

# **1240 E. Broadway House Designation Report**



**Louisville Metro Historic Landmarks  
and  
Preservation Districts Commission**

**April 7, 2017**

## Location

The 1240 E. Broadway House is located at 1240 E. Broadway in Louisville, Kentucky just west of the intersection of E. Broadway, Baxter Avenue, Cave Hill Cemetery, and Cherokee Road. The property is comprised of one dwelling on approximately 0.1011 acres of land within the Highlands Historic District, which was listed on the National Register of Historic Places in 1983. The Highlands Historic District is characterized by a mix of larger parcels with large, Victorian era and Craftsman style homes, smaller parcels with Victorian era shotgun homes, and a historic, commercial corridor along Bardstown Road and Baxter Avenue, which is protected as the Bardstown Road/Baxter Avenue Overlay District. The property is bordered by E. Broadway and a construction site for a new apartment complex to the north; a vacant gas station to the east; a brick alley and commercial/industrial buildings to the south; and a historic house converted to an office to the west (**Image 8** and **Image 9**). The 1240 E. Broadway House faces north toward Baxter Avenue and the Irish Hill Neighborhood.

## Description

This is a two-and-a-half-story masonry structure, originally constructed circa 1908 in the Colonial Revival style (McAlester 2013). It is a two bay, double pile dwelling with a hipped roof (standing seam metal) and an American Four-Square plan. The rear portion of the roof is a jerkinhead, or clipped gable. The building is constructed of brick in a running course pattern with a cut limestone foundation. The front yard features a concrete retaining wall along the public sidewalk. The rear yard also has a small retaining wall that wraps around a brick parking area off the public, brick alley.

The front façade, or north elevation, of the house is symmetrically balanced with an off-center entry (**Image 10**). The double wood entry doors have  $\frac{3}{4}$  lite leaded glass with metal security doors on the outside (**Image 11**). One large 1/1 double hung window with a security grill is located to the west balancing the façade. The full façade front porch has a limestone foundation and poured concrete floor. Two octagonal columns support the hipped porch roof, which contains bracket detailing and dentil molding. The columns are poured, exposed aggregate concrete and are not original. The second story contains two 1/1 double hung windows while the upper half story is comprised of a hip roofed dormer with three casement windows and diamond muntins. Storm windows are placed over two of the three windows. The cornice of the second story and dormer have the same bracket detailing as the porch roof.

The east elevation features two basement windows, an entry that has been filled in with brick, and one first story 1/1 double hung window with a security grill and metal awning (**Image 12**). A small bay projects from the elevation with a hipped roof and vinyl siding. There are two windows in the bay: one 1/1 double hung window on the southern side and one stained glass window on the northern side (**Image 13**). There is one small 1/1 double hung window on the second story of the elevation. The brick chimney extends up from the roof of this elevation and contains a star anchor bolt that attaches to the roof structure for stability (**Image 14**).

The south elevation has a jerkinhead, or clipped gable roof (**Image 15** and **Image 16**). It features a two-story rear addition with the first story wrapped in vinyl siding. There are two 1/1 double hung windows on the addition and a storm door for entry. The second story of the addition is an

open porch space with a shed roof and wrought iron columns for support. All of the windows on this elevation are 1/1 double hung windows. Two windows on the western half have metal awnings over them, and the two upper half story windows have louvered lower sashes.

The west elevation features two basement windows and one casement window with a storm window on the first story (**Image 17**). There are no other window or door openings on this elevation.

## **History**

### ***History of the Highlands Historic District [excerpted from the National Register nomination (Allgeier 1983)]***

The Highlands Historic district is a largely residential district which reflects the local suburban movement of the late nineteenth and early twentieth centuries. With the Bardstown Road/Baxter Avenue commercial corridor as its backbone, the Highlands developed in a very predictable pattern outwardly and southwardly from the corridor. The district is a virtual catalogue of architectural types for a period of over eighty years, dramatizing on a local level, the national trends from year to year, subdivision to subdivision. The district is significant to Louisville due to its architectural cohesiveness, quality and quantity. The commercial corridor is an archaeological study of the evolution of commercial types, retaining its early twentieth-century character better than any such strip development in Louisville. The district also represents some of Louisville's earliest planned subdivisions, many containing landscape architectural influences from the adjacent Olmsted Park System, and many adopting the architectural philosophy of the day. The development of the Highlands Historic District spans a building period of over eighty years, but its history lies in the very roots of the city's development.

Bardstown Road before the Cumberland Gap was passed through by white settlers, was probably a buffalo trail from the salt licks in the southern part of the county, to the Ohio River. As the ridge line of the Highlands, this route was also the quickest route to higher grounds from the rising waters of the Ohio. With the development of Louisville and the settling of the eastern rural areas as farmland, Bardstown Road became a vital transportation artery to market. Subsequently, the Louisville Stockyards were established at the foot of the road in Butchertown and the Haymarket nearby. Porkhouses, taverns, service oriented businesses and eventually the residences of proprietors quickly lined the routes.

The rural property along this early transportation route served the agricultural needs of the community, but also served as country estates for several of Louisville's prominent figures. The beautiful terrain with random hills and valleys provided a perfect setting for the accomplished businessman who could afford such a luxury. The proximity of these estates with the Bardstown Pike increased their value and accessibility.

Of the original estates which once dotted the Highlands (the 1858 Bergmann Map of the City of Louisville and Environs shows approximately fifteen residences in this area), only a handful remain. Each of the existing neighborhoods contains at least one.

Logically, the earliest residential development was in the northernmost section of the district, that which is closest to town. The area now known as the Highland Neighborhood [*sic*] was laid

out by the Preston heirs as early as 1858, but little construction took place until the 1870s. There was, however, enough, of a German population in this area during the Civil War that an 1865 defense map shows the area as "New Hamburg".

Several factors led to the rapid development of the area. The Central Passenger Company, in 1871, extended its street car line out Baxter Avenue to Highland Avenue making the area a more practical place to live, still accessible from the center city. But the establishment of building and loan associations in the 1870s and 1880s allowed the rising numbers of the middle class to own their own homes in the suburban settings previously reserved for the elite.

The third factor which led to the turn-of-the-century development of the Highlands was the creation of the park system in the 1890s, and establishment of the parkways as connectors to these parks.

By 1884 the northern end of the neighborhood was well developed with mostly shotgun residences in frame construction. In the late 1880s and through the 1890s, the construction boomed and the area as we know it today was nearly complete. East Broadway, Highland Avenue and Hepburn Avenue rivaled the Cherokee Triangle real estate market of the 1890s and 1900s, with spacious late Victorian and vernacular residences containing all of the aesthetic amenities found on Cherokee Road.

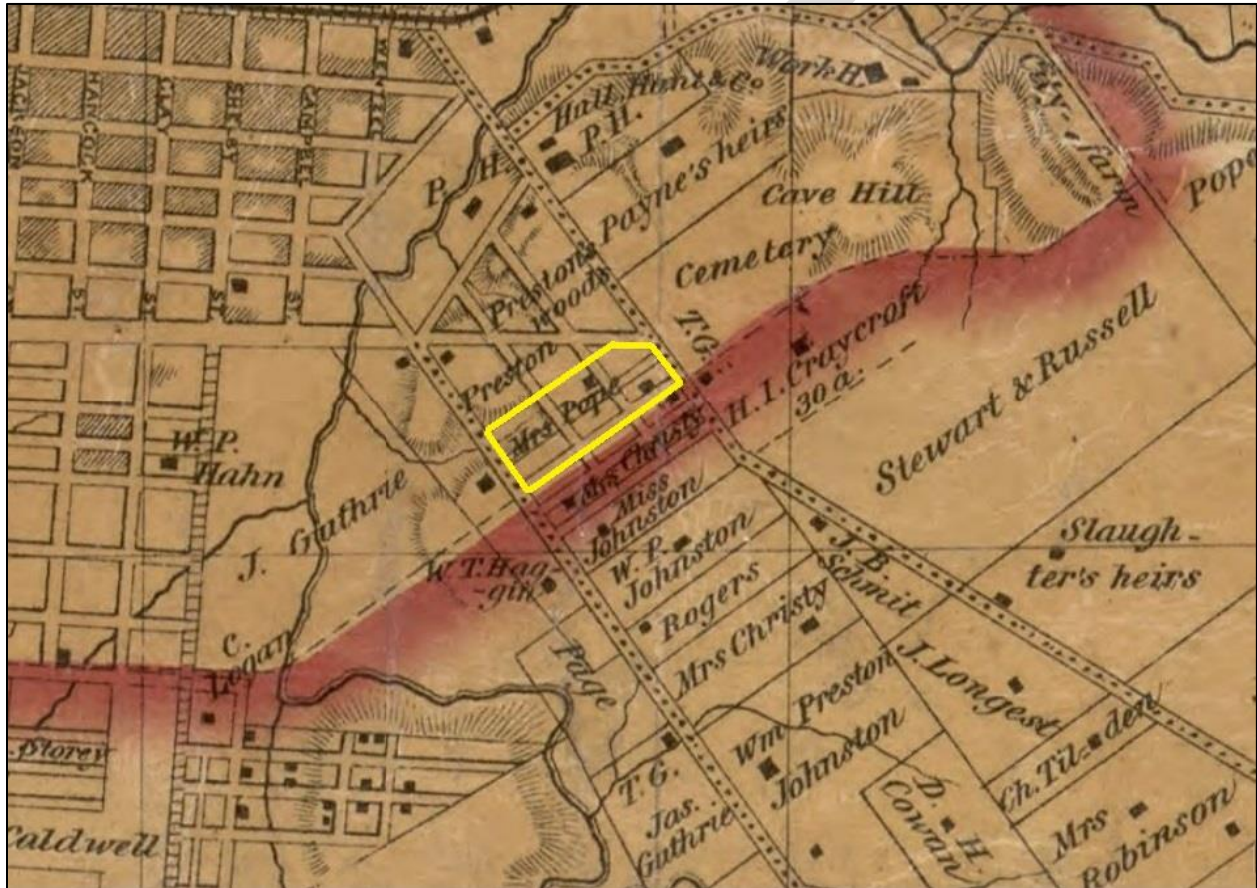
While these three streets, particularly, housed the professionals, the remainder of the housing stock is a working-class design, but with an abundance of architectural amenities, including Eastlake detailing, iron fencing, and stained glass. One of the construction features which, is more frequently found in the Highland Neighborhood than in any other section of the district, is the various types of clapboard used in construction. Besides the typical four inch reveal horizontal wood siding, beaded, beveled, double beveled, and two inch reveal are also used frequently. This simple variation gives each house, although similar in floor plan, an individual identity. The Highland Neighborhood is also the only section of the district where alley structures remain. Besides the grand Victorian residences and modest shotguns, the Highland Neighborhood also contains examples of the American Foursquare in both, frame and brick construction, and a few Italianate residences.

The Highlands Historic District reflects, in a microcosm, the national trends in architecture, suburbanization, transportation, and city planning over a period of 150 years. Its major significance is its architecture, displaying residential and commercial styles from Victorian to Wrightian, frivolous to utilitarian, massive to modest. The early nineteenth century residences which remain, further contribute to the sense of time and place in the development of the Highlands. The Highlands Historic District is Louisville's largest intact example of late-nineteenth and early twentieth century suburbanization.

### ***Development of 1240 E. Broadway House***

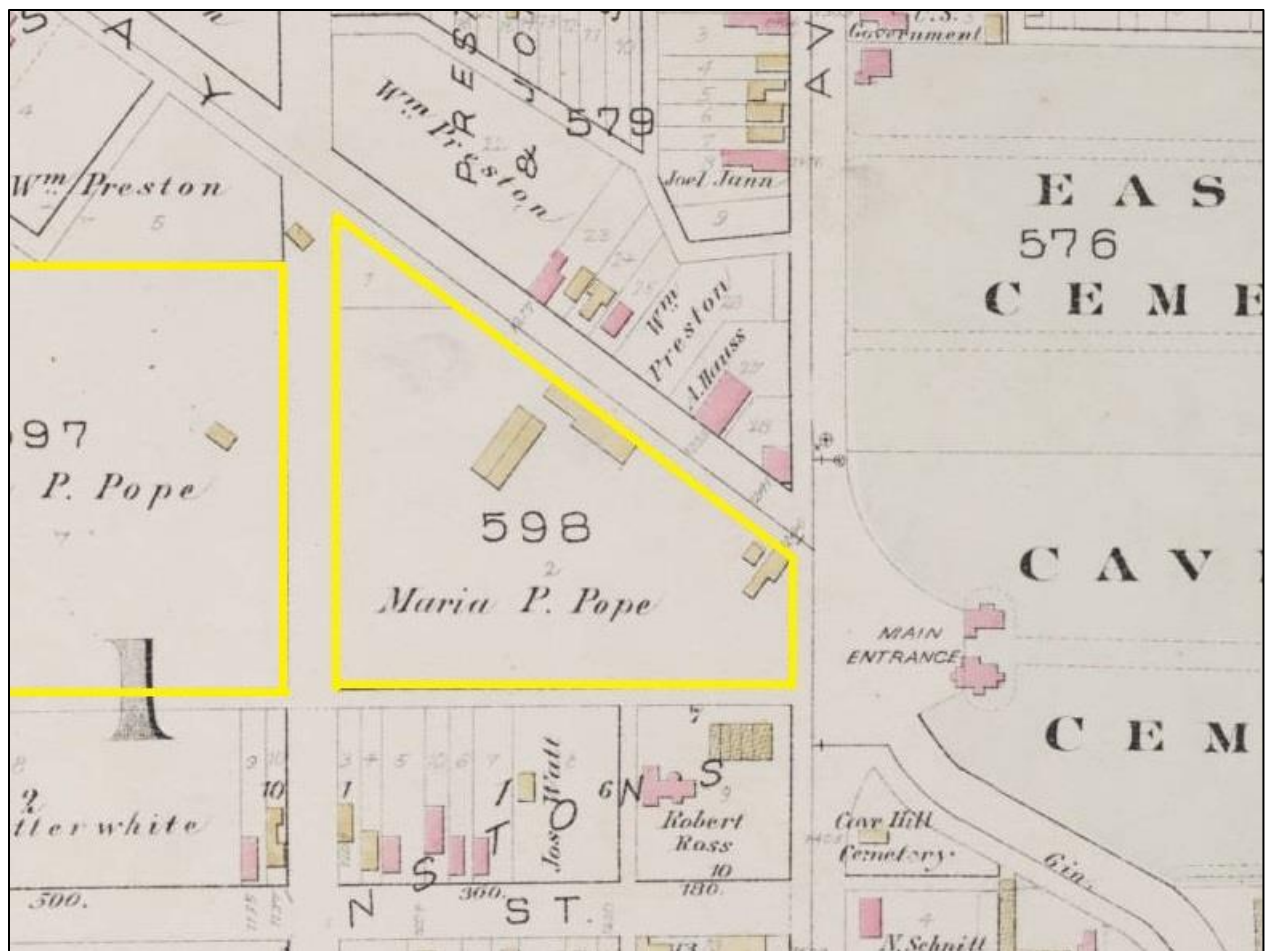
The land on which the 1240 E. Broadway House is located was part of the estate of Maria Preston Pope (see **Table 1**; **Image 1** and **Image 2**). She was the daughter of Major William Preston and Caroline Hancock Preston of Virginia, sister of Confederate Major General William

Preston, and widow of John Pope, a lawyer. She lived at 234 W. Walnut Street (southeast corner of Third and Walnut Streets) with her sister Susan Preston Hepburn. She also helped raise several of her nieces, nephews, great-nieces, and great-nephews. Pope leased much of her land including the property on which 1240 E. Broadway would have been located. The 1892 Sanborn Fire Insurance Map shows A. Lauer having greenhouses on the property (**Image 3**). Upon her death in 1895, Pope owned a considerable amount of land downtown and in the Highlands. All of her land on Broadway, Baxter, and Rubel (except one parcel on Rubel) was left to five of her great-nieces and nephews, the children of Judge John Watson Barr: Anna W. Barr, Caroline Hancock Joyes, Susan Rogers Barr, Josephine Rogers Barr, and Rogers Barr.

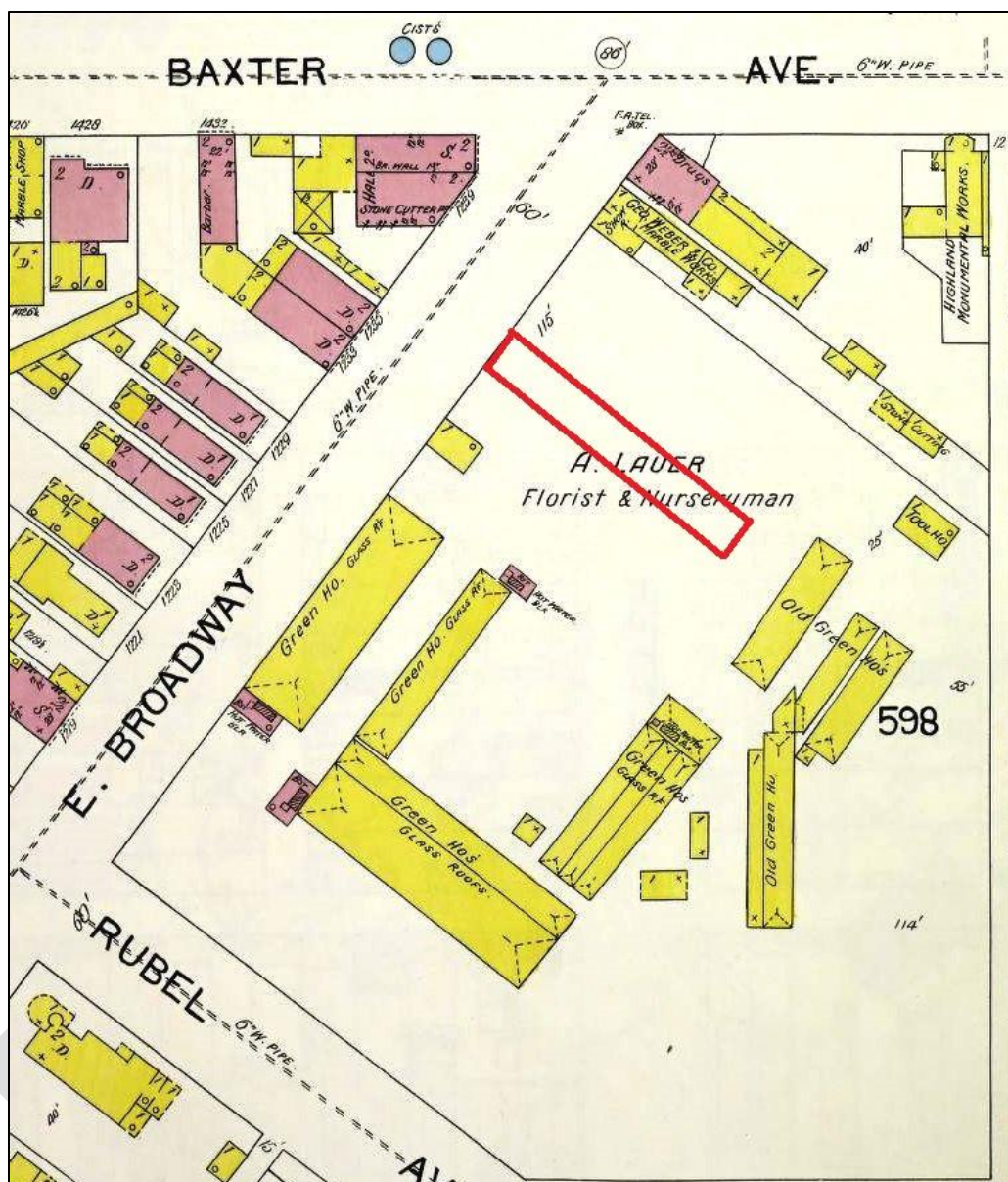


**Image 1. 1858 Map of Jefferson County, Kentucky showing the property of Maria Preston Pope (yellow line) (Bergmann 1858).**





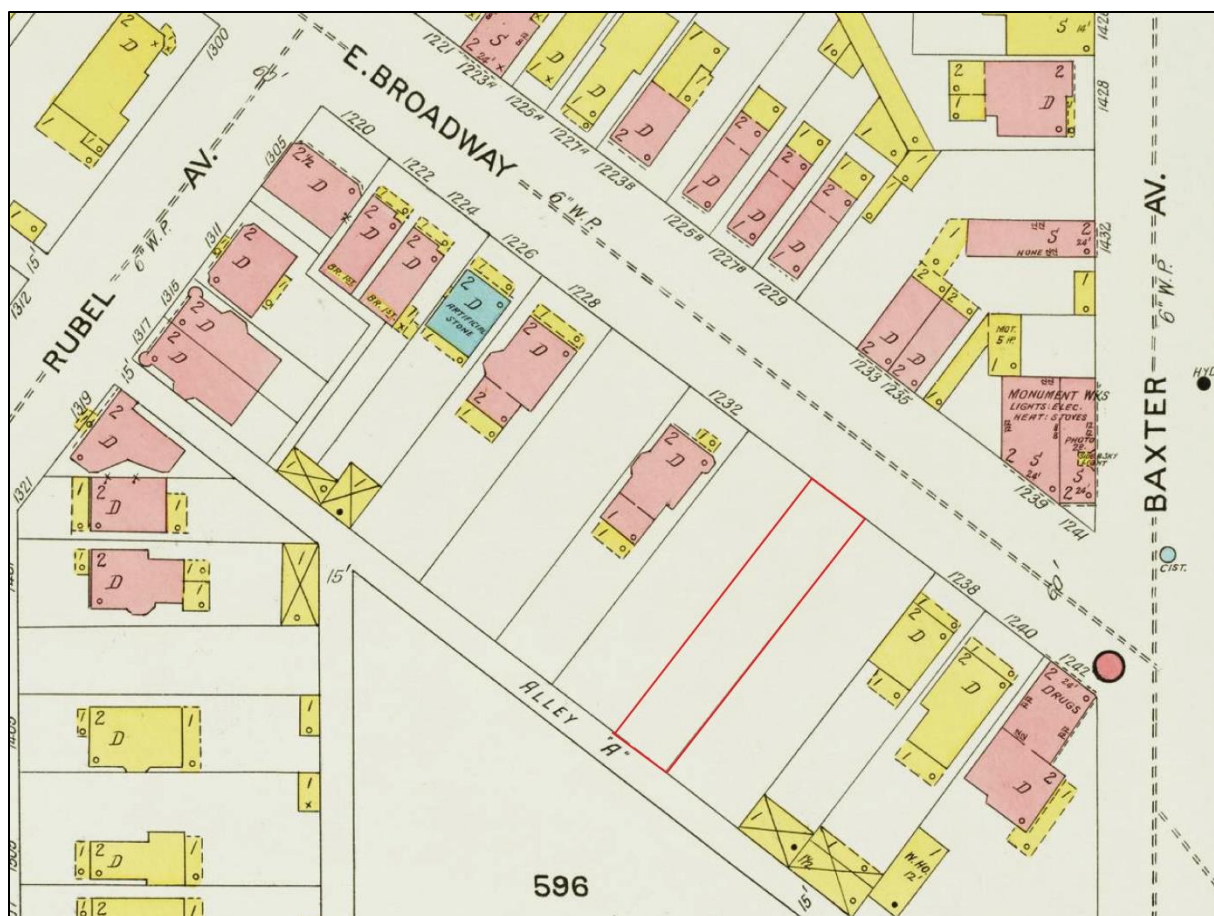
**Image 2. 1884 Atlas of the City of Louisville, Ky. and Environs showing the property of Maria Preston Pope (yellow line) (Hopkins 1884).**



**Image 3. 1892 Sanborn Fire Insurance Map showing the property of Maria Preston Pope (A. Lauer, Florist & Nurseryman) and approximate location of where 1234 (1240) E. Broadway will eventually be built (red line).**

In 1902, Anna W. Barr, unmarried; Caroline B. and Morton V. Joyes; Susan B. and Edward J. McDermott; Josephine B. and John B. McFerran, Jr.; and J. Rogers and Elizabeth W. Barr sold a lot located 132' west of Baxter Avenue with a 30' front on Broadway and 150' deep to rear 15' alley to Bettie L. and M.J. Rosenham. This lot is where 1240 E. Broadway is currently situated. In 1909, the city of Louisville conducted a citywide address change, which is clearly reflected in the 1909 city directory. 1240 E. Broadway was actually 1234 E. Broadway before 1909. Therefore, when the lot was sold in 1902, it was most likely vacant as there were no listings in the city directories for 1234 E. Broadway and it was vacant on the 1905 Sanborn Fire Insurance Map (Image 4).



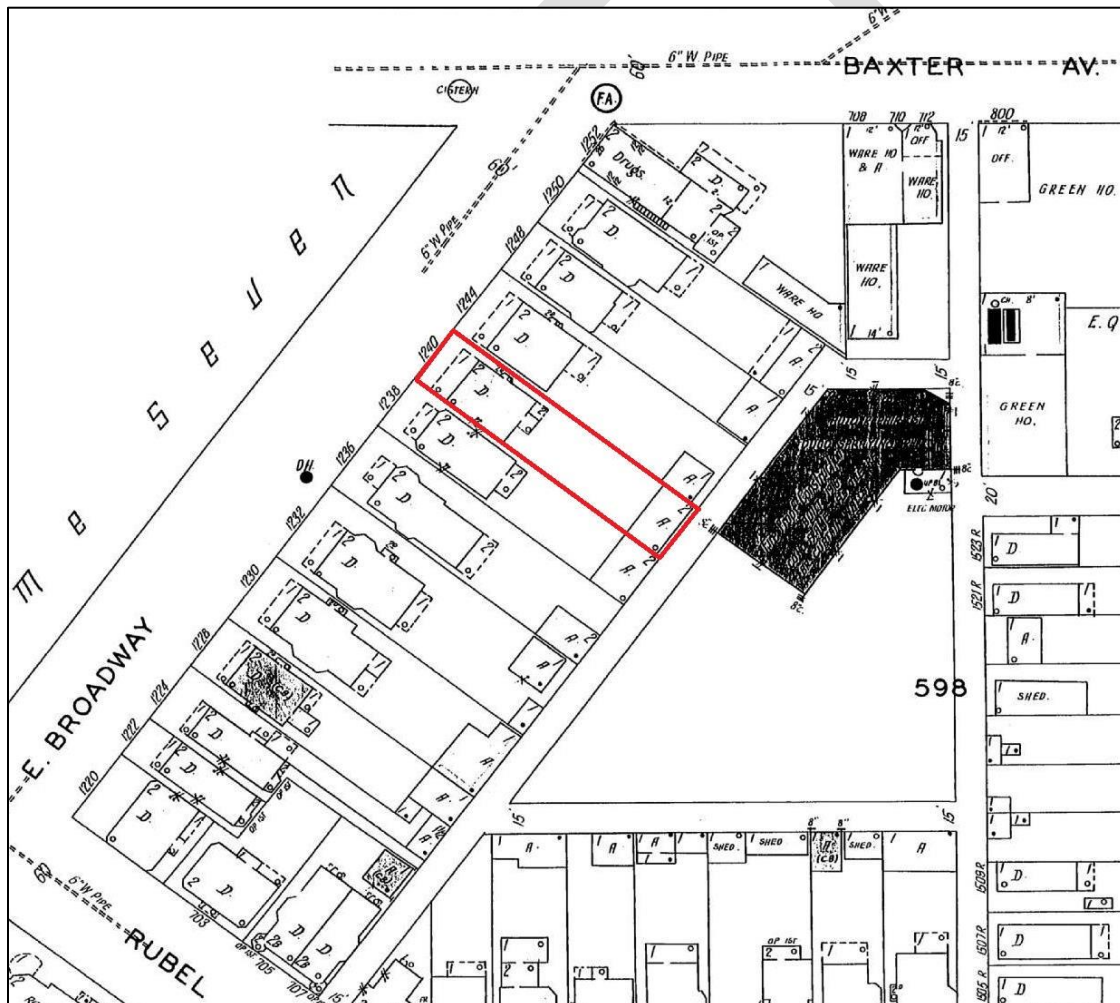


**Image 4. 1905 Sanborn Fire Insurance Map showing the vacant lot where 1234 (1240) E. Broadway will eventually be built (red line).**

In 1906, the Rosenhams sold the still vacant lot to Ben F. Mitchell who sold it to E.R. Burghard in 1907. Burghard likely built the house at 1234 (1240) E. Broadway as it first appeared in the city directories in 1908. Ernest R. Burghard was the president of Peter & Burghard Stone Company, which manufactured stone for buildings and headstones at its facility on Maple Street between 13<sup>th</sup> and 14<sup>th</sup> Streets (Kleber 2001). According to census records, Burghard and his family lived at 1415 Everett Avenue. From several real estate transaction postings in the *Courier-Journal*, it appears that Burghard frequently bought and sold properties throughout the city as a small developer might. This is likely what happened with 1234 (1240) E. Broadway. On March 29, 1908 an ad was placed in the *Courier-Journal* advertising the second floor, front furnished room at 1234 E. Broadway for rent for gentlemen only (**Image 18**). Another ad was placed on December 13, 1908 for all three rooms of 1234 E. Broadway (**Image 19**). According to the 1908 city directory, Lillie Reutlinger, widow of Rudolph; Lillie M. Reutlinger, Elsie R. Reutlinger, and John C. Rufer, president of Rufer Hotel Company (219-229 5<sup>th</sup> Street) were all living in the house. Additionally, Lucinda Perkins, a laundress, and Samuel Perkins, a laborer, were African Americans living at 1234 rear E. Broadway, likely in a building on the alley (see **Table 2**). According to the 1909 city directory, Lillie Reutlinger and Albert S. Le Gros, superintendent of Sterling Paint and Color Company, were living in the house. Martha Jones, an African American laundress, was living at 1240 rear E. Broadway.



In March 1909, Burghard sold the house to William A. Heuser who then sold it to his brother Henry W. Heuser within two months of ownership. Dr. Henry W. Heuser lived in the house until his death in 1942 (**Image 5**; see *Dr. Henry William Heuser and Minnie (Bittner) Heuser*). In his will, Heuser left his house to Amelia Louise Roederer, his sister and the wife of Edwin H. Roederer. At this time, the house transitioned to a rental property again. According to the city directories, it was vacant in 1942 when an ad was placed in the *Courier-Journal* for the “lovely home; 3 bedrooms; renovated throughout; steam heat; adults” (see **Table 2**; **Image 20**). Edgar and Ruth Bonham, were tenants in 1946-1947; Armand L. and Grace Koethen and Lois Koethen in 1949-1951; and Bert L. and Helen Draper in 1955-1966. In 1963, the Roederers sold the property to Charles A. Roederer, their son who was owner of E.H. Roederer Book Bindery. In 1976, Roederer and his wife Jean sold the property to Edward C. and Norma K Shearer who had been living in the home since 1971. In 2006, Norma K. Shearer sold the house to Hank Jason Edelenbos who rented out the property. In 2015, Hank Jason and Holly Edelenbos sold the house to Kennie R. and Patricia Combs, the current property owners.



**Image 5. 1928 Sanborn Fire Insurance Map showing the location of 1240 E. Broadway (red line).**

**Table 1. Chain of Title for 1240 E. Broadway.**

Reference	Date Recorded	Grantor	Grantee	Description
Will Book 19:522	04/24/1895	Maria Preston Pope	Children of Judge Barr: Anna W. Barr, Caroline Hancock Joyce, Susan Rogers Barr, Josephine Rogers Barr, and Rogers Barr	All land on Broadway, Baxter, and Rubel, except a 52' lot on Rubel given to William Steineker
Deed Book 581:285	11/18/1902	Anna W. Barr, unmarried; Caroline B. and Morton V. Joyes; Susan B. and Edward J. McDermott; Josephine B. and John B. McFerran, Jr.; and J. Rogers and Elizabeth W. Barr	Bettie L. and M.J. Rosenham	A lot located 132' west of Baxter with a 30' front on Broadway and 150' deep to rear 15' alley.
Deed Book 632:590	01/27/1906	Bettie L. and M.J. Rosenham	Ben F. Mitchell	A lot located 132' west of Baxter with a 60' front on Broadway and 150' deep to rear 15' alley.
Deed Book 660:200	03/08/1907	Ben F. Mitchell	E.R. Burghard	A lot located 132' west of Baxter with a 60' front on Broadway and 150' deep to rear 15' alley.
Deed Book 695:114	03/01/1909	E.R. and Belle Burghard	William A. Heuser	A lot located 132' west of Baxter with a 30' front on Broadway and 150' deep to rear 15' alley.
Deed Book 699:112	05/03/1909*	William A. and Minnie K. Heuser	Henry W. Heuser	A lot located 132' west of Baxter with a 30' front on Broadway and 150' deep to rear 15' alley.*
Deed Book 783:580	06/21/1913	Henry W. Heuser	Minnie D. Heuser, his wife	1240 E. Broadway—A lot located 132' west of Baxter with a 30' front on Broadway and 150' deep to rear 15' alley.
Will Book 50:293	12/30/1939	Minnie D. Heuser	Henry W. Heuser, her husband	1240 E. Broadway and all other real estate
Will Book 51:470	01/20/1942	Henry W. Heuser	Amelia Louise Roederer, his sister and wife of Edwin H. Roederer	1240 E. Broadway
Deed Book 3808:434	03/11/1963	Amelia and E.H. Roederer	Charles A. Roederer	1240 E. Broadway
Deed Book 4899:841	12/07/1976	Charles A. and Jean Roederer	Edward C. and Norma K. Shearer	1240 E. Broadway
Will Book 160:950	07/31/1989	Edward C. Shearer, Sr.	Norma K. Shearer, his wife	1240 E. Broadway
Deed Book 8868:210	07/17/2006	Norma K. Shearer, unmarried	Hank Jason Edelenbos	1240 E. Broadway
Deed Book 10447:772	08/05/2015	Hank Jason and Holly Edelenbos	Kennie R. and Patricia Combs	1240 E. Broadway

*\*In 1909, the address of 1234 E. Broadway changed to 1240 E. Broadway, its current address.*

**Table 2. List of Rental Tenants for 1240 E. Broadway.**

City Directory Year(s)	Tenant Names	Occupation listed
1908	Lillie Reutlinger	widow of Rudolph Reutlinger
	Lillie M. Reutlinger	
	Elsie R. Reutlinger	
	John C. Rufer	president of Rufer Hotel Company (219-229 5 <sup>th</sup> Street)
	Lucinda Perkins*	laundress
	Samuel Perkins*	laborer
1909	Lillie Reutlinger	
	Albert S. Le Gros	superintendent of Sterling Paint and Color Company
	Martha Jones*	laundress
1946-1947	Edgar Bonham	insurance sales
	Ruth Bonham	
1949-1951	Armand L. Koethen	assistant general counsel for Farm Credit Administration
	Grace Koethen	
	Lois Koethen	lab technician for Selby V. Love
1955-1966	Bert L. Draper	foreman for Wabritz Sign Co.
	Helen Draper	
1967	David Collins	
	Anis Collins	
1971-1976	Edward C. Shearer	chef for Hasenour's Restaurant
	Norma K. Shearer	

*\*1234 (1240) rear E. Broadway African American tenants*

### ***Dr. Henry William Heuser and Minnie (Bittner) Heuser***

Dr. Henry William Heuser was born on January 12, 1863 to William and Fredericka (Ackerman) Heuser, in Louisville, Kentucky. His parents were German immigrants who lived on East Gray Street in the Phoenix Hill neighborhood. His father built his wealth through buying and selling real estate and owning rental properties. Dr. Heuser had six siblings: Charles A. Heuser, William A. Heuser, Carrie "Louise" (Heuser) Barth, Anna P. Heuser, Gustav A. Heuser, and Amelia (Heuser) Roederer. His brother Gustav married Anna Vogt, the daughter of Henry Vogt, founder of the Henry Vogt Machine Company that manufactured ice machines and boilers. On January 12, 1893, Dr. Heuser married Minnie Dora Bittner. Dr. Heuser owned and operated a pharmacy at Hancock and Broadway from 1890 to 1900, at which time he began studying medicine at the Louisville College of Medicine. After his graduation, he taught at the college for five years when he founded his own practice.

Minnie Dora Bittner was born on November 30, 1871 to Joseph and Dora (Gohde) Bittner, in Louisville, Kentucky. Her parents were German immigrants who lived on North Jackson Street in the Phoenix Hill neighborhood. Her father was a prominent house builder with firms Bittner &



Mathis and Bittner & Just. Minnie Bittner had three siblings: Augusta Bittner, Emma (Bittner) Hess, and Joseph F. Bittner. Her uncle Gustav Bittner founded G. Bittner's Sons, a custom furniture store, now known simply as Bittners. Her brother Joseph was secretary of the firm.

Henry and Minnie Heuser owned many rental properties in the Highlands and Phoenix Hill neighborhoods. Minnie died suddenly on December 24, 1939 at the age of 68. She was buried in Cave Hill Cemetery in the Heuser family plot. Dr. Heuser had retired from medicine in 1939 and continued to live in the house after Minnie's death. In November 1941, Dr. Heuser fell and fractured his skull. He died seven weeks later on January 10, 1942. He was buried in Cave Hill Cemetery in the Heuser family plot. They had no children (Ancestry.com Heuser Family Tree; *Courier-Journal* archive).

## **Significance**

### ***The 1240 E. Broadway House***

The historic significance of the 1240 E. Broadway House is associated with the suburbanization along E. Broadway and the development of the Highlands neighborhood. In the late 1880s and through the 1890s, construction in the northern portion of the Highlands neighborhood boomed. According to the National Register nomination, "East Broadway, Highland Avenue, and Hepburn Avenue rivaled the Cherokee Triangle real estate market of the 1890s and 1900s, with spacious late Victorian and vernacular residences containing all of the aesthetic amenities found on Cherokee Road. While these three streets, particularly, housed the professionals, the remainder of the housing stock is a working-class design, but with an abundance of architectural amenities, including Eastlake detailing, iron fencing, and stained glass" (Allgeier 1983).

According to the Library of Congress, the 1900s saw a dramatic change, "For the emerging middle class, benefiting from growing incomes and increases in leisure time, the expanding city offered many advantages. Department stores, chain stores, and shopping centers emerged to meet the growing demand for material goods. Parks, amusement parks, and baseball stadiums were built to meet aesthetic and recreational needs. Transportation systems improved, as did the general infrastructure, better meeting the increased needs of the middle and upper class city dwellers" (Library of Congress, American Memory Timeline). The 1240 E. Broadway House was built for and occupied by middle class families. The houses along E. Broadway are larger than most in the Highlands neighborhood, which were typically frame shotgun houses built for and occupied by working class families by circa 1884, approximately 24 years prior to the construction of 1240 E. Broadway. Construction on the south side of E. Broadway began west near Rubel Avenue circa 1901 and continued east toward Baxter Avenue. There were some older buildings on the street, such as the drug store at the corner of Baxter and E. Broadway (demolished) and some of the houses on the north side of E. Broadway (demolished); however, the south side of E. Broadway was generally a later development for the neighborhood. Even Highland and Hepburn Avenues, which also have larger homes in the Highlands neighborhood, were developed in the 1880s to 1890s (Allgeier 1983).

The 1240 E. Broadway House exemplifies the changing of the suburbanization and development of the Highlands neighborhood and E. Broadway and is representative of a sense of time and place during this suburbanization and development. As a somewhat later development, the 1240

E. Broadway House illustrates national trends in architecture with its American Four-Square plan, Colonial Revival style, and touch of Victorian design (leaded glass, double doors and stained glass window) during a transitional period in architecture as Victorian plans and styles were going out of style. It exemplifies a trend of middle class professionals moving into the Highlands neighborhood with improved transportation systems to amenities and jobs. Therefore, 1240 E. Broadway is depictive of a sense of time and place during this suburbanization and development that represents both of these transitional periods.

### ***Archaeological Significance***

The 1240 E. Broadway House has the potential to contain archaeological resources related to mid- to late-nineteenth century domestic life and commercial enterprise associated with the estate of Maria Preston Pope as well as early- to mid-twentieth century resources associated with the people who resided in 1240 E. Broadway after its construction. According to the 1908 and 1909 city directories, African Americans were living in a structure at the rear of the property. There may be archaeological resources related to their occupation as well.

### **Integrity Assessment**

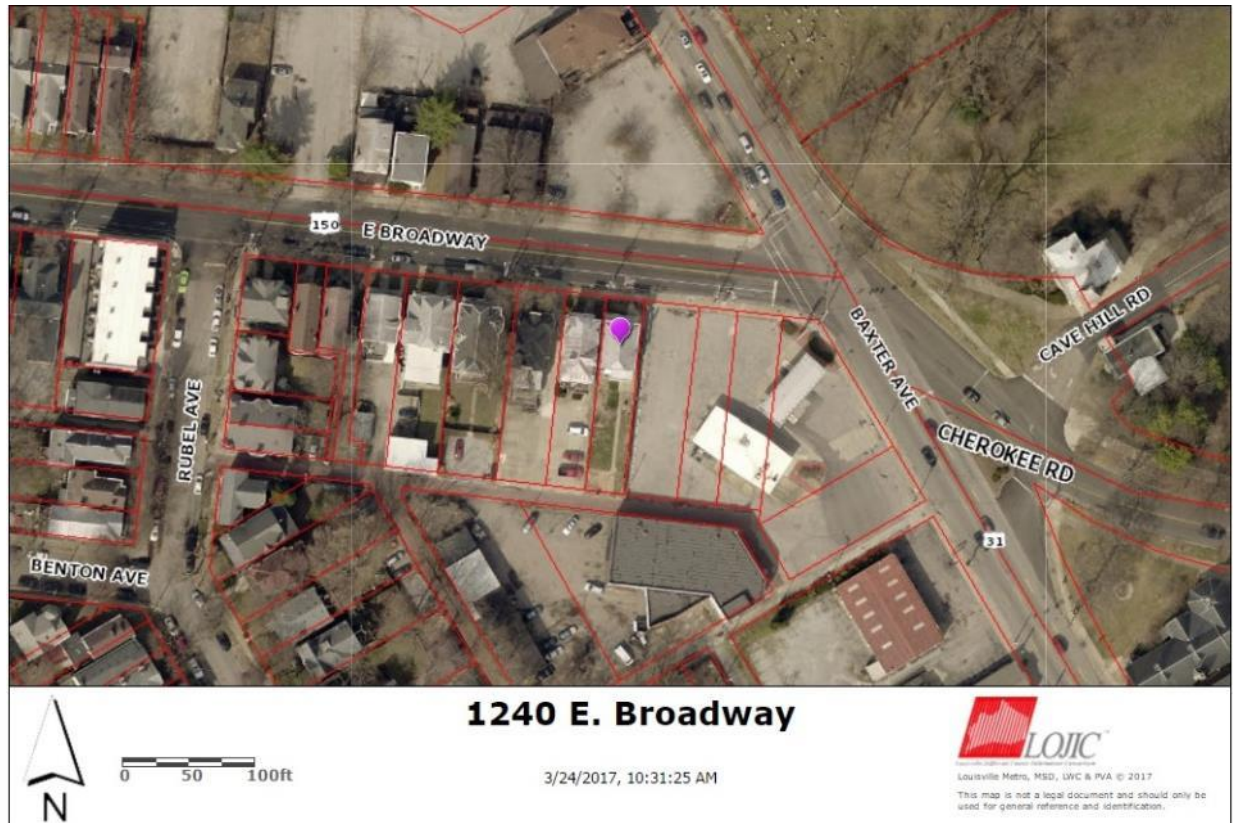
The 1240 E. Broadway House retains its integrity in location and association to support the historic significance of the structure, as it relates to its association with the suburbanization along E. Broadway. The historic homes to the west are extant; however, the historic homes and commercial buildings that were located to the east have been demolished. Therefore, the house does not retain its integrity in setting or feeling. It was once part of a row of historic buildings. The house is now the first building west of the non-historic gas station. Thus, the same views and vistas that were present historically are not present today.

The 1240 E. Broadway House retains its integrity in design, materials, and craftsmanship to support the historic significance of the structure, as it relates to its architectural style. Built as a Colonial Revival house, the house retains almost all of its architectural, character-defining features. While the two octagonal porch columns have been replaced with exposed aggregate concrete columns and some of the double hung windows have been replaced with synthetic windows, the house still retains its material integrity. The stained glass window, casement windows, and basement windows are original as well as the leaded glass, double front entry doors. Furthermore, the historic trim detail on the cornice lines and the standing seam metal roof are intact.

No historic photographs of the house could be found. However, a 1980 photograph taken during the Louisville Survey East shows that the appearance of the house has changed very little since then (**Image 21**). The concrete columns are present but so are all of the windows, doors, and moldings. The location, association, and setting appear exactly as they do today.

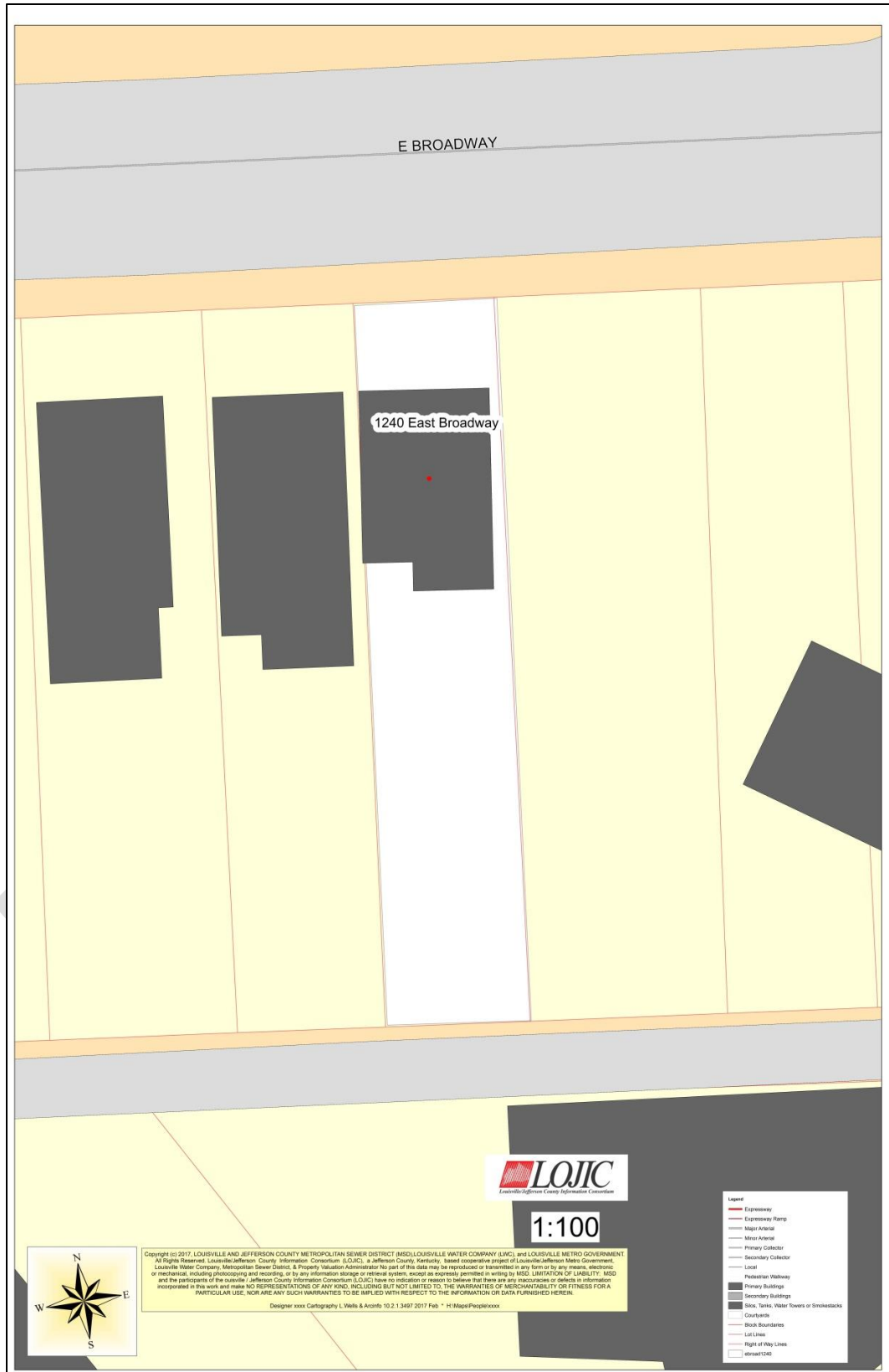
## Boundary Justification

The property proposed for designation is located at 1240 E. Broadway (**Image 6**). According to the Jefferson County Property Evaluation Administrator (PVA), the property contains 0.1011 acres of land as well as the dwelling. It is described by parcel number 021K01970000. The proposed boundaries for the 1240 E. Broadway House Individual Local Landmark designation area are represented by the white parcel on the LOJIC map (**Image 7**).



**Image 6. LOJIC aerial showing location of 1240 E. Broadway (purple dot).**





**Image 7. LOJIC map showing proposed Landmark boundaries (white parcel).**

## Sources of Information

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## Designation Criteria

In considering the designation of any neighborhood, area, Property or Structure in the Jefferson County as a Local Landmark, or District, the Commission shall apply the following criteria with respect to such Structure, Property or District:

Local Landmark Designation Criteria	Comments	Meets	Does Not Meet
(a) Its character, interest, or value as part of the development or heritage of Louisville Metro, Jefferson County, the Commonwealth, or the United States.	Representative of the sense of time and place in the development of the Highlands neighborhood and the suburbanization along E. Broadway. The 1240 E. Broadway House, constructed in circa 1908 relates to a significant period in the development of Jefferson County.	X	
(b) Its exemplification of the historic, aesthetic, architectural, archaeological, prehistoric or historic archaeological, educational, economic, or cultural heritage of Louisville Metro, Jefferson County, the Commonwealth, or the nation.	The house represents an example of Colonial Revival style, American Four-Square plan, and the progression of E. Broadway and the Highlands neighborhood.	X	
(c) Its location as a site of a significant historic event.			X
(d) Its identification with a person or persons who significantly contributed to the culture and development of Louisville Metro, Jefferson County, the Commonwealth, or the nation.			X
(e) Its embodiment of distinguishing characteristics of an architectural type or specimen.	The structure embodies the Colonial Revival style with its hipped roof, full-width porch, American Four-Square plan, hipped dormer with diamond muntins, bracket and dentil moldings, and symmetrical façade. The structure also represents a transitional period in architecture as Victorian plans and styles were going out of style.	X	
(f) Its identification as the work of an architect, landscape architect, or master builder whose individual work has influenced the development of Louisville Metro, Jefferson County, the Commonwealth, or the nation.			X
(g) Its embodiment of elements or			X



architectural design, detail, materials, or craftsmanship, which represents a significant architectural innovation.			
(h) Its relationship to other distinctive areas, which are eligible for preservation according to a plan based on an historic, cultural, or architectural motif.	The 1240 E. Broadway House is a contributing building in the National Register-listed Highlands Historic District. It is also in close proximity to the Cherokee Triangle Historic/Preservation District, Cave Hill Cemetery, and Bardstown Road/Baxter Avenue Overlay District.	<b>X</b>	
(i) Its unique location or physical characteristics representing an established and familiar visual feature or which reinforce the physical continuity of a neighborhood, area, or place within Louisville Metro.	The 1240 E. Broadway House is part of a row of historic houses along E. Broadway, which is the northern boundary of the Highlands neighborhood and National Register District.	<b>X</b>	

## Photographs



**Image 8. South side of E. Broadway looking east toward Baxter Avenue.**



**Image 9. South side of E. Broadway looking west toward Rubel Avenue.**





**Image 10. North, front, elevation of 1240 E. Broadway.**



**Image 11. Detail of entry doors on the north, front, elevation of 1240 E. Broadway.**





**Image 12. East elevation of 1240 E. Broadway.**



**Image 13. Detail of stained glass window on the east elevation of 1240 E. Broadway.**



**Image 14. Detail of chimney on the east elevation of 1240 E. Broadway.**





**Image 15. South, rear, elevation of 1240 E. Broadway.**



**Image 16. South, rear, elevation of 1240 E. Broadway from rear alley.**





**Image 17. West elevation of 1240 E. Broadway.**

FOR RENT—2d-floor front room, furnished, gentlemen only, all conveniences, use of phone, 1234 E. Broadway. Home phone 1781.



**Image 18. March 29, 1908 *Courier-Journal* ad.**

**FOR RENT—By**  
**WM. E. MEYER & CO.,**  
**448 W. Jefferson. Both phones.**  
**RESIDENCES.**

1348 CHEROKEE ROAD, modern ....\$60 00  
 1437 CHEROKEE ROAD, modern .... 55 00  
 1029 HIGHLAND, 9 rooms, furnace.. 40 00  
 1209 BROOK, 8 rooms, bath ..... 30 00  
 1212 TWELFTH, 6 rooms, bath..... 25 00  
 1015 CHARLTON, 6 rooms, bath ..... 20 00

**APARTMENTS AND FLATS.**  
 ROSSMORE APTS., \$30 and ..... 55 00  
 JACOBS' APT., 6 rooms, hall, heat  
 furnished ..... 45 00  
 502 E. BROADWAY, 5 rooms, bath.. 25 00  
 1234 E. BROADWAY, 3 rooms, heat.. 25 00  
 1016 SECOND, 7 rooms, bath..... 25 00  
 TYLER BLV., 4 rooms, bath..... 25 00  
 2231 FOURTH, 4 rooms, bath ..... 22 50  
 1925 FOURTH, 4 rooms, bath ..... 20 00  
 1016 SECOND, 4 rooms, bath..... 20 00  
 2521 FIRST, 4 rooms, bath ..... 18 00  
 2407 W. BROADWAY, 4 rooms, bath 16 00  
 TRANSIT AND WILLOW, 4 rooms.. 12 50  
 1606 W. WALNUT, 3 rooms, water... 11 00  
 138 E. MARKET, 2 rooms ..... 10 00  
 1903 W. MADISON, 4 rooms..... 8 00  
 1112 SHELBY, 3 rooms..... 8 00  
 625 JACKSON, 2 rooms, water ..... 7 50

**COTTAGES.**  
 ORMSBY, NEAR 17TH, 5 rooms..... 14 00  
 UNDERHILL ST., 4 rooms ..... 13 00  
 726 BARRET, 3 rooms ..... 13 00  
 BLAND ST., 4 rooms, water ..... 12 00  
 TRANSIT AND WILLOW, 4 rooms.. 10 00  
 1311 ELEVENTH, 4 rooms ..... 8 50

**STORES.**  
 TWENTY-SECOND AND WAL-  
 NUT, store and 6 rooms; stable.. 40 00

Image 19. December 13, 1908 *Courier-Journal* ad (highlighted).



<b>Houses—Unfurnished.</b>	<b>92</b>
<b>BONNYCASTLE, 1707</b> (Near Transportation)—Practically new reconditioned 3-bedroom bungalow; garage; adults only. Highland 0599-W.	
<b>BROADWAY, 4318</b> — Lovely home; tile bath, beautiful floors; \$65. Open.	
<b>BROADWAY, W. 3214</b> —4-room cottage; bath. Apply 3218 W. Broadway.	
<b>CHEROKEE GARDENS</b> —4 bedrooms, 2 baths; maid's room and bath; breakfast-room and lavatory 1st floor; excellent condition. Paul Semonin, Inc. Jackson 2375.	
<b>CLARKS LANE and Pindell Ave.</b> — 1 block south of Eastern Parkway. 2 blocks east of Preston, 129 new Defense homes; 2 bedrooms; full basements and attics; \$45 per month. Magnolia 1310. Magnolia 2798-J.	
<b>FLORENCE AVE., 420</b> (At Southern Parkway)—Modern 3-bedroom brick; sunroom; 2-car garage; adults. Magnolia 4940-M.	
<b>HIGHLANDS (1240 E. Broadway)</b> —Lovely home; 3 bedrooms; renovated throughout; steam heat; adults. Highland 0599-W.	



**Image 20. June 22, 1942 *Courier-Journal* ad (highlighted).**



**Image 21. 1980 Louisville Survey East photograph of 1240 E. Broadway.**