NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

1. NAME
COMMON:
City Hall Plaza Historic District
AND/OR HISTORIC:
University City Plaza, City Hall Plaza

2. LOCATION
STREET AND NUMBER:
Boundaries as drawn on Site Plan Map
CITY OR TOWN:
University City
STATE:
Missouri
COUNTY:
St. Louis

3. CLASSIFICATION
CATEGORY (Check One)
- District
- Site
- Structure
- Object

OWNERSHIP
Public
Private
Both

STATUS
Occupied
Unoccupied
In Process
Preservation work in progress
Being Considered

ACCESSIBLE TO THE PUBLIC
Yes
Restricted
No

PRESENT USE (Check One or More as Applicable)
- Agricultural
- Commercial
- Educational
- Industrial
- Military
- Museum
- Religious
- Scientific
- Transportation
- Official
- Other (Specify)
- Remarks

4. OWNER OF PROPERTY
OWNER'S NAME:
1. City of University City
STREET AND NUMBER:
6801 Delmar Boulevard
CITY OR TOWN:
University City
STATE:
Missouri
COUNTY:
St. Louis

5. LOCATION OF LEGAL DESCRIPTION
COURTHOUSE, REGISTRY OF DEEDS, ETC:
Office of the Recorder of Deeds, St. Louis County Courthouse
STREET AND NUMBER:
7900 Forsyth Boulevard
CITY OR TOWN:
Clayton
STATE:
Missouri

6. REPRESENTATION IN EXISTING SURVEYS
TITLE OF SURVEY:
1. Missouri's Contribution to American Architecture
DATE OF SURVEY:
1928
DEPOSITORY FOR SURVEY RECORDS:
published: St. Louis: St. Louis Architectural Club
STREET AND NUMBER:
n.a.
CITY OR TOWN:
n.a.
STATE:
n.a.
COUNTY:
n.a.
CODE:
29
1. **#1**

**CITY HALL PLAZA HISTORIC DISTRICT**

<table>
<thead>
<tr>
<th>COMMON NAME</th>
<th>HISTORIC NAME</th>
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<tbody>
<tr>
<td>1. City Hall</td>
<td>1. Woman's Magazine Building, Executive Magazine Building</td>
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<tr>
<td>2. Police Station/Firehouse</td>
<td>2. Magazine Press Building</td>
</tr>
<tr>
<td>3. Ward Building</td>
<td>3. Art Institute of the People's University</td>
</tr>
<tr>
<td>4. Lion Gates, Entrance Pylons</td>
<td>4. Entrance Pylons</td>
</tr>
</tbody>
</table>
4. #1 CITY HALL PLAZA HISTORIC DISTRICT

2. School District of University City
   725 Kingsland Avenue
   University City, Missouri 63130
   Code: 29
6. #1  CITY HALL PLAZA HISTORIC DISTRICT

2. The Building Art in St. Louis: Two Centuries
   1967
   published: St. Louis: American Institute of Architects, St. Louis Chapter
   (local)
   Code: 29

3. Missouri State Historical Survey
   1974
   Department of Natural Resources
   P.O. Box 176
   Jefferson City, Missouri 65101
   (state)
   Code: 29
The City Hall Plaza Historic District is bounded on the south by lines running parallel to and ten feet south of Delmar Boulevard between a point 40 feet west of the intersection of Trinity Avenue and Delmar Boulevard and a point ten feet south of the intersection of Delmar Boulevard and the west side of Harvard Avenue and parallel to and 594 feet north of Delmar Boulevard between the west side of Harvard Avenue extended 157 feet northward and the west side of Kingsland Avenue; on the east by the west sides of Harvard and Kingsland avenues; on the north by the southernmost residential property boundary (Harvard Avenue, east side) extended westward to a point 40 feet west of Harvard Avenue and eastward to the west side of Kingsland Avenue; and on the west by a line parallel to and 40 feet west of Trinity and Harvard avenues (see Site Plan Map).

Included within the area described above are the following features:

1. Buildings
   a. City Hall of University City
   b. Police Station/Firehouse (connected to the City Hall by a passageway)
   c. Ward Building
   d. City Parks and Recreation Building

2. Sculptures
   a. Lion Gates (or Entrance Pylons) (southwest of the buildings at the intersection of Delmar Boulevard and Trinity Avenue)

3. Miscellaneous
   a. an asphalt-covered playground and sports area between the Police Station/Firehouse and the Ward Building
   b. a driveway running between the Police Station/Firehouse and the City Parks and Recreation Building which bisects the district and connects Harvard and Trinity avenues
   c. parking areas immediately west and east of the Police Station/Firehouse and north of the driveway, west of the City Parks and Recreation Building.

All district features have been assigned a level of significance:

Primary — 1. City Hall (a unique, five-story, octagonal-plan tower with dome searchlight)

Secondary — 1. Police Station/Firehouse
   2. Ward Building (south wing which houses the Board of Education offices and the Luther T. Ward Junior High School facilities)
   3. Lion Gates or Entrance Pylons
7. No Significance -- 1. City Parks and Recreation Building (included in the historic district to facilitate boundary description)
2. Ward Building (north wings which house the University City High School facilities)
3. All miscellaneous features listed above.

Buildings which fall within the "Primary" and "Secondary" levels of significance were constructed during a seven-year period (1903-1909). All are in the Second Renaissance Revival style. Identical construction materials (stone, buff-colored brick, and terra cotta) continue the unity established by the use of the single architectural style.

ALTERATIONS

Significant buildings and structures within the historic district retain much of their original integrity. Those alterations which have occurred have been necessitated by changes in the functions of the buildings or deterioration of construction materials. They include:

1. City Hall
   a. removal of dome ornamentation (raised ribs, crockets, ornamental ring, and cherubs) to facilitate application of a protective coating over the dome's copper sheathing (early 1970's)

2. Police Station/Firehouse
   a. addition of upper story and removal of conservatory at south end (1909 remodeling)
   b. loss of northernmost eight bays by fire and reconstruction of north wall (ca. 1940's)
   c. removal of first-story window sash on the east and west facades and addition of overhead doors in the east facade openings and painted concrete blocks in the west openings (no date)
   d. extensive interior remodeling (no date)

3. Ward Building
   a. removal of balustrade and addition of an upper level to western wing (after 1912, exact date unknown)
   b. removal of northern two-thirds of the original H-plan building and construction of two massive wings not compatible in style (after 1912, exact date unknown).
7. #2 CITY HALL PLAZA HISTORIC DISTRICT

CONDITION

All buildings within the City Hall Plaza Historic District are in an excellent state of repair. The Lion Gates, however, are in poor structural condition. Portions of the bases' decorative ornamentation have been removed due to deterioration; the fine details of the concrete lion sculptures have been lost through weathering.

SITE

The City Hall Plaza Historic District forms the central core of the business district of University City, Missouri. Encompassing a portion of a city block near the eastern edge of the city, the district is surrounded by residential neighborhoods of varying architectural styles, quality, and age on the east, north, and west; Delmar-Harvard Elementary School and a modern-style city library on the east-southeast; and a masonic temple, Jewish synagogue, and Greek Orthodox church (all in varying architectural styles) on the south and southwest.

FOOTNOTES


2. Sidney Morse, The Siege of University City: The Dreyfus Case of America (University City, Missouri: University City Publishing Company, 1912), p. 351.

3. Morse, p. 96.

4. Morse, pp. 64, 96.
A "showplace" of early twentieth century artistic talent and an early example of city planning, City Hall Plaza Historic District, originally known as University City Plaza, was the headquarters for the myriad business enterprises and schemes of Edward G. Lewis. Due to its strategic location near Forest Park in St. Louis, the district was destined to be associated with the cultural event of the time, the St. Louis World's Fair of 1904. The City Hall Plaza Historic District is also noteworthy for its hosting of two early woman's rights conventions.

The key to the historic district's significance lies with the genius of one man: Edward Gardner Lewis (1872-1950). He was a publisher, an inventor, an artist/artisan, a woman's rights advocate, and a pioneer promoter of real estate values; he was the founder of University City and its first mayor (1906-1912). In many ways Lewis was ahead of his time, a man constantly devising new ways to make a dollar. Much of the prominence enjoyed by the district is a direct result of the various money-making ventures dreamed up by Lewis.

Lewis' most successful business venture was the Lewis Publishing Company. Formed in 1902, the company was a consolidation of several Lewis properties: 1) the Mail Order Publishing Company (which published the Woman's Magazine), 2) the publisher of the Woman's Farm Journal, and 3) the Richards Pressrooms (the finest publishing plant in St. Louis where the above mentioned papers were printed).

With the selection of Forest Park in St. Louis as the site of the 1904 World's Fair, Lewis saw the opportunity to further increase the popularity of his already successful periodicals by locating his newly consolidated firm in close proximity to the fairgrounds. He resolved to purchase a location adjacent to Forest Park: an 85-acre tract in the eastern part of what is now University City.

On this site, Lewis envisioned not only buildings to house his flourishing publishing company, but a whole city with the publishing buildings its hub. To create this "City Beautiful" an array of artistic talents was assembled: Herbert C. Chivers, architect; Ralph Chesley Ott (Oltz), painter; William Bailey, sculptor; and Taxile Doat, ceramic artisan. Together these men were to create the Magazine Press Building (the Police
Station/Firehouse) and the unique, octagonal-shaped Woman's Magazine Building (City Hall). Other buildings were planned, only two of which were built: the Egyptian or Woman's National Daily Building (which no longer exists) and the Art Institute of the People's University (the Ward Building). To grace the entrance to this "City of Opportunity" as Lewis was prone to call it, a second architect and sculptor, Thomas C. Young and George J. Zolnay respectively, were called upon to design and execute the monumental Entrance Pylons or Lion Gates.

Coincident with the completion of these new headquarters was the opening of the St. Louis World's Fair of 1904. The octagonal-shaped Woman's Magazine Building and the white tented "city on the hill" (Camp Lewis) in plain view of the fairgrounds attracted the eyes of the entire concourse of sightseers. At night a searchlight atop the octagonal tower swept over the fairgrounds. Especially on Sunday when the fairgrounds were closed, the premises of the publishing company were thronged with a multitude of curiosity seekers. The lower floors of the Woman's Magazine Building were tightly packed with sightseers; visitors to the adjacent Magazine Press Building were amazed and impressed by its sophisticated equipment and efficiency of operation.

The publishing company buildings served as the center of a great tent city known as Camp Lewis. Essentially an advertising promotion for the Woman's Magazine, the Camp was constructed to provide shelter for the multitudes of people unable to find other overnight accommodations while attending the fair.

Lewis' publishing empire continued to prosper for several years after the Fair with the publications of such magazines as: Woman's Magazine, Woman's Farm Journal, Woman's National Daily, and Woman's National Weekly. It was mainly through notices appearing in these periodicals that the two woman's rights conventions were held.

On June 10-11, 1910, the first convention of the American Woman's League was held in University City at the Lewis Publishing Company's Woman's Magazine Building. This assemblage of delegates was a historical demonstration of the power of organized womanhood. It marked the height of the League's popularity and occurred at a time when the woman's suffrage movement was coming of age throughout the United States.

The exact reason for the creation of the American Woman's League in 1907 is not known. Two possibilities are: 1) it was strictly an instrument to enable Lewis to solve his financial and business problems through the establishment of a national subscription gathering and renewing organization or 2) it was a means of alleviating the social and political problems of American women through the provision of a mechanism which provided them with
the opportunity to secure the kind of education and training necessary to ensure the proper use of their new liberties. For whatever reason it was created, few organizations have had as an astonishingly rapid rise and development. Its achievements in membership, in revenue, and the creation of the People's University were unparalleled in the entire history of voluntary social organizations.

One dream of the League was for educational opportunities for themselves and for their children. Accordingly, they devoted much of their revenues to the founding and development of the People's University (1909). As the platform of the League proposed, all members and their minor children were entitled to instruction in any course or courses of study offered by the University without charge or tuition. All instruction was given by correspondence with one exception: those individuals who manifested unusual ability during the correspondence instructions were invited to University City for one year of personal attendance as an honor student under the individual instruction of master artisans.

The campus of the People's University was to be composed of a quadrangle of five buildings. Due to financial reversals, only one building, the Art Institute, was ever constructed.

By the fall of 1910, it was evident that revenues collected from the American Woman's League were insufficient to keep the Lewis Publishing Company solvent. As a result, its four monthly publications, the Woman's Magazine, the Woman's Farm Journal, Beautiful Homes, and Pallette and Bench, were combined with the Woman's National Daily. In a subsequent decree issued by the federal courts the company was declared bankrupt, and all affiliated institutions were placed in the hands of a receiver. All publishing activities were ceased, bringing to a close the era of the Lewis Publishing Company empire, and the American Woman's League was disbanded.

The cause of woman's rights was still, however, a vital issue. In 1911, the undaunted Lewis succeeded in establishing the American Woman's Republic, an organization which he believed would not only allow women to experience for themselves the operation of government, but also provide them with the means with which they would be able to achieve their right of franchise. This group met on June 22, 1912, in University City, and following their decision to secede from the Union, prepared a Declaration of Equal Rights and a Constitution patterned after that of the United States with which to govern their Republic.

The strength of this group was short lived as its more active members directed their energies towards encouraging the growth of insurgent, reform-minded progressive parties in the mid and far western states. In the fall
8. #3  CITY HALL PLAZA HISTORIC DISTRICT

of 1912, the newly formed Progressive Party made woman's suffrage a plank in its presidential election platform, and women in many states, including the members of the American Woman's Republic, began actively working for the success of the Party behind the candidacy of Theodore Roosevelt.21

Thus the era of the City Hall Plaza Historic District's national prominence drew to a close. For several years, thereafter, some of the buildings stood vacant.22 Only in 1930 did the area regain some of its prestige, becoming the seat of government for University City.23

The survey of Missouri's historic sites is based on the selection of sites as they relate to theme studies in Missouri history as outlined in the "Missouri State Historic Preservation Plan." City Hall Plaza Historic District is, therefore, being nominated to the National Register of Historic Places as an example of the following themes: "Architecture," "Economics," "Education," "Fine Arts and Humanities," "Political Affairs," "Society," "Technology," and "Urban Design."

FOOTNOTES


3. Morse, p. 234.

4. Morse, p. 185.

5. Lumpp, pp. 7-8; Morse, pp. 47, 216, 224; and William Marion Reedy (ed.), The Makers of St. Louis (St. Louis: The Mirror, 1906), p. 70.

6. Morse, pp. 64, 216.
8. #4  CITY HALL PLAZA HISTORIC DISTRICT


8. Morse, p. 64.


11. Witherspoon, p. 57; and Morse, pp. 240-241.

12. Morse, pp. 637, 758-759.


15. Morse, pp. 761-762.

16. Morse, p. 64.

17. Morse, p. 768.

18. Ibid.


22. Lumpp, p. 11.
8. #5

CITY HALL PLAZA HISTORIC DISTRICT

23. Lumpp, p. 11; American Institute of Architects, St. Louis Chapter, November 14 Architects' Sunday Features University City Hall, ed. Miss Betty Lou Custer, November 5, 1971; and St. Louis [Missouri] Post-Dispatch, June 5, 1946, p. 3B.
MAJOR BIBLIOGRAPHICAL REFERENCES


GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY

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APPROXIMATE ACREAGE OF NOMINATED PROPERTY: approx. 8.675 acres

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

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FORM PREPARED BY

Nancy B. Breme, Research Associate
Department of Natural Resources, State Historical Survey and Planning Office
P.O. Box 176
Jefferson City

STATE: Missouri 65101

STATE LIAISON OFFICER CERTIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

- National [x]
- State [ ]
- Local [ ]

Name: James L. Wilson
Title: Director, Department of Natural Resources, and State Historic Preservation Officer
Date:

I hereby certify that this property is included in the National Register.

Director, Office of Archeology and Historic Preservation

ATTEST:

Keeper of the National Register

DATE: 1974-12-10

U.S. GOVERNMENT PRINTING OFFICE: 1973-729-147/1442-3-1
9. #1 CITY HALL PLAZA HISTORIC DISTRICT


17. , September 24, 1970.


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| 9. #2 | CITY HALL PLAZA HISTORIC DISTRICT |


CITY HALL PLAZA HISTORIC DISTRICT
UNIVERSITY CITY, MISSOURI

SITE PLAN MAP

1. Lion Gates  5. Police Station/Firehouse
2. City Hall    4. Ward Building
3. City Parks & Recreation building
Complete model of University City Plaza, showing institutions and buildings projected by Lewis. This comprises his ideal conception of the central group of the 'City Beautiful' as the capital of the women of America. Five of these buildings, i.e., the homes of the Woman's Magazine, and of the Woman's National Press, the Magazine Press Building, the Art Institute of the American Woman's League and the City Hall of University City have been erected.

The structure shown in the rear of the City Hall is the proposed University City school building. The quadrangle of new buildings occupying the angle between the Woman's Magazine and Press Buildings and the Art Institute are additional structures projected for the Peoples' University. The model of the Parthenon was proposed by Lewis as the home of the Peoples' Savings Trust Company. The model of the Taj Mahal was designed as the heart charter building of the proposed Methodist Episcopal Church, South. The Gothic building is the proposed Episcopal Chapel, the cornerstone of which is laid but which has never been erected. Lewis contends that if the kind of the Government had been understood this ideal scheme could have been consummated in its entirety. No similar project of a group of buildings devoted to the dissemination of popular literature and enlightenment among the masses has ever been projected. This scheme may be taken as a type of the constructive teachings of Lewis' imagination. Lewis is often called a 'dreamer,' but his dreams tend to take on concrete reality.
CITY HALL PLAZA HISTORIC DISTRICT
UNIVERSITY CITY, MISSOURI

SITE PLAN MAP

1. Lion Gates 3. Police Station/Firehouse
2. City Hall 4. Ward Building
5. City Parks & Recreation Building
**Photo Log:**

Name of Property: University City Plaza

City or Vicinity: University City

County: St. Louis County

State: MO

Photographer: Nancy B. Breme

Date Photographed: Dec. 1974

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

1 of 5. Civic Plaza as it appears today: (1) the Lion Gates; (2) the Magazine Building, now City Hall; (3) Magazine Press Building, now the police station; (4) Art Institute of the People’s University, now the Lewis Center.

2 of 5. The Lion Gates

3 of 5. The Magazine Building, now City Hall.

4 of 5. Magazine Press Building, now the police station.

5 of 5. Art Institute of the People’s University, now the Lewis Center.
Civic Plaza as it appears today: (1) the Lion Gates; (2) the Magazine Building now city hall; (3) Magazine Press Building now the police station; (4) Art Institute of the People's University now the Lewis Center

Photo: Frederick Breme