

National Register of Historic Places Registration Form

Signature of the Keeper	Date of Action
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Puritan Apartment Hotel
Name of Property

Jefferson County, Kentucky
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply.)

☒	private
☐	public - Local
☐	public - State
☐	public - Federal

Category of Property

(Check only **one** box.)

☒	building(s)
☐	district
☐	site
☐	structure
☐	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
0	0	buildings
		district
		site
0		structure
		object
0	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

3

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Domestic/Multiple dwelling: Apartments

Domestic/Hotel: Hotel

Current Functions

(Enter categories from instructions.)

Domestic/Multiple dwelling: Apartments

7. Description

Architectural Classification

(Enter categories from instructions.)

Late 19th & Early 20th Century Revivals: Colonial

Revival and Classical Revival

Materials

(Enter categories from instructions.)

foundation: Concrete

Concrete, Brick veneer, and

walls:

Glazed Terra Cotta Block

roof: Synthetics

other:

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Narrative Description

Summary Paragraph

The Puritan Apartment Hotel (JFCO-2260), hereafter referenced as the Puritan, is a six story apartment hotel constructed in the Colonial Revival Style. The building was constructed in four main building campaigns, most of which utilize the Colonial Revival architectural vocabulary, beginning in 1914 and concluding in 1958. The Puritan is situated at the northwest corner of West Ormsby and South Fourth Street, within the Old Louisville Residential National Register District (75000772), at the southern edge of the downtown core. The Puritan campus includes the main building complex, along with a one-story maintenance building connected by an underground tunnel to the main building. A small elevator tower was appended to the building's southeast corner in 2001, which is not a large-scale addition. The 2.01 acre area proposed for listing contains of two contributing buildings, one contributing underground tunnel structure, and no non-contributing buildings, structures, or objects.

Prior Listing in the NRHP

The Puritan property is within the boundaries of the Old Louisville Residential District, listed in 1975 (NRIS: 75000772), as can be seen in **Figure 1**. This 1975 nomination finds that the Puritan Apartment Hotel is a contributing resource by virtue of it not being considered non-contributing. The period of significance (POS) for this 1975 district is not explicitly stated until the Old Louisville Residential District Boundary Expansion update of 1984 (NRIS: 840015830), when it is noted as between 1850 and 1930. The current nomination intends to extend the Period of Significance (POS) for the Puritan Apartment Hotel to 1960. The district should be further examined to determine if extending the POS is appropriate for the entire area within the 1984 boundaries. See Section 8 of this document for a discussion of the Puritan's significance.

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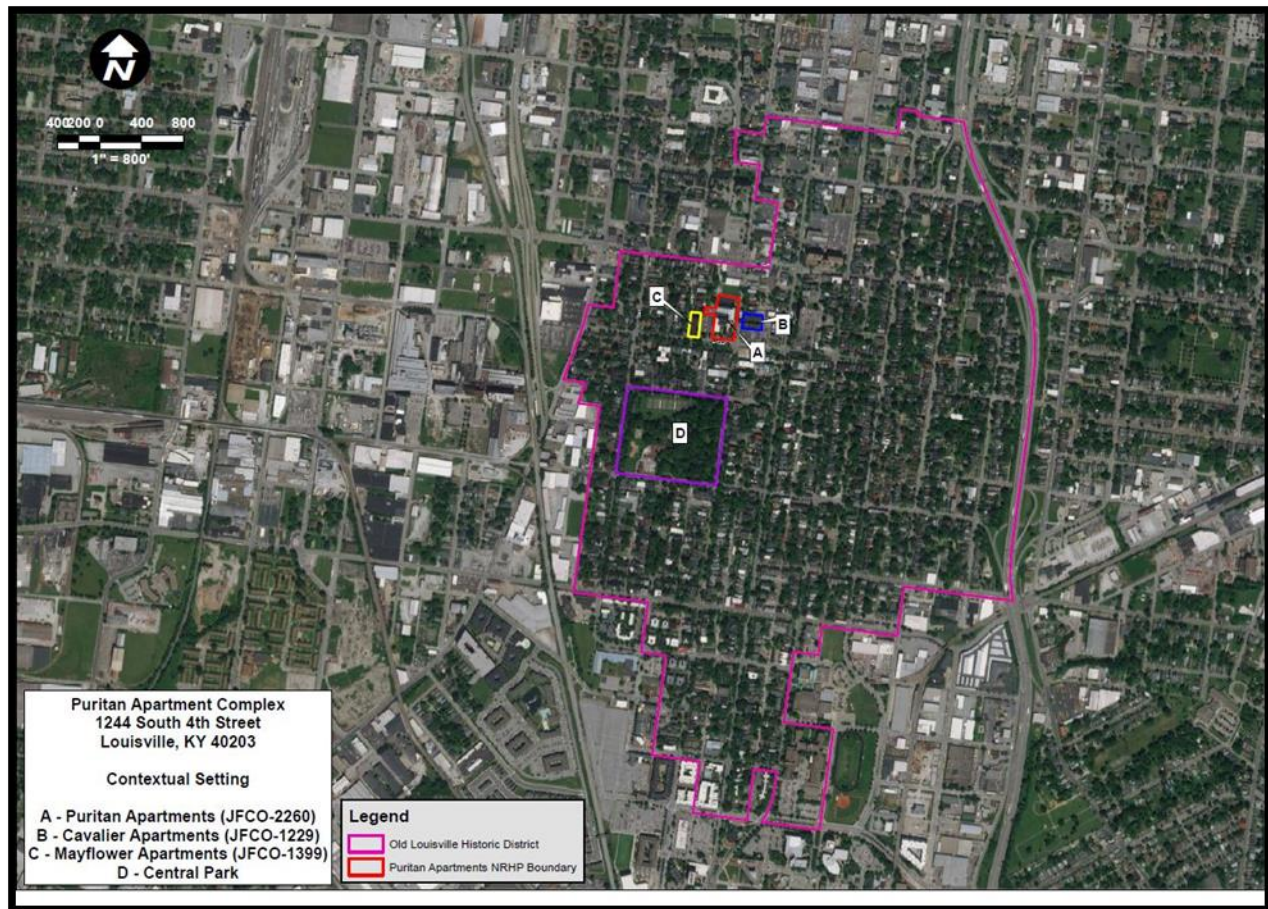


Figure 1. Context surrounding the Puritan Apartments. The Old Louisville Residential District is outlined in purple. The Puritan's NRHP boundaries are shown in red.

Property Setting

The Puritan is situated within what was a very fashionable late nineteenth and early twentieth century residential neighborhood, listed in the National Register as the Old Louisville Residential District in 1975 (**Figure 1**). The northern area of this district was known, by the late 1920s, as a stylish neighborhood apartment district within walking distance to downtown offices and shopping. Carolyn Brooks notes, in her study of the 1930 Cumberland Apartments (JFCD-182; NRIS: 96000278), that by 1928 there were over 170 apartment houses of various sizes in Old Louisville, and only 60 in the growing Highlands area.¹ Most of these apartments were small two and four-flat buildings, rather than of the scale of the Puritan Apartments. The Puritan was an anchor of this burgeoning Old Louisville apartment district, as will be discussed in Section 8 of this nomination.

The Puritan's primary façade stretches along Fourth Street between West Oak Street and West Ormsby, comprising nearly an entire city block just south of the downtown core. Its nearest neighbors are mostly late nineteenth and early twentieth century single-family houses, converted much later into apartments; however, there are a few purpose-built early twentieth century apartment buildings directly adjacent, including the U-

¹ Carolyn Brooks, "The Cumberland (York Towers)." *Nomination to the National Register of Historic Places*. Copy on file at the Kentucky Heritage Council. Approved 1996.

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shaped Cavalier Apartments at 1245 South Fourth Street (JFCO-1229), constructed in 1922², and the nine-story Mayflower Apartments at 425 West Ormsby (JFCO-1399) built in 1925.³ The Puritan is also within walking distance to Central Park, which was designed by the Olmsted Firm in 1904. Proximity to this park was considered among the main amenities offered by the Puritan's builders (**Figure 2**).



Figure 2. The Puritan Apartments' owners advertised their proximity to Central Park, in addition to the many amenities on site in this 1929 advertisement.⁴

The Puritan complex is defined by low stone and concrete walls and cast iron fencing, surrounding the primary and secondary facades. A more modern metal fence, designed to appear historic, marks the building's lot line on the west, as does an unnamed alleyway that runs the entire length of the building's western elevation. This service alleyway also contains the Puritan's maintenance facility building (F) directly west of the main building, adjacent to the courtyard between the 1914 building and the 1925 addition. This one-story building contains a massive basement level facilities area and historically provided modern services included with the rent, such as a laundry services, heating systems, electricity production, and ice fabrication, as described further in Section 8.

Several deciduous trees make their home in the 1914 building's courtyard area, shading the resident's outdoor space. In addition, bushes and trees grow in the slightly inclined grassy area between plane of the building's primary façade and the sidewalk area along South Fourth Street. Historically, view of the north elevation was obstructed by adjacent buildings, which have since been removed. The view toward the side of the automobile garage and the 1925 portion of the building can be gained from the unnamed northern service alleyway that

² No author, "Agents See No Cuts On Leases," *The Courier-Journal*, August 13, 1922.

³ Carolyn Brooks, "Apartments," in Kleber, ed. *The Encyclopedia of Louisville*, 39.

⁴ Consolidated Realty advertisement, "Still the Pace-Setter in Apartment Hotels," *The Courier-Journal*, April 7, 1929.

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connects to the alley on the western portion of the building. Ornamentation and plantings on both the north and west sides of the building is limited.

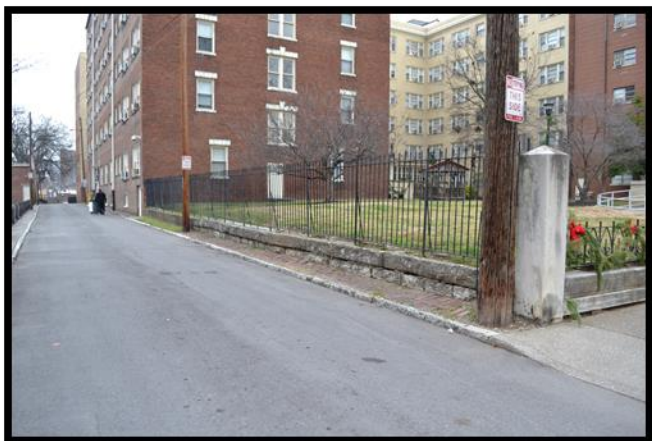


Figure 3. Setting photographs. Left: View of low stone wall and cast iron/modern metal fencing, at corner of west alley and West Ormsby Avenue. Right: View of west alleyway, looking south toward maintenance facility.

Property Description – Exterior

The Puritan Apartment Hotel is a six-story building constructed in four major building campaigns (**Figure 4**). An six-story elevator tower addition (E), which measures approximately 19 x 28 feet, was also appended to the building in 2001 and is included in the description below. In spite of what may seem like a number of additions, the building's owners made every effort to tastefully match each new addition with existing fabric, using similar decorative details and fenestration patterns. The need for additional space did not eclipse the desire to keep the building's architectural status throughout all the main building campaigns.

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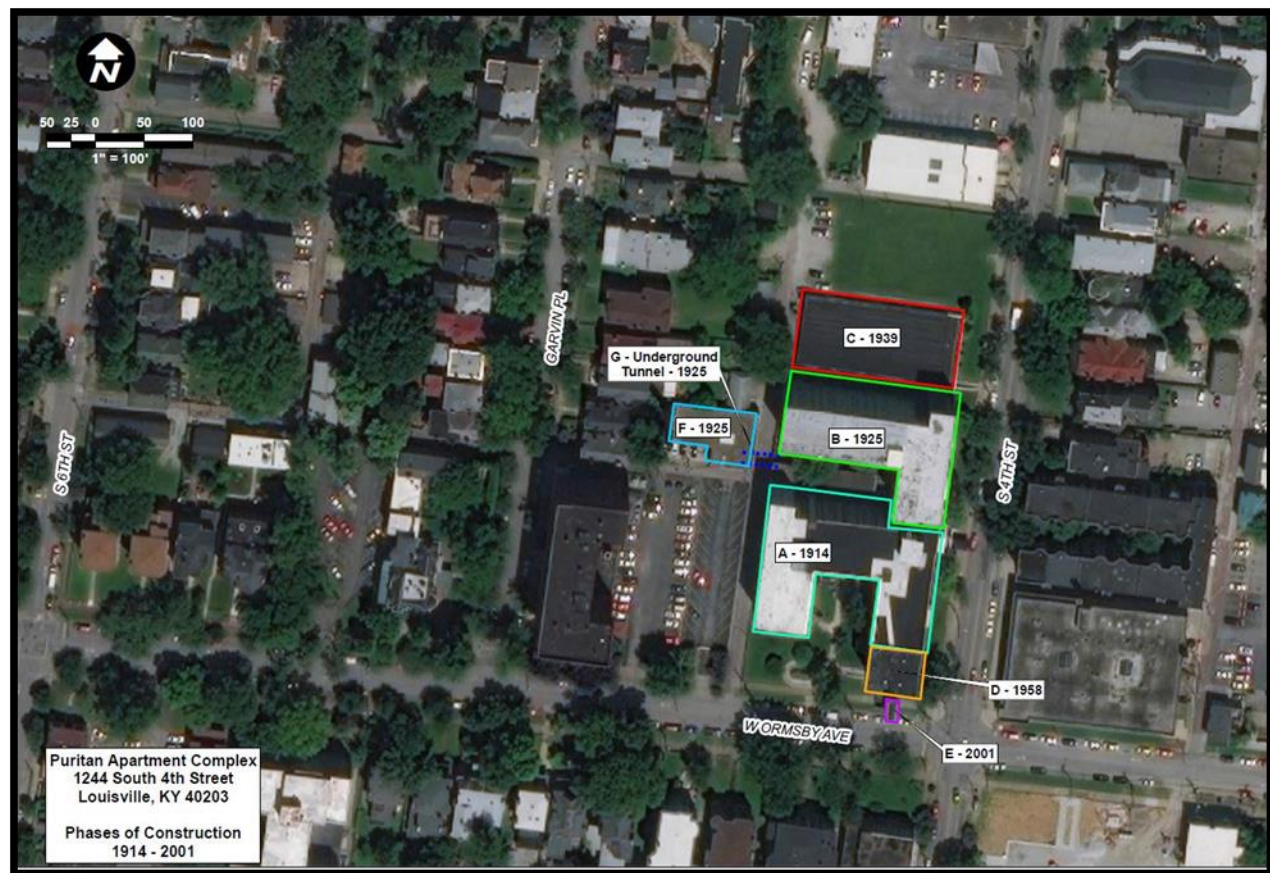


Figure 4. The Puritan Apartments Evolution from 1914 – 2001.

A- 1913-1914 Puritan Building

The initial portion of the building (A) was constructed in the Colonial Revival style in 1913-1914.⁵ The 1914 building has a slight setback along South Fourth Street and a courtyard entrance from West Ormsby Avenue. This portion of the building was U-shaped in design with the opening of the U facing toward an existing residence, known as the Heyburn house⁶. After the residence was demolished in the late 1930s, the courtyard faced directly onto Ormsby Avenue and became a more important façade (**Figure 5**).

⁵ The Puritan was placed in service in 1914 and therefore, this date is used in this nomination as the official date of construction.

⁶ No author, "Risk Firm to Demolish Old Heyburn Residence," *The Louisville Times*, 22 August, 1939.

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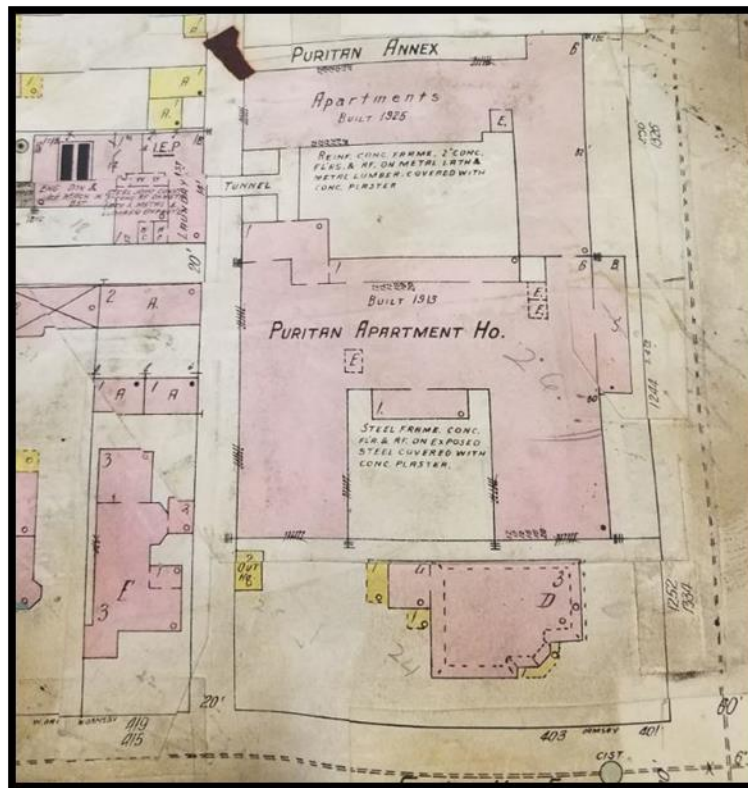


Figure 5. 1938 Sanborn Fire Insurance Map, showing the building complex in the late 1930s. Note the Heyburn residence in the foreground that was demolished in 1939 to open up the Puritan's courtyard to Ormsby Avenue.⁷

The 1914 building, which originally contained approximately 80 apartments, was constructed with a steel frame, and has concrete floors and roof. The building is encased in either a buff-colored brick veneer or a red tapestry shaded brick veneer, depending on the elevation. The first story of the building, along South Fourth Street, is sheathed in a cream-colored glazed terra cotta block. There are several types of windows featured on the 1914 portion of the building. The majority of windows are either 1/1 wood sash, 1/1 or 8/2 tripartite wood windows with 1/1 sidelights, or paired 1/1 wood sash. Some of the windows feature molded glazed terra cotta keystone arches and decorative glazed terra cotta sills, especially if they are located on the primary or secondary facades. Glazed terra cotta quoins line the building corners on the primary façade.

B- 1925 Puritan Addition

The first addition to the building (B) was accomplished in 1925, also utilizing the Colonial Revival Style, which increased existing capacity by 96 new apartments. This addition, which is T-shaped in plan, was built adjacent to the original building's north elevation, but separated by a courtyard for maximum ventilation and light. Both the 1914 and 1925 portions of this building are sheathed with a brick veneer, utilize terra cotta coping at the roofline, and have glazed terra cotta block on the primary façade, which faces South Fourth Street. The 1925 addition, however, is mostly characterized by use of buff-colored brick veneer. Windows are primarily 1/1 wood sash, 1/1 or 8/2 tripartite wood sash with 1/1 sidelights, or pairs of two 1/1 wood sash. They are typically topped by a raised

⁷ Sanborn Map Company, *1905 Sanborn Fire Insurance Map of Louisville*, Volume Two, updated to 1938. (New York: Sanborn Map Co.), 128.

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brick header course and have concrete sills, unless they are on the primary façade, where the treatment is more ornate.

The one-story maintenance building (F) and associated underground tunnel (E) was also constructed in 1925 on a raised basement and is supported on a steel frame and covered in brick veneer. This building and associated structure will be described further under E and F below.

C- 1939 Puritan Automobile Garage

In 1939, an 80-car automobile garage (C) was appended to the 1925 building's north elevation. This building is covered in architectural terra cotta on the primary façade and brick veneer on the less visible elevations. Entry by car into the garage can be gained from a large door off the alleyway on the rear (west) elevation. The building is supported on a steel truss framing system. The windows are metal pivot windows. The garage can currently accommodate 40 cars.

Prior to 1939, the Puritan maintained a detached automobile garage which was located just north of the north-south unnamed service alleyway.⁸ This garage, which could accommodate 55 cars, was a half-block walk to the Puritan and was no longer used after construction of the 1939 attached garage. The earlier garage building is possibly extant and located at 1212 South Fourth Street. As it has lost its association with the Puritan and it is not under their ownership, it is not included in this nomination.

⁸ Sanborn Map Company, *1905 Sanborn Fire Insurance Map of Louisville*, Volume Two, updated to 1938. (New York: Sanborn Map Co.), 128.

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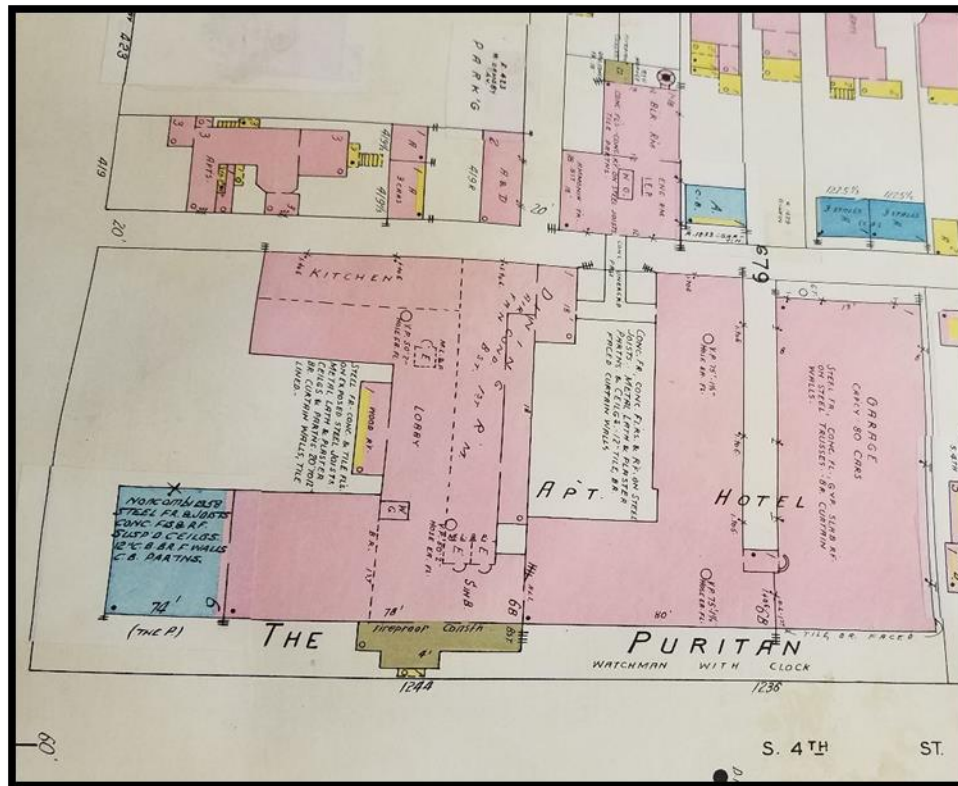


Figure 6. 1941 Sanborn Fire Insurance Map, updated to 1961. Note the attached garage (C) to the right in this photo and the 1958 addition (D) to the left, shaded in blue.

D- 1958 Puritan Addition

An addition of 37 units (D) was added to the 1914 building's southeast corner in 1958. This addition was constructed with a steel and concrete block framing system and sheathed in a common bond brick veneer. This part of the building rests on a poured concrete foundation wall and concrete coping traces the roofline. Windows on this portion of the building are typically paired horizontal three-pane awning windows with concrete sills and raised brick lintels. While the building is certainly executed in the modern style, with far less decorative detail, there was an effort to match the existing fabric and pattern of window openings.

E- 2001 Elevator Tower

The building gained its present appearance in 2001, when an approximately 19 x 28 ft elevator tower (E) was appended to the south elevation of the 1958 addition, in order to provide a modern passenger elevator of sufficient size. The tower is constructed of steel, concrete block, and brick veneer. This portion of the building matches the adjacent addition in terms of color, texture, and materials.

F- 1925 Facilities Building and Smokestack

This service-related building was constructed in 1925 along the unnamed alley that traverses the western boundary of the Puritan building. The building is constructed with a steel frame, concrete floors, and a concrete

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roof structure. A running bond brick veneer encases the building's exterior walls and a brick parapet wall characterizes the building's façade (east elevation). While appearing utilitarian in nature, the service building does feature some decorative detailing, such as concrete lintels and sills, raised brick header sills, and a decorative brick belt course on the primary façade. A tall brick smoke stack is present at the building's northwest corner, calling attention to the building's participation in production of electricity for use in the adjacent apartments.



Figure 7. Views of maintenance building from west alleyway. Left: South elevation, looking northwest. Right: Façade, looking northwest.

G- 1925 Underground Tunnel

An approximately 50-foot underground tunnel runs under the western service alley from the 1925 facilities building (F) under the courtyard to the wings of the 1914 and 1925 portions of the building, as can be seen at the top of **Figure 6** above. This concrete tunnel, which is approximately 3.5 feet wide, was an essential feature to the modern services provided by the Puritan.

The following text describes the building's present appearance by elevation, including all four of the large-scale additions and the elevator tower.

Exterior Description - Primary Façade – East Elevation

The primary façade faces east along South Fourth Street and is the most highly decorated portion of this building. This elevation features the 1914 original building, the 1925 addition, the 1939 garage building, the side of the 2001 elevator tower, and the 1958 addition.

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Figure 8. Puritan Apartment Hotel, Front Entrance on primary façade. Photo taken looking northwest from South Fourth Street.



Figure 9. Primary façade, looking northwest from corner of West Ormsby Street.

If looking from south to north, the rather slim east elevation of the 2001 elevator tower is visible. This elevation has no window or door openings and features brick veneer and a gray-colored concrete block base. A triglyph of decorative blonde brick vertical banding is located at the top of the tower, which matches that found elsewhere on the 1914 and 1925 portions of the building. Traveling north, the 1958 addition presents four sets of paired

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symmetrically-placed three-pane awning windows, arranged one on top the other for six floors. Small metal vents are situated below each window, which likely ventilate a small interior heating unit.



Figure 10. Closer view of 1914 and 1925 portions of the building's primary façade, looking northwest. The 1958 addition is in the foreground.

The next ten bays, divided into three parts, in a subtle nod to the Colonial Revival style, were part of the original 1914 building. The first two bays, if looking south to north, are framed by terra cotta quoins and project slightly from the main body of the building. The first story of this two-bay section is faced entirely in glazed terra cotta, as is the first level of the entire primary façade, and features tripartite 8/2 wood windows with 1/1 sidelights. The first-floor windows are encased in architectural terra cotta and are characterized by a centrally located terra cotta keystone arch. Blue and white fabric awnings provide shade from intense sunlight for the first floor windows of this entire elevation. Windows on the remaining floors are 8/2 tripartite wood windows with 1/1 sidelights and a terra cotta keystone arch. The top of the six-story windows are capped by a continuous terra cotta lintel and the second floor windows are set into a continuous terra cotta sill course. The cornice line of this two-bay section is distinguished by patterned bands of buff-colored vertically-oriented brickwork on the parapet and horizontal blonde brick banding at the cornice, which matches that found between cornice brackets on the middle six bays.

The following six bays, also framed by architectural terra cotta quoins, include the highly ornamental first floor entry from Fourth Street. Materials used on the entry area are somewhat different than those used elsewhere. These materials include: stucco, architectural terra cotta, concrete, and metal. Entry into the basement of the building is obtained through modern ADA-compliant metal doors. These doors are framed by rusticated quoins and are sheltered by a fabric awning. Entry can also be made into the main building lobby on the first floor from Fourth Street, through accessing a set double stairs which flank the less-decorative basement entry. The stair walls are defined by use of stucco and concrete coping. A pair of original decorative cast iron lights frame the Fourth Street entry and sit atop the main entry columns, lighting the way up a set of eight stone steps to a landing. The landing is framed by a concrete balustrade on each side that defines the outside porch area; the low porch piers, finished in stucco, all feature a centrally-placed Colonial Revival-inspired concrete urn. The double entryways meet at a

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landing here and continue up a set of seven stone steps to the concrete-paved porch area. The porch area is a large rectangular space set against the architectural terra cotta of the building's façade and a metal curtain wall that defines the entryway. Entry from the porch into the main lobby is accommodated through an original revolving door, flanked by two modern metal doors. A single pane transom tops the entry doors, which are sheltered by a metal awning, hung by a set of cast iron chains. These chains originate in the mouth of a cast iron gargoyle on both sides. Windows that look out onto the porch area are encased in architectural terra cotta with a keystone arch. These windows are tripartite in arrangement with 8/8 main sash and 4/4 sidelights. A multi-light tripartite transom window features 4-lights over the sidelights and 8-lights over the main sash. A smaller 4/4 sash is situated directly to the north (left) of the main entry and has a 4-pane transom. The porch area continues into the next two-bay section of the building, where there are two windows that have a view of the porch area. Windows on this portion match the larger tripartite window directly south of the entry.

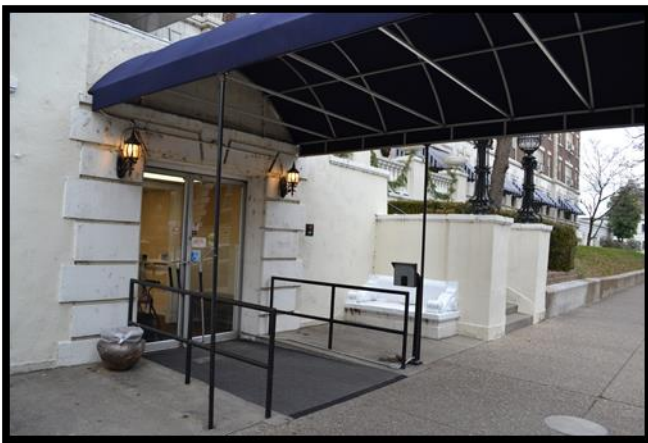


Figure 11. Front entryways along South Fourth Street. Left: Basement entry, looking northwest; Right: First floor porch entry into lobby area, looking west.

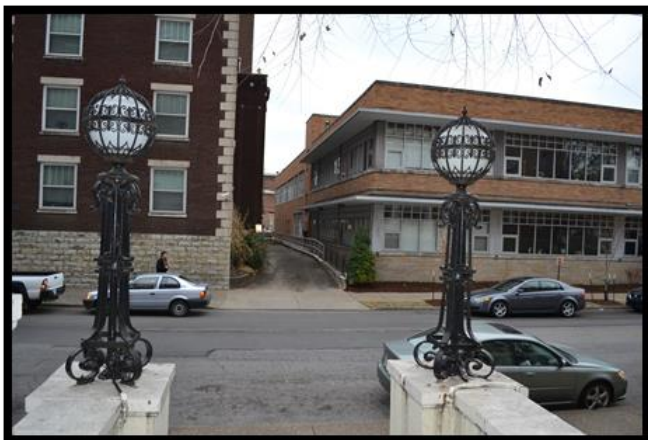


Figure 12. Decorative details on primary façade. Left: Ornate cast-iron lighting fixtures on front entry porch, looking east. Right: Colonial Revival style cast iron urn on porch, looking northeast.

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Above the ornamental main entry are floors two through six, which are characterized by symmetrically-placed wood windows, arranged one atop the other, with architectural terra cotta lintels and sills. All the tripartite windows have a keystone arch and the 1/1 windows feature a terra cotta jack arch. As with the former two bays, the sixth-floor windows have a continuous terra cotta lintel. If looking south to north, there are two small 1/1 windows, a tripartite 8/2 window with 1/1 sidelights, two tripartite 8/2 windows with 1/1 sidelights supported on terra cotta block modillions, a tripartite 8/2 window with 1/1 sidelights, and a small 1/1 window. The cornice line of this six-bay section is supported on decorative brackets between which can be found a continuous dentilled molding at the frieze and bands of blonde brick veneer.

Finally, the last two bays of the 1914 portion of the building project slightly from the main building plane and match the two bay portion to the south.⁹ This bay features two 8/2 tripartite windows with 1/1 sidelights, arranged symmetrically one on top the other for the second through the sixth floors. The cornice line of this two-bay section is distinguished by patterned bands of buff-colored vertically-oriented brickwork on the parapet and horizontal blonde brick banding at the cornice, which matches that found between brackets on the middle six bays. The terra cotta quoins, that originally concluded the wall juncture of the 1914 building, were removed in 1925 when the addition was appended.

The 1925 addition can be seen in the next tripartite section of the primary façade that proceeds north from the 1914 portion of the building. A continuous terra cotta lintel extends across the addition's sixth floor windows, as in the 1914 portion of the façade; as well, an uninterrupted terra cotta sill course is present at the second floor windows. The first floor of the addition maintains use of architectural terra cotta as the wall cladding into which the windows are placed. All first-floor windows on this portion have terra cotta block modillions supporting the sill and central keystone arches. The remaining windows utilize terra cotta keystone arches if they are tripartite sash or terra cotta jack arches if they are double-hung sash. All lintels are made of architectural terra cotta.

The first three bays of the 1925 addition continue the uninterrupted cornice line detailing and appearance of the 1914 two-bay portion to which it is appended. These three bays of the 1925 addition also present an uninterrupted line from the slightly projecting 1914 bay. If looking south to north on the three bay portion of the 1925 addition, attached to the 1914 façade, there is a symmetrically-positioned 1/1 wood window, a tripartite 8/2 window with 1/1 sidelights, and a 1/1 wood window, the pattern of which extends all six floors. The next five bays form the center portion of the tripartite arrangement. This bay is framed by terra cotta quoins and has a cornice line that matches the 1914 primary façade's tripartite section. If looking south to north, there are symmetrically-placed rows of windows that are arranged one on top the other for the entire six floors. The window arrangement is as follows: a single 1/1 sash, an 8/2 tripartite sash with 1/1 sidelights, two 1/1 double-hung sash, an 8/2 tripartite sash with 1/1 sidelights, and a double-hung sash. The final three bays of the 1925 addition, if looking south to north, maintains the appearance of its matching tripartite section to the south. Windows on this bay are 1/1 wood sash, a tripartite 8/2 window with 1/1 sidelights with keystone arch, and a 1/1 wood sash. The cornice line of this three-bay section is distinguished by patterned bands of buff-colored vertically-oriented brickwork on the parapet and horizontal blonde brick banding at the cornice, which matches that found between brackets on the middle tripartite section of the 1925 addition. The wall juncture is completed with terra cotta quoins.

The 1939 one-story garage building is attached to the primary façade, directly north of the 1925 addition. The façade of the garage is inset slightly from the main body of the apartment building and is distinguished by use of

⁹ The first floor portion of this two-bay section was described in the porch/main entry part of this narrative.

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architectural terra cotta as its wall cladding material. Continuing the treatment from the apartment building's façade, the window and door openings are set into the terra cotta facing and utilize terra cotta surrounds. If looking south to north, there is a single leaf door opening, for pedestrian access and a 1/1 window with a terra cotta pent roof shielding entry from the elements. The garage is lighted by the following windows on the primary façade: a 1/1 double hung window, paired 1/1 windows, three tripartite 8/2 windows with 1/1 sidelights, and a 1/1 double hung window. A modern rusticated low concrete wall forms the property boundary between this building and the sidewalk along Fourth Street.



Figure 13. Garage façade, looking northwest from South Fourth Street.

Exterior Description - Secondary Façade – South Elevation

The south elevation features the 1914 building and courtyard area, the 1958 addition, and the 2001 elevator tower. The south elevation has served as a secondary façade, since the demolition of the Heyburn House, which obstructed view of this elevation from West Ormsby. It appears that some of the landscaping associated with this secondary façade was accomplished in the late 1930s/early 1940s up to modern times.

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Figure 14. South elevation of Puritan Apartment Hotel, looking northeast.

The south elevation is defined by an early twentieth century low stone wall atop which sits an early twentieth century cast iron fence. This wall directly abuts the sidewalk along West Ormsby Avenue. A set of more modern concrete stairs, perhaps installed in the 1940s, provide entry to this secondary façade from West Ormsby; these stairs are flanked by recently installed metal handrails, located along the ADA-accessible concrete ramp that ties into a landing near the end of the main stair. Defining this entry is a low buff-colored, U-shaped brick veneered landscaping wall, topped with a concrete cap. A large magnolia tree is planted directly east of the stair ensemble. Four circa 1980s pathway lamps line the poured concrete sidewalk that leads into the building. Surrounding the one-story entry sun porch is a low buff-colored brick veneer wall, topped with concrete coping. A railing with a Colonial Revival style balustrade is situated to the west (left) of the entry. A curved buff-colored brick veneer wall curves around an accessible ramp that is located to the east (right) of the main stair. This east wall likely resembled the west wall, with a decorative balustrade, but was reworked to serve as an accessible entry.

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Figure 15. Secondary entrance into a one-story sun porch on the south elevation courtyard. Photo taken looking north.

If looking from west to east, the west end of the 1914 wing faces the street. This end wing is faced with red-tapestry brick veneer and has a glazed terra cotta cornice line above which is a triglyph of decorative blonde vertically-oriented brickwork. A terra cotta lintel course with a centered terra cotta keystone defines the top of the building, just above the sixth story windows. Much like the rest of the building, the windows are symmetrically-placed and arranged one atop the other for the entire six stories. With the exception of the first-floor middle bay, this end wing is characterized by three bays of 1/1 windows, either paired or placed separately. The middle bay of windows features paired 1/1 wood windows with terra cotta lintels and sills. The sixth-floor middle bay also features paired 1/1 wood windows with a two-pane transom sash. The east and west bays of windows are 1/1 wood windows with terra cotta sill and lintels. The ground floor presents a somewhat different pattern. The middle bay contains a single-leaf entry door. The end wing on the southeast side resembled this end wing prior to the 1958 addition, as can be seen in **Figure 40** in Section 8 of this document.

The courtyard of the 1914 building is finished in buff-colored brick and features tripartite 1/1 wood windows with 1/1 sidelights or 1/1 wood windows. Windows are finished with a brick header sill and lintel in the 1914 courtyard area. A stepped cornice line of undetermined materials traces the upper story of the courtyard area. The roofline is capped by decorative glazed terra cotta coping. If looking at the west courtyard wall, this elevation features five bays of symmetrically-placed wood windows, arranged one on top the other for the six stories. The middle bay is characterized by two small 1/1 wood windows. The flanking bays, to the north and south, have tripartite 1/1 windows with 1/1 sidelights. The front wall of the courtyard, which faces south, repeats the symmetrical window placement found elsewhere on this building. Similar to the west courtyard wall, the south wall contains five bays of windows with the middle bay defined by two small 1/1 wood windows. The windows on either side of this are tripartite 1/1 windows with 1/1 sidelights.

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A one-story sun porch characterizes the first floor of the south courtyard wall. Entrance into the sun porch can be obtained through a centrally-located Colonial Revival style pediment with fluted pilasters, framing the entry doors. Paired five-light sidelights can be found between the outer set of fluted pilasters, creating a tripartite entryway. The original entry doors have been replaced by modern ADA-compliant multi-light French doors and are topped with a multi-paned transom. Directly east and west of the entryway, a set of three casement windows light the sunporch space. Each window is topped by a multi-paned transom of casement windows. The roof of this sun porch is covered with asphalt shingles.

Finally, the east courtyard wall of the 1914 building matches the west wall. This five-bay elevation has two tripartite wood windows, two 1/1 wood windows, and two 1/1 tripartite windows with 1/1 sidelights, if looking north to south. Attached to this courtyard wall is the 1958 addition, also visible from the rear elevation. The west side of the 1958 building is characterized by a minimalist modern style with symmetrically-placed metal windows. From north to south, the 1958 addition has three sets of paired three-pane metal awning windows, arranged symmetrically one on top the other for all six floors. All windows have a concrete sill and a brick header lintel. Concrete coping traces the roofline on the 1958 addition, similar to the terra cotta coping found throughout.

Appended to the 1958 addition is a slender six-story elevator tower, constructed in 2001. The west elevation of this tower can be approached along an ADA-compliant concrete ramp lined by metal handrails. This elevation features glass curtain walls that show a clear demarcation between floors in the elevator waiting area, in an attempt to match the fenestration pattern of the 1958 addition. The curtain wall is partially faced in brick veneer on its southwest corner. The south elevation of the elevator tower is defined by a brick veneer elevator shaft supported by a gray-colored concrete block base, intended to match the glazed terra cotta block. Decorative brickwork, which mimics the brickwork on the west end wing, is situated at the top of elevator shaft wall and concrete coping traces the roofline. Concrete band courses mark the third through the sixth stories as well as near the top of the elevator shaft tower. A low buff-colored brick-veneer landscaping wall topped with concrete wraps the elevator tower on its west and east side. Adjacent to that is a buff-colored brick six-story portion of the elevator tower that utilizes a metal curtain wall to lights the south elevation of the interior spaces.

Exterior Description - Rear (West) Elevation

The rear elevation features the west sides of the 1958 addition, the 1925 addition, the 1914 building, the 1939 garage, the courtyard wall between the 1914 building and 1925 addition, and the 2001 elevator tower.¹⁰ A low stone wall with a metal fence, meant to match existing cast iron fencing, rounds the corner on this elevation. Between this fence and the alley, one can find the remnants of a brick sidewalk and a small grassy area.

¹⁰ The west elevation of the elevator tower and the 1958 addition are described as part of the courtyard in the section titled Secondary Façade above.

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Figure 16. Rear (west) elevation, looking northeast.

The west elevation of the 1914 building is characterized by eleven bays of symmetrically-placed wood windows on all six floors, excluding the first three bays of the northwest corner of this building on the first and basement floors, which will be described separately. All windows on this elevation have brick header lintels and sills and all tripartite windows are characterized by 1/1 sash on both the main window and the sidelights. If looking north to south, the 1914 wing has two tripartite wood windows, a small single 1/1 wood window, four sets of tripartite wood windows, two small 1/1 wood windows, and two tripartite wood windows. The first floor of the 1914 wing has experienced some changes. If looking from north to south, the first three bays of windows have been enclosed with brick veneer. The fourth bay features what was likely an original service entry that has been modified with an HVAC unit where there may once have been a transom window. The remainder of the first floor fenestration pattern follows that established on the floors above. If looking north to south, the basement floor, while keeping the symmetry above, has three bricked-in window openings, one window enclosed with plywood, three wood windows with a grille covering, and one small metal utility door. The side of the one-story brick veneer porch area is appended north of this wing. According to Sanborn maps, this area was used as a dining room with access to the open courtyard between the 1914 building and the 1925 addition. Two windows were encased in brick on this one-story west elevation. Attached to this is a brick courtyard wall that appears to have been rebuilt in the recent past. An entryway into the area is secured by a screened metal door.

The 1925 addition is also visible on this elevation, which includes a buff-colored brick wall that looks out onto the courtyard and a multi-colored brick-veneered end wing of the building. The courtyard part of this addition will be described under courtyard below. If looking from north to south, the 1925 end wing is characterized by six floors of symmetrically-placed windows. This elevation has 1/1 wood windows of two different sizes, capped by brick header flat arches and concrete sills. The smaller windows on this elevation are placed slightly higher than the standard size windows, indicating use of the interior space as a kitchen or bathroom area. If looking north to south, all six stories feature one standard-sized window, two smaller windows, and one standard-sized window.

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Buff-colored brick from the more public-facing courtyard area wraps the end walls of this elevation and a parapet wall caps the roofline.

The courtyard area was formed when the 1925 addition was appended to the 1914 building, creating a private outdoor space for residents as well as sufficient light and air for the apartment interiors. This area contains concrete sidewalks, grassy areas, deciduous trees, and low bushes. A few utility-oriented objects share the east end of this space, such as condenser units, but they are mostly shielded from view. The south wall of the courtyard is part of the 1914 building. On the first floor, a one-story enclosed sun porch projects horizontally from the building into the courtyard. This space was used as a dining room throughout most of the Puritan building's life span. The one-story porch has a shed roof with a slight overhang and features multi-paned tripartite-style wood casement windows with multi-paned transoms and concrete sills. If looking east to west, there is a bank of five casement windows, a five-foot span of wall, and then four additional casement windows on the first floor. A basement service entry is available below the five-foot span of wall, which features a wood paneled entry door. Just north of this one-story porch is an ADA-compliant entry with multi-paned French doors, capped by a multi-light transom window, and a casement window that matches the windows on the projecting one-story bay. The entryway is framed on the south by the adjacent buff-colored brick wall and on the north by the buff-colored brick and concrete stair end walls. Floors two through six are characterized by an evenly-placed fenestration pattern. Windows on this elevation are mostly 1/1 wood windows of different sizes. All windows have a brick header sill. If looking east to west, there is a 2/2 wood window, marked "Danger: Elevator Shaft," a 1/1 wood window, paired 1/1 wood windows, 1 small 1/1 wood window, 1 small 1/1 wood window, two sets of paired 1/1 wood windows, 1/1 wood windows, 1/1 small wood window, a chimney flue, encased in blonde brick veneer, paired 1/1 wood windows, a 1/1 wood window, a slightly projecting portion of the wall, which features a small 1/1 wood window on its east side, and a 1/1 wood window on the south face of the projecting bay. This window pattern is repeated on floors two through six on the south wall of the courtyard.



Figure 17. Private courtyard area between 1914 building and 1925 addition. Left: View from courtyard toward alley and maintenance building, looking west. Right: one-story dining room, looking southwest.

The 1925 addition forms the north and east walls of the courtyard area. The east courtyard elevation contains 1/1 wood windows with brick header sills. The main courtyard wall features seven 1/1 wood windows, arranged one on top the other for the entire six floors. A recessed area is situated directly southeast of the main courtyard wall where the 1914 and 1925 portions of the building are connected. In this space, which is barely visible, there is a

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single-light wood panel door with small concrete balcony and metal railing, a chimney flue, and a small 1/1 wood window, if looking north to south. The first floor door does not have a concrete balcony. The north elevation of the courtyard also features symmetrically-spaced 1/1 wood windows with brick header sills on all six floors. If looking east to west, there is a 1/1 wood window, a small 1/1 wood window, a 3.5 ft wall projection, paired 1/1 wood windows, a 1/1 wood window, a 1/1 wood window, paired 1/1 wood windows, a small 1/1 wood window, a small 1/1 wood window, paired 1/1 wood windows, a 1/1 wood window, a 1/1 wood window, a paired 1/1 wood window, and a 1/1 wood window.

Finally, the rear (west) elevation of the 1939 garage building can be seen from the alley. This elevation is characterized by a brick front gable and a large garage entry with a modern metal roll-top door. Two windows and a single-leaf pedestrian entry door are situated directly north of the entrance, all of which have been covered on the exterior.

Exterior Description - North Elevation

The north elevation features the sides of the 1925 apartment addition and the 1939 garage building. As noted previously, this elevation was never intended to be as street visible; as it was formerly shielded by buildings in direct proximity that were demolished in recent years.



Figure 18. North elevation, looking southwest.

The north elevation of the 1925 building addition is encased in buff-colored brick and features six stories of windows arranged in a symmetrical pattern. A small portion of the primary façade's treatment is continued onto the north elevation. This area is situated at the addition's northeast corner and is characterized by red tapestry brick veneer, glazed terra cotta quoins at the façade/side wall juncture, and a glazed terra cotta cornice line. Decorative glazed terra cotta coping highlights the wall's peak, which continues along the entire north elevation of the addition.

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The remainder of the 1925 addition is less embellished. If looking from east to west (left to right), there is a single-leaf door that leads out onto a metal fire escape, a single 1/1 wood window, paired 1/1 wood windows, two small 1/1 wood windows, paired 1/1 windows, two 1/1 wood windows, paired 1/1 wood windows, two small 1/1 wood windows, paired 1/1 wood windows, two 1/1 wood windows, paired 1/1 wood windows, and a single 1/1 wood window. All windows are capped by a header course of bricks and have concrete lintels.

The side of the 1939 garage is also apparent on this elevation. As with the 1925 addition, the primary façade treatment wraps the garage's northeast corner with glazed terra cotta for approximately the first ten feet. If looking east to west (left to right), there is the small glazed terra cotta block portion, which has no openings, then the running bond brick veneer which is pierced by eight large evenly spaced metal pivot windows with concrete sills. Three of these windows are enclosed with a plywood covering.

Property Description – Interior

The Puritan Apartments' main building contains 206,157 square feet of space, divided mostly into apartment units. There are 247 apartments situated on floors one through six, with the majority located on floors two through six. By the end of the period of significance in 1958, the Puritan had 253 apartments, created by subdividing some of the older larger apartments into smaller efficiency units. It appears that the number of units has changed very little since the late 1950s.

The building has several circulation hubs, but the main one is located in the 1914 building lobby, directly accessible from South Fourth Street. Two circa 1914 passenger elevators provide upper floor access from this space and a highly decorative half-landing stair can be found in the southwest corner of the lobby. A secondary area of intense use is located in the South Parlor/Sun Parlor area, which can be reached from the West Ormsby entrance. There are no public elevators situated in this space, however, there is a freight/maintenance elevator nearby that was historically used for service access. Additional sets of secondary stairs are typically located at or near the building's corners. These fairly unadorned metal and concrete stairs are situated on the building's southeast, northwest, and southwest sides and lead to all six floors. In addition, the 2001 elevator tower is located on the southeast corner of the building.

First Floor

The first floor has historically served as the main entry on the south and east sides of the building as well as providing space for the residential amenities that made the Puritan such a sought-after address. The main lobby and south lobby area are characterized by terrazzo and marble flooring, some of which have been covered with large area rugs. A few original marble tiles have been replaced by vinyl flooring with a similar appearance. The ceiling is defined by paneled plaster molded or coffered ceilings which are situated between steel framing members, supported on steel columns. Chandelier style lighting hangs from the middle of the ceiling panels. Window and door moldings feature Classical and Colonial Revival themes, such as broken pediments, plain pediments with no entablature and fluted pilasters, cased flat arch with central keystone, and multi-light transom and sidelights. Wall surfaces are wallpapered, as part of the late 1970s/early 1980s rehabilitation or painted in recent years. Doors are typically paneled doors with decorative molding or multi-light French doors, some of which have sidelights.

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In terms of plan, entry from the Fourth Street open porch leads directly into what might best be called the Puritan's living room space. If looking north (right) from the entry, there is a sitting area, complete with a Colonial Revival style mantelpiece which is framed on either side by floor-to-ceiling fluted pilasters. Alcoves are situated on either side of the pilasters. If looking south (left), there is another sitting area, which is located directly adjacent to the main stair. The main stair features decorative metal scrollwork balustrade, marble steps, and a Colonial Revival style wooden newel post, stringer, and rail. A large hallway provides view into the south parlor space, if looking west. The same hallway provides access to a pair of original elevators, which are located northwest corner of this space. These elevators, which are concealed to appear as typical entry doors, are topped with a simple pediment and framed by fluted pilasters. See **Figure 19**.



Figure 19. Interior views in first floor lobby area. Left: Central staircase, looking southwest toward lobby areas. Right: Lobby elevators looking northwest.

Entry into the 1925 annex apartment space can be gained by traveling down a corridor leading north from the main lobby. This narrow passage is clearly meant to be more private and is defined by a Colonial Revival style cased flat arch with central keystone and paneled frame. Apartments in this portion of the building are numbered 130 through 145. The 1925 corridor appears like an elongated "T" in plan and is characterized by painted wall surfaces defined by chair rails and picture moldings at regular intervals. Apartment doors are wood single-leaf doors topped by transom windows, which have been covered in plywood. The corridor has recessed fluorescent lighting set into a dropped acoustic tile ceiling system and the floors are carpeted. This passage provides access to the garage building at its north end.

On the south side of the main lobby is matching Colonial Revival style cased flat arch with central keystone and paneled frame that furnishes entry into the 1914 and 1958 apartment area. Like its neighbor to the south, this passage was intended to provide more private entry from the main public spaces into resident's living areas. Apartments in this portion of the building are numbered 118-119, and 121-125. This corridor features painted plaster or wallboard surfaces with chair rails and carpeted floors. Like the south passage, this corridor has recessed fluorescent lighting set into a dropped acoustic tile ceiling system. The southeast stairwell remains in situ at the end of the original 1914 building, about halfway down the passageway. At the very end of this corridor is first floor of the 2001 elevator tower. The large ADA-accessible elevator is situated on this addition's south wall. The space is characterized by a metal curtain wall entrance, dropped acoustic tile ceilings, ceramic tile floors, and the brick veneer end wall of the 1958 addition.

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If traveling west from the main lobby, the southwest parlor and sunporch can easily be accessed down a main corridor from the 1914 lobby, as can be seen in **Figure 23** below. The space can also be approached from the West Ormsby entrance. If entering from West Ormsby, a sun porch is first encountered. This one-story space is defined by ample amounts of natural light. Entrance into the south parlor can be accomplished through one of three sets of French doors, which have multi-light transom windows and sidelights. The south parlor also has sitting areas; historically a piano has been located in this space as well. If looking northwest, there is a bank of original metal mailboxes with a brass plaque that states, "THE PURITAN." If looking northeast, the main public corridor that leads to the 1914 lobby is visible. Two Colonial Revival style round columns with composite capitals frame this passage near the reception desk area, which is situated on the south parlor's southeast wall, directly adjacent to the main stair. The wood paneled reception desk is open on its west and north sides to serve residents' needs. See **Figure 20** below.



Figure 20. Interior views in south parlor. Left: Front desk and sitting area, looking northeast. Right: Original bank of mailboxes, looking northwest.

Several discrete rooms are situated along the south parlor's north wall. (See **Figure 21**). Originally, these rooms would have provided space for residential amenities such as the radio room, smoking rooms, billiard rooms, and etc. Currently, the eastern room serves as a chapel for residents. This space can be entered through a cased opening topped by a broken pediment and features coffered ceilings and a Colonial Revival mantel on the east wall. The mantel is flanked by floor-to-ceiling Regency/Art Deco style wooden pillars with raised panel moldings. A set of Regency/Art Deco style doors with decorative fretwork on the pediment lead into anterooms that access the dining porch from this space. One of these anterooms is now a library room. Directly adjacent to the chapel, on the parlor's north wall, is office space for the Greater Louisville Central Labor Council. This space was not available for inspection but the exterior entry features a cased entry topped with a broken pediment. A set of paneled doors open onto this space. Moving further east, there is entry into a small anteroom through which the main banquet room can be accessed. This room can be accessed through French doors and has a modern red brick vinyl tile floor. On the east wall, there is a counter space to order food. A storage and pantry area are situated on the west wall of this room.

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Figure 21. Left: View of dining area, looking northwest. Right: View from lobby toward south parlor rooms, looking northwest.

Moving directly north toward the courtyard area, a large banquet room is accessed. (See **Figure 21**). This space was originally intended as an area for social gatherings, such as tea dances, adjacent to the dining room. This room is largely an open space, punctuated by a few simple wood columns and lit by ample wood casement windows. The flooring is a modern wood tongue and groove floor, installed in 2004, and the room is ceiled with acoustic tiles. A large Colonial Revival style wooden fireplace mantel with overmantel can be found in the banquet room's southwest corner, which replaced an earlier mantel in the 2004 remodel.

The original dining room space has been divided to serve as offices for Beacon property management. This area features carpeting and dropped ceilings with all modern moldings. The kitchen space, which was located in the 1914 building's southwest wing is now private apartment space. The kitchen was directly adjacent to both the dining room and the service elevator and stair located off the south parlor.

Apartments 101, 107, and 108 can be found down the building's southwest wing. Similar to the other apartment entry corridors, this space has dropped acoustic tile ceilings with fluorescent lighting, carpeted floors, and painted wall surfaces. Transom windows are found on some of the apartments in this hallway.

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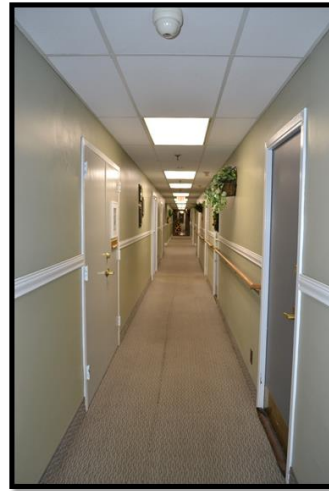
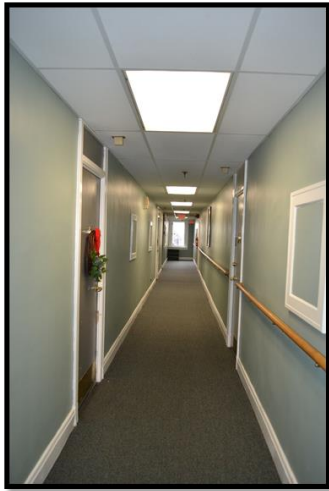


Figure 22. Typical apartment corridors. Left: Apartment corridor in the 1925 annex, looking west. Note the transom windows over the apartment doors and picture moldings. Right: Apartment corridor in the 1958 addition, looking north. Note the lack of similar decorative details.

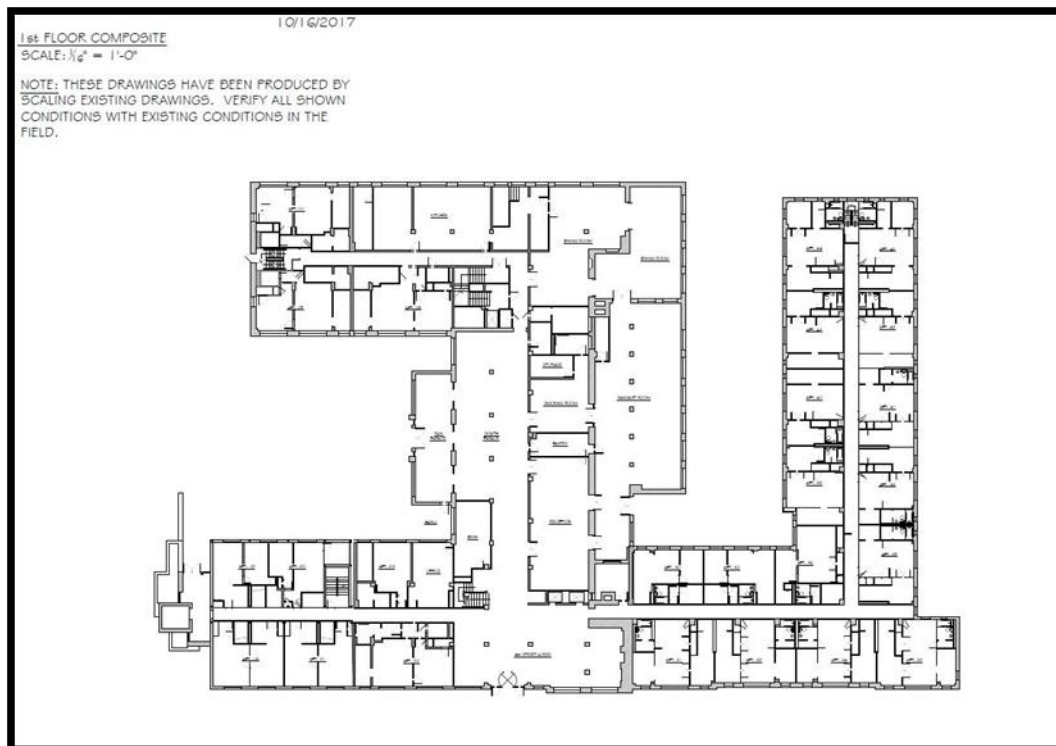


Figure 23. Approximate First Floor Plan

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Second-Sixth Floors

Floors two through six maintain a similar floor plan with few deviations. (See **Figure 25**). None of the upper floors have public spaces, outside the circulation hubs near the elevators and the stairs. As such, floors two through six have limited ornamentation. The main corridors feature carpeted floors, painted wall surfaces with chair rails and picture moldings, and dropped acoustic tile ceilings with fluorescent lighting. The elevators on the upper floors have a simple capped trim surround. Doors that lead into the apartment spaces are wood single-leaf door topped with transom windows that have been enclosed with plywood. The 1958 portion of the building does not have transom windows over the apartment doors; typically this later addition also does not feature chair rails and picture moldings.

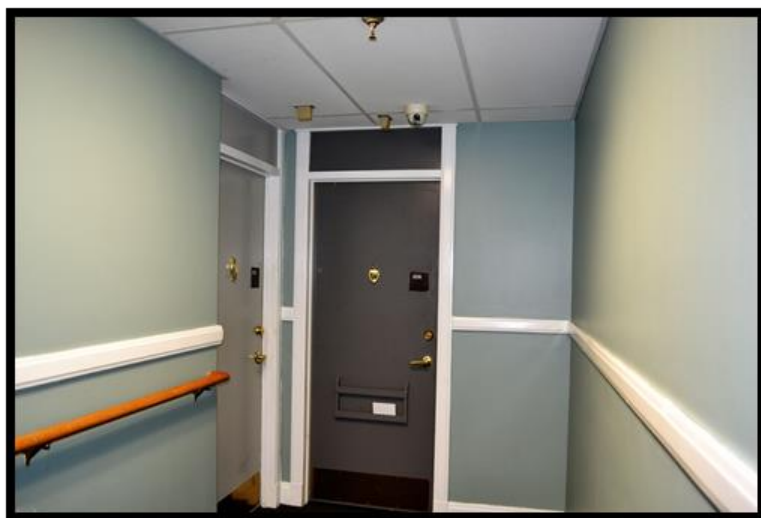
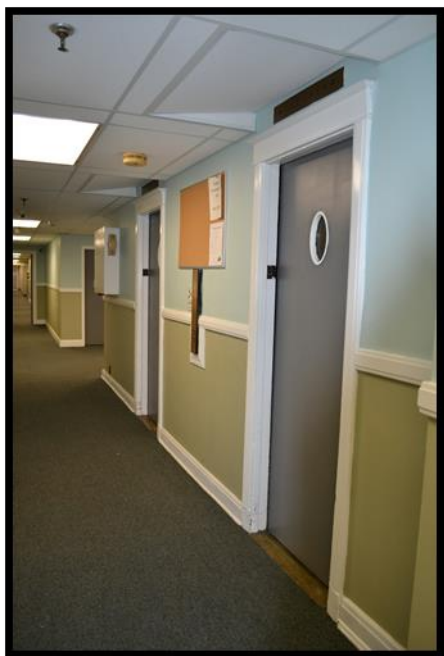


Figure 24. Apartment corridor views, second through six floors. Left: Main elevators on the third floor, looking southwest. Right: Typical apartment door for 1914 and 1925 addition has a transom window. Looking north from 1914 corridor on the second floor.

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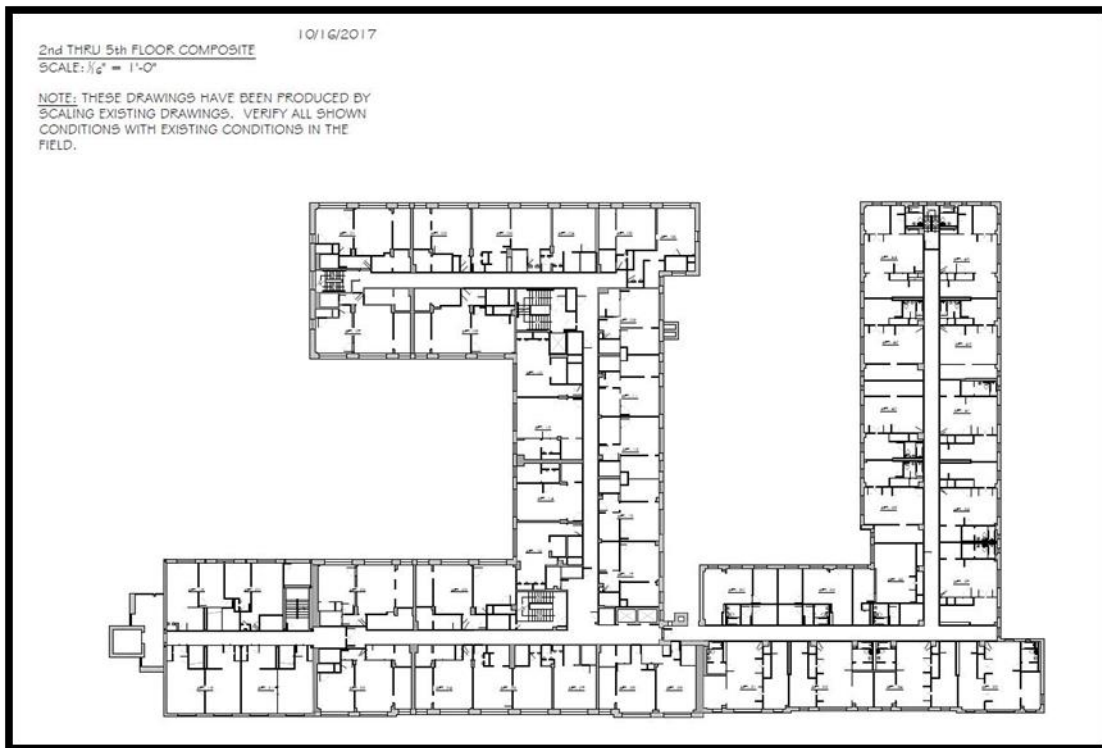


Figure 25. Approximate floor plans for floors 2-6.

Typical Apartment Floor Plans

A typical apartment in the Puritan is an efficiency or one-bedroom/large efficiency. Most units have carpeted floors, wood baseboards and moldings, and plaster walls and ceilings. Ceilings in the 1914 and 1925 portions of the building are typically ten to twelve feet in height. The 1958 addition has textured nine-foot tall ceilings. The majority of the Puritan's apartments retain original details, such baseboards, trim, interior doors, fixtures, and cabinets; a few apartments even retain an original Murphy bed in the bed closet.

Several units were available for inspection, as they were unoccupied at the time of field work. (See **Figure 26-Figure 27**). Apartment 141 is located in the 1925 addition. This apartment features entry into a large open living space, which is lit by two large 1/1 wood windows on the north wall. A radiator, which is situated under the window, provides heat to this unit. A small galley kitchen area, which has been converted to a bedroom, is accessible east of the main living area through a set of French doors. There is an original built-in china cabinet with leaded glass doors in this space. Directly north of this cabinet was a dining area which is defined by plaster wall panels with decorative molding. Doors in this space are mostly wood panel doors. A small bathroom and galley kitchen are included in the apartment as well. A small closet where the fold-up bed was kept is maintained in this apartment.

Apartment 214 was also examined on site; it is part of the original 1914 portion of the building. This large efficiency unit features concrete floors, which were set to be carpeted, wood panel doors with cap moldings, wood baseboards, and plaster walls and ceilings. A tripartite wood window with sidelights is located in the main living area, which looks out onto the south courtyard area. A small bathroom and kitchen are also located within this space.

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Apartment 618, in the 1958 addition, was partially inspected during field work as well. This apartment has carpeted floors, a textured plaster ceiling, and what appears to be wallboard with a skim coat of plaster. Upon entry from the hall, there is a small galley kitchen directly to the right. The main living space can be accessed directly from the front door with no intervening hallway. This area is lit by a pair of three-pane awning windows. A small coil-heating unit can be found under the windows. A sitting room/bedroom is located to the right (east) of this. Because this unit was occupied, a full inspection was not possible.

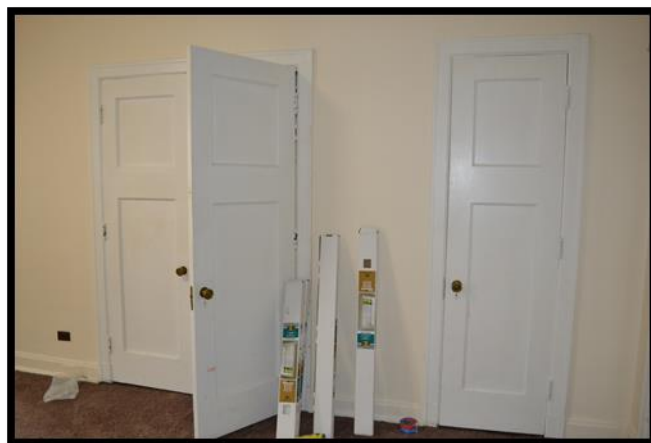


Figure 26. Interior views of apartments. Left: View of Apartment 214 (1914), looking at tripartite window, facing toward south courtyard area. Right: Typical apartment doors in 1925 annex. View of Apartment 633, looking south. Note that smaller door to the right was the Murphy Bed closet.



Figure 27. Interior views of apartments. Left: Interior of Apartment 618 in the 1958 addition, looking south. Right: Original china cabinet in Apartment 141 (1925), looking south.

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Basement Floor

The basement level, which can be accessed directly from the sidewalk lining South Fourth Street, is generally used for storage, office space, maintenance space, and a few services for residents. There is a small store located near the elevator, a laundry room, and offices for the nonprofit SOCAIR. Floors on ground level are concrete, covered in either acoustic tile or carpeting. Ceilings are plastered with fluorescent lights and various conduits hanging from them. Wall divisions for office space were likely accomplished in recent times. Moldings and baseboards also appear to be of more recent vintage.

The ground level does not extend under each portion of the building. The basement is situated only under the 1914 portion of the building. In addition, inspection of the ground level under the porch indicates that this area was likely altered when the 1925 addition was appended to the building, as there are windows in this space that appear to have looked out onto a ground-floor outdoor space.

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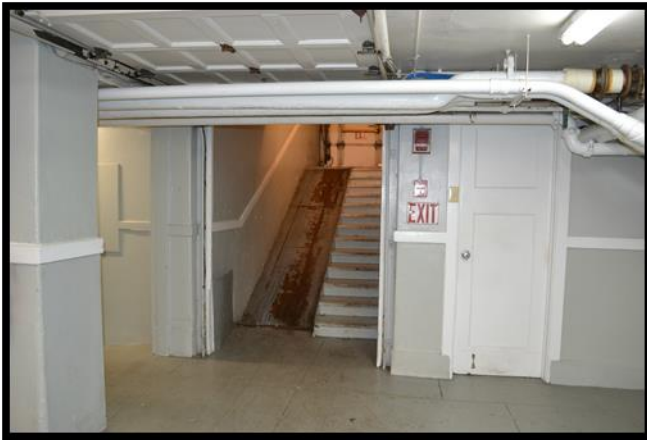


Figure 28. Views of basement level. Right: maintenance area, looking west toward back alley. Right: Basement corridor, looking east toward South Fourth Street entrance.

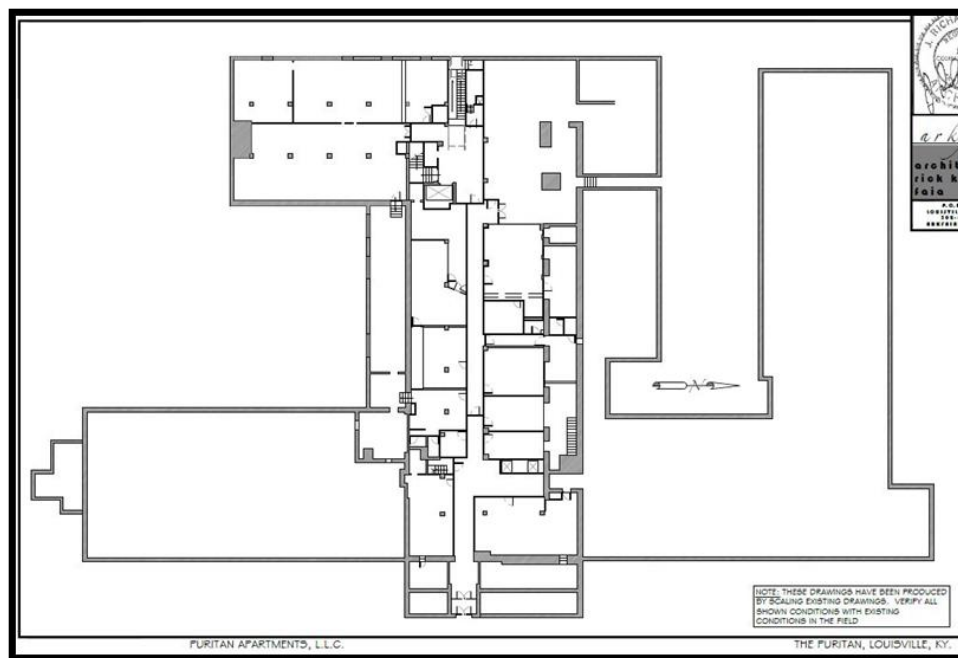


Figure 29. Approximate Basement floor plan.

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Figure 30. Various interior photos. Left: 1939 garage interior, looking northeast. Right: Maintenance facility interior, looking south.

Changes to the Building after the Period of Significance

There have been very few changes to the exterior of this building since it reached its present appearance in 1958. The building retains its historic architectural fabric and features, such as historic wood and metal windows and architectural terra cotta detailing. The main exterior change was the addition of a modern elevator shaft on the building's southeast corner in 2001. As can be seen in **Figure 4** and in the photos and floor plan above, this addition is not of substantial size in that it does not engulf or overwhelm the building in any way and reads clearly, from the exterior, as a later addition. As well, the builders made a successful attempt to blend with the existing fabric through use of brick, gray-shaded concrete block, and decorative details, such as band courses and brick work.

Interior changes have been minimal as well. The main public spaces remain intact in terms of materials, workmanship, and design. Historic trim, decorative details, and materials define these spaces. The main change to the interior plan was the conversion of a portion of the dining room space to offices and the kitchen to apartments. These changes are nominal, when compared to the overall retention of fabric and design. The apartments themselves are also fairly intact, especially given the number of modern updates necessary to obtain tenants. The majority of the Puritan's apartments retain original details, such as baseboards, trim, interior doors, fixtures, and cabinets; a few even retain an original Murphy fold-up bed in the closet. Changes to apartment interiors include replacing carpeting and appliances, and subdividing spaces to create additional units. Given that there were 253 apartments in 1958, and that there are now 247 apartments, it appears that the design changes to apartment spaces have been minimal since the period of significance.

Current Rehabilitation Plans

SOCAYR, Inc., acting as developer of the Puritan Apartments, plans to use the state and federal historic preservation tax credits for the following scope as part of its rehabilitation project:

- All new mechanical upgrades; specifically installation of modern HVAC systems
- Replace all existing plumbing lines
- Upgrade all interior apartment furnishings
- Replace all appliances
- Replace half of building roof

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- Rehab the main community space
- Upgrade window frame or add storm windows for efficiency purposes
- Rehab existing aging elevators

The property will remain in active use as senior and affordable housing.

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8. Statement of Significance

Applicable National Register Criteria

☒	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
☐	B	Property is associated with the lives of persons significant in our past.
☐	C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
☐	D	Property has yielded or is likely to yield, information in prehistory or history

Areas of Significance

(Enter categories from instructions.)

Community Planning and Development

Period of Significance

1914-1958

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the last 50 years.

Significant Dates

1913-1914, 1924-1925, 1939, and 1958

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Period of Significance

The selected Period of Significance, 1914-1958, corresponds to date of construction and subsequent additions to the Puritan Apartment Hotel. The Puritan is an important local example of an apartment hotel designed to cater to Louisville's middle-to-upper class families.

Criteria Considerations: N/A

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Statement of Significance

Summary Paragraph

The Puritan Apartment Hotel (JFCO-2260) meets National Register Criterion A and is locally significant within the historic context, *Apartment Housing for the Middle and Upper Classes in Louisville, Kentucky, 1890 – 1965*. The Puritan Apartment Hotel, hereafter referenced as the Puritan, was constructed in 1914 and expanded several times until 1958, at which time it reached its present appearance. The property is significant locally as it conveys an important early-to-mid-twentieth century property type, the Apartment Hotel, intended for Louisville’s middle-to-upper class families. The Puritan incorporates a combination of characteristics essential to a significant apartment hotel which include: fashionable landmark architecture, carefully landscaped grounds with ample outdoor space, short-term rental spaces, modern services and amenities, and a prominent location within a socially-important neighborhood. Further, the Puritan is among the only intact apartment hotels that convey a sense of the higher-end of apartment living during this era. As such, the Area of Significance selected for this nomination is Community Planning and Development.

Background on Context Development

This nomination reuses contextual information from The Cumberland Apartments (NRIS: 96000278), a 1996 listing in Louisville, Jefferson County, Kentucky. That nomination’s historic context narrative, titled, “Multi-Family Housing for the Middle and Upper Classes in Louisville, Kentucky, 1890 – 1930,” has been renamed here: “Apartment Housing for the Middle and Upper Classes in Louisville, Kentucky” and its period of investigation extended to circa 1960. The current nomination’s context traces the development of apartment housing for affluent social groups in Louisville, through the mid-twentieth century, to account for significant changes at the Puritan Apartment Hotel.

The first two sections of the 1996 context, titled the *Early History of Apartment Buildings* and *Louisville’s First Apartment Houses* are used with as few editorial changes as possible.¹¹ The next section, the *Development of the Apartment House in Louisville*, was altered extensively to update the end of the time frame from 1930 to 1960, which was not addressed in Brooks’ 1996 context.

From Brooks’ 1996 typology, this nomination has further developed contextual information with regard to the Apartment Hotel as a property type. Other apartment building property types developed in the 1996 Cumberland NRHP Nomination are not included, as these do not directly relate to the significance of the Puritan Apartment Hotel Building. The types omitted are: Apartment Flats, Commercial/Flats, Garden Apartments, and the High-Rise Apartment type. Brooks developed this methodology to help illuminate the various type of apartment buildings and their potential significance in Louisville, Jefferson County, Kentucky. Building upon Brooks’ work, it is evident that the Puritan Apartments can be best interpreted as part of the Apartment Hotel Property type.

¹¹ In addition to editorial changes, Brooks’ parenthetical references are changed to footnotes where there are full reference details.

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Historic Context: Apartment Housing for the Middle and Upper Classes in Louisville, Kentucky, 1890 – 1965

The Early History of Apartment Buildings

Apartment dwelling in urban America by the nation's wealthier citizens is a phenomenon that dates back to the 1860s. The urban poor had been crowded into multi-story tenements for some time before this, but America's middle and upper classes had without exception resided in single-family residences. After the Civil War, however, competing demands on limited space in the nation's largest most urban centers began to generate new proposals for upper class housing. Sources generally identify the five-story, ten-unit Stuyvesant Apartment House, constructed in New York City in 1869, as the first true apartment building in America.

Designed by noted architect, Richard Morris Hunt, and financed by a wealthy New York socialite, it was based on a so-called "French flat," a fashionable multi-unit urban dwelling that had been popular in Europe and particularly in France since the mid-nineteenth century.¹² Shortly after, similar buildings began to appear in other large American cities such as Chicago and Boston.

In smaller Midwestern cities such as Louisville and Indianapolis, where land for expansion was plentiful and the land-rent economics were not on the same scale, it took several more decades before the first apartment houses were constructed. While Indianapolis' first "modern" apartment building was The Delaware, constructed about 1885, the great popularity of this new type of housing truly began in Indianapolis with the opening of The Blacherne in 1895. This block of flats immediately gained favor with the city's social and financial leaders¹³

Louisville's First Apartment Buildings

Louisville's first apartment building has been identified as The Rossmore, later known as the Berkeley Hotel, which was constructed on Fourth Street just north of Broadway in 1893-1894. The Rossmore, listed in the National Register in 1978 (NRIS: 78001365), but demolished a few years later, was a five-story, twelve-unit block of flats, constructed of masonry brick with stone and rusticated brick trim. It was a long narrow rectangular building with a decidedly Chicago-style influenced design. Its rather commercial-looking appearance acknowledged its location in an area that was in transition from primarily residential to commercial at the time of its construction. According to the *Louisville Evening Post* of December 10, 1894 [p. 5, col. 5], it had commercial space on the first floor along with a lobby finished with "tile and stone," three floors of flats opening off a long public hall with servants' rooms at the rear of each floor, and a top floor that provided storage for each unit. The building was equipped with a broad stairway leading from the lobby as well as both passenger and freight elevators.

The Rossmore was fully occupied almost immediately, and in about 1899 an addition was constructed along the north side, doubling the number of apartments. The opening paragraph of the *Louisville Evening Post* article sets the stage for the coming early twentieth century apartment building boom in Louisville. "When a city in its growth has reached the size Louisville has in the past few years the question of how to live as comfortably as possible in the least space practicable becomes a most important one, and one that is subject to more thought from builders

¹² John Hancock, "The Apartment House in Urban America," in Anthony King, ed., *Buildings and Society* (London and Boston: 1980), 160.

¹³ Karen Niggle and Samuel Roberson, "Apartments and Flats of Downtown Indianapolis," *Multiple Property Nomination to the National Register of Historic Places*, 1983, Section 8, 15.

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and architects than any problem that confronts them. A dwelling house near the business center can no longer be had for each family, and yet it is inconvenient and well-nigh impossible to live farther out from the business center. It is then that the usefulness of the apartment house is shown, and a flat fills a want long felt and hard (p. 5, col. 5)."

The Rossmore was followed quickly by the St. James, another five-story block of flats completed in 1897 on St. James Place, at the heart of what was fast becoming Louisville's newest fashionable residential area—known in more recent times as Old Louisville. The five-story St. James towered above the primarily two-and-three story residences being built at the same time on the street, but the fact that it was built by a prominent local businessman, Theophilus Conrad, on the same street as his own stylish residence, indicates that it was viewed as an acceptable new living option for the city's wealthier classes. There appear to have been four large units per floor, served by stairs and an elevator. The St. James suffered a very serious fire in 1912, and at that time the two top floors were removed and the front façade was considerably remodeled with the addition of balconies.

The Development of the Apartment House in Louisville

The development of apartment dwellings in Louisville coincides with an impressive period of growth within the city's boundaries, from 161,129 persons in 1890 to 204,731 inhabitants in 1900—an increase of 27 percent.¹⁴ Subsequent years demonstrate a steady growth in population that peaked again in 1930 after a 31% increase over the 1920 total. **Table 1** below tracks Louisville's population expansion from the time of the city's first apartment house construction to the era of decline for apartment buildings within the boundaries of Louisville proper.¹⁵ While many differing types of dwellings, especially single-family houses, also increased every decade from 1890-1960, it is not within the scope of this study to analyze that phenomenon. This study will, however, illuminate the apparent desire for living in apartments in the city's premier residential areas in the late nineteenth-to-mid twentieth century, assuming that a steady market was driving the decisions to build.

Year	Population	Percent Change*
1890	161,129	30%
1900	204,731	27%
1910	223,928	9.4%
1920	234,891	4.9%
1930	307,745	31%
1940	319,077	3.7%
1950	369,129	15.7%
1960	390,639	5.8%
1970	361,706	-7.4%

Table 1. The City of Louisville Population Growth, from 1890 to 1970¹⁶

* Percentage change noted between decades

¹⁴ Marcum, Jr., "Population" in Kleber, ed., *The Encyclopedia of Louisville*, 714-715.

¹⁵ It is important to note that construction of apartment buildings did not decline within the county's boundaries, as population growth shifted to the county and the need for multi-family housing was strong in the suburbs from 1950 through 1970- and beyond.

¹⁶ Marcum, Jr., "Population" in Kleber, ed., *The Encyclopedia of Louisville*, 714-715.

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By 1905, due to the increase in a population eager to inhabit apartments, the city could boast of over ten apartment buildings, and by 1910, when an "Apartment Houses and Flats" listing appeared in *C.T. Dearing's Guide to Louisville* [p. 76-77], 75 complexes were identified. The 1912 *Who's Who in Louisville* [pp. 262 - 265] records 138 complexes, and in 1928, just before the Depression brought a temporary halt to their construction, *Caron's City Directory* listed 303 apartment houses (pp. 2940-2942).

Clearly, apartment living became an established form of domestic habitation in Louisville in the first three decades of the twentieth century. In 1894, the *Evening Post* viewed the apartment house as a modern solution to the problem of increasingly-scarce housing near the city's business center. In the early twentieth century, apartment buildings became increasingly, almost completely, a building type associated with Louisville's residential neighborhoods in proximity to the urban core. Some of these neighborhoods had a decidedly suburban character, while still situated within the city's boundaries. Nonetheless, the apartment building found a welcome place within them.

Of the 138 complexes listed in 1912, only about thirty have addresses in what is generally thought of as the downtown area alone which was typically north of Broadway. Nearly all of these downtown purpose-built apartment buildings have been demolished. By far the largest number, approximately seventy, were located in the area of the city today known as Old Louisville, the large, primarily residential area south of Broadway that began to develop slowly in the 1870s, and by the late 1880s and 1890s, was rapidly evolving into the city's premier neighborhood for the managerial and professional classes. About twenty had addresses in the Highlands, the fashionable suburban area to the east of the city that began developing rapidly after the 1890s creation and promotion of Cherokee Park and the arrival of the first electric trolley through the area in 1893.¹⁷ Many of the first apartment houses built in the Highlands were in the area immediately adjacent to this Olmsted-designed park.

By 1928 almost no additional apartment buildings had been built in what was then considered the downtown area, north of Broadway. The number in Old Louisville had swelled to over 170, and the Highlands could boast of over sixty. West Louisville, the area west of downtown stretching to the Ohio River at Shawnee Park that had begun developing into a middle-class suburb in the early years of the twentieth century, had over forty apartment buildings. South Louisville and Crescent Hill, other developing suburban areas, each had about ten.

The Great Depression of the 1930s brought a near halt to privately-funded residential construction nationwide and certainly to apartment construction in Louisville. The Cumberland, whose construction began prior to the stock market's crash in 1929, was completed in 1930. It was the last large-scale apartment building to be erected in the city during that decade. Six public housing complexes were completed in Louisville before the end of World War II, including the LaSalle Place, Beecher Terrace (JFWR-01), and College Court—all adjacent to the downtown area.¹⁸ As these were constructed with public financing and were intended for the working-to-lower middle classes, these do not fall within the context of apartment housing in Louisville for the middle and upper classes.

During the late 1940s and 1950s, privately-funded apartment construction resumed. A 1952 *Courier-Journal* article demonstrates a steady growth across all types of apartment buildings, regardless of scale, documenting that the number of Louisvillians living in apartments had increased by 300 percent between 1930 and 1952, while at the

¹⁷ George Yater, *Two Hundred Years at the Falls of the Ohio: A History of Louisville and Jefferson County* (Louisville: The Heritage Corporation of Louisville and Jefferson Co, 1979), 135-136.

¹⁸ Brooks, "Apartments" in Kleber, ed., *Encyclopedia of Louisville*, 39.

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same time the number of single-family housing starts had increased only slightly.¹⁹ Most of this growth was related to the expansion of wartime industry and population that had propelled significant construction at the lower end of the scale, especially with an increased demand for privately-funded apartment developments using FHA-financing programs, such as Section 608 utilized by the developers of Lynn Acres Garden Apartments.²⁰ Vacancy rates remained very low for most Louisville-area apartment buildings through the mid-1950s, when observers recorded an approximately one percent vacancy rate throughout the city.²¹

In spite of a great increase in apartment projects related to either public funding or public insurance through Section 608, it appears that few higher-end apartments were built from the late 1940s through the mid-1960s. A 1952 *Courier-Journal* article indicates that a lack of demand for high rent “luxury apartments” was not the issue, but rather a greater ease in development of the lower-end apartments due to federal interventions, such as FHA’s 608 program, that all but minimized the risk and need for equity.²² In fact, this article quotes an anonymous mortgage investor who states, “There should be a large number of people here who do not want to invest in a \$25,000 or \$35,000 house and who don’t want the maintenance and upkeep of a big home. But can easily afford \$35 a room [not an entire apartment] for a well-located apartment, something in a desirable location with plenty of services.”²³ The article goes to say, “Louisville isn’t any different from any other city its size. The last great apartment building boom was back in the twenties. These so-called luxury apartments have been overlooked in most cities this size.”²⁴

The Adams House, known now as the Parkway Terrace (JFEH-3108), is among what might be considered the few privately-funded middle-to-upper class apartment buildings of this period, although certainly not an apartment hotel, located near the downtown area that meets some of the criteria outlined above. Adams House, constructed circa 1950 in Old Louisville, was intended for middle-class individuals or couples without children and included modern services such as electric range, refrigerator, and garbage disposal in each unit. This seven-story apartment house featured a modern minimalist aesthetic with 130 efficiency-style apartments renting at the higher end of the range, approximately \$87 to \$97 a month. The project included two penthouse apartments renting at \$125 a month as well.

In 1959, this conversation continued through publication of a study commissioned by the Louisville Chamber of Commerce and the newly formed Louisville Central Area, Inc., an organization intended to improve the downtown business district. This report, undertaken by Real Estate Research Corporation of Chicago, demonstrated an immediate demand for 1,400 downtown apartments and another 2,350 centrally located apartments by 1970.²⁵ The required apartments were proposed to be of the “highest quality.” Those were efficiency and one-bedroom units, renting from \$100 to \$175, and intended for middle-to-upper income Louisvillians who worked in or near the downtown area.²⁶ A number of factors were evaluated for this study, according to the article, including a growing downtown middle class worker population, more transient upper-income corporate workers whose headquarters

¹⁹ No author, “Number Living in Apartments Here Has at Least Tripled Since 1930.” *The Courier-Journal*, May 10, 1953.

²⁰ Kennedy, “Lynn Acres Garden Apartments,” *Nomination to the National Register of Historic Places*, 2015.

²¹ Clay, “End of an Apartment-Building Boom in Louisville May Be Drawing Near,” *The Courier-Journal*, November 26, 1950.

²² Clay, “Louisville Is Called ‘Ripe’ for New Luxury Apartments,” *The Courier-Journal*, May 4, 1952.

²³ Clay, “Louisville Is Called ‘Ripe’ for New Luxury Apartments,” *The Courier-Journal*, May 4, 1952.

²⁴ Clay, “Louisville Is Called ‘Ripe’ for New Luxury Apartments,” *The Courier-Journal*, May 4, 1952.

²⁵ Robert Hermann, “River Front Called Best For New Apartment Site,” *The Courier-Journal*, June 5, 1959.

²⁶ Hermann, “River Front.,” No Author, Louisville as Regional Capital,” in *Louisville Magazine*, Vol 10, No. 6, June 20, 1959.

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were elsewhere, and a virtually non-existent vacancy rate among apartments on this end of the scale.²⁷ The report's main author, Richard Nelson, made specific mention that this immediate need for high-end apartments was in addition to the existing 495 apartments of this type, including those at the Puritan Apartments, the Cumberland, the Adams House, and the Mayflower, all located just south of downtown, most of which were located within "an existing quality apartment area around West Ormsby and 4th Streets."²⁸

In the audience, when this report was presented, was local developer Fritz Drybrough, who was considering construction of a high-rise luxury apartment tower of the type discussed at this meeting. Drybrough must have been duly impressed by this research, more so than the elusive Mr. Lewis Kitchen of St. Louis, whose plans for riverfront apartment housing never materialized. Drybrough planned to begin construction of his apartment project, known as the 800, at Fourth and York Streets in the Spring of 1960, with an anticipated completion date of Fall 1961.²⁹

Located on York Street, just a block from the Cumberland (York Towers), The 800 was seen as a major effort to address the interest in downtown residential living. The 800 apartment building was completed in 1963-1964 at a cost of approximately \$8 million, insured by an FHA mortgage. This 29-story luxury-apartment building contained 247 apartments and was designed by Loewenberg and Loewenberg Architects of Chicago, with local Architect W.S. Arrasmith as Associate Architect, and local Landscape Architects Miller, Wihry and Brooks.³⁰ The project won an FHA Honor Award in 1964, as a result of its unusual floor plan variations, solarium, and roof garden.³¹ This apartment tower also featured a sleek modern style, with glass and aluminum panels, and all the modern services expected of a development of this genre, such as a dishwasher, refrigerator/freezer, garbage disposal, and individual room climate control.³² In spite of high hopes for luxury downtown living, The 800 project struggled from the start, with a vacancy rate of 53 percent in 1965.³³ Interest in downtown luxury apartment living had waned by the mid-1960s, due to the expansive population growth and desire for suburban accommodations. The 800 represented the final effort at building large-scale luxury apartment housing until the 209-unit Crescent Centre was built in the 1980s.

The more successful downtown apartment projects of the mid-1960s through the 1980s were related to Senior and Affordable Apartment buildings. Examples of this type include the Trinity Towers (constructed 1962), Treyton Oak Towers (1983), and Hillebrand House (1971). The Puritan Apartments were converted to Senior Affordable Housing in the late 1970s.

Property Type: Apartment Hotels

The term apartment hotel is not a phrase heard often in the early twenty-first century; however, in the late nineteenth and early twentieth centuries, the apartment hotel was among the most fashionable residential choices

²⁷ Hermann, "River Front;" No author, "Apartment Survey Isn't Based on Big Back-to-City Movement," *The Courier-Journal*, June 5, 1959.

²⁸ No author, "Apartment Survey Isn't Based on...," *The Courier-Journal*, June 5, 1959.

²⁹ Hermann, "River Front Called Best For...," *The Courier-Journal*, June 5, 1959. Mr Kitchen was mentioned in newspaper articles throughout the late 1950s as a developer of promise and the potential "saving grace" of downtown Louisville. His plans were never realized.

³⁰ Grady Clay, "FHA Honor Awards Show Appreciation of Good Design," *The Courier-Journal*, January 12, 1964.

³¹ Clay, "FHA Honor Awards Show Appreciation of Good Design," *The Courier-Journal*, January 12, 1964.

³² No author, "The 800 Apartments Advertisement," *The Courier-Journal*, September 22, 1963.

³³ No author, "'800' Owners Optimistic: Mortgage Payments Cut," *The Courier-Journal*, July 30, 1965.

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for the middle-to-upper classes across the United States. Basically, an apartment hotel combined the services and amenities of a luxury hotel with long-term leasable space, as opposed to a hotel that offered long-term residential stays, which appears to have been known simply as a hotel. According to historian Paul Groth, "The earliest American apartment buildings, aimed at wealthy tenants, usually had 'hotel' in their title. Before World War I, journalists interchangeably applied terms such as "French flat," "decker," "hotel," "apartment," "apartment hotel," and "family hotel" in articles about a single building that could have been either a hotel or an apartment building."³⁴ Groth continues by observing that it was not until the 1930s that some of these terminology questions were settled.

In any case, apartment hotels, whether for the burgeoning middle-classes or for wealthier individuals, maintained a level of services and amenities not accessible in private residences, even of the most expensive type. The earliest precursor of the apartment hotel type was the 1829 Tremont House (demolished) in Boston.³⁵ The Tremont House was among the first to distinguish itself from a mere tavern or inn by separating the functions of the bar into four distinct spaces: the lobby, the desk or office, baggage room, and the bar or restaurant.³⁶ Further, the Tremont provided long-term accommodations to those who could afford them, which included bellboys and a fine dining room in a social atmosphere that bespoke wealth and luxury. Groth states that, "With at least one-hundred rooms, imposing architectural style, luxurious service and food, and often a famous manager, first class hotels became a social center for elites, a place to do business—and for some a place to live."

According to historian David Handlin, apartment hotels were constructed in many American cities by about 1900, but they were particularly popular in New York City where the opulent Ansonia (NRIS: 80002665), built in 1904, personified the form at its most lavish.³⁷ Living arrangements at the Ansonia ranged from bachelor quarters of a single room without kitchen and service space, to fourteen-room suites. The Ansonia featured a whole range of amenities, including a dining room, swimming pool, Turkish bath, barber shop, and manicuring parlor, etc.

Middle class versions of the apartment hotel existed as well, especially after the turn of the twentieth century. Historian Groth notes that by the 1920s, "Expensive examples offered full apartments with all the public rooms and services of mid-priced hotels. Medium-priced examples had a lobby, desk staff, a ballroom, a billiard table or two, and a roof garden. The least expensive buildings only had switchboard service and porters for ice, groceries, garbage, and errands."³⁸ By the late 1920s, a parking garage was considered an essential part of the package as well. The locations of these buildings varied, but by the 1910s and 1920s, they inhabited the most socially-important residential areas near downtown, especially with the apartment hotels that catered primarily to the wealthy. Groth explains that, "Apartment hotels were often outside of downtown on parks or parkways, along major avenues and streetcar lines, adjoining new suburban apartments, or replacing former downtown mansions."³⁹

To be considered a successful apartment hotel, regardless of the era, certain factors were necessary. First, the building had to offer the most up-to-date services found in a hotel. The services by the apartment hotel changed

³⁴ Paul Groth, *Living Downtown: The History of Residential Hotels in the United States* (Berkeley and Los Angeles: The University of California Press, 1994), 52.

³⁵ Groth, 38.

³⁶ Groth, 38.

³⁷ David P. Handlin, *The American Home: Architecture and Society – 1815-1915* (Boston: Little Brown and Co., 1979), 402.

³⁸ Groth, 84.

³⁹ Groth, 84-85.

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over time, and varied according to the clientele desired, but typically included elevators, electricity, telephones, central heat, centralized laundry services, plumbing and waste removal, maid and porter service-for-hire, convenient parking, and the most contemporary kitchen appliances, if a kitchen was furnished. In fact, early on, among the chief tenets of apartment hotel promoters was the ability to free oneself, and more specifically the lady of the house, from the drudgery of household work which included managing service staff. Advertisements from the era promise a seamless household experience due to the conveniences provided as shown in **Figure 31**. As well early on, the affordability and efficiency of these services was touted in an era where many Americans did not have and could not afford the cost of installing running water or toilets, much less have a household telephone.⁴⁰ A Louisville *Courier-Journal* article from 1952 confirms this disparity by pointing out that 31 percent of the city's dwelling stock lacked private baths in 1950.⁴¹



Figure 31. Advertisement promoting modern services at the Puritan in 1928.⁴²

Second, amenities furnished by apartment hotel developers were also important to the success of the enterprise. Again, the apartment hotel's amenities differed across time, but in general included lavishly decorated public spaces, such as a fine dining room, ballrooms, radio room, billiards room, ladies' parlors, as well as the social status conferred on the inhabitant by the architectural and landscape architectural choices provided. Those amenities could include expensive carpeting and decorative finishes; outdoor or rooftop lounging and entertaining spaces; a central, stylish location; and even the style of the building's primary facade. Historian Groth observes that, "An imposing hotel became an essential ingredient for any aspiring city in the battle to attract capital investors and professionals."⁴³ And with the apartment hotel, urban boosters often crowed about the achievements brought to

⁴⁰ Gwendolyn Wright, *Building the Dream: A Social History of Housing in America* (Cambridge and London: MIT press, 1995), 138.

⁴¹ Grady Clay, "Advocates of Control Seem To Have More Statistics in Shortage Argument," *The Courier-Journal*, August 18, 1952.

⁴² No author, "Servitors At Your Beck and Call Advertisement," Advertisement in *The Courier-Journal*, August 25, 1928.

⁴³ Groth, 39.

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their city as a result of such developments, as can be seen in the advertisement in **Figure 32**. These buildings often became landmarks in their respective cities.

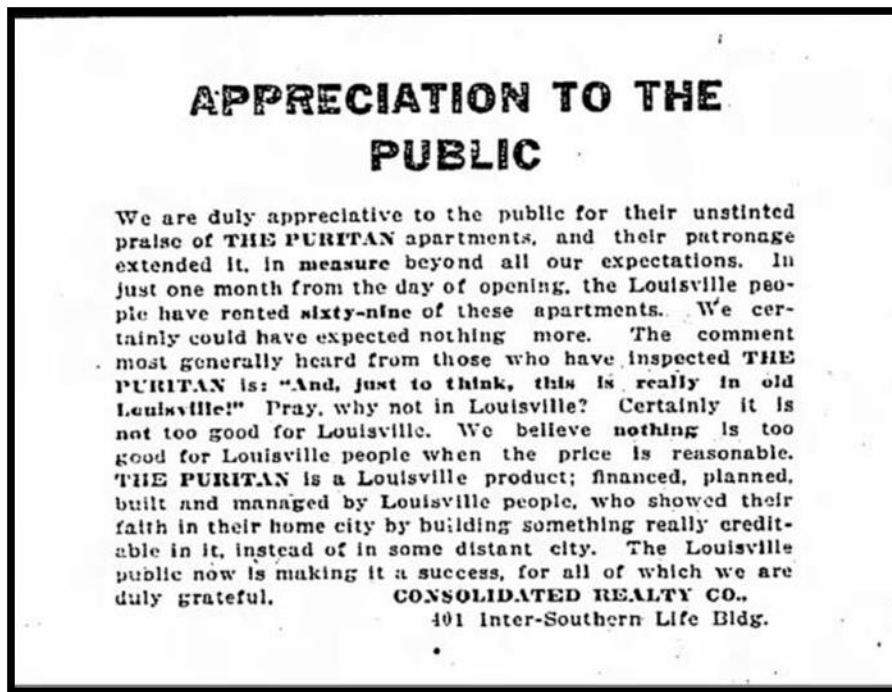


Figure 32. 1914 advertisement promoting both the Puritan Hotel Apartments and the city of Louisville.⁴⁴

Third, the location of these buildings was essential to attracting the “right type” of tenants. The desired location for constructing such enterprises was typically in close proximity to the downtown core, but in a fashionable residential area, i.e. close but not too close to the commercial arena. A situation near a park or along a stylish parkway was not necessary, but desirable. The apartment hotel building’s status, as developed over time, could sometimes make up for a neighborhood experiencing a slow decline. In some instances, these landmark buildings bolstered an aging neighborhood, and added social status to a block or series of blocks containing these types of buildings.

Rents for the more high-end apartment hotels were relatively high for the time period. Historian Groth details what people paid for different categories of rental situations in the 1920s: palace hotels, mid-priced hotels, rooming houses, tenements, and apartment hotels.⁴⁵ Groth’s figures were drawn from rental units in Chicago and San Francisco between 1923 and 1925, and thus may be higher than in smaller cities during the same era. Still, they provide an interesting baseline to categorize and study the apartment hotel phenomenon. Groth notes a weekly rate of \$50 to \$100 a week for a very elegant furnished two-room unit in an apartment hotel of the era, as contrasted with a \$30 to \$40 a week cost for a mid-priced hotel with bath.⁴⁶

⁴⁴ No author, “Appreciation to the Public Advertisement,” Advertisement in *The Courier-Journal*, October 4, 1914.

⁴⁵ Groth, 306.

⁴⁶ Groth, 306.

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Property Type: Apartment Hotel in Louisville

Louisville has only three remaining buildings that meet the criteria of apartment hotel, according to Brooks in her 1996 study of the Cumberland (96000278): The Mayflower, the Puritan, and the Cumberland. As Brooks states in her 1996 examination, with their offering of furnished rooms, short-term rental spaces, and maid service, as well as public spaces such as the dining room and billiard rooms at the Puritan; the lounge and dining room at the Mayflower; and the women's parlor, men's smoking room, and roof-top garden at the Cumberland; all three provided amenities generally associated with a hotel. All three are also identified as "apartment hotels" on the Sanborn maps of the period and were constructed in socially fashionable residential neighborhoods.

Louisville's first building of this type was the highly esteemed Weissinger- Gaulbert Apartments (JFCD-178; NRIS: 77000630) built at the then-fashionable corner of Third and Broadway in 1903, in the heart of what was rapidly transforming from an area of primarily single-family residents, designed by locally important architects, to a fashionable location for apartments near downtown. The Weissinger-Gaulbert could not boast of all the services offered at its contemporary in New York City, the Ansonia, but it was a grandly conceived place with extensive services and amenities. The eight-story masonry brick building was designed by the local firm of McDonald and Sheblessy, precursors to the highly acclaimed firm of McDonald and Dodd, and was finished in "white marble and mahogany; its furnishings and decorations...attractive and dignified."⁴⁷ It had an H-plan with a terraced courtyard fronting on Broadway that led to an elegantly finished "general reception hall-room" (lobby) at the center of the second floor. Two passenger elevators serving all floors opened onto this lobby. The first floor housed doctors' offices, a fine restaurant, a post office, and the offices of the realty company which were all accessed from inside the building.⁴⁸ A banquet room and grand ballroom were located on the eighth floor.⁴⁹

The exterior entrance into the Weissinger-Gaulbert from Broadway was described as, "through a spacious court opening...reached by a series of steps and terraces that ascend to an imposing doorway on the second floor, which admits into the general reception hall-room."⁵⁰ A "large element of society folk" inhabited the Weissinger-Gaulbert from the early 1900s on; according to a March 1904 article, [since the building] has been ready for occupancy, the number has increased greatly. As in most early apartment hotels, living units ranged considerably in size from "bachelor apartments" of one or two rooms to family apartments of seven rooms and a maid's room. All units of four rooms or more had an open fireplace in the sitting room. The Weissinger-Gaulbert was enormously successful with Louisville's social elite and in 1907 and 1912 two large annexes were added to the complex. At one time, the Weissinger-Gaulbert covered an entire city block; however, most of this complex was demolished in 1955 for downtown parking.⁵¹ By this time, the Broadway corridor was considered a commercial area and was no longer an esteemed location to live. Today, only the 1912 Third Street Annex remains. As only a small portion of the large Weissinger-Gaulbert apartment building complex remains, it is not considered an intact example of this type.

The Mayflower Apartments, a nine-story brick building constructed in 1925, was designed with apartment units ranging from efficiencies to three-bedrooms, an underground garage, and a fine restaurant.⁵² Furnished rooms and hotel services were available for those that desired them. This building has not been surveyed or studied for

⁴⁷ Melville Briney, "Luxury for Louisville 'Flat-Dwellers' 50 Years Ago," The Louisville Times, January 27, 1955.

⁴⁸ "The Weissinger-Gaulbert Apartments," 1912 brochure, n.p. Location unknown.

⁴⁹ Melville Briney, "Luxury for Louisville 'Flat-Dwellers' 50 Years Ago," The Louisville Times, January 27, 1955.

⁵⁰ Melville Briney, "Luxury for Louisville 'Flat-Dwellers' 50 Years Ago," The Louisville Times, January 27, 1955.

⁵¹ Melville Briney, "Luxury for Louisville 'Flat-Dwellers' 50 Years Ago," The Louisville Times, January 27, 1955.

⁵² This building is not individually listed but included within the boundaries of the Old Louisville Residential District (7500072).

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individual listing in the NRHP. Upon further examination, additional details could emerge as to the type of apartment hotel that the Mayflower represents. Located at the corner of West Ormsby and Garvin Place, it is clear that the Mayflower was part and parcel of the apartment hotel district in North Old Louisville.

The Cumberland (JFCD-182; NRIS: 96000278), a nine-story complex of mainly efficiency units, had many of the amenities associated with the grander apartment buildings such as elegant first-floor public spaces, maid service, and a rooftop garden. In fact, with its simplified version of Spanish Revival detailing, the Cumberland so greatly resembles the Commodore Apartments (JFCO-587; NRIS: 82002709), that it's quite possible that it was directly modeled after the Cumberland, which was finished just one year earlier. The Cumberland had no garage or parking facilities originally. Completed in the spring of 1930 after the beginning of the Great Depression, it was the last high-rise apartment building to be constructed near downtown Louisville until the 1960s. The Cumberland appears to have been a middle-class version of the apartment hotel, as defined by Paul Groth in his study of residential hotels and apartment hotels. He states these more moderate examples "had a lobby, desk staff, a ballroom, a billiard table or two, and a roof garden." The social stature of its inhabitants, which consisted largely of middle-class single working women, was not on the same scale as with the Weissinger-Gaulbert or the Puritan Apartments.

The Puritan Apartments, which will be described in greater detail below, is six-story apartment hotel constructed in the Colonial Revival Style between 1914 and 1958 at the corner of South Fourth Street and West Ormsby. The Puritan was the only large apartment hotel building of any sort built in Louisville until the 1920s. Then in quick succession an addition to the Puritan and six other high-rise buildings were constructed, three in the flourishing Highlands suburban neighborhood and four closer to downtown in Old Louisville.

Puritan Apartment Hotel Property History

The Puritan Apartment Hotel opened to much fanfare in September 1914. The Louisville public had been treated to advertisements, some of which seemingly masqueraded as news stories, touting the building's modern services and amenities leading up to the much-anticipated opening. An August 1914 advertisement in the *Courier-Journal* noted that, "'The Puritan' is essentially different from any apartment building in Louisville."⁵³(See **Figure 33**). The report continued with, "Handsome general parlors, reading rooms, reception rooms, smoking-room, sun parlor, ornamental gardens, telephones, piped refrigeration, vacuum cleaning system, sanitary handling of garbage, delicatessen in building, etc., are among the many up-to-date features. In this building maid services may be rented from the management by the hour. The owners claim that with the many up-to-date features the burden of housekeeping has been reduced to a minimum, and the servant problem solved."⁵⁴ Shortly, after the opening, an October 1914 advertisement shared anonymous quotes from community members, such as from a housekeeper with experience – "Haven't felt so free of household cares in years," and from a banker – "a credit to the city."⁵⁵ The same article noted that eighty of the apartments had been rented in the six weeks since opening, which represented most if not all of the building's units.

⁵³ No author, "For the Model Kitchens of Louisville's Most Modern Apartments, The Puritan, at Fourth and Ormsby," Advertisement in *The Courier-Journal*, August 23, 1914.

⁵⁴ No author, "For the Model Kitchens of Louisville's Most Modern Apartments, The Puritan, at Fourth and Ormsby," Advertisement in *The Courier-Journal*, August 23, 1914.

⁵⁵ No author, "What They Are Saying About the Puritan Apartments," Advertisement in *The Courier-Journal*, October 18, 1914.

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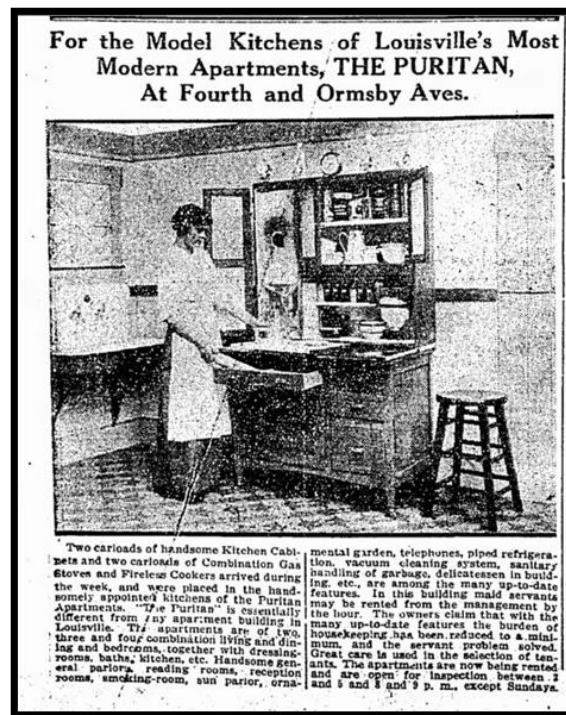


Figure 33. A pre-opening advertisement designed to pique interest in the Puritan.⁵⁶

The Investment Realty Company of Louisville filed a building permit for the 1914 building that was approved a year earlier - in September 1913.⁵⁷ In a *Courier-Journal* article reporting the approval, the building to-be constructed was described as a six-story "structure" supported on a steel frame and sheathed in red tapestry brickwork and cream tile. The Puritan was designed in a U-shaped court to allow for maximum light and air. A stated intention was to "minimize the servant problem" as well.⁵⁸ As no architectural professional was named, it appears that design choice was made by the developers, "Ideas [were] gathered in an inspection of modern apartment houses all over the country [that] will be embraced in the structure."⁵⁹ The Puritan was anticipated to cost \$200,000 to build and was considered a "fireproof structure."

The Puritan and its inherent services were popular both for social and practical reasons. Many tea dances, social visits, and other social events were held at the Puritan in the late 1910s and early 1920s, as observed through perusal of local newspaper articles of this era (**Figure 34**). The dining facilities were mentioned as well in local newspaper article of this era. A July 1925 advertisement for Honey Krust bread attempts to borrow social capital from the Puritan when it states, "Food requirements in the dining room of the Puritan Apartments are very similar to those in a well-kept home. Only the best of food is served --- quality is the first consideration."⁶⁰ Mrs. Wedekind, the proprietor of the Puritan dining room, confirmed in the advertisement that "Honey Krust is the only bread we

⁵⁶ No author, "For the Model Kitchens of Louisville's Most Modern Apartments, The Puritan, at Fourth and Ormsby," Advertisement in *The Courier-Journal*, August 23, 1914.

⁵⁷ No author, "Building Permit Obtained for \$200,000 Apartments," *The Courier-Journal*, September 4, 1913.

⁵⁸ No author, "Building Permit Obtained for \$200,000 Apartments," *The Courier-Journal*, September 4, 1913.

⁵⁹ No author, "Building Permit Obtained for \$200,000 Apartments," *The Courier-Journal*, September 4, 1913.

⁶⁰ No author, "Authorities on Good Food Prefer Honey Krust...." Advertisement in *The Courier-Journal*, July 18, 1925.

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will serve.”⁶¹ In terms of practicalities, amenities available at the Puritan were advertised as furnished or semi-furnished efficiency apartments with light, heat, refrigeration, gas, water, telephone, and janitor service. According to classified ads between 1914 and 1925, Murphy beds, gas range, ice box, kitchen cabinet and table were considered standard apartment equipment.

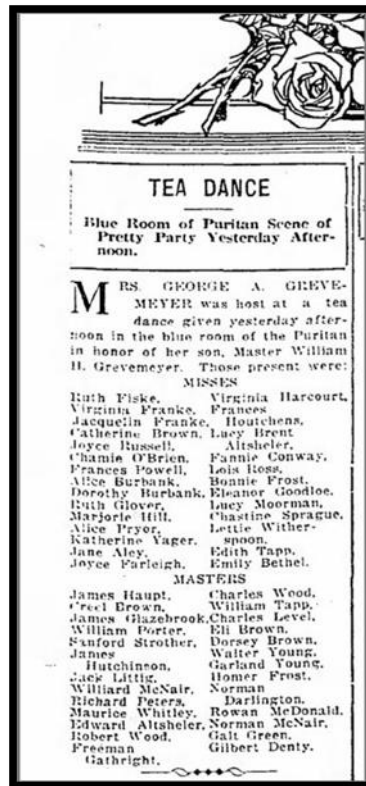


Figure 34. This *In Louisville Society* column documents a Tea Dance held in the Puritan’s Blue Room on Saturday, March 29, 1919 for Master William H. Grevemeyer.⁶²

Rental costs were likely negotiated throughout this time frame as no price is given, but options for monthly or yearly leases were available. A 1919 *Courier-Journal* article sheds some light on the rental situation, when tenants objected to the proposed 25 percent-to-35 percent rate increases, and appealed this planned hike in rents to the Kentucky High Cost of Living Commission.⁶³ No follow-up article could be located reporting on the resolution of this matter.

Due to a need for additional space, the Puritan’s owners announced the pending opening of a Puritan Annex building containing 96 new apartments and 40 guest rooms in December 1925.⁶⁴ A 1926 news article confirms that, “The [Puritan] Building has been running at maximum capacity during recent years and the increasing growth of the city has necessitated the addition...”⁶⁵ The annex was constructed on the 1914 building’s north side, and the

⁶¹ No author, “Authorities on Good Food Prefer Honey Krust...,” Advertisement in *The Courier-Journal*, July 18, 1925.

⁶² No author, “Tea Dance,” In *Louisville Society* page of *The Courier-Journal*, March 30, 1919.

⁶³ No author, “Puritan Rents Inquiry Asked,” *The Courier-Journal*, September 18, 1919.

⁶⁴ No author, “Announcement – The Puritan Apartments,” Advertisement in *The Courier-Journal*, December 6, 1925.

⁶⁵ No author, “Puritan Annex Open For Inspection Today,” *The Courier-Journal*, January 3, 1926.

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location was described as “within a five minute ride to the heart of the shopping district...and one block from Central Park...in the choicest of residential districts.”⁶⁶ Four different types of apartments were noted as available.

The 1925 advertisement detailed equipment and furnishings in the “splendid new addition” of “the latest type apartments.” Corridors were covered in Hartford Saxony carpets, while the apartment living rooms had Bigelow Lowell Wilton carpets. The public spaces were completed in brown mahogany and ivory enamel.⁶⁷ Dinettes had paneled walls and ivory enamel china cabinets. Kitchenettes had black and white linoleum tile and a white enamel icebox. The bathrooms featured built-in tubs/showers and white tile floors. Dressing rooms were finished in ivory each with a built-in wardrobe. Rental prices were included in this 1925 announcement as ranging from \$65 to \$125 a month, noting slighter higher rates for fully furnished apartments. Advertisements from the later 1920s state the rent as between \$70 to \$150 a month.

Services and other amenities were described as well. The Puritan dining room was enlarged due to demand for additional space and guest rooms, i.e. hotel rooms, were made available by the day, week, or month, marketed toward the building occupant’s guests. Some services were included with the rent. “We furnish heat, water, gas, refrigeration, light, telephone. We deliver all packages to your apartment and remove all garbage. Vacuum carpets and each window at regular intervals, for which there is no charge. Maid service is furnished at 35 cents an hour. Large Lobby, Music Room, Billiard Room, and Radio Room at your disposal at all times.”⁶⁸

A January 1926 Courier-Journal article documents the official opening of the new addition.⁶⁹ With over three pages of advertisements for the contractors, workers, and businesses who participated in the construction, this article is a wealth of detailed information on who and what was done in 1925-1926 (**Figure 35 - Figure 36**). Interestingly, the mechanical systems, necessary for a modern apartment hotel, were highlighted in this piece. The article notes that the mechanical systems and power generation was moved into a new building across the alley to remove these functions, and the associated noise and dirt, from the living spaces. An advertisement for Lewis and Warren, the project’s Mechanical Engineers, asserts that “The power plant equipment...make this one of the most efficient and up-to-date plans for this type of building in the state. The utmost consideration has been given to the comfort and convenience of the occupants of this beautiful apartment building, as it evidenced by the quality of the plumbing fixtures used, convenient electrical outlets, noiseless and leakless heating systems, with hand-operated heat control of all radiators, mechanical ventilation of all kitchens, and mechanically refrigerated kitchen boxes.”⁷⁰

⁶⁶ No author, “Puritan Annex Open For Inspection Today,” *The Courier-Journal*, January 3, 1926.

⁶⁷ No author, “Puritan Annex Open For Inspection Today,” *The Courier-Journal*, January 3, 1926.

⁶⁸ No author, “Announcement – The Puritan Apartments,” Advertisement in *The Courier-Journal*, December 6, 1925.

⁶⁹ No author, “Puritan Annex Open For Inspection Today,” *The Courier-Journal*, January 3, 1926.

⁷⁰ No author, “Puritan Annex Open For Inspection Today,” *The Courier-Journal*, January 3, 1926.

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Figure 35. A page from a 1926 *Courier-Journal* article detailing what appears to be a very comprehensive list of contractors, workers, and businesses who participate in the 1925-1926 Puritan Annex.

By the early 1930s, the Consolidated Realty Company, owners of the Puritan, became caught up in the cycle of debt that defined the spectacular business collapses of the era. Consolidated's mortgage holder, Western and Southern Life Insurance Company of Cincinnati, foreclosed on the property, with the public witness to an extended debate over who would take possession of the furniture.⁷¹ In the end, the Puritan's furniture was divided between Consolidated, who maintained ownership of furniture in the new wing, and Western and Southern Life, who took possession of everything else.⁷² Upon taking official ownership of the building, the attorney for Western and Southern Life declared his intention by stating that they would fire Morris Wright, the Puritan's Manager, right away.⁷³

It appears that the Puritan's operations changed little under the new ownership. Amenities, such a sun porches, courtyard gardens, billiard rooms, and radio rooms, remained as important promotional features. As well, services were described, much as before, with maid service and central vacuum cleaning among the desirable perks. An April 1932 advertisement, in a nod to the frugality of the day, stated that, "Fine Puritan Apartments are exclusive,

⁷¹ No author, "Insurance Company Sues for Injunction," *The Courier-Journal*, January 12, 1932.

⁷² No author, "Judge Dawson Rules in Apartments Case," *The Courier-Journal*, January 14, 1932.

⁷³ No author, "Judge Dawson Rules in Apartments Case," *The Courier-Journal*, January 14, 1932.

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but not expensive.”⁷⁴ With a seeming irony, after such a spectacular economic and social collapse, the same advertisement calls the Puritan, “Apartments for Worthwhile People.” (Figure 37). Clearly, the Puritan was for those who had weathered the Great Depression well, and were, therefore, worthwhile.



Figure 36. The Puritan Apartments in 1931, photo taken to show the recent annex addition to the building’s north elevation and primary façade.⁷⁵

⁷⁴ No author, “Louisville’s Finest Apartment Homes,” Advertisement in *The Courier-Journal*, April 3, 1932.

⁷⁵ “The Puritan, Louisville, Kentucky,” November 27, 1931. ULPA 1994.18.0113 , Herald Post Collection, 1994.18, Photographic Archives, University of Louisville, Louisville, Kentucky.

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Figure 37. An April 1932 advertisement for the Puritan Apartments⁷⁶

By the late 1930s, the Puritan's owners began discussions to add another modern amenity—an attached parking garage. While not mentioned in the advertisements during this era, the Puritan did have a small 55-car parking garage on the north side of the alley for residents and guests, as seen on the 1938 Sanborn Map in **Figure 38**. The garage proposed in 1936, however, was intended to be appended to the north end of the 1925 annex building with entry directly into the building. According to a news account from December 1936, the Louisville Board of Adjustments and Appeals granted a permit to construct this building with a few stipulations: (1) that the building have no entry onto Fourth Street (2) that the architecture of this building be the same as the apartments facade (3) and that it be set back from the rear alley by ten feet.⁷⁷ In what appears to have been an informal concession, the owners agreed to include a rooftop playground on the garage. The garage was to cost approximately \$20,000 to construct.

Construction began in early 1938, but was halted in February of that year, due to nonconformance with the approved plans filed with the city. The deviation was found during a routine inspection in that a large garage door was planned to connect to Fourth Street. In a legal battle that extended to May 1939, the city won the case and the garage entrance was built facing the alleyway.⁷⁸

⁷⁶ No author, "Louisville's Finest Apartment Homes," Advertisement in *The Courier-Journal*, April 3, 1932.

⁷⁷ No Author, "Playground On Top of Building Moves Step Nearer to Reality," *The Courier-Journal*, December 24, 1936.

⁷⁸ No author, "Permit for Garage Granted to Puritan," *The Louisville Times*, May 30, 1939.

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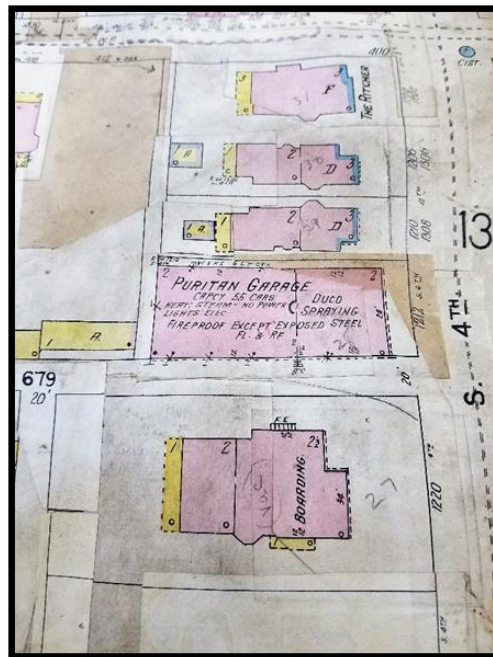


Figure 38. A portion of the 1938 Sanborn Map showing the Puritan's 55-car garage.⁷⁹



Figure 39. The 1938 Sanborn map shows the location of the William Heyburn House. Landscaping for the Puritan replaced this building, opening the courtyard up to West Ormsby Avenue.⁸⁰

⁷⁹ Sanborn Map Company, 1905 *Sanborn Fire Insurance Map of Louisville*, Volume Two, updated to 1938. (New York: Sanborn Map Co.), 128. This building appears to be extant and used for a commercial business currently.

⁸⁰ Sanborn Map Company, 1905 *Sanborn Fire Insurance Map of Louisville*, Volume Two, updated to 1938. (New York: Sanborn Map Co.), 128.

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At nearly the same time the garage was being debated, the Heyburn House, residence of the late William Heyburn at 403 West Ormsby, was demolished.⁸¹ This house was situated very near the Ormsby Avenue courtyard of the 1914 portion of the Puritan Building, as can be seen in **Figure 39**. Western and Southern Life Insurance Company, owners of the Puritan, purchased this property in August 1939, to create a landscaped space on the Ormsby side of the building. Many of the Puritan's landscape features, such as plantings and concrete steps, were added to this elevation after this time. By 1940, the Puritan complex very much resembled the building we see today.

The *Courier-Journal* covered World War II extensively in the 1940s, yet published one short article in 1943, noting the Puritan's power plant staff were granted a 10 cents pay raise, a decision by the War Labor Board.⁸² The newspaper reported in the 1950s that the Puritan had been packed beyond capacity through World War II. The Puritan's manager, Walter Jacobs, recalled that "During World War II, we had 'em sleeping all over the place...And ever since, the Puritan has been filled."⁸³ Jacobs purchased the building in December 1946, after being manager since the early 1930s, from Western and Southern Life Insurance Company for a hefty sum of \$725,000.⁸⁴ (see **Figure 41**).



Figure 40. Looking down Fourth Street, toward the Puritan Apartments in 1955, prior to the 1958-1959 addition to the building's southeast corner. Note the original appearance of the southeast wing that faced onto Ormsby Avenue.⁸⁵

⁸¹ No author, "Heyburn House Sold for \$18,000 To Insurance Firm," *The Courier-Journal*, August 22, 1939.

⁸² No author, "10-Cents-An-Hour Raise Given in Puritan Plant," *The Courier Journal*, March 2, 1943.

⁸³ Grady Clay, "Interest in \$700 'Penthouse' Points Up Need for Downtown Apartments," *The Courier-Journal*, February 1, 1959.

⁸⁴ No author, "Puritan Apartments Sold; \$725,000 Mortgage Recorded," *The Courier Journal*, December 4, 1946.

⁸⁵ "Photos of N.E. Corner of 6th & Park, Central Park, Adams House, Mayflower Apts, Puritan Apts," June 6, 1955. ULPA R 15088, *Royal Photo Company Collection*, 1982.03, Photographic Archives, University of Louisville, Louisville, Kentucky.

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Figure 41. Bainum's August 1946 advertisement, displaying their wares in the Puritan Apartments, much as the previous generation did. The social cache of the Puritan was very much still intact after World War II, as this ad suggests.⁸⁶

Due to the cramped conditions, as well as a market ripe for high-end apartments near downtown, the Puritan appended a six-story, 37-room, \$325,000 addition to the building's southeast corner in 1958. The 1958 addition was constructed in red brick veneer and included what was believed to be Louisville's first \$700 penthouse apartment.⁸⁷ The addition incorporated 35 hotel rooms and two penthouse apartments. The smaller penthouse was to be rented by the day or week, while the larger had already been leased to W.M. Cissell, President of the Cissell Manufacturing Company, as an in-town residence, to complement his winter retreat in Florida. The intended tenants were professionals who worked downtown or nearby. See **Figure 40** for a photo of the 1958 addition before the elevator.

A 1959 Courier-Journal article described in great detail the sixth floor penthouse suites, "Both these sixth floor apartments are spacious, completely furnished, with all the kitchen equipment, linen, silver, tableware, utilities and maid service included in the rent. Each has a living-dining room, modern kitchen, two bedrooms and at least two baths."⁸⁸ The larger penthouse rented by Cissell was furnished with \$3,200 worth of electrical equipment and cabinets...The furnishings, from a Louisville decorating firm specializing in both contemporary and 'moderne' styles, are obviously several cuts above what is found in the typical furnished apartment in this area."⁸⁹ (See **Figure 42**).

Demand for apartments and short-term rentals had increased for some time at the Puritan, according to this news report. For several years prior to adding the 1958 building, owner Walter Jacobs had been busy converting the

⁸⁶ No author, "Build Your Room Around Your Fireplace..." Advertisement in *The Courier-Journal*, August 11, 1946.

⁸⁷ Grady Clay, "Interest in \$700 'Penthouse' Points Up Need for Downtown Apartments," *The Courier-Journal*, February 1, 1959.

⁸⁸ Grady Clay, "Interest in \$700 'Penthouse' Points Up Need for Downtown Apartments," *The Courier-Journal*, February 1, 1959.

⁸⁹ Grady Clay, "Interest in \$700 'Penthouse' Points Up Need for Downtown Apartments," *The Courier-Journal*, February 1, 1959.

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larger units into smaller efficiency apartments to create additional space. As of the 1959 opening, the Puritan maintained 233 rental units, in addition to the 37 just appended, renting from \$105 to \$165 per month.⁹⁰ The market for the very high-end penthouse type apartments was so great that Jacobs noted that, “he could have rented several of the luxury-type apartments: he had four offers from would-be tenants who got there too late.”⁹¹ Local journalist and urban observer Grady Clay echoed the sentiments of the Louisville Chamber of Commerce, in an article citing the need for more of the “high-class” apartments – “certainly not all renting for \$700 a month, but at least offering that currently rare commodity, new well-appointed, modern apartment space with plenty of service.”⁹²

This news article also points to one of the more important factors in the success of an apartment hotel – location. While the neighborhood was changing to accommodate more office buildings, such as the circa 1955 Colgate Palmolive offices constructed on the northeast corner of Ormsby and Fourth Street, the area had come to be known as a fashionable apartment/apartment-hotel district. Jacobs indicates that more apartment hotels would be welcome: “People know this as an apartment neighborhood. The more apartments there are, the more people will come into the neighborhood shopping for apartments.”⁹³ Contemporary observers agrees with the assessment of this area as an important apartment/hotel district, especially as this reputation had been solidified by the 1950s. A 1951 *Courier-Journal* article, which documents a suit brought to halt development of a commercial building nearby, reports the plaintiffs’ assertion that, “businesses in this area would destroy its character as a residential-apartment district and cause the owners ‘great damage.’”⁹⁴ The 1959 Chamber study, described previously, discussed “tying-in” new luxury apartment developments to the “existing quality apartment area around Fourth and Ormsby.”⁹⁵

The tenants catered to by these luxury developments were well-aware of both the Puritan’s reputation of both convenience in location and living as well as the social cache attached to the building. Jacobs described his tenants’ place in polite society the late 1950s as, “About half the Puritan’s residents are retired Louisville business and professional people, about 25 are teachers or professors, most of the rest work in downtown Louisville. The tenants include company presidents, a bank vice-president, and a cross-section of ‘old Louisville’ names.”⁹⁶

⁹⁰ Grady Clay, “Interest in \$700 ‘Penthouse’ Points Up Need for Downtown Apartments,” *The Courier-Journal*, February 1, 1959.

⁹¹ Grady Clay, “Interest in \$700 ‘Penthouse’ Points Up Need for Downtown Apartments,” *The Courier-Journal*, February 1, 1959.

⁹² Grady Clay, “Interest in \$700 ‘Penthouse’ Points Up Need for Downtown Apartments,” *The Courier-Journal*, February 1, 1959.

⁹³ Grady Clay, “Interest in \$700 ‘Penthouse’ Points Up Need for Downtown Apartments,” *The Courier-Journal*, February 1, 1959.

⁹⁴ No author, “4th-Ormsby Zone Change Taken to Court,” *The Courier Journal*, September 22, 1951.

⁹⁵ No author, “Apartment Survey Isn’t Based In Bid Back-to-City Movement,” June 5, 1959.

⁹⁶ Grady Clay, “Interest in \$700 ‘Penthouse’ Points Up Need for Downtown Apartments,” *The Courier-Journal*, February 1, 1959.

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Figure 42. This 1959 Hubbuck advertisement proudly proclaims their participation in the fashionable addition to the Puritan Apartment Hotel⁹⁷

By the 1970s, Old Louisville had experienced decline. As was the case with most inner-city neighborhoods, the former booming apartment neighborhood no longer carried the high-end social reputation of previous generations. As can be seen in **Table 1** above, population had shifted from the city's center. The table does not document this, but the balance appear to have located in outlying areas far to the south and east of the downtown core. According to a 2010 survey report of central Louisville, "The modernized transportation network along with a healthy suburban economy of mid-century was the conduit through which Jefferson County's suburban areas developed. Population growth reflects the trend for residing in dispersed areas across the county, rather than in neighborhoods adjacent to or within Louisville."⁹⁸

Portions of Old Louisville had begun decline just after World War II, long after the Puritan appended a luxury addition to its southeast corner. Put briefly, many of the larger Victorian residences were divided into small apartments to accommodate the wartime population influx into Louisville for work. After the war ended, these smaller apartments were rented to less affluent tenants and "the cycle fed on itself especially on the edges where housing was smaller and plainer."⁹⁹ In the 1960s, neighborhood activists rehabilitated ten houses and began a public education campaign that eventually led to the listing of Old Louisville in the NRHP in 1975 and local landmark status in 1974.

⁹⁷ No author, "hubbuch in Kentucky proudly salutes the new penthouse apartments and guest rooms of the puritan," Advertisement in *The Courier-Journal*, February 8, 1959.

⁹⁸ Brother, Kennedy, Ryall, and Stottman, "A Survey Update of Butchertown, Phoenix Hill, Downtown Louisville, and River Road," Report prepared for Louisville Metro Planning and Design Services, November 2010, 140.

⁹⁹ Yater, "Old Louisville," In *The Encyclopedia of Louisville*. Edited by John E. Kleber and Mary Jean Kinsman. Lexington: The University Press of Kentucky, 2001, 675.

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Evidently, there were areas in old Louisville where this did not occur, at least as drastically and until much later. Yater alludes to this when he notes that the “cycle” was more intense on the neighborhood’s edges.¹⁰⁰ In the case of the Puritan, a decline was not felt until the mid-to-late 1970s. Its status within a fashionable apartment district apparently shielded it and the surrounding apartments from this fate for a while. As a result, even a landmark such as the Puritan suffered from declining revenues and was in need of major rehabilitation by the time it was purchased for approximately \$1.6 million by a Louisville organized labor coalition in the late 1970s to offer its elderly members affordable, centrally located housing.¹⁰¹ The goal was to provide 250 subsidized units, with rents from \$198 to \$335 a month, in what the coalition hoped would be a retirement district within the Old Louisville Preservation District.¹⁰² The Coalition stated their intentions in a 1977 article: “(this project) ‘grew out of a desire’ by organized labor to ‘serve the housing needs of Old Louisville’s aging population and to preserve a truly gracious Louisville landmark.’”¹⁰³ (See **Figure 43**).

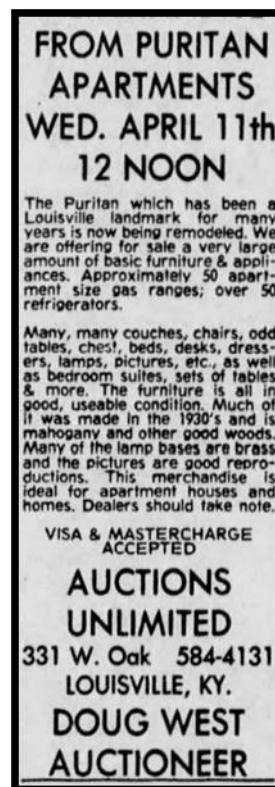


Figure 43. Many of the Puritan’s furnishings were auctioned in 1979 for a large-scale interior rehab undertaken by the Louisville Labor Coalition. The ad states that much of the furniture in this “landmark” building was from the 1930s.

Interestingly, in 1983, the Puritan was renamed to honor long-time union leader, Leonard S. Smith. The residents petitioned the owners for restoration of the Puritan name, as the Leonard S. Smith Retirement Center name never replaced the original name in residents’ minds; no doubt due to the sixty-plus year social reputation surrounding

¹⁰⁰ Yater, “Old Louisville,” In *The Encyclopedia of Louisville*. Edited by John E. Kleber and Mary Jean Kinsman. Lexington: The University Press of Kentucky, 2001, 675.

¹⁰¹ No author, “Labor Council votes to join in purchase of Puritan Hotel,” *The Courier-Journal*, February 19, 1975.

¹⁰² Jim Thompson, “Labor Coalition to renovate Puritan Hotel,” *The Courier-Journal*, August 19, 1977.

¹⁰³ Jim Thompson, “Labor Coalition to renovate Puritan Hotel,” *The Courier-Journal*, August 19, 1977.

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the Puritan's name. The building went back to being known as the Puritan in 1987. The labor coalition, now known as Puritan Organized Labor Senior House, Inc., is rehabilitating the Puritan to serve the next generation of apartment dwellers using the Kentucky state and federal historic preservation tax credits.

Evaluating the Puritan Apartment Hotel under the Historic Context: Apartment Housing for the Middle and Upper Classes in Louisville, Kentucky, 1890 – 1965

The Puritan Apartment Hotel is an important example of an apartment hotel intended to serve Louisville's middle-to-upper classes' residential needs. As discussed in the historic context section, the demand for high-end services and amenities combined with apartment living remained strong in Louisville's residential areas, adjacent to the central business district from the late nineteenth century through the 1960s. The Puritan maintained all of the important characteristics of this property type during its period of significance, as defined below.

The property type defined as an Apartment Hotel must have all of the following characteristics to represent this type successfully:

- Positioned within a thriving, socially prominent residential area, adjacent to the downtown core, but within walking distance to amenities such as parks or parkways¹⁰⁴
- Location within a stylish piece of "landmark" architecture on consciously landscaped grounds.¹⁰⁵
- A mix of modern amenities intended to engage residents in their free time corresponding to the date of construction and subsequent updates, which could include: a fine dining room, ballrooms, ladies' parlors, billiard rooms, radio rooms, and outdoor courtyard or rooftop space for entertaining or relaxing
- A mix of modern services intended to alleviate household chores corresponding to the date of construction and subsequent updates, which could include: maid or butler service, dining room service, telephones, heat, plumbing, refrigeration, elevators, and a laundry or dry cleaner
- Short-term furnished rental spaces in addition to the more traditional monthly or yearly rental spaces
- An association with high social status conferred upon the resident by lavishly designed interiors, such as expensive carpeting and decorative finishes, and stylish architecture and landscaping

The Puritan had a mix of apartments and short-term rentals, at least from the mid-1920s, when it was first mentioned, until the late 1970s/early 1980s rehabilitation. Architecturally, the Puritan has been considered an important landmark building up until the present day, in terms of its exterior style, interior arrangements, and overall scale. Newspaper accounts, such as the 1979 auction in **Figure 43**, consistently record this status. In terms of location, the Puritan was nestled within a thriving residential apartment district throughout the Period of Significance, close to the downtown core and the Olmsted-Firm designed Central Park. In spite of decline that may have been going on around it, this apartment district was recognized into the 1960s for its convenience and status.

The Puritan maintained an up-to-date combination of services and amenities throughout the period of significance. Advertised for years as, "The first elevator apartment hotel to go up in a Louisville residential section...", the

¹⁰⁴ This refers to the setting during the period of significance, not necessarily the current conditions

¹⁰⁵ Many of these buildings were constructed to serve as local landmarks from the start

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Puritan was well-known for catering to the needs of Louisville's wealthy families.¹⁰⁶ Newspaper accounts frequently note, "Each of the apartments offers all the artistic and practical comforts of a well-appointed home. As a result of careful study of latest developments in interior arrangement, convenient and pleasing plans were evolved for each suite of rooms. Heat, water, gas, refrigeration, light-in-a-door beds, carpets, shades, screens, awnings, telephones and complete kitchen equipment is included in the rental. Music room, billiard room, radio room, and lounge are provided for your pleasure."¹⁰⁷ In addition, the Puritan maintained carefully landscaped grounds and courtyard areas for relaxing and entertaining.

In sum, the Puritan is an excellent intact example of an apartment hotel constructed in Louisville beginning in 1914 and concluding in 1958. It includes all the important characteristics of this property type and conveys them successfully in material form. As will be seen below, the building has a high level of integrity to its period.

Evaluating the Integrity of the Puritan Apartment Hotel

As described in Section 7, The Puritan Apartment Hotel has retained integrity of location, setting, design, materials, workmanship, feeling, and association. This integrity enables us to understand the property type, Apartment Hotels for the middle-to-upper classes in Louisville, Kentucky.

The Puritan Apartments are in their original *location*. Neither the building nor its dependency have been moved or demolished and remain at the corner of South Fourth Street and West Ormsby. The *setting* of the Puritan in the Old Louisville Residential District remains intact. The area has endured as a small apartment district within -albeit a somewhat older -residential area, adjacent to the downtown core. The Mayflower, the Park Terrace (Adams House), the Puritan, and the Cavalier are extant and have served generations of Louisvillian's residential needs in proximity to downtown. (See **Figure 1**). In addition, the Puritan and its grounds have retained landscape characteristics associated with its period of significance, including setback from the street, low landscape walls, plantings, and other landscape features that allude to the residential character of the site and its surroundings.

The building and its dependency have a medium-to-high level of integrity of *design*. The building retains its historic courtyard spaces and overall shape in plan view. The main exterior alteration occurred in 2001 when the elevator tower was appended to the building's southeast corner. This addition covered the southeast wing of the 1958 addition; however, the appearance was intended to blend with existing fabric through use of similar materials, color, and decorative features, such as bands of buff-colored brickwork and use of concrete coping at the roofline. Further, the overall scale of the six-story tower matches the adjacent building. The tower does not diminish or engulf the historic design of the Puritan as it appeared at the end of the period of significance. Finally, the tower clearly reads as a modern addition, sympathetic to the adjacent architecture. Rather than including it in the main body of the building, the tower's architects stepped it out from the 1958 addition so that it maintains its own identity, somewhat separate, although complementary of the main building.

The interior of the Puritan has also retained its historic *design* as well. While adapting to modern needs, the main public spaces have not generally experienced much alteration. The main change to public space has occurred in the kitchen/dining room area, where modern office space and apartments have been established in areas that were once service oriented. In addition, a few of the larger apartments were subdivided to create additional space, but most of this work occurred within the period of significance. As discussed in Section 8 above, the Puritan's

¹⁰⁶ No author, "Still the Pace-Setter in Apartment Hotels!" Advertisement in *The Courier-Journal*, April 7, 1929.

¹⁰⁷ No author, "The Puritan Apartments," Advertisement in *The Courier-Journal*, October 9, 1927.

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manager, Walter Jacobs attempted to convert larger units in order to accommodate additional residents prior to the 1958 addition. Given that there were 253 apartments in 1958, and that there are now 247 apartments, it appears that the changes to apartment spaces have been minimal since the period of significance.

The Puritan retains a high level of integrity of *materials and workmanship*. The building maintains its historic brick masonry veneer, decorative brickwork, architectural terra cotta treatment, historic wood and metal windows, and even its Colonial Revival design flourishes, such as the concrete urns situated on the Fourth Street entryway or the terra cotta block modillions under the façade windows. Very little has changed with regard to the building's exterior architecture. Interior updates have occurred more frequently. The historic carpeting that lined the corridors and the apartment interiors have been removed; no doubt due to intense use. Wallpaper covers interior wall surfaces where there was once painted walls, but again, the plaster surfaces remain intact below this treatment. Very little has been removed from the building's public spaces. The apartments have been updated more frequently with modern appliances, and many of the built-in cabinets and beds have been removed. In spite of these alterations, the interiors retain much historic fabric, such as baseboards, trim, plaster wall treatments, interior doors, fixtures, and china cabinets. A few apartments still have historic fold-up beds in the bed closet.

Finally, the *feeling and association* linked to the Puritan helps to convey its significance. The feeling and association of the Puritan's name with luxury and quality has been retained throughout its tenure in Old Louisville. The link is so strong that a name change in the 1990s was doomed to fail. Residents never stopped referring to the building as the Puritan, with all of its connotations as a local landmark, and the Puritan name was reinstated after four short years. Due to the high levels of *integrity of location, setting, design, materials, and workmanship*, the apartments remain historically associated with their period of significance from 1914 to 1958 as an important example of a high-end apartment hotel in Louisville and Jefferson County.

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Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☒ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☒ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): JFCO-2260

10. Geographical Data

Acreage of Property 0 Acres (already listed on the Register within the Old Louisville Residential District)

Current Acreage of Property: 2.0146 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>16</u> Zone	<u>608428.65</u> Easting	<u>4232449.72</u> Northing	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing	
2	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing	4	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing

Lat/Long: 38.233512, -85.761096. See Figure 44 below.

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Figure 44. Map showing the Puritan Apartments' location at the corner of Fourth Street and West Ormsby Avenue.

Verbal Boundary Description (Describe the boundaries of the property.)

The area proposed for listing is two parcels of land that contain a total of 2.0146 acres. The largest parcel contains the main apartment building. This parcel is 1.87520 acres and is recorded under Parcel Id: 032A00690000 in Metro Louisville land records. The second parcel contains the maintenance building. This parcel is .13940 acres and is recorded under Parcel Id: 032A00470000 in Metro Louisville land records. This area is graphically displayed in the Louisville Logic parcel map below (**Figure 45**).

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Figure 45. Louisville Lojic parcel map, showing the Puritan Apartment Hotel and Maintenance building lots.

Boundary Justification (Explain why the boundaries were selected.)

The proposed National Register boundary includes the 2.0146-acre parcel historically associated with the Puritan Apartment Hotel property and ancillary services facility. Within this boundary are the historically important buildings and land associated with the Period of Significance.

11. Form Prepared By

name/title Rachel M. Kennedy

organization Palmer Engineering

date 1 March, 2018

street & number 3403 Stony Spring Circle

telephone 859-806-7265

city or town Louisville

state KY

zip code 40220

e-mail rkennedy@palmernet.com

Additional Documentation

Submit the following items with the completed form:

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

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A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property:

City or Vicinity:

County:

State:

Photographer:

Date Photographed:

Description of Photograph(s) and number:

1 of ____.

Property Owner:

name Puritan Organized Labor Senior House, Inc.
street & number 1244 South Fourth Street telephone 502-640-4159
city or town Louisville state KY zip code 40204