused could have a strong impact on the historic resources most in need. City assistance in bringing Downtown buildings back into use will make the City more vital and help to improve the quality of life for all Memphians.			
Sub-objective 14.2(1): Create at least a \$1,000,000 pool of funds to assist in rehabilitation projects.	Budget a minimum of \$1,000,000 in City funds annually.	1999	Administration CCC MLC Staff
	Secure dedicated funding source for historic preservation to provide this amount annually.	2000 Ongoing	
Rationale: One of the most crucial needs for the preservation efforts is an available pool of funds, this would go a long way in providing assistance and the money could be used to leverage additional private funds, further stretching this money.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 14.3: To develop disincentives for actions that would threaten historically significant properties.	Set up committee of developers, property owners, preservationists, and city officials to investigate possibilities.	1999	MLC Staff
	Create and implement process.	2000	Committee
Rationale: Just as it is important to focus incentives at properties that seek to preserve and rehabilitate historic buildings, it is similarly important to direct disincentives to actions that threaten historically significant properties.			
Objective 14.4: To develop a method to prevent demolition of historically significant properties in the Downtown.	Adopt an ordinance to allow the City/MLC to delay demolition of historically significant properties in CBID for 6 months.	1999	MLC Staff Administration
	Require a bond and initial plan for compatible new construction when granting a demolition permit.	2001 Ongoing	
	Create a landbanking project with an initial budget of \$250,000 to hold properties threatened with demolition or neglect until a developer can be found.	2000	
Rationale: Because demolition is the most severe outcome possible for a building it should be the decision of final resort for historically significant buildings. All options should be considered before allowing demolition, even if this means delaying demolition while a concerted effort can be made to find alternatives. Demolition should not be allowed if there are no plans for the use of the lot, unless the building is a serious safety hazard.			
Objective 14.5: Encourage state, county, and federal governments to use historic buildings for governmental offices before newer buildings are leased or new buildings are built.	Identify and evaluate vacant buildings for potential for use.	1998	MLC Staff CCC
	Encourage use by state, county, and federal governments.	1998 Ongoing	
Rationale: A natural use for many of the Downtown historic buildings would be for governmental offices. It may often be more advantageous than renting private space and the active use of the buildings would mean active maintenance. The use of more buildings in Downtown should also give greater feeling of urban vitality. This policy has already been successfully adopted by the federal government and several state and municipalities.			

OBJECTIVES & POLICIES	ACTIONS	TIMEFRAME	RESPONSIBLE PARTIES
Objective 14.6: To adopt design review for any new construction, major exterior or site changes, or appurtenances in the Downtown area.	Prepare specific guidelines for projects that have been troublesome in the past, such as parking garages.	1998	CCC MLC Staff
	Place a Landmarks Commissioner on the CCC Design Review Board.	1998	
	To enhance the urban character of Downtown, amend zoning to require a special use permit for surface parking lots based on criteria to include a restriction on size, restriction on the total number of parking spots, and landscaping and setback requirements.	1999	
	Streamline review process by eliminating overlapping jurisdiction of the Landmarks Commission and the CCC, whenever possible.	1998	
	Support CCC's effort to develop design guidelines.	1998	
	Work with CCC to create design guidelines that respect historic resources.	1999	
	Write and adopt ordinance.	2000	
Rationale: Developments Downtown are more likely to have an impact on historic resources because of the large concentration of historic properties there. Design guidelines would help to minimize any possible negative impacts that new developments might have.			

V. DOWNTOWN PRESERVATION

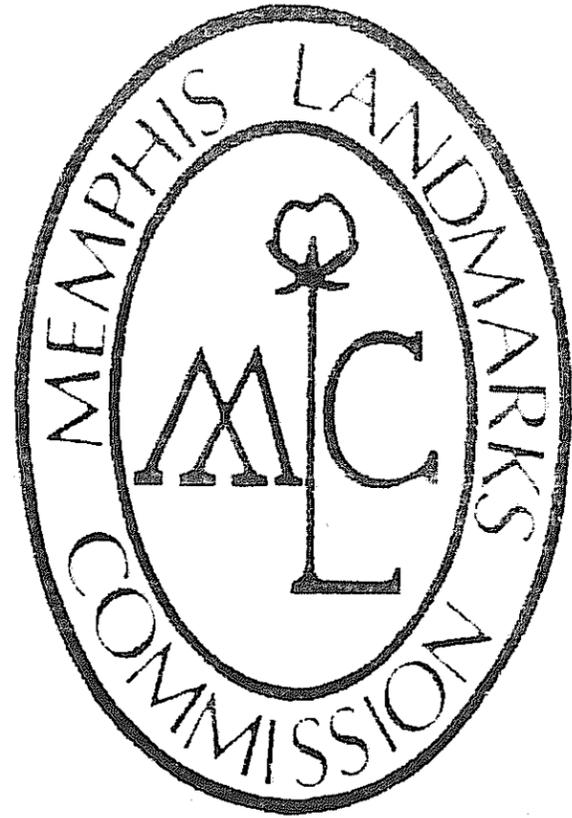
Key to the growth and development of Memphis as a whole is the revitalization of Downtown. Cities throughout the nation have brought their downtowns back to life by rehabilitating their older and historic buildings and creating a sense of vitality and interest with sensitive and sensible new developments. Memphis has begun this exciting revitalization process after years of stagnation and decay. In fact, today we are poised to make rapid advances with projects in all phases of development, from the recently completed rehabilitation of the Exchange Building creating hundreds of residential opportunities, the in-progress work on the expansive Peabody Place development creating residential, commercial, and entertainment opportunities, to the soon to be started Cobblestone Redevelopment, Central Station rehabilitation, and Trolley Line extension.

Unfortunately, some cities have found that with development pressure comes the call to demolish historic buildings. Sometimes, the older stock of buildings are seen as impediments to development rather than essential elements of the city's milieu. While it is neither practical nor desirable to freeze the entire building stock as it exists today, unquestionably there are buildings that must be preserved and rehabilitated for future use. This Plan adopts a number of proposals that will encourage sensitive development Downtown. These proposals will be implemented over the next five years and will be an important impetus for Downtown development. To further assist developers in selecting the most practical sites for development the maps on the next two pages identify certain significant elements for consideration.

The first map, *Historic Downtown Properties*, identifies those buildings and sites that are considered historically significant or are likely significant and should be rehabilitated and/or maintained with sensitivity. These are buildings that contribute to the cityscape of Memphis and they should not be demolished. These are also buildings that may or may not be currently used, but in any case they should be supported in their rehabilitation efforts.

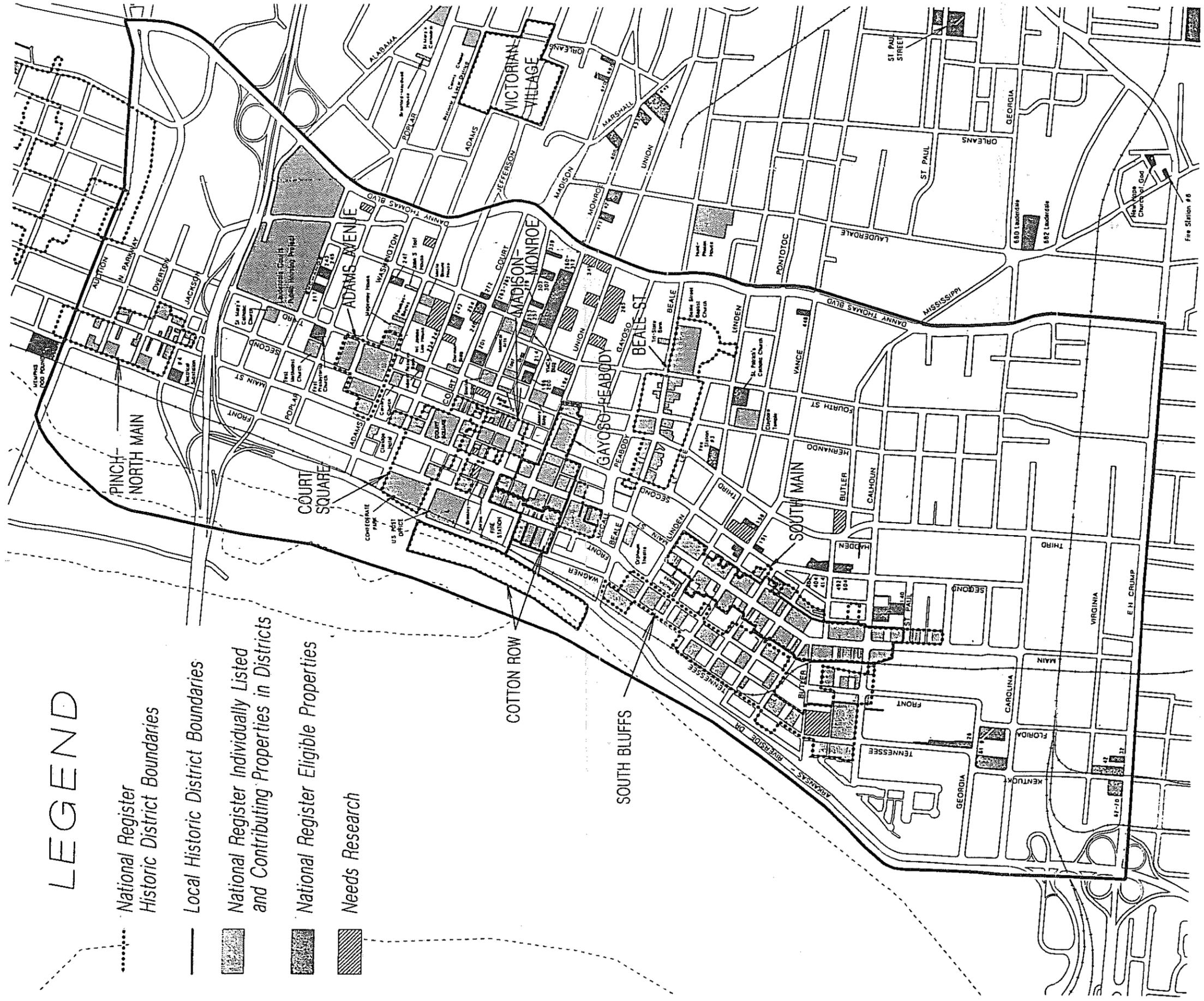
The second map, *Downtown Development Sites*, identifies those sites that are vacant or surface parking lots. It also highlights those areas, vacant or not, which are large enough for prime development, and which will have little if any effect on historic properties. The minimum size for these "prime development sites" was one-quarter of a Downtown block. These are areas where new construction should be focused.

These maps are the first step in a coordinated effort between the Memphis Landmarks Commission and the Center City Commission to create a comprehensive database of information for developers, property owners, and investors looking for information to assist in development Downtown.



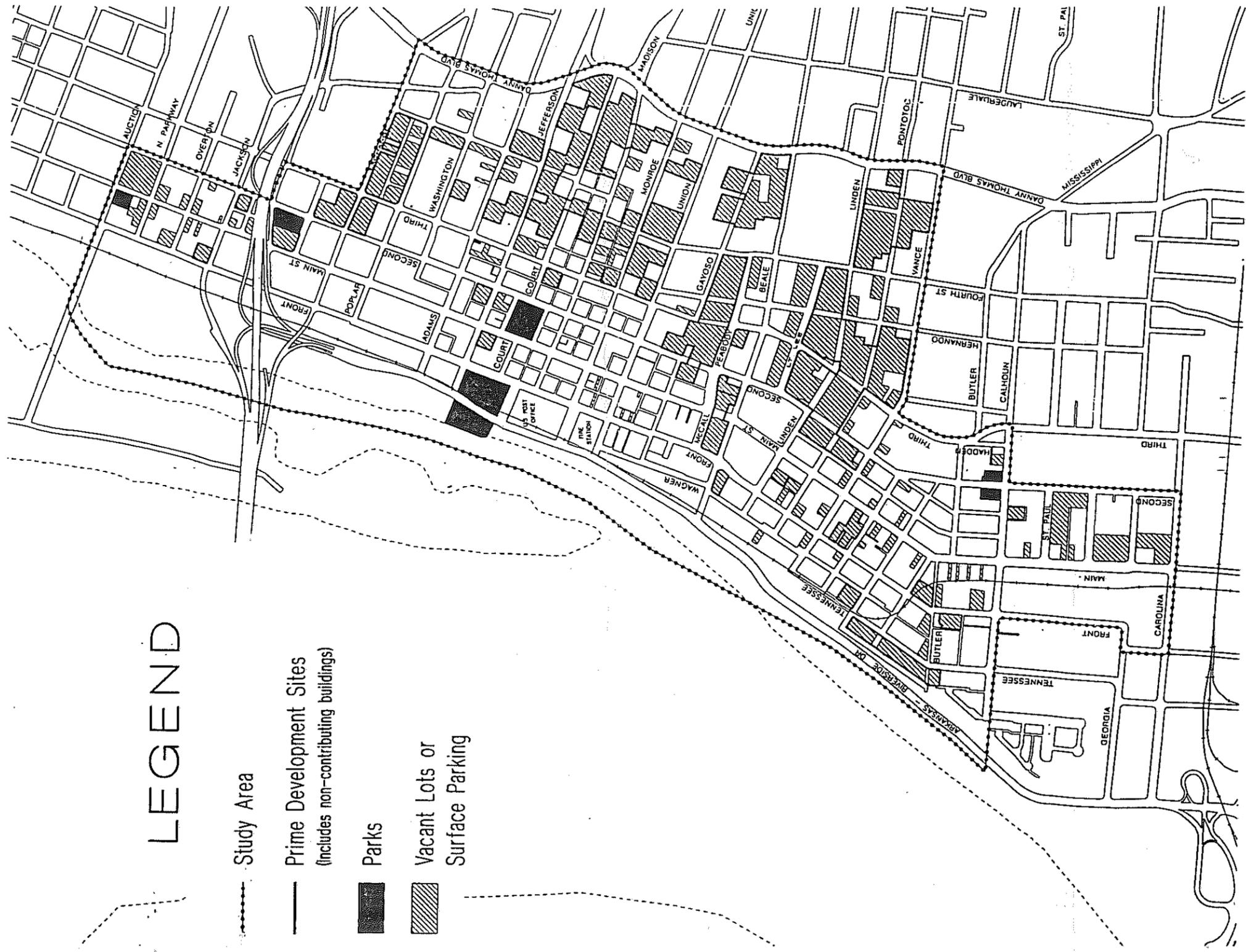
LEGEND

-  National Register Historic District Boundaries
-  Local Historic District Boundaries
-  National Register Individually Listed and Contributing Properties in Districts
-  National Register Eligible Properties
-  Needs Research



Historic Downtown Properties

Memphis and Shelby County
 Landmarks Commission
 Division of Planning and Development
 January 21, 1981 Scale 1" = 350' 1/2"
 Prepared by: Milton Colins Checked by: [Signature]



LEGEND

-  Study Area
-  Prime Development Sites
(includes non-contributing buildings)
-  Parks
-  Vacant Lots or
Surface Parking



DEVELOPMENT SITES

Memphis and Shelby County
 Division of Planning and Development
 MEMPHIS LANDMARKS COMMISSION
 December 27, 1988 Scale: 1" = 300'
 Plotted by: Milan Colina Checked by: [Signature]

VII. CONTEXTUAL HISTORIES

Contextual histories are brief descriptions of significant themes important in the history of Memphis and properties that are associated with those themes. The histories provide a better understanding of what resources are significant, why we ought to be concerned with their preservation, and how we can best use these resources to improve Memphis' quality of life.

While these contexts include many historically significant associated properties, they are not complete lists. There are currently other properties **outside these contexts** that should be recognized and perhaps protected. Likewise each year as properties age they may take on increasing historical significance and ought to be included in the contextual histories. The nature of historical significance, as a concept that changes over time, requires that this list of contexts, and more importantly, the associated properties be reevaluated every few years.

Architecture

Architectural Styles

- Federal
- Greek Revival
- Gothic Revival
- Italianate
- Second Empire
- Queen Anne
- Exotic Revival
- Romanesque
- Colonial Revival
- Beaux Arts
- Craftsman
- Tudor
- Art Deco
- Moderne
- Minimal Traditional

Architectural Forms

- Shotgun Houses
- Gable Front
- Upright and Wing
- Townhouses
- Composite Cottage
- Bungalow
- Four-Square
- Double Pile Cottage
- One Part Commercial
- Two Part Commercial
- Three Part Commercial

Aboriginal Americans

- Native Americans

Migration and Settlement

- African American
- Migration from Farm to City

Agriculture

- Plantation Economy

Commerce & Industry

- Commerce
- Financial Services
- Newspapers
- Industry
- Lumber Industry
- Cotton Industry
- Distribution

Transportation

- Transportation
- Rail Suburbs
- Railroad Transportation
- Street Car Suburb 1865-1890
- Street Car Suburb 1890-1930

Religion

- Religion

Politics and Government
Politics-Government
The City Beautiful Movement
Public Housing
City Planning/Geography

Military Affairs
Civil War

Education
Public Education
Private Education

Science and Technology
Medical Care
Public Works

Arts & Leisure
Theaters/Motion Pictures
Music
Public Art
Parks

Society and Customs
Social Organizations
Cemeteries
Grand Hotel Era
Inns/Taverns

ARCHITECTURE

ARCHITECTURAL STYLES

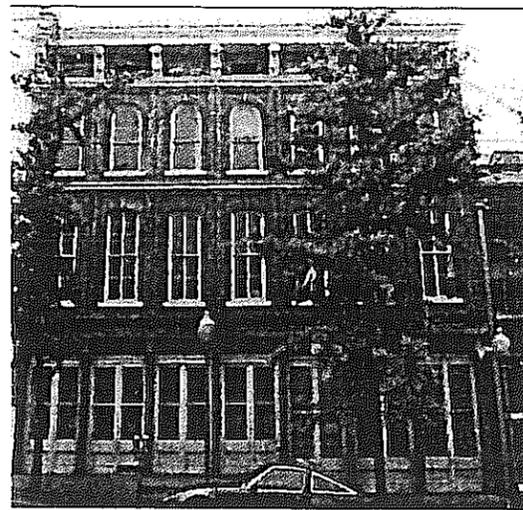
In the almost one hundred and eighty year history of Memphis, several different styles have played an important role in architecture. From the early vernacular interpretations of Federal style, seen in some of the oldest commercial buildings in the Cotton Row district, the intricate Queen Anne style, the ubiquitous Craftsman and Colonial Revival styling of the early 20th century residential areas, to the Minimal Traditional of post-World War II suburbia, the range of styles is huge. Stylistic influences change both as a reaction to architectural trends and popular culture. But the individual taste of the owner is also an important determinant of style, just as it is of layout. The following are some of the most prevalent or distinctive styles represented in Memphis' architecture, along with representative examples.

FEDERAL

The Federal, or Adam style, was the earliest high style of architecture used in Memphis. Nationally, it had been popular since the 1770s and was coming to the end of its importance by the time Memphis was founded. The style is based on classical, monumental architecture. It is characterized by strict adherence to symmetry, classical detailing at the cornice line, multi-pane double or triple hung sash windows, elliptical fanlights, and often, columns with capitals in the Roman styles.

Because Federal style was coming to the end of its importance just as Memphis was

founded there are few buildings of this style, none of which remain unaltered. The most significant building that was originally in the Federal style is the **Hunt-Phelan House**, at 533 Beale Street (NR). Completed in 1832, it is one of the oldest structures in Memphis. This significant structure was altered with the addition of a Greek Revival portico and door surround in the 1850s. Another home with the original 1843 Federal styling that can still be detected under the 1856 Italianate changes is the **Coward Place (formerly the Grosvenor House)** at 919 Coward Place (NR). Although their facades have been altered at least once in the last 150 years, there are a few buildings in the Cotton Row area that probably date from that period and would have originally had Federal styling. These include the c. 1840s **Howard's Row** at 35-49 Union Avenue, which includes the c. 1848 **Woolen Building** at 45-47 Union Avenue (NR).



Woolen Building c.1848,
45-47 Union Avenue



The 1845 Greek Revival Massey/Bartholomew House, 664 Adams Avenue

GREEK REVIVAL

The Greek Revival style was extremely popular during the mid-1800s, coming about as a result of archaeological discoveries in Greece and national sympathy for Greece during its War for Independence. The South was especially taken with the opulent style that included full classical Greek entablatures at the cornice, massive columns with Greek style capitals, and elaborate door surrounds. This is the style most associated with Southern plantations.

Two existing high style Greek Revival Houses are in Victorian Village. The 1845 **Massey/Bartholomew House**, 664 Adams Avenue (NR), is a one story clapboard house having an entry portico with columns with Doric capitals supporting a pedimented porch. The other

is the 1852 **Pillow-McIntyre House**, 707 Adams Avenue (NR) with full facade porch. Others similarly styled residences include the 1856 **Rayner House** at 1020 Rayner Street (NR) and the c. 1850 **Clanlo** at 1600 Central (NR). Clanlo was the manor house for a plantation that occupied much of the surrounding area.

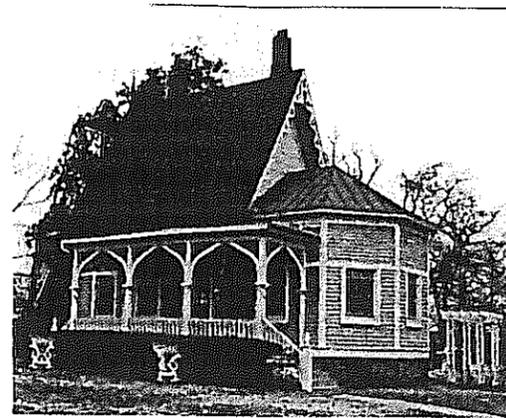
Although Greek Revival is most often high style, there are a few vernacular adaptations of the style in Memphis. The oldest vernacular Greek Revival home in the City is the 1834/1835 **Woodlawn/Wilkes Brooks House** at 2000 Old Oak Drive (NR). This house has a two-tier central portico, which is unusual for West Tennessee. Another important vernacular home that displays the Greek Revival styling is the 1849 **Burkle House**, at 826 North Second Street.

GOTHIC REVIVAL

The Romantic Movement of the 18th and 19th centuries had a strong impact on art, music, and literature. This movement also had a significant impact on architecture in the form of Gothic Revival styling. Although very popular in Britain and in limited parts of the Northeast, this style achieved only limited popularity in the rest of the United States. Here, it was most often employed in public buildings, especially churches. The steep multi-gabled pitched roofs, lancet windows, and decorative gable trim are typical of the Gothic Revival style.

Many of the earliest and most elaborate churches in Memphis are in the Gothic Revival style including the earliest existing church in Memphis, the 1843 **Calvary Episcopal Church and Parish House** at 102 North Second Street (NR). Many of the other 19th century Downtown churches also are in this style, including the 1852 **St. Peter's Catholic Church and Parish House** at 190 Adams Avenue (NR), the 1887-93 **First United Methodist Church and Parish House** at 204 North Second Street (NR), and the 1874-1888 **Trinity Lutheran Church** at 210 Washington Avenue. The 1898 **St. Mary's Episcopal Cathedral, Chapel, and Diocesan House** at 672-692 Poplar Avenue (NR) is an example of both High Victorian Gothic styling in the Chapel and Late Gothic Revival styling in the Cathedral. Beyond church architecture, Gothic Revival styling is often associated with funerary monuments. There are a few Gothic Revival styled mausoleums in **Elmwood Cemetery**, located at the south end of Dudley Street. The 1866-67

Elmwood Office Building (NR), located next to the entrance of the cemetery, is also a unique example of Carpenter Gothic styling.



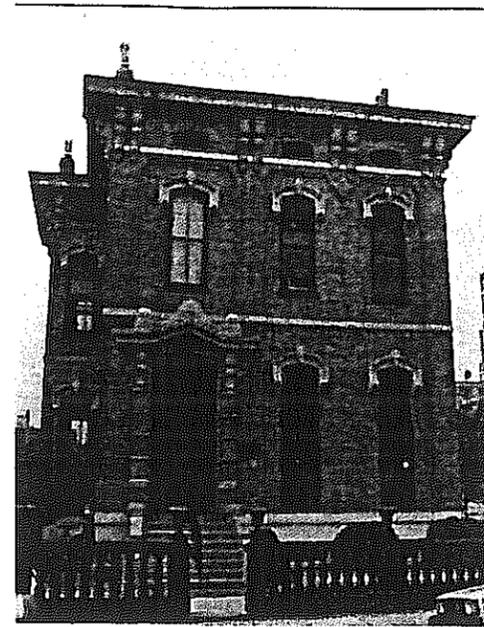
Carpenter Gothic Administration Building
1866-67, Elmwood Cemetery

The use of Gothic Revival has continued into this century. The 1926-27 **Idlewild Presbyterian Church** at 1750 Union Avenue continued the tradition in religious architecture. Collegiate Gothic Revival can be seen throughout the **Rhodes College Campus** (NR) at 2000 North Parkway, as well as at individual buildings like the **Administration Building at LeMoyne-Owen College**, 807 Walker Avenue, and **Humes High School**, 659 North Manassas Street.

An unusual example of a Gothic Revival office building is the c. 1925 **Hickman Building (formerly Medical Arts Building)** at 240 Madison Avenue (NR). Although it has lost some of its original Gothic detailing, the 1928 **Sterick Building** at 8 North Third Avenue (NR) continues to be a good example of this style.

ITALIANATE

The Italianate style began in England as part of the Picturesque Movement of the early 19th century. The style has as its origins in formal, rural Italian architecture. The popularity of the Italianate style owes much to the architectural style books of Andrew Jackson Downing. In the mid-19th century these style books were very popular throughout the United States. The style is characterized by two or three stories; low pitched roofs with wide, bracketed eaves; tall, arched, narrow windows with heavy crowns; and often a square cupola. Italianate style was used for both residential and commercial structures from the 1850s through the 1880s.



1st James Lee House 1869,
239 Adams Avenue

Residential examples are generally high style. The 1855 **Annesdale** (NR), located at 325 Lamar Avenue is a fine residence with elaborate Italianate styling. A few examples remain in the **Greenlaw Historic District** (NR) and there were a number of beautiful examples in the "silk stocking" district, especially along Adams, Vance, and Pontotoc Avenues. These fashionable streets were developed at the time the Italianate style was in vogue. Although most of the older homes in this area are gone, there are still some fine representative examples including: the 1866 **Jesse Busby House** at 678 Vance Avenue, the 1877 **West J. Crawford House** at 290 Lauderdale Avenue, and the 1876 **Austin House** (NR) at 1397 Central Avenue.

The Italianate style was also an important style for townhouses. The **Jefferson Avenue Townhouses** at 669 Jefferson Avenue, built in 1863 (NR), and at 671 Jefferson Avenue, built in 1867 (NR), are within the local Victorian Village Historic Preservation District and thus subject to design controls. Other examples include the c. 1875 **John S. Toof House** (NR) at 246 Adams Avenue, the 1869 **1st James Lee House** (NR) at 239 Adams Avenue, and the 1872 **Mette-Blount House** (NR) at 253 Adams Avenue.

SECOND EMPIRE

In a reaction to the architectural styles that looked to the romantic past for inspiration, the Second Empire style brought a thoroughly modern perspective to design. The characteristic Mansard roof (dual-pitched, hipped roof) with dormers, the asymmetrical facade, molded cornices, and decorative brackets gave the style a grand look. It had a fairly short period of popularity from 1855 to 1880. And although it produced a large number of buildings nationwide, it never gained much popularity in the South. In fact, few examples remain in Memphis.

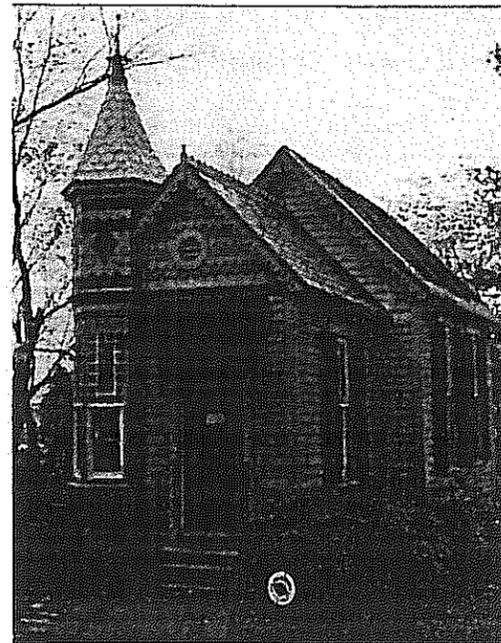
Fortunately, Memphis has one of the most famous examples of this style in the nation, the **Goyer-Lee House** at 690 Adams Avenue (NR). The Goyer-Lee is one of only a handful of buildings in Memphis to be recorded by the Historic American Buildings Survey, and its representation is often used as the quintessential example of Second Empire styling. The main part of the house is actually much older (1848) but the facade was restyled in the early 1870s.

Next to the Goyer-Lee House is another fine example of the Second Empire style, the **Woodruff-Fontaine House** at 680 Adams Avenue (NR). The house, built in 1870, was built as a whole, rather than having stylistic additions to older forms. Consequently, it has a strong sense of uniformity and is beautifully maintained by the Association for the Preservation of Tennessee Antiquities. A much later, but also very important example of this style is the **Exchange Building** (NR) at 9 North Second Street. This building has been one

of the defining features of the Memphis skyline since its completion in 1910. It was the tallest building in Memphis until usurped by the Sterick Building in 1930.

QUEEN ANNE

Queen Anne styling is the style most often associated with the Victorian Era. It was popular from 1870 through 1910. The style is characterized by asymmetrical facades with full-width, often wrap-around, porches; irregular, steeply pitched roofs, usually with a front facing gable; bay windows; textured wall cladding; and spindlework ornamentation in the gable, frieze, brackets, and porch supports. The complex and busy style was reflected in both the exterior and the interior design.



Handwerker Playhouse,
Victorian Village

In Memphis there are few high style examples of Queen Anne left. However, it is quite common to see some Queen Anne ornamentation on the most modest of residences built or remodeled around the turn of the century.

Several good high style examples can be found in Victorian Village. These include the **Mollie Fontaine-Taylor House** (NR) at 679 Adams Avenue, the **Mallory-Neely House** (NR) at 652 Adams Avenue, and the **Handwerker Playhouse** (NR) behind the Fontaine House. Examples in other areas include the c. 1898 **Captain Harris House** (NR) at 2106 Young Avenue, the 1902 **M.E. Denie House** at 937 Peabody Avenue, and the 1889 **Newton Copeland Richards House** (NR) at 975 Peabody Avenue. Also there remain a few examples in the former Vance-Pontotoc Historic Area.

Much more common are the more modest cottages with Queen Anne styling. A nice collection can be seen in what remains of the **Greenlaw Historic District** (NR), especially on Keel and Looney Avenues. A rare example of a Queen Anne using stone and slate on its facade can be found at the c.1900 **Cornelius Lawrence Clancy House** (NR) at 911 Kerr Avenue. Other examples include the 1904 residence at **1637 York Avenue** and the **two residences at 219 and 227 McLean**, across the street from the Public Library.

EXOTIC REVIVAL

Exotic Revival styles have had an impact on Memphis architecture almost since the City's founding. Exotic Revivals, like Egyptian or Moorish, are not common but add a great deal of visual interest to the City.



Ballard & Ballard Obelisk Building 1924,
325 Wagner Place

One of the most distinctive of the revival styles is Egyptian Revival. Considering that Memphis is named after a great Egyptian city it is perhaps surprising that there are not more buildings displaying the Egyptian Revival style. The style is characterized by large distinctive columns with lotus capitals, battered piers and pilasters, flat roofs, and cavetto cornices. The style was used most often on public and commercial buildings. In Memphis, there are a few structures of note that display Egyptian Revival styling.

The most distinctively Egyptian Revival styled building is the 1924 **Ballard & Ballard Company Obelisk Flour**, 325 Wagner Place. Its obelisk pilasters, battered door surrounds, and cavetto cornice make a classic Egyptian Revival statement. The detailing suggests a concern for aesthetics that is often overlooked in commercial buildings.

The 1938 **Praise of Zion Missionary Baptist Church**, formerly Mississippi Boulevard Christian Church, located at 974 Mississippi Boulevard, displays several Egyptian features including a pyramidal roof and columns that are said to reflect an ancient Egyptian temple. It is fairly unusual to see a church that deviates from the norm of classical or Gothic styling.

Although the **Memphis Zoo and Aquarium's Entrance Gate** in Overton Park is modern, it has an interesting Egyptian Revival styling with an abundance of details to link it to the first Memphis in Egypt. The two oldest buildings in the Zoo, the **Carnivora**

Building and the old **Pachyderm Building** built in 1909, both have the battered corners that vaguely suggest the Egyptian Revival style.

The most recent building to be built in this style is the **Universal Life Insurance Building**, located at 480 Linden Avenue, built in 1949. The lotus blossom capitals are typical of the Egyptian Revival style. The Universal Life Insurance Company is particularly notable as the first life insurance company in the United States founded by an African American and was at one time the largest African American owned company in Memphis.

Another exotic revival style building is the **Burch, Porter, and Johnson Offices**, (formerly the **Tennessee Club Building**) (NR), built in 1890 and located at 130 North Court Avenue. It is in the Oriental Revival style with strong Moorish influences. The horseshoe windows and onion dome give a very foreign look to this impressive building.

Although built in 1925, later than the time usually associated with exotic revival styles, the **Dermon Building** (NR) at 46 North Third Street is interesting for its use of Aztec detailing in the terra-cotta insets.

ROMANESQUE

The Romanesque style evolved from a pre-Gothic architectural style that was popular in Europe during the early 19th century. The American version of this style was developed and popularized by Henry Hobson Richardson. In fact, it is often known as Richardsonian

Romanesque. It is characterized by its massive feel from rough faced masonry walls, oversized arches, deep recessed door and window reveals, and often a prominent tower. The high cost of masonry and the large scale of Romanesque, means this style is rare and usually associated with public buildings.

There are several significant examples of Romanesque styling in Memphis. One of the most impressive is the 1890 **Tennessee Brewery** (NR) at 477 Tennessee Street. Other examples include the 1924 **Cossitt Library rear annex** (NR) at 33 South Front Street (the original



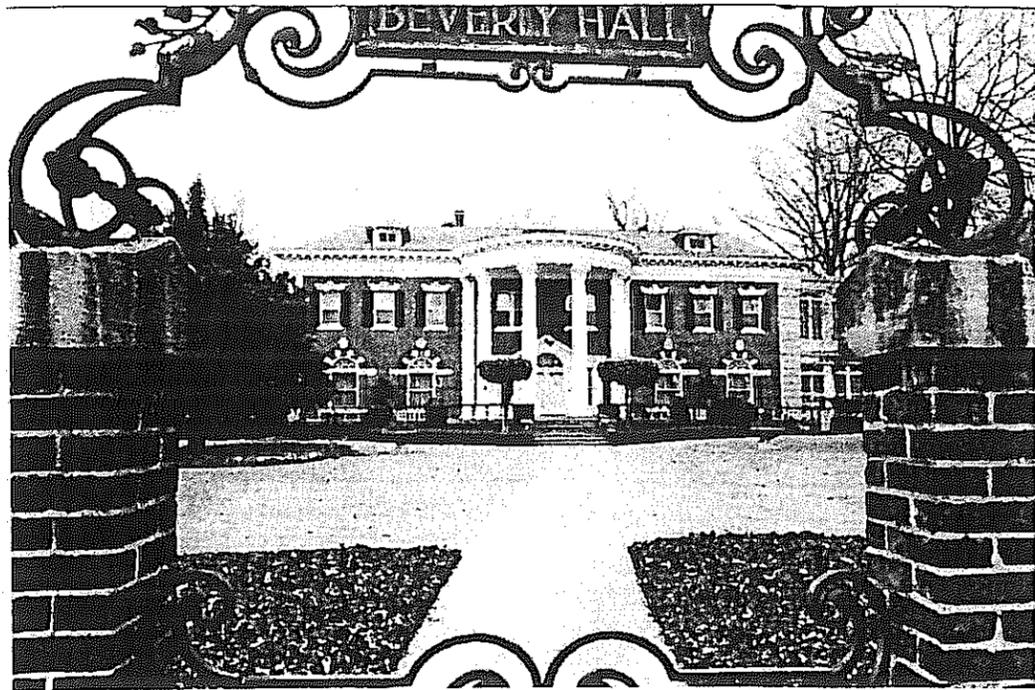
Lemmon-Gale Building 1893,
60 South Main Street

main building was demolished to be replaced with the current modernist building in 1958), the 1891 **Haverty's Furniture** (formerly the **Riley Building**) (NR) at 157 South Main Street, and the 1893 **Lemmon-Gale Building** (NR) at 60 South Main Street. The 1890 **Artesian Water Company Pumping Station** (NR) at 253 Auction Avenue and the 1911 **Artesian Water Department Building** (NR) at 237 Auction Avenue both have Romanesque influences.

COLONIAL REVIVAL

In 1876 the United States celebrated its 100th Birthday with the extravaganza, the Philadelphia Centennial. It was a place and period for reflection on our heritage and out of it came a style of architecture known as Colonial Revival. This style was popular for residences from the late 1870s through the 1960s. Throughout this period the degree of accurate replication of colonial features waxed and waned. But generally the Colonial Revival style is characterized by accentuated entryways with pedimented crowns or entry porches, fanlights or sidelights, and symmetrical fenestration with multi-pane paired windows.

Colonial Revival was one of the most common architectural styles in the later part of the nineteenth century and in the first half of this century. The earliest versions exist in both north and south Memphis, in areas that developed before the turn of the century. Colonial Revival is common in the Midtown area, which developed in the first three decades of this century. And it is ubiquitous in the post-WWII developments.



Beverly Hall 1906,
1560 Central Avenue

The Colonial Revival style was employed for both individual residences as in the c. 1920 **residence at 1912 South Parkway** and in duplexes, as in the c. 1940 **residence at 1911-1913 Lamar Avenue**. Other significant examples include the 1906 **Beverly Hall (NR)** at 1560 Central Avenue, the 1910 **Galloway House (NR)** at 1822 Overton Park Avenue, the **Nineteenth Century Club** (formerly the **Rowland J. Darnell House**) (NR) at 1433 Union Avenue, the 1909 **E.H. Crump House** at 1962 Peabody Avenue (NR) and the 1926 **William A. Hein House** at 2250 North Parkway (NR).

One subtype of Colonial Revival is Dutch Colonial Revival, distinctive because of its gambrel roof. Examples include the **residences at 418 Gaston Avenue** and at **1496 McLemore Avenue**.

NEO-CLASSICAL

Neo-classicism was most popular from just before the turn of the century until the 1940s. The style is based on classical Greek and Roman architectural orders. It is often rigidly symmetrical and monumental in scale. It is most common in public and commercial architecture, but it is also found in residential architecture.

The most prominent examples of the Neo-Classical style are the public buildings associated with the City Beautiful Movement, the **Shelby County Courthouse** at 140 Adams Avenue, and the **Central Police Station** at 130 Adams Avenue. These buildings are located in the **Adams Avenue Historic District** (NR).

BEAUX ARTS

Between 1885 and 1930 the premier school for architecture was the École des Beaux-Arts in Paris, France. The aesthetic principles and architectural style for those who trained at the school came to be known as Beaux Arts. The style is grand and associated exclusively with landmark buildings. It is characterized by heavily decorated wall surfaces using garlands, shields, quoining, pilasters, columns, elaborate entablatures, and intricate door surrounds and window crowns.

Public buildings that display the Beaux Arts styling include the 1909 **Central YMCA Building** (NR) at 245 Madison Avenue, and the 1946 **East High School** at 3206 Poplar Avenue.

There are a few residential examples of the Beaux Arts style. For example, there is a nice collection of them in the **South Parkway-Heiskell Farm Historic District** (NR) including the 1912 residence at 1179 East Parkway South, the 1925 residence at 1188 East Parkway South, and the 1926 residence at 1243 East Parkway South. There are also significant examples of Beaux Arts residences in Chickasaw Gardens including the c. 1930 residence at 2905

Tishomingo Drive. Another nice example of the Beaux Arts style is the 1912 **Memphis Theological Seminary** (formerly the **Joseph Newberger House**) (NR) at 168 East Parkway.

CRAFTSMAN

As the 19th century turned into the 20th century there was movement away from the Victorian ethics which exalted separation of humankind from nature and the busy yet controlled style for both interiors and exteriors. This movement was spurred on by William Morris and the English Arts and Crafts movement and in America by Gustav Stickley. The movement architecturally found its home in the Craftsman style. This style is characterized by low pitched gable roofs with wide, open eaves and exposed rafters; complex, decorative windows; decorative braces; combining materials for the exterior; porches which were meant to act as a connection with nature (a "room out-of-doors"); and massive, often battered piers for the porch.



Craftsman Bungalow,
Shadowlawn Historic District

The development of the style coincided with the popularization of the bungalow by Charles Sumner Green and Henry Mather Green in Pasadena, California. However, the Craftsman style can be found on all types of plans built during this period, especially Four-Squares, Bungalows, and even Shotguns.

Craftsman styling is exhibited in many of the neighborhoods that were developed in the first three decades of this century. Particularly good examples can be found in the **Shadowlawn Historic District (NR)**, **Longview Heights Historic Area**, and **Evergreen Historic Conservation District (NR)**. Outside of historic districts there are nice examples including a collection of Craftsman influenced double shotguns on St. Paul Street between Walnut and Boyd.

TUDOR REVIVAL

After Craftsman and Colonial Revival, the next most popular style for areas developed in the first half of the 20th century was Tudor Revival. Its adaptability to both high style and vernacular architecture made it very common in all types of residential neighborhoods. The style is seldom true to the original Tudor Period architecture in England but its characteristic steeply pitched, facade facing, gable roof; decorative half-timbering; narrow, multi-pane windows; and prominent chimneys give it a strong English feeling.

In Memphis, Tudor Revival styling can be found especially in the Midtown area which developed during the period of Tudor Revival's prominence. There are

particularly nice examples of high style Tudor Revival in the **Central Gardens Historic Conservation District (NR)**. Some other neighborhoods that have fine concentrations of Tudor Revival styled homes include **Glenview Historic Area**, **Hein Park Historic District (NR)**, and the **Vollintine-Evergreen Historic District (NR)**.



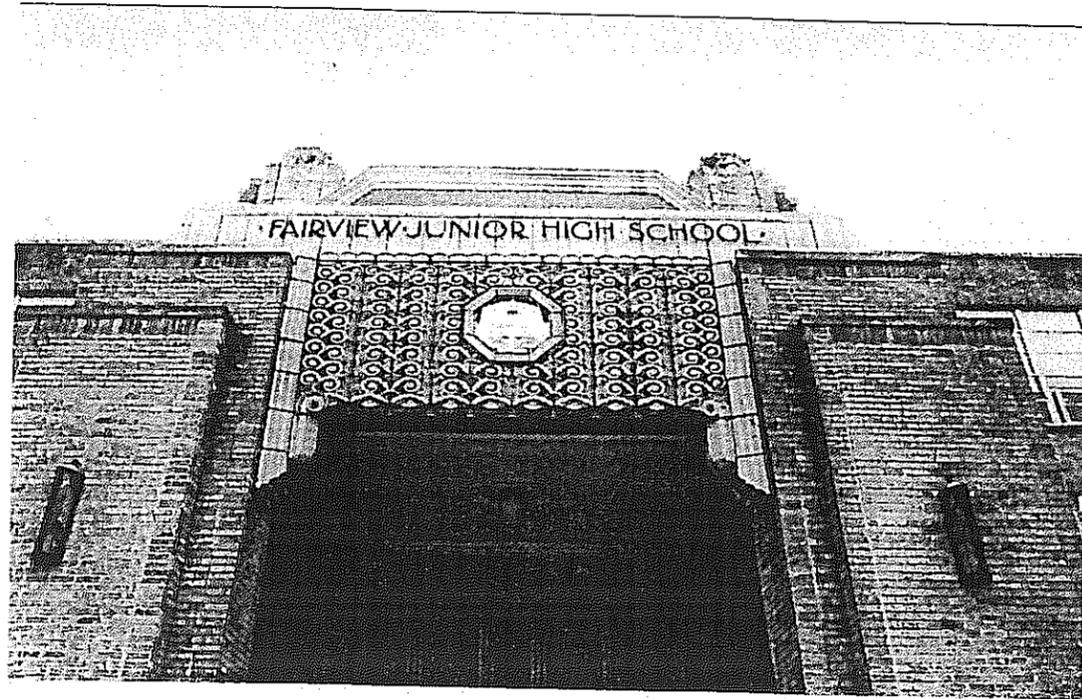
Tudor Revival,
Hein Park Historic District

One subtype of the Tudor Revival style is the Jacobean style. Distinct from Tudor style, Jacobean style is based on more formal Late Medieval traditions. There is usually a front facing parapeted gable that may be castellated. The oldest and most elaborate example is the 1885 **Reverend George White House** at 448 Vance Avenue. Other examples include the 1933 **Nellie Pidgeon House** at 4275 Nellwood Road and the 1926 **Robert Carrier House**, (NR) at 642 South Willett Street.

ART DECO

Art Deco was an extremely popular style for commercial and public buildings throughout the United States in the 1920s and 1930s. The style came out of the Exposition Internationale des Arts Décoratifs et Industriels Modernes held in Paris in 1925. The style was a dramatic change from the revivalist and traditional styles then in vogue. Its use of vertical lines and smooth faced concrete, metal, and glass block gave it a streamlined and futuristic look. Its quintessential geometric, low-relief ornamentation can be seen, not only on buildings, but on interior finishings, clothing, jewelry, and even automobiles.

In Memphis, the style became popular in the thirties and it lasted into the forties. It was especially popular for commercial structures. In the downtown area there are several significant Art Deco buildings, including the earliest one in Memphis: the 1927 **Memphis Business Journal Building** (formerly **Farnsworth Building, Three Sisters Building**) (NR) at 88 Union Avenue. Others include the 1937 **Mednikow Jewelers Building** (NR) at 1, 3, & 5 South Main Street and the 1947 **Jolly Royal Furniture Company** (formerly **Black and White Store**) (NR) at 122-132 South Main Street. The 1938 **Mid-South Cotton Growers Association Building** (NR) at 44 South Front Street nicely uses classical Deco interpretation of classical elements.



Fairview Junior High School 1930,
750 East Parkway South

There are several industrial buildings with Art Deco styling including the 1949 **Roinco Manufacturing Company** at 670 Huron Avenue, the 1947-1948 **GMC Building** at 660 South Third Street, and the 1927 **Sears, Roebuck Warehouse and Tower** at 495 North Watkins Street.

Art Deco styling was popular for public buildings. Memphis has several interesting examples, including, perhaps the finest Art Deco building in the City, the 1930 **Fairview Junior High School** (NR) at 750 East Parkway South. **Melrose School** (NR) at 843 Dallas also has some minimal Art Deco detailing. Other public buildings include the 1939 **MLGW Poplar Substation** at 2904 Poplar Avenue, the 1941 **National Guard Armory** at Central and Hollywood, and the 1936 **Memphis Humane Shelter (Dog Pound)** on Auction Avenue at Front Street.

Art Deco also had an important impact on interior design. Unfortunately, few Art Deco interiors remain. However, the recently renovated 1938 **Art Deco Skyway of the Peabody Hotel**, 149 Union Avenue (NR) is a fine example of the opulence of the style, as is the interior of the 1930 **William Len Hotel**, 110 Monroe Avenue (NR).

The period of prominence for Art Deco corresponds to the beginning of the movie theater as an important place for recreation. The theaters, bringing the latest in entertainment, were frequently styled in the latest in style, Art Deco. Examples of this include the 1941 **Paris Adult Entertainment Center (formerly Luciann Theater)** located at 2432

Summer Avenue, the 1942 **New Daisy Theater**, 330 Beale Street and the 1949 **Plaza Theater (Bookstar)** at 3402 Poplar Avenue. Memphis is also fortunate to have a collective of properties associated with the motion picture distribution industry some of which have Art Deco styling. The c.1930 **Paramount Building** at 151 Vance Avenue is a good example of this.

Nationally, apartments and hotels display some of the finest Art Deco styling. This is also true here in Memphis. Two elaborate examples in Midtown are the 1929-1930 **Gilmore Apartments** at 6 South McLean Boulevard and the 1939 **Kimbrough Towers** at 172 Kimbrough Place.

MODERNE

This style began in the 1920s and is closely related to Art Deco. There are few examples of this style from the 20s. However, in reaction to the economic Depression of the late 1920s and the 1930s the government began several work projects to relieve unemployment and provide for the development of numerous public projects. Work projects like, the PWA, WPA, CWA, and the CCC, provided job opportunities for skilled and unskilled laborers, artisans, and professionals. Buildings constructed or influenced by these programs often adopted the Moderne style. The style is usually sleek yet solid looking with little ornamentation.

One of the earliest and best examples is the 1929 **Federal Reserve Building** at 170 Jefferson Avenue.



Minimal Traditional Styled Housing,
Prescott Street Historic Area

MINIMAL TRADITIONAL

Out of the economic Depression of the 1930s emerged a simplified style of architecture, based on the Colonial Revival and Tudor Revival styles of the 1920s and 1930s. This style may be either one or one-and-a-half stories with few details. It may have a dominate front gable and massive chimneys characteristic of the preceding popular Tudor Revival style. However, the roof pitch is lower, the box cornice depth is shallower. Common features are the use of multi-light Colonial Revival windows with louvered or board and batten shutters with applied motifs and a Colonial Revival or Tudor Revival door surround.

One of the earliest examples is the **Prescott Street Historic Area**, where all the diminutive homes have attached garages. Minimal Traditional was the dominate style of the post World War II 1940s and 1950s subdivisions in Memphis.

ARCHITECTURAL FORMS

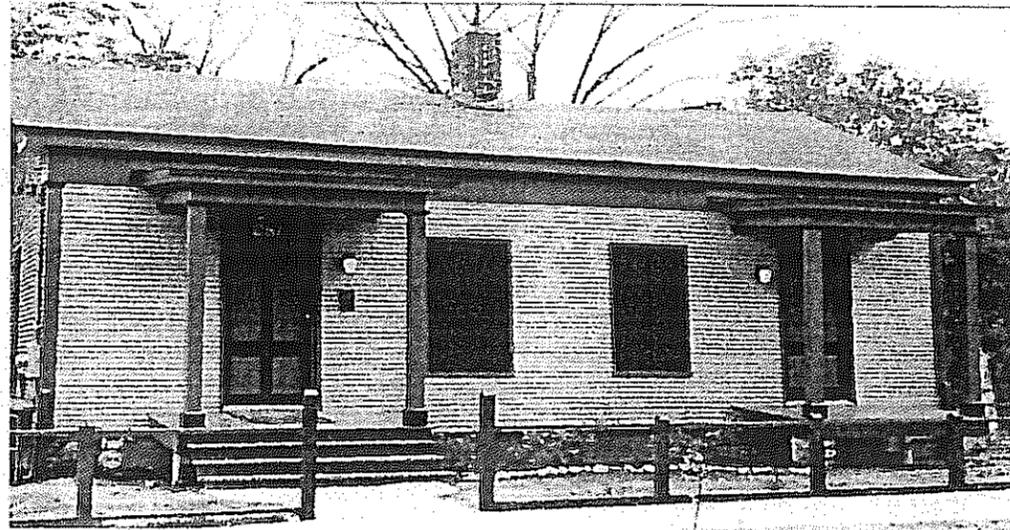
After style, the second fundamental feature of a building is its form or plan. The form is nothing more than the layout of the rooms and the basic, unstylized elevations of the structure. There are surprisingly few fundamental forms plus small variations for both residential and commercial structures.

RESIDENTIAL FORMS

The earliest housing types were very utilitarian, meant only to provide shelter. They were often log or sod houses with one room (single pen), two rooms with a central chimney (saddlebag), two rooms with end chimneys (double pen), or two rooms with a central passage (dogtrot). These early houses are rare in the Memphis area. To date, the only identified log homes are the 1807 **Davies Manor** (NR) at 9336 Davies Plantation Drive and the 1854 **Elam House** (NR) at 1428 Fox Street. Davies Manor is also the oldest residence in the Shelby County. The c. 1840s **Massey/Bartholomew House** (NR) at 664 Adams Avenue, the 1849 **Burkle House** at 826 North Second Street, and the c. 1833 **Magevney House** (NR) at 198 Adams Avenue are frame examples of the central passage plan. One saddlebag cottage in Greenlaw may date from the 1840s. The following are some of the most distinctive plans used in Memphis.

SHOTGUN HOUSES

Memphis has an extraordinary resource in its large collection of historic working class housing. One of the most notable is the shotgun house plan. Shotguns are generally two bay, front gable, one story, one room wide, two or more rooms deep, with a front porch. Variations include: hip, shed, and jerkinhead roofs, double shotguns (four bays), and raised double shotguns (five bays, the center-most for top story egress). Shotguns are generally very plain although in Memphis they may exhibit Queen Ann, Colonial Revival, and Craftsman styling. It is generally agreed that the shotgun first became popular in New Orleans. Origins of this type of housing have been greatly debated. Some have linked it to similar forms in the West Indies and from there to origins in Africa. Others believe it to be the familiar hall-and-parlor plan common in the rural South. In any case, it is clear that it was a very common type of working class housing.



Saddlebag Cottage c. 1840,
Greenlaw Historic Historic

Although this design is often associated with poor, urban, African-Americans, in fact, shotgun houses housed working class whites as often as working class African-Americans. Between 1890 and 1930 there was a large migration from rural to urban areas. This migration was initially fueled by several severe economic depressions. Later, technological and agricultural changes and World War I contributed to this migration. By the end of the 1920s the United States had a predominantly urban population. In Memphis, population increased from 65,000 in 1890 to 250,000 in 1930. Workers were attracted to this area by the cotton and hardwood industries. The majority of these workers required rental housing, and shotgun housing was often built as speculative rental property.

In the 1930s, the development of working class and lower income housing was taken over by the federal government

when they began to offer financial incentives to raze existing housing and develop public housing projects. In this process Memphis razed the majority of its stock of shotguns. Existing examples are generally threatened from lack of care, misunderstanding of their significance to working class Memphians, and lack of any type of protection through historic designation.

In Memphis, the shotgun was commonly built between 1880 and 1930, with most extant examples dating from the 20th century. Examples of areas containing groupings of shotguns include **Overton Park Avenue Historic Area**, **Delmar-Lema Historic Area**, **Wells-Arrington Historic Area**, **St. Paul Street Historic Area**, **Neptune Avenue Historic Area**, and **Richmond Avenue Historic Area**. Some of these have been determined eligible for nomination to the National Register of Historic Places, but have not yet been nominated.



Row of Shotgun styled homes,
Wells-Arrington Historic Area

Of particular note, in the Overton Park Avenue historic area are the c. 1905 Colonial Revival shotguns located at 1042, 1046, 1050, 1052, 1056, 1077, 1081, and 1083 Overton Park Avenue; and eight identical, jerkinhead, double shotguns at 1031, 1035, 1039, 1047, 1062, 1066, 1070, and 1074 Overton Park Avenue.

The Delmar-Lema Place historic area includes a row of ten identical c.1900 shotguns with Victorian styling at 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, and 1062 Delmar Avenue; as well as a row of five identical c.1915 double shotguns at 1040, 1044, 1048, 1056, and 1060 Lema Place; and Craftsman influenced shotguns at 1041, 1047, 1055, and 1061 Lema Place.

The Wells-Arrington historic area includes forty-one shotguns or double shotguns dating between c. 1910 and 1924. Of note are the sixteen unaltered 1924 identical plan shotguns, located on the South side of Wells Avenue between North 7th Street and Danny Thomas Boulevard with two-bays, jerkinhead roofs, and porch supports which alternate between brick piers and cast stone banded Ionic columns on pedestals. Also on the West side of Thomas Avenue between Wells and Arrington Avenues are sixteen c. 1910 shotguns retaining much of their original architectural detailing. The shotguns in this area were built to house those who worked in one of the many industries in the area.

The St. Paul Street historic area has a group of seven 1923 Craftsman influenced double shotguns at 751, 755-757, 759, 763, 767, 771, 775-777 St. Paul Street. These houses were developed by Leo Feder, Sr. as an income-producing property catering to working class whites. They were still owned by the family until recently.

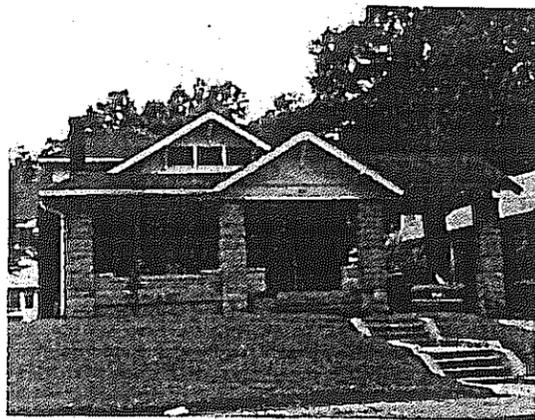
The Neptune Avenue historic area has six Craftsman influenced double shotguns at 771, 775, 779, 787, and 791 Neptune Street. The Richmond Avenue historic area includes nine identical plan, c. 1925, hipped-roof double shotguns at 244, 248, 252, 256, 260, 264, 268, 272, and 276 Richmond Avenue.

Just outside the Central Gardens Historic District is a nice row of Shotguns at 2071-2089 Peabody Avenue. There are existing National Register districts that have some examples of shotguns. The Cooper-Young Historic District (NR) has a nice collection of shotguns on Blythe Street between Young and Nelson. There are also several shotguns in the Greenlaw Historic District (NR) many of which are in extreme danger from lack of attention. Shotguns represented a significant housing type for a large number of working class Memphians and are an important asset that ought not be lost. Unfortunately, there are no locally protected areas that include significant numbers of shotguns.

Materials vary but are often brick, stucco, cobblestones, and wood shingles.

In Memphis there are several general plans of Bungalows including: Southern, Incised Porch, Cottage, Airplane, and Composite, all of which can display Craftsman, Stick, Swiss, Colonial, Tudor, or other types of styling. The Bungalow was promoted by one of the most prolific builders and developers in Memphis, William Chandler.

Generally, Bungalows can be found in any community built in the first three decades of this century. Areas that have a large number of Bungalows include, the **Evergreen Historic District and Central Gardens Historic District (NR)**, the **Annesdale-Snowden Historic District**, **Vollintine Evergreen Historic District (NR)**, and **Azalea Street Historic Area** just to name a few.



Typical Bungalow,
Evergreen Historic District

The most common plan is the Southern Bungalow. This plan is characterized by the main axis of the house running perpendicular to the street, with either a front gable or hip roof. Interior plans vary but rooms generally connect without use of hallways and the primary entrance opens into the living room. Examples of this style exist throughout the City including **residences at 1388, 1394, and 1417 Preston Street, 1388 and 1438 Cameron Street, and 1324-1328 Wellington Street, 1156 South Parkway**, as well as intermittently throughout the **Evergreen and Central Gardens Conservation Districts (NR)**.

The Incised Porch Plan is generally square in massing, most often gable roofed with dormers (either front or side gabled) and a chimney on one side. A good example is the **residence at 1104 Greenwood Street**.

The Cottage Bungalow Plan is similar to the Incised Porch Plan except that the porch is added on, not built in. Examples of this plan include the **residences at 1179 Wellington Street, 1404, 1410, and 1414 Cameron Street, 1407 Preston Street, and 1171 Englewood Street**.

The Airplane Bungalow Plan is a one story, irregular plan with a front facing gable with a distinctive half story side gables and hip roof monitor appended to the rear. Examples of this style are scattered throughout the city including the **residences at 913 North Parkway, 279 Watkins Street**, and particularly nice rows of **Airplane Bungalows at 2371-2395 Parkway Place and at 2346-2356 Eastwood Avenue**.

AMERICAN FOUR-SQUARE

The American Four-Square is one of the most prevalent plans of housing in the older areas of Memphis. It is traditionally a two room wide, two room deep box with a hip roof and dormers. In urban areas like Memphis the plan is often slightly altered to be more rectangular to conform to lot dimensions. The facade has four generally uniform openings and it often has a one story porch. The Four-Square is often very plain and clean looking with little adornment. However, most have at least some detailing, often in either Craftsman or one of the revival styles.

The Four-Square, like the Bungalow, was very popular in Memphis during the first three decades of this century. Thus they account for a large number of the homes in existing older neighborhoods. (Some older neighborhoods have lost their original, Victorian or earlier, housing stock, while post-World War II neighborhoods are just being identified as significant.)

Four-Squares are spacious and their layout is conducive to conversion to multifamily housing. Consequently, many have been converted. Unfortunately, this has often been done with little sensitivity to the original structure. Some neighborhoods have down-zoned in an attempt to reduce the number of such uses. This has met with varying degrees of success. However, there have been some very successful projects restoring Four-Squares to single family use.

Existing examples are common throughout the areas that developed in

between 1900 and 1940. Large collections can be found in Midtown especially in the **Evergreen Historic Conservation District (NR)**, **Central Gardens Historic Conservation District (NR)**, **Annesdale Park Historic Preservation District (NR)** and **East End Historic Area** including older subdivisions like **Applewhite, Lenox Land, West Lenox, Higbee Heights**, and in the **Central Gardens Extension area**. There is a particularly fine row of **Four-Squares in South Memphis between McLemore and Trigg**, as well as at **1269 Wellington Street**.



Typical American Foursquare,
Evergreen Historic District

In different neighborhoods different styling predominates. In the neighborhood between I-240 and Hwy. 51, and McLemore and Trigg there are a number of revival styled Four-Square especially Colonial Revival and Dutch Revival.

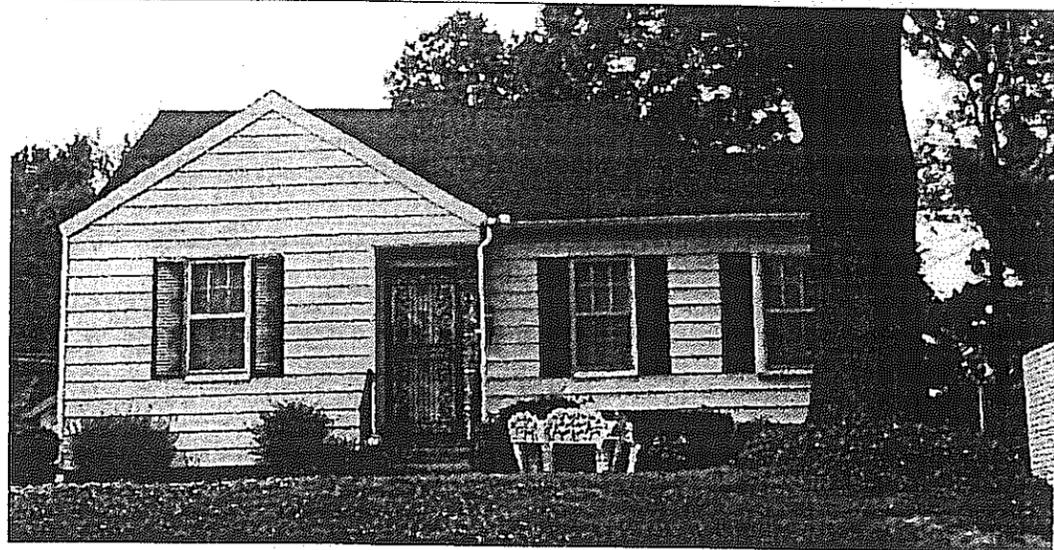
In the neighborhood bounded by Jackson on the North, I-240 on the East, Poplar on the South, and Danny Thomas Boulevard on the west, Colonial Revival style is common. Some examples include the residences at 392 Carroll Avenue, 1056 and 1057 Greenlaw Avenue. A particularly elaborate Neo-Classically styled Four-Square is located at 1741 Forrest Avenue in the Evergreen Historic Conservation District.

DOUBLE PILE COTTAGE

This building type was built nationwide immediately after World War II. It is defined as a small, rectangular house, two rooms deep, with side gables. The stylistic influences are minimal, sometimes referred to as Minimal Traditional.

There are many nice examples of this house type including the 1950s **Mallory Heights Neighborhood** developed by Kemmons Wilson, co-founder of Holiday Inns, as speculative housing.

One variant of the plain double pile cottage has a gable roofed wing extending off the front. A one story "L" plan structure results. There are some unusual fieldstone clad examples of the double pile cottages with gable front extension located on Wellington Street in the **Longview Heights Historic Area**.



Double Pile Cottage,
Mallory Heights

COMMERCIAL FORMS

Commercial buildings, like residences, are generally of two types, high style and vernacular. High style buildings are designed by architects and are usually unique. We often think of these as the landmarks that dot our cityscape. Vernacular buildings are more likely builder-designed and are usually based on other buildings in the area. These buildings are important in defining the milieu of the cityscape. Memphis has a good collection of historic high style and vernacular commercial buildings.

For the most part, historic high style commercial buildings are found in the Downtown area. Historic vernacular commercial buildings can be found at just about every major intersection throughout the older part of the City, often it was at these intersections that streetcars crossed major pedestrian or automobile routes.

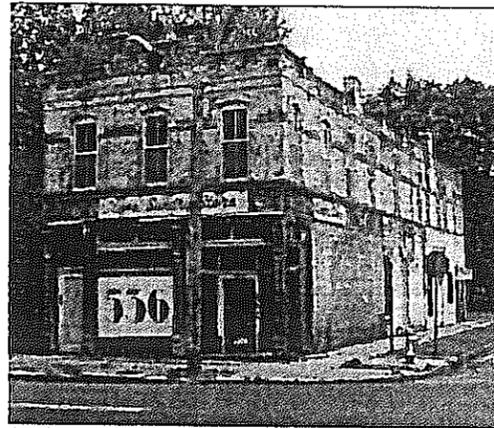
ONE PART COMMERCIAL BLOCK

Buildings of this type have one story that is nothing more than store front. It is most common in small towns and in neighborhood commercial centers. In Memphis it can be seen in historic neighborhood commercial centers often located at sites of trolley or train stops. There are many existing examples, many in very poor states of repair. Examples include the **Mediterranean styled row of stores on the north east corner of Second and Vance**, the **intersection of Cooper and Young** in the Cooper-Young Historic District (NR), the **intersection of Mississippi and Walker**, the **intersection of Morrison and Union**, which was the

historical terminus of the Madison Avenue Trolley to East End Park, and the **intersection of Southern and Semmes** which originated as a train stop.

TWO PART COMMERCIAL BLOCK

The most common of nineteenth and early twentieth century neighborhood and urban commercial architecture was the two part commercial block. It is characterized by buildings two to four stories high with two distinct zones. The street level zone is generally a storefront for the public's use. The zone above the street level is more private, containing offices or residences.



Typical Commercial Properties,
Greenlaw Historic District

This is the main type of architecture in the **South Main Historic District (NR)**, **Beale Street National Historic Landmark District (NHL)**, and the **Pinch/North Main Historic District (NR)**. In addition, there are several neighborhood commercial centers which exemplify this, including the **1912 building at 243-247 Cooper Street**.

THREE PART VERTICAL BLOCK

Commercial buildings of this type have four or more stories and have three distinct sections, corresponding to a classical columns base, shaft, and capital. Nationally, this type was common from the 1850s, but locally, most examples date from this century. Significant examples include the 1925 **Peabody Hotel** (NR) at 149 Union Avenue, the 1909 **Second Goodwyn Institute Building** (formerly **First National Bank Building** and **Commercial Bank**) (NR) at 127 Madison Avenue, the 1904 & 1914 **Commerce Title Building** (formerly **Memphis Trust Company Building**) (NR) at 12 South Main Street, the 1910 **Chamber of Commerce Building** (formerly **Business Men's Club**) (NR) at 81 Monroe Avenue, and the 1904 **Tennessee Trust Building** (NR) at 79 Madison Avenue.

ABORIGINAL AMERICANS

NATIVE AMERICANS

The Fourth Chickasaw Bluff has been the site of Native American occupation going back at least 12,000 years. Archaeological evidence suggests that this area may have supported a large population. There are both permanent and temporary occupation sites in the area. European descriptions of the Native population began in 1541-1542 when Hernando de Soto arrived at the Mississippi somewhere in this area. Contact with the Natives ranged from peaceful trading to outright warfare. Use of the area by the Native population decreased by 1818 when the Chickasaws were persuaded by General Andrew Jackson and Governor Isaac Shelby of Kentucky to sell the land. Native Americans that refused to leave were later forcibly removed.



Chickasaw Mounds,
Chickasaw Heritage Park

Little surface evidence remains of the flourishing Native American population that was here before the Europeans' arrival because Memphis proper has been so thoroughly developed. Consequently, the majority of resources associated with Native Americans are archaeological in nature. Only two sites of any significance, **Chucalissa** at 1987 Indian Village Drive and **Chickasaw Mounds** in **Chickasaw Heritage Park** (NR), have received any public notice.

Chucalissa has been designated as a National Historic Landmark, one of only two in Memphis, based on its national significance. This prehistoric town contains evidence of sporadic occupation from the Early Archaic Period through the Late Mississippian Period. Dates of 8000 B.C. to 1600 A.D. are generally accepted as accurate. This is both a research and interpretive site. This important resource is currently threatened by insufficient funding. The closure of Chucalissa to visitors would deprive citizens of the only Native American interpretive site within 30 miles of Memphis.

The **Chickasaw Mounds** most likely had a religious use and were associated with a village in the surrounding area. The Mounds were included within Fort Pickering and may have been the site of Fort Assumption. The mounds were used as gun emplacements during the Civil War. No comprehensive archaeological examination of the site has been conducted.

Potentially important sites have been identified along the **Nonconnah Creek**, **Wolf** and **Loosahatchie Rivers**, the

Bayou Gayoso, **Martin Luther King/Riverside Park**, **Ensley Bottoms**, the park lands along the Mississippi between **Chucalissa** and **Shelby Forest** and at **Shelby Farms**.

Many significant historic resources, that could add immeasurably to our knowledge, exist underground. We need to be fully aware of their existence both in areas that have not yet been developed and under the built environment.

MIGRATION AND SETTLEMENT

AFRICAN-AMERICAN HERITAGE

Despite the fact that African Americans have been outside of the political power structure for much of the history of Memphis, they have had a profound impact on the development of the City.

A very interesting chapter in the history of Memphis is Frances Wright's establishment of **Nashoba**, a utopian community of the 1820s that was dedicated to the education and emancipation of slaves. Although the community failed after only a few years, this significant archaeological site, in the Germantown and Ridgeway area along the Wolf River, is important to the early history of Memphis.

Of great historical significance is **Beale Street National Historic Landmark District** (NHL) which was home to many African American businesses, which ranged from dry good stores and barber shops to saloons and clubs. This area has been noted as the birthplace of the Blues

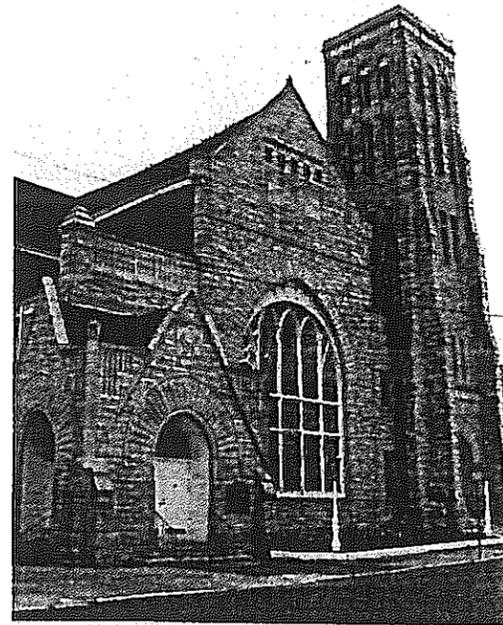
because of its association with W.C. Handy and other folk musicians who would come there from the surrounding countryside to play their music. Of note are such structures as the **W.C. Handy House** at 352 Beale Street, moved to Beale Street from its original location on Jenette Place, and the **Tri-State Bank** at 390 Beale Street (NR) the site of one of the largest African American financial institutions in the State of Tennessee.

Also associated with Beale Street is one of the most influential individuals in Memphis in the 19th Century, Mr. Robert R. Church. Mr. Church is reputed to be the first African American millionaire in the South. Among the many businesses that Mr. Church created, all of which focus on the African American community was the **Church Park and Auditorium** on Beale Street just east of Fourth Street. Other properties associated with Mr. Church are **382 Pontotoc Avenue, 300, 314, and 316 Fourth Street**, which are only a few of the 300 plus rental properties he owned.

The **Atlantic Life Insurance Company** located at 546 Beale Street across from the Hunt-Phelan House was an early and major African-American owned company. Another important business in this area is the 1949 **Universal Life Insurance Company** located at 480 Linden Avenue in one of the few Egyptian Revival buildings in the City. This was the first insurance company founded by African Americans and was once the largest African American owned company in Memphis.

Another important area of Memphis that has been associated with African American business has been **the area along Mississippi and Walker**. This area has historically been an important commerce area for the surrounding residential areas. Also located here is one of the oldest African American institutions of higher learning, **LeMoyne-Owen College (NR)** at 807 Walker Avenue.

There are several residential areas of the City that were developed specifically for African Americans. Most notably are **Orange Mound and Douglass Park**.



Clayborn Temple 1891,
294 Hernando Street



Gilmore 1930,
6 South McLean Boulevard

From the early 1960's sit-ins at lunch counters and public places like Brooks and the Cossitt Library to the Sanitation Workers Strike and the assassination of the Dr. Martin Luther King, the Civil Rights Movement was extremely important in changing Memphis. Many of these events have significant resources associated with them. The most poignant is the **Lorraine Motel/National Civil Rights Museum (NR)** which was the site of the assassination of Dr. Martin Luther King. Sites associated with the Sanitation Worker's Strike include the **1891 Clayborn Temple (NR) at 294 Hernando Street and the offices next door**, which were both meeting places during the strike. The **Mason Temple (NR)** at 930 Mason Street was the location of the Dr. Martin Luther King's famous "I Have Been To The Mountaintop" speech.

Because for much of our history there has been little interest in preserving historic resources, especially for groups that have not been politically powerful, it is important that we consider the potential for archaeological resources to help us understand our history.

MIGRATION FROM FARM TO CITY

Between 1890 and 1900 Memphis experienced a 59% increase in population. Although part of this increase can be accounted for by the large 1899 annexation, much of the increase came as a result of migration of rural poor seeking to escape the intense poverty of the surrounding areas. This migration continued until the depression of the 1930s. This growth in population had a strong impact on the landscape of the City. One of the most dramatic changes

was the rapid development of apartment complexes and housing developments to reduce the severe shortage of housing.

Many early developers promoted rooming houses and tenement projects for the poorest immigrants. Of the few remaining early tenements, two examples are the **tenements at 384 Mulberry Street** and the **tenements at 129 Talbot Street**. Another important type of housing in this period was the Shotgun House. The Shotgun was inexpensive to build and consequently very common in working-class neighborhoods.

By the early teens apartment complexes began to appear along streetcar lines. Of note is a collection of apartments on Madison Avenue between Bellevue and East Parkway. In 1930 when the Art Deco **Gilmore** was completed at 6 South McLean Boulevard there were 34 apartment buildings in the strip. Today, nineteen of those survive. Excellent examples include the 1913 **Colonial Apartments** at 1220 Madison Avenue, the **Madison Heights Court** at 1306 Madison Avenue, the **Cherokee Arms** at 1508 Madison Avenue, and the **Biltmore** at 1812 Madison Avenue.

The 1927 **Greenstone Apartments** at 1116 Poplar Avenue (NR) are some of the finest multi-family dwellings in Memphis. These Renaissance-influenced apartments are built of green Ohio sandstone.

Other concentrations of significant apartment buildings from this era include **the area between Poplar Avenue, Madison Avenue, McLean Boulevard, and East Parkway, and the area**

between Poplar Avenue, Madison Avenue, Cleveland Street, and Bellevue Boulevard.

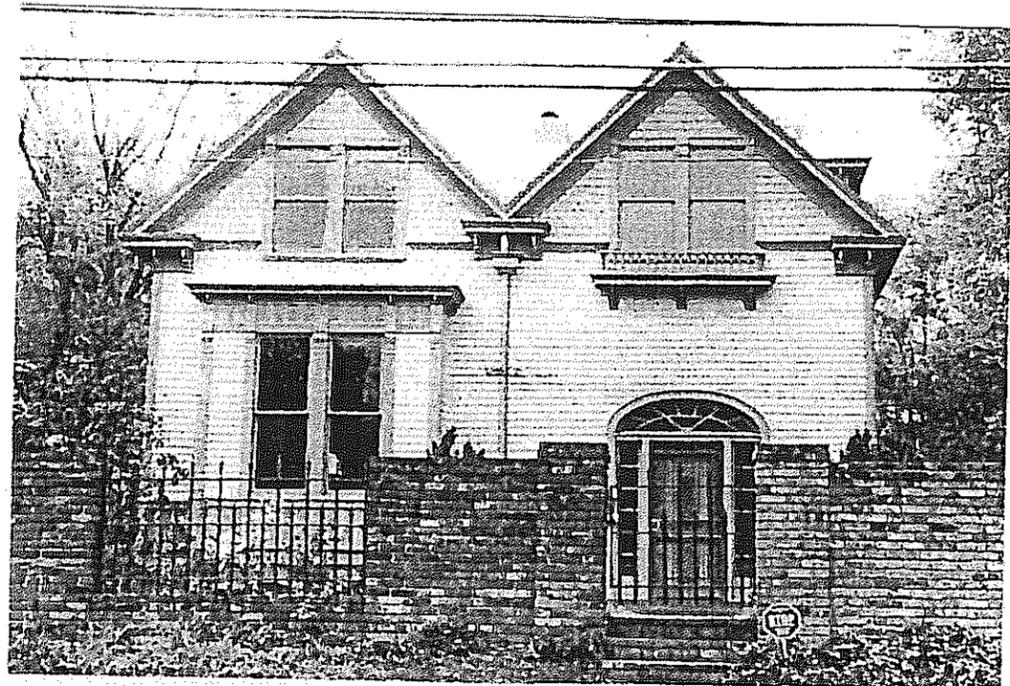
AGRICULTURE

PLANTATION ECONOMY

Memphis has always been important to the cotton industry as the center for cotton classing, warehousing, pressing, and distribution. Most of the cotton processed here came from surrounding areas. Cotton was grown in Mississippi, Arkansas, and areas around Memphis. However, for a short period in the mid-1800s, cotton growing was important in the area just outside of Memphis. There was a ring of plantations near Memphis that today are part of the City. Unfortunately, only a few of these structures remain.

Portions of the area that is now Midtown were for a time under cotton fields. The c. 1855 **Rozelle House** (NR) at 1737 Harbert Avenue was the home for a plantation that took up much of the Central Gardens Historic District. This home is unique for the area plantation homes as it has an eclectic vernacular styling rather than the much more common Greek Revival styling.

Nearby is the c. 1855 **Clanlo** at 1600 Central Avenue. This home displays the more common Greek Revival detailing. Also in the Midtown area is the 1856 **Eli Rayner House** (NR) at 1020 Rayner Street. This home has the two story portico with elegant columns that is so often associated with the Greek Revival styled plantations.



Rozelle House 1855,
1737 Harbert Avenue

The 1864 **Buntyn-Ramsay House** (NR) at 487 Goodwyn Street was also associated early with plantation agriculture. Henry Ashton, one of Memphis' prominent cotton factors, purchased the home in 1908. The house is notable for its transitional Greek Revival and Italianate influences.

Further away from Downtown, the 1852 **Hunter Lane/Mosby-Bennett House** (NR) at 6256 Poplar Avenue is a simplified Greek Revival plantation house with some Victorian elements added later.

Slavery was a fundamental component of the antebellum plantation economy. Yet there are no known above-ground resources in Memphis associated with

slavery. A broader understanding of antebellum life might be gained from examining outbuildings associated with these and other plantation era homes. Some significant plantation era homes and outbuildings that no longer stand, but whose location may yield archaeological information include **Deadrick Plantation**, and **Person Plantation**.

COMMERCE & INDUSTRY

COMMERCE

Memphis has had a vital commercial history. It was here that Clarence Saunders developed the Piggly Wiggly store, based on the novel concept of shoppers selecting their own goods and paying for them in one location. In doing so he created the modern grocery store. In 1896, Samuel H. Kress opened a store in Memphis with the idea of selling quality items in large quantities thereby keeping the price low, nothing more than ten cents, thus beginning a chain of 5-and-10 cent stores that would stretch across the nation. Later Kemmons Wilson began a chain of quality motor hotels called Holiday Inn.

Main Street has traditionally been the center for commerce for the City of Memphis. Originally, the Downtown was in the area now known as the **Pinch/North Main Historic District** (NR). Although much of the historic stock of buildings in the Pinch has been recently lost, there remain some excellent examples of historic commercial buildings. As the City grew the Downtown shifted further south, eventually focusing around Court Square.

Perhaps the most prestigious location for retail and professional offices was around Court Square. This area, now known as the **Court Square Historic District** (NR), was developed from the 1880s through the 1930s. Among the significant buildings in this area are the 1886 **Rhodes-Jennings Building** (formerly the **Lowenstein Bros. Department Store** and the **Armstrong Furniture Company**), 72 North Main

Street, the **Lincoln American Tower** (**Columbia Mutual Tower**), 60 North Main Street, the 1895 **D.T. Porter Building**, 10 North Main Street, the first modern steel-skeleton skyscraper in the City, the 1909 **Exchange Building**, 9 North Second Street, the 1890 **Tennessee Club Building**, 130 North Court Avenue, and the 1927 elaborately decorated **Kress Building** at 9 North Main Street. Another nearby building historically associated with commerce that is of note is the 1913 **William R. Moore Dry Goods Building** (NR) at 183 Monroe Avenue.



D.T Porter Building 1895,
10 North Main Street

Also along Main Street are the **Gayoso-Peabody Historic District** (NR), **Court Square Historic District** (NR), and the **South Main Historic District** (NR) which contained many businesses supporting the cotton brokage center along Cotton Row. Gayoso-Peabody had a variety of hotels, saloons, restaurants, grocers, hardware and dry good stores, as well as rooming houses and brothels.

Another extremely important commercial area was the western end of Beale Street. This area, along with the area up to Fourth Street famous as an entertainment district, is known as the **Beale Street National Historic Landmark District** (NHL & NR). One of the oldest continuously operating businesses in Memphis, **A. Schwab** at 163-165 Beale Street, opened in 1876 and is now in a c. 1890s building.

As the City expanded, small commercial areas developed along streetcar lines or at prominent neighborhood corners. Historic neighborhood stores are located throughout the City. Examples include: **the stores at Lauderdale and Crump, Walker and Mississippi, McLemore and Mississippi, Walker and College.**

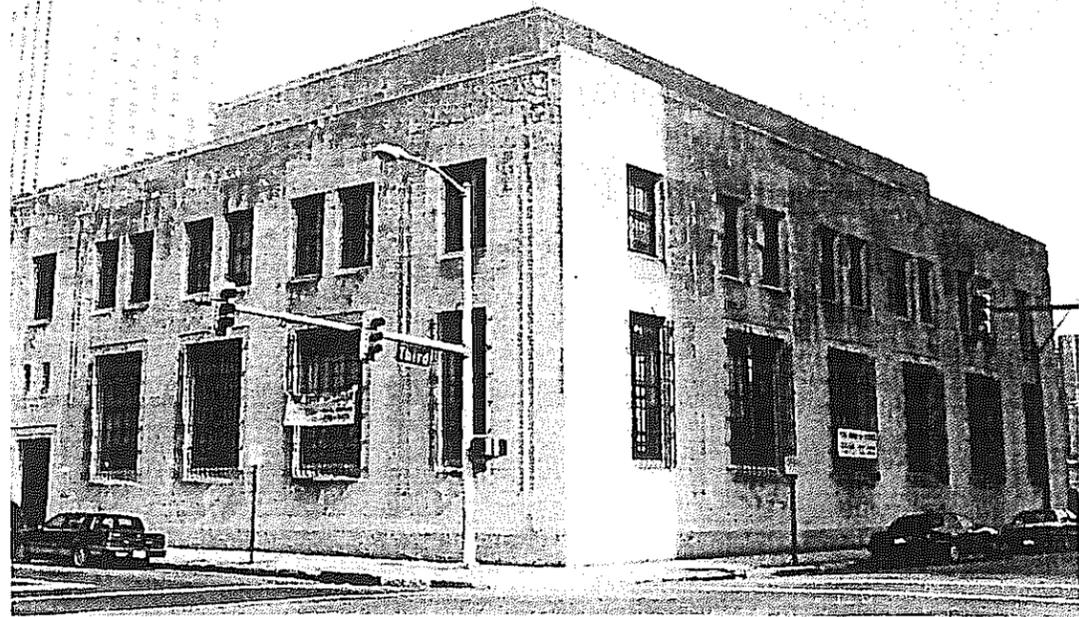
Fortunes made in commerce are reflected in several remaining homes including the 1922 **Pink Palace (formerly the Clarence Saunders House)** (NR) at 3050 Central Avenue, the 1890 **Lowenstein Mansion** (NR) at 756 Jefferson Avenue, the 1901 **Abraham Lowenstein House** (NR) at 217 North Waldran Boulevard, the c.1900 **Cornelius Lawrence Clancy House/Clancy-Oglesby House** (NR) at 911 Kerr Avenue, and the 1875 **John S. Toof House** (NR) at 246 Adams Avenue.

The 1949 **Poplar Plaza Shopping Center**, at the corner of Highland and Poplar, is of particular note as it was the first major suburban shopping center in Memphis, and one of the earliest of its type in the nation. Unfortunately, this site has been dramatically altered from its original design.

There are a number of archaeological sites that could yield important insights into commerce in Memphis. The Rum Boogie site, the City's first ice-house, located in an area that was between the cities of Memphis and South Memphis, was excavated between 1989 and 1990. This site yielded a significant amount of information about Memphis in the middle of the nineteenth century.



A. Schwab's
163-165 Beale Street



Federal Reserve Building 1929,
170 Jefferson Avenue

FINANCIAL SERVICES

Financial services had a difficult time throughout the United States in the nineteenth century. The lack of a standard currency caused fraud, tremendous shifts in the economy caused economic depressions, and wars were costly and reduced the availability of credit. The problems were equally true in Memphis but they were exacerbated by the City's unstable financial position, which seriously contributed to the loss of the City's Charter in the 1870s. Throughout the nineteenth century banks opened, only to be closed shortly thereafter, leaving people penniless and naturally less than confident of banking.

But the reliance of Memphis on agriculture, specifically cotton, for its economic base caused an early and intense need for credit. "Cotton factors", businessmen who would provide working capital, seed, and provisions to plantation owners, were extremely important players to Memphis' economy. The early credit services they performed evolved into the financial and wholesaling industries of the latter part of the nineteenth century.

By the turn of the century, banking and other financial institutions were in fierce competition. There were a number of mergers and new institutions popping up where others had failed. In 1908 there were twenty banks in Memphis, the majority of these had their main office along "Bankers Row," this is the

intersection of Madison and Main and Main between Front and Fourth Streets.

This area has been recognized as the **Madison-Monroe Historic District** (NR). Significant buildings associated with financial institutions in this district include the 1909 **Second Goodwyn Institute Building** (formerly **Commerce Bank, First National Bank Building, Central Bank and Trust Building**) at 127 Madison Avenue, the 1929 **National Bank of Commerce Building** at 45 South Second, the 1904 **Commerce Title Building** (formerly **Memphis Trust Company Building, Bank of Commerce and Trust Company Building**) at 12 South Main, the 1928 **Leader Federal Building** (formerly **Boyle Building, Second Marx and Bensdorf Building**) at 42 South Second Street, the 1925 **Union Planters Bank** at 67 Madison Avenue, the 1906 **Tennessee Trust Building** at 81 Madison Avenue, and the 1915 **Metropolitan Bank Building** at 109 Madison Avenue. This area also has one of the many charming terra-cotta buildings that dot Memphis, the 1917, Gothic styled **building at 119 Monroe Avenue**. Also significant is the 1929 **Federal Reserve Building** at 170 Jefferson Avenue.

NEWSPAPERS

Before the introduction of radio and television, newspapers were vital. Every town of any size had at least one paper and many had several, each representing a different political viewpoint. Memphis was no different. In fact, Memphis has a very rich tradition of newspaper reporting going back almost to the founding of the City itself.

The first newspaper in Memphis, the weekly *Memphis Advocate and Western District Intelligencer*, began publication in 1826. It was soon joined by the *Western Times and Memphis Commercial Advertiser*. These were short lived, both being replaced by the *Memphis Gazette*, a paper of the Jackson's Democratic machine. In 1836, the *Memphis Intelligencer* began publication in support of the Whig candidate. The pre-Civil War history of newspaper publishing is the history of the Whig and Democratic parties. There were two Whig papers of the late 1830s-early 1840s, the *Enquirer* and the *American Eagle*. In 1851 the two papers were merged into the *Eagle and Enquirer*.

The Democratic Memphis Gazette had quit publication in 1838. It was soon replaced by the *Western World and Memphis Banner of the Constitution*, which changed its name in 1840 to the *Appeal*. The *Appeal* referred to an appeal to the voting public to reconsider defeat of Martin Van Buren in that year's election. The name changed occasionally to the *Weekly Appeal* the *Memphis Daily Appeal*. The *Appeal* went on to acquire smaller papers including the *Monitor*, a paper that began in 1846 for North Memphis and the Irish. It also took over the *Memphis Temperance Visitor*, the *Morning Bulletin* founded in 1855 and taken over in 1863 by the *Avalanche*, and the *Avalanche*, which resulted in the new appellation *Appeal-Avalanche* in 1890. Like many businesses of this period the *Appeal-Avalanche* was severely hurt by the depression of 1892 and went into receivership in 1893.

In 1890 Memphis had a total of seven daily newspapers. The *Memphis Free Speech*, the first newspaper for and by African Americans, was started in 1888. Ida Wells was instrumental in the development of this paper. The paper was first printed in **Beale Street Baptist Church (NR)** at 379 Beale Street and later operated out of an **office at Third and Beale Street**. Ms. Wells was an extraordinary journalist and activist, who all her life spoke against lynching, among many other important social issues. Her editorial defense of three men lynched after being accused of rape, and her assertion that African Americans should boycott the street car system and leave the City if possible resulted in a mob attacking and destroying the press.

In the first few decades of this century there were a number of other African American newspapers, most operating out of the Beale Street area, but only a couple of which seem to have lasted more than a few years. Among their number includes *The Evening Striker* 1899-1902, the *Bluff City News* which became the *Colored Citizens* 1902-1917, the *Memphis Sun* 1915-1918, the *Western World* 1914-1931.

The *Public Ledger*, the first successful evening newspaper in Memphis, had started in 1865 but failed in the 1893 depression. In 1889 the *Memphis Daily Commercial* appeared and occupied an impressive new building near the corner Main and Jefferson. This building was later used for Bry's Department Store for over fifty years and is now the site of the parking lot for a new Downtown motel. Although the *Memphis Daily Commercial*

was young it was economically very healthy and in 1894 it purchased the *Appeal-Avalanche*. The first *Commercial Appeal* appeared in June, 1894.

By 1894 Memphis was left with only two newspapers the *Commercial Appeal* and the *Memphis Evening Scimitar*, which had become a daily in 1890. These two remained the primary papers for the next 100 years, both located in impressive Downtown buildings that remain today.

In 1902 Napoleon Hill, one of the wealthiest and most prominent Memphians of his time, built the **Scimitar Building (NR)** at 179 Madison Avenue.



Scimitar Building 1902,
179 Madison Avenue

This impressive building has both Beaux Arts and Romanesque Revival details. In addition to interesting festooned lion's head masks at the cornice, that have been described as "a row of lions drooling fleur-de-lis." of note are Napoleon Hill's initials carved into the shields on the Madison Avenue facade.

The 1907 **Welcome Wagon Building** (formerly the **Commercial Appeal Building**) (NR) at 30 North Second Street is an excellent example of Beaux Arts detailing. The building is interesting because although the primary entrance is on the Court Avenue side, the most important facade is facing Court Square and is consequently more intricately detailed. The Commercial Appeal Building has recently been the home of Welcome Wagon and the building now bears that name.

INDUSTRY

The earliest industries in Memphis naturally congregated around the most important transportation corridor, the Mississippi River. When the railroads started to develop, they sought to build lines near the existing industrial areas. This allowed them to compete with the river boats for industrial trade. Later, as railroads began to dominate transportation, industry started to develop more along the railroad lines.

Today, the largest industrial areas in Memphis continue to be close to the Mississippi and Wolf Rivers, and railroad lines. The most historically significant industrial areas are the **South Bluffs Historic Warehouse District** (NR), the **Beale Street Landing Historic District** (NR), the large industrial area north of



Memphis Furniture Company,
715 Camilla Street

the Pinch District bordered by the Wolf River on the north and west and Bellevue on the east, and part of the former New South Memphis area.

Individual industrial buildings of note include the **William C. Ellis and Sons Ironwork and Machine Shop** (NR), a portion of which dates to 1879, located at 231-245 South Front Street. This business has been in the Ellis family since the 1860s, and is one of the longest continuously operating businesses in Memphis. The business has manufactured and machined parts for agricultural, lumber, and river businesses. Industrial buildings that have been determined eligible, or will be eligible with age, for listing on the National Register including the **Memphis Furniture Company** at 715 Camilla Street, the **Coca-Cola Plant** at 499 Hollywood Street, the **American Stove Company** at 1217 Florida Street, and **Memphis Machine Works** at 161 Vance Avenue.

Another significant building is the 1908 **J.R. Watkins Building** at 70 West Crump Boulevard. This is one of only a few buildings in Memphis to be recorded by the Historic American Buildings Survey. George Maher, an important Prairie School architect designed this building.

There are smaller historical industrial areas throughout the City, again, usually near older railroad lines and now along the interstate system. In **south Memphis, along Bellevue Boulevard** and in the **Manassas Neighborhood Study Area** there are a number of industrial and warehouse buildings. Also, **42 and 62**

Crump Boulevard and 9 and 61 East Georgia Avenue are significant.

Automobile assembly and parts manufacturing played an important role in Memphis' history. As early as 1913 Ford had opened an assembly plant on Union Avenue. They remained at this location until 1924 when they opened the **Ford Motor Company Assembly Plant** at 1429 Riverside Drive. The Plant is massive but well designed with brickwork that makes it visually interesting.

Many of the car parts were shipped here for assembly. However, from 1920 until the mid-1930s Memphis, as part of its significant hardwood industry, produced wooden wheels and bodies for Ford. A series of companies were important in this effort, but since 1929 most of the automobile wood parts were produced at the **Firestone Building** (formerly **Murray Wood Products Building**, formerly **Fisher Body Company**, and formerly **Kelsey Wheel Company**) at 712 Firestone Avenue. When auto parts moved away from wood as an important component material the plant adapted and Firestone began production of rubber tires.

LUMBER INDUSTRY

During the 19th century Memphis sat in the middle of almost 100 million acres of virgin hardwood forests. This resource was little developed before the last two decades of the century. However, once begun, the hardwood processing and manufacturing became extremely important to Memphis' economy. By 1925 Memphis was producing 300 million square feet of hardwood lumber a year in

over forty mills. The mills primarily located next to the railroads in the northern part of the city.



Memphis Hardwood Company,
1551 Thomas Street

Most of these companies have closed but several of them still have existing resources. The largest of these companies with existing buildings was 1921 **E.L. Bruce Company** at 1648 Thomas Street which at one time was the largest producer of hardwood flooring in the world. **Anderson-Tully Company**, which began operations in 1889, still has structures dating to the first two decades of the century at its 1242 North Second Street location, as does the **Prest Manufacturing Company and Lumber Mill** at 453 Plum, which has structures dating to before 1920.

One hardwood company that continues to operate is the c. 1946 **Memphis Hardwood Company** at 1551 Thomas Street. The building is interesting for its retro-Art Moderne styling and the fine neon sign that dates from when the building was built.

Some small, historical milling and storage sheds remain. These include the pre-1930s **Gates Lumber** at 1253-59 Bellevue Boulevard and **Pilkington Lumber** at 1217 Bellevue Boulevard.

Several families made their fortunes in the lumber industry. Among them were the Darnells, whose family home at 1433 Union Avenue is now known as the **Nineteenth Century Club** (NR).

COTTON INDUSTRY

Few communities are so defined by one commodity as Memphis was defined by cotton. If cotton was "king" in the South, in Memphis it was dictator. It determined the wealth, and consequently the health and standard of living for Memphians and Memphis itself.

Although only 300 bales of cotton came through Memphis in 1825, by 1850 the City was billing itself as the "Largest Inland Cotton Market in the World." Many of the wealthiest people in Memphis earned their fortunes from their business dealings in cotton. These cotton entrepreneurs built their elaborate homes along Vance, Pontotoc, Adams, and Poplar Avenues; several of which remain today. Examples in other areas of the city include the 1920-1921 Italian-Mediterranean styled **Boyce-Gregg**

House (NR) at 317 South Highland Street, and 1855 Italian Villa styled **Annesdale** (NR) at 1325 Lamar Avenue.

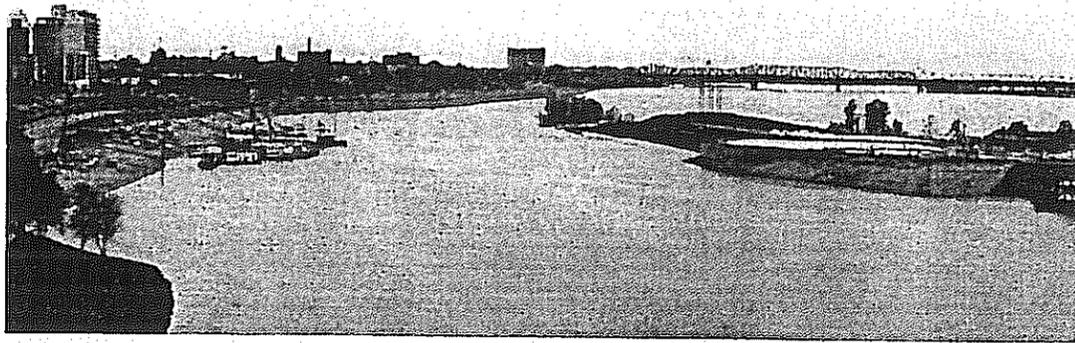
The first cotton gin in Memphis was probably located by **Auction Square**. This would have been a central spot for the sale of cotton in the middle part of the nineteenth century.

Although cotton was once central to Memphis' existence, and still today remains as very important, there is less remaining evidence of this industry in the built environment than might be expected. One of the last remaining areas that exemplifies our dependence on cotton is the **Cotton Row Historic Area** (NR). This area was the cotton brokerage center for the South. Cotton Row is a two block strip along Front Street centered on Union Avenue where the Mississippi had formed

a natural landing. Cotton was pulled up to the cotton brokers from the river along Union Avenue, which remains wider than adjacent streets to accommodate the mule teams zig-zagging up the incline. The buildings in the district were primarily built between 1848 and 1928 and they exhibit particular utilitarian features of cotton warehousing, like load bearing brick walls, skylights for classing cotton, dirt basements, and plain interiors for offices and cotton classing. Of particular interest are the 1925 **Cotton Exchange Building** (NR) at 84-86 South Front Street and the 1936 Art Deco **Mid-South Cotton Growers Association Building** (NR) at 44 South Front Street. The 1911 **Exchange Building** (NR) at 9 North Second Street was home to both the mercantile and cotton exchanges for part of its history.



Mid-South Cotton Growers Association 1936,
44 South Front Street



Memphis Landing,
Cotton Row Historic District

Memphis never developed an extensive cotton manufacturing base. Instead cotton was usually shipped to New England or even Britain. To ship the cotton it was necessary to compress and bale it. One of the largest and oldest companies that performed this processing was the **Memphis Compress and Storage** at 2350 Florida Street. The Memphis Compress Company has an important example of a steam cotton compress that has been determined as sufficiently significant that it is eligible for recordation by the Historic Architectural & Engineering Record kept by the federal government. One of only a few cotton-associated industrial plants is the 1931 **Buckeye Cotton Oil Plant** at 2800 Chelsea. This large collection of sheds and holding cylinders exemplify the cotton-associated industries. Although there are few above ground resources from the cotton plants, several archaeological sites have been identified as potentially important for contributing to our understanding of Memphis' early cotton

industry development, particularly for cotton ginning and cotton oil. Potentially significant areas include the site of **Memphis Ginning and Cotton Hulling** at the southeast corner of Main and Keel, **Globe Oil and Fertilizer Company** at 61 Keel, and **Gayoso Oil Works** at southwest corner of Main and Keel.

Once the cotton was compressed it had to be transported out of Memphis. This was done first by placing the cotton on Mississippi river boats at the **Memphis Landing**. To facilitate the on and off loading of the boats the landing area was covered with a variety of cut stones. The Memphis Landing, commonly known as the Cobblestone Landing, is historically significant as the best preserved of all the great river landings in the nation and is an extremely important resource for the City of Memphis.

As the railroad became more important it took over much of the transportation of

the cotton. The oldest train stations and associated properties exist primarily as archaeological resources. These sites could be very valuable in helping us to understand this important theme in Memphis' history.

An important business associated with the cotton industry in the market for mules. Memphis was one of the largest mule markets in the nation during the nineteenth century. Mule yards were located throughout the City. Today, the only known properties associated with the mule market are a few mule yards in the Greenlaw Historic District including the **mule barn at 235-239 Sycamore Avenue.**

The area that now includes Memphis proper was never extremely important for cotton growing. Most of this activity occurred further out in the countryside. However, there a few significant cotton plantations that once circled Memphis, the main dwelling of which remains. Among those are the c. 1850s **Clanlo** (NR) at 1600 Central Avenue, the c. 1850s **Rozelle House** (NR) at 1737 Harbert Avenue, and the 1856 **Eli Rayner House** (NR) at 1020 Rayner Street.

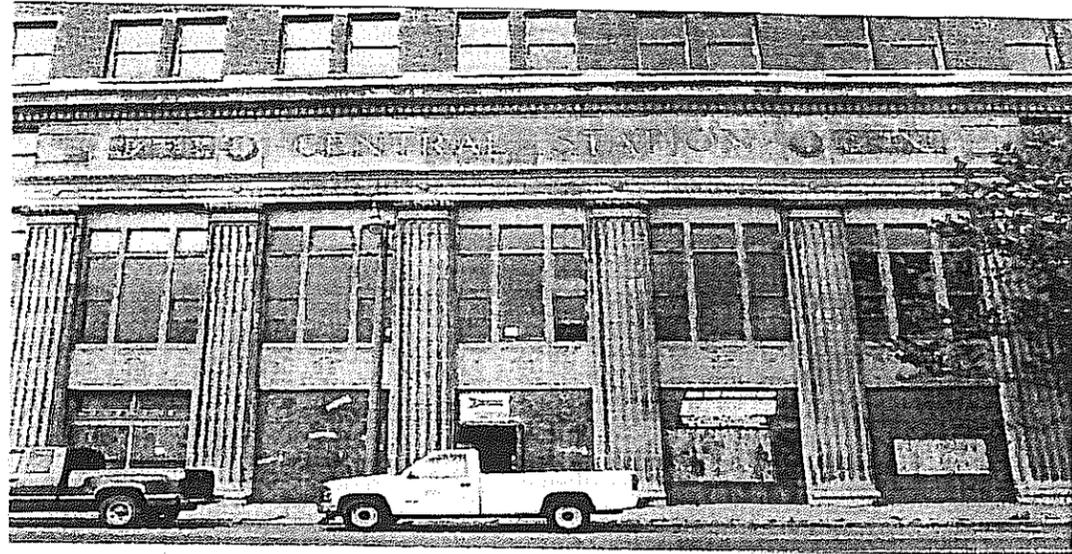
DISTRIBUTION CENTER

Memphis was and is an important distribution center for commodities for areas throughout the South. Only a few years after Memphis was founded it was a crucial distribution point for hardwoods, cotton, and foodstuffs. Today, Federal Express and other large distribution companies give Memphis much of its economic vitality.

One of the earliest and most important means of distribution was river transportation. Rivermen would take goods to markets up and down the Mississippi from Minneapolis to New Orleans. Although this remains an important distribution route even today, few historic properties exist above ground. One extremely significant resource is the **Memphis Landing** (commonly called the Cobblestone Landing), which is on the banks of the Mississippi in the heart of Downtown. The stones were laid from the late 1850s to 1880s to provide a better surface at the wharf landing where cotton and other goods were moved back and forth between land and river. An archaeological investigation of the Memphis Landing would also contribute to our understanding of the engineering and craft that created and laid them. Many other archaeological resources may exist throughout the City that could greatly enhance our understanding of this important facet of our history.

Overland distribution became increasingly important as the railroads were developed in the middle of the nineteenth century. This was especially the case when the **Frisco Bridge** opened in 1892, the first bridge south of St. Louis to provide train passage across the Mississippi. Most of the earliest train stations have been demolished, although **Central Station** (NR) at 545 South Main Street is an important resource soon to be developed into a intermodal hub for Memphis.

There are a number of resources throughout the City that stand as a testament to the importance of distribution



Central Station,
545 South Main Street

to the Memphis economy. Much of the **South Main Historic District** (NR) was originally associated with the distribution of goods. Vast warehouse complexes that exist along railroad lines, like the **South Bluffs Historic Warehouse District** (NR) and at the river's edge continue to be extremely important to Memphis. Several historic properties associated with distribution are of particular note. The 1927 **Sears, Roebuck Warehouse** at 495 North Watkins Street remains one of the largest buildings in Memphis. This massive building was home to office, retail, and mail-order distribution for customers throughout the south. Other significant examples include the 1917 **Van Vleet-Mansfield Building** (NR) at 109 South Second Street associated with wholesale drug distribution, the **Orgill Brothers Building**, at 22 W. Calhoun, associated with a company that dates back to 1847, and the **Mallory Cotton Compress** on Florida Street.

One of the largest facilities in the city for distribution is the **Defense Depot** in south Memphis. Some structures at the Depot date to 1942 when it opened. It was one of the largest U.S. military distribution centers and supplied military installations throughout the world.

More recently air-service has taken a leading position in the transportation and distribution business. The Memphis Municipal Airport opened in 1929, and the **Memphis Aero Building** exists as a reminder of early air transportation.

TRANSPORTATION

TRANSPORTATION

Advancements in transportation have changed the face of Memphis, perhaps more than any other single, human development. In addition to the actual resources associated with transportation,

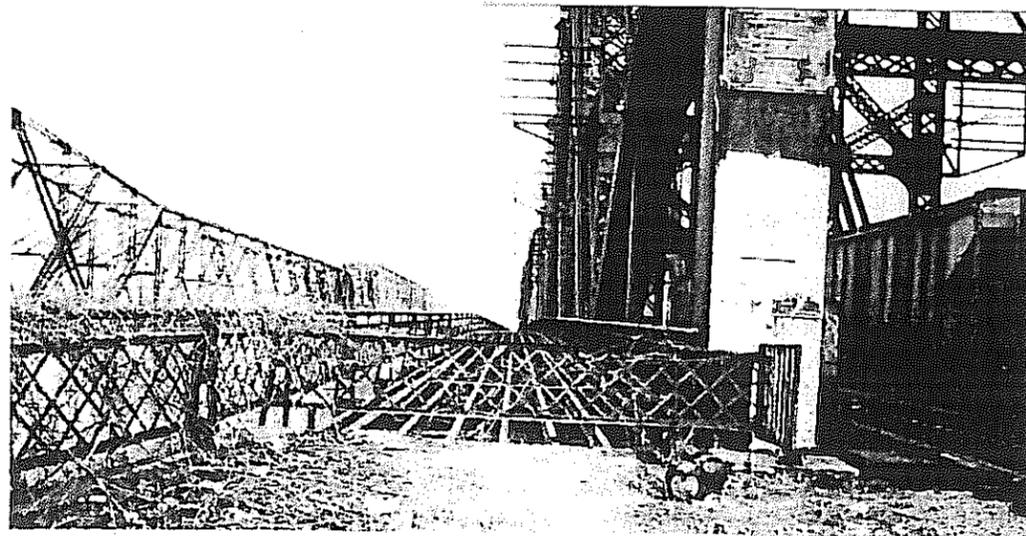
as we created more rapid and inexpensive transportation. the population dispersed over a larger and larger area having an even larger impact on our landscape.

During most of Memphis' earliest history, the river was the most important transportation route. This remained true through much of the nineteenth century although trains took on increasing importance especially once the **Frisco Bridge**, making the first connection across the Mississippi south of St. Louis, opened in 1892.

Local transportation was also very important. One of few remaining resources associated with the early local transportation is the **Mammoth Livery and Sales Stables** at 260 Monroe Avenue. This building housed horses and mules used by Downtown businesses. Another example is the **mule stable at 235-239 Sycamore Avenue** associated with several turn of the century North Main businesses.

The next major step in the field of transportation was the development of the streetcar system. Although streetcars were not introduced here until 1866, by 1894 Memphis had 65 miles of streetcar tracks. The streetcar lines have been largely removed or covered up. However, some of today's bus routes and bus stops follow the streetcar system. In fact, one streetcar stop shelter remains and is currently used for bus passengers. This is the **bus shelter on Poplar Avenue between Cooper and Bellaire Drive** was the terminal stop on the Poplar Avenue line.

One of the most important events of this century has been the development and rapid growth in the use of the automobile. Automobiles have altered the landscape of cities and surrounding areas by allowing greater dispersion of the population. The urban center became less a place for living and more a place for work, commerce, and



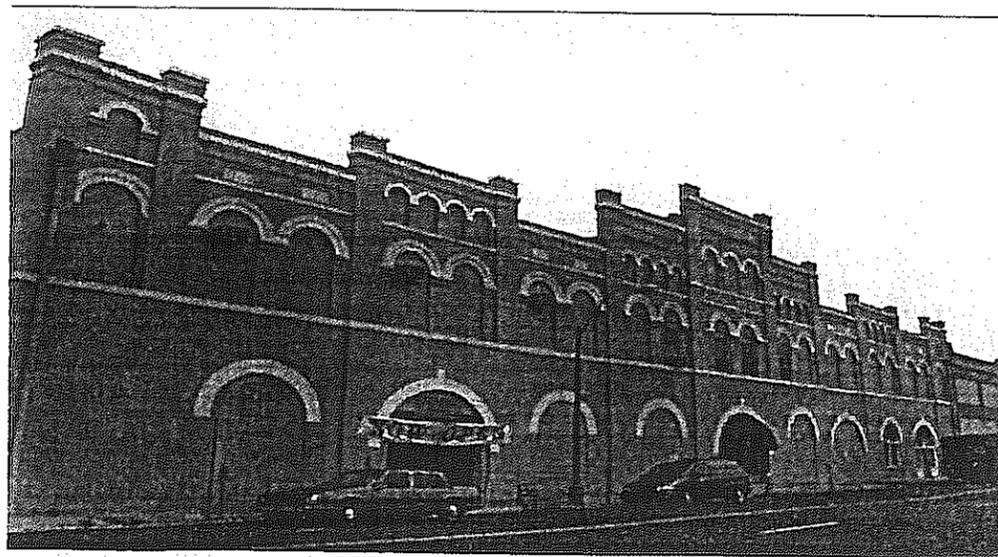
Bridge accomodating trains and automobiles,
Harrahan Bridge

recreation. People began living further and further from their place of employment. The automobile suburbs could be located considerably further from town than streetcar suburbs, often taking the place of farms.

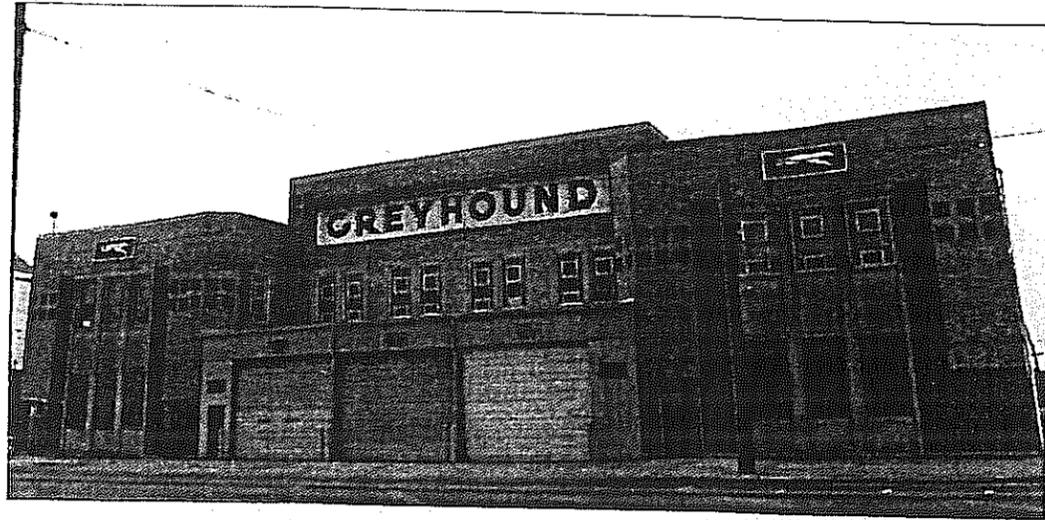
The automobile required certain services to keep it going: auto-parts, repair shops, and most importantly it needed gas. Also, by providing a more efficient means of travel recreational tourism came into its own and with it tourism support services; motels, motorcourts, and restaurants. In Memphis evidence of the early automobile age dots the City. Examples include the 1920s cube & canopy style stations at 880 McLemore, 1283 Mississippi Blvd, and 459 Trigg, the Mediterranean styled station at Vance and Second, the 1930s cube and canopy style station at 510 South Third, and the one at 2218 Central, the 1940s Streamline Moderne gas stations along the 1000 block of Bellevue Blvd, and the 1940s colonial

revival station Gas Station at 564 South Parkway. There are a few c. 1930s Tudor Revival stations associated with the Purity Oil Company. These stations are easily recognizable by their distinctive, steeply-pitched roofs. Examples include the stations 2973 Summer Avenue, at the northeast corner of Calhoun Avenue and Front Street, and at 1734 Madison Avenue. Several older gas stations are currently being reused, for example, the Tudor Revival station at 1734 Madison Avenue and Hattley's Filling Station at 1761 Madison Avenue which continues to be used for automotive repair. Sadly, many of the earliest gas stations are abandoned and in poor repair.

There are several existing motor courts that date from the 1920s and 1930s. These were an important service to the increased travel that came with the proliferation of automobile use. An excellent example is the 1920s Leahy's RV Park at 3070 Summer Avenue.



Mammoth Livery Stable,
Fourth and Monroe



Greyhound Bus Depot 1936,
527 North Main

Automobile sales and service also had an impact on the cityscape. For example, at the turn of the century Monroe Avenue was home to stables, wagon repair shops, and livery/sales companies for horses and mules. The Mammoth Livery and Sales Stable, discussed above, is a significant existing example of this. As the early decades of the twentieth century passed, this area changed with the times and became Automobile Row. On and around Monroe Avenue was the City's large concentration of automobile sales and service establishments. Some buildings associated with this period of history include: **627 Monroe Avenue**, (formerly **Burt-Overland Motor Company**); **600 Monroe Avenue**, (formerly **Ozburn & Alston Automobile Supply Company**); the Egyptian Revival influenced building at **421 Monroe Avenue**, (formerly **Sou Motor Company**); as well as the elaborate automobile showrooms like the 1921 **Padgett-Crump Building** (formerly the **Chickasaw Motor Car Company Building**) at 645 Marshall

Avenue. This structure is an excellent example of the fine detailing that went into a building to attract attention and of course customers. There are several other buildings on Monroe, Union, and Marshall Avenues between Second and Manassas Streets that suggest the importance of this area to the automobile.

In addition to the automobile, the early years of this century saw buses become an important means of long distance transportation. Bus travel was considered modern and up-to-date and this was often reflected in the architecture associated with buses. The sole remaining historic structure associated with buses is the 1936 **Dixie Greyhound Bus Complex** at 527 North Main Street. A portion of the building dates to 1902. It was used as a horse stable for the Schlitz Brewing Company. These buildings, with their minimalist Art Deco styling, are significant examples of transportation related historic resources potentially eligible for National Register listing.

RAILROAD TRANSPORTATION

Memphis is very much a product of its location. It is ideally situated as a hub for transporting goods and people. It sits on a major north-south artery, the Mississippi, and in the middle of the country east-west. Because of this, railroads have had an important impact on the development of Memphis. Even in the middle of the 19th century Memphis' position as a nationally important transportation link was understood by most Memphians. Only five years after the first steam locomotive was used in the United States, Memphians began serious planning for introduction of a rail line. And after a number of abortive attempts, the first line connecting Memphis to the east coast was completed in 1857. Memphis came into its own as a railtown in the next decade.

By 1890, ten railroad companies served Memphis. However, each had its own station preventing the smooth passage from one line to the next. Passengers and goods would have to trek across town. None of these original terminals remain. When it was demolished in 1969, the Memphis & Charleston Terminal, built in 1857 at Lauderdale and Madison, had been the oldest depot in continuous use in the United States. Since there was no bridge over the Mississippi in this part of the country, goods had to be removed from the rail cars, ferried across the river and placed back on the rail cars.

In May of 1892 **Frisco Bridge** opened. It was the first bridge below St. Louis to span the Mississippi. The bridge, the third

longest in the world at that time, was an important engineering feat. It has an overall length of 1½ miles, with a western, mile long approach of deck girder spans and a 791 foot channel span.

Once the Frisco had eliminated the problem of crossing the Mississippi River, attention turned to creating a union terminal station for all the railroad companies serving Memphis. Bitter antagonism among the companies prevented consensus as to shared responsibilities, costs, and location. Eventually, two separate stations were built. The first, Union Station, was located on Calhoun between Second and Third. Architectural historians Johnson and Russell consider Union Station to have been the "finest big Beaux-Arts structure ever built in Memphis." It was demolished in 1967 for the current post office.

In 1914, just two blocks away from Union Station, at 545 South Main Street, **Central Station** (NR) opened. It is both a train station and a five story office tower. The main body of the station has generally Neo-classical styling, with cast stone pilasters supporting a heavy entablature carved with "Central Station." This building presents a strong visual presence in an increasingly revitalized area of South Main. It is intended to be redeveloped as a intermodal hub for passenger trains, buses, and the trolley system.

In 1916, the **Harahan Bridge** opened just 200 feet north of the Frisco Bridge. It was originally designed for rail traffic but in 1917 two lanes were added to accommodate the increasingly important

vehicular traffic. When the Memphis-Arkansas bridge opened in December of 1949, the Harahan was closed to automobile traffic. The Harahan continues to be used for rail traffic.

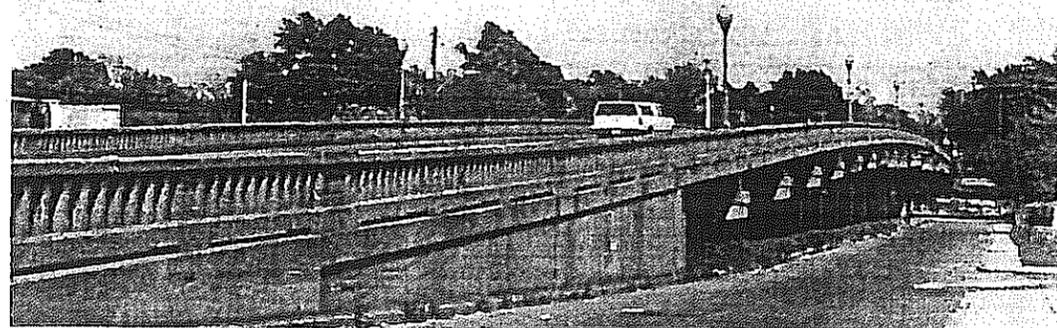
Due to the lack of aboveground resources associated with the early railroad period, archaeological resources are extremely important. Significant sights include the **M&O c. 1850s** and **c. 1870s L&N railroad sites** at the southeast corner of Auction and Main and the site of the **1857 Memphis and Charleston Terminal** at Lauderdale and Madison.

RAIL SUBURBS

Almost immediately after railroad tracks were laid down towns sprang up along them. These railroad towns, located at train stops, were important for keeping the trains going by supplying them with fuel, water, and business. In the same way the trains kept the towns going by increasing their access to the rest of the world.

One of the first railroads was the Memphis and Charleston, later the Southern Railroad, which was chartered in 1846. By 1852, forty miles of track were opened, and six miles outside of Memphis a community began to develop at Buntyn's Station. One of few resources to remain from the earliest period is the c. 1860 **Maxwelton** (NR) at 3105 Southern Avenue. Maxwelton is the only Memphis example of a piano-box house, although this plan is more common in Middle Tennessee. There are some early twentieth century commercial developments in the area, including the strip along Southern Avenue, which is now a part of the **East Buntyn Historic District** (NR).

Another town that grew up along the railroad line where it crossed the Raleigh Springs Electric Line was **Binghampton**. This community, just east of Overton Park and bounded by Broad, Poplar, Hollywood, and the railroad lines to the east, developed outside the boundaries of



Viaduct,
South Parkway at South Third Street

Memphis first for the American Car Company factory which built wood parts for automobiles. Binghampton was later the site for cotton and chemical industries. To this day, there remains a business strip along Broad Avenue that was the major retail area for the suburb.

Frayser is another early town that's development was based on its proximity to the railroad. The train first went through this area in 1873 and the flag stop was so close to Dr. J.W. Frayser's home that the stop eventually was known Frayser's Station. There appears to be few existing resources from that earliest period. However, the **c. 1870s farmhouse** located off Whitney Avenue near Thomas Street is thought to be associated with the railroad line. Also, this was a popular

area for Italian immigrants to settle in the early years of this century. In 1926 the largely Catholic population built the **Church of the Madonna** and a **school**. Although the school closed shortly thereafter it was remodeled and was turned into a monastery in 1936.

The area of the City now known as **Whitehaven** was first settled by Europeans in the late 1830s. Many of the most prominent and earliest citizens of Shelby County settled in this area. At first unnamed, when the railroad came through in the mid-1850s the area was given its name, first White's Station and later White's Haven for the owner of the track line, Colonel Francis White. It also became an important cotton producing area.



Maxwelton 1860,
Southern Avenue

STREET CAR SUBURB 1865-1890

Cities have historically been the center of not only commerce and finances, but also of residences. In fact, residences and work spaces were often the same. The storekeeper living over his shop was a common example of this. Even if individuals did not live at their place of work, they undoubtedly lived within a few blocks. This close relationship gave cities their vitality and energy. But it was dictated by the difficulties and costs of travel. It was more convenient to live at, or within walking distance, of one's place of employment. This relationship broke down when travel became widely available as it did in most major cities with the introduction of the streetcar.

In 1866, Memphis opened its first mule drawn streetcar line running along Main, Jefferson, and Poplar. Streetcars were cheaper than hacks and private carriages and allowed a new mobility for many Memphians, rich and poor alike. The nickel fare remained unchanged until World War I. The use of mule drawn street cars allowed people to live further from the Downtown area, and consequently, further from work than ever before. With the mule drawn streetcar it was feasible to live up to four miles from the center of town.

With the increased mobility offered by the streetcar, the first suburbs were born. Initially, the areas along the streetcar lines developed for residential use. Some of the earliest examples of this type of residential development along streetcar lines can still be seen along **Vance Avenue, Linden**

Avenue, and Orleans Street. Some of the earliest homes in this area, especially around Vance and Pontotoc, date from the 1870s just after the introduction of the streetcar line.

The present site of the **Mid-South Fairgrounds** was originally developed as the Montgomery Park race track in 1884 and was served by the East End Streetcar Line. This park was developed by many of the same investors who had developed the East End Line. Although nothing remains from the period when it was part of Montgomery Park several structures on the Fairgrounds are potentially eligible for National Register listing. Soon the suburban dwellers began to see the need for convenient access to goods and services close-by home, and commercial development began to appear at important crossroads growing from there.

One area that has retained some of the commercial character since that period is the **Mississippi Boulevard and Walker Avenue intersection.** This area was historically and remains today largely African-American. Although Mississippi Boulevard, (then Hernando Road) had been a very important early thoroughfare, it grew in importance when it was added as a line for the Street Railway Company.

In 1863, the Elmwood Cemetery Association purchased \$5,000 worth of stock in Street Railway Company to encourage the extension of the streetcar line to the cemetery. By 1867 the streetcar line was open and for the next several decades the area along the line developed rapidly. One of few remaining



Intersection of Cooper and Young

resources associated with the early streetcars are the **Elmwood Cemetery Mule Barns** on Neptune Street near Provine Avenue. These barns housed mules that worked the Street Railway Company. Other early commercial concentrations include the **Linden and Lauderdale intersection** and **Jackson and 7th Avenue**.

STREET CAR SUBURBS 1890-1930

In the early 1890s, Memphis began to change from mule drawn to electric streetcars. This was slightly later than some of the other major cities of the South. However, once begun, the process was enthusiastically carried out. The changes in urban form that resulted from the electrification of the streetcar system were dramatic. The electric streetcars allowed people to conveniently live ten or more miles from their place of work.

In Memphis, the Suburban Street Car Lines were the first to switch from mule power to electricity. The first line, which ran down Latham Avenue (now Latham Street), changed in 1891. Much of the

early growth in electric streetcar lines was out into the area now called Midtown. Although the **Lenox** area is now a part of Memphis it began as a subdivision along the East End Railway Company's line, known as the "Dummy Line." Service began at Third and Monroe, went on to the East End Amusement Park, and terminated at the Montgomery Park, now the Mid-South Fair Grounds.

The Dummy Line also ran through, and partially around, the Mount Arlington Subdivision, and was largely responsible for its development. This area makes up the eastern part of the **Cooper-Young Historic District** (NR). Other streetcar suburbs include **Idlewild** in the area of Madison and McLean and **Madison Heights** in the area of Madison and Claybrook. Both began as streetcar suburbs planned and created by developers seeking to take advantage of the convenience of the streetcar lines. Now both are a part of Midtown.

Orleans-Trigg historic area, roughly bounded by Regent Avenue on the north, Trigg on the south, Mississippi on the

east, and Lauderdale on the west, is an area that still retains much of its historical and architectural integrity from the period of development when the Latham Avenue Division of the Suburban Street Car Line opened its electrified streetcar line in 1891. At this time, the more rural roads, which ran irregularly, had an urban grid pattern of roadways superimposed on them making them more convenient for people wanting to ride the streetcars.

A precursor to the shopping mall was the neighborhood business district, where people could shop for a variety of goods either near their home or at a major intersection of streetcar lines and significant roadways, allowing for ease of access. One such example is the **McLemore Avenue business district**, located on McLemore between Third Street and Latham Street. This area had had residential development before the turn of the century. Once the City and Suburban Street Line was expanded here in the 1890s the area began a rapid change to primarily commercial use. Today the district is comprised of often vacant or under-utilized, c. 1910-1970, one and two part commercial buildings indicative of their historic use.

The **Highland Heights historic area**, roughly bounded by Summer on the south, Highland on the east, Coleman and Given on the north, and Pope and Hudson on the west, developed in the 1920s as a streetcar subdivision. With many Craftsmen style Bungalows it is potentially eligible for the National Register. The **Crosstown district**, located along Cleveland around the 1927 Sears Tower, developed based on its service by the Memphis Street

Railway Company. There are still a number of businesses in this strip although the Sears Tower is currently empty.

Some existing residential developments were altered based on the introduction of streetcars. The **Manassas area**, located between Jackson, Chelsea, 7th and Ayers, changed from a north/south orientation west of Manassas to an east/west orientation east of Manassas based on access to streetcars after 1895 on Jackson and Chelsea at the time of development of the western area.

The line that had terminated at Elmwood Cemetery, which had encouraged much of the commercial development along **Mississippi** (then known as Hernando) and **Walker** in the 1870s and the 1880s extended further south and east along **College Street and McLemore Avenue** in 1899 when this area was annexed by the City. This area was also served by the Suburban Electric Road's McLemore Line which was opened as an electric streetcar route in 1891. Based on building patterns and a comparison of the housing stock from the late 1880s and the early 1900s it is clear that the streetcar had an important impact on the development of this area. In fact, the commercial development in the later part of the last century and the early part of this one often replaced existing residential developments because of the increased use based on the electrification of the streetcar lines.

In addition to the commercial and residential developments, industrial development was also affected by the streetcar. The extension of the streetcar line down Mallory Avenue was

instrumental in the doubling of the number of industries in the New South Memphis area near the Nonconnah Yards of the Illinois-Central Railroad.

Raleigh, although it existed before the Raleigh Springs Electric Line opened in 1892, was given a large boost with the introduction of the streetcar line. Although the impressive Raleigh Inn no longer stands, **Goodwinslow** (NR) at 4066 James Road, portions of which date from 1875 through 1900, grew as Raleigh developed in importance. This home has elements of a medieval English castle and an Italian Villa.

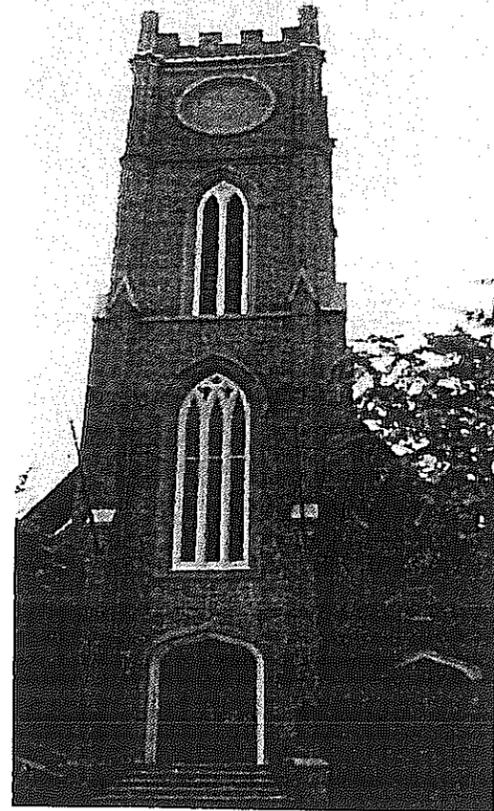
As late as the 1920s the streetcar system was transporting an average of 161,000 passengers a day on its 127 miles of routes. The Downtown was still quite compact and unquestionably the hub of all important businesses. However, within the next ten years the automobile became the most important form of transportation. Its impact on dispersing the population has led to the most vital commercial and residential areas being located further and further from Downtown.

RELIGION

RELIGION

An entire book could be written about the development of religion in Memphis. This is true despite, or perhaps because, Memphis was historically a rough and bawdy town, a stop for rivermen, gamblers, and hard living pioneers. The first manifestations of religion were itinerant and lay preachers. The earliest preachers were an odd mix of slaves,

settlers, and circuit riders. Harry Lawrence, a slave, delivered sermons on street corners to whites and blacks alike as early as 1822. Elijah Coffey was a preacher for several denominations and a short term mayor of Memphis. A. J. Crawford was probably the first circuit rider to preach in Memphis when he arrived in about 1822.



Calvary Episcopal Church 1843,

102 North Second

Preaching was done either open air or in any available building. A log meeting house located in Court Square, and later used as a school by Eugene Magevney, was used by many denominations. In 1832, the first church was erected in

which later became the First Methodist Church. was located at the corner of Poplar and Second. Today on the same site is the **First United Methodist Church**, 204 North Second Street (NR) built in 1893. The 1893 structure was the first all stone church built in Memphis.

The **First Presbyterian Church**, 166 Poplar Avenue, was the second church erected in Memphis. It was located next to First United Methodist on Poplar on a site that had been used as the City's first cemetery. The current structure was built in 1884, however, both the interior and exterior have been significantly altered.

The oldest existing church and oldest public building is **Calvary Episcopal Church**, 102 North Second Street, built in 1843. It is located at Adams and Second (NR). The building was renovated and added to in 1881 and in 1953.

After American settlement, the first Catholic mass was celebrated at the **Magevney House**, 198 Adams Avenue, (NR) in 1839. Because the French and Spanish had been in this area for many years it is likely that Catholic mass had been celebrated earlier. This was also the site of the first Catholic wedding and baptism. But Catholicism had a slow start in Memphis. By 1840 there were only ten Catholics here. However, because of the rapid immigration of Germans and Irish beginning in the mid-1840s, Catholicism became increasingly important in Memphis. The present **St. Peter's Catholic Church**, located in the Adams Avenue Historic District at 190 Adams Avenue (NR), was built in 1852 for the increasingly important Irish population.

St. Mary's Catholic Church, 155 Market Street (NR) (not to be confused with St. Mary's Episcopal Cathedral), was begun with the assistance of Union troops in 1864 to accommodate the German Catholics. It was not completed until 1874. A later but significant structure is the 1904 **St. Patrick's Catholic Church**, at 277 South Fourth Street. **St. Augustine's Parish** was the first African-American Roman Catholic congregation. The church dates to 1939 and is located at 903 Walker Avenue.

Along with Catholicism, Lutheranism and Judaism also grew with the strong immigration of Germans. The oldest existing Lutheran Church is **Trinity Lutheran Church** located at 210 Washington Avenue. Begun in 1874, it was not completed until 1888 because of the 1878 Yellow Fever Epidemic that devastated Memphis. While some of these recent immigrants fell victim to yellow fever, many more left Memphis and never returned.

Although there was a Jewish Congregation as early as the late 1840s, the first synagogue, Temple Israel, was not built until 1884. A Memphis architectural historian has described its demolition as "among the greatest losses of buildings from the nineteenth century." The **building at 112 Jackson Avenue**, built in 1900 and once housing the Anshei Mishem Congregation, is the oldest existing former synagogue. The second **Temple Israel**, located at 1255 Poplar Avenue, was built in 1915.

The development of religious institutions in the African-American community has



Beale Street Baptist Church,
379 Beale Street

been extraordinarily dynamic. Although, the first recorded preacher in the area was a slave, for much of Memphis' history the African-American and white religious institutions have developed separately.

The oldest continuously meeting African-American congregation currently meets at the 1910 **Mt. Olive C.M.E. Cathedral** (formerly **First Baptist Church**) located at 538 Linden Avenue. This structure was originally built for a white congregation. **Beale Street Baptist Church**, (NR) at 379 Beale Street may be one of the first churches in the South built by and for African-Americans. The church was built in the late 1860s or early 1870s. It is variously dated as 1863, 1868, and 1871. This church has also been recorded by the Historic Architectural Building Survey because of its architectural significance.

The 1891 Gothic Revival **Clayborn Temple** (formerly Second Presbyterian Church) (NR) at 294 Hernando Street is extremely significant as a fine example of Gothic architecture and from its associations with the Sanitation Workers Strike of 1968 and the Civil Rights Movement in general. This building has also been recorded by the Historic American Buildings Survey.

The 1913 **Collins Chapel Christian Methodist Church** (NR), located at 678 Washington Avenue, was instrumental in the establishment and development of the C.M.E. Church in America. Collins Chapel is also a local historic preservation district.

Memphis is also home to one of the largest African-American Pentecostal denominations, the Church of God in Christ. C.O.G.I.C. was founded in

Memphis in the late 19th century and has grown worldwide. The world headquarters for this denomination is now located in the **Mason Temple Complex**, at 930 Mason Avenue (NR) completed in 1945.

Memphis has a number of storefront or converted residential churches. These churches have become increasingly common in the last several decades. The conversion to a church meeting site usually resulted in the dramatic alteration of existing historical detailing, examples including **1090 Beechwood Avenue**, **951 Greenwood Avenue**, and **1019 Trigg**.

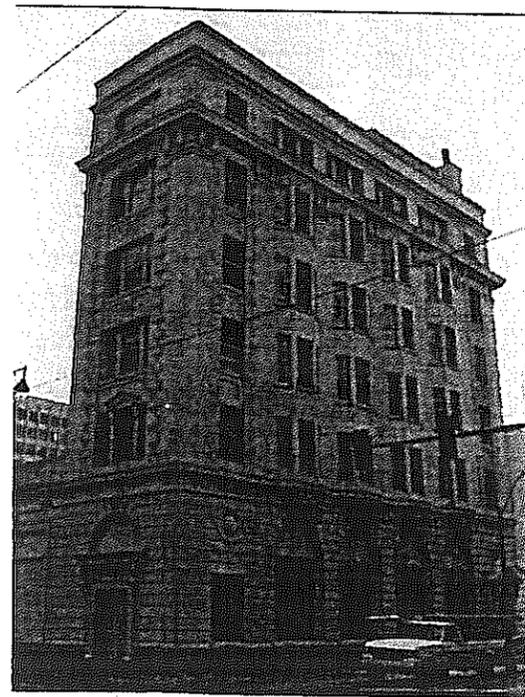
There are a number of other religious buildings that have been identified as historically significant by the *Cultural Resources Survey* including:

- Cummings Church** 1905 (orig. Episcopal) 1222 Cummings Street,
- Shady Grove Baptist Church** 1915 1189 Trigg Avenue,
- Centenary Missionary Baptist Church** 1937 878 Mississippi Boulevard,
- Metropolitan Baptist Church** 1929 767 Walker Avenue,
- Mt. Calvary C.O.G.I.C.** 1904 (orig. ST. Alban's) basilica plan chapel at 2072 Florida Avenue,
- Avery Chapel, AME**, 882 Trigg Avenue (formerly the Newton Ford Home, may be the oldest surviving structure in the area),
- New Salem Missionary Baptist Church** (orig. Miss. Ave. Methodist Church)
- St. Andrew's AME** c. 1920 867 South Parkway East,
- Pilgrim Rest Baptist Church** c. 1920 491 McLemore Avenue,
- Mt. Nebo** 1894 (orig. Grace Episcopal.) 555 Vance Avenue, altered Gothic Revival.

POLITICS AND GOVERNMENT

POLITICS-GOVERNMENT

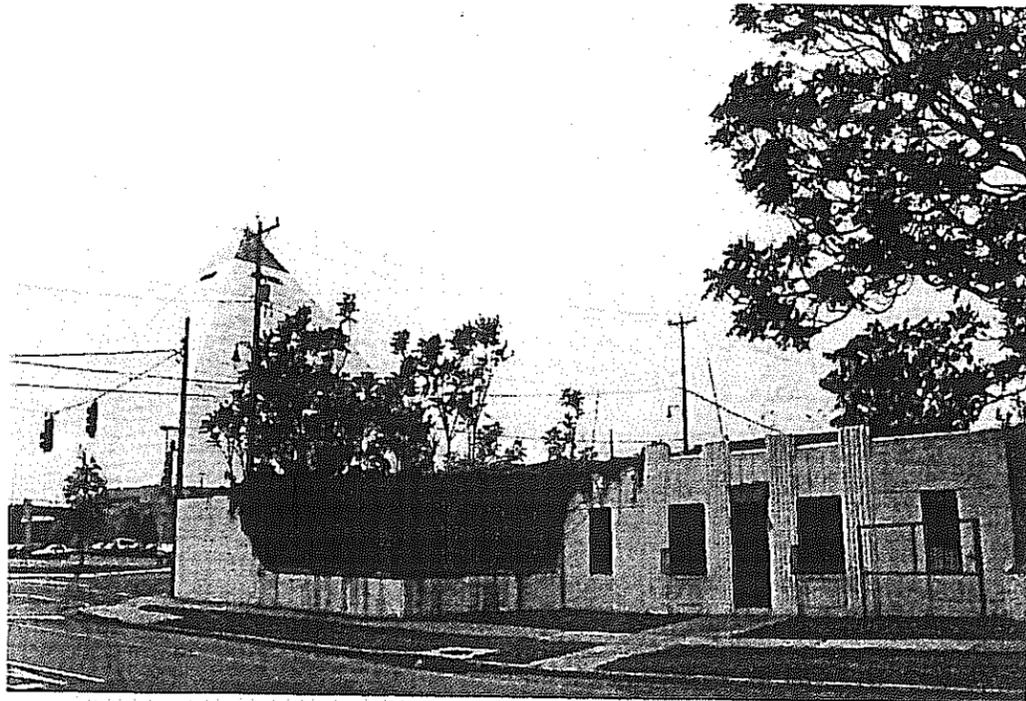
Politics has had a powerful impact on the development of Memphis since before the City was even laid out. The strong personalities of the founders James Winchester, John Overton, and Andrew Jackson influenced the original town layout, the creation of public spaces, and the marketing of Memphis. Different vision moved the City from one direction to another over the years, aggressive annexation policies alternated with periods of no growth.



Crump Building,
Adams Avenue

The most powerful political leader in Memphis was E.H. Crump. His political machine ran the City from his election as Mayor in 1909 until his death in 1954. Although Mayor for only seven years, it is said that ultimate political power resided with Crump who worked in the 1901 **E.H. Crump Building (formerly North Memphis Savings Bank)**, at 110 Adams Avenue, across the street from City Hall. Also associated with "Boss" Crump is the 1909-1910 **E.H. Crump House** at 1962 Peabody Avenue. It has an interesting Neo-Classical styling and is located in the Central Gardens Historic Conservation District (NR).

There are a number of significant historic government buildings in the City. The 1876 **United States Post Office (Customs House and Courthouse)** (NR), at One North Front Street has been substantially altered from its original Italian Villa style. It was greatly enlarged in 1903 and then in 1929 when it was remodeled to its present look. Another historic resource is the 1910 **United States Post Office** at 65 Calhoun. This was the main post office until the 1970s. The 1936 Art Deco **Memphis Dog Pound** at 463 Front Street that was built in reaction to a rash of rabies cases. It is enclosed by the wrought iron fence



Memphis Dog Pound,
Front Street

from the 1848 **City Jail**. The 1924 **Cossitt Library rear addition**, at 33 South Front Street, is all that remains of the first City library.

There are several historic fire stations remaining, including:

- the 1910 **Fire Station #1** (NR) at 118 Adams Avenue,
- the 1910 **Fire Station #3** at 200 Linden Avenue,
- the 1929 **Fire Station #8** at 832 Mississippi Boulevard,
- the 1925 **Fire Station #11** at 1826 Union Avenue,
- the 1935 **Fire Station #12** at 985 Bellevue Boulevard,
- the 1930 **Fire Station #17** at 1078 East Parkway, and
- the 1930 **Fire Station #18** at 3426 Southern Avenue.

More recent government buildings, increasingly significant with age, include the 1959 **Shelby County Office Building** (formerly the **Federal Building**) at 157 Poplar Avenue and the 1966 **Memphis City Hall** at 125 North Main Street. Both were designed by the important local architect A.L. Aydelott.

CITY BEAUTIFUL MOVEMENT

Memphis had an early tradition of developing public use spaces. The City Founders, in 1819, included four public squares: Auction, Market, Exchange (Bickford) and Court. In 1828 they decided a 36 acre tract of land along the Mississippi River to be used in perpetuity as a public promenade for walking and leisure. Unfortunately, for much of the rest of the 19th century little effort was put in that direction. For example, by 1877

Memphis had a mere 6 acres of park land, compared to cities like Atlanta with 153 acres of parkland and St. Louis with 1,500 acres.

The large park systems in other cities were the direct result of the City Beautiful Movement which had begun in the mid 19th century, advocated by such important landscape architects as Frederick Law Olmsted. This movement was given impetus from the Chicago World's Fair Columbian Exposition in 1893, where well defined planning, utilizing architectural and landscaping principles were employed. This movement emphasized parks, parkways and boulevards, large public buildings, and monuments.

The City Beautiful movement came to Memphis at the turn of the century when the newly created Park Commission hired the Kansas City landscape architect George E. Kessler. Kessler, who had worked for a short time with Olmsted, was hired to upgrade the existing parks, develop two new parks, and to build a parkway system.

During the first decade of the 20th century, and under the direction of Kessler, the Park Commission acquired several parks including, **Gaston Park**, **Confederate Park**, **Overton Park** (originally called **Lea Woods**), **Dr. Martin Luther King/Riverside Park**, and **the Parkway System**. The City continued to acquire parks: **Chickasaw Heritage Park** (NR) (formerly **DeSoto Park**) in 1911; the **Galloway Golfcourse** in 1923; and **Douglass Park** in 1913 (the first public park for African-Americans).



Parkways
Parkways System

Kessler and the Park Commission envisioned that there would be a few major parks, smaller parks in each ward, and a connecting boulevard system. The **Parkway System** was the most far reaching of the Park Commission's efforts to bring natural beauty into the City. It greatly improved the quality of life for Memphians. It also had the effect of encouraging development in the area now called Midtown when most of that area was still suburbia. Housing developments related to the System include **Heiskell Farms (NR)** and **Morningside Circle**. Much of the land for the Parkway had been donated by wealthy landholders who understood that the Parkway would increase the value of the land they retained nearby. This grand boulevard was a source of civic pride then and remains a defining feature on Memphis' landscape.

Although the City Beautiful movement had a great influence on public buildings throughout the country, Memphis has only a few remaining representative structures. Those that remain include the impressive

Shelby County Courthouse, Fire Station #1, the Central Police Station, the original portion of the Brooks Memorial Art Gallery, and several of the Zoo buildings in Overton Park.

The **Shelby County Courthouse**, a Neo-Classical monument to civic pride located at 140 Adams Avenue, was dedicated January 1, 1910. Today, after a recent renovation project, it is one of the most impressive buildings highlighting the grandeur of turn-of-the-century Memphis.

The elaborate, Neo-Classical, 1910 **Fire Station #1**, at 118 Adams Avenue is the most elegant fire house in the City of Memphis. The building is to be the site for the Memphis Fire House Museum.

The **Central Police Station**, at 130 Adams Avenue, opened in 1911 shortly after the Fire Station and Courthouse. It has Neo-Classical styling with a tetrastyle portico supported by Ionic columns. The oval rotunda's ceiling is supported by black-green marble columns. Intricate

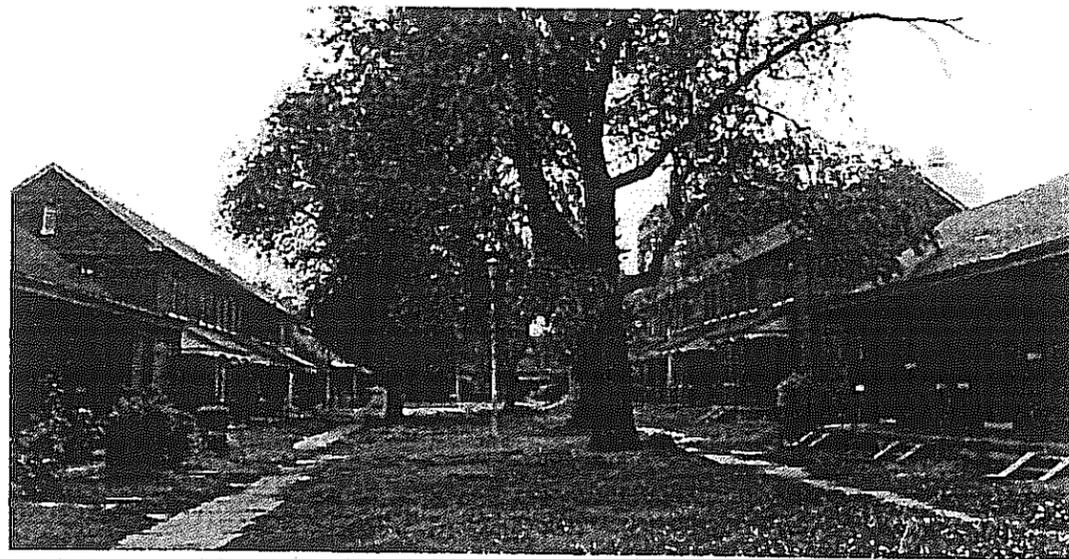
marble and plaster work exist throughout the building. Presently empty, this cornerstone of Downtown is rapidly deteriorating and in need of care.

The City Beautiful movement became less important as the 20th century progressed, though the Park Commission continued to develop and improve parklands. Later improvements in the Parks, include the Depression Era, WPA constructed, **Overton Park Shell, Crump Stadium** and the **Gaston Park Community Center**. The Overton Park Shell has been targeted for rehabilitation by an organization S.O.S., Save Our Shell, for the past several years. Unfortunately, they have been unable to gather sufficient support and the Shell is in an increasingly deteriorating condition.

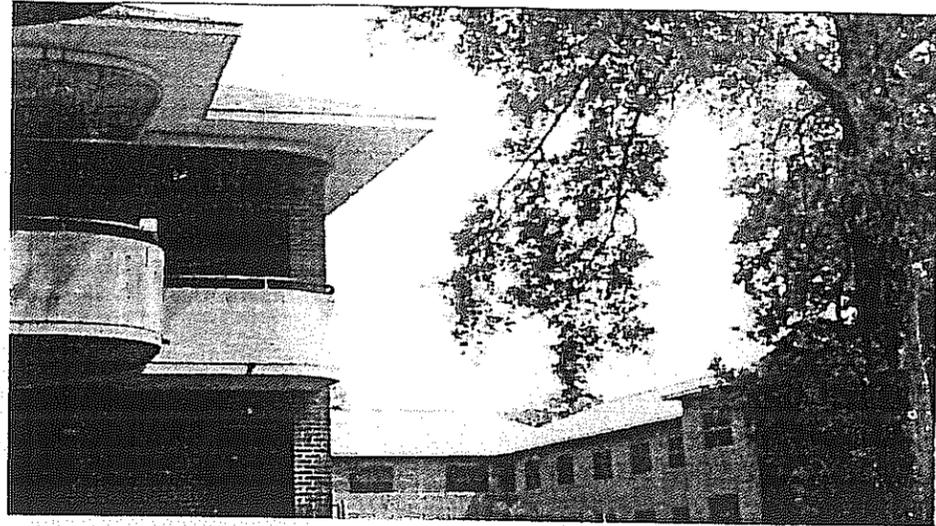
The **Gaston Park Community Center** has fared much better. This 1934 WPA constructed building has Beaux Arts and Egyptian Revival detailing. It is used as a recreation and community center, and recent additions expanded its use to include day care and a library. Other areas representing the City Beautiful movement include **Fountain Court** and the following Boulevards; **Belvedere, University, Tutwiler, and Wellington**.

PUBLIC HOUSING

Public housing projects were part of the 1935 nationwide initiative of President Franklin Roosevelt to clear slums, create jobs, and provide decent, safe and sanitary housing. Throughout the country, urban areas had experienced increasingly deteriorating conditions because of the economic depression.



Lauderdale Courts 1935-1938,
234-274 North Lauderdale Street



Dixie Homes 1935-1938,
940-990 Poplar Avenue

Memphis was like most other major cities during the Depression. Unemployment was high, the housing stock was poor and insufficient, and large areas of the city were blighted. A 1934 census of housing stock indicated that 9% of all housing was dilapidated beyond repair, much more was substandard, and at least 14% of the African-American population lived in this housing. Also, 70% of the African-American population had either communal or back yard pit privies, which had a direct correlation to illnesses such as typhoid.

There are seven public housing projects operated by the Memphis Housing Authority, all of which, in varying degrees, are in need of repair and rehabilitation. The first two public housing projects in Memphis were the Dixie Homes and the Lauderdale Courts, developed in the late 1930s by the Public Works Administration. They were essentially designed to create jobs and provide decent housing where slums once

existed. They were only lastly considered low income housing. In fact, the original tenants averaged slightly higher incomes than those who lived in the area before. The housing was considered modern and equal to the standards of single family housing being built at that time. These projects were to offer housing and amenities for a safe, clean, and decent, albeit segregated community.

The 1935-1938 **Dixie Homes**, located at 940-990 Poplar Avenue, was originally built for African Americans. This well planned project has PWA Moderne architectural detailing making it a very interesting and unique project.

The 1935-1938 **Lauderdale Courts** (NR), located at 234-274 North Lauderdale Street, was built for whites. They have many of the same features of the Dixie Homes but with a more Colonial Revival styling. Although well built, Lauderdale Courts is generally considered

architecturally less successful than Dixie Homes. Lauderdale Courts is noted for its most famous resident, Elvis Presley.

Although successful, Lauderdale Courts and Dixie Homes were not able to provide sufficient low income housing to meet the needs of the City. Almost immediately after they were completed, development began on two new projects, Foote Homes and Lamar Terrace. **Foote Homes**, located between Mississippi and Vance, and South Fourth Street and Lauderdale, was built between 1938 and 1941 for African Americans. Foote Homes lack some of the detailing and qualities of the earlier projects because of tighter budgets. However, there was still attention placed on landscaping and site placement that gave the projects a feeling of community. In fact, the landscape architects for the site were Harland Bartholomew and Associates, the same firm that designed the Parkway System.

Lamar Terrace, located off Lamar between Woodward and South Camilla, was built for whites at the same time as Foote Homes was built. Like Foote Homes it was built under a tighter budget and is less detailed than the earlier projects.

Because there was still a need for low income housing for African Americans the 1940s **LeMoyne Gardens** (NR), located roughly between Provine and Walker, and Porter and Neptune, was built. It was constructed on top of a historically African-American community, known as Shinertown, and directly next to LeMoyne-Owen College. It was felt that the proximity to the College would allow

the residents to "develop a cultural, civic, and social center for themselves."

The sixth public housing project in Memphis, built in 1953 for whites, was **Hurt Village**. Generally bordered by Looney, Danny Thomas, Auction and Seventh, it was built on the site of "Goat Hill." The area was first used in the 1840s by recent Irish immigrants, who grazed their goats on the nearby hills: thus the name. Hurt Village replaced a number of dilapidated homes on this site. Unfortunately, the project lacks much in the way of detailing. It reflects a changed understanding of public housing, where housing should not be made too attractive so residents will desire to remain.

The latest public housing projects is the **Fowler Homes** opened in 1959 and located south of Crump between Willoughby and Latham. Fowler Homes was built for African-American tenants and was desegregated, along with the other complexes in 1965. The minimal styling and the lack of any significant landscaping, like Hurt Village, suggest the changing conception of the role of public housing.

Public housing was officially desegregated in 1965 in compliance with the Civil Rights Act of 1964. Today much of the housing is substandard and unoccupied. This is especially unfortunate in a city with such a large population living in poverty. Public housing is currently threatened by Federal budget cuts and the move to lower density through demolition.

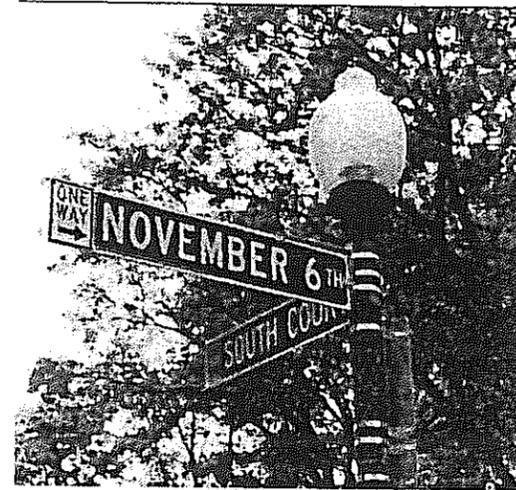
CITY PLANNING/CULTURAL GEOGRAPHY

Although the Fourth Chickasaw Bluff has been occupied by humans for 10,000 years or more, the most tangible surface evidence remains are the Memphis streets that follow the routes of the aboriginal trails. There were two sets of trails, with the main wet weather trails following the higher grounds and secondary dry weather trails. These included a section of the United States Highway 51 known as **Thomas Street**, which has served the same purpose for several millennium, transporting folks from the Delta up to the Chicago area. The main trail Chickasaws followed from their towns in the area of modern-day Pontotoc, Mississippi, north to the Bayou Gayoso followed approximately the line of **Highway 78, Lamar Boulevard, and Marshall Street. Front Street** between Sycamore and Jackson was originally a wet weather trail aptly named Chickasaw Street.

The main east-west Cherokee route across Tennessee, used also by the Chickasaws, followed **Jackson Avenue. Alabama Street** and **Poplar Avenue** were the native American routes to settlements in southeast Alabama such as Muscle Shoals. **Seventh Street** traces the high ground through the Greenlaw area and led to the best area to ford the Bayou Gayoso.

Other Memphis streets mark early property lines. **Union Avenue** was the dividing line between the two original land grants for the area, the Rice and Ramsey land grants. **Bellevue Boulevard** was the eastern edge of the 5,000 acre Ramsey grant. Other street names reflect

the property lines of old plantations. **Person Avenue** was the northern boundary of the 2,500 acre Person cotton plantation. **Pope Avenue** was the western boundary of the Pope cotton plantation. **Chelsea Avenue** was originally the southern border of the town of Chelsea.



November 6th Alley Sign

The original town plan was surveyed by William Lawrence and contained 362 lots divided into four parts, or a quarter block plan. The secondary streets or alleys were often named. The peculiarly named **November 6th Alley**, near Court Street between Main and Second Streets was named when Memphis approved a bond to insure receiving TVA power. The most infamous of these alleys extended from Front to Main Streets between Court and Madison Avenues and was given the name **Whiskey Chute Alley** because of the string of saloons located there. When the Greenlaw Extension, the City's first subdivision, was platted in 1856, the developers extended the quarter-block north from **Auction to Chelsea Avenues**. The one-acre blocks in Greenlaw still retain the quarter block plan today.

CIVIL WAR

The Civil War is often considered the most dramatic event in our nation's history. The social and economic disruption, the physical destruction, and the crisis of governmental authority all had a profound impact on the nation as a whole, this even more so in the South. Yet, unlike many other major Southern cities, Memphis remained surprisingly intact. On the eve of the War, Memphis seemed to be essentially pro-Union because of its economic ties with the upper Mississippi area. Yet when war began Memphis voted soundly for secession.

By the end of 1861, Major General Gideon Pillow had made Memphis headquarters for the Army of Tennessee. The City enthusiastically followed and supported the war effort. And when Confederate forces won at the First Battle of Bull Run, Memphians renamed the eastern-most road within the City "**Manassas.**"

In early 1862, after the fall of Nashville to Union troops, Governor Isham Harris convened the Tennessee legislature in Memphis from February 20th to March 20th in a building located at the **corner of Second and Madison.** As Memphis seemed increasingly vulnerable, the legislature was moved again to Murfreesboro.

The Confederates had originally believed that no major fortification of the City was required. This proved false, when in the

spring of 1862, Union troops took control of the Mississippi both to the north and south of Memphis, making a battle for Memphis inevitable.

The Battle of Memphis, which lasted only ninety minutes, took place on June 6th of 1862 and resulted in the defeat of the Confederate river vessels and the occupation of Memphis for rest of the war. Because the battle was short and conducted on the Mississippi there was little physical harm to the City. In fact, the City was virtually unscathed physically throughout the War, although the Union troops requisitioned many buildings for their use. For example, the **Third Presbyterian Church**, commonly known as the "Old Brick Church," at 299 Chelsea Avenue had just been completed in 1860, shortly before the War began. When Union troops moved into the City the church was requisitioned for use as a hospital and stable for Union forces.



The "Old Brick Church" 1860,
299 Chelsea Avenue

It is believed that a number of existing buildings were used by the Union troops for housing or hospitals. In the Spring of 1863 thirteen buildings contained Union hospital facilities. However, compared to most occupied cities, relatively few Memphis buildings were taken for use by the Union forces. One of these is the Hunt-Phelan House.

The **Hunt-Phelan House** (NR) at 533 Beale Street, built in the 1830s and remodeled in 1855, had close associations with the Civil War. Jefferson Davis stayed in the home both before and after the War. The home served as General Leonidas Polk's headquarters while he organized the Provisional Army of Tennessee. It is purported to have served as General Ulysses S. Grant's headquarters while he planned the campaign on Vicksburg in 1862. In February of 1863 the house was converted to a Soldiers' Home for convalescing soldiers. It remained a convalescent home until the end of the War. The property also is the site of a Freedman's Bureau School parts of the original School remain to this day, although in great disrepair.

While Union forces controlled the City they reconstructed **Fort Pickering** with earthen-works from Chickasaw Mounds to Vance Avenue. However, little evidence remains of this use. The mounds were used as gun emplacements during the War to defend the Mississippi River. The area now known as Ashburn Park was the citadel for the fort. Evidence suggests that the Mounds were not used for gun powder storage as tradition holds.

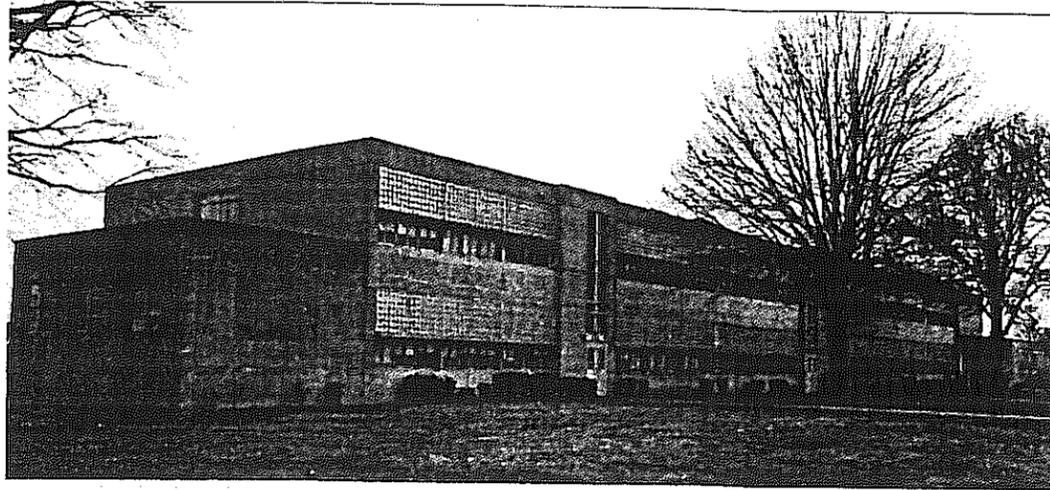
The following are other sites associated with the Civil War. The **Memphis National Cemetery** (NR), originally the Mississippi River National Cemetery, was founded for Union soldiers who died in battles along the Mississippi. The cemetery contains 8,866 unknown Union soldiers. Both the Memphis National Cemetery and **Elmwood Cemetery** contain victims of the steamer *Sultana*. The *Sultana's* boiler exploded just north of Memphis while carrying soldiers released from Confederate prison camps. Elmwood Cemetery also contains the remains of many Civil War veterans and individuals who died as a result of the War.

Three parks are associated with memorials to the Civil War. These include the **Jefferson Davis Park**, **Confederate Park**, and **Forrest Park** (named for General Nathan Bedford Forrest). General Forrest lived in Memphis both before and after the war. He was one of the most influential slave traders before the war and one of the most successful generals during the war. No known structures exist at the sites of his homes or businesses but he is recognized with several historical plaques. He and his wife are buried in Forrest Park.

EDUCATION

PUBLIC EDUCATION

Schools are some of the most significant historic resources for defining a sense of place and self for individuals. For most of this century, because so much of a child's early years are spent at school, they become almost second homes. Years after graduation many adults continue to identify themselves with the school in



Kansas Elementary 1949,
1353 Kansas Street

which they matriculated. That is "their" school. For much of this century, neighborhood schools, like churches, have been focal points for the communities. It is therefore, important that we sensitively use and protect these significant historic and community resources.

The earliest schools in Memphis were private institutes attended by those who could afford such a luxury. Eugene Magevney operated the earliest such school out of his home on Adams Avenue as early as 1833. However, it was not until 1848 that the first public schools opened. They were usually a single room in a commercial building. However, Memphis was very much ahead of the times for providing publicly supported education. And although public education did not enjoy universal support it was increasingly seen as important. The City continued to operate one room schools, but with increasing enrollment came the need to provide adequate school buildings.

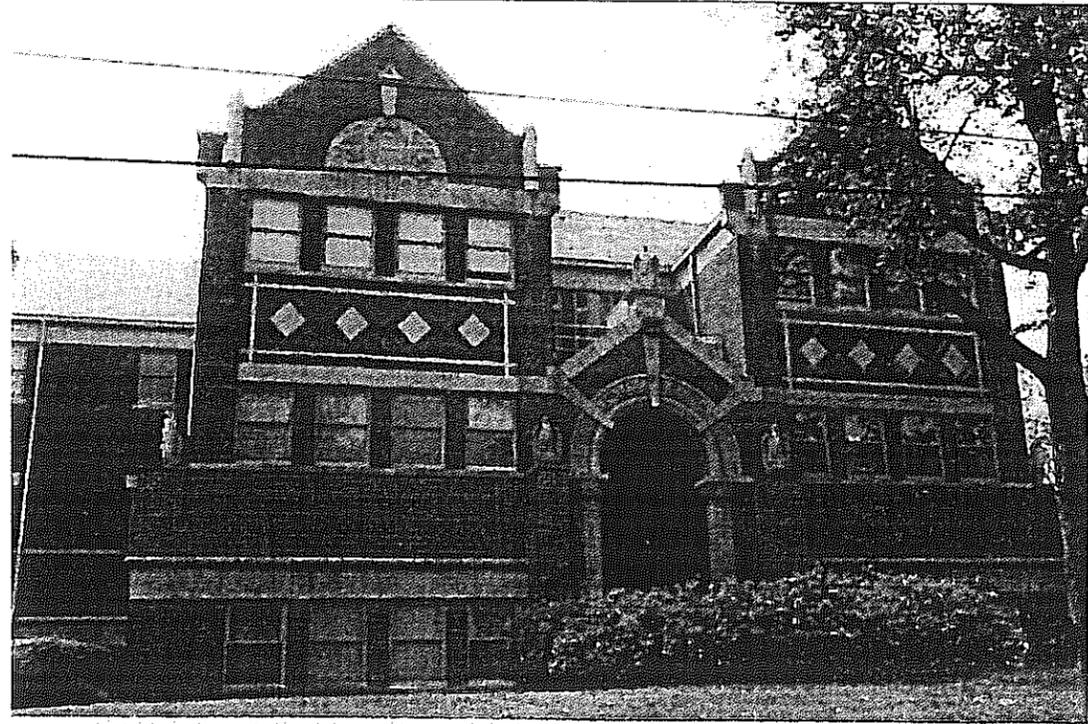
In 1852 both the City and the County levied a tax which was to be used, in part, to provide adequate facilities. However, it was not until after the Civil War that the first public schoolhouse, the Market Street School, was built. The Market Street School, later renamed the **Christine School**, taught generations of Memphians until its demolition in 1964.

Memphians increasingly have understood the importance of education. In 1890 40% of the school aged population was enrolled, this jumped to 71% by 1920. These are remarkable statistics considering the large numbers of rural born citizens who, at that time, placed lower emphasis on education. By 1891 there were seven schools for whites and four for African Americans.

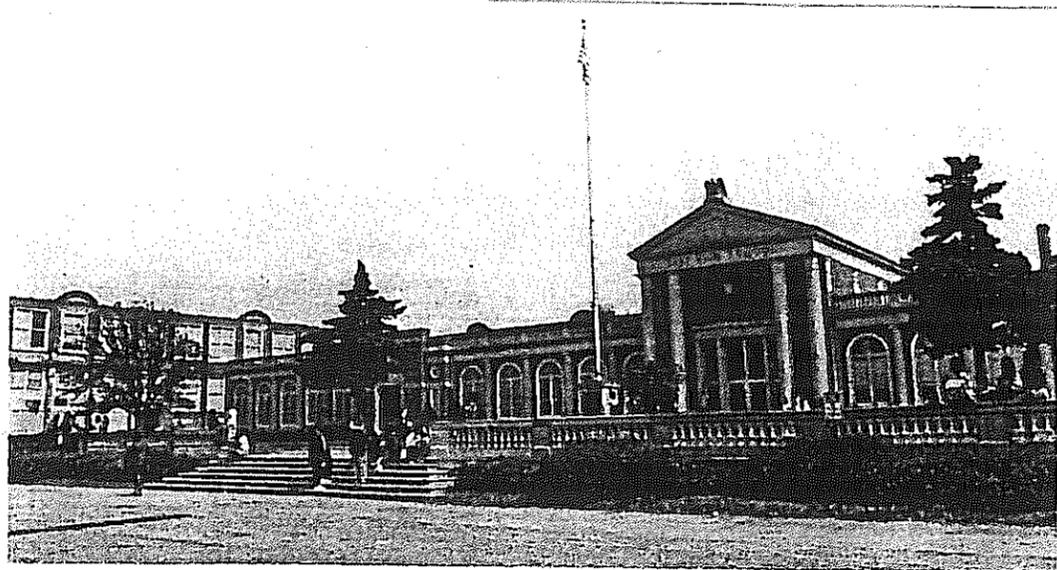
Between 1900 and 1915 enrollment in Memphis public schools almost doubled, from 27,500 to 52,500. During this period twenty schools were built to meet the

increased needs for classrooms. Of these, fourteen remain. There are two 1902 schools; the **Lauderdale Elementary School** (NR), located at 992 South Lauderdale Street, is a good example of early-twentieth century eclectic architecture mixing Beaux Arts and Colonial Revival elements, and the **Cummings School**, located at 1037 Cummings Street, which has been severely altered from its original Renaissance Revival Style. One 1903 school, **Idlewild Elementary School**, located at 1950 Linden Avenue, is a good example of late Renaissance Revival style.

There are a number of early schools that have been placed on the National Register, including: **Humes Jr. High School**, 659 Manassas Street, **Melrose School**, 843 Dallas Street, **Bruce Elementary**, 1206 Carr Avenue, **Grant/Pope Elementary**, 190 Chelsea Avenue, **Peabody Elementary**, 2086 Young Avenue, and **Snowden Jr. High**, 1870 North Parkway. The **Lenox Elementary School** (NR), located at 519 South Edgewood Street, is a good example of early twentieth century eclectic architecture. The 1909 **A.B. Hill Elementary School** (NR), located at 1372 Latham Avenue, has unusual Jacobean Revival style influences.



Lenox School,
519 South Edgewood Street



East High School
3206 Poplar Avenue

Other interestingly styled schools include the 1911 **Central High School** (NR), 306 South Bellevue Boulevard, and the 1914 **Rozelle Elementary School** (NR), 993 Roland Avenue. An early middle school, **Fairview Junior High School** (NR), located at 750 East Parkway South, is unique because of its Art Deco styling.

The years between the First and Second World Wars saw a rapid growth in Memphis' population and with that a growth in the number of schools. Schools currently eligible to be included on the National Register include, **Bethel Grove School**, 2459 Arlington Avenue, **Crump Stadium**, 1259 Linden, **East High School**, 3206 Polar Avenue (a unique example of a Beaux Arts styled school), **Florida Street School**, 1560 Florida Street, **Gragg School**, 3672 Jackson Avenue, **Grahamwood Elementary School**, 3950 Summer Avenue, **Hamilton School**, 1478 Wilson Street, **Kansas**

Street School, 1353 Kansas Street (a unique example of an International styled school), **Klondike Elementary School**, 1250 Vollentine Avenue, **Lester Street School**, 584 Lester Street, **Lincoln Elementary**, 1566 South Orleans Street, **Lincoln Jr. High School**, 667 Richmond Avenue, **Memphis Technical High School**, 1266 Poplar Avenue, **William R. Moore Technical School**, 1200 Poplar Avenue, **Oakville School**, 3594 Lamar Avenue, **Springdale Elementary School**, 880 Hollywood Avenue, **Vollentine Elementary School**, 1682 Vollentine Avenue, **Whitehaven High School**, 4851 Elvis Presley Boulevard.

University of Memphis (formerly **Memphis State University**, **West Tennessee State Teacher's College**, and **West Tennessee Normal School**), has several buildings from the 1912-1927 period. One, the 1927 **Brister Library**, is listed on the National Register.



Administration Hall,
LeMoyne Owens College

PRIVATE EDUCATION

Education in the first several decades of Memphis' history is characterized best as limited. Education was neither for females, nor males who were old enough and able enough to work at home, but it was also not for the poor. Education was a luxury for those families who could afford the tuition and lost labor of their sons. Memphis had had occasional educators and tutors pass through town, looking for students. They would seldom stay in town for more than a few months.

The first educator to come to Memphis and remain here was Eugene Magevney. In 1833, Magevney began a school in the then heavily wooded area of town, Court Square. He operated this school until 1840, when he quit to pursue real estate development. The **Magevney House**, 198 Adams Avenue (NR) is open to the public.

There are few existing historic resources associated with private educational institutions dating from before the 1920s. This is true despite the early emphasis placed on education in Memphis. **Miss Lee's School for Children** (NR) at 1760 Peabody Avenue is good example of the smaller but significant private educational institutions in Memphis.

The earliest major institute of higher learning in the City of Memphis is **Christian Brothers University**, originally located on Adams Avenue. The school has gone through many changes, becoming a four year college when it moved to its present location in 1940. Many of the existing buildings date to that time period. Siena College merged with Christian Brothers, when the Siena Campus was closed in 1971.

The **LeMoyne-Owen College** is one of the nation's oldest colleges for African-Americans. LeMoyne was founded in

1870 and was affiliated with the United Church of Christ. Owen College, a black religious and vocational college was founded in 1954 and was merged with LeMoyne in 1968. Several of the buildings date to the mid-1930s and are eligible for the National Register. To date only the 1914 **Steele Hall** (NR) has been listed.

Early efforts in education for females date to 1851 when Dominican nuns founded St. Agnes Academy for girls at the southeast corner of Vance Avenue and Orleans Street. This later became the site of Tennessee's only female Catholic college, St. Agnes College, in 1901. The school then became Siena College which operated there until 1954 when it was sold to Owen Junior College. Only the Gothic **Siena College building**, at 370 South Orleans Avenue, remains.

The 1895 **St. Mary's Episcopal Cathedral** and the c. 1880s **Chapel** to the east (NR) at 692 Poplar Avenue is the original St. Mary's Episcopal School. Other important education advancements for females included the 1880's conversion of the old Robertson Topp home on Beale into the exclusive Miss Jenny Higbee's School for Girls and Clara Conway's School for Girls.

Rhodes College (formerly **Southwestern at Memphis**) (NR) at 2000 North Parkway is an outstanding collection of Collegiate Gothic Revival style buildings some of which date back to 1924. The school was founded in 1837 in Clarksville, Tennessee and after several incarnations it moved to Memphis in 1925.

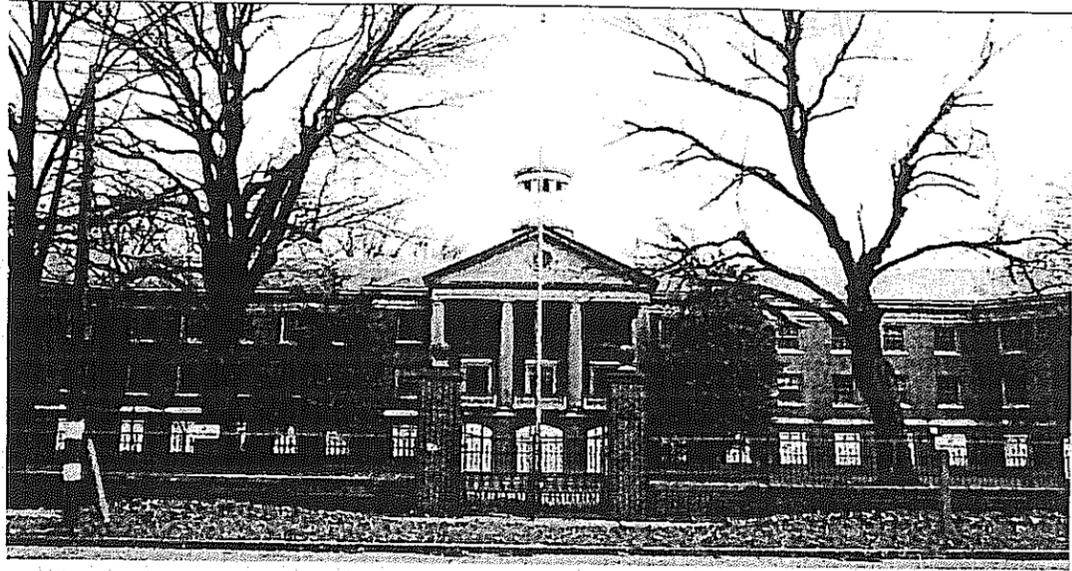
SCIENCE AND TECHNOLOGY

MEDICAL CARE

In 1882, Memphis was called the "most unhealthy city in the United States." The City had gone through several serious outbreaks of yellow fever and occasional outbreaks of smallpox and cholera. The Bayou Gayoso was little more than a stagnant, open cesspool. The unhealthfulness of Memphis had more to do with the lack of adequate public works, planning, and proximity to the Mississippi and its flood plain than with poor medical services. In fact, Memphis has a long tradition of excellent health care that has continued until today.

The first hospital facility in Memphis was a small wooden building on Front Street just below Union, the City Hospital, chartered in 1829. This small hospital served the rivermen and travelers until 1841 when it moved to the site of the current **Forrest Park** and operated there until the 1870s. Although it no longer exists, its location dictated the present location of the medical center, and has had an important impact on this area of Memphis.

The first federally funded health care facility was the **United States Marine Hospital** (NR) at 374 California Avenue, a complex built in 1883-1884. Originally, built to "administer aid to sick and disabled seamen," it was the only government hospital in Memphis until the **Veteran's Administration Hospital** (NR) at 1025 E. H. Crump Boulevard, opened in 1922. The 1883-1884 Marine Hospital complex consisted of six building. Three remain from this period: the Executive



U.S. Marine Hospital,
California Street

Building, the Laundry-Kitchen and a Nurses Quarters which has been moved and now contains the National Ornamental Metal Museum. The Executive Building and the Laundry-Kitchen Building were listed on the National Register in 1980. There are also three 1930s Georgian Revival additions to the complex, a north facing 1933 building, a 1936 Y-shaped building, and a 1939 structure.

The modern conception of a hospital serving the general public first appeared in Memphis in 1889, with the opening of **St. Joseph's Hospital**, at 220 Overton Avenue. It consisted of two small wooden structures which were slowly added to over the years. The oldest extant portion is the 1926, classical revival, six story wing, with sixty-five patient rooms, administration, and operations suites.

The **Gartly-Ramsay Hospital** (NR) at 696 Jackson Avenue was constructed between 1859 and 1927. The 1859 portion was originally the McDavitt Home, built in a Greek Revival Style. The Hospital took patients from just after the turn of the century until it closed in 1972.

Other older medical facilities include the following. The **King's Daughters and Sons Home** (formerly the **Home for Incurables**) was founded by the King's Daughters Guild of Calvary Episcopal Church in 1908 and is located in a c. 1920 building at 1467 McLemore Avenue. The hospital was enlarged in 1952 and has a 1973-1974 facade.

The **Crippled Children's Hospital School**, at 2009 Lamar Avenue, was designed by Jones and Furbringer. The original building was constructed in 1917

and expanded in 1925. It has a 1955 facade and a 1961 west wing.

One of the oldest extant hospitals is **Baptist Memorial Hospital**. It opened in 1912. The **Willis C. Campbell Clinic**, built in 1920, and located on Madison Avenue is now a part of Baptist Memorial Hospital. **Memphis Eye, Ear, Nose & Throat Hospital** located at 1052 Madison Avenue was built 1926. It became a part of Methodist Hospitals in 1942, and later it became the Memphis Otologic Clinic.

The original **Veteran's Administration Hospital** is located at 1025 E.H. Crump Boulevard. The hospital was originally conceived by John Sherard a prominent Methodist layman as a facility for serving people in the mid-South. Working with the Methodist Conferences of Northern Mississippi, Memphis, and Northern Arkansas, the site was purchased, architects Samuel Hannaford and Sons were selected, and work begun in 1914. However, the building was not completed until 1921 because of delays caused by World War I. The Veteran's Bureau purchased the hospital and opened it in 1922. Several accessory structures and one of the two additions to the hospital, built circa 1930, were based on national standard Veteran's Bureau plans. These standard plans were created to provide high quality, convenient, and uniform care throughout the Veteran's Bureau system. In 1947 the hospital was designated as a tuberculosis facility, but was phased out until the last VA patient left in 1958. It was used by Baptist Hospital until 1992.

The next VA Hospital was actually the old **Kennedy General Hospital** at Park and

Getwell. It operated as the VA hospital until 1967 when it was transferred to Memphis State University.

In addition to the hospitals, Memphis has earned its reputation for quality medical care because of its medical schools. The oldest, the **Memphis Hospital Medical College** was founded in 1879 and operated in connection with the City Hospital. In 1902 they began operating out of **Rogers Hall** now a part of the University of Tennessee. In fact, the **University of Tennessee Medical School** is another older facility opening in 1911. It was formed, in part, on the even older College of Physicians and Surgeons chartered in 1905. There are several existing buildings from the first part of this century.

PUBLIC WORKS

From its inception, Memphis had numerous epidemics and plagues because of the poor public sanitation. Drinking water was taken from the Wolf River or the Bayou Gayoso, an open pool of waste water that was a breeding ground for disease carrying mosquitoes. In fact, one of the defining events in Memphis' history was the series of yellow fever epidemics of the 1870s. In addition to the great toll on human life, the fever caused social and economic panic and disruptions. As late as the 1890s, one Memphis newspaper described Memphis streets as "huge depots of filth, cavernous Aegean stables with no Alpheus to flow through and cleanse them."

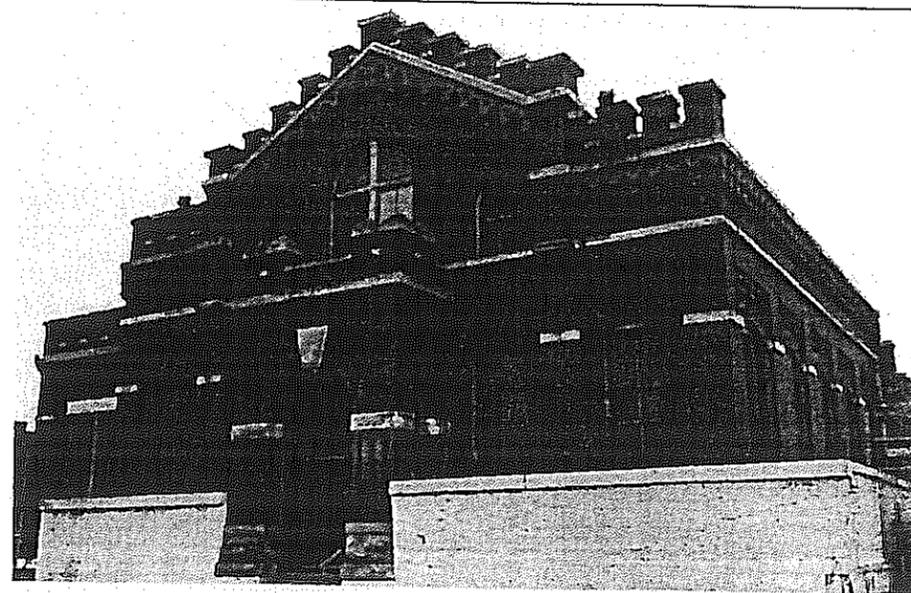
The unsanitary conditions went entirely unchecked until Col. George E. Waring, Jr. designed a sewer system for Memphis

that became the standard for cities throughout the country. Memphis also began garbage collection and street cleaning services in the 1880s. But it was not until 1887, when an experimental well was drilled Downtown and Memphis discovered it was sitting on top of a vast artesian water supply. This resource meant that Memphians would have a healthful water supply, and an important asset to encourage investment in the City.

The oldest resources associated with the water supply is the 1890 **Artesian Water Company Pumping Station** (NR) at 253 Auction and its 1911 **accessory building** (NR) at 237 Auction. The 1922 **Mallory Pumping Station** on North Parkway between Dunlap and Ayers was the first modern water pumping station. The **1930s Granview Pumping Station**, designed by Walk C. Jones, is also significant for its unusual Moorish Revival influenced facade.

Because of the periodic but catastrophic flooding of the Mississippi, pumping stations were needed to direct water to minimize damage. There are several historically significant examples of pumping stations remaining. These include; **Saffarans Pumping Station** at 35 Saffarans, **Cypress Creek Pumping Station** at 1552 North Bellevue, **Workhouse Bayou Pumping Station** at 3140 Heard, **Fairfax Pumping Station**, **Marble Bayou Pumping Station**, and the **May Street Pumping Station**.

One particularly interesting building is the 1900 **MLGW Coal Gasification Plant** at 703 Beale Street. Other public works and utilities that have gained significance include electric substations, **Substation #5** on Poplar Avenue, **Substation #6**, at 777 Willett, and **Substation #32** at 1459 Moorehead. These were all designed by one of the finest Memphis architects, Walk C. Jones, Sr.



Artesian Water Pumping Station 1890,
253 Auction Avenue

THEATERS/MOTION PICTURES

Motion pictures are a fairly recent phenomena. Developed in the last decade of the nineteenth century, they became commercially practical by 1910. The first nickelodeons, usually in a barn or other type of building, were wildly popular. In Memphis, moving pictures were shown at various temporary locations by local promoters. One of the earliest shows was in 1891 in the barns that had formerly kept the mules used to pull the streetcars. It operated on and off as a motion picture theater until 1911 when it burned. The Grand Opera House, the Read Hotel, and even the very popular East End Park offered motion pictures as a part of their entertainment, often in conjunction with vaudeville acts.

One of the first permanent theaters that offered motions pictures as its primary attraction was the **Majestic Theater** (NR) in 1908 at 145 South Main Street. The elaborate existing building dates from 1915. Other early theaters include the 1921 **Old Daisy Theater** at 329-331 Beale Street, the 1927 **Orpheum Theater/Malco Theater** (NR) at 197 South Main Street. Later theaters that exemplify the Art Deco styling common during the 1930s and early 1940s are the 1941 **Paris Adult Entertainment Center** (formerly **Luciann Theater**) at 2432 Summer Avenue, the **New Daisy Theater** (NR) at 330 Beale Street, and the 1949 **Plaza Theater (Bookstar)** at 3402 Poplar Avenue. Other significant theaters include: the **Handy Theater** at Park and Airways, the first theater for African-

Americans off Beale Street; the **Lamar Theater** on Lamar and Rozelle; the buildings now used by the **Circuit and Playhouse on the Square** (formerly the **Memphian Theater**); and the **Crosstown Theater on Cleveland at Overton Park**, now used by the Crosstown Jehovah's Witnesses.



Luciann Theater 1941,
2432 Summer Avenue

Motion picture theaters required that films be readily, and in the days of the newsreel, rapidly available and Memphis was the natural center for distribution for this part of Tennessee, Arkansas, and Mississippi. Consequently, a rather large number of film distributors located in the **Theater Supply and Motion Picture Distribution District** of Memphis. This district was clustered in a four block area of south Memphis primarily along South Second Street between Pontotoc and Butler. The first distribution company to locate in

Memphis was the General Film Company in 1915. The location of this company is now a parking lot. Existing distribution company buildings date from the golden period of motion pictures, the 1920s. In 1925, **Monarch, Fox, and Universal** built distribution companies at 395, 397, and 399 South Second Street respectively. In 1926, **Film Booking Office, Metro-Goldwyn-Mayer, and First National Pictures** opened distribution offices at 492-502 South Second Street. Other properties in this area that are associated with theater distribution and supply include 308, 318-320, 362, 402-414 South Second Street, and 151, 152, 158, 162 Vance Avenue. Many of these properties exhibit a restrained Art Deco styling that is related to the more exuberant examples of the theaters themselves.

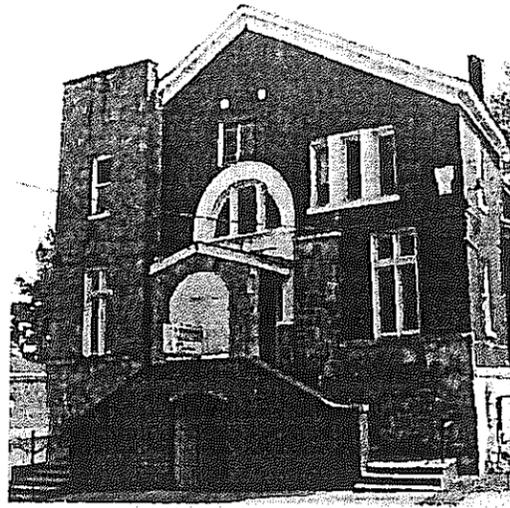
MUSIC

Few cities are so closely associated with music as is Memphis. Whether one thinks of Rock, Rockabilly, the Blues and Jazz, Soul, or Gospel, Memphis has been fertile ground for growing American music forms. Much of this music traditionally originated in the folk expressions of feelings and attitudes towards life of rural African Americans. Religious expressions manifest themselves as spirituals and gospel songs, while secular expressions were in the form of the Blues. These types of folk music had traditionally had only limited exposure. Memphis is unique because it had several individuals that took these music forms and brought them to a larger audience.



Old Daisy Theater,
Beale Street Historic District

The Blues had been heard little outside of the poor rural African American communities until W. C. Handy popularized this form of music shortly after the turn of the century. Handy had composed a tune for the mayoral campaign of E. H. Crump, which was later published as "Memphis Blues," the first Blues tune to be published. Handy lived, composed, and published on Beale Street and this area eventually became inextricably linked to the Blues itself. Many of the properties that are in the **Beale Street National Historic Landmark District** have significant associations with the development of the Blues as an important American form of music. Among the most important of these are the **W.C. Handy Museum**, the birthplace of W.C. Handy originally located on Jennette Place, and both the **Old and New Daisy Theaters**.



East Trigg Baptist Church,
1189 East Trigg Avenue

Gospel music, a descendant of early African American spirituals, was the religious equivalent of the secular Blues. Until the 1930s African American Gospel music was primarily sung in neighborhood churches and was tied to folk traditions. Several of Memphis' churches had an important role in popularizing Gospel music, especially the Gospel Quartet. Of particular importance in popularizing gospel music were the churches of Rev. W. Herbert Brewster, considered to be the most important songwriter of this style of music. Rev. Brewster's 1915 **East Trigg Baptist Church** (formerly **Shady Grove Baptist Church**) at 1189 East Trigg Avenue, Brewster's **Pilgrim Rest Baptist Church** at 654 North Second Street, and the **Mason Temple** were all venues that allowed a large audience to become familiar with this music style. Other property associated with Rev. Brewster includes his **home at 903 Looney**

Avenue. Also of great importance in the popularization of Gospel music was the radio station **WDIA** currently located at 112 Union Avenue. In addition to devoting much of its broadcast time to gospel groups, it was the first radio station in the nation programmed exclusively for African Americans. **WDIA** also had the first all African American broadcasting staff and the first African American female broadcaster.

Another important site is the 1920 **Ellis Auditorium** at 255 North Main Street. **WDIA**'s Goodwill Review was broadcast from the Auditorium and it attracted some of the earliest integrated audiences in Memphis. Elvis Presley's music was influenced by his frequent attendance at the **WDIA** productions here.

One way that music could be popularized was by increasing access to the music. And the best way that could be done was to record and sell the music. Memphis had several recording studios that were vital to the development of Rockabilly, R & B, and Rock. Such greats as the Rev. Al Green and B.B King continue to play an important role in the development of music from their studios in Memphis. Although we have lost one significant site, **Stax Recording Studios**, both the **Royal Recording Studio**, home of Hi Records in the 1915 Royal Theater Building at 1320 Lauderdale Avenue, and the **Sun Studio** at 706 Union Avenue still exist.

There are a number of sites that are associated with one of Memphis' most famous sons, Elvis Presley. Certainly foremost among them is **Graceland** 3764 Elvis Presley Boulevard (NR) the 1939

property which was purchased by Presley in 1957. Other sites associated with Presley include **Lauderdale Courts**, an early home of Elvis, the **Elvis Presley Plaza** located on Beale between Main and Second Streets, and the **Elvis Presley House** at 1034 Audubon Drive.

PUBLIC ART

The majority of existing public art in Memphis dates from the last forty years. However, there are some significant older examples that must be noted.

The **electrified American flag** was originally erected on the Commercial Appeal Building (now known as the Welcome Wagon Building) in 1917. It was moved to the Commercial Appeal's

publishing company building in 1933. And finally in 1977 it was moved to the Liberty Bowl Memorial Stadium.

Memphis is fortunate enough to have one of the finest existing collections of **Sculptures by Dionicio Rodriguez** (NR). These 1935 to 1943 sculptures are located in Memorial Park Cemetery (5668 Poplar Avenue) and display some of the most significant work of this nationally important sculptor.

There are a number of other popular icons that have taken on significance to Memphis. With age they ought to be increasingly recognized. This includes a large number of neon signs throughout the City as well as the c. 1960 **Sputnik sign** at 1681 Poplar Avenue, and the 1963 **Ben Shahn mosaic** in the LeMoyne-Owen's Hollis Price Library.



Sculptures of Dionicio Rodriguez,
Memorial Park Cemetery

PARKS

Memphis has a long tradition of dedicated public spaces. The original proprietors of Memphis, General James Winchester, Andrew Jackson, and John Overton, in the 1819 town plan laid out five areas to be reserved for public use. These included the public riverfront Promenade bordered by Union on the south, Jackson on the north and Mississippi (now Front Street) on the east, and four squares; Auction, Market, Exchange, and Court. Over the years, the Promenade has had uses that stretch the notion of public use. It has been the site of railroad tracks, switching yards, and stations, and was the site of the U.S. Custom House. Today the Promenade contains the **Cossitt Library**, the rear portion of which is the beautiful 1924 addition to the original library (NR), the U.S. Post office in the remodeled **Customs House** (NR), Fire Station Number One, several parking garages, and **Confederate Park** (NR) and **Jefferson Davis Park**.

Of the four public squares only **Court Square** (NR) remains an open space to the full extent of the original plan, **Auction Square** has been reduced by half, yet it retains a park-like quality, Exchange Square is the site of the 1920-1924 **Ellis Auditorium** the first building in Memphis of the influential architect George Awsumb, and most of **Market Square** was taken for the I-40 corridor.

Aside from the land originally dedicated to public use only a few additional parks were created before the twentieth century. Among those was **Bickford Park**, on Bickford Avenue between Fourth and Fifth Streets, which was dedicated to the

City in 1869 when William Bickford was developing that area for residential use. Around the turn of the century Memphis began to understand the need for parklands. The City worked with George Kessler and developed an elaborate and progressive park system (this is discussed more fully in the contextual history on the City Beautiful Movement). Between 1900 and 1940 a large number of parks were created including **Overton Park** (NR), **Martin Luther King/Riverside Park**, **Chickasaw Heritage Park** (NR), and a number of neighborhood parks. There are also several linear parks such as **Belvedere Boulevard** and **Fountain Court** and the **Parkway system** (NR). Many of these parks have significant built resources including the 1936 **Overton Park Shell** (NR), the 1916 **Brooks Memorial Art Gallery** (NR), the 1905 **Zoological Gardens** (NR).

Responding to a lack of parks for African Americans, in 1899 Robert R. Church opened the **Church Park and Auditorium** (NR) at Beale and Fourth. **Church Park** contained landscaped grounds, playground equipment, an auditorium, and bandstand. The Park no longer retains any of the associated structures and even the boundary has changed; but it is extremely significant as the first major recreational facility for African Americans in Memphis and for its association with Robert R. Church.

Significant to Memphis for its recognition of the father of Blues is the 1931 **W.C. Handy Park**, (NR) on Beale between Third and Hernando. The park has been the site of performances by such Blues greats as Robert Johnson and B.B. King.



Handy Statue,
Handy Park

The Mid-South Fairground has several significant historic resources including: the 1908 Spanish Renaissance **Shelby County Building**, the 1909 **Grand Carousel** (NR), and the c. 1890 **Zippin Pippin Roller-coaster** which began life as the Crazy Eight Roller-coaster located in the East End Park on Madison.

Other parklands include **Shelby Farms**, which once was the site of the Shelby County Penal Farms and contains highly significant resources related to the penal system in addition to archaeological evidence of Native Americans. **Shelby-Meeman State Park** and **T.O. Fuller State Park**, the latter of which was originally Shelby Negro State Park, were developed by the Civilian Conservation Corps, a Depression era work program.

The aptly named Mud Island appeared around the turn of the century. The Island was seen as a threat to the Memphis Harbor and for many years a great deal of money and effort was expended fruitlessly trying to get rid of it. Today, Mud Island is developed for residential and entertainment uses. The 1970s Mud Island Riverwalk and Mississippi River Museum are of note here because of the World War II B-17 Bomber, the **Memphis Belle**, on display there.

Because of their relatively undisturbed nature, urban parks are often likely to contain significant archaeological resources. These areas need to be considered in terms of their likelihood of yielding significant information about Memphis' history.

SOCIETY AND CUSTOMS

SOCIAL ORGANIZATIONS & ASSOCIATIONS

Social organizations and associations have a rich tradition in Memphis. Most of the earliest were based on ethnicity or religious affiliation. But also affiliation was based on such things as employment, literary interest, and civic pride. These organizations supplied many of the needs of their community. In addition, several of the later organizations built or utilized some of the City's most distinctive historic structures.

Fraternal organizations have built several significant buildings in Memphis. Some of the most notable include three Jones and Furbringer buildings, the 1909 **Scottish Rite Cathedral** at 825 Union

Avenue, the 1914 **Masonic Temple** at 272 Court Avenue, and the 1923 **Shrine Building** (NR) at 66 Monroe Avenue. Others include the 1924 **Lincoln American Tower (Columbia Mutual Tower)** (NR) at 60 North Main Street, as well as the **Normal Masonic Temple** at 3618 Walker Avenue.

Other significant structures related to improvement or labor associations include the elaborate 1909 Beaux Arts styled **Central YMCA Building** at 245 Madison Avenue, the **Elks Building** associated with the African-American community at Vance Avenue and Danny Thomas Boulevard, the **Ira Samuelson's Boys Club** at 894 Isabelle Street, and the **Electrical Worker's Union** at 1870 Madison Avenue, which is associated with early town of Madison Heights and was actually an early business school.

CEMETERIES

There are several historically significant cemeteries throughout Memphis. These range from large public cemeteries, through cemeteries based on race or denomination, to small family cemeteries.

One of the earliest public cemeteries in Memphis was the **Winchester Burying Grounds**. Because of its location in what became the Downtown area, development pressures were felt by it before the beginning of this century. The City cut High Street, now known as St Jude Place, and a streetcar line through the cemetery, as well as building the City stables over several graves including that of the first mayor of Memphis, Marcus B. Winchester. Such a stir was caused by

these actions that the City set aside seven acres of the cemetery. This site is now Winchester Park.

Raleigh Cemetery, possibly established as early as the mid-1820s, at Old Raleigh-LaGrange Road and East Street, was originally outside Memphis. Many early settlers of the area are buried there.

One of the best known of Memphis cemeteries is **Elmwood Cemetery** located at 824 South Dudley Street. The cemetery was established in 1852 and is the resting place for many Memphians including fourteen Confederate Generals, and 1,400 victims of the Yellow-Fever Epidemics. It is interesting as an early use of a park setting for a cemetery, which became very popular during the Victorian Era. Both the **Entrance Bridge** and unique c. 1880 **Carpenter Gothic Office Building** are on the National Register of Historic Places.



Typical Cemetery Memorials,
Elmwood Cemetery

Calvary Cemetery was established in 1867 at 1663 Elvis Presley Boulevard is the final resting place for many Memphis Catholics, notably Eugene Magevney. **Forest Hill Cemetery** established in 1892 and located next to Calvary Cemetery at 1661 Elvis Presley has a nice collection of interesting monuments. The cemetery's **Romanesque Office Building and the Chapel** date from the 1890s.

There are two early cemeteries associated with the Jewish population including the **Beth-El-Emeth Cemetery** on Horn Lake Road north of Shelby Drive and **Temple Israel Cemetery** at Person Avenue and Hernando between Calvary and Forest Hill Cemeteries.

The only cemetery to be listed on the National Register of Historic Places is **Zion Cemetery (NR)** at South Parkway East and Pillow Street. Established in 1876 by a group of former slaves who saw the need for a cemetery for African Americans, the cemetery closed in the mid-1970s and has been the site of recent rehabilitation work.

There are small family cemeteries scattered occasionally throughout Memphis. Many have been lost, others have been squeezed to accommodate increasing development. For example, the **Bettis Family Cemetery** on Angelus between Poplar and Madison is located uncomfortably in a walled-off area in a parking lot. Other examples include the **Deadrick Family Cemetery** Park and Airways and the **Prescott Family Cemetery** on Carnes.

The **Memphis National Cemetery** (originally the **Mississippi River National Cemetery**) at Townes Avenue near Jackson was established in 1867 for Union soldiers and is eligible for listing on the National Register of Historic Places. The cemetery contains 8,866 unknown Union soldiers, as well as the 1,700 victims of the steamer Sultana disaster.

Another older cemetery is **Pleasant Hill Cemetery**, established in 1853 and located on Brunswick Road near U.S. 70. Originally it was the burying ground for the Brunswick Cumberland Presbyterian Church, which has since moved. Settlers and seventeen unknown Confederate soldiers are buried here.

Memorial Park Cemetery at Poplar Avenue at Yates was established 1924. It is a modern cemetery with few monuments, however, it has a large collection of **Dionicio Rodriguez's concrete sculptures (NR)**. This is an important contribution to the cultural resources of the city.

Many of our historic cemeteries have been lost or significantly encroached on by development. It is important that these resources be identified and a determination made of their actual boundaries.

GRAND HOTEL ERA

Memphis was at a commercial and social peak during the 1920s and 1930s. It was the major mid-South center for business and social life and integral to that position were its prominent and elegant hotels. Throughout the 1920s a series of these

hotels opened and thrived providing spaces for nationally famous big bands and jazz groups to play.

The **Claridge** (NR) at 109 North Main Street, the first of these important hotels, opened in 1924. Its prominent location and practice of bringing in prominent entertainers like Jimmy and Tommy Dorsey, and Clyde McCoy, made it very popular. Its opening was followed rapidly by the **Peabody Hotel** (NR) in 1925 at 149 Union Avenue, the Hotel King Cotton in 1927 (today the site of the Morgan Keegan building), and the **William Len Hotel** (NR) in 1930 at 110 Monroe Avenue.

The Peabody was perhaps the most celebrated of these hotels. It attracted the social elite from the entire Delta and businessmen from all over. Beginning in 1937, as one of only three major national sites, CBS Radio broadcasted the sounds of Benny Goodman, Les Brown, Dorothy Lamour, and the Andrew Sisters from the Skyway.

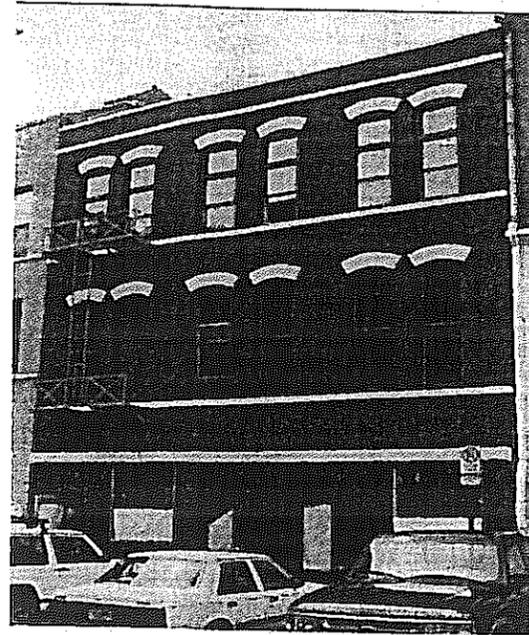
Another hotel that dates from before the Grand Hotel Era, but was grand in its own right was the **Gayoso House** (formerly **Gayoso Hotel**) (NR), the 1902 hotel located at 123 South Front Street. There has been a hotel at that location since the 1850s, but the current building was rebuilt after a fire in 1899.

INNS/TAVERNS/RESTAURANTS

As a river city Memphis has always had the responsibility of tending to those who pass through. This responsibility was very early dispatched by the famous Paddy

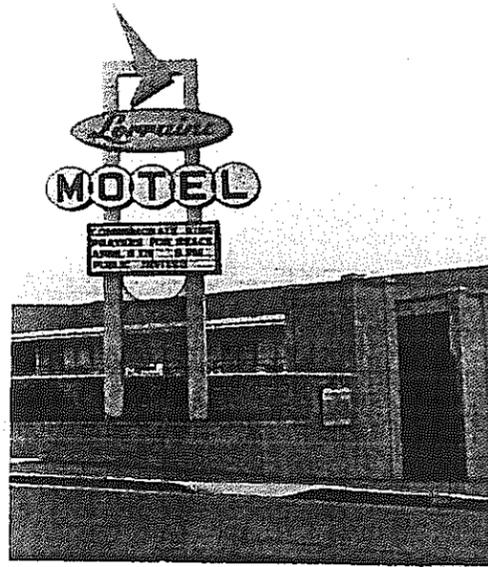
Meagher at his Bell Tavern on Front near North Parkway Avenue. Meagher served as host to Davy Crockett, Sam Houston, and others. The early businesses provided a place to sleep, eat, drink, and gamble.

The 1883 **Gaston Hotel** (NR) at 103-105 Court Square was famous in its time for its restaurant as well as its rooms. It was significantly altered in the second decade of this century going from five floors to three and losing part of the original facade.



Gaston Hotel 1883,
103-105 Court Square

In the **South Main Historic District** (NR) there are several hotels that were built to satisfy the needs of the passengers of the railroads, only one of the two main rail stations, Central Stations, still exists. These were less opulent and less expensive than the Downtown hotels. Among the hotels are the 1906 **Pontotoc**



Lorraine Hotel/Motel,
Mulberry Street

Hotel (NR) at 69 Pontotoc Avenue; the 1908 **Adler Hotel** at 263-269 South Main Street; the 1913 **Chisca Hotel** (NR) at 262 South Main Street; the 1913 **Frank James Hotel** (NR) at 526 South Main Street and the 1915 **Pullman Hotel** (NR) at 520 South Main Street.

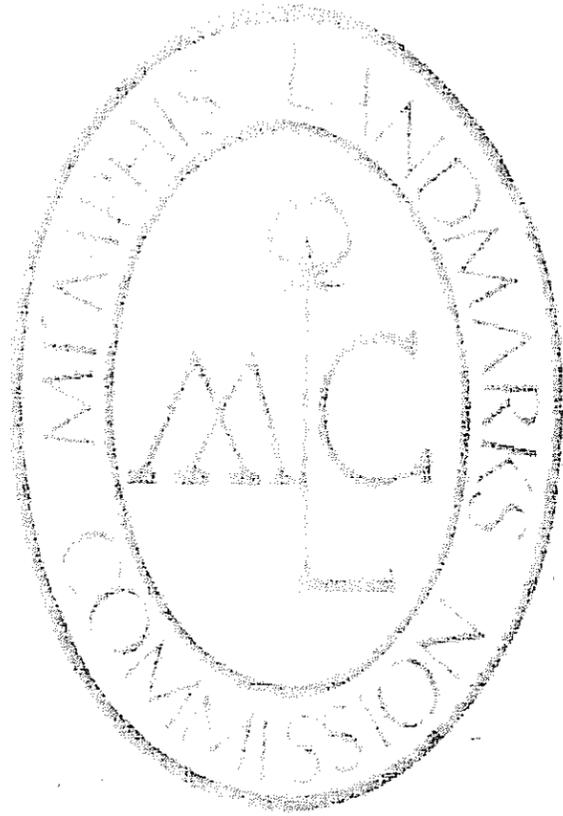
Near these South Main hotels, and right across the street from Central Station, is one of the oldest restaurants in Memphis, the 1925 **Arcade Restaurant** (NR) at 540 South Main Street. The business actually dates to 1919 but the original building was torn down and replaced in 1925. The Arcade was convenient for passengers traveling through Memphis by rail.

Nearby is the 1925 **Lorraine Hotel/ National Civil Rights Museum** (NR) at 450 Mulberry Street, now the site of the National Civil Rights Museum. This hotel was one of only a few that were open to

African Americans before the 1960s. Its guests included Nat King Cole, Aretha Franklin, and Count Basie. It is most recognized as the site of the assassination of Martin Luther King, Jr.

The central Beale Street area, between Second and Fourth Streets, was also an important area for the hospitality businesses. Catering to the African-American population, this area had hotels, taverns, restaurants, clubs, and theaters. Among those that remain are the c. 1900 **Hotel Jackson\Clark**, which operated out of the second floor of 142-144 Beale Street, the first speakeasy, which operated out of the c. 1895 **Locker Club** at 146-152 Beale Street, and the saloon, restaurant, and hotel in the 1891 **Gallina** building at 177-181 Beale Street. Only the facade of the Gallina has been preserved perhaps one day a developer can be found to construct a building behind it.

Recent excavations of a hotel at the site of the new AutoZone resulted in the recovery of numerous significant cultural artifacts dating from the middle of the 19th Century. There are several potentially significant hotel & inn archaeological sites, the examination of which could greatly increase our understanding of early life in Memphis.



GLOSSARY OF TERMS

BATTERED-Walls, piers, or pilasters that are thicker at the bottom than at the top. Battering is a common feature of Egyptian Revival architecture.

BAY WINDOW-A projection from the main structure with windows at differing angles.

BOARD AND BATTEN-Vertical siding consisting of thin strips of wood covering the seams of adjacent boards.

BRACKETS-Projecting supports under eaves.

CAPITAL-The decorative top portion of a column or pilaster usually having a classical motif.

CASTELLATED-Decorative features along the roof line that mimic a castle's turrets and battlements.

CAVETTO CORNICE-A concave molded cornice consisting of a quarter circle.

CLAPBOARD-Narrow boards with one edge thicker than the other, that overlap to cover the exterior of a building.

CORNICE-The top course or molding on a wall.

DORMER-A window projecting from the slope of the roof. Each type of dormer is named for the shape of its roof.

ENTABLATURE-The portion of the building held by a column, consisting of a cornice frieze, and architrave.

FACADE-The primary or front elevation of a building.

FANLIGHT-Fan shaped window usually found over entryways.

FENESTRATION-The ordering of solids to voids on a building, usually consisting of walls compared to windows and doors.

FRIEZE-A plain or decorative band at the top of the wall below the cornice.

GABLE-A triangular wall portion at the end of a roof.

GAMBREL-A roof with two slopes, the lower of which is steeper.

GARLANDS-Architectural ornaments in the form of wreaths, bands, or festoons.

HACKS-A horse kept for hire for business or transportation.

HALF-TIMBERING-A method of construction or decoration having vertical timbers filled with brick or stucco.

HIGH STYLE-Architect designed or styled, usually represents the most stylized buildings.

LANCET WINDOWS-Long, narrow window with a pointed peak.

MANSARD-A roof with two slopes on all four sides, the top slope is shallow and the bottom slope is steep.

PARAPET-A low wall along the roof line or around a balcony.

PEDIMENT-A triangular section used as a crowning element over doors, windows, and porches.

PILASTER-A decorative column or pier inset on a wall representing a classical column.

PORTICO-A covered walk or porch supported by columns or pillars.

QUOIN-Usually decorative elements, which accentuate the corners of buildings with protruding or differing materials.

SIDELIGHT-Long fixed sash windows next to doorways.

SILK STOCKING DISTRICT-Residential area where rich and influential individuals built their homes in the late nineteenth century. In Memphis this was especially in the 300-500 blocks of Vance, Pontotoc, and Beale Street.

SPINDLEWORK-Turned wooden elements, often decorative, used in screens, railings, and porches.

VERNACULAR-Builder designed and styled buildings, most common form of building styling.

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