

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

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

1. Name of Property

historic name Building at 1009 Olive Street

other name/site number Eastman Kodak Building

2. Location

street & town 1009 Olive St. N/A not for publication

city or town St. Louis MO vicinity

state Missouri code MO county St. Louis [Independent City code 510 zip code 63101

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Mark A. Miles 7/01/04
Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is: Signature of the Keeper _____ Date of Action _____

- entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:) _____

Eastman Kodak Building
St. Louis [Independent City], Missouri

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	_____
<input type="checkbox"/> public-local	<input type="checkbox"/> district	_____	_____ buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	_____	_____ sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	_____	_____ structures
	<input type="checkbox"/> object	_____	_____ objects
		1	_____ Total

Name of related multiple property listing.

N/A _____

Number of contributing resources previously listed in the National Register.

0 _____

6. Function or Use

Historic Function
 COMMERCE/TRADE: specialty store _____

Current Functions
 VACANT _____

7. Description

Architectural Classification
 MODERN MOVEMENT: Art Deco _____

Materials
 foundation _____
 walls STONE: granite _____
 TERRA COTTA _____
 BRICK _____
 CONCRETE _____
 roof ASPHALT _____

Narrative Description

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

Eastman Kodak Building
St. Louis [Independent City], Missouri

8. Statement of Significance

Applicable National Register Criteria

A Property is associated with events that have made a significant contribution to the broad patterns of our history

B Property is associated with the lives of persons significant in our past.

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

Property is:

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

ARCHITECTURE

Periods of Significance

1928

Significant Dates

1928

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Klipstein & Rathmann

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey

recorded by Historic American Engineering Record

Primary location of additional data:

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository: Landmarks Association of St. Louis

Eastman Kodak Building
St. Louis [Independent City], Missouri

10. Geographical Data

Acreage of Property less than one acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	744 190	4279 370			

C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Lynn Josse

organization Landmarks Association of St. Louis, Inc. date January 2, 2002

street & number 917 Locust Street, 7th floor telephone (314) 421-6474

city or town St. Louis state MO zip code 63101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Loftworks LLC

street & number 1006 Olive Street telephone (314) 241-6700

city or town St. Louis state MO zip code 63101

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 1

Eastman Kodak Building
St. Louis [Independent City], Missouri

Summary

The Eastman Kodak Building, located at 1009 Olive Street in downtown St. Louis, Missouri, is a four-story reinforced concrete building with an Art Deco style terra cotta and granite façade. The narrow façade, just under 25 feet wide, is expressed as a single bay with a storefront at the first story and three vertical window strips at the upper three stories. Art Deco style detail is found at the iron spandrel panels, terra cotta parapet ornament, and in the overall design of the façade. The first floor sales room also reflects the Art Deco style in its plaster ornament (including a frieze and ceiling rosettes) and wrought iron balcony and stair balustrade. Upper floors and the basement have few interior partitions other than stair, elevator, restroom and utility room enclosures clustered along the northern end of the western wall. The building is in good condition and retains integrity.

Exterior

The façade is four stories high and 24 feet, six inches wide (Photo 1). The first story storefront is framed in black granite. Its terrazzo-floored entry area is a stepped V-shape with display windows to either side of a front entrance which is set back approximately 11 feet. The large front door is mostly glass with a wooden frame, set within a cast iron surround framing sidelights and transom. Above the door, the black granite veneer bears an etched, stylized Eastman Kodak logo ("EKC") which reinforces the Art Deco theme of the facade.

Above the first story, the exterior of the building is very light gray terra cotta which is laid to imitate coursed ashlar limestone. At a low mezzanine level is a full-length, slightly projecting, backlit metal sign with letters cut out to spell "Eastman Kodak Stores, Inc." The first half of the sign is covered with wood (a later modification); the wood has been removed from the second half. Above the sign are three horizontal pairs of metal casement windows. At the upper stories, three vertical window banks separated by fluted terra cotta strips spring from a common dentilled sill course. The windows are metal casement pairs topped by fixed transoms. Spandrel panels are iron (in rusty condition) with abstract geometric patterns recalling classical swags. The center section of the swag is roughly a blunt-tipped triangle, point down, with small

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 2

Eastman Kodak Building
St. Louis [Independent City], Missouri

blunt-tipped triangles dripping down from either end. The windows are topped with a projecting terra cotta course across the full length of the façade. At the flat-topped parapet wall, the swag-like pattern from the spandrel panels is repeated in terra cotta relief above each window strip.

At the alley (north) elevation, light brown brick fills in the concrete frame (Photo 2). A stair tower projects an additional story at the western half of the building allowing roof access.

Interior

Most of the first floor is occupied by the Art Deco sales room (Photos 3-4). This long, narrow space is two stories tall, with the mezzanine overlooking the north end. Most of the floor is carpeted, but behind a non-original sales counter towards the back of the room the original terrazzo flooring (now cracked in some spots) is exposed. The lower walls of the room at the first story level are covered with shelving and drawers. Sliding wood panels hide shelves near the floor level; almost at waist-height above these is a row of wooden drawers. The top section of the lower walls is designed for open shelving (most of the shelves are gone) recessed between tall, open pediment vertical shelf units. Although they appear to be old, the Colonial/Renaissance design indicates that these units are probably not original.

The upper half of the walls are in keeping with the building's Art Deco exterior. Raised plaster ornament in abstract geometrical patterns is found defining horizontal divisions (the same divisions defined by the shelving below) with recessed panels between. Rows of ornament form a frieze and cove detail at the coved plaster ceiling. Three stylized rosettes in the ceiling anchor the single-bulb hanging light fixtures.

Behind a centered partition wall against the west wall, stairs with graceful wrought iron balusters curve up to the mezzanine and down to the basement. The room narrows into a hallway; an elevator is at the west, and a storage room is built out at the east side. Three steps lead up to a door which accesses a small back room which has the alley door and a freight elevator.

The concrete-floored mezzanine overlooks the sales room. A partition wall separates off a low rear room. Its acoustic-tiled ceiling is applied directly to the original plaster. Dome light fixtures in this room have Art Deco designs around the rim and appear to

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 3

Eastman Kodak Building
St. Louis [Independent City], Missouri

be original. Like the other upper floors, the mezzanine has a core at the northwest corner along the west wall with the freight elevator (at the rear), fire stairs, and passenger elevator. The open staircase from the first floor continues to the second, where it ends.

The second floor is highly intact. It reveals seven structural north-south bays separated by concrete piers which break out from the plaster walls. At the west side, a bathroom and utility room area is built alongside the stairs and elevators, leaving the rest of the floor as an open L-shaped space. Floors are concrete. The ceiling is finished with plaster, gently coved at the east and west walls. Front and back windows are boarded except for the lower half of the center front window.

The third and fourth floors are similar to the second but are less finished. Outside walls are alternate courses of brick and clay tile between the concrete piers, and the concrete ceiling beams (two per bay) are exposed. Windows are not covered. At the third floor, there is no bathroom/utility room area, but there is a separate, non-original room built against the east wall near the north end of the building. Its walls are wood and particle board; two doors lead in, one still indicating that this was the store's "Air Conditioned film room." The fourth floor's plan is more similar to the second. A kitchen area is built out from the restroom/utility rooms along the west wall incorporating what appears to be an old utility sink and beaded tongue & groove board for shelving. At the front of the building, a wall extends from the east wall about two-thirds across the width of the building. Another wall with a door runs perpendicular to it, hitting the front wall between the east and center windows to create a small bedroom space.

The basement also has an open plan, with elevators, stairs, bathrooms and utility room along the western wall much like the second floor.

Site

The Eastman Kodak Building is located in downtown St. Louis, several blocks west of the densest high-rise development. This block of Olive contains one of the few concentrations of low-rise buildings downtown. On this side of the street, the nominated building shares its east wall with a five-story red brick building and its west wall with a two-story brick building. Across the street, the small Balmer & Weber

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 4

Eastman Kodak Building
St. Louis [Independent City], Missouri

Music Company Building (NR 8/31/2000) sits between two other narrow, relatively low (four to six story) buildings.

Integrity

The Eastman Kodak Building retains an unusually high degree of integrity for a commercial building in downtown St. Louis. The façade is virtually unaltered with the exception of the original Eastman Kodak sign, which was covered (boarded) and is now half exposed and apparently intact. Most secondary interior spaces are unfinished and close to their original condition. The major interior alteration appears to be the modification of the lower half of the sales room: it is hard to imagine that the Colonial/Renaissance style woodwork which encircles the room is original, although it is clearly quite old. The upper half of the room retains fine Art Deco detailing, which makes it one of the city's few identified historic commercial spaces in the style.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 5

Eastman Kodak Building
St. Louis [Independent City], Missouri

Summary

The Eastman Kodak Building, located at 1009 Olive in downtown St. Louis, Missouri, is locally significant under National Register Criterion C as a rare downtown example of the Art Deco style. The building was constructed in 1928 as a store for the well-known photo company. Its architect, the firm of Klipstein & Rathmann, was celebrated for its versatility in a wide variety of picturesque, classical and modern styles from 1908 until the mid-1940s. Constrained to an unusually narrow lot (24' 6"), the architects chose the characteristic verticality of the Art Deco style to create a distinct image for the new store. Its distinction is enhanced by the relative rarity of the style in St. Louis, making the Eastman-Kodak Building one of only a handful of local buildings which were part of this important international movement. The period of significance is 1928, the year the building was constructed.

Elaboration

This section of downtown St. Louis, ten blocks west of the riverfront, was a low-rise commercial district by the first decade of the 20th century. By 1928, when Eastman Kodak Stores took over the last 77 years of a 99 year lease, most of the existing fabric was already in place. At the time, the property was owned by Leonora Louderman Carlisle. Deed records indicate that the property remained in her family until it was purchased in 2000 by Loftworks, LLC.

Kodak's selection of architects Klipstein & Rathmann to design the new building was a good one. Before the 1920s, the firm was probably best known for its close association with Anheuser-Busch. This collaboration resulted in the Bevo building at the Anheuser-Busch Brewery (NHL 11/13/1966), the Bauernhof stable complex at the Busches' suburban estate, and a series of neighborhood taverns. Of these, the best known are probably the Bevo Mill, a whimsical windmill; and Gretchen's Inn and the Stork Inn (NR 5/5/2000), a pair of half-timbered and turreted Bavarian fantasies on the city's south side.

In 1925, the partnership was selected by its peers in the St. Louis chapter of the American Institute of Architects to be a member of the Plaza Commission overseeing the development of the city's Memorial Plaza. The Commission's decision to enforce a minimalistic, Moderne-inspired classicism for the buildings of the Memorial Plaza accounts for the style of the Civil Courts Building, Klipstein & Rathmann's most notable contribution to the city's skyline.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 6

Eastman Kodak Building
St. Louis [Independent City], Missouri

Designed in 1927, the building makes good use of shallow relief sculpted panels and other features associated with the Moderne branch of the Art Deco style.

The modernistic influences cultivated in the eclectic Civil Courts came to bloom in the Eastman Kodak Building. Despite its small size, the building displays several prominent characteristics of what historian David Gebhard calls the "American Vertical" category of the Art Deco style: "thin stone-veneered or terra-cotta-clad surfaces [articulated] with attenuated vertical shafts alternating with vertical bands, usually recessed, containing windows and spandrels."¹ Gebhard uses this description in reference to much taller buildings, but Klipstein & Rathmann found the formula equally effective for a narrow four-story building.

A concise definition of Art Deco found in John J.-G. Blumenson's *Identifying American Architecture* offers a checklist for the Eastman Kodak Building:

Art Deco is characterized by a linear, hard edge or angular composition often with a vertical emphasis and highlighted with stylized decoration. The facades of buildings often are arranged in a series of set backs emphasizing the geometric form. Strips of windows with decorated spandrels add to the vertical feeling of the composition. Hard-edged low relief ornamentation is found around door and window openings, string courses and along the roof edges or parapet.

Ornamental detailing often is executed in the same material as the building or in various metals, colored glazed bricks or mosaic tiles. Although straight-headed windows (metal sash or casement type) are more popular, an occasional circular window or rounded window and door jamb is found.²

The Eastman Kodak Building fits most of the criteria in this description, including the vertical orientation, windows with decorated spandrels, ornamental details in the material of the building as well as in metal, and metal casement windows. The low relief ornament found at the spandrels and parapet wall are perhaps the most obvious hallmark of the style. These abstract, triangle-based designs are modern, abstract representations of the classical swag pattern.

The motifs and rhythms found in the Eastman Kodak Building are a clear step towards Klipstein & Rathmann's 15th Street Substation for the Union Electric Company at 710 N. 15th Street (within the boundaries of the Washington Avenue West of Tucker National Register District,

¹ David Gebhard, *The National Trust Guide to Art Deco in America* (New York: John Wiley & Sons, 1996), 4.

² John J.-G. Blumenson, *Identifying American Architecture* (Nashville: American Association of State and Local History, 1977), 77.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 7

Eastman Kodak Building
St. Louis [Independent City], Missouri

listed 2/12/1987). Designed in 1930, this small building is one of the city's purest expressions of Art Deco. Its design is even more evolved than the Eastman Kodak Building, shedding all traces of classical detailing.³ Organized in five bays, chevron-pattern grills cover the windows, capped with oversized abstract terra cotta relief ornament which slightly projects above the flat roofline. Designed by the same firm only two years after the Eastman-Kodak building, this is undoubtedly one of the most sophisticated Art Deco buildings in the St. Louis area.

Adding to the significance of the Eastman Kodak Building is the relative rarity of this style citywide. Throughout St. Louis, many of the most well-known Modern Movement buildings of the period fall under the "Moderne" National Register style category.⁴ In 1987, a survey of previously unidentified Art Deco and Modern Movement architecture in St. Louis City and County yielded 34 examples in the City; only a handful fall under Blumenson's definition quoted above (most would be considered Moderne).⁵ With a citywide survey already completed, it seems safe to say that there are probably fewer than a dozen good examples of the Art Deco style in the City of St. Louis; the two small Klipstein & Rathmann buildings are the only identified Art Deco buildings in the downtown area. No others have been identified which share the narrow vertical scale of the Eastman Kodak Building. Although the style was never widely used in St. Louis, it is significant as a local reflection of national trends in both architecture and decorative art. Aspects of the Art Deco style influenced the development of modern architecture worldwide. The Eastman Kodak Building is one of only a few local monuments to this important moment in American design history.

³ The Eastman Kodak Building retains a few traditional elements, including a window sill of traditional molding configurations. This type of detail is eliminated in the substation.

⁴ These include Albert Osburg's series of police stations, the Malcolm Bliss and Homer G. Phillips (NR 9/24/1982) hospitals, Klipstein & Rathmann's 1934 downtown Post Office, the Tandy Recreational Center (NR 9/17/1999), Stowe Teacher's College (NR 9/17/1999) and a variety of other private and WPA-financed buildings throughout the city.

⁵ Esley Hamilton, "Art Deco and the International Style" survey of St. Louis and St. Louis County (1987). On file at Landmarks Association of St. Louis, St. Louis.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 9-10 Page 8

Eastman Kodak Building
St. Louis [Independent City], Missouri

Bibliography

Blumenson, John J.-G. *Identifying American Architecture*. Nashville: American Association of State and Local History, 1977.

City of St. Louis Building Permits. Office of the Comptroller , Microfilm section, City of St. Louis City Hall.

City of St. Louis Deed Abstracts. Office of the Assessor, City of St. Louis City Hall.

Gebhard, David. *The National Trust Guide to Art Deco in America*. New York: John Wiley & Sons, 1996.

Hamilton, Esley. "Art Deco and the International Style" survey of St. Louis and St. Louis County (1987). On file at Landmarks Association of St. Louis, St. Louis.

"Klipstein & Rathmann" architect file, Landmarks Association of St. Louis, St. Louis.

Verbal Boundary Description

In the City of St. Louis, City Block 280, a lot measuring 24' 6" by 108 feet, the southeast corner of which is located 98' 8" west of the southeast corner of City Block 280; also known as lot 280-00-00700 in the City of St. Louis. The nominated parcel is indicated by a dashed line on the accompanying map entitled "Eastman Kodak Building Boundary Map."

Boundary Justification

These boundaries have been associated with the property from the time of its construction and are the same as the building's footprint.

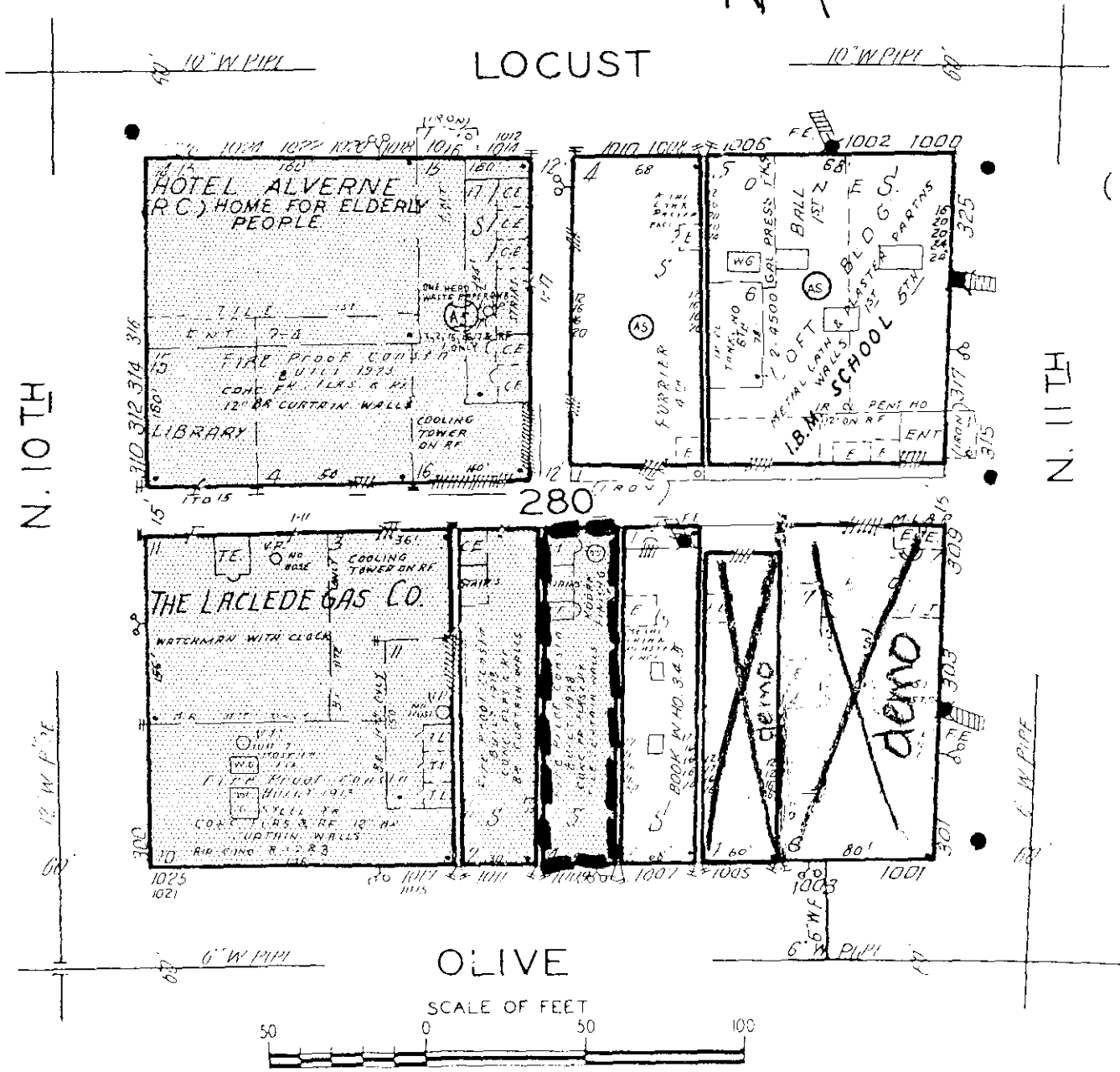
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section map Page 9

Eastman Kodak Building
St. Louis [Independent City], Missouri

Eastman Kodak Building Boundary Map
Source: Sanborn Map Company



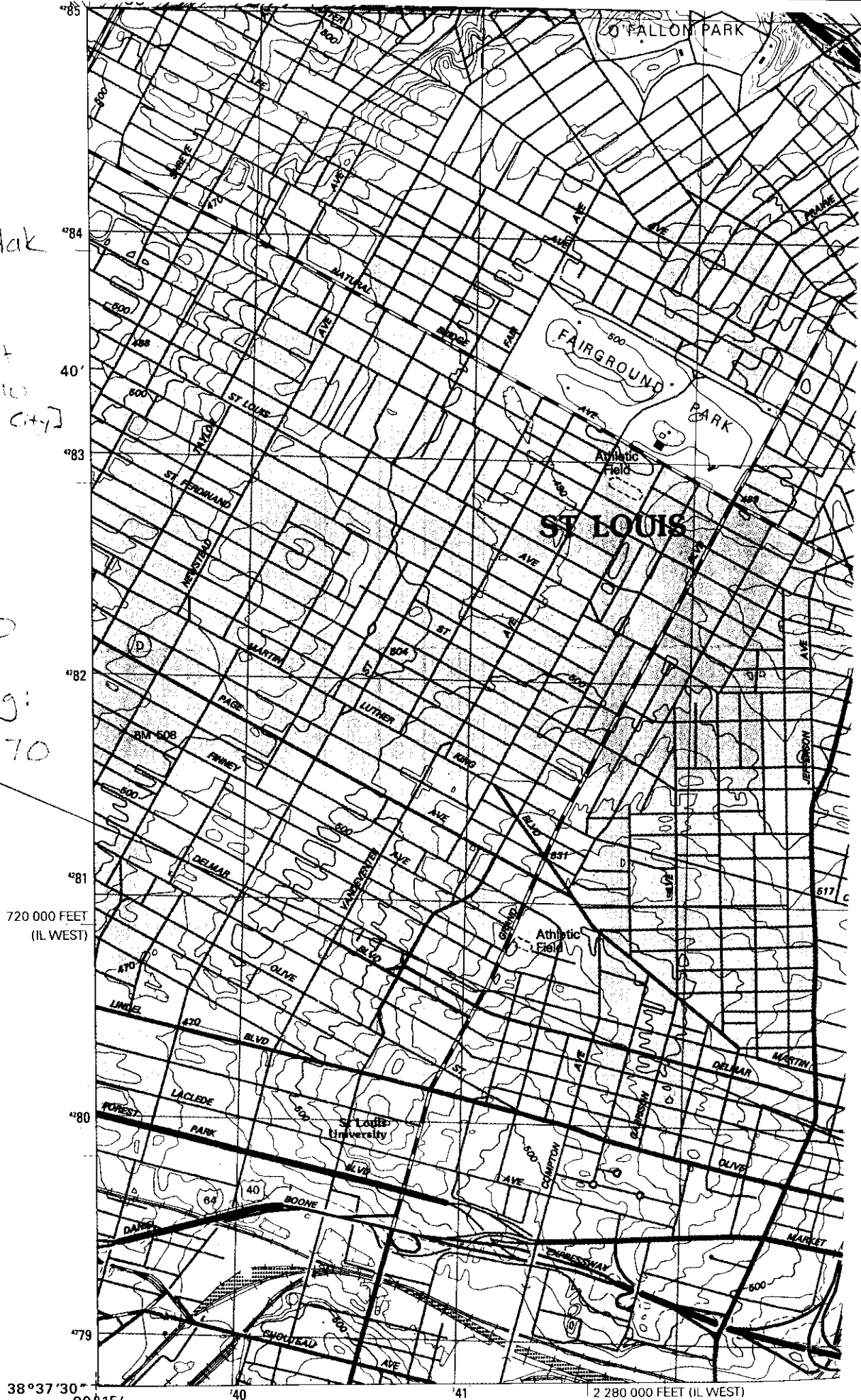
Eastman Kodak

Building
1009 Olive St
St Louis, MO
[Independent City]

Zone 15

Easting:
744 190

Northing:
4279 370



720 000 FEET
(IL WEST)

7 280 000 FEET (IL WEST)

Produced by the United States Geological Survey

© 1998. Data derived from imagery taken

* MN

Kulage House
1904 E. College Ave.^{#86}
St. Louis
(independent city),
Missouri
Zone 15
Easting:
742 480
Northing:
4284 520

