

**749 East Jefferson Street**

**Draft Report on the Proposal for  
Designation as an Individual Landmark**

**(24-LANDMARK-0004)**



**Metro Historic Landmarks and  
Preservation Districts Commission**

**September 3, 2024**

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## **Case Information**

### **Individual Landmark**

As defined by the Louisville Metro Code of Ordinances (LMCO) 32.250, an Individual Landmark is “a structure or site, including prehistoric and historic archaeological sites, designated as a local historic landmark by the Commission as provided in this subchapter or by action prior to the effect of this subchapter. A landmark structure or site is one of significant importance to the city, the Commonwealth, or the nation and which represents irreplaceable distinctive architectural features or historical associations that represent the historic character of the city, the Commonwealth, or the nation.”

### **24-LANDMARK-0004**

This case was initiated by the Commission’s receipt of an application and petition containing the signatures of at least 200 residents of Louisville Metro with at least 101 of those signatures being of residents or property owners within one of the following boundaries: (1) a one-mile radius surrounding the structure or site proposed for landmark designation, (2) the Council district in which the proposed landmarks is located, or (3) the cumulative areas of (1) and (2). The petition was prepared and submitted in response to a required 30-day hold notice.

The proposed demolition of 749 E. Jefferson Street and 223A S. Clay Street is associated with the Rabbit Hole campus changes that require design overlay and planning/zoning approvals (cases 24-ZONE-0004 and 23-OVERLAY-0080). On February 7, 2024, the NuLu Review Overlay District (NROD) Committee reviewed the overlay permit case and approved the proposed demolition and new construction. The Committee later approved updates to the project on May 1, 2024. Following a preliminary review by its Land Development & Transportation Committee on May 23, 2024, the Planning Commission reviewed the planning/zoning cases on July 11, 2024 but decided to defer its decision to a later date in light of the petition. Each aforementioned meeting was noticed and open to the public.

The two buildings proposed for demolition meet the threshold requirements of LMCO 150.110 because they are eligible for listing in the National Register of Historic Places as part of the Phoenix Hill Historic District. Thus, they were placed on a 30-day hold with a joint notice with the Planning Commission hearing. The 30-day hold expired on July 11, 2024. The lead petitioner requested an extension on that 30-day hold per LMCO 150.110(B). The request was reviewed and denied because the project and its associated demolition had been the subject of two neighborhood meetings and three public meetings prior to the mailing of the joint notice. The project had been well advertised prior to the formal 30-day hold. The Planning Commission and the property owners have agreed to table the zone change application during the designation process.

On July 10, 2024, the petition requesting Individual Landmark Designation of 749 E. Jefferson Street and 223A S. Clay Street was submitted to the Office of Planning and assigned case number 24-LANDMARK-0004. The petition verification was completed on August 1, 2024 with 219 total verified signatures, 104 of which were from residents in Council District 4 or within in the 1-mile radius of where the property is located.

## **Property Description**

### **Location and Key Elements**

749 East Jefferson Street is located on one parcel known as 747 E. Jefferson Street in Louisville, Kentucky. The property is situated on the northwest corner of E. Jefferson and S. Shelby Streets (**Figure 1**). Rabbit Hole Spirits owns the property as well as the whole half block on which it is situated—bound by Nanny Goat Strut to the north, S. Shelby Street to the east, E. Jefferson Street to the south, and S. Clay Street to the west. The property is located within the locally designated NuLu Review Overlay District and is carved out of the National Register-listed Phoenix Hill Historic District (**Figure 2**). It is unclear why the block was omitted from the 1983 National Register nomination.



**Figure 1. Aerial view of the building with a purple dot showing the location (LOJIC).**





**Figure 2. Map of the building (purple dot) showing the location of the Phoenix Hill National Register District (orange hashing) (LOJIC).**

## Building Description

Built circa 1866, 749 East Jefferson Street is an Italianate style commercial building situated at the corner of E. Jefferson and S. Shelby Streets. The building has a limestone foundation, painted brick masonry walls, and a side gable roof. A brick chimney extends up from the gable on the east elevation. The cornice line of the building is clad with aluminum, so the details are unknown. The main portion of the building is three stories tall, and the rear portion is two stories tall with a shed roof.

The front façade, or south elevation, of the building contains an enclosed storefront on the first story. The historic decorative pilasters and cornice are still present; however, the openings are enclosed with a stucco-like material. A  $\frac{3}{4}$  lite entry door and security door are located on the west side of the storefront. Two vinyl clerestory windows are also located in the stucco-like material. The storefront wraps around to the eastern corner like a corner commercial storefront. The second story of the façade features four window openings with decorative stone hoods and sills. The windows have been replaced with 1/1 single-hung vinyl windows. The third story mimics the second in design, but the window openings have been covered with metal sheeting (**Figure 3** and **Figure 4**). The west elevation of the building has no door or window openings (**Figure 5**). A modern metal, one-story addition extends west from this elevation and wraps around to the rear of the building. The addition roof appears to be anchored into the masonry structure of the building. It does not appear that the two are structurally independent. Removal of the metal addition could harm the historic building's structural integrity.

The first story of the rear of the building, or north elevation, is covered by the metal addition. The addition has a CMU wall that is constructed against the historic brick portion of the building. The second story is visible with two arched window openings that are covered with plywood. The rear of the third story has two rectangular window openings that are covered with metal sheeting (**Figure 6**, **Figure 7**, and **Figure 8**). The east elevation of the building contains four rectangular window openings with stone sills and lintels that have been infilled with brick. On the second story, there are six window openings with stone sills and lintels and 1/1 single-hung vinyl windows. The third story has two window openings that are covered with plywood. A metal fire escape extends from a third story to a second story window. Under the side gable, there is a small window opening covered with plywood (**Figure 7**).





**Figure 3. Front (south) façade, looking northeast.**





**Figure 4. Detail of the front (south) façade, looking northeast.**



**Figure 5. West elevation, looking east.**





**Figure 6. North and east elevations, looking southwest.**



**Figure 7. East elevation, looking west.**





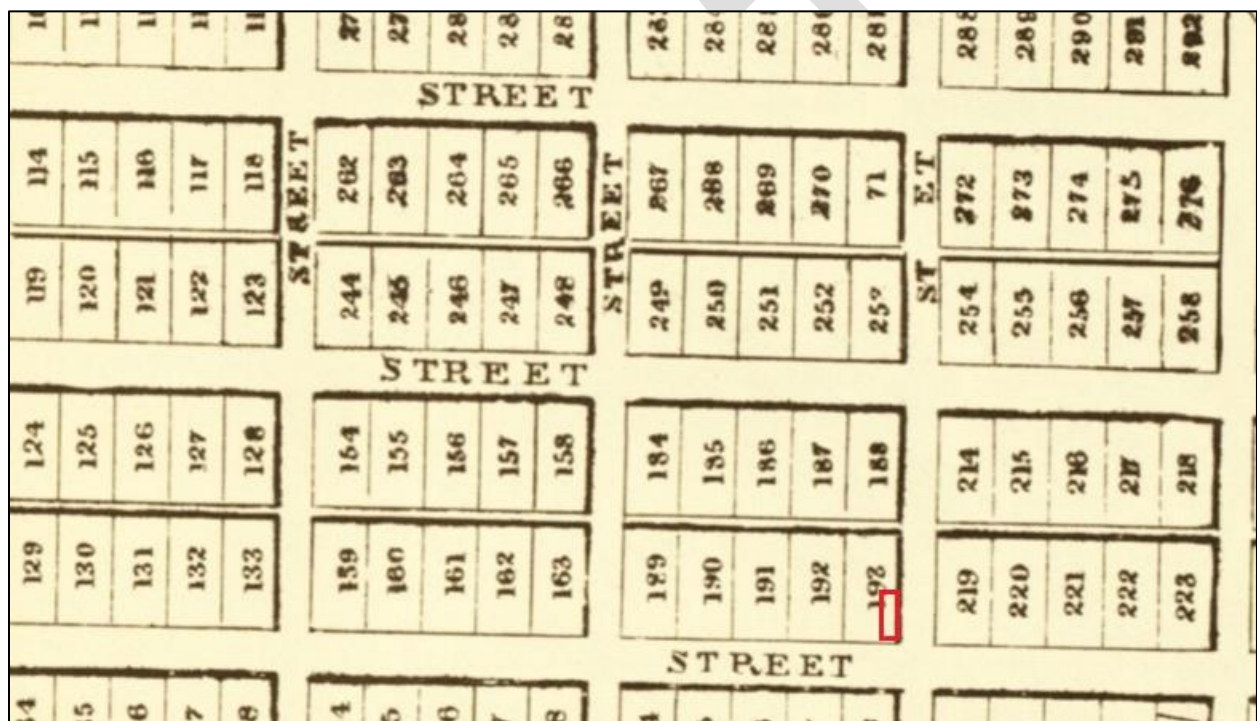
**Figure 8. Detail of brick wall and CMU wall of the addition, looking southeast.**



## Historic Context

### **Development of 749 East Jefferson Street**

The land on which 749 East Jefferson Street is located was part of lot 193 of Preston's Enlargement, part of the land granted to Colonel William Preston in 1774 (**Figure 9**). The land extended from the Ohio River, through what is now the Butchertown Neighborhood, and south into what is now the Phoenix Hill Neighborhood. The area was annexed by Louisville in 1827 and continued to be further subdivided, accelerated by the influx of German immigrants. Originally known as Uptown, Phoenix Hill, along with Butchertown and Germantown, was populated mostly by Germans, which was Louisville's largest group of immigrants (Foshee et al. 1983). The 1876 Atlas shows the lot with a structure on it (**Figure 10**). Per the map and deeds, Henry Schuler was the owner at the time (see **Table 1**).



**Figure 9. 1832 *City of Louisville and its enlargements* map, lot #193 of Preston's Enlargement (red line shows approximate property location) (Hobbs 1832).**

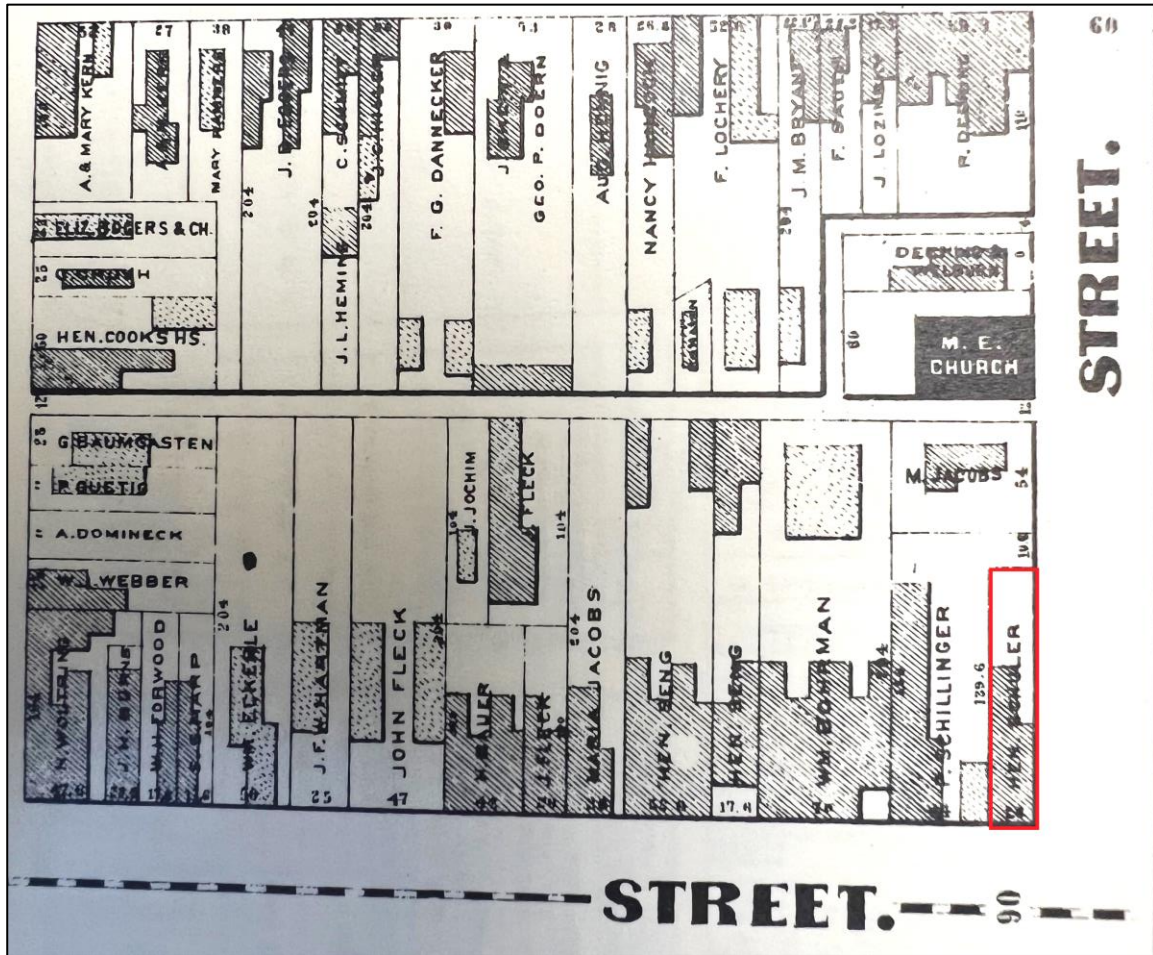


Figure 10. 1876 *Atlas of the City of Louisville*, Map 5 (red line shows property location) (Louisville Abstract & Loan Association 1876).

The building first appears in the 1866 city directory. While not certain, it is likely that the building was built circa 1866 when it was addressed as 299 E. Jefferson Street and then 753-755 E. Jefferson Street. At the time, Henry Schuler owned the property. Schuler immigrated from Germany to Louisville before 1842 when he married Antoinette Heinrich. Together, they had 11 children and lived above his tailor shop on Jefferson Street. The 1876 and 1884 Atlases show the building as an L-shape (Figure 10 and Figure 11). The 1892 and 1905 Sanborn Fire Insurance Maps show the open L-portion infilled with building (Figure 12 and Figure 13). In 1898, Henry passed away and his son Andrew took over his business. He also inherited ownership of the building. Andrew and his wife Kate Ohlischlager Schuler did not live above the store. They rented the property to tenants and lived on Hepburn Avenue in the Highlands (see Table 2). In 1909, the city underwent an address change, and the property officially became 749 E. Jefferson Street.



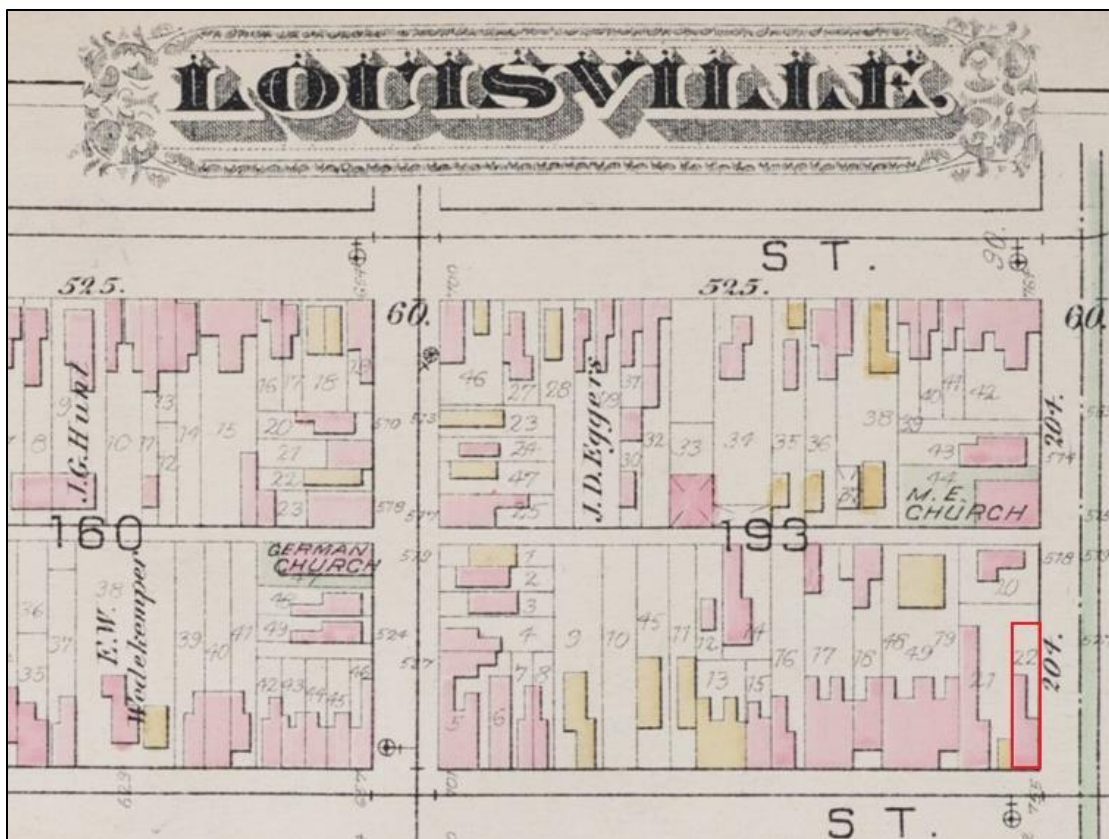


Figure 11. 1884 *Atlas of the City of Louisville, Ky. and Environs* (red line shows property location) (Hopkins 1884).

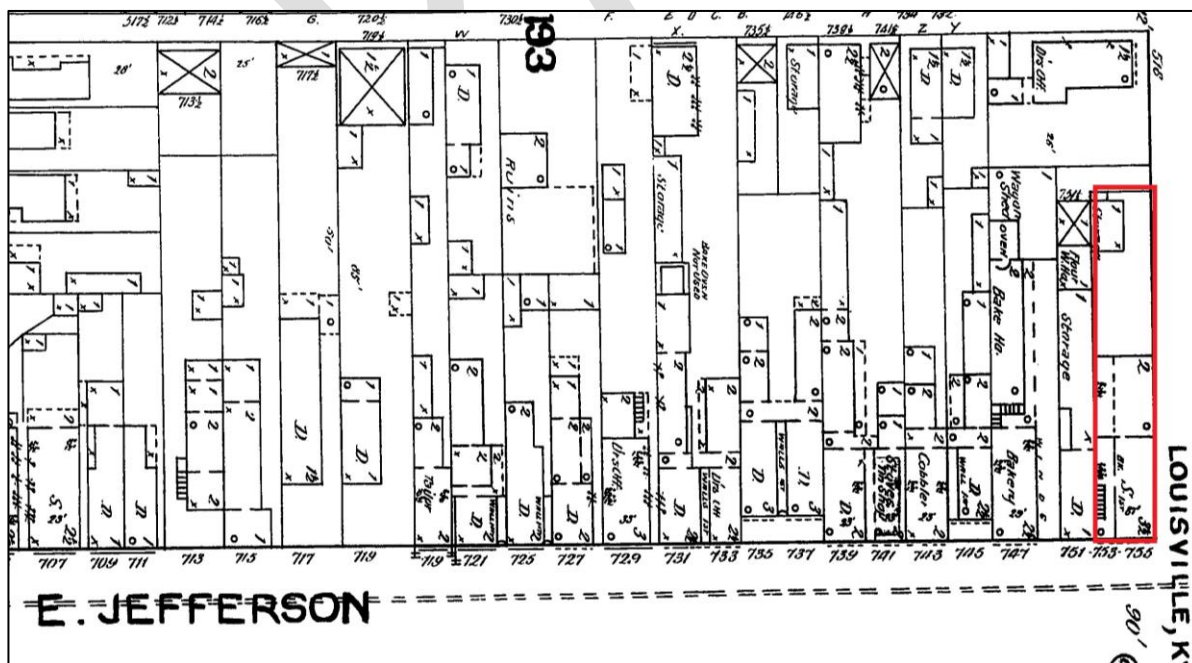
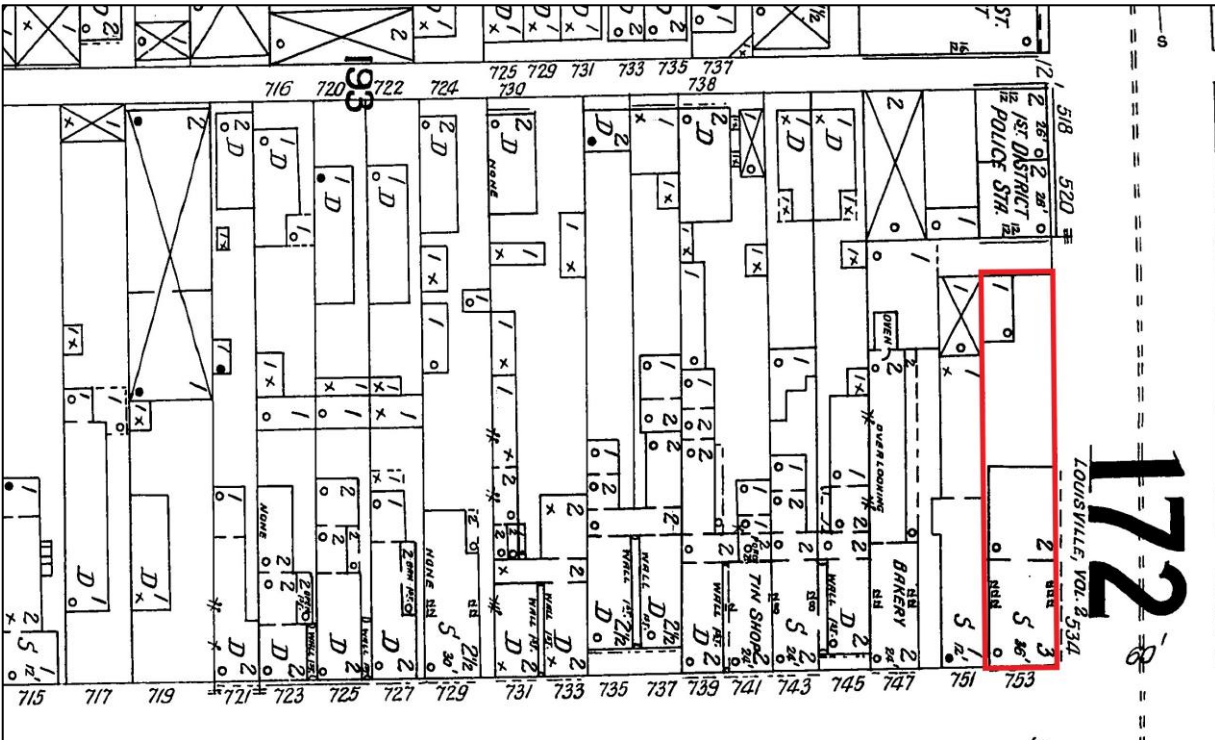


Figure 12. 1892 *Sanborn Fire Insurance Map*, Volume 2, Sheet 122 (red line shows property location).





**Figure 13. 1905 Sanborn Fire Insurance Map, Volume 2, Sheet 122 (red line shows property location).**

In 1914, Andrew Schuler passed away and his business was taken over by Leo W. Goss. This succession was advertised heavily in the *Louisville Argus*, a German newspaper, and the *Kentucky Irish American* (**Figure 14** and **Figure 15**). Goss continued to run the business in 749 E. Jefferson Street until 1922. Nathan Schaffner then opened a men's furnishings store, which was a clothing store as well as tailoring services. A 1930 photograph shows a piece of Schaffner's store sign and storefront. Behind the children in the photograph, the corner storefront entry is somewhat visible (**Figure 16**). In 1935, the Falls City Mutual Fire Insurance Co. purchased the building and located their officers there. The company continued the long tradition of tenants renting the upper floors. A 1940s photograph shows the building with the historic cornice brackets, side 4/4 double-hung windows, and the corner entry infilled with storefront windows to create two entries that face Jefferson Street (**Figure 17**). A 1960s photograph shows that the cornice line has been narrowed and the historic brackets are gone. Dentil molding remains. A large canvas awning spans the storefront. The second and third story front windows are 6/1 double-hung windows (**Figure 18**). The Falls City Mutual Fire Insurance Co. remained in the building until 1975.





Figure 14. 1915 *Kentucky Irish American* Ad (*Kentucky Irish American* 1915).

 **Spezielle Bekanntmachung** 

Ich erwarb künftlich das Geschäft des kürzlich verstorbenen Herrn

**A. SCHULER,**

Nordwestecke Shelby und Jeffersonstraße,

und da ich bei der Inventuraufnahme viele Waaren fand, die ausverkauft werden müssen, um Raum zu gewinnen, so entschloß ich mich, dieselben ohne Rücksicht auf den Preis abzusetzen. Die Preise wurden um die Hälfte und mehr reduziert, und da jetzt die Schulen wieder ihren Anfang nehmen und die Knaben neue Anzüge brauchen, so erlaube ich die Eltern, bei mir vorzusprechen und meine Preise kennen zu lernen. Ich werde Ihnen sicherlich viel Geld sparen. Hier nur einige meiner Preise.

|                      |                          |
|----------------------|--------------------------|
| Knaben-Schul-Anzüge, | Happen 5c und aufwärts.  |
| \$1.00 aufwärts.     | Hüte . 25c und aufwärts. |

Alle anderen Waaren im Verhältniß reduziert.

Anzüge nach Maß gemacht. Fertige Herren-Anzüge in großer Auswahl.  
Herren - Ausstattungs - Artikel aller Art.

**Leo W. Goss,**

Nachfolger von A. Schuler.

Nordwestecke Shelby- und Jefferson-Straße.

Figure 15. 1914 *Louisville Argus* Ad (*Louisville Argus* 1914).



**Figure 16. 1930 Photograph showing the corner entry of the store (University of Louisville Photographic Archives).**





**Figure 17. 1940s Photograph of 749 E. Jefferson Street (University of Louisville Photographic Archives).**



**Figure 18. 1960s Photograph of 749 E. Jefferson Street (University of Louisville Photographic Archives).**



**Table 1. Chain of Title for 749 E. Jefferson Street.**

| <b>Reference</b>    | <b>Date Recorded</b> | <b>Grantor</b>                                   | <b>Grantee</b>                               | <b>Description</b>  |
|---------------------|----------------------|--|--|---|
| Deed Book MM:37     | 1/7/1834             | Caroline H. Preston, guardian of William Preston | Daniel Jacobs                                | Preston's Enlargement: Eastern 26' of lot 193.  |
| Deed Book 54:84     | 8/7/1839             | William Preston                                  | Daniel Jacobs                                | Preston's Enlargement: Eastern 26' of lot 193.  |
| Deed Book 116:123   | 10/1/1863            | Maria Jacob                                      | Phillip Schillinger                          | Corner of Jefferson and Shelby Streets with 26' frontage, 150' depth  |
| Deed Book 123:278   | 8/11/1865            | Phillip Schillinger and Catherine Schillinger    | Henry Schuler                                | Corner of Jefferson and Shelby Streets with 26' frontage, 150' depth  |
| Deed Book 520:612   | 9/15/1899            | Henry Schuler                                    | Andrew Schuler                               | Petition # 19727 to divide estate of Henry Schuler, deceased.   |
| Deed Book 1572:58   | 3/12/1935            | J.B. Ohligschlager and Mary L. Ohligschlager     | Falls City Mutual Fire Insurance Co.         | Andrew Schuler left his property to his wife Kate in his will (Will Book 33:535). Kate Schuler left her property to her brother J.B. in her will (Will Book 45:147) |
| Deed Book 4801:521  | 8/1/1975             | Falls City Mutual Fire Insurance Co.             | Sherman Bros. Mill Supply Inc.               | Corner of Jefferson and Shelby Streets with 26' frontage, 150' depth  |
| Deed Book 5550:870  | 12/27/1985           | Sherman Bros. Mill Supply Inc.                   | Karl Phillip Roth, Jr. and Nan Kathleen Roth | Parcel 2: Tract 2   |
| Deed Book 12445:691 | 9/1/2022             | Karl Phillip Roth, Jr. and Nan Kathleen Roth     | Rabbit Hole Spirits, LLC                     | Parcel 2: Tract 2   |

**Table 2. List of Tenants for 749 (753-755) E. Jefferson Street.**

| <b>City Directory Year(s)</b> | <b>Tenant Names</b>   | <b>Occupation Listed</b>                        |
|-------------------------------|-----------------------|---|
| 1866-1884                     | Henry Schuler         | Merchant Tailor                                 |
| 1886                          | Andrew Schuler        | Tailor  |
|                               | Julius Griesbach      | Laborer for Joseph Hall                         |
|                               | Mary Kastner          | Widow of George Kastner                         |
| 1888                          | Andrew Schuler        | Tailor  |
|                               | Mary Kastner          | Widow of George Kastner                         |
|                               | Anna M. Wilkens       | Widow of Herman Wilkens                         |
| 1890-1892                     | Andrew Schuler        | Tailor  |
|                               | Anna M. Wilkens       | Widow of Herman Wilkens                         |
| 1894-1901                     | Andrew Schuler        | Tailor  |
| 1903                          | Andrew Schuler        | Tailor  |
|                               | Joseph W. Kersting    | Cutter for Andrew Schuler                       |
|                               | Eva Kersting          | (No occupation listed)                          |
| 1905                          | Andrew Schuler        | Tailor  |
|                               | Joseph W. Kersting    | Cutter for Andrew Schuler                       |
|                               | William T. Tichenor   | Driver  |
| 1907-1913                     | Andrew Schuler        | Tailor  |
|                               | Joseph W. Kersting    | Cutter for Andrew Schuler                       |
|                               | Annie Theissing       | Widow of George Theissing                       |
| 1915                          | Leo W. Goss           | Tailor  |
|                               | Joseph W. Kersting    | Cutter for Leo Goss                             |
|                               | Annie Theissing       | Widow of George Theissing                       |
| 1917-1919                     | Leo W. Goss           | Tailor  |
|                               | Joseph W. Kersting    | Cutter for Leo Goss                             |
|                               | George Theissing      | Chauffeur for Louisville Carriage & Taxical Co. |
| 1921                          | Leo W. Goss           | Men's Furnishings                               |
|                               | Rosa K. Breining      | Widow of Julius Breining                        |
|                               | George Theissing      | Chauffeur for Louisville Carriage & Taxical Co. |
| 1923                          | Nathan Schaffner      | Men's Furnishings                               |
| 1925-1927                     | Nathan Schaffner      | Men's Furnishings                               |
|                               | Ezra S. McKinley      | Engineer  |
| 1930                          | Nathan Schaffner      | Men's Furnishings                               |
|                               | Minnie Hearth         | Dressmaker                                      |
| 1933                          | Vacant                |   |
| 1935                          | Selene's Carmel Puffs |   |
|                               | AmAce Coffee Co.      |   |
|                               | Pauline Candy Co.     |   |
|                               | Paul Goldberg         | Manager of AmAce Coffee Co.                     |



| City Directory Year(s) | Tenant Names  | Occupation Listed                            |
|------------------------|---|--|
| 1937                   | Falls City Mutual Fire Insurance Co.                      |  |
|                        | George P. Seabolt   | Clerk for Belknap Hardware and Manufacturing |
|                        | Clarence Royalty  | Laborer for City of Louisville               |
|                        | Grace Royalty   | (No occupation listed)                       |
|                        | Joseph Russo  | Clerk  |
|                        | Fortuna Russo   | (No occupation listed)                       |
| 1939                   | Falls City Mutual Fire Insurance Co.                      |  |
|                        | George W. Gutermuth                                       | Service man for Cooper Louisville Co.        |
|                        | Anna Gutermuth  | (No occupation listed)                       |
|                        | Walter P. Weatherton                                      | (No occupation listed)                       |
|                        | Elsie Weatherton  | (No occupation listed)                       |
|                        | Joseph Russo  | Clerk  |
|                        | Fortuna Russo   | (No occupation listed)                       |
| 1942-1947              | Falls City Mutual Fire Insurance Co.                      |  |
|                        | Kentucky Mutual & Co-operative Fire Insurance Association |  |
|                        | George W. Gutermuth                                       | Service man for Cooper Louisville Co.        |
|                        | Anna Gutermuth  | (No occupation listed)                       |
|                        | Ambrose Reis  | (No occupation listed)                       |
|                        | Lee M. Adcock   | Erector for OK Tent & Awning Co.             |
|                        | Elenora Adcock  | (No occupation listed)                       |
| 1949-1951              | Falls City Mutual Fire Insurance Co.                      |  |
|                        | George W. Gutermuth                                       | Service man for Cooper Louisville Co.        |
|                        | Anna Gutermuth  | (No occupation listed)                       |
|                        | Ambrose Reis  | (No occupation listed)                       |
|                        | Lee M. Adcock   | Erector for OK Tent & Awning Co.             |
|                        | Elenora Adcock  | (No occupation listed)                       |
| 1953                   | Falls City Mutual Fire Insurance Co.                      |  |
|                        | George W. Gutermuth                                       | Service man for Cooper Louisville Co.        |
|                        | Anna Gutermuth  | (No occupation listed)                       |
|                        | Lee M. Adcock   | Erector for OK Tent & Awning Co.             |
|                        | Elenora Adcock  | (No occupation listed)                       |
| 1955                   | Falls City Mutual Fire Insurance Co.                      |  |
|                        | Maggie Stutts   | (No occupation listed)                       |
|                        | Homer C. Gibson   | Driver for Miami Transportation Co.          |

| City Directory<br>Year(s) | Tenant Names                         | Occupation Listed                   |
|---------------------------|--------------------------------------|-------------------------------------|
|                           | Mary M. Gibson                       | (No occupation listed)              |
|                           | Charles Chowning                     | (No occupation listed)              |
| 1957-1959                 | Falls City Mutual Fire Insurance Co. |                                     |
|                           | Maggie Stutts                        | (No occupation listed)              |
|                           | Homer C. Gibson                      | Driver for Miami Transportation Co. |
|                           | Mary M. Gibson                       | (No occupation listed)              |
| 1961-1965                 | Falls City Mutual Fire Insurance Co. |                                     |
|                           | Maggie Stutts                        | (No occupation listed)              |
|                           | Edward Seaboldt                      | Meter reader for Water Company      |
| 1967                      | Falls City Mutual Fire Insurance Co. |                                     |
|                           | Edward Seaboldt                      | Meter reader for Water Company      |
|                           | Elizabeth Ramsey                     | Clerk for Williams Shoe Center      |
|                           | Marie Smith                          | Retired                             |



## **German Immigration in Louisville**

According to Ullrich et al.,

German immigration to Louisville progressed slowly in the early nineteenth century until the introduction of steamboat travel on the Mississippi and Ohio Rivers. As upriver travel from New Orleans became easier, the German populations of river cities, such as Evansville (Indiana), Louisville, St. Louis and Cincinnati, began to flourish.

By the 1830s, distinct German immigrant neighborhoods had formed both east and west of the Louisville city center. The first churches in which German was spoken were established in the eastern neighborhood known as Uptown (now Phoenix Hill). St. Paul Evangelical Church, the first German Protestant church in Louisville, was founded in 1836. St. Boniface Catholic Church, the first German Catholic church and only the second Catholic church in the city, was established in 1837 (Ullrich et al. 2015).

According to Brother et al.,

Perhaps the most important antebellum event in Louisville history is the story of immigration to the area by countless German and Irish nationals in the 1840-1860 time period. The Irish were fleeing their homeland due to the dire set of economic consequences from the Great Famine of 1845-52.

Typically, Germans left their country for less severe economic reasons. A great number of German people, known as the 48ers came after the failed Revolution of 1848, in which their liberal ideas were silenced. Both the Irish and Germans came to America hoping for equality and prosperity in the new land. The 48ers were the most controversial of all groups. Their leaders were intellectuals who espoused radical theories such as a minimum wage, women's rights, immediate emancipation of slaves, and direct election of the president and congress. The Irish, on the other hand, were poorly educated and had little wealth. With the exception of the 48ers, who were agnostic or atheist, most German and Irish immigrants to Louisville were Catholic. Many new churches, both Catholic and Protestant, were founded in this time period for German and Irish immigrants. By 1850, there were 7,537 German immigrants and 3,105 Irish immigrants living in Louisville.

This influx of immigrants encouraged the development of large swaths of land in the burgeoning city of Louisville. In general, German peoples settled in newly developed neighborhoods near Phoenix Hill Knob, known as Phoenix Hill, Germantown, and Butchertown. Most of Phoenix Hill and Butchertown was annexed earlier as Preston's Enlargement, but Germans placed their own cultural stamp on the neighborhoods. Irish immigrants also located in Phoenix Hill and Butchertown; however, they tended to cluster in the West End. To accommodate the significant population in Butchertown, the remainder of the neighborhood was annexed to the city in 1854.

Antebellum development by German immigrants was considerable. Several German churches, of either the Protestant or Catholic faith, were established in the Phoenix Hill area – many of which held services in their native tongue. St John's German Evangelical Church (JFCH-23), for example, was founded in 1843 and is represented today by an 1866 building at Clay and Market Streets in Phoenix Hill. Additionally, a new building for St. Boniface Catholic Church was dedicated in 1838 at Jackson and Greer, also in Phoenix Hill. Germans in Butchertown established the German-American Civic School in 1854. Social clubs, newspapers, and cultural societies were founded during this time period as well. Prominent among the newspapers was the Louisville Anzeiger (1849) and the radical Herold des Westen (1852). Singing societies, such as the Leiderkranz (1848), and gymnastic association, the Louisville Turngemeinde (Turners) of 1850, further added to the lively German cultural scene.

German Americans established businesses and developed industry in early Louisville as well. German butchers built tidy homes that included slaughterhouses at the rear of their properties in Butchertown. These sites tended to back up to Beargrass Creek for easy disposal of waste. In general, products of this small cottage industry, such as sausage, were marketed to local residents. Antebellum German butchers of significant note include: Leibold Kliesendorf, William and Gottfried Kriel, Conrad Schoel, Frank Hammer, and Fred Leib. Later in the nineteenth century, these smaller operations were consolidated into larger commercial enterprises.

Germans also participated in various related industries, such as tanneries, soap and tallow factories, cooperages, wagon and harness shops, and feed stores. Breweries were among other operations dominated by Germans in mid-century Louisville. The Anglo-Saxon establishment looked on in wonder as Germans drank on Sundays and enjoyed live music at outdoor establishments such as the Woodland Gardens (1849) near Butchertown. Apparently, native-born Americans were joining in the fun, as the Louisville Daily Courier noted, "These make each Sunday a Saturnalia and with all their might are attempting to Europeanize our population. Americans are ever fond of novelties, especially if brought from across the water, and it is amusing to see how they perfectly adapt to enjoying German music and Lager Beer...in a pleasant retreat like that of the Woodland."

An unfortunate response to this largely peaceful migration was the activities of the Know-Nothing party in the city. The Know-Nothings were the heir to the former Whig party whose platform was the exclusion of foreign-born (naturalized or not) and Catholics from public office. Their tenets were based upon the fear that foreign elements might gain control of the United States government. From the illegal mayoral election in April 1855 through the summer, vehemence and occasionally violence was directed at Germans and Irish throughout the city. On 6 August 1855, an election for Kentucky Congress and governor was held. The Know Nothing party, which was in control of city government, attempted to prevent Germans and

Irish from voting in the election, which would insure, due to their sheer numbers, a win for the Democrats. Foreigners were beaten and prohibited from entering polling places. Eventually, a riot was started in Phoenix Hill, at Shelby and Green, which resulted in several murders and destruction of German and Irish property. William Ambruster's brewery, in the triangle at Baxter and Liberty Streets, was stormed and set on fire, but not before large quantities of beer were consumed by rioters. The West End Irish population suffered greatly as well. Blocks of Irish tenement housing were destroyed, including Quinn's Row on Main Street between Tenth and 11th Streets. Twenty-two persons, mostly foreign born, were confirmed dead.

The aftermath of this episode was significant for Louisville. Many talented immigrants chose to migrate to St Louis, Cincinnati, or points west. Louisville missed a key opportunity to diversify economically, culturally and socially. Without this incident, it is difficult to say how Louisville might have developed, but likely the Falls City would have been a larger, more diverse place before the Civil War.

Perhaps the most significant late 1910s event was the advent of World War I. Though fought overseas, Louisville felt the impact of war through the loss of 353 promising young men and women to warfare as well as a recurrence, albeit more moderate in tone, of anti-German sentiment. Though German immigration to Louisville was minimal by this time, there were still citizens who identified themselves as German Americans. In some instances, they felt the sting of overzealous patriots eager to condemn all Germans as "Kaiserists." Socialist Henry Fischer, owner of Fischer Packing Company in Butchertown, was targeted as an anti-war German communist. Other German Americans, such as Rev John Stille of St John's Evangelical Church at Clay and Market Streets in Phoenix Hill, was also chastised for his anti-war beliefs and his German heritage. St John's was considered the "cultural and social focus for a large portion of the ethnic Germans residing in Louisville's East End...Members of this active congregation came from the immediate neighborhood as well as the 'suburbs'..." Due to outside pressure, Stille was ousted from St John's and moved a loyal portion of the congregation to a new church, which he called the People's Church of Louisville. He defended his position in his first sermon saying, "We say this morning that at no time have we been pro-German or for the Kaiser, or disloyal..." In the end, German Americans across the city were obliged to prove themselves true patriots. "The German Security Bank became simply the Security Bank; the German Insurance Bank, the Liberty Insurance Bank; and the German Insurance Company, the Liberty Insurance Company" (Brother et al. 2010).



## **Corner Commercial Building Property Type**

According to the Metro Historic Landmarks and Preservation Districts Commission,

In the last half of the 19th century due to the industrialization and rapid growth of American cities, corner stores became an important source for urban residents to purchase foods and other goods. These stores became a prominent feature of outlying urban neighborhoods where access to the central market was much less convenient. These stores were situated in the heart of neighborhoods outside of the central business district. Distinguished from a row of buildings in a retail district, corner commercial buildings were individual commercial buildings embedded in an area surrounded by dwellings. According to Ellen Beasley in a catalogue from her corner store exhibition at the National Building Museum, "Prior to the advent of the refrigerator, and the automobile, groceries were bought on a day-to-day (even meal-to-meal) basis, making a trip to the corner store essential to the pattern of everyday urban life" (Ellen Beasley, *The Corner Store*, Washington, DC, National Building Museum, 1999, p.9). By the late 19th and well into the 20th century, corner stores were a central fixture in most urban areas. The typical corner store served approximately 200 residents. Given this customer base size, it is understandable why corner stores could be found every few blocks in dense urban neighborhoods.

The prominent neighborhood anchor location was strategic because corner commercial stores could serve the residential structures of the immediate area. It was normal to walk to the store and to buy in small quantities. Residents of these outlying neighborhoods could conveniently get everything they needed by walking a short distance instead of making the trip into a city's busy downtown area. To distinguish the buildings within a residential neighborhood, the corner location was logical since that is how they were instantly recognizable in residential neighborhoods.

Corner stores were largely family owned and usually the whole family took part in the running of the shop from day to day. The long hours required to run the store, usually 12 to 16 hours a day, also meant that it made sense for the family to live above the shop, ensuring that at least one member of the family could tend the shop at all times. This also meant that it was common for women to take part in running the store, a venture that was not conventional in other businesses at that time. Women were expected to work as the store clerk or be in charge of cleaning the store, for example, all while maintaining their child-rearing and household duties as well.

The drug store was another common corner commercial establishment. Cities in their beginnings were very dirty, crowded places and disease was frequently a problem. In 1885, for example, 80,000 Chicagoans died from a cholera and typhoid outbreak that occurred due to contamination of the city's water supply. Doctors at that time were not the trusted physicians we know today due to the limited knowledge of the field and the often painful and sometimes experimental treatments

used by doctors at that time. Instead the pharmacist at the corner drug store was a trusted source when sickness befell a city resident.

Chain stores also contributed to the vast number of corner stores sprinkled within neighborhoods. While the idea of the chain store has its beginnings in the 1600s, these types of businesses didn't begin their rapid growth until before and after the Civil War. Successful store owners quickly realized that they could expand their customer base and increase profits by opening similar stores throughout a city and possibly throughout the country. One example was the Great Atlantic and Pacific Tea Co, which saw its beginnings in 1859 as a single tea store in New York City. The owners, George F Gilman and George Huntington Hartford were able to enjoy a large profit margin by importing tea from the Far East at a very low cost which enabled them to open more and more stores throughout New York and, later expand westward. They also expanded their product selection to other food items and, by 1930, there were 16,000 A & P grocery stores across the U.S.

Corner stores had a simple design that made them not only recognizable but also inviting and warm. Usually set flush with the sidewalk, these buildings often had large glass windows in the front that allowed passersby to see what the store had to offer from the street. The entrances were designed so that there was never a question of where customers come into the store, often set on the corner or directly in the center between the windows. These entrances were usually cut into the building. Awnings frequently extended out over the sidewalk, providing not only a recognizable marker but also a comfortable space to chat with neighbors.

The interior of these buildings were very practical, with the front entrance opening to the public store area. The family's kitchen was also located on the first floor, which made it possible to prepare family meals while also keeping watch over the shop. The living space and bedrooms were located on the second floor. These buildings usually had a private side entrance for the family as well (National Building Museum). As exhibited in our survey, not all corner commercial buildings conformed to this floor plan, with many various styles and some even having only one floor, indicating that not all store owners lived in their establishments.

Corner stores were a constant and prominent feature of urban neighborhoods up until the 1920s and 1930s when post-war food costs increased and caused markets to become larger to rationalize these higher expenses. The rapid increase in car ownership also meant that more and more city residents were suburbanizing and no longer supporting small businesses in dense neighborhoods. In 1930, the first supermarkets began to emerge. These were indicated by offering parking, requiring self-service and were very large, offering a wide variety of products. After World War II, supermarkets became the dominant source for goods due to advances in food refrigeration, processing and packaging which enabled food to be shipped more easily and farther distances (Metro Historic Landmarks and Preservation Districts Commission 2012).

## **Italianate Style Architecture**

According to the Pennsylvania Historical and Museum Commission,

The Italianate style was also part of the romantic and picturesque movement, a quest to provide architectural forms that evoked a romanticized region or earlier period of history. Previous architectural styles had also looked to the past for design inspiration, but those styles were all based on the more formal classical buildings of ancient Rome and Greece. The Romantic movement was to some degree a rebellion against architecture's strict adherence to the classical form. The movement expressed a desire for greater freedom of architectural expression and for more organic, complicated forms that were intended to complement their natural setting.

The Italianate style was modeled after the medieval farmhouses of the Italian countryside. These farmhouses were irregularly shaped and seemed to fit naturally into their rustic settings, an important objective of the Romantic Movement. The Italianate and Gothic Revival styles were made popular by the published pattern books of architect Andrew Jackson Downing in the 1840s and 1850s. This style first developed as the Italianate Villa style, which was seen as early as the 1830s and was intended as a suitable design for substantial homes or country estates. The most outstanding feature of the Italianate Villa style is the square tower, topped with a bracketed cornice.

Freestanding Italianate buildings display the cornice under widely overhanging eaves, while contiguous Italianate rowhouses or commercial buildings have a bracketed cornice on the front façade. Other markers of the Italianate style are tall, narrow windows, some with elaborate hoods, often shaped like an inverted U. Italianate windows often have round arch tops and can also be crowned by a pediment or entablature with brackets. Most Italianate buildings have columned porticoes or porches, sometimes extending across the full width of the front façade.

The Italianate style was very prevalent within its period of popularity, more so than the Gothic Revival Style. It was especially dominant in the period from 1855 through 1880. Since it was easily adapted to numerous building forms, it became a popular style for urban and rural residences and commercial and institutional buildings. The Italianate style is especially identified as the common architectural theme of mid- to late-19th century commercial buildings that lined the main street of many American cities and towns. Downtown streetscapes of this era are marked by a continuous line of distinctive bracketed cornices. The Italianate style was also commonly used for the construction of urban townhouses, again easily identified by their common bracketed cornices and long, narrow windows. Some decorative elements were of cast iron, a newly developed technology in this period. (Pennsylvania Historical and Museum Commission 2015).



## **Statement of Significance**

### **Historic Significance**

While 749 East Jefferson Street is historically significant for its association with the history of German immigration and culture in Louisville, it alone does not best convey this significance. German immigration in Louisville began in the early 1800s, and by 1850, there were 7,537 German immigrants. Antebellum development by German immigrants was considerable. Churches, schools, businesses, and industries were established. It was during this time that the Phoenix Hill Neighborhood developed and continued to do so as the population continued to grow. 749 East Jefferson Street was owned and operated by German immigrant Henry Schuler. His tailor shop was successful and continued to be operated long after his death by his son Andrew and subsequently Leo Goss. The building conveys the history of German immigration in Louisville and how it shaped the development and culture of the city.

If the building were part of a larger district, like Phoenix Hill, the significance is stronger as there are more buildings and sites that work together to tell the story, such as clusters of residences, commercial buildings, and religious and institutional buildings. Each of these works together to convey the way of life for German immigrants and help explain how that impacted Louisville's history.

### **Archaeological Significance**

749 East Jefferson Street has potential to contain archaeological resources. The remnants of domestic outbuildings and artifact middens associated with domestic activities are likely present on the property, as has been demonstrated by excavations conducted at similar properties throughout Jefferson County (Bader 1997; DiBlasi 1997; Slider 1998; Stallings and Stallings 1999; Stottman 2000; Stottman 2001; Stottman and Watts-Roy 1995; Stottman et al. 2004). An archaeological investigation into these could yield valuable information on the history of this area.

## **Integrity Assessment**

As defined by the LMCO 32.250, integrity is “The authenticity of a structure or site’s historic integrity evidenced by survival of physical characteristics that existed during the structure or site’s historic or prehistoric period. To retain historic integrity a site must possess some of the following aspects: location, design, setting, materials, workmanship, feeling, or association.” Note that the integrity as applied by the Landmarks Ordinance is for the exterior of the structure since that is the extent of regulation if designated.

749 East Jefferson Street retains its integrity in ***location*** to support the historic significance of the structure as it relates to its association with the history of German immigration. 749 East Jefferson Street retains a medium level of integrity in ***feeling, setting, and association***. Comparing the Sanborn Fire Insurance Maps to a LOJIC map (**Figure 1, Figure 12, and Figure 13**), the changes that have occurred around the property are evident. Urban Renewal brought about a lot of demolition and some subsequent new construction. The formerly intact block, with a mix of residences and commercial structures, now contains more infill development and vacant parking areas. Because of this, the integrity in ***feeling, setting, and association*** have been negatively impacted and mostly lost.

749 East Jefferson Street retains a medium level of integrity in ***design, materials, and workmanship*** to support the historic significance of the structures as it relates to the history of German immigration. Some of the windows have also been replaced, but the replacement window is generally appropriate for the building style. The decorative window hoods are still present. The cornice has been narrowed and the historic details removed. The storefront has been enclosed with a stucco-like material, but the historic pilasters, storefront cornice, and openings are still present. For these reasons, the integrity in ***design, materials, and workmanship*** have been negatively impacted while not totally lost.

### **Designation Criteria Analysis**

In consideration of a potential designation of an Individual Landmark, LMCO 32.250 defines an Individual Landmark structure or site as “one of significant importance to the city, the Commonwealth, or the nation and which represents irreplaceable distinctive architectural features or historical associations that represent the historic character of the city, the Commonwealth, or the nation.”

In accordance with LMCO 32.260(O), considering the designation of any area, site, or structure in Louisville Metro as an Individual Landmark, the Commission shall apply the following criteria with respect to such structure, site, or area. An Individual Landmark shall possess sufficient integrity to meet criterion (a) and one or more of the other criteria (b) through (e).

#### **A) Its character, interest, or value as part of the development or heritage of the city, the Commonwealth, or the United States.**

749 East Jefferson Street is associated with the history of German immigration and culture in Louisville. German immigration in Louisville began in the early 1800s, and by 1850, there were 7,537 German immigrants. Antebellum development by German immigrants was considerable. Churches, schools, businesses, and industries were established. It was during this time that the Phoenix Hill Neighborhood developed and continued to do so as the population continued to grow. 749 East Jefferson Street was owned and operated by German immigrant Henry Schuler. His tailor shop was successful and continued to be operated long after his death by his son Andrew and subsequently Leo Goss. The building conveys the history of German immigration in Louisville and how it shaped the development and culture of the city. Thus, the 749 E. Jefferson Street is an important part of the development and heritage of Louisville.

#### **B) Its location as a site of a significant historic event.**

There are no singularly significant historic events that give the site its historic significance.

#### **C) Its identification with a person or persons who significantly contributed to the culture and development of the city, the commonwealth, or the nation.**

In consideration of significance associated with a person or persons, the evaluation relates to whether an individual's period of significant contribution or productivity occurred while residing or occupying a building, structure, or site. While noteworthy people are associated with the building, that is not why the building is significant.



**D) Its embodiment of distinguishing characteristics of an architectural type or specimen; or its embodiment of a significant architectural innovation; or its identification as the work of an architect, landscape architect, or master builder whose individual work has influenced the development of the city, the Commonwealth, or the nation.**

749 East Jefferson Street is an Italianate style corner commercial building, which is a specific architectural type or specimen. While the storefront openings have been infilled, the historic pilasters, storefront cornice, and openings are still present. If the storefront could be restored, then it could be the embodiment of the corner commercial property type. The building's Italianate architectural style has been impacted by changes over time. While the decorative window hoods are still present, the deep cornice with brackets has been removed. The cornice detail is a key distinguishing characteristic of the Italianate architectural style. Therefore, the building is not currently the embodiment of distinguishing characteristics of an architectural type or specimen as those details are missing and would need to be restored.

The building does not represent a significant architectural innovation.

The building is not identified as the work of an architect, landscape architect, or master builder whose individual work has influenced the development of the city, the Commonwealth, or the nation.

**E) Its historic significance is based on its association with an underrepresented history within the city, the Commonwealth, or the nation and broadens our understanding of these underrepresented histories.**

In consideration of significance associated with underrepresented histories, the evaluation relates to inclusion and telling a comprehensive history. Based on current research, 749 East Jefferson Street is not associated with underrepresented history. German immigration has been widely documented in Louisville. Additionally, the following buildings associated with that history have been locally designated as Individual Landmarks: Cloister/ Ursuline Academy & Convent Complex (in Phoenix Hill); Former Wayside Christian Mission Property (in NuLu/Phoenix Hill); German Insurance Bank Building; and St. Paul's German Evangelical Church Complex.

### **Boundary Justification**

749 E. Jefferson Street is located on one parcel known as 747 E. Jefferson Street. According to the Jefferson County Property Valuation Administrator (PVA), the property (parcel number 017D00710000) contains a total 0.4106 acres of land. If designated, the proposed boundaries include the footprint of the building (**Figure 19**).



**Figure 19. LOJIC map showing location of the designation boundary for 749 E. Jefferson Street in blue.**

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