

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Dayton Terra-Cotta Historic District

and/or common

2. Location

street & number South Ludlow Street and West Fifth Street not for publication

city, town Dayton vicinity of

state Ohio code 039 county Montgomery code 113

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Multiple (see enclosure)

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Montgomery County Recorder's Office

street & number 451 West Third Street

city, town Dayton state Ohio 45422

6. Representation in Existing Surveys

title Ohio Historic Inventory has this property been determined eligible? yes no

date March 1978 federal state county local

depository for survey records Ohio Historical Society

city, town Columbus state Ohio 43211

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Historic District lies at the edge of the central business district. The immediate area has been economically depressed. The City of Dayton has selected it for revitalization and desires to use the existing buildings. It is located only one block from the Dayton Arcade (N.R.) and the Covention Center. Land speculators have been buying buildings and demolishing them. They flatly refuse to consider revitalization. The District already has one bad intrusion and is seriously threatened.

The Wurlitzer Building (c. 1926) at 122-126 Ludlow Street has eight bays, six of which are paired between pilaster piers. The glazed polychrome ceramic veneer facade is the most striking in the district. The store front bays have polished marble on the piers. The left bay is smaller with a recessed entrance in an aluminum frame. The three large display windows have decorative twisted iron board frames. On the right is an aluminum framed stairway entrance. Once past the aluminum doorway you find the iron decorated recessed entrance intact with twisted columns and decorated iron cornice. A canopy is suspended above the commercial facade, over which shows a smooth ashlar frieze and cornice. The piers above are elaborately decorated. The canopy anchors on the second floor are cadellabrum form relief ornament on a green panel. Over these are giant order Corinthian pilasters with a polychrome segmented profile base in leaf patterns, swags, and moldings; a smooth shaft; and polychrome Corinthian capitals. The entablature is over the fifth floor. The sixth floor is an attic with architraval window surrounds and a dentiled cornice with blocking course. Over the center bay is a flag pole.

The Ludlow Building (c. 1917) 136 Ludlow Street is a three part composition with an integrated interior on the second and third floors. There is a brick five story block on the corner flanked by three story ceramic veneer blocks facing Ludlow Street and Fifth Street, respectively. The storefronts have been badly remodeled. The upper story bays have three part wood mullion 1/1 double hung sash windows with decorated spandrels between the piers.

The corner block is tan colored brick with stone (terra-cotta) and metal detail. It has four bays on Ludlow Street and three on Fifth. The storefronts are blinded by a renovation with no indication what of value may still exist behind. The storefronts are crowned by a stone cornice. The bays above are separated by brick piers faced with resticated brick quoins. The recessed brick spandrels have panels of

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headers framed by soldier courses with terra-cotta rosettes in the corners. The fifth floor is an attic set off by an entablature. There is a cartouche on the corner. The entablature has a running encarpus on the frieze, a wave form band on the corona and dentils. It is interrupted by a symbol at each pier. The crowning entablature above the attic has Roman foliation and a shield at each pier on the frieze, brackets with pendants support the galvanize iron cornice and a cheneau with strigil band and antefix. There is a flagpole at the corner.

The three story block on Ludlow Street (#128) is eclectically decorated in ceramic veneer using a variety of elaborate renaissance motifs. The commercial facade is now weak aluminum-framed display windows and door with enameled panels up to the commercial cornice. The bays above are separated by molded, sculptured and pilaster paneled piers. The top dressing of the piers reaches the parapet posts completely segmenting the bay. A festooned terminus with large rosette is the focus of the pier ornament. The wood window spandrels are paneled and molded and the top of the mullions decorated. The building crown is an entablature-like composition of classic motifs. Over each bay is an interrupted entablature decorated with besants, water leaf molding, dentils and antefix. The terminals of this entablature advances at each pier with a pendant festoon of fruit hanging down the molding of the alette, the frieze has a staccato rhythm of brown panels and the cornice is a raised fascia decorated with a fret on a brown background. The parapet panels are deeply sculptured in foliation with a brown background.

The three story block facing Fifth Street (#31-35) is one of the more colorful facades. The wide entrance is offset in the center bay. The front piece (a renovation) has herringbone pattern brick pilasters with Corinthian pilaster capitals supporting a cornice band of eight sculpted panels with central cartouche and a stele-crest. The pier pilasters of the upper stories have aqua-colored molded panels with festoon capitals. The spandrels are elaborately decorated terra-cotta with oak leaves, rosettes and molding. The frieze is decorated in like kind. The cornice is dentiled. There is a pierced balustrade with paneled posts.

The Reed-Steffan Building (c. 1921) at 12-18 Fifth Street is the most elaborately classic in its white marble (terra-cotta) Corinthian giant order. The storefronts are divided into two stores and an off-center

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stairway entrance by piers clad in terra-cotta ashlar veneer. The display windows have a metal hood with wood-framed transom bays above (behind the signs). The commercial cornice is molded. There are five wide bays of single light windows with three-part transoms on the second story and three-part mullion windows with three-part transoms on the third. The bays are separated by piers with paneled Corinthian pilaster orders. The spandrels are paneled and molded. The Corinthian entablature is full-blown in scale but shallow. There is a parapet with strigil bands between lion masks and antefix. The most notable feature of this facade is the richness of the moldings. The cornice needs immediate stabilization.

Between the Reed-Steffan Building and the Thomas Building is an intrusion. On the left is a one bay building with a badly damaged carara glass facade. The center is a parking lot where the Omer Building once stood. In this space on the right is a fairly new one story storefront building.

The Thomas Building (c. 1916) at 32-38 Fifth Street fills the first floor of a white marble terra-cotta clad brick building. The tastefully compatible restaurant bays were designed from the original blueprint. They are bounded by wide spaced rusticated piers. There is a canopy over the central recessed entrance with its double doors. The wide flanking display bays have large mullioned lights with breast panels and transoms. Transomed stairway doors are at each end. The commercial cornice is a strong dentiled band of erect acanthus leaves. The four stories above have nine bays of fixed single light windows in three mullion groups between piers. The wide mullions are paneled in terra-cotta with the top range having Corinthian pilaster capitals. Pilaster panels face the piers with urn and plant decoration sculptured in high relief at the top of the panel. The pilasters support an elaborately foliated, molded, paneled and bracketed architrave cornice.

The Christian Publishing Company Building (1905) at 204 South Ludlow Street is a rectangular four story orange pressed brick structure with detailing in cast stone and decorated iron. There is a tooled limestone water table. The Roman Doric Commercial facade of cast and sheet iron appears to be intact behind a shoddy renovation. The main building entrance is a pavilion bay bounded by pier pilaster, the fourth bay on Ludlow Street. An arch order of cast stone columns, iron entablature and iron arch fronts a deep set doorway with side

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windows and lunette. The deep reveal has a polished marble wainscot and iron coffered vault. The second story has a stone arched mullion window with lunette. Over this window is a pitch faced stone tablet. The upper two stories have mullion windows with tracery transoms. Outside the pier pilasters are narrow 1/1 double hung sash windows. The center of the five bay Fifth Street facade is a fire escape bay with lattice light transoms. The other eight bays have mullion 1/1 double hung sash windows with stone sills and cast stone radiating lintels. The corners have brick quoins. The crown is a bracketed metal cornice and blocking course.

The five bay two story red brick Bollinger Building (1909) at 208 Ludlow Street is an addition to the Christian Publishing Company Building. It picks up the cornice work and has identical mullion windows. The second floor is set apart by Doric pilaster orders with stone capitals. The arch order of the main entrance is all in cast stone. The three storefronts have cast iron posts, display windows and a random mix of recessed and flush doorways.

8. Significance

Period	Areas of Significance—Check and justify below			
prehistoric	archeology-prehistoric	community planning	landscape architecture	religion
1400-1499	archeology-historic	conservation	law	science
1500-1599	agriculture	economics	literature	sculpture
1600-1699	X architecture	education	military	social
1700-1799	art	engineering	music	humanitarian
1800-1899	commerce	exploration/settlement	philosophy	theater
X 1900-	communications	industry	politics government	transportation
		invention		other (specify)

Specific Dates 1905-1926

~~DAYTON TERRA-COTTA HISTORIC DISTRICT~~ ^{Builder Architect}

Statement of Significance (in one paragraph)

These few buildings represent the only collection of early twentieth century Dayton commercial buildings that can be viewed as a group. All but one of the seven different facades are decorated in Beaux Arts Classicism Style terra-cotta. Five are the work of one architectural firm, Pretzinger and Musselman. Surprisingly, original drawings are available for four of the five buildings.

The Ludlow Building (1916) anchors the district. One building in "L" plan, it has three distinct facades; one in brick with terra-cotta and metal trim and two in glazed terra-cotta veneer. It was built for Adam Schantz, Jr., who used his father's estate to redevelop Ludlow Street into an important commercial thoroughfare. The Commercial Building (1908), one of his early projects just a block away, is on the National Register. Schantz invariably used Albert Pretzinger as his architect.

Three important terra-cotta sheathed buildings are separate developments. The Wurlitzer Building (c. 1926) on the north end (Ludlow Street) was the last to be developed. This is the work of Russian-born Detroit architect Robert Finn. He immigrated in 1904 after completing his university training to serve in Albert Kahn's office for five years. Victory in a two-year competitive Harvard scholarship took him east. While there, Finn served two more years in the office of McGinnis and Walsh of Boston, then back to Detroit. The other two buildings, The Reed-Steffan Building (c. 1921) and the Thomas Building (c. 1916) are the work of Pretzinger and Musselman.

Albert Pretzinger (b1863 - d1940), a native of Dayton, started his rich career in the office of architect John Beaver. In 1886, he moved on to Peters and Burns, the most important Dayton architectural firm of the 19th century, becoming a partner in 1893. The partnership dissolved in 1907. Draftsman Edward Musselman, from the old office, stayed with Pretzinger and became his partner in c. 1913. Albert's son, Freeman A. Pretzinger (b1889 - d1972), entered the office as an apprentice in 1909. He attended M.I.T. for several years, then rejoined the office in 1914. One cannot help speculating on the hand of Freeman in the Reed-Steffan Building, drawn in 1919. It differs from earlier Pretzinger designs.

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The atypical structure is The Christian Publishing Association Building (1905) with its addition, the Bollinger Building (1908). It has no terra-cotta but lots of cast stone and iron. The materials and early twentieth century character of the building make it a candidate for nomination on its own merits. Its location and early twentieth century statement are critical to the cohesion of the District.

Demolition is devouring the area on all sides like a cancer. There are several efforts at revitalization afoot, all encouraged by the City. Registration is the kingpin of survival.

9. Major Bibliographical References

William's Dayton Directory Vols. 1900-1927. Cincinnati, The Wms. Directory Co.
 Drury, Rev. A.W. History of the City of Dayton & Montgomery County, Ohio. S.J. Clarke Pub. Co., 1909.
 Conover, Charlotte Reeve. Dayton & Montgomery Co.: Resources and People, Vol. I-VI. New York, Lewis Publishing Co., 1932.
 Reizinger Family archives

10. Geographical Data

Acreege of nominated property 4.2
 Quadrangle name Dayton North Quadrangle scale 1:24,000

UTM References

A	<u>1</u> <u>6</u>	<u>7</u> <u>4</u> <u>0</u> <u>5</u> <u>7</u> <u>0</u>	<u>4</u> <u>4</u> <u>0</u> <u>4</u> <u>3</u> <u>9</u> <u>0</u>	B	<u>1</u> <u>6</u>	<u>7</u> <u>4</u> <u>0</u> <u>6</u> <u>1</u> <u>0</u>	<u>4</u> <u>4</u> <u>0</u> <u>4</u> <u>2</u> <u>1</u> <u>0</u>
	Zone	Easting	Northing		Zone	Easting	Northing
C	<u>1</u> <u>6</u>	<u>7</u> <u>4</u> <u>0</u> <u>5</u> <u>2</u> <u>0</u>	<u>4</u> <u>4</u> <u>0</u> <u>4</u> <u>2</u> <u>0</u> <u>0</u>	D	<u>1</u> <u>6</u>	<u>7</u> <u>4</u> <u>0</u> <u>4</u> <u>7</u> <u>0</u>	<u>4</u> <u>4</u> <u>0</u> <u>4</u> <u>3</u> <u>7</u> <u>0</u>
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G	<u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>	H	<u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>

Verbal boundary description and justification All of lots 225,256 and 255 of the continuous lot numbers of the City of Dayton. Lot 253 excluding the east parcel which contains the Fidelity Building.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
state	code	county	code

11. Form Prepared By

name/title Loren S. Gannon, Jr., Historian (Gannon Historical Services)
 organization Montgomery County Historical Society date 15 August 1983
 street & number 7 North Main Street telephone 513-228-6271
 city or town Dayton state Ohio 45402

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature

title _____ date _____

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

date _____

Keeper of the National Register

Attest:

date _____

Chief of Registration

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Dayton Terra-Cotta Historic District

Ludlow Building

Mr. Lewis Goldman
Community Investments
908 Harries Building
137 North Main Street
Dayton, Ohio 45402

Wurlitzer Building

Mr. Robert Klink
Design Enterprises Ltd.
126 South Ludlow Street
Dayton, Ohio 45402

Thomas Building

Gagel Development Company
230 Fidelity Building
211 South Main Street
Dayton, Ohio 45402

Christian Publishing Company Building

A.I.M. Investments
2151 Embury Park
Dayton, Ohio 45414

Bollinger Building

Oscar and Marjorie Boonshaft
1330 Kettering Tower
Dayton, Ohio 45423

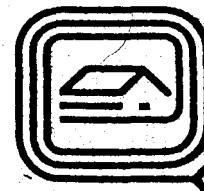
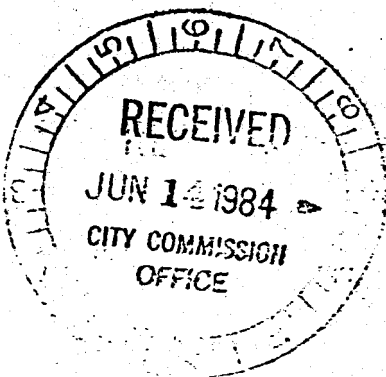
Reed-Steffan Building

Robert L. Logan
16 West Fifth Street
Dayton, Ohio 45402

Robert I. Barrar
20965 Lahser, Apt. 108
Southfield, Michigan 48034

Ohio Historic Preservation Office

1985 Velma Avenue
Columbus, Ohio 43211
614 466-1500



OHIO
HISTORICAL
SOCIETY
SINCE 1885

June 13, 1984

The Honorable Paul R. Leonard
Mayor of Dayton
P.O. Box 22
Dayton, OH 45401

Dear Mayor Leonard:

This is to inform you that the Dayton Terra-Cotta Historic District has been entered in the National Register of Historic Places by the National Park Service, United States Department of the Interior.

The nomination was made in connection with a state plan to identify and document prehistoric and historic places in Ohio which qualify for National Register status under provisions of the National Historic Preservation Act of 1966. All nominations are approved by the Ohio Historic Site Preservation Advisory Board.

Enclosed is information explaining the purposes and goals of the National Register of Historic Places.

Sincerely,

A handwritten signature in cursive script that reads "W. Ray Luca".

W. Ray Luca
State Historic Preservation Officer

WRL:rs
enclosure
X.c: MVRPC

Senator Neal F. Zimmers, Jr.
Representative Edward J. Orlett
Mary Ann Brown, RCO