

2.

Request:

Project Name: Designation Request

Location:

Applicant:

Representative:

Jurisdiction:

Council District:

Case Manager:



Historic Landmarks and Preservation Districts Commission

MEMORANDUM

To: Historic Landmarks and Preservation Districts Commission
From: Savannah Darr, Historic Preservation Officer
Date: October 11, 2024

Case No: 24-LANDMARK-0004

Property Address: 749 E. Jefferson Street and 223A S. Clay Street

Case Summary/Background

The Technical Review Committee of the Historic Landmarks and Preservation Districts Commission met on September 13, 2024 to conduct the technical review of the request for Individual Landmark designations. Commissioners Ashlyn Ackerman, Kate Meador, and Amin Omidy were in attendance.

The owners' representative, Jon Baker, presented the objection letter, which listed three objections to the submitted petition document:

1. The Petition Is Not Supported By Enough Verified And Valid Signatures;
2. The Individual Landmark Petition Is Void Because It Seeks To Designate Two Different Structures Located On Two Separate, Unrelated Properties; and,
3. The Petition Fails to Satisfy LMCO Section 32.260.1.1.

For objection 1, four of the petitioners were able to verify their residency in Louisville Metro. The number of verified petition signatures was slightly modified; however, it was not modified enough to reject the petition. The Committee felt that the first objection was cleared up based on testimony from the petitioners and Staff. For objections 2 and 3, there was much detailed discussion. The Committee ultimately felt that the objections should be heard and reviewed by the full Commission as further interpretation of the ordinance was needed.

Commissioner Omidy made a motion to move the case for full Commission review on October 17, 2024, starting with a review of the petition first. Commissioner Ackerman seconded the motion. It passed unanimously.

223A South Clay Street House

**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

The 223A S. Clay Street House is located on one parcel known as 225 S. Clay Street in Louisville, Kentucky. The property is situated on the east side of S. Clay Street, between E. Jefferson Street and Nanny Goat Strut (**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 1882, 223A S. Clay Street is situated at street level with a large wooden ramp in front of it. The house has a limestone foundation, painted brick masonry walls, and a hipped roof clad in membrane roofing. The cornice features decorative wooden brackets that appear to be replacements as well as historic dentil molding. Circa 1993, a large CMU building was constructed along the south and east elevations of the building.

The front façade, or west elevation, of the building contains two window openings with historic decorative hoods and stone sills. There are metal replacement windows that appear as 1/1 double-hung windows. To the south, the modern entry door has a reconstructed decorative door hood with brackets (**Figure 3** and **Figure 4**). The south elevation of the building is encapsulated by the 1993 CMU building. The exterior masonry wall and arched window openings are visible within the CMU building (**Figure 5** and **Figure 6**). Portions of the building corners were removed during construction; however, it appears that the shotgun building remains structurally independent.

The rear of the shotgun building, or east elevation, is covered by the CMU building. The north elevation of the building contains a large painted mural that covers the façade as well as that of the CMU building (**Figure 7** and **Figure 8**). Near the western side of the elevation, there is an infilled door opening with a wood lintel. This elevation did not historically have window openings as another shotgun house was located next to it. However, that house was demolished in or after 1965. It is likely that the door opening was constructed after that time as well.



Figure 3. Front (west) façade, looking east.



Figure 4. Detail of the front (west) façade, looking east.



Figure 5. South elevation inside the 1993 building, looking northeast.



Figure 6. South elevation inside the 1993 building, looking northwest.



Figure 7. North elevation, looking southeast.



Figure 8. North elevation, looking south.

Historic Context

Development of 223 S. Clay Street

The land on which the 223A S. Clay Street House is located was part of lot 189 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 City of Louisville annexed the area 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). In 1875, the 223A S. Clay Street House lot was divided to a smaller residential lot with a 25' width on Clay Street. It is unclear if a structure was on the lot during the preceding years. The 1876 Atlas shows the lot without a structure on it (**Figure 10**). Per the deeds, Alexander Domick was the owner at the time (see **Table 1**).

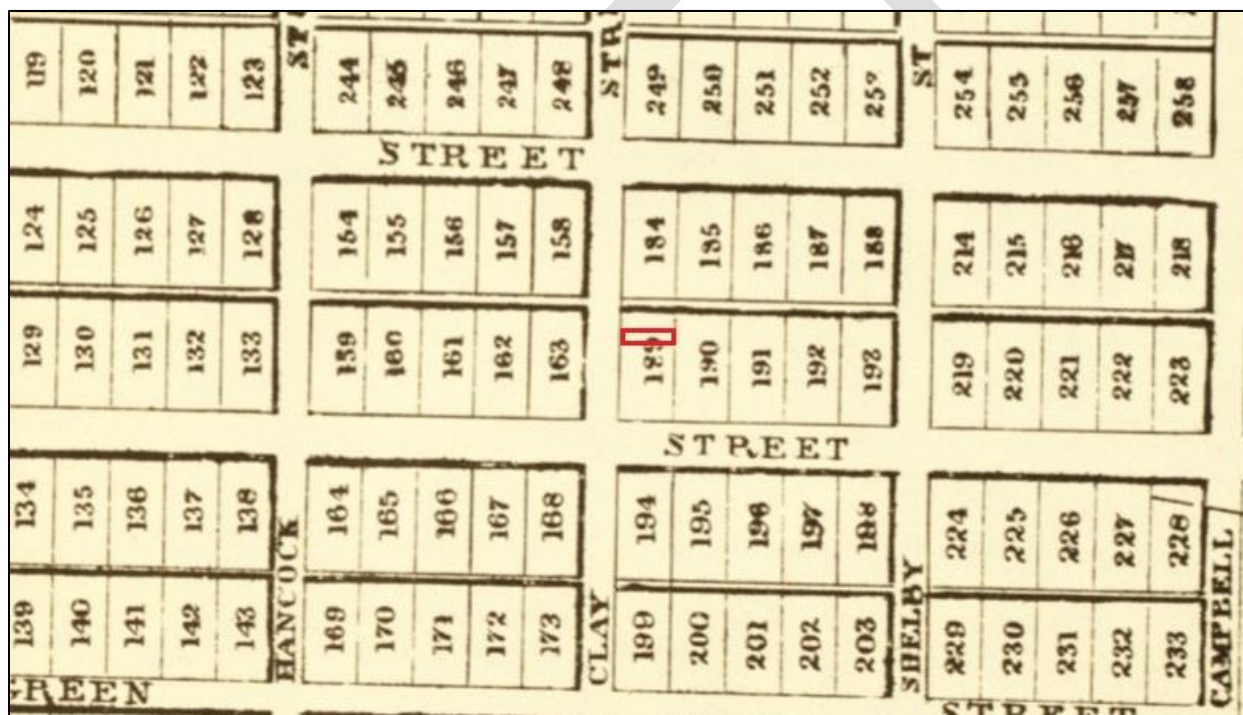


Figure 9. 1832 *City of Louisville and its enlargements* map, lot #189 of Preston's Enlargement (red line shows approximate property location) (Hobbs 1832).

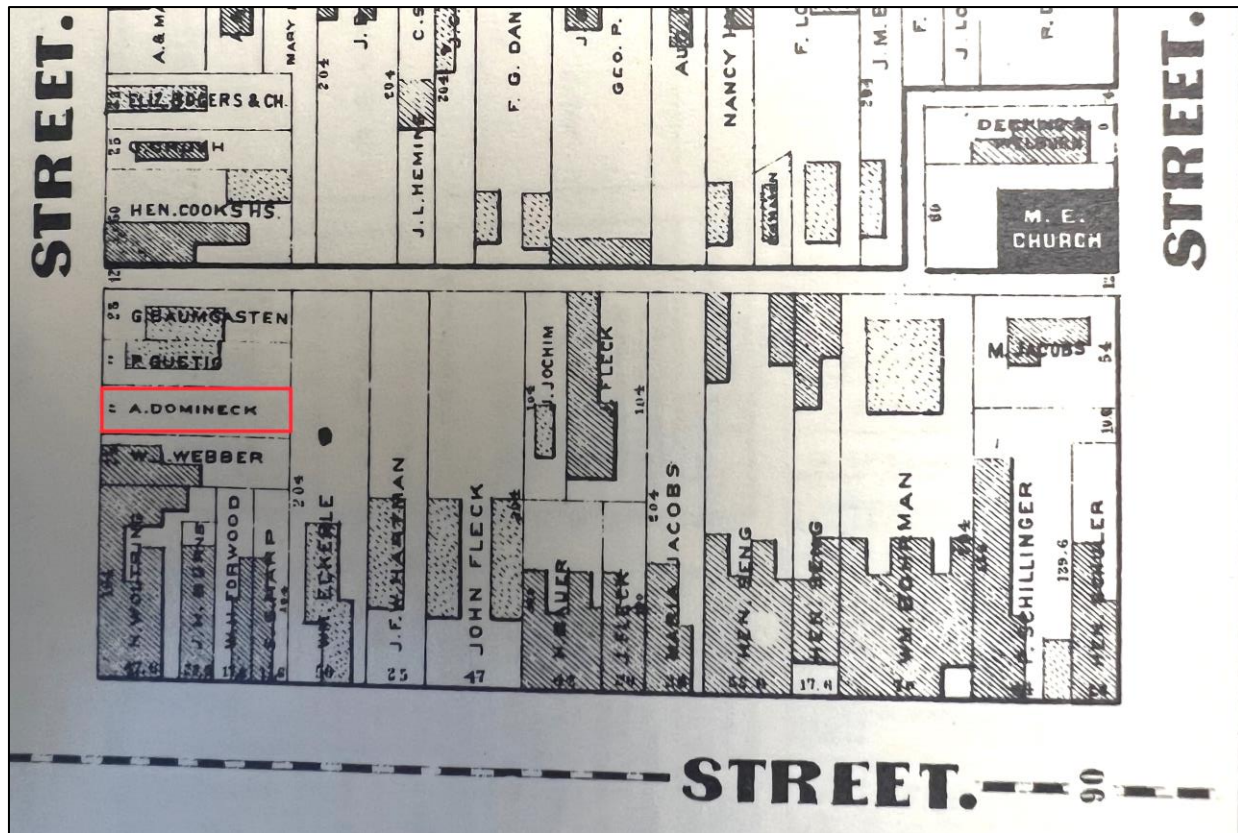


Figure 10. 1876 *Atlas of the City of Louisville*, Map 5 (red line shows property location) (Louisville Abstract & Loan Association 1876)—NOTE: the owner's name is misspelled on the map.

The house first appears in the 1882 city directory, and it is shown on the 1884 Atlas (**Figure 11**). While not certain, it is likely that the house was built circa 1882 when it was addressed as 523 Clay Street. At the time, Henrietta Hupe owned the property. She was the wife of Henry L. Hupe, a German businessman who sold hair goods, a business he inherited from Alexander Domick (*Courier-Journal* 1872; *Courier-Journal* 1898). The Hupe family lived on Hancock Street in the Phoenix Hill Neighborhood. According to city directories, the shotgun house on Clay Street was a rental for working class German immigrants and German Americans (see **Table 2**). The 1892 Sanborn Fire Insurance Map shows details of the shotgun house, such as the sleeping porch on the south side, a rear porch, and a small outbuilding at the end of the property (**Figure 12**). By 1905, the property did not appear to change much (**Figure 13**). In 1909, the city underwent an address change, and the property officially became 223 S. Clay Street.

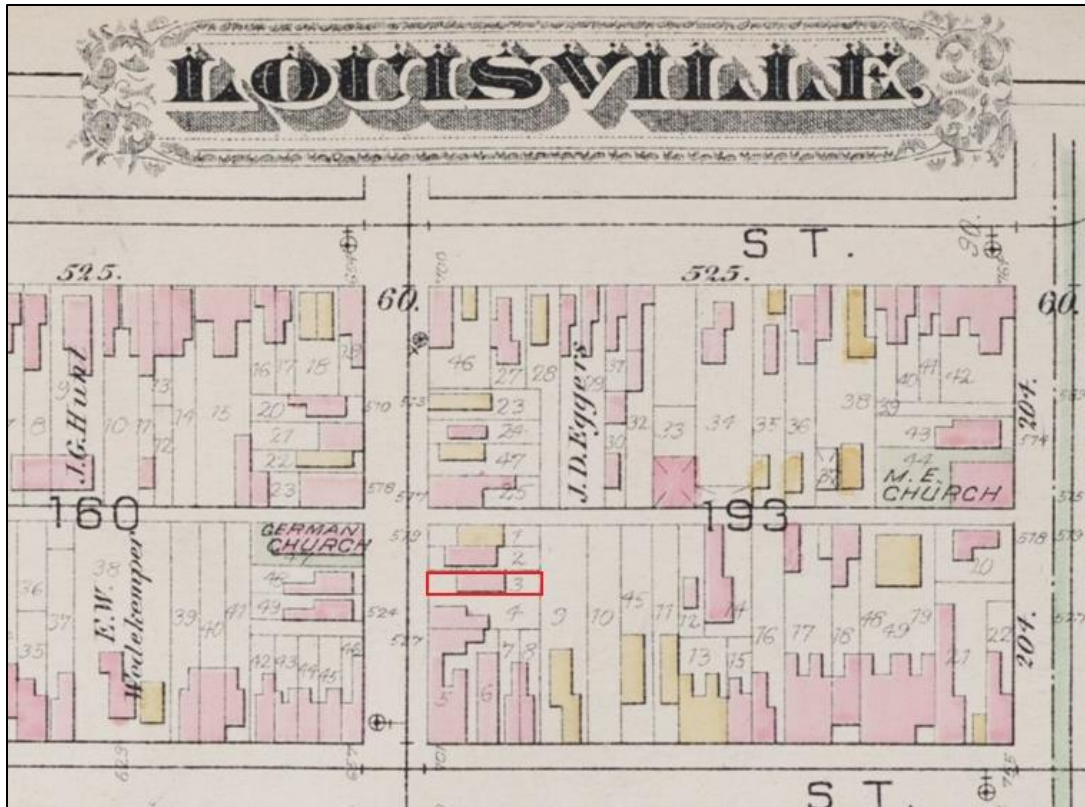


Figure 11. 1884 *Atlas of the City of Louisville, Ky. and Environs* (red line shows property location) (Hopkins 1884).

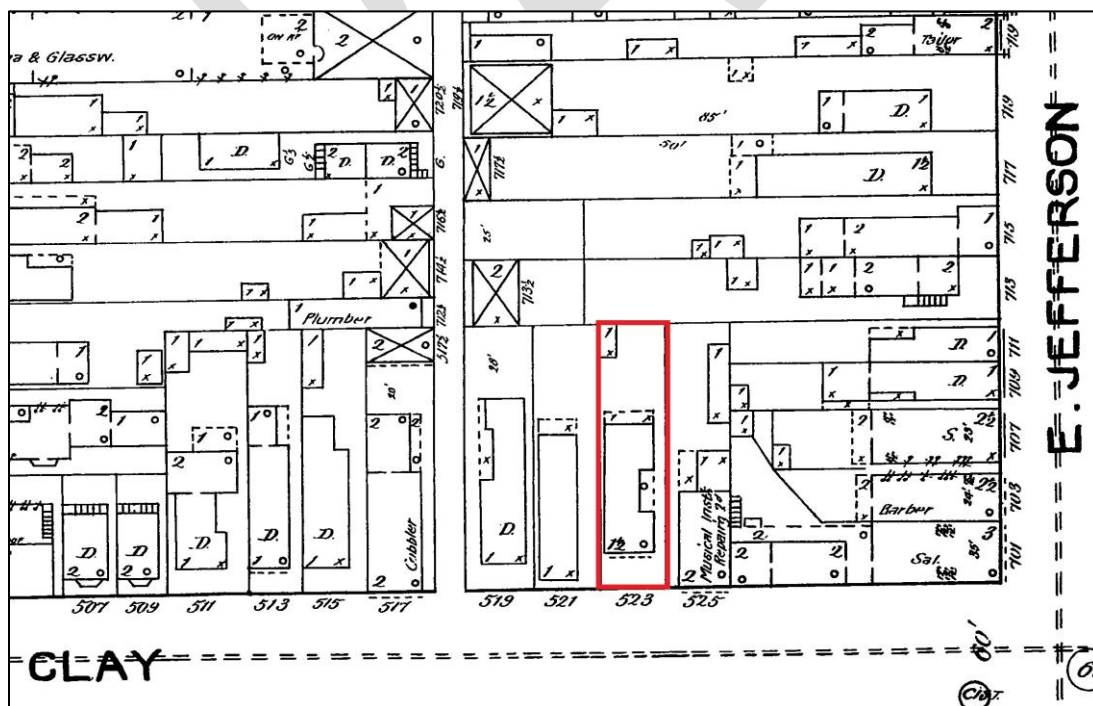


Figure 12. 1892 *Sanborn Fire Insurance Map*, Volume 2, Sheet 122 (red line shows property location).

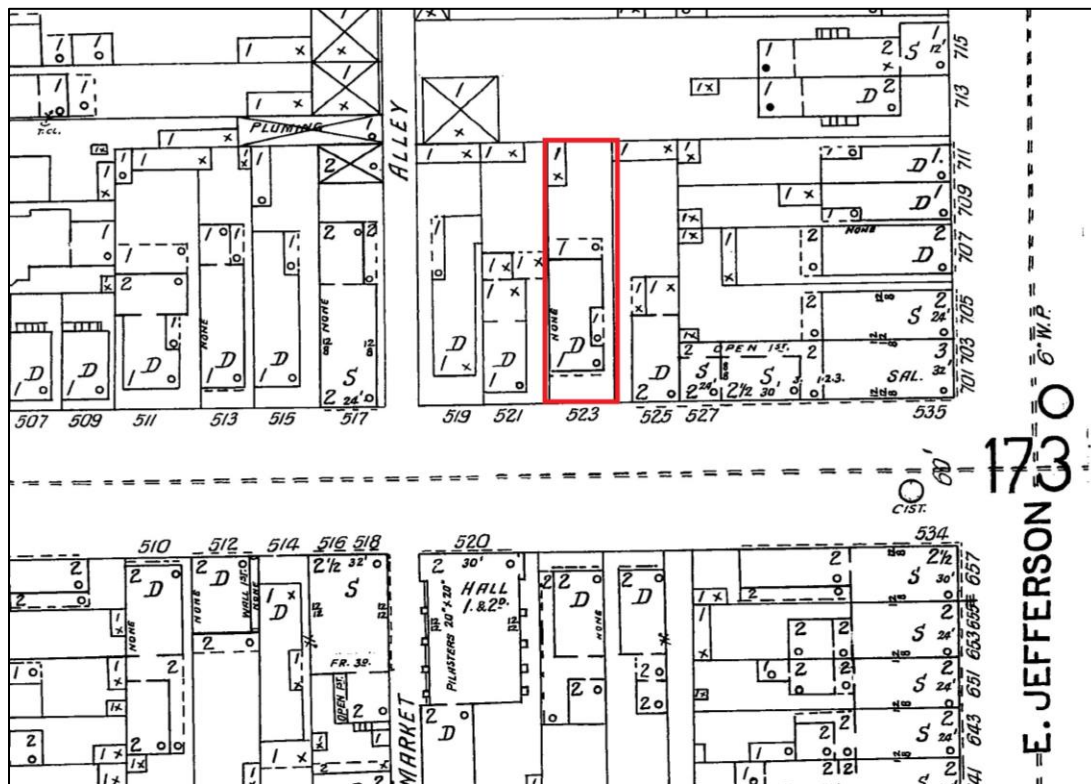


Figure 13. 1905 Sanborn Fire Insurance Map, Volume 2, Sheet 122 (red line shows property location).

The Hupe family owned the property until 1911 when it was sold to Henrietta Connelly Kannel, a first generation Irish American and widow of German immigrant Frederick Kannel. According to city directories, the Kannel family was one of the few to own and live in the shotgun house. Their tenure in the house spanned three decades. Henrietta resided there with her children Charles, George, John, and Mary. As teenagers and then young adults, the Kannel children all had jobs to help the household. By 1930, only John and Mary remained in the house. Mary married Henry Schindler and the couple continued to reside there until 1941 when they sold the property to Vincent and Louise Wood. The 1941 Sanborn Fire Insurance Map shows details of the shotgun house, such as the one-and-a-half-story camelback addition on the rear and a one-story addition behind that (**Figure 14**). The Wood family resided in the house briefly before moving elsewhere. The house appears to have remained rental property throughout the next several decades.

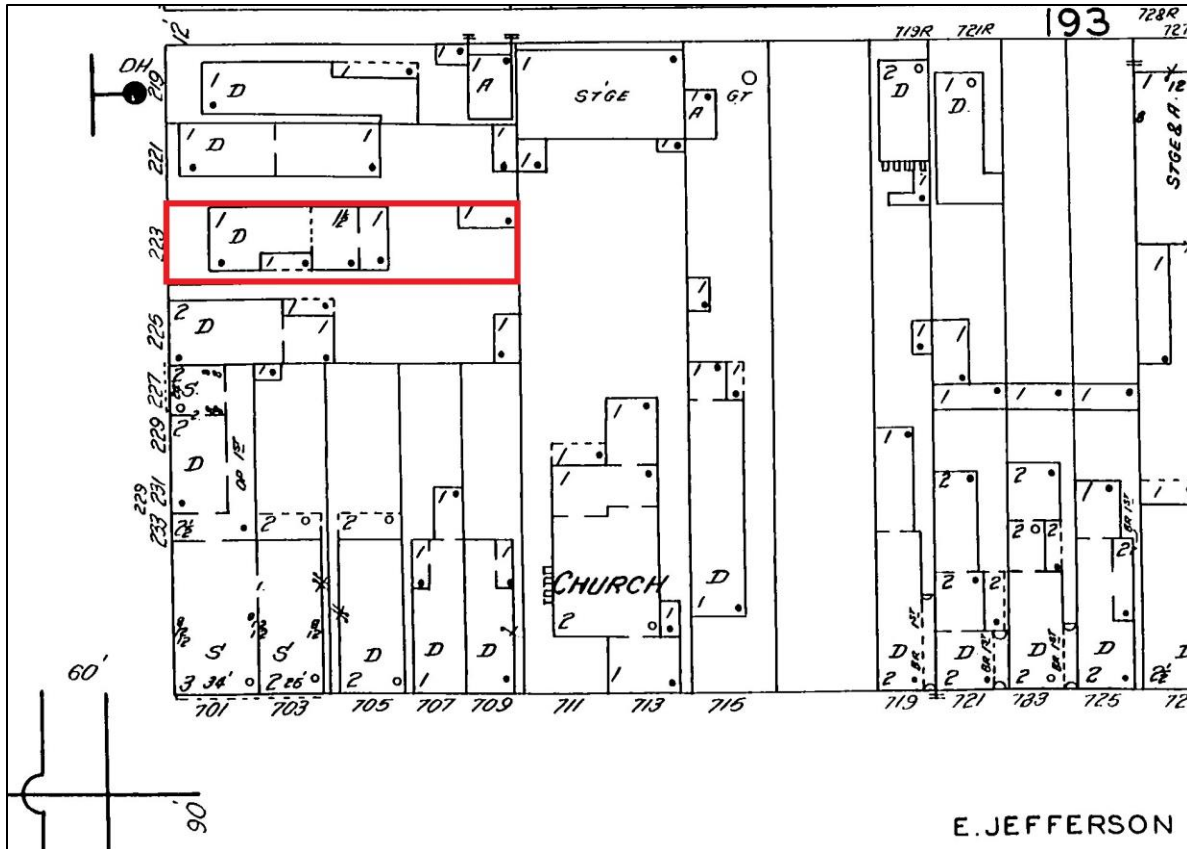


Figure 14. 1941 *Sanborn Fire Insurance Map*, Volume 2 East, Sheet 8e (red line shows property location).

Table 1. Chain of Title for 223 S. Clay Street.

Reference	Date Recorded	Grantor	Grantee	Description
Deed Book PP:522	5/30/1835	Edward Hobbs	Leaven Lawrence	Preston's Enlargement: East side of Clay, 104' North of Jefferson Street, then 100' North to alley, then East 105', and then 104' South. North 100' of lot #189.
Deed Book 69:325	12/29/1847	Gad Chapin, James Stewart, A. VanDeventer, J.M. Stephens, Thomas Ausbrook, trustees of Universalist Society of the City of Louisville	Henry Wolford	Bequeathed to the Universalist Society by Leaven Lawrence in Will Book 4:1. ½ acre lot #189 in Preston's Enlargement.
Deed Book 71:44	9/8/1848	Henry Wolford and Sarah Anne Wolford	Frederick Schlueter	North ½ of property bequeathed to Universalist Society of the City of Louisville. ½ acre lot #189 in Preston's Enlargement.
Deed Book 143:85	5/19/1869	Catherine Schlueter, heir of Frederick Schlueter	Mary Anne Weber, wife of W.J. Weber	North ½ of property bequeathed to Universalist Society of the City of Louisville. ½ acre lot #189 in Preston's Enlargement.
Deed Book 193:326	9/13/1875	Mary A. Weber and W.J. Weber	Alexander Domick	129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 205:344	12/28/1876	Alexander Domick and Therese Domick	Henrietta Hupe	129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 667:5	8/5/1907	Alexander L. Hupe and Agnes L. Hupe, heirs of Henrietta Hupe	Lloyd Hupe	129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 740:400	5/20/1911	H. Lloyd Hupe	Louisville Trust Co.	Party of 3 rd : Henrietta Kannel Louisville Trust Co. held a mortgage on the property 129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 1789:576	4/1/1941	Harry P. Schindler and Mary Kannel Schindler, heir of Henrietta Kannel	Vincent O. Wood and Louise Ellen Wood	129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 2237:557	5/14/1947	Vincent O. Wood and Louise Ellen Wood	Madro Combs and Gertrude Combs	129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.

Reference	Date Recorded	Grantor	Grantee	Description
Deed Book 2418:416	10/5/1948	Madro Combs and Gertrude Combs	Rose Hendricks	129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 3097:3	12/2/1953	Rose Hendricks, widow	A.E. Murphy, J.M. Murphy, C.H. Murphy, W.C. Rosbottom d/b/a M & R Wrecking and Lumber Co.	129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 3596:380	9/30/1959	Charles Harold Murphy; James Marshall Murphy and Victorene Murphy; Warren Clifton Rosbottom and Louise Rosbottom; Charity Delk Murphy, widow of Allen Emerson Murphy; Robert A. Murphy and Laura Marie Murphy; Jewel Murphy Kuhn and Forrest Kuhn; and Doris Jean Murphy, some of the surviving partners of M & R Wrecking and Lumber Co. and all are heirs of Allen Emerson Murphy, deceased	M & R Wrecking and Lumber Co.	Party of 3 rd : Carolyn Weber Party of 4 th : M & R Wrecking and Lumber Co. (partnership of C.H. Murphy, J.M. Murphy, W.C. Rosbottom) Parcel #4: 129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 3868:313	1/3/1964	M & R Wrecking and Lumber Co.	A-1 Moving & Storage Co.	Tract 1: 129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 4121:185	6/15/1967	A-1 Moving & Storage Co.	Cavalier Corporation, later merged into W.D. Gatchel & Sons	Tract 1: 129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 5844:117	2/21/1989	W.D. Gatchel & Sons	Windsor Corporation	Tract 1: 129' North of Jefferson Street on the East Side of Clay Street. 25' wide lot with a depth of 105'.
Deed Book 9889:950	5/23/2012	Windsor Corporation n/k/a W.D. Gatchel & Sons	William F. Marzian and Mary Lou Marzian	Lot 1 of Minor Subdivision Plat (Docket No. 099-06)
Deed Book 10101:449	7/12/2013	William F. Marzian and Mary Lou Marzian	Charles J. Clark and Kimberly Clark	Lot 1 of Minor Subdivision Plat (Docket No. 099-06)
Deed Book 12127:365	9/2/2021	Charles J. Clark and Kimberly Clark	Jeff & Clay, LLC	Lot 1 of Minor Subdivision Plat (Docket No. 099-06)
Deed Book 12382:107	6/16/2022	Jeff & Clay, LLC	Rabbit Hole Spirits, LLC	Lot 1 of Minor Subdivision Plat (Docket No. 099-06)

Table 2. List of Tenants for 223 (523) S. Clay Street.

City Directory Year(s)	Tenant Names	Occupation Listed
1882-1884	Henry Miller	Tailor
	Laura Miller	Dressmaker
1886	Nicholas H. Rehkopf	Clerk for German Insurance Bank
1888	John Adler	Barkeep
1890-1892	John Erthle	Harness maker for Myers and Bonn
1894-1899	Anna E. Sheridan	Widow of Richard Sheridan
1901-1911	John B. Ochs	Blacksmith for L&N Railroad
1913-1919	Henrietta Connelly Kannel	Widow of Frederick Kannel
1921-1930	Charles Kannel	Pressman for Courier-Journal Print Co.
	George Kannel	Clerk; presser for Sheman & Sons; Iron worker
	John A. Kannel	Feeder for Courier-Journal Print Co.; Printer; Feeder for <i>Louisville Anzeiger</i>
	Mary M. Kannel	Phone operator for Western Union Telegraph Co.; Stenographer for John C. Lewis Co.
1933-1939	Harry Schindler	Clerk for Belknap Hardware & Manufacturing Co.
	Mary Kannel Schindler	(No occupation listed)
1942	Vincent O. Wood	Janitor at St. Boniface Catholic Church
	Louise Weise Wood	(No occupation listed)
	Joseph A. Weise	(No occupation listed)
1946-1947	Hubert E. Moore	Guard at Nichols General Hospital
	France Moore	(No occupation listed)
1949	Carl E. Hammock	Driver for Emmart Packaging
	Catherine B. Hammock	(No occupation listed)
1951-1953	Benjamin Howard	Carpenter
	Nancy Howard	(No occupation listed)
1955	Virgie B. Carmickle	Laborer for P. Lorillard
	Richard Jagers	Driver for Buechel Cab Co.
	Jeannie Jagers	(No occupation listed)
	Tarvin E. Young	Inspector for Hillerich & Bradsby Co.
	Stella Young	(No occupation listed)
1957	Charles Right	(No occupation listed)
	Clara B. Right	(No occupation listed)
1959	Spencer Coleman	Material handler for American Saw & Tool Co.
	Ellen King	(No occupation listed)
1961	Ellen King	(No occupation listed)
1963-1967	Winfield Hentchey	(No occupation listed)
	Tommie Hentchey	(No occupation listed)

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 Brothier 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).

Shotgun Style Home Introduction

According to the Preservation Alliance of Louisville and Jefferson County,

In its most basic form, the shotgun cottage is a one-story, rectangular structure, only one room wide (usually 12' to 15' in width) and three or four rooms deep. Constructed without any hallways, the rooms are lined up, one behind the other. Typically, the living room is the first room at the front with a bedroom behind, followed by a kitchen. With all of the doors in a straight line, a person could stand at the front door and shoot a gun straight through the house and out the back door without hitting anything. That's one explanation of why they're called shotgun houses.

Camelback shotguns are those which have a second story at the back of the house, providing a bedroom over the kitchen. Other variations include the presence of a third entrance located on the side of the house and leading into the kitchen. In houses with this feature, it was customary for visitors to come to the side door, rather than to the front. Some shotguns have recessed side porches extending nearly the entire length of the house.

For economy's sake, chimneys were built in the interior. The front and middle rooms share a chimney with a fireplace opening in each room. The kitchen has its own chimney, and in the case of camelbacks, the second floor also captures the warmth of this chimney.

Shotgun houses were originally built without indoor plumbing. Later, a one-story addition was often constructed off the kitchen to accommodate a bathroom.

Most of Louisville's shotgun cottages were built in the period between the end of the Civil War and 1910. During this time Louisville experienced a rapid growth in population. It had taken ninety years for her population to top the 100,000 mark in 1870, but in just 30 years, by the turn of the century, that number had doubled, making the city the 15th largest in the country.

In the post-War period, Louisville was making a conscious effort to develop an industrial base; hitherto, she had been principally a mercantile center. Employment in industry grew from 7,396 in 1860 to 10,813 in 1870 and 17,448 in 1880. The number of factories more than doubled from 436 in 1860 to 1,108 in 1880.

Among those attracted to the city in the post-War period of industrial expansion were laborers and skilled craftsmen, many of whom had immigrated from Germany, Ireland, Scotland, Switzerland, and Italy. They were ready to fill jobs in the burgeoning manufacturing enterprises. There came butchers, tanners, coopers, brewery workers, machinists, bricklayers, carpenters, railroad workers, printers and a legion of other working men.

With the influx of laborers came the need for ample and cheap housing. Prior to the Civil War, Louisville had primarily been a walking city with owners and employers living in close proximity to factories and mercantile establishments. The population expansion in the late 1870s put new pressures on city boundaries. The advent of the street railway system in the 1860s made possible the development for housing of new areas ringing downtown. The street railways reached out from the core into Portland, Butchertown, and to points in what are now Russell, Old Louisville and the Highlands. These areas, with the exception of Old Louisville, became home to the hordes of workers pouring into the city.

The shotgun houses were erected to provide shelter for the workers in a way that rowhouses were erected in eastern U.S. cities. The shotguns, however, afforded a greater sense of privacy and separateness than rowhouses and cut down on the wild spread of fires. ...

Shotguns are organized along a block in a delicate manner which allows maximum privacy despite the narrow lots. The side entrance of one cottage does not abut that of its neighbor and neither's windows are placed so as to encourage peering. In fact, typically, one side of a house will be windowless facing the windowed side of the next house.

A definite neighborhood image is created by a series of shotguns. Because the houses all have the same setback from the street, the same height at the front, and regular spacing down the block, a coherent "blockscape" is created. The cumulative effect of repetitive forms gives a pleasant, small-town sense to the block (Preservation Alliance of Louisville and Jefferson County 1980).

The 223A S. Clay Street House fits the above description of a shotgun style home. While some of the interior walls have been moved or removed, the general shape and form of the shotgun is still present. Per Samuel W. Thomas, most shotgun houses had gable roofs or low hipped roofs with Italianate cornices. He noted that shotgun houses that differ from these norms have been rare in Louisville (Thomas 2009). While it is unclear what the shotgun house looked like before the replacement cornice materials, it likely had Italianate style details as it would be from the right time period and the historic dentil molding still remains.

Shotgun Style Home Origins

According to the Preservation Alliance of Louisville and Jefferson County,

Oral tradition has it that the name “shotgun” for the rectangular cottage is derived from the fact that a person could stand at the front door and shoot a gun the length of the building and out the back door without piercing a wall. University of Maryland faculty member and folklorist John Michael Vlach thinks a proper etymology lies elsewhere.

In “Shotgun Houses,” published in the February 1977 issue of *Natural History* magazine, Vlach postulates that the word originated with a Western African tribe whose word for house was to-gun, literally, “place of assembly.” The word may have been carried along with the cottage style into slavery with its builders. Many of these Africans were brought to Haiti in the early eighteenth century as a strong plantation economy began to develop there. ...

Transmittal of this style to what is now the United States apparently occurred in the early part of the nineteenth century. Vlach explains it in this way: “The origin of the shotgun house lies in the history of New Orleans’ black community. In 1803 there were 1,355 free blacks in the city many of whom were active and successful in a variety of trades. The size of the community was greatly increased in 1809 by the immigration of approximately 2,000 Haitian mulattoes, who first emigrated to Cuba but were later forced off the island by anti-French sentiment. At the same time a like number of slaves arrived from Haiti, including many who were relatives of free blacks. By 1810 blacks outnumbered whites in New Orleans, 10,500 to 4,500. Such a population expansion necessitated new housing. As many of the carpenters, masons, and inhabitants were Haitian, it was only natural that they modeled their new homes on those they had left behind.”

This influx of Haitians occurred at a time when the relationship between Louisville and what became Louisiana, with its key city New Orleans, was rapidly changing. In 1799, because of its frontier location, Louisville was made a port of entry to the United States by Congress, and a collector was appointed to prevent the smuggling of foreign goods into the country from this French colony. Four years later, with the stroke of a pen, this foreign territory was purchased by the U.S., and the free flow of goods and services from the former French colony into the country became a priority rather than an activity to be penalized. ...

Shippingport, as the name implies, was once a thriving port two miles downriver from Louisville. It was adjacent to Portland, then another river town, now one of Louisville's own proud neighborhoods. ... Shippingport's earliest settlers were French and much of its business was with French traders heading upriver. ... Contact with the architectural styles of French-dominated New Orleans would have had an enormous impact on Shippingport. From 1810 to 1820, the town's population soared from 98 to over 500 persons, and it is very likely that the design

of the homes built to house New Orleans' expanding Haitian population could easily and naturally have found its way upriver to shelter Shippingport's new residents.

Hard evidence of this transmittal is not to be found as the town of Shippingport is no more. The most compelling evidence of the emergence of the shotgun cottage in Shippingport and its subsequent transmittal into Louisville's architectural heritage is the presence today of a large number of these structures in Louisville's Portland neighborhood, adjacent to Shippingport (Preservation Alliance of Louisville and Jefferson County 1980).

However, some historians believe the origin of shotgun houses is more straightforward than that. According to Samuel W. Thomas,

When Louisville was laid out in a grid form, there were generally eight half-acre lots to the almost square block. The eight lots were rectangular, with the long siding running north-south. The short sides faced the east-west streets, and as the alleys all ran east-west, the front-to-back axis of most structures was north-south. So while the dimensions east to west could be modified at will and were, the north-south dimensions were kept more uniform because of the alleys. As the city expanded in the grid form, it was always the alleys that determined, especially in residential areas, on which streets the houses would front. So while housing continued to front east-west streets to about Broadway, the areas developed in Old Louisville mostly front north-south streets.

With this lot pattern in mind, there is nothing mysterious about the origin and evolution of shotgun houses. It was the most efficient use of spaces in providing the most inexpensive housing for the city's growing workforce of immigrants in the 1840s and 1850s. Instead of perhaps four old Beargrass Georgian or six to eight Federal residences to the block front, fifteen to twenty shotguns would fit on the same land. ...

Shotguns continued to be constructed until World War I, but with the addition of indoor plumbing, the need for more privacy and better circulation and a garage, they fell out of favor. However, thousands upon thousands have been built (Thomas 2009).

Statement of Significance

Historic Significance

While the 223A South Clay Street House is historically significant for its association with the development of workforce housing as well as 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. After the Civil War, Louisville experienced a rapid growth in population due to an industrial boom. With the influx of immigrants and laborers came the need for ample, inexpensive, and easy to build housing. Shotgun style homes fit the narrow lots on Louisville's grid pattern and fit the requirements for workforce housing. The 223A South Clay Street House was developed by and inhabited by German immigrants and German Americans in the Phoenix Hill Neighborhood beginning circa 1882. In looking at historic maps of the area, shotgun houses were the predominate housing type to allow for the growing population.

If the house 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. Currently, the house is isolated from other buildings like these due to Urban Renewal and subsequent demolitions. For these same reasons, a single shotgun style house does not fully convey the significance of the history of workforce housing in Louisville.

Archaeological Significance

The 223A South Clay Street House 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). Furthermore, an outbuilding is clearly seen on the Sanborn Fire Insurance Maps, which was likely a privy. 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.

The 223A South Clay Street House retains its integrity in ***location*** to support the historic significance of the structure as it relates to its association with the history of workforce housing and German immigration. The House 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, Figure 13, and Figure 14**), 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.

The 223A South Clay Street House 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 workforce and immigrant housing. The cornice details have been mostly replaced as have the front entry details. The design is complementary to the building, but it’s unknown if they are part of the original design. The front windows were also replaced, but the replacement window is generally appropriate for the building style. The 1993 CMU building encapsulates the south and rear elevations, which has greatly altered their appearance. 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.

After the Civil War, Louisville experienced a rapid growth in population due to an industrial boom. With the influx of immigrants and laborers came the need for ample, inexpensive, and easy to build housing. The advent of the street railway system also allowed for city growth and these new areas became home to the new influx of workers. Shotgun style homes fit the narrow lots on Louisville's grid pattern and fit the requirements for workforce housing. While the eastern United States built attached rowhouses to accomplish this, Louisville built shotgun houses, which provided more privacy and separateness. The 223A S. Clay Street House was developed by and inhabited by German immigrants and German Americans in the Phoenix Hill Neighborhood beginning circa 1882. In looking at historic maps of the area, shotgun houses were the predominate housing type to allow for the growing population. Thus, the 223A S. Clay Street House 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.

The 223A S. Clay Street House is a shotgun style house, of which there are a large number of across Louisville Metro. Per Samuel W. Thomas, most shotgun houses had gable roofs or low hipped roofs with Italianate cornices, much like this house. While the shotgun house is a specific architectural type or specimen, it does not necessarily contain characteristics that distinguish it from other examples in Louisville Metro. The cornice details have been mostly replaced as have the front entry details. Additionally, the 1993 CMU building encapsulates the south and rear elevations. Thus, the house is not the embodiment of distinguishing characteristics of an architectural type or specimen.

The house does not represent a significant architectural innovation.

The house 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, the 223A S. Clay Street House 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

The 223A S. Clay Street House is located on one parcel known as 225 S. Clay Street. According to the Jefferson County Property Valuation Administrator (PVA), the property (parcel number 017D00520053) contains a total 0.24140 acres of land. If designated, the proposed boundaries include the historic parcel lines for the shotgun house (**Figure 15**).



Figure 15. LOJIC map showing location of the designation boundary for the 223A S. Clay Street House in blue.

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From: [Creighton Mershon](#)
To: [Darr, Savannah](#)
Cc: [Jessi Arrington](#)
Subject: RE: RH Letter of Objection to Petition Seeking Individual Landmark Designation
Date: Friday, September 13, 2024 11:44:54 AM
Attachments: [Screenshot 2024-09-13 at 11.10.52AM.png](#)
[Screenshot 2024-09-13 at 10.36.28AM.png](#)

CAUTION: This email came from outside of Louisville Metro. Do not click links, open attachments, or give away private information unless you recognize the sender's email address and know the content is safe.

Good morning, Savannah, I hope you are well!

We have been informed that Rabbit Hole is trying to claim that Jessi Arrington and I are not Metro Louisville residence and do not own the properties where we reside.

It is true that we move between Brooklyn and Louisville due to the nature of our work but the claims by Rabbit Hole are misleading and clearly cherry-picked, cropping out evidence that confirms our current life in Louisville (only showing the parts of our online/social profiles that say Brooklyn and leaving out the parts that confirm we also live and work in Louisville). **Jessi was just on the [local news](#), not in Brooklyn, but Louisville!**

That NY Post article is from 2017, before the Holy Goat construction was completed. We were solely residing at the Holy Goat starting in September of 2018 and we went back to dual residence in September of 2021.

We just spent the last 11 weeks residing at 220 S Clay. We are currently in Brooklyn because we are working on a design project at the Barclays Center. We will be back in residence at 220 S Clay September 27. We are the owners of 218, 220, and 222 S Clay Street. We pay our taxes in Kentucky, are registered to vote in Kentucky, and our car is registered in Kentucky.

We own both buildings in Louisville under Holy Goat LLC. To say we don't own the properties, and/or commercial owners can't reside in their mixed-use properties, is preposterous and shows that any evidence they present should be fact-checked and not taken at face value. We can of course provide the evidence (see attached) but it's almost comical that they think Googling "Holy Goat LLC owners" won't bring up our names.

This is bullying, disturbing, further proves they have no intention of being good neighbors, and why we are pushing back on their plans. We love being owners, residents, and caretakers in Nulu, and hope it's clear to the city that we have legitimate claims and rights to ask Rabbit Hole to take more consideration on what will most certainly be significant life- and historic-altering changes to our neighborhood.

I have attached our driver's licenses for residential proof, and other supporting documentation countering their shoddy evidence.

Many thanks for your time and work on this project,
Creighton Mershon

.....
Creighton Mershon
[The Holy Goat](#)

220 S. Clay Street
Louisville, KY 40202
917-704-6218



Screenshot 2024-09-13 at 11.10.52 AM.png



Screenshot 2024-09-13 at 10.36.28 AM.png



Petition Requesting Individual Local Landmark Designation for 749 E Jefferson St & 223A S Clay St

We, the residents of Louisville Metro hereby request that the Louisville Metro Historic Landmarks and Preservation Districts Commission conduct a study and hold a public hearing to determine if 749 E Jefferson St and 223A S Clay St should be designated as Individual Local Landmarks pursuant to LMCO 32.260 (I) as amended on August 8, 2019. The boundaries are identified on the attached map.

We request designation, not as an anti-development effort, but to engender responsible development.

Through this petition, designation is requested for both properties individually due to their high integrity, under the following two Local Landmark Designation Criteria:

MCO 32.260 (O) (a) It's character, interest, or value as part of the development or heritage of the city.

MCO 32.260 (O) (d) It's embodiment of distinguishing characteristics of an architectural type that has significantly influenced the development of the city, the Commonwealth, or the nation.

The disappearance of historic buildings has been escalating among NULU developments - likely because these larger developments are lead by out-of-state entities that have less incentive for preservation efforts. Given the significant history of the East Market area, and given that these buildings are becoming an increasingly rare sight amidst NULU, we see it justified to protect these structures against demolition NOT only if they have a popular significance, but simply because they exhibit MANY aspects of integrity that might be less obvious to an uninformed observer. Specifically:

The structures proposed for designation exhibit...

1) ...An architectural style of significant integrity and growing rarity in Louisville.

A guide to their age, their architectural style is *Italianate*: a style most popular in the mid-1800's. It originated in Italy in the 16th century, but was popularized by the influential Andrew Jackson Downing, a widely respected landscape gardener who also published house pattern books in the 1840s and '50s (The first Italianate houses in the United States were built in the late 1830s). Italianate architecture is known for its symmetry, ornate decorative details, round-arched windows, tall cornices, and classical influences.

749 E Jefferson not only embodies this style immaculately, but *it is an extremely rare specimen within not only NULU, but in much of downtown Louisville - if not all of Louisville*. In fact, in less than an hour drive spanning the streets highlighted in blue below, we observed that *749 E Jefferson is the ONLY example of a three-story solid brick Italianate building with two stories of solid limestone decorative arched windows*, with the single exception of 720 E Market St (currently Evergreen Liquors), which looks notably different. As pertaining to Section 32.260 (O) (d) of the Amended Landmarks Ordinance effective August 8, 2019, the quality, significance, and *rarity* of its architectural detail alone makes this building one of extremely high integrity and should be enough for this building to meet the criteria for designation as an individual landmark.

If we consider our city as competing with other cities, we should consider that the demolition of this 3-story Italianate specimen would likely never be permitted in other cities, even as close as Cincinnati (whose preservation efforts now award them the largest concentration of Italianate architecture in the country).



Among the streets highlighted in blue, we observed that 749 E Jefferson is the *ONLY* example of a three-story solid brick Italianate building with two stories of solid limestone decorative arched windows, with the single exception of 720 E Market St (currently Evergreen Liquors), which looks notably different.

24-LANDMARK-0004

2) ...An age among the oldest in Louisville.

The two buildings slated for demolition are a quaint solid brick shotgun house at 223A S Clay St (523 S Clay St prior to 1909) and a three-story solid brick and limestone Italianate building at 749 E Jefferson St (753-755 E Jefferson St prior to 1909). Both appear on Louisville's oldest Sanborn maps (1892), and were likely built by German immigrants in the middle of the 1800's (before the Civil War) when most of this area was developed. We're hoping that further research in City Directories and Deeds will clarify their full age.

3) ...A construction better than any other.

~~No-one can afford to build like this anymore - few GC's even know how to; it would be illogical for any~~ informed person to tear these down. Both buildings are constructed of solid brick, likely three wythes (layers) thick, with solid limestone window arches likely sourced from local quarries. Solid brick shotguns are among the most prized properties just a few blocks north in Butchertown. 749 E Jefferson St also boasts six massive solid limestone columns capped by five solid limestone lintels, all likely over twelve inches thick. Many might mistake these buildings as run-down and in need of demo, but the peeling paint is misleading: their brick is in great shape and is infinitely patchable/repairable, and their limestone construction is even more solid than concrete (Indiana limestone has a higher strength-to-weight ratio than fresh concrete, and concrete's integrity is compromised with time as it's rebar skeleton slowly rusts). As built, these two structures could last for many more centuries. There's no structure that Rabbit Hole could replace these with that would be as solid or last as long, especially if RH continues with their corrugated steel construction.

4) ...A state of preservation (and photo documentation) that make them prime for renovation.

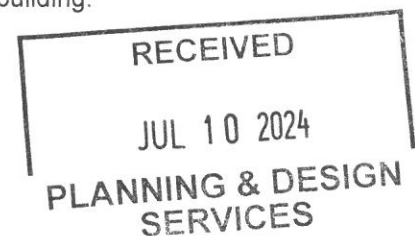
An exterior designer and historic renovation preservationist has confirmed both structures slated for demolition would renovate beautifully. The same layers of paint that make these look dilapidated has actually preserved the detail in the solid limestone columns, lintels, and window arches: if stripped of their paint, you would see every chisel mark perfectly preserved and these elements could possibly look as new as they did in the mid-1800's. We've found detailed photos of the original storefront and bulkheads that could also facilitate a historic renovation. Therefore the style isn't the only thing making this building a prime specimen of Italianate design worthy of preservation: it's excellent state of preservation and historic documentation strengthens its case for preservation. This strengthens the case for this building meeting the requirement within Section 32.260 (O) (d) of the Amended Landmarks Ordinance effective August 8, 2019.

As you can see, the age, the timelessness of the style, and the quality of the construction should all be reason enough to preserve these buildings. Once they're gone, they're gone forever.

5) ...A History we all share.

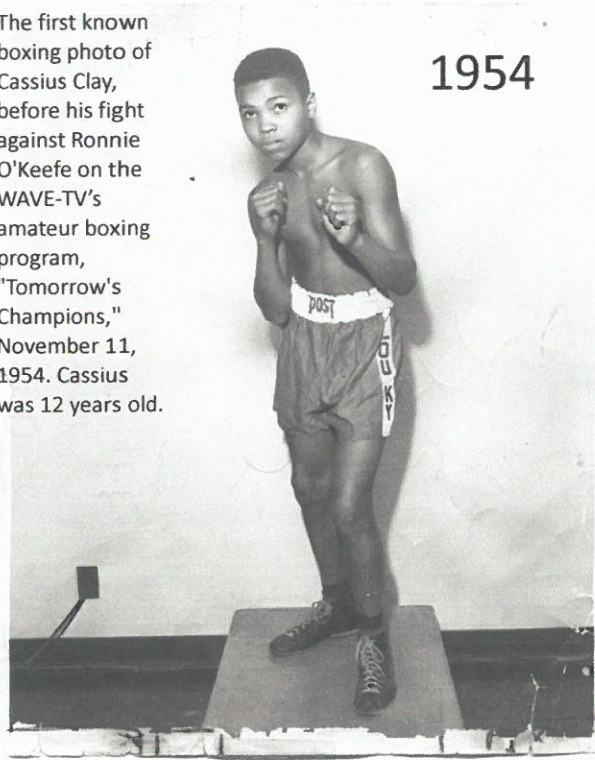
Rabbit Hole may own these buildings, but they are *our* shared history. These buildings are not just architectural treasures; they also represent our shared cultural heritage. To preserve them, we shouldn't have to discover that this was the first disco ball factory or umbrella maker in the city - these buildings were home to many more than just one thing. Over the last century and a half, scores of residents and businesses called these buildings their home: chances are, you or someone you know share a last name with them - they were relatives to many of you. We'll be spending the next month in the city directory archives to catalogue the businesses as well as the names and occupations of the hundreds of people and that have called these buildings home.

Consider also that, in essence, these structures have "seen" more than any of us currently living... or dead. As just one example: Cassius Clay began his boxing career at the age of 12, in 1954; that's just three years after our 1951 photo was taken. In the 1960's - the decade that he changed his name to Muhammad Ali - he trained in a boxing gym that still towers over the alley behind 749 E Jefferson (the Headline Boxing Gym gym was opened at 216 S Shelby St by Bud Bruner in 1952, and its building dates to 1854. It was here where Clay had his first gym workout after winning an Olympic gold medal in Rome in 1960 - the same medal he famously threw into the Ohio River after being denied into a whites-only restaurant). Take a look at that photo and imagine how many times he must have rounded this corner as a young boxer with gloves in tow, racing to or from his gym (he would frequently run the 7-mile distance to and from his training gym). It would be a deeply meaningful mural to apply life-size on the east side of this building.



24-LANDMARK-0004

The first known boxing photo of Cassius Clay, before his fight against Ronnie O'Keefe on the WAVE-TV's amateur boxing program, "Tomorrow's Champions," November 11, 1954. Cassius was 12 years old.



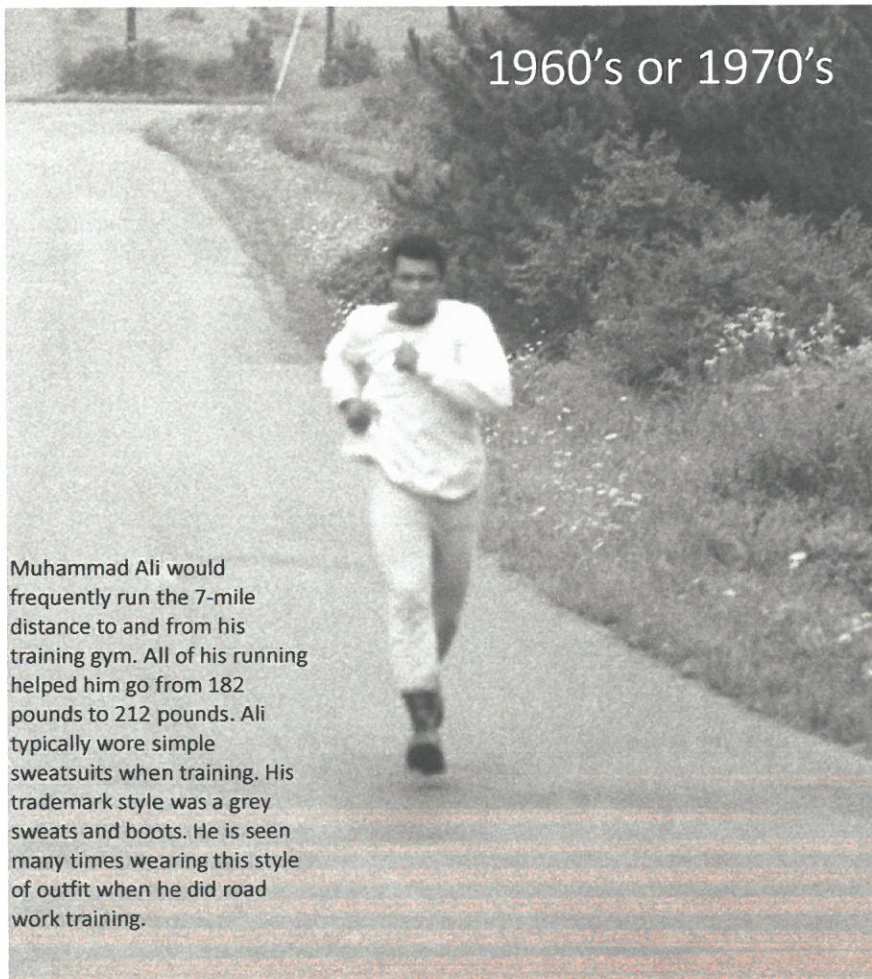
1954



1951

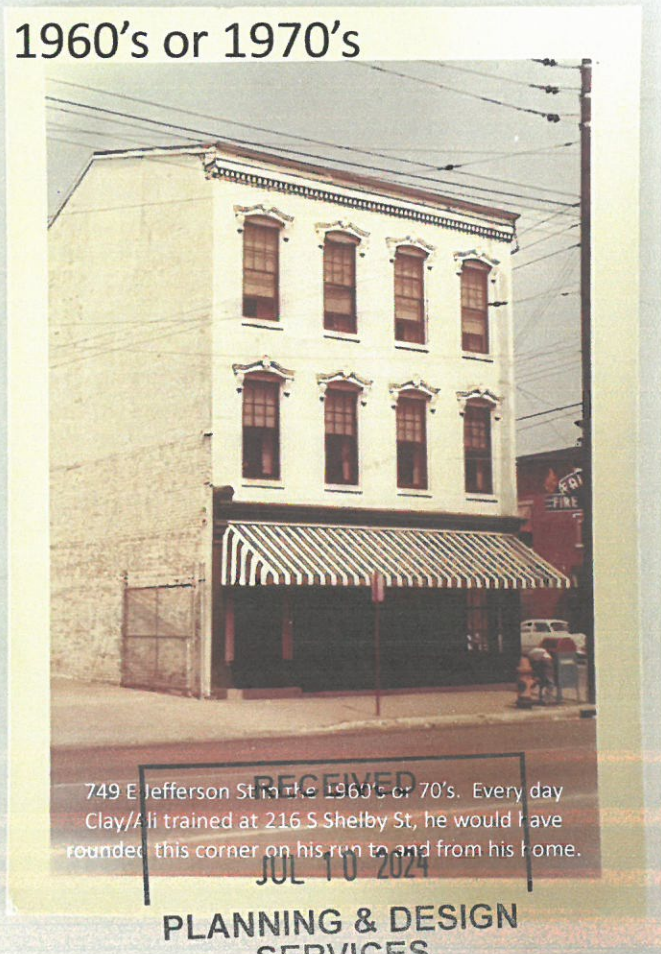
749 E Jefferson St in 1951 - by Caulfield and Shook

1960's or 1970's



Muhammad Ali would frequently run the 7-mile distance to and from his training gym. All of his running helped him go from 182 pounds to 212 pounds. Ali typically wore simple sweatsuits when training. His trademark style was a grey sweats and boots. He is seen many times wearing this style of outfit when he did road work training.

1960's or 1970's



749 E Jefferson St in the 1960's or 70's. Every day Clay/Ali trained at 216 S Shelby St, he would have rounded this corner on his run to and from his home.

PLANNING & DESIGN SERVICES

24-LANDMARK-6004

6) ...A Character that is key to sustaining NULU's vibrancy.

Preserving these buildings is crucial for maintaining the unique character of NULU. In fact, it's the historic buildings that form the heart of NULU: their age and human scale provide the eclectic backdrop that attracts the most vibrant activity that NULU is known for. NULU's historic buildings house its most popular restaurants, bars, and shops. As we've seen, modern development in NULU plays a secondary role: it's important, but only in how it gives NULU the capacity to grow in density. As we've seen, even those living in the modern buildings congregate at the historic ones.

Locals have a lot of reasons to not love this:

We've got dozens of local architects creative enough to incorporate these historic structures into the development, but Rabbit Hole has chosen a NC-based architect for the design.

Even those in favor of development should question their support of Rabbit Hole's expansion: Urban infill is favorable to suburban sprawl, so I'm in favor of development downtown too. But Rabbit Hole's expansion is still largely industrial - an anomaly in the center of NULU, this city's prized commercial heart. Rabbit Hole's expansion is poised to leave this entire block of E Jefferson without any commercial frontage. Given the central location of the resulting dead zone, Rabbit Hole's expanding in this way will effectively keep NULU from doubling in size and expanding south onto E Jefferson. Rabbit Hole's expansion will be the bottleneck to NULU's expansion - or more accurately the stopper.

Where the Rabbit Hole expansion is not industrial, it's focused on hospitality, so to balance out this industrial anomaly, what better way of utilizing 749 E Jefferson than as an entrance to their boutique hotel? Certainly 749 E Jefferson is tall enough for their needs, given that much of their new construction isn't taller than its three stories. And it's wrapping column arrangement is perfect for a corner entrance. At least then the corner will see some activity, as every corner should.

Rabbit Hole's industrial use is also responsible for their request to demolish 223A S Clay: their semi trucks simply need more room. Given that they've created their own problem, if 223A S Clay is truly in the way of their trucks and there is no better design option, it's only reasonable that they relocate 223A S Clay.

7) ...A viable option to relocate.

We hope it doesn't come to this, but worst-case scenario we ask that if Rabbit Hole must remove these buildings, they be required to find a new home for them just a few blocks north into one of the many empty lots of Butchertown. Years ago when NULU developers were more local, relocating buildings was more common. Rabbit Hole is now majority owned by a French company, Pernot Ricard. It's important that out-of-town and foreign investors respect our local shared heritage just the same. If Rabbit Hole demolishes these buildings, it might be the only Kentucky distillery destroying Kentucky heritage. In stark contrast, so many other distilleries are restoring historic buildings - a move that they know strengthens their brands. Pernot Ricard would be wise to take note.

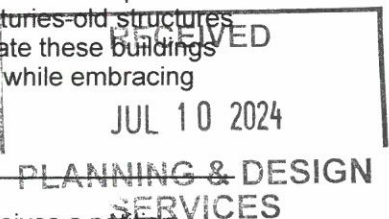
Summation

We strongly support modern development, but for all of the reasons above, it should only be done creatively incorporating or preserving historic structures. Rabbit Hole can easily afford to do this, and we hope this petition also serves to help them to understand their many reasons to. Once these centuries-old structures are gone, they won't ever come back. Please help us halt the demolition plans, designate these buildings as the historic structures they are, and explore alternative solutions that honor our past while embracing future growth.

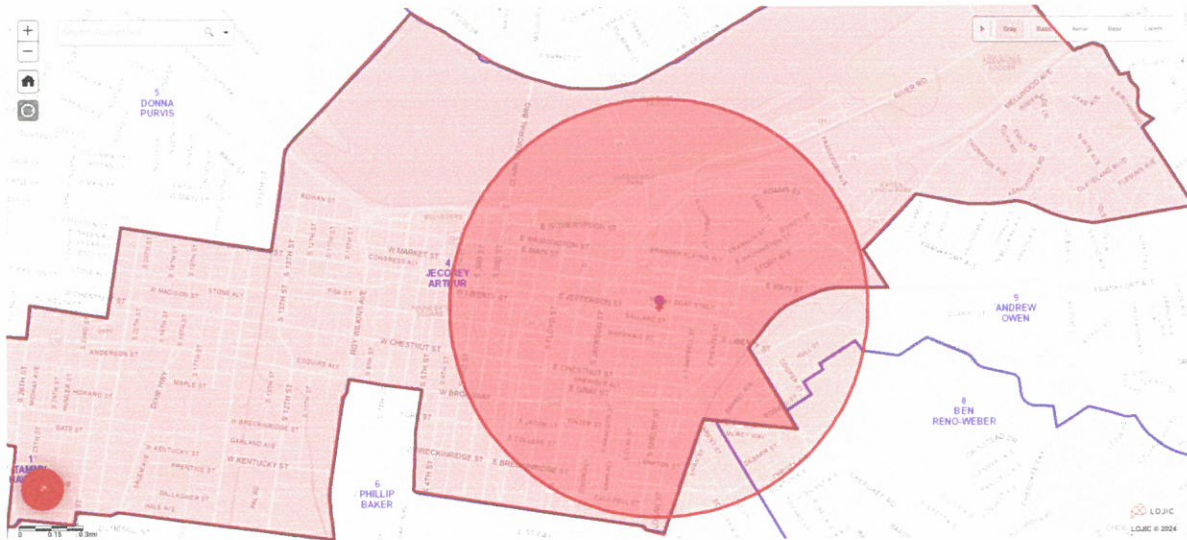
We understand that the Commission may only designate a structure or property if it receives a petition requesting such designation and the petition contains the verified signatures and addresses of no fewer than 200 residents of the Louisville Metro required by Section 32.260(l) of the Amended Landmarks Ordinance effective August 8, 2019.

Information for designation of individual local landmarks and historic districts can be obtained by downloading the following web site: <http://www.louisvilleky.gov/PlanningDesign/Historic+Landmarks+and+Preservation+Districts+Commission.htm> or by calling (502) 574-2868

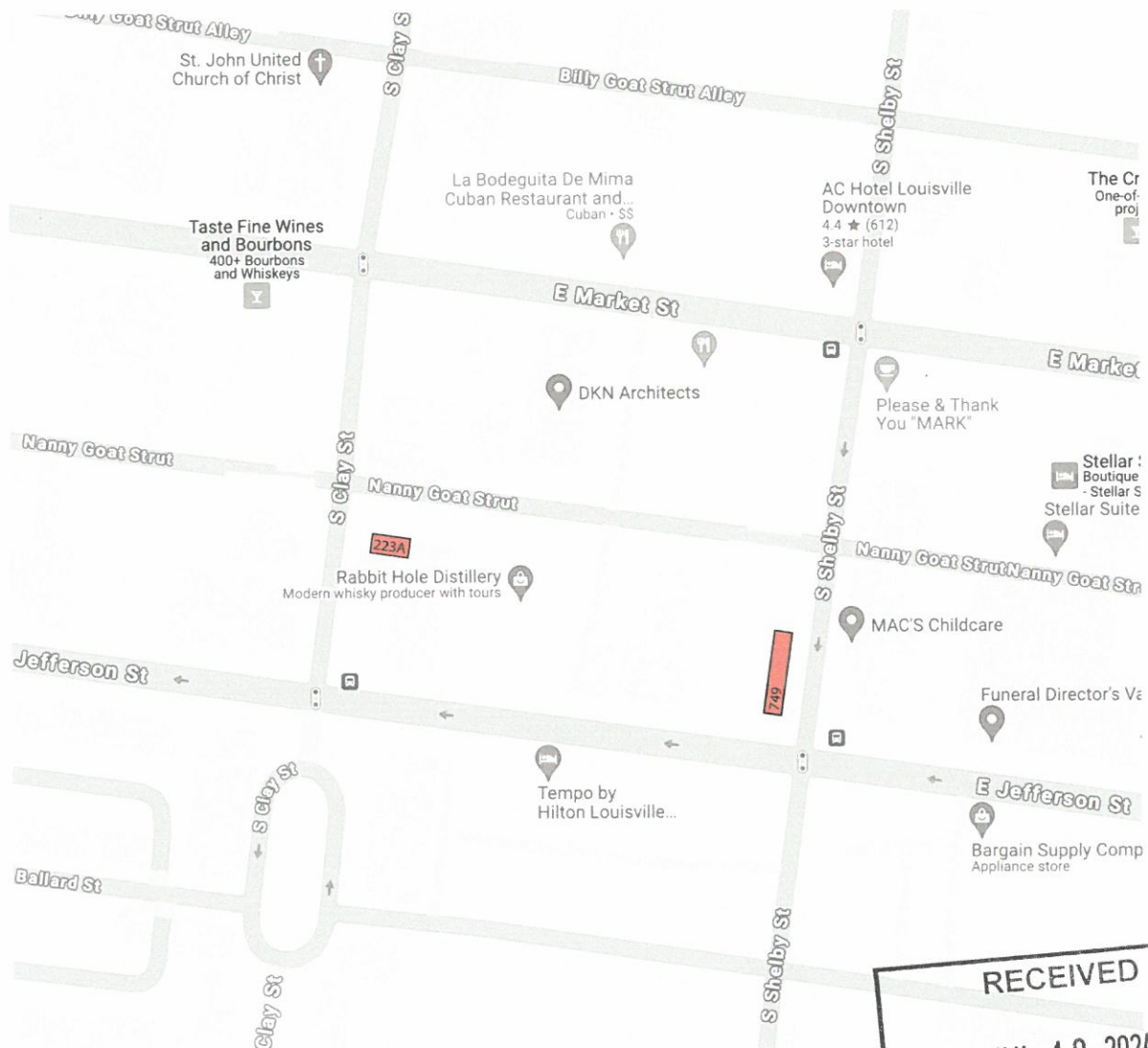
For more information about this petition, please contact the person who will be submitting this petition: Kevin Dohn at 347-461-6760.



24-LANDMARK-0004



We need at least 200 verified signatures of residents or owners from addresses within Metro Louisville, and 101 of these signatures must be associated with addresses within either of these areas shown in red.



Map of both structures slated for demolition

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JUL 10 2024
PLANNING & DESIGN
SERVICES

24-LANDMARK-0004

749 E Jefferson St

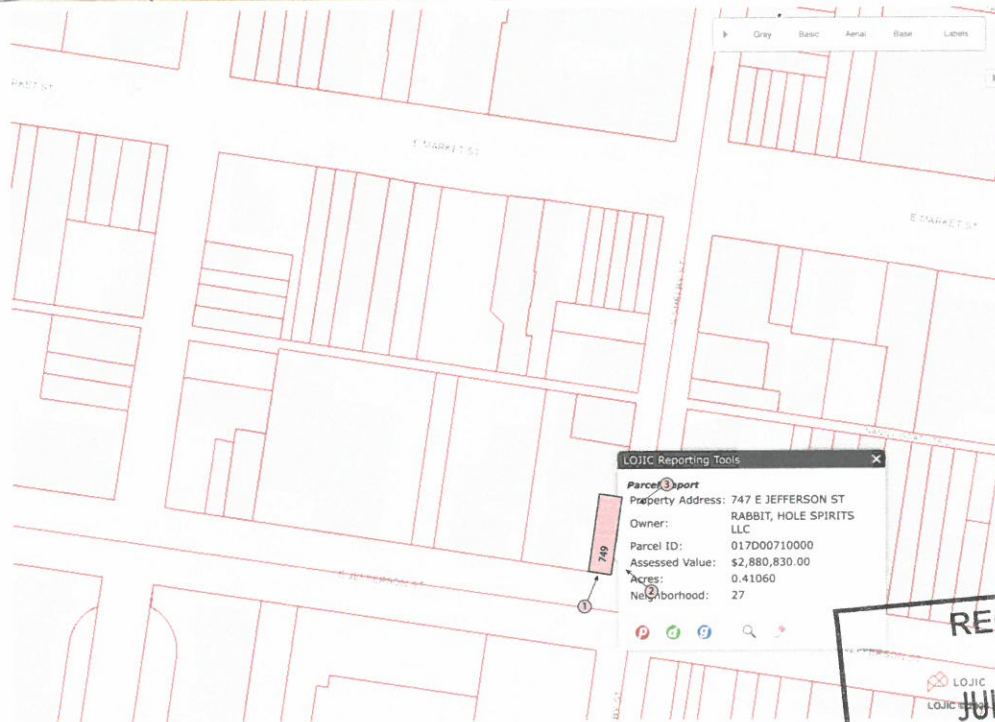
1 - South Façade



2 - East façade



3 - Looking SW



749 E Jefferson St is in Lojic under 747's lot lines

RECEIVED

JUL 10 2024

PLANNING & DESIGN SERVICES

27-LANDMARK-0004

223A S Clay St



1 - West façade

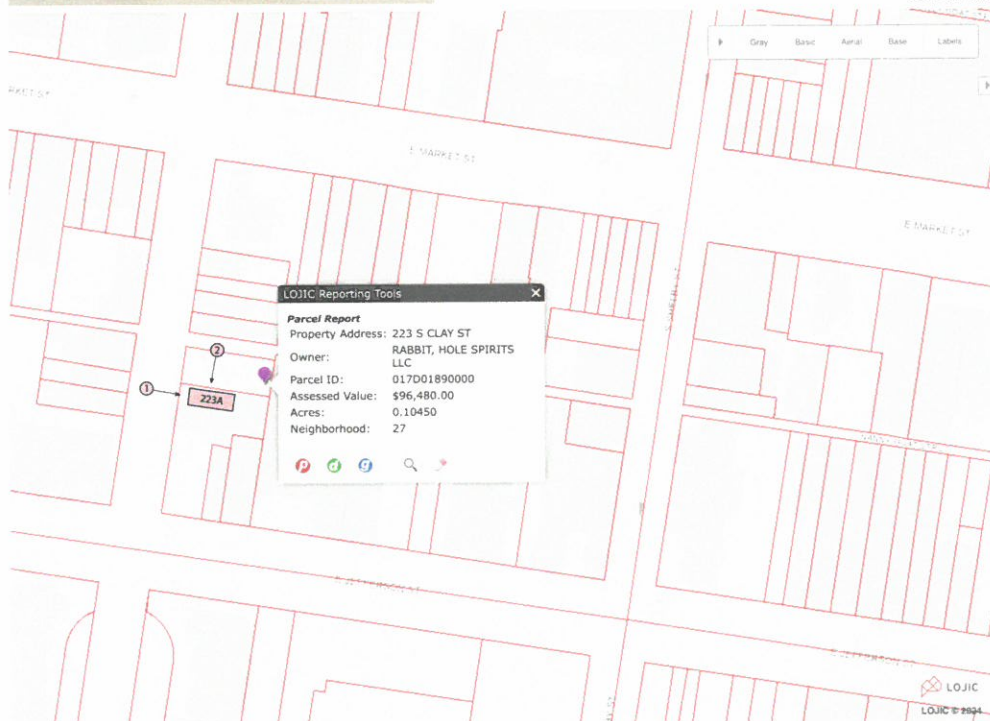


2 - North façade

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JUL 10 2024

PLANNING & DESIGN
SERVICES



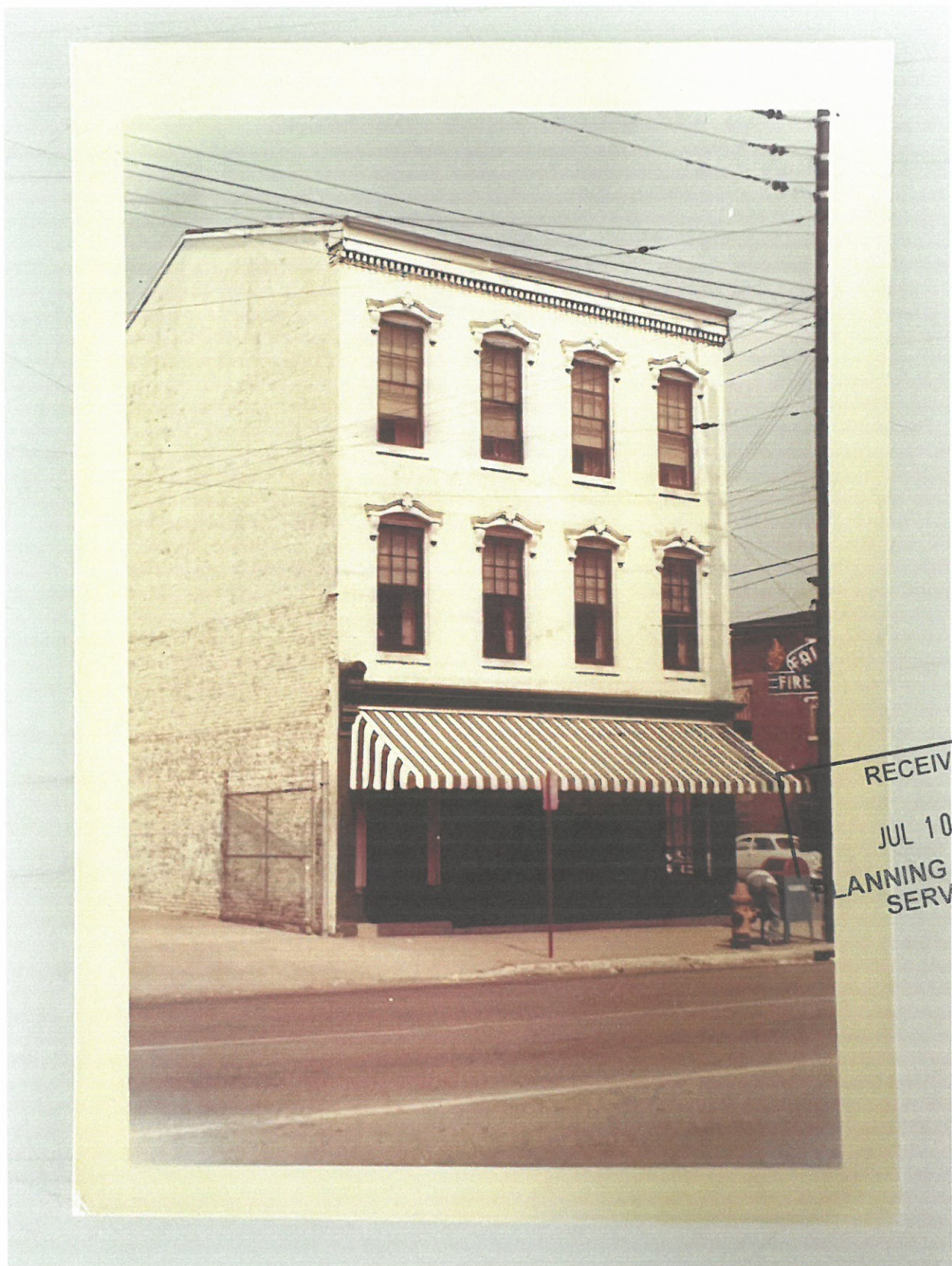
223A S Clay St is in Lojic under 225's lot lines

24-LANDMARK-0004



RECEIVED
JUL 10 2024
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SERVICES

749 E Jefferson St - 1951
by Caufield and Shook



749 E Jefferson St - 1960's

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**).

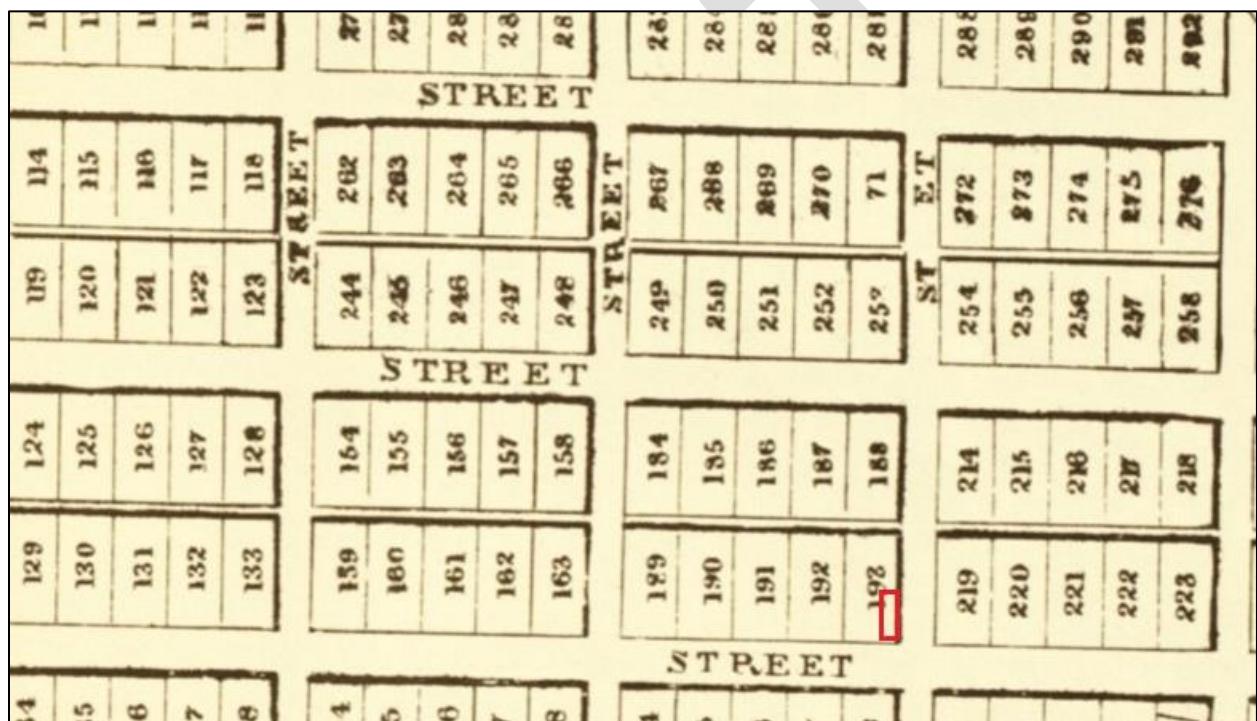


Figure 9. 1832 *City of Louisville and its enlargements* map, lot #193 of Preston's Enlargement (red line shows approximate property location) (Hobbs 1832).

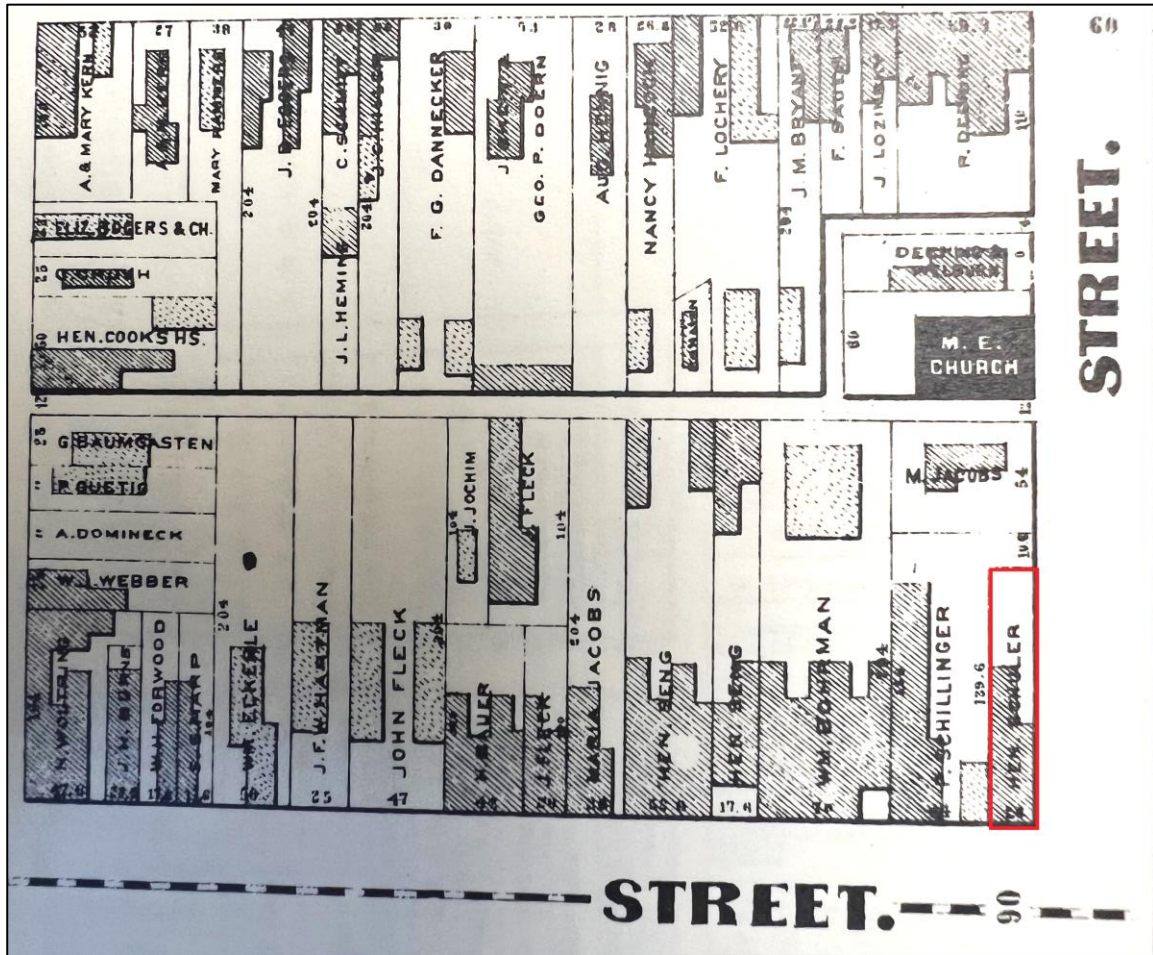


Figure 10. 1876 *Atlas of the City of Louisville*, Map 5 (red line shows property location) (Louisville Abstract & Loan Association 1876).

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.

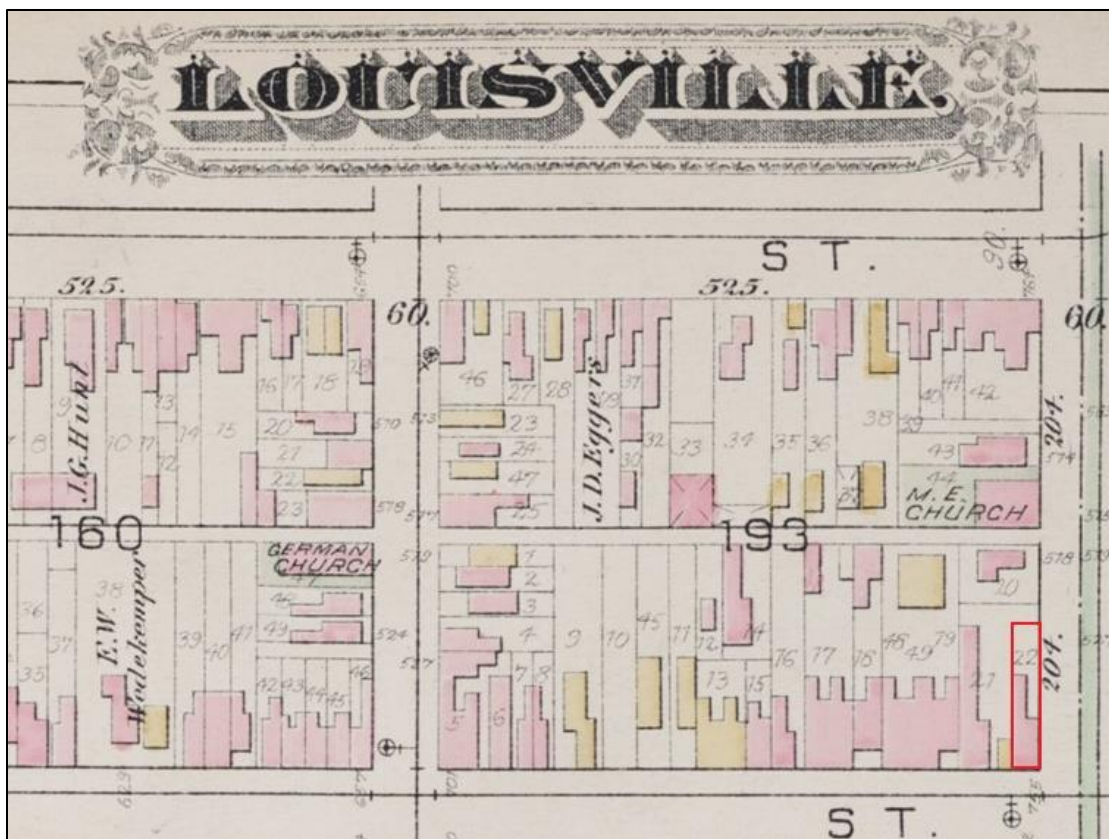


Figure 11. 1884 *Atlas of the City of Louisville, Ky. and Environs* (red line shows property location) (Hopkins 1884).

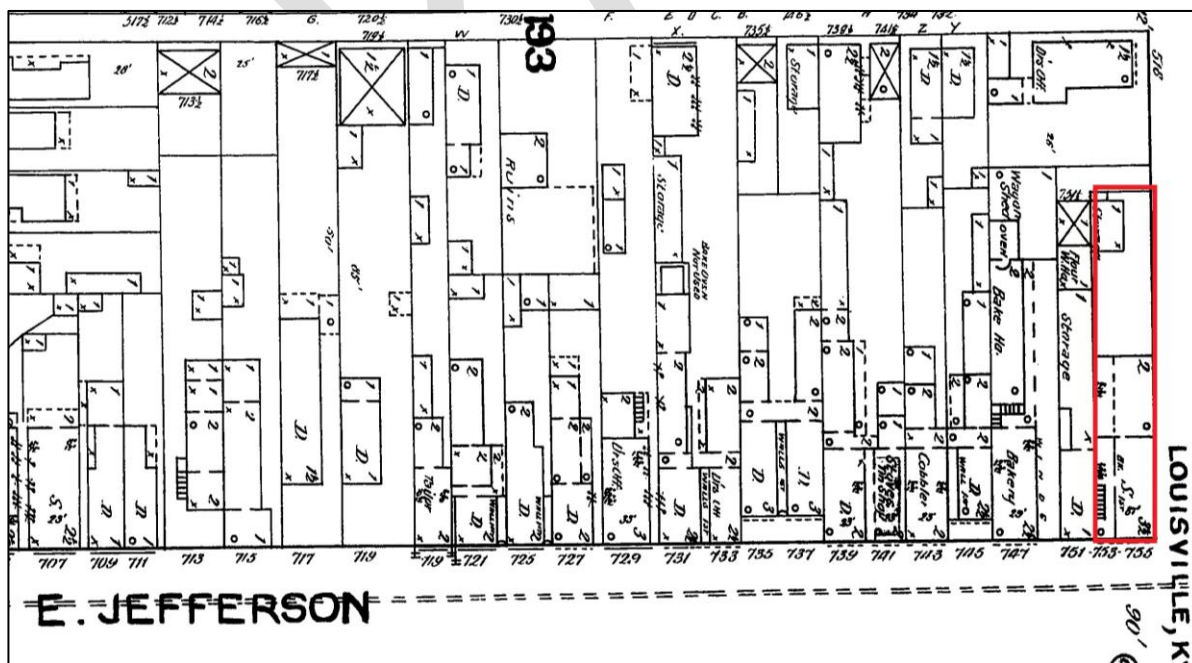


Figure 12. 1892 *Sanborn Fire Insurance Map*, Volume 2, Sheet 122 (red line shows property location).

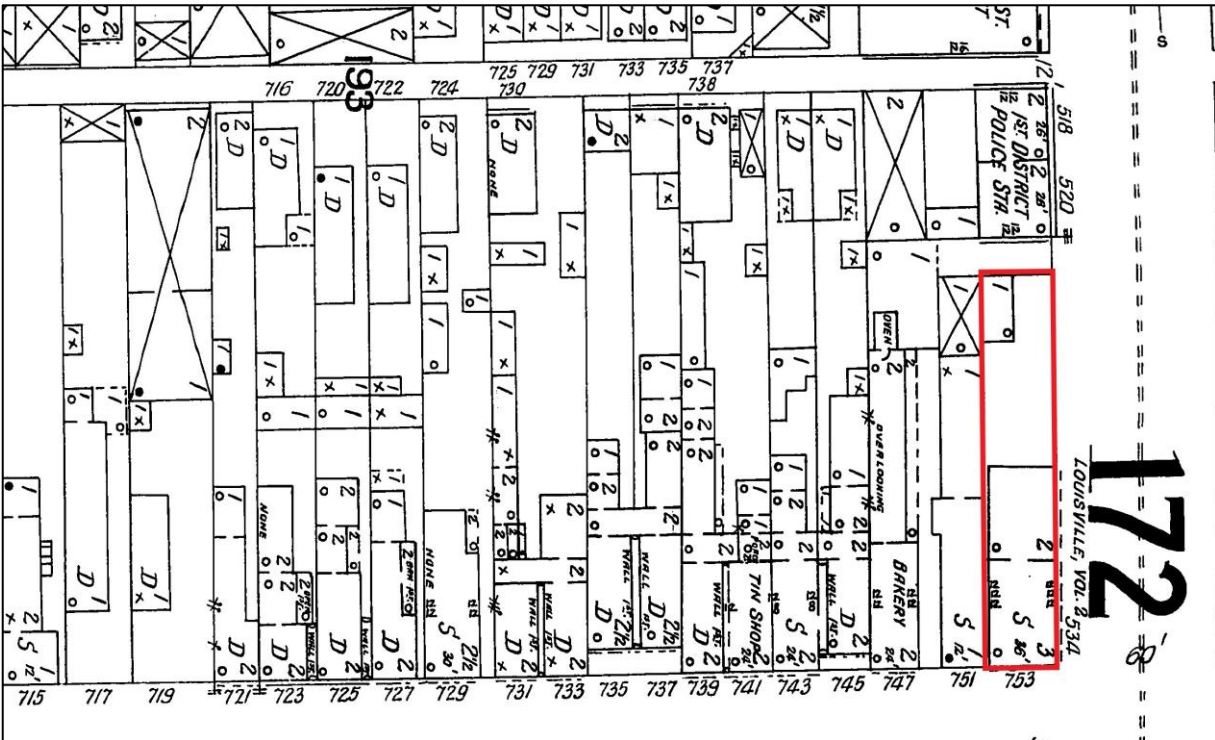




Figure 13. 1905 Sanborn Fire Insurance Map, Volume 2, Sheet 122 (red line shows property location).

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.

Reference	Date Recorded	Grantor	Grantee	Description
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.

City Directory Year(s)	Tenant Names	Occupation Listed
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 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 Brothier 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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My name is Kevin Dohn. I'm here to represent around 700 supporters of our petitions.

I'd like to start by clarifying that we are mostly just fighting to save 749 E Jefferson. Primarily because it's clear that the Clay St property is going to drop in order to fix the problems stemming from Rabbit Hole's trucking noise. It may not be fair or right, but Rabbit Hole's neighbors need relief from all their noise. I hope we'll be more cautious in the future before allowing growing industrial operations to take root in historic areas.

I. A response to Rabbit Hole's request to dismiss our petition

Regarding 749 East Jefferson, I know this commission is faced with juggling many facts and pressures with the decision before you today. But I hope, as you consider all of them, you'll keep in mind the most important thing: What is the intent of this law? What is the intent of this petition process?

It is to save historic treasures from demolition if sufficient public support exists.

This petition process exists as a way to objectively identify and measure such support.

And in fact we have found support well beyond the 200 required of this process. Our online and inked petitions have around 700 documented supporters. Of those, around 350 were inked signatures, and of those around 150 were from District 4.

But the law that guides this petition process is not without its flaws and ambiguities.

Rabbit Hole's lawyers have claimed that there are minute flaws in this petition. They are trying to find loopholes to have this petition entirely dismissed, and their demolition course unchanged, as if there were **no** public support of Landmarking at all. This is them saying they are not open to compromise with those this demolition affects. It's evident that they want nothing to do with saving this building, and they've been taking full advantage of the impression that everyone seems to cave under their pressure. Representing 700 supporters, I'm asking this commission to ensure this stops here.

So please, when you encounter an ambiguity in the law, please be sure to decide in favor with the intent of the law, not in favor of political or developer pressure. It's the only fair and reasonable way to address an ambiguity. And it's the only way these laws have merit.

That said, I'll happily address each of Rabbit Hole points:

I. Rabbit Hole Claims that "The Petition Is Not Supported By Enough Verified And Valid Signatures."

This is simply not true.

First, we needed 200 inked signatures with 101 being from District 4; and I recall that we had submitted around 350 signatures, with about 150 being from District 4. But here's the key: Landmarks explained to me that their office stops verifying signatures once they reach the required number. This means two things:

1. there are very likely more verifiable signatures on that petition.
2. it is Landmarks understanding that they, not Rabbit Hole, verifies signatures, otherwise they would not and should not have stopped verifying signatures at 101.

So it would be absurd to side with Rabbit Hole's claims without verifying the rest of those signatures.

Second, Rabbit hole claims that Jessi and Creighton live in Brooklyn. They do! They also live across the street from Rabbit Hole in the Church they own under the LLC they also own. They hold KY drivers licenses showing their Clay St address, they're registered to vote in KY - not NY - there is no requirement for primary residency in this law. Jessi and Creighton have submitted evidence going more in depth to all of this.

Jessi and Creighton reside dually in Brooklyn and Louisville. Their graphic design work allows them to do this; they're back and forth to be close to Creighton's family here in Louisville and swing hammers as they continue to renovate much of the Holy Goat themselves. It would be absurd to strike their signatures off this petition, as that would ignore the intent of the residency and proximity requirements: to prioritize the signatures of those most affected!

Same with Joyce. She owns the LLC that owns the building behind Rabbit Hole, where she maintains her art studio and at least one bedroom that she and her husband use when they prefer to reside in NULU.

Same with me. I reside at 181 William St but I own the LLC that owns 1600 Story Ave two blocks away in District 4, where my wife and I maintain a design office and a bedroom. This is where you'll find us residing when we want to get away from the chores and laundry associated with our home shared with children two blocks away.

I can't say it enough, please remember the intent of the law:

It is to save historic treasures from demolition if sufficient public support exists.

And the residency and proximity requirements are clearly there to ensure that signatures of those most affected are present and prioritized.

Yet Rabbit hole is trying to toss out perhaps the four most affected petitioners: Jessi, Creighton, Joyce, and myself!

II. Rabbit Hole claims "The Individual Landmark Petition Is Void Because It Seeks To Designate Two Different Structures Located On Two Separate, Unrelated Properties."

This really feels like a stretch but I'll address it.

If our petition seems to designate two different properties it's only because Rabbit Hole's "Intent to Demo" notice mentioned both properties in the same notice, so we submitted our response in kind. Upon submitting, Landmarks clarified verbally to us that the two properties would be handled separately through this process, and we were totally fine with that. It quickly became clear that 749 was the property to fight for anyways.

I hope it's obvious to you why this is not a valid reason to dismiss this petition.

III. Rabbit Hole claims that "The Petition fails to offer any research whatsoever showing that the two structures at issue are architecturally, historically, or culturally significant and possess integrity."

This is simply not true. Rabbit Hole missed our main point: What makes 749 E Jefferson a unique specimen of Italianate architecture in Louisville is its eight arched solid limestone window hoods, which also happen to be perfectly preserved. A quick drive around downtown will confirm this: within the petition we've even supplied a map showing where we drove among Louisville's densest Italianate commercial architecture to confirm this. On the streets highlighted - and likely beyond - you will find no other building like 749 E Jefferson, meaning yes, it is in fact - relative to our city - indeed unique.

That should address all of Rabbit Hole's points. Given the above, this petition still very much holds validity and we ask the Commission to consider our response, again, remembering the intent of the law in the face of any additional ambiguity:

The intent of this petition process is to save historic treasures from demolition if sufficient public support exists.

II. A response to Savannah's Draft Report

I'd like to start by applauding Savannah for building this body of research - it was beautiful to read. There was only so much history I could learn within the limited time I was given to both research and petition and maintain more than a full time job. In Savannah's report there was a history of occupancy for 749 E Jefferson. Here, I recognized many last names of past occupants - they are the last names of friends, local architects, and to my surprise even my own family. It was fascinating to hear their professions and imagine the role this building played within Louisville's wave of German immigration that brought many of our families here - mine and many of yours.

But I was disappointed to see the conclusion: it read as though this building is not worth saving simply because its decorative wood facade cornice is missing.

First, I assure you that anyone - including myself - who has renovated an Italianate design knows that those wood cornices regularly rot out: they're heavily exposed to weather and support box gutters that eventually leak, giving them a limited lifetime. For this reason, few similar cornices around the city are likely original. Mine at 1600 Story included. Yet all are relatively easy to replace - they're just wood applied to the face of the building!

Second, those cornices are only ONE defining element of the Italianate style. They are not THE defining element, *nor* are they the *most* defining element, mostly because decorative cornices are not exclusive to the Italianate Style: Federal Style cornices also include dentil molding, and Second Empire Style cornices are often confused with Italianate, as they also have brackets and dentils.

The most significant and unique treasure that 749 E Jefferson still holds - even if it had its wood cornice - is the eight decorative solid limestone arched window hoods:

The National Trust for Historic Preservation notes - in the link below - that “many Italianate windows will be rounded, rather than flat at the top”. Therefore, this is clearly a defining feature of Italianate design as well. But the fact that so few of Louisville’s Italianate storefronts have rounded windows stresses the importance of not losing any of the relative few defining examples it possesses.

<https://savingplaces.org/stories/what-is-italianate-architecture>

Consider also that:

- those arched masonry window hoods are much more expensive to replace if broken or missing, compared with a wood cornice.
- Those arched window hoods are spectacularly preserved.
- We have historic photos documenting the design of the original cornice, a blessing that greatly facilitates a cornice renovation!

I hope you can see why it would be absurd to demolish the rest of these more valuable details simply because this easily-restorable cornice is missing!

For all of these reasons, I urge you to decide in favor of Landmarking 749 E Jefferson. **Because it IS a historic treasure that has public support sufficient to Landmark.**

And this Landmarks Petition process exists for this very reason: ***to save historic treasures from demolition if sufficient public support exists.***

I want to also point out that this fight is about much more than this one building. your decision today will set a precedent for the rest of NULU and Louisville. Southern Tire just fetched \$5M. With NULU prices skyrocketing due to big developer interest, the majority of NULU’s historic properties are already at a similar risk of demolition due to there being so few Landmarks. And if - despite all of the public support and petition efforts - this committee decides to allow

demo of 749, then our Landmarks process and this very committee is not serving the purpose for which it was formed.

Developers will site this as a precedent to take more of our history away, and our historic structures will just fall faster. It won't happen tomorrow, it may not happen in 20 years, but it will happen just as it has in the central business district.

This doesn't need to happen. Let's landmark 749 E Jefferson then turn this conversation to a much more constructive one for everybody. There are solutions that can maintain the development this city desires without the loss of history:

III. Long term solutions

To void more instances this Rabbit Hole's, we hope to work with Legislators for at least two simple fixes:

1) We need to require "Intent to Demo" notices to be posted and publicized the same week that that "Intent to Demo" is communicated to the city.

It's clear that this demolition process has been awkward and more than inconvenient for all parties: Louisville's residents, Rabbit Hole, and city officials alike. This simple change would fix this; I'll explain:

We've been criticized for not petitioning sooner but we responded as soon as intent to demo was posted and publicized. So the better question is: why didn't Rabbit Hole post intent to demo notices sooner??? Why did they wait a year or two? Presumably because that was the timing the demolition laws gave them, just as this was the timing that it gave the petitioners.

If intent to demo were posted sooner, we would have petitioned sooner in kind. This would have been to everyone's benefit.

Again, We need to change the law to require "intent to demo" notices be posted and publicized the same week intent to demo is communicated to the city.

2) We need a way of incentivizing a partial protection - protection from destruction of masonry perhaps, with no other requirements.

Currently, our city's restoration requirements for Landmarked structures turns people off from landmarking their own structures. It's too imposing, and even if they want their properties protected, they opt not to. This is largely why we're all here today, trying to Landmark 749 retroactively.

We need to incentivize not waiting so late. It hurts everyone. Let's create an option for partial landmarking that simply preserves masonry from demolition. Everything else can be easily restored. But once the masonry is gone, it never seems to come back.

Let me show you what this progressive kind of preservation-respecting development could look like...



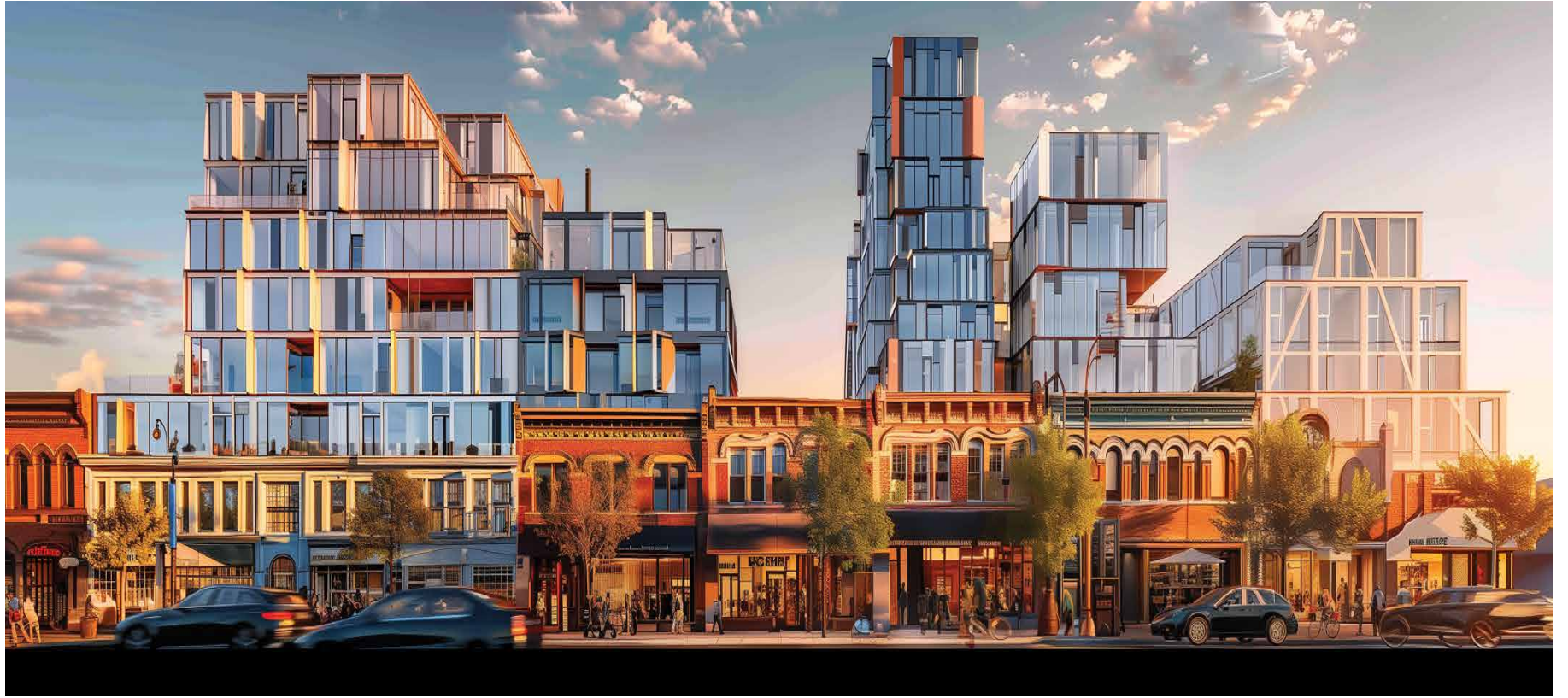
749 E Jefferson. 1960's or 70's



749 E Jefferson. 1951





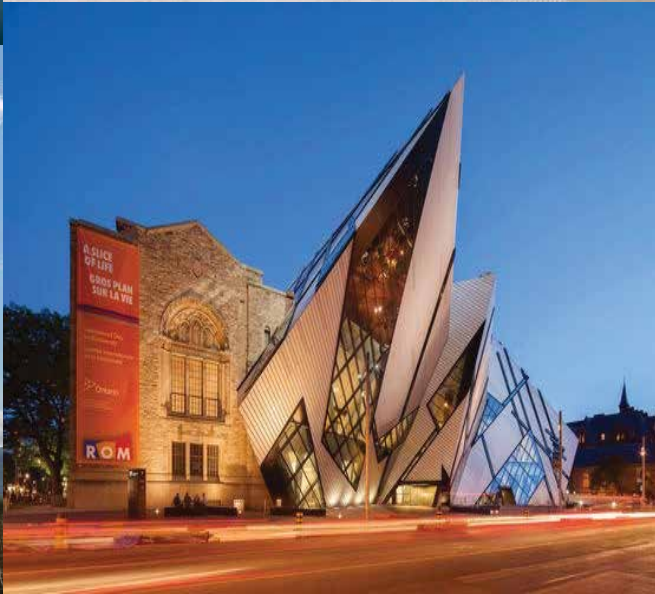








NOBULL





BOLD
MODERN
ITS FORM RELATES
TO ITS FUNCTION



IF RABBIT HOLE WERE A CAR



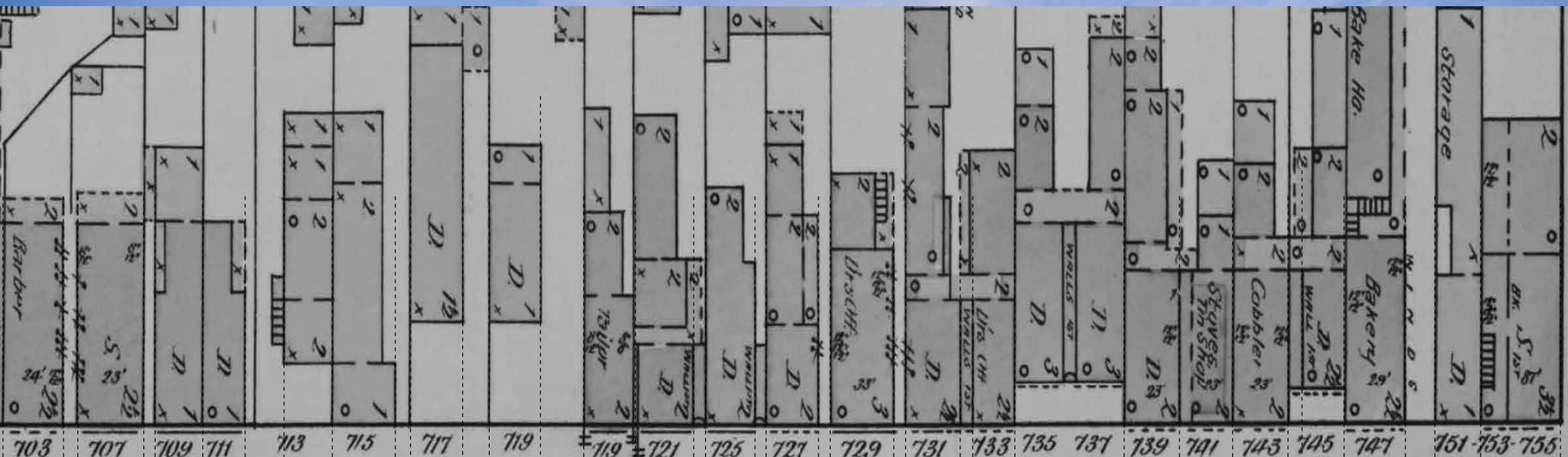
BOLD
MODERN
ITS FORM RELATES
TO ITS FUNCTION











1892 SANBORN MAP

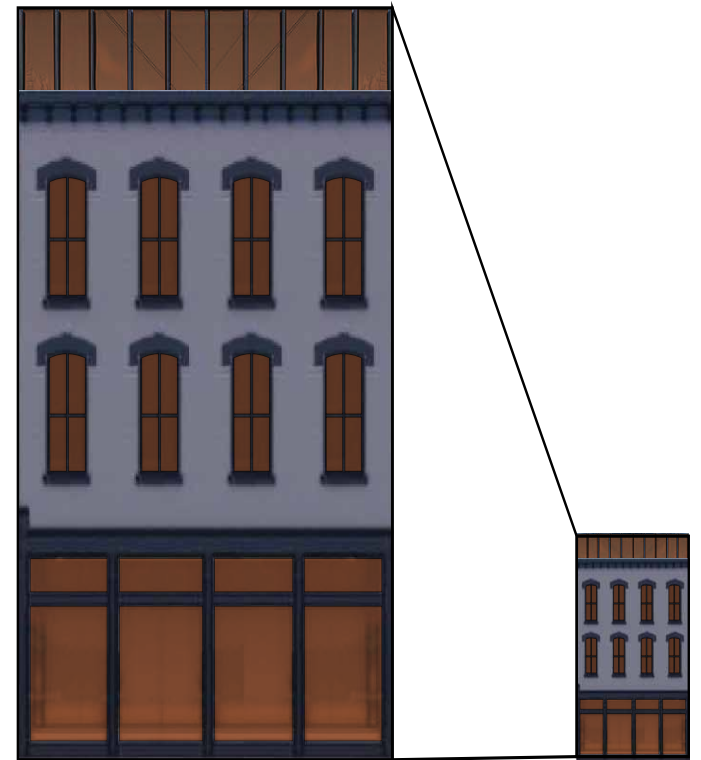




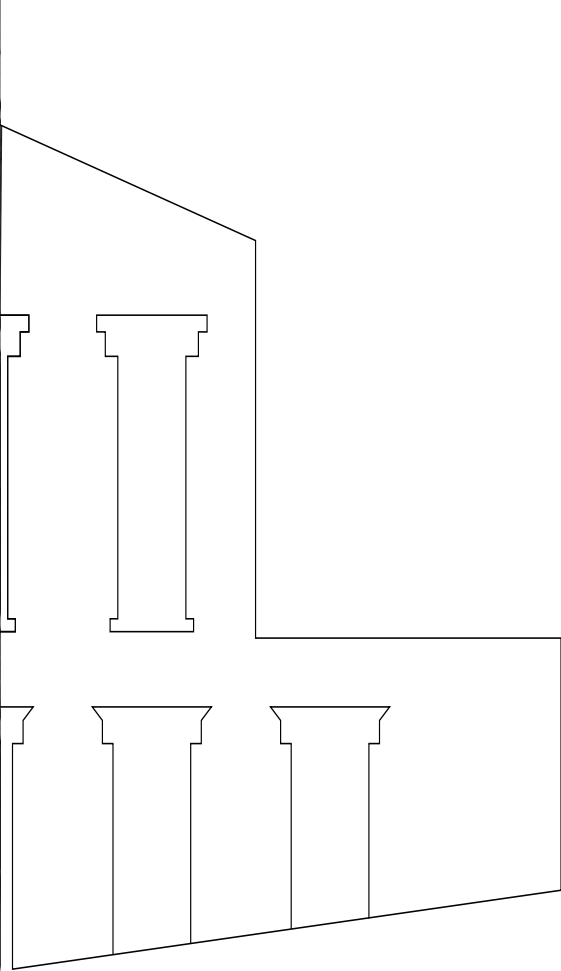


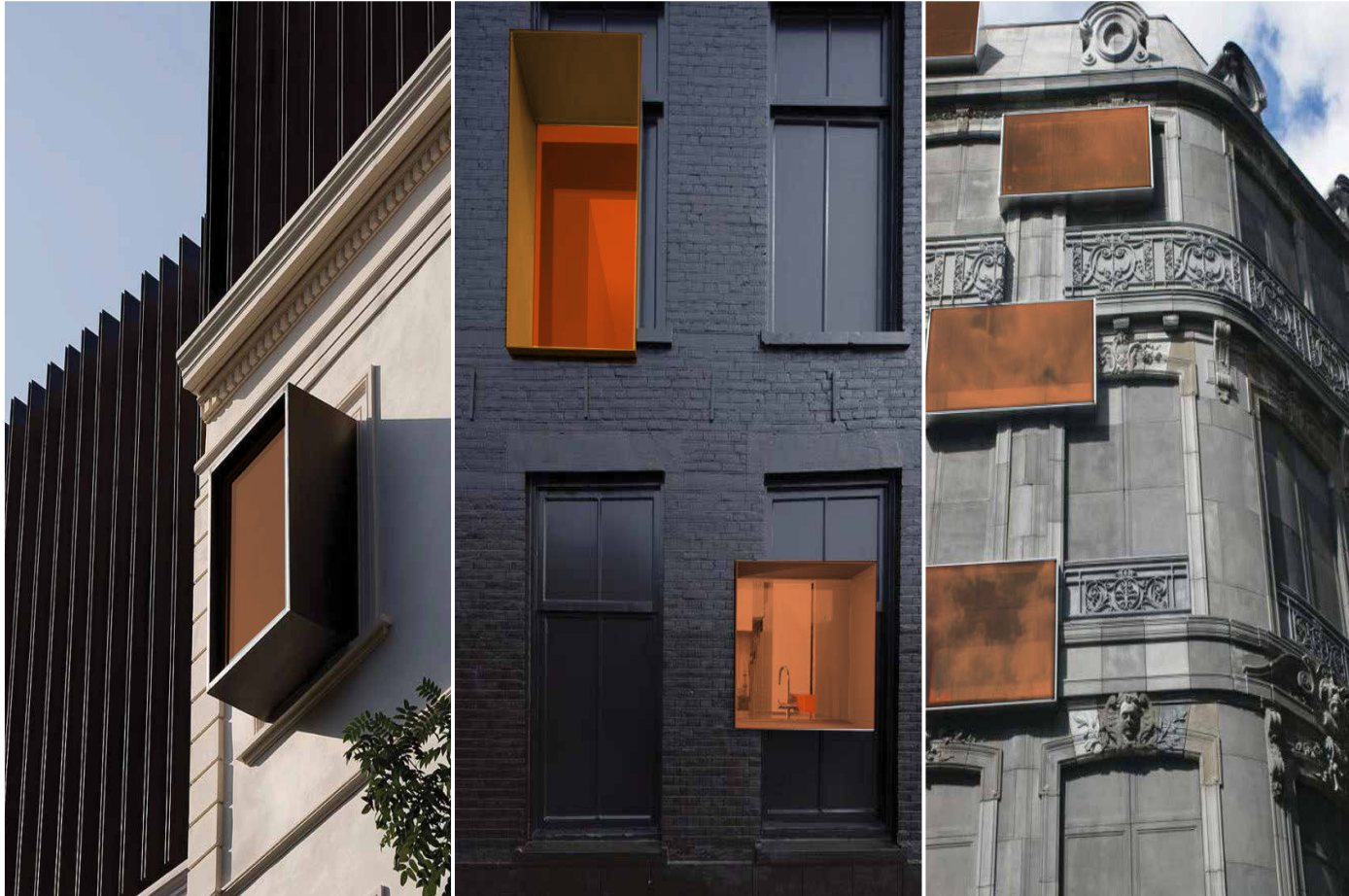






749 E Jefferson

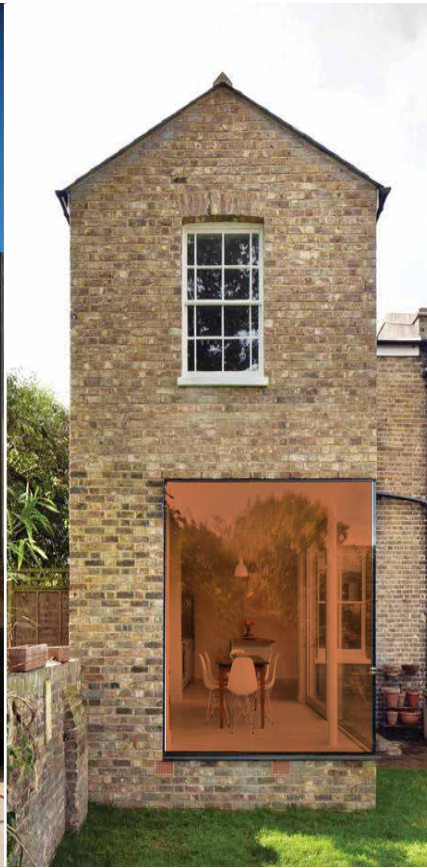






© KEVIN DOHN

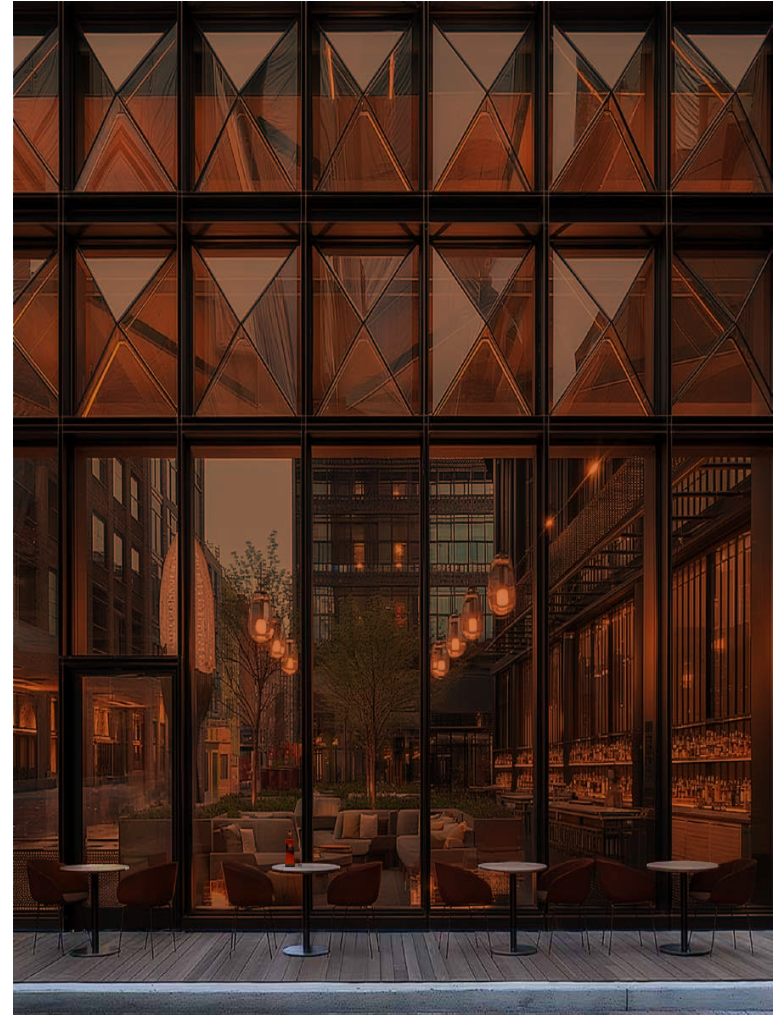
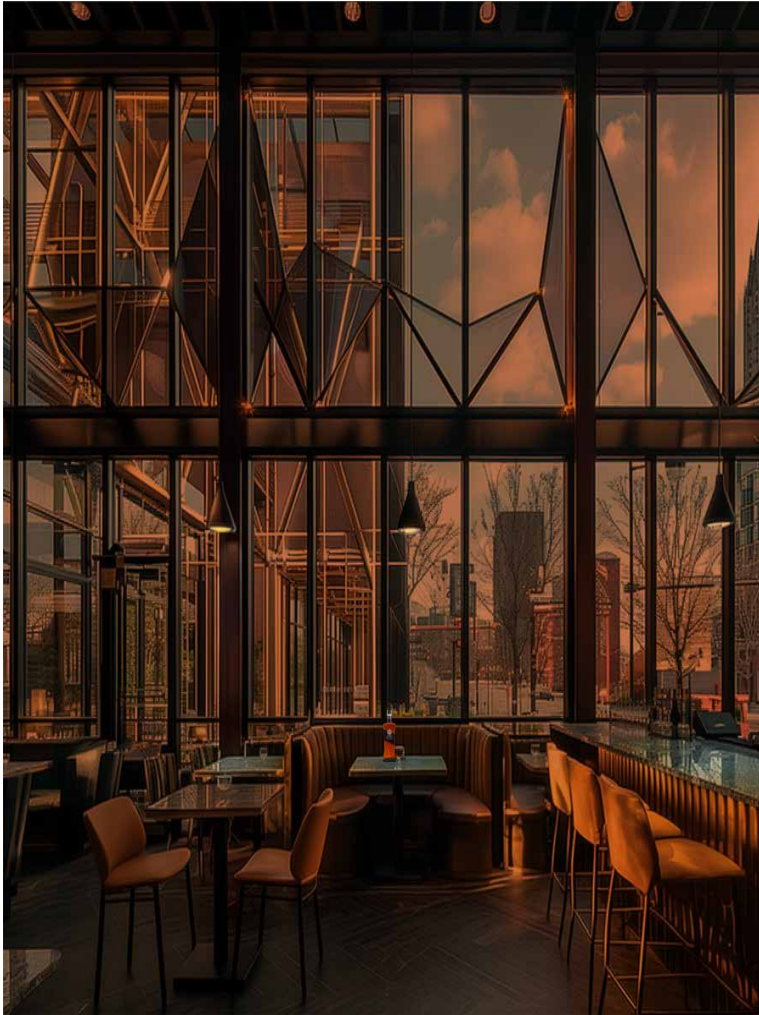


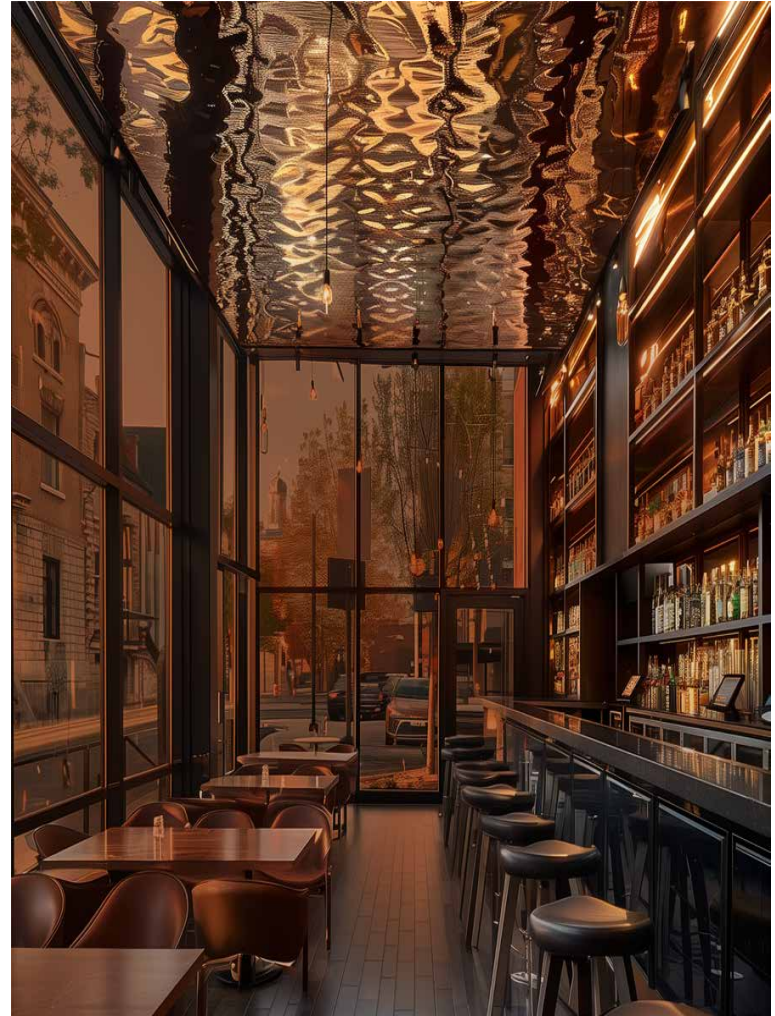
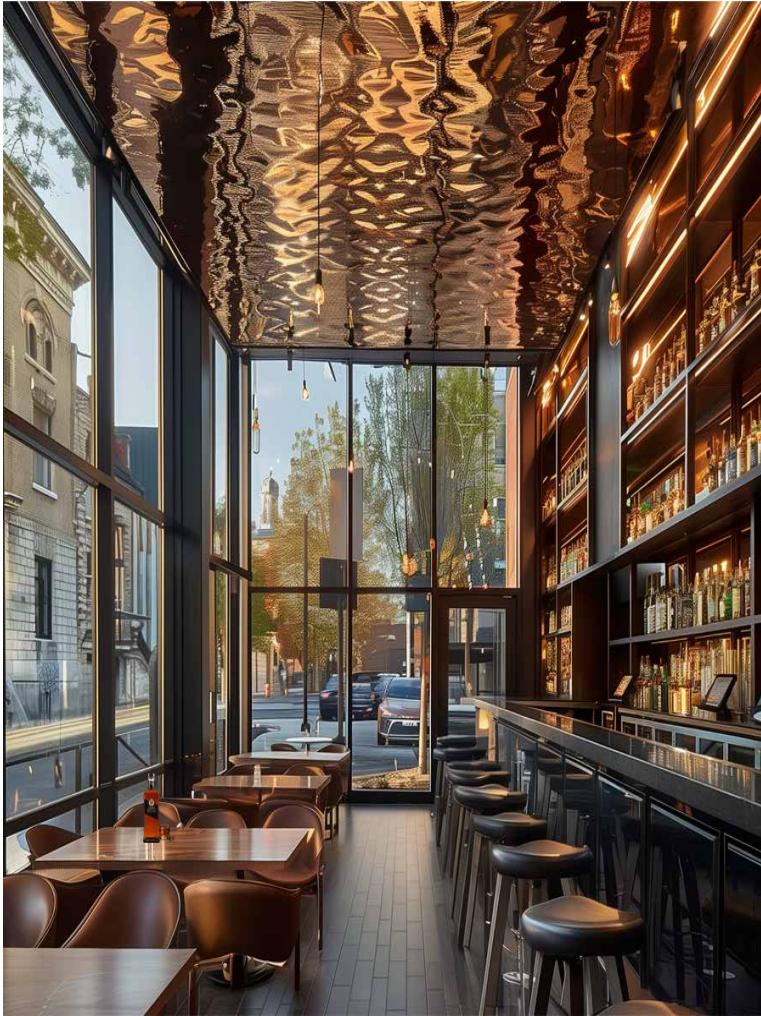












From: [Creighton Mershon](#)
To: [Darr, Savannah](#)
Cc: [Jessi Arrington](#)
Subject: RE: RH Letter of Objection to Petition Seeking Individual Landmark Designation
Date: Friday, September 13, 2024 11:44:54 AM
Attachments: [Screenshot 2024-09-13 at 11.10.52AM.png](#)
[Screenshot 2024-09-13 at 10.36.28AM.png](#)

CAUTION: This email came from outside of Louisville Metro. Do not click links, open attachments, or give away private information unless you recognize the sender's email address and know the content is safe.

Good morning, Savannah, I hope you are well!

We have been informed that Rabbit Hole is trying to claim that Jessi Arrington and I are not Metro Louisville residence and do not own the properties where we reside.

It is true that we move between Brooklyn and Louisville due to the nature of our work but the claims by Rabbit Hole are misleading and clearly cherry-picked, cropping out evidence that confirms our current life in Louisville (only showing the parts of our online/social profiles that say Brooklyn and leaving out the parts that confirm we also live and work in Louisville). **Jessi was just on the [local news](#), not in Brooklyn, but Louisville!**

That NY Post article is from 2017, before the Holy Goat construction was completed. We were solely residing at the Holy Goat starting in September of 2018 and we went back to dual residence in September of 2021.

We just spent the last 11 weeks residing at 220 S Clay. We are currently in Brooklyn because we are working on a design project at the Barclays Center. We will be back in residence at 220 S Clay September 27. We are the owners of 218, 220, and 222 S Clay Street. We pay our taxes in Kentucky, are registered to vote in Kentucky, and our car is registered in Kentucky.

We own both buildings in Louisville under Holy Goat LLC. To say we don't own the properties, and/or commercial owners can't reside in their mixed-use properties, is preposterous and shows that any evidence they present should be fact-checked and not taken at face value. We can of course provide the evidence (see attached) but it's almost comical that they think Googling "Holy Goat LLC owners" won't bring up our names.

This is bullying, disturbing, further proves they have no intention of being good neighbors, and why we are pushing back on their plans. We love being owners, residents, and caretakers in Nulu, and hope it's clear to the city that we have legitimate claims and rights to ask Rabbit Hole to take more consideration on what will most certainly be significant life- and historic-altering changes to our neighborhood.

I have attached our driver's licenses for residential proof, and other supporting documentation countering their shoddy evidence.

Many thanks for your time and work on this project,
Creighton Mershon

.....
Creighton Mershon
[The Holy Goat](#)

220 S. Clay Street
Louisville, KY 40202
917-704-6218



Screenshot 2024-09-13 at 11.10.52 AM.png



Screenshot 2024-09-13 at 10.36.28 AM.png

