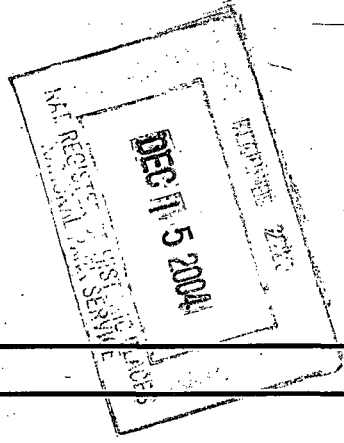


**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Registration Form**



1. Name of Property

historic name Ford Apartments

other names/site number n/a

2. Location

street & number 1405 Pine Street [n/a] not for publication

city or town St. Louis [n/a] vicinity

state Missouri code MO county St. Louis (Independent City) code 510 zip code 63103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally.
(See continuation sheet for additional comments [].)

Mark A Miles

10 Dec 04

Signature of certifying official/Title Mark A. Miles/Deputy SHPO

Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments [].)

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register
See continuation sheet [].
- determined eligible for the
National Register
See continuation sheet [].
- determined not eligible for the
National Register.
- removed from the
National Register
- other, explain
See continuation sheet [].

Carlson A Beall
Signature of the Keeper Date 1/26/05

Ford Apartments
St. Louis (Independent City), Missouri

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	<u>1</u>	<u> </u> buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> objects
	<input type="checkbox"/> object	<u> </u>	<u> </u>
		<u>1</u>	<u>0</u> Total

Name of related multiple property listing.
n/a

Number of contributing resources previously listed in the National Register.
0

6. Function or Use

Historic Function
DOMESTIC/multiple dwelling

Current Functions
DOMESTIC/multiple dwelling

7. Description

Architectural Classification
MODERN MOVEMENT

Materials
foundation concrete
walls brick

roof asphalt
other limestone

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

Ford Apartments
St. Louis [Independent City], Missouri

Summary

The Ford Apartments, located at 1405 Pine Street in St. Louis, Missouri, is a fourteen-story rectangular brick tower on a limestone base. The Modern building, completed in 1950, is almost completely unadorned. The center bays on the N. 14th Street facade and the westernmost bay on Pine Street are framed in a continuous limestone stringcourse. A vertical row of limestone-framed squares accents each street facade. The windows have a large center fixed-pane flanked by casement windows. Three storefronts occupy the lower story. Exterior alterations are limited to two boarded storefront windows and window air conditioner units that have been inserted into some windows; the interiors lobby is intact as are sample apartments available for inspection. The building retains integrity of location, design, setting, materials, workmanship, feeling and association.

Exterior

Ford Apartments' rectangular footprint runs approximately 45' along Pine Street by about 105' along N. 14th Street. The tower (floors two through fourteen) is L-shaped with the one-story section fitting into the intersection of the L. The first stories of the two street facades are clad in limestone; upper stories are red brick (photo 1). The main entrance is recessed on the west end of the Pine Street facade (photos 2, 3). Limestone panels line the walls of an open vestibule; limestone frames a pair of glass double-doors. The wall to the west of the doors holds a bronze panel in tribute to James L. Ford, Jr. (photo 3). A semicircular overhang bearing the address (1405) shelters the entrance bay.

The other two main facade bays contain replacement display windows in original openings. A fabric awning extending across these two bays wraps to the southernmost bay of the east facade where it shelters the replacement windows and door to a restaurant/bar. The next two bays of the six-bay N. 14th Street facade are boarded windows (in original openings) shielding the restaurant/bar (photo 1). Another restaurant (pizza carry-out) occupies the fourth bay which includes a single door and a two-part replacement display window. The pizza place and a mortgage broker business share the fifth bay comprised of a door and window. The last (northernmost bay) is a three-part display window.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 2

Ford Apartments
St. Louis [Independent City], Missouri

A thirteen-story brick tower, three bays wide on Pine Street and eight bays wide on N. 14th Street, rises over the limestone base (photo 1). All the windows on the Pine Street facade have a large center fixed-pane flanked by five-paned, steel-framed casement windows. The windows have limestone sills and soldier course brick lintels. The westernmost bay of the Pine Street facade is framed from the base of the brick tower to the top of the thirteenth story window by a narrow limestone stringcourse framed in turn by a column of stretchers placed horizontally. The roofline over the top of the bay is slightly taller (perhaps only the width of one brick taller) than the rest of the facade. The other two window bays on the Pine Street facade are more widely spaced horizontally. The void between the bays is filled by a limestone-framed brick square on each level centered between the windows.

The N. 14th Street facade has eight bays (photo 1). The same minimal articulation that appears on the south facade is repeated on the east in the two center bays. These two bays on each level are divided by a limestone square and are surrounded by a continuous limestone stringcourse. The windows flanking the two center bays are tall, narrow casement windows (two panes by five). The next flanking bays are the wider type like those in the center bays. The wall surface holding the two outside bays is slightly recessed and is wider on the south end than the north.

The tower of the north facade is approximately 30' wide (photo 4). It has two window bays divided on each story by a limestone-surrounded square. The one-story section, which is wider than the tower, has a two single doors and a pair of double doors. All three of these openings have soldier course lintels.

The first story of the west facade has no openings (photo 4). The long section of the L-shaped tower has six bays. The first (from the north) is a narrow casement window like the ones flanking the center section on the east facade. The windows in the second bay are shorter casements. The third window bay is fixed, multi-paned; the other is just an opening with a stone sill. Bays five and six are two panes wide and four tall. The short end of the L facing north has a single bay. The west side of the L's short section has no openings in the lower three stories (photo 5). Floors three through fourteen have a center multi-paned window flanked by the familiar stone-framed square.

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**NATIONAL REGISTER OF HISTORIC PLACES
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Section 7 Page 3

Ford Apartments
St. Louis [Independent City], Missouri

One early perspective indicates the presence of a paneled cornice and beltcourse articulating the brick cornice; another suggest a central outsized stone medallion centered at the top of the 14th Street elevation. There is no indication that either was realized in construction.

Interior

The building is divided into 104 apartments. Each level of the tower has one one-bedroom apartment, two studios and five efficiencies. Designed to maximize space, each apartment had a built-in kitchen that could be hidden behind a pair of doors (photo 6). A pair of double-door metal cabinets was located over a single unit comprised of a four-burner stove with refrigerator below, a sink, an oven/boiler combination and a small storage cabinet. A small countertop attached to the inside of the door could be raised or lowered. Pegboard for pan storage was also attached to the inside of the door. (These features remain intact in the vacant apartments opened for the preparer. It is not known how many remain throughout the building.) The poured-in-place concrete ceilings are coffered, probably to reduce the noise between the floors.

The spaces in the lobby have remained intact (photo 7). The original bronze mailbox panel for all 104 apartments is located in the hallway. A freight elevator and a passenger elevator stand back to back behind the wall holding the mailboxes.

Integrity

Exterior alterations are limited to two boarded storefront windows and window air conditioner units that have been inserted into some windows. The building retains integrity of location, design, setting, materials, workmanship, feeling and association.

Ford Apartments
St. Louis (Independent City), Missouri

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 important in prehistory or history.

Criteria Considerations

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 of age or achieved significance within the past 50 years.

Areas of Significance

Community Planning and Development

Periods of Significance

1948-1950

Significant Dates

N/A

Significant Person(s)

N/A

Cultural Affiliation

N/A

Architect/Builder

Bradshaw, Preston J./architect
H. B. Deal & Co./builders

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

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

Primary location of additional data:

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository: Landmarks Association of St. Louis, Inc.

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National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 4

Ford Apartments
St. Louis [Independent City], Missouri

Summary

The Ford Apartments located at the northwest corner of N. 14th and Locust Streets in St. Louis, Missouri is eligible for listing on the National Register of Historic Places under Criterion A for COMMUNITY PLANNING AND DEVELOPMENT. Designed in 1948 near the end of his career by the prolific architect Preston J. Bradshaw, this inaugural “slum-clearance” project was the first substantial residential structure (excluding hotels) erected in downtown St. Louis in the 20th century. The man credited with spearheading its construction had already gained community gratitude and national recognition for his tenacious efforts to rid the St. Louis area of the hazardous pall of coal smoke. Yet in spite of serious health problems, City Plan Commissioner James L. Ford, Jr. dedicated his final years to the mid-century urban housing challenge and the promises of downtown renewal. The apartment tower named for him constituted the first tangible outcome of years of disturbing reports and studies by the City Plan Commission. Initiated with private funds before the Federal Housing Act of 1949, the Ford Apartments launched the city’s 54-block modernization plan and brought the era of Urban Renewal to St. Louis. The period of significance runs from 1948 to 1950, the dates of design and construction.

Background

James L. Ford, Jr. died of heart disease within a few days of celebrating his 75th birthday. A graduate of prestigious schools, Smith Academy (NR 4/23/02) in St. Louis and Amherst College, Ford entered his father’s food brokerage firm. By age thirty-nine, he was President of the company, head of the National Food Brokers’ Association and an acknowledged member of St. Louis’ elite with a residence on Westmoreland Place (NR 2/12/74) complete with three resident maids (per 1930 U.S. Census) and a summerhouse in Hyannis Port.¹ Ford sold the firm in 1923 and entered banking, serving as President of Franklin Bank until it consolidated with the American Trust Company in 1928. His tenure as President of successor Franklin-American Trust Company (the sixth largest bank in the city) was cut short by the Depression. A forced merger in 1931 brought Ford to First National where his duties as a Vice President were apparently unremarkable. His

¹ Ford lived at #54 Westmoreland Place from 1920 until 1946 when he moved to the nearby Park Plaza Hotel. In 1941, he bought 33 Westmoreland for his daughter Elise Ford Curby (who tore it down and built a smaller house) and # 52 for daughter Jean Ford Simmons, the Veiled Prophet Queen in 1929. Elsie’s daughter Sally Ford Curby became VP Queen in 1960.

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Ford Apartments
St. Louis [Independent City], Missouri

life changed in 1938 when he assumed chairmanship of the old Community Chest Drive (now United Way).

Ford proved himself a persistent and persuasive leader, unwilling to settle for anything less than the goal. (It had not been met since 1932.) With \$40,000 still lacking, he gathered 100 businessmen to a meeting with Mayor Bernard Dickmann. As serendipity would have it, the meeting was held on November 28, dubbed "Black Tuesday." Looking out the window, Ford supposedly remarked: "Let's get this charities chore done, then tackle some other city problems. God knows we've got to do something about this smoke."² The money was raised on the spot.

St. Louis' use of soft coal (mostly mined in Illinois) had polluted the air for over 100 years. In January of 1823, the *Missouri Republican* reported that smoke was "...in some instances so dense as to render it necessary to use candles at midday."³ As the city grew over the years, so did the problem. Anti-smoke ordinances in the 1890s brought only temporary relief. By the 1920s, growers would not sell evergreens to the city and the Missouri Botanical Garden was considering a move to St. Louis County. A sardonic aside in the December 26, 1926 *Post-Dispatch* stated: "Presumably the sun rose, but whether it did nobody knows." A year later the "Black Christmas of 1927" underscored the severity of the health hazard as did an unpopular Smoke Abatement League study showing St. Louis' annual soot deposit was twice that of Chicago's and four times that found in notorious Pittsburgh.

Finally, in 1934, in response to public outcry fanned by the local press, Mayor Dickmann appointed Raymond Tucker (a Washington University engineering professor) as his special assistant for smoke. Tucker pushed through a bill hoping to reduce ash and sulphur content by washing Illinois coal; coal merchants attacked the Mayor and Tucker in the press and the new ordinance in the federal courts. Although the judge ruled in favor of the ordinance, it was too little too late. After three suffocating weeks in late 1939 culminating in the aforementioned midnight-at-noon "Black Tuesday" on November 28, the Mayor and Tucker raised the ante— suggesting new standards that

² *St. Louis Globe-Democrat*. "What One Man's Love for His City Can Accomplish" by Hamilton Thornton. January 28, 1951.

³ Primm, James Neil. *Lion of the Valley*. p. 474.

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Ford Apartments
St. Louis [Independent City], Missouri

would outlaw Illinois coal except when mechanical stokers were used.⁴ This proposal activated a hornet's nest of outrage.

To help blunt the criticism, Mayor Dickmann appointed a Smoke Elimination Committee with James L. Ford, Jr. as chairman.⁵ The committee devoted months to a comprehensive report, then endorsed the Mayor's concept and launched a publicity campaign to counter the assaults of the coal interests. Ford also demonstrated his willingness to use heavy ammunition if it were called for. When Illinois producers threatened to boycott St. Louis business, Ford asked for an investigation by the United States Department of Justice. Boycott talk subsided.⁶

In April 1940, the Board of Aldermen enacted a model piece of abatement legislation admired and envied throughout the country. The legislation produced spectacular, immediate results on the Missouri side of the Mississippi River. For his leadership and tenacity, Ford received the prestigious St. Louis Award in 1940 and immediately turned over his \$1,000 check to the Gifts Committee of United Charities for the purchase of smokeless fuel for the needy. But his job in smoke abatement was not finished. "Attempts to use wartime emergencies as an excuse to break down enforcement of the ordinance invariably found Ford, armed with statistics and logic, ready to beat down the opposition."⁷ He also organized and directed a metropolitan coalition that urged municipalities that fringed the city to enact the same restrictions. With a year or two, most in St. Louis County had done so.

Elaboration

After the war Ford embarked on more civic challenges. Working with Luther Ely Smith (another Amherst alum) in 1945, Ford raised the needed \$225,000 for an international

⁴ *ibid*, p. 477.

⁵ *St. Louis Globe-Democrat*. "What One Man's Love for His City Can Accomplish" by Hamilton Thornton. January 28, 1951. Later, Ford recalled how the inexperienced group set about the formidable task. Paying all their own expenses, committee members traveled, called in experts, went into coalmines and processing plants and studied firing equipment.

⁶ *ibid*.

⁷ *St. Louis Post-Dispatch*. Obituary, January 16, 1956.

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Ford Apartments
St. Louis [Independent City], Missouri

architectural competition for the moribund Jefferson Memorial project.⁸ He then turned his attention to duties on the City Plan Commission, his work as Chair of the still-functioning Smoke Elimination Committee (hoping to extend restrictions into Illinois) and a new assignment as head of St. Louis' Anti-Slum Commission. The slum effort was three-fold: to eradicate "blighted" areas, to help replace low-income housing and to provide incentives for the middle-class to remain in or return to the central city. It was the third area of concern that matched Ford's talents most closely.

On Memorial Day 1938, nearly two years after President Franklin D. Roosevelt dedicated the site, the Soldiers Memorial Military Museum was unveiled as the last piece in the Public Plaza grouping. A stunning accomplishment of public will and architectural collaboration, completion of the plaza was overshadowed by the smoke problem, the continuing Depression and growing slums. Studies by the City Plan Commission from the late 1930s pinpointed "obsolete" areas within fifteen blocks of downtown where urban ills (infant mortality, illegitimate children, tuberculosis and delinquency) were statistically over-represented. Demolition of substandard housing and construction of large-scale, low-cost housing projects were offered by the Plan Commission as solutions. In 1939, the city embarked upon its first federally assisted, low-rent housing projects. Carr Square Village just north of downtown and Clinton-Peabody on the south near City Hospital (NR 2/2/2001) were completed in 1942.

In December of 1942, the City Plan Commission released *Saint Louis After World War II*— a classic example of prevalent planning bias. The following (seemingly grim) statistics were cited and state-of-the-art opinions advanced: "More than one-third of the dwelling units in St. Louis were constructed prior to the year 1900. Of these 80,000 or more dwelling units it can be assumed that at least 50,000 are sixty years of age. . . . The oldest buildings are in the most centrally located areas of St. Louis. These areas are unattractive and unsatisfactory places of residence. . . . Blight is directly related to Age of Houses. . . . Obsolete Areas must be reconstructed by large scale methods." After a summary discussion of the appropriate role of the Federal government in the production of low-cost housing, the authors suggested that middle-class families would be enticed to

⁸ The Jefferson National Expansion Memorial had been established in late 1933; in 1935, the electorate apparently approved (the election was claimed to have been fraudulent) a bond issue of \$7,500,000 as the city's portion.

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**NATIONAL REGISTER OF HISTORIC PLACES
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Ford Apartments
St. Louis [Independent City], Missouri

the central city "...if good accommodations and pleasant neighborhood conditions could be provided."⁹

The city had compelling reasons to be concerned about the middle-class; in the decade between 1930 and 1940, the first actual net loss (almost 6,000 residents) had been recorded as its national standing slipped to 8th. Ford settled on the newly complete public plaza as the ideal site for his vision to reverse the trend. In July of 1945, he wrote a feature story for the *Post-Dispatch*, "St. Louis Shrinking from Blight so Rapidly that Revolutionary Action is Needed, Says James L. Ford, Jr."

Our City, therefore, is shrinking in two-thirds of its area. Only an outer fringe is gaining in population and the vacant ground in that district is largely used up. Our citizens will never go back to the desolation of the blighted area.... Something must be done about it—something so radical and impressive that it must be revolutionary even to the extent of tearing down and rebuilding large sections of St. Louis.... Our Plaza should be greatly enlarged and faced with decent and attractive multiple dwelling places located there by public or private funds. There could very easily be built a section Twelfth Street to Grand Avenue which, facing plazas, playgrounds and community centers, would offer an irresistible appeal because of its improvement over the old and its convenience to the life of the city.¹⁰

But on November 25, 1945, Ford, after six weeks in the hospital for heart trouble, announced that he was reluctantly resigning from all civic duties at the advice of his doctor. The story was big news. Mayor Kaufmann, described as a close friend of Ford's, extolled his work for the new Anti-Slum Commission: "Ford spent much time in interesting and enlisting potential sources of capital in the work, in arousing enthusiasm on the part of both private builders and public and quasi-public housing agencies, and is sponsoring legislation which would provide a healthy climate for the undertaking. He leaves to his successor a young but vigorous organization."¹¹ No successor, however, was announced.

⁹ St. Louis City Plan Commission. *Saint Louis After World War II*. p. 27.

¹⁰ *St. Louis Post-Dispatch*, "St. Louis Shrinking from Blight so Rapidly that Revolutionary Action is Needed, Says James L. Ford, Jr." July 9, 1945.

¹¹ *St. Louis Globe-Democrat*. "James L. Ford Jr. Resigns from City Smoke Group." November 25, 1945.

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Ford Apartments
St. Louis [Independent City], Missouri

Within a short time Ford and his wife moved from the mansion on Westmoreland Place to the convenience of the nearby Park Plaza Hotel. Although it was said he could not walk more than a block, Ford would not completely relinquish his latest dream. Newspaper accounts soon mention his role as chair of the Anti-Slum Commission's subcommittee evaluating areas for clearance. Gradually, an initial project evolved in what was envisioned as a long-range "modernization" program encompassing 54-blocks. The first site selected focused on the area between Market and Olive and 14th and 18th Streets; advantages of this location included proximity to Memorial Plaza and the need to relocate only about 200 households.

In early 1948, after running the idea by five prominent businessmen including Ford, Mayor Aloys P. Kaufmann called for a major bond issue to acquire sites for housing projects. On September 11, Ford, quoted at a kick-off meeting for the \$16 million bond issue campaign (held nearby the Plaza site in Assembly Hall # 1 at Kiel Auditorium, NR 2/11/00), hinted that an apartment building launch was close to reality. A month later Ford held a press conference to announce the "first actual undertaking" in the slum clearance program. Estimated to cost \$1,250,000, the building to be erected by H. B. Deal & Co. was described in the *Globe-Democrat* as a "purely private enterprise project."¹² The *Star-Times* gave more prominent play to the story, including a rendering of the concrete Modern design housing 104 families "in the contemporary style devoid of extreme mannerism to maintain the dignity essential in a downtown apartment structure." Ford noted that Deal had approached him about six weeks earlier "in a public-spirited" manner and had now decided to forge ahead as "a sound business investment."¹³

H. B. Deal & Co. (organized in 1922) brought an impressive construction history to the task. Earlier projects of note included Neighborhood Gardens (NR 1/31/86), the Missouri Pacific Office Building (NR 11/27/02) Soldiers Memorial and the St. Louis Armory. The company was also nearing completion on the new \$1,650,000 St. Louis County Courthouse in Clayton. Architect Preston J. Bradshaw had enjoyed an equally notable resume over an even longer period of time—most recently paired with Deal as architect for the Lucas-Hunt Village and St. Louis County Courthouse projects. Noted especially for his masterful hotel and apartment designs in St. Louis and other cities, Bradshaw had

¹² *St. Louis Globe-Democrat*. "Apartment of 14 Floors to be at 14th and Pine." October 12, 1948.

¹³ *St. Louis Star-Times*. "Apartments at 14th and Pine to Launch Slum Clearance." October 12, 1948. Holding this press conference less than a month before the bond issue vote was probably designed to help convince the public to vote "Yes." It voted "No."

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Ford Apartments
St. Louis [Independent City], Missouri

acquired an enviable degree of financial independence due to his involvement in the development arm of many projects.

Figure 1: Perspective of unknown date from the Saint Louis Public Library. The perspective indicates the presence of a paneled cornice and beltcourse articulating the brick cornice. There is no indication that this was realized in construction.



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Ford Apartments
St. Louis [Independent City], Missouri

The Ford Apartments would be Bradshaw's last, large building. His death a few years later occurred in his suite at the Coronado Hotel where he had acted as manager from 1925 until 1947 when he sold it to new owners.¹⁴ On October 22, 1948, the Municipal Art Commission gave conditional approval to the exterior design on the new apartments; but work on the \$1,400,000 project did not begin until early November of 1949 after the final commitment for the FHA loan to be processed by First National was in hand.

One year later on November 10, 1950, a ceremony celebrating the installation of a bronze plaque naming the building was held at the site. The plaque reads: "James L. Ford, Jr. This apartment building was named for him in grateful recognition of his wise, patient and courageous leadership in smoke clearance and other civic activities." Speaking to 200 invited guests Mayor Joseph M. Darst stated: "This structure has been aptly called a practical monument to the foresight of Ford and men like him. I like to think of this building as only the first of many which will eventually surround this plaza." Former Mayor Aloys P. Kaufmann, who had kept Ford involved as a member of the Slum Clearance Commission, described the honoree as the man who "led the way in the rehabilitation of the downtown area." Ford thanked many others involved in the anti-slum effort, praising contractor Horace B. Deal as the "kind of man of action the city needs to put across the ideas of persons interested in civic betterment."¹⁵

Initial announcements had stated that the reinforced concrete apartment building would be faced with buff brick to match the limestone-sheathed base. As built, the contrasting red brick serves to emphasize the verticality of the design. The absence of a cornice, the projection of a single bay and a group of bays from the principle mass, the asymmetrical fenestration of openings of unequal size and the upward path of the decorative panels all contribute to the thrust of the design. The thirteen one-bedroom and ninety-one efficiency units were calculated to attract returning veterans and other adults with small space needs into downtown. It worked. The *Post-Dispatch* of May 5, 1956, describing the view from the Soldiers Memorial looking north to the street front restaurant and cocktail lounge at the Ford Apartments, mentioned that the building was 100% occupied.

¹⁴ Most sources give Bradshaw's birth date as June 19, 1880 based on his application for Junior membership in the St. Louis Chapter of the AIA. But his age of 69 or 70 as reported in obituaries from December of 1953 does not compute with a birth date of 1880. Census records also don't fit, although there are inconsistencies from decade to decade within those documents. The most likely explanation is that he added a few years to his AIA membership request in order to be old enough for consideration.

¹⁵ "James L. Ford Jr. Honored at Apartment Dedication." Unidentified clipping from November 11, 1950.

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Ford Apartments
St. Louis [Independent City], Missouri

The Federal Housing Act of 1949 included a \$1 billion loan fund enabling cities to plan redevelopment projects, acquire land and demolish existing buildings. The land could then be sold, at a loss, to a private redevelopment corporation. With federal matching funds providing 2/3rds of the cost, the Land Clearance for Redevelopment Authority bought and began clearing the rest of the Plaza Square Urban Renewal area in 1953. It would be a much contested and relatively slow process before construction on those seven high-rise apartment buildings (designed by HOK and Harris Armstrong) finally got underway in 1959. Immediately to the west, land acquisition had already begun for the massive Mill Creek Valley Urban Renewal Area (one of the largest in the United States).

Meanwhile, in November of 1955, the Ford Apartments sold for an undisclosed amount to the Lindell Mortgage Company, a sale consummated through the stock of the Fourteenth & Pine Realty Company, the corporate owner. The small news article recounting the transfer noted that the loan of \$863,400, made by the First National Bank in St. Louis [Ford's bank] and insured by the Federal Housing Administration, had been reduced to \$787,354. A vacant lot immediately west of the property was also purchased from H. B. Deal & Co. for tenant parking.¹⁶

James L. Ford, Jr. died on January 16, 1956. Extensive coverage in local newspapers included the *Globe-Democrat* editorial, "A Splendid Citizenship," wherein Ford's many contributions to the metropolitan community were enumerated. In 1957, the federal government filed suit to recover \$113,531 in alleged excess profits from defendants Horace B. Deal, Clarence B. Deal, William H. Deal, the Fourteenth & Pine Realty Company, Inc. and the H.B. Deal and Company, Inc. The charges alleged that the defendants borrowed more federally insured funds for the Ford Apartments than needed and distributed the surplus, principally in the form of dividends, to themselves. The petition also alleged that shares in the project corporation (Fourteenth & Pine Realty), which obtained the \$863,400 loan, were transferred to H. B. Deal Company. The project corporation then entered into an agreement with the contractors for \$767,273. The suit noted that there was a complete overlap of interests between the two corporations with the defendants serving as officers and directors of both.¹⁷ Although the ten-hour deposition with Clarence B. Deal (one of the owner's sons) revealed exhaustive details about project construction and costs (including Bradshaw's fee of \$30,483), eventually,

¹⁶ *St. Louis Post-Dispatch*. "Ford Apartments Sold By Builder." January 11, 1955.

¹⁷ *St. Louis Globe-Democrat*. "Ford Apartment Builders Sued for 'Windfall' Profits." August 3, 1957.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 13

Ford Apartments
St. Louis [Independent City], Missouri

in February of 1959, the case was dismissed “with prejudice and without cost to either of the parties.”

In early 1965, the property was sold by the Lindell Mortgage Company to the 14th & Pine Realty Company which retained ownership until 1974. The next owner of the Ford Apartments was a New York partnership. Maintenance slipped and in 1979, one apartment on each of three floors was rented to the St. Louis Housing Authority as subsidized housing. In 1998, the property brought only \$950,000 when it sold to another investor. The most recent owner, a local partnership, purchased the Ford Apartments in 2001 with the intention to upgrade the units and the image. The Ford Apartments embodied planners’ mid-20th century optimism that upscale housing in downtown St. Louis would reverse the exodus from the city. Over fifty years later, its successful rebirth is predicated on the momentum created by hundreds of housing units inserted in historic downtown buildings designed for other uses—a concept unthinkable in 1950.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9 Page 14

Ford Apartments
St. Louis [Independent City], Missouri

Bibliography

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Gill, McCune. *The St. Louis Story: Library of American Lives*. (St. Louis: Historical Record Association, 1952).

"James L. Ford Jr. Honored at Apartment Dedication," unidentified clipping from November 11, 1950.

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United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9 Page 15

Ford Apartments
St. Louis [Independent City], Missouri

January 28, 1951. "Preston J. Bradshaw, Noted Architect, Dies Unexpectedly,"
December 7, 1953. "A Splendid Citizenship," January 17, 1956. "Ford Apartment
Builders Sued for 'Windfall' Profits," August 3, 1957. "6 Building Firms Here Rank in
Poll: Contractors Get Bids Totaling \$147 Million," August 11, 1964.

St. Louis Post-Dispatch. "St. Louis Shrinking from Blight so Rapidly that Revolutionary
Action is Needed, Says James L. Ford, Jr.," July 9, 1945. "James L. Ford Jr. Ill, Resigns
From City Smoke Group," November 25, 1945. "James Ford Jr. Given Honorary
Amherst Degree," June 16, 1947. "Ford and Head Quit Advisory Jobs to Mayor," April
5, 1949 (or *G-D*). "J. L. Ford Jr. Home After Operation," April 11, 1950. "James L.
Ford Jr. Honored At Building," November 11, 1950. "James L. Ford Jr. Indorses Elliot,"
May 5, 1952 (or *G-D*). "Ford Apartments Sold By Builders," January 11, 1955. Obit,
January 16, 1956. "Mayor Tucker Pays Tribute to Late James L. Ford Jr.," January 17,
1956 (or *G-D*). "Mrs. Jean Ford Dies at Age of 72," October 27, 1956. "Mrs. James
Ford Leaves \$583,489," January 24, 1957.

St. Louis Star-Times. "Apartments at 14th and Pine to Launch Slum Clearance," October
12, 1948.

Sanborn Map Company. St. Louis, Missouri.

United States District Court for the Eastern District of Missouri. Case Number
57C237(2). The United States of America and Norman P. Mason vs. H. B. Deal et. all.
May 2, 1957.

Ford Apartments
St. Louis (Independent City), Missouri

10. Geographical Data

Acreage of Property less than one

UTM References

A. Zone 15 Easting 743680 Northing 4279390 B. Zone Easting Northing

C. Zone Easting Northing D. Zone Easting Northing

[] see continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Sect. 8: Carolyn Toft, Director; Sect. 7: Stacy Sone, Researcher; other: Matt Bivens, Researcher

organization Landmarks Association of St. Louis date August 20, 2004

street & number 917 Locust St., 7th Floor telephone 314-421-6474

city or town St. Louis state MO zip code 63101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Peter Rothschild

street & number Rothschild Development Co., 4746 McPherson Ave. telephone _____

city or town St. Louis state MO zip code 63108

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section map Page 16

Ford Apartments
St. Louis [Independent City], Missouri

Boundary Description

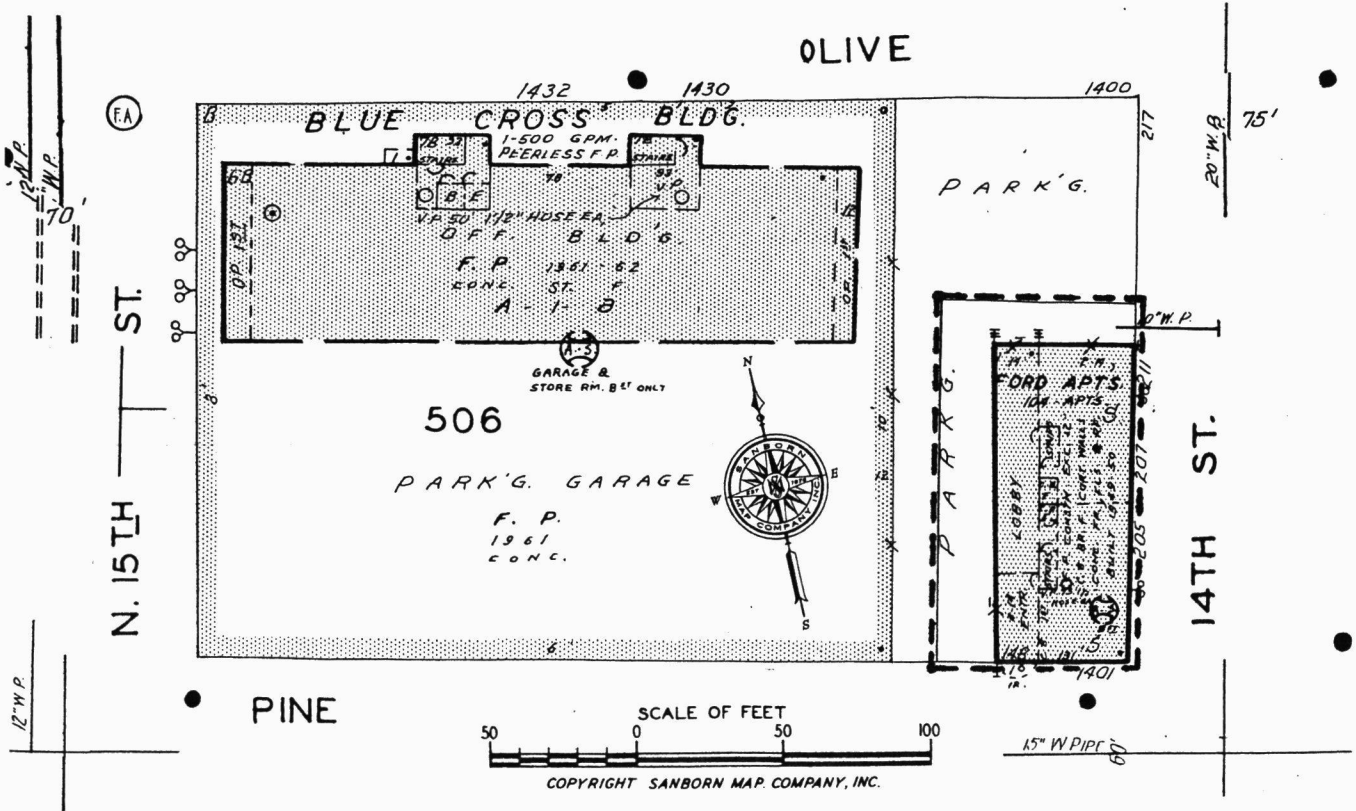
The nominated parcel is located at 1405 Pine Street on City Block 506 in St. Louis, Missouri. The site is legally known by the assessor's office as parcel number 00050600030. The property is part of J. A. Lucas & A. L. Hunt's Addition in Surveys 941 and 946 of the St. Louis Common Fields; no lot numbers were assigned. The nominated property is indicated by a dashed line on the accompanying map entitled "Ford Apartments Boundary Map."

Boundary Justification

The nominated parcel includes all of the property historically associated with the Ford Apartments.

Ford Apartments Boundary Map

Source: Sanborn Map Company, v. 1W, plate 44, 1968.



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Ford Apartments
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MISSOURI, St. Louis

DATE RECEIVED: 12/15/04 DATE OF PENDING LIST: 1/07/05
DATE OF 16TH DAY: 1/22/05 DATE OF 45TH DAY: 1/28/05
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 04001562

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 1/26/05 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



Ford Apartments
St. Louis (ind. city), MO

Stacy Sene
7/04

Landmarks Assn. of St. Louis
View to NW
#1 of 7



1405

KELLIE O'TOOLE'S

La Plage
MENTS
1143

Ford Apartments
St. Louis, (ind. city), MO

Stacy Sone
7/04

Landmarks Assn. of St. Louis
view to N
2 of 7

NO
LOITERING
ALLOWED
IN FRONT
OF
BUILDING

NO
SMOKING
OR
OPEN
FLAMES
ALLOWED
IN
THIS
BUILDING

FORD *THE PRINCE*
APARTMENTS
MANAGEMENT
The RALPH DEAN Co.

Ford Apartments

St. Louis (ind. City), MO

Stacy Sore

7/04

Landmarks Assn. of St. Louis

View to NW

#3 & 7



Ford Apartments
St. Louis (ind. city), MO
Stacy Sone

7/04
Landmarks Assn. of St. Louis

view to SE
#4 of 7



Ford Apartments
St. Louis (ind. city), MO

Stacy Sone

7/04

Landmarks Assn. of St. Louis

View to NE

5 of 7



Ford Apartments

St. Louis (ind. city), MO

Stacy Sone

7/04

Landmarks Assn. of St. Louis

view to NE

#6 of 7



Ford Apartments

St. Louis (ind. city), MO

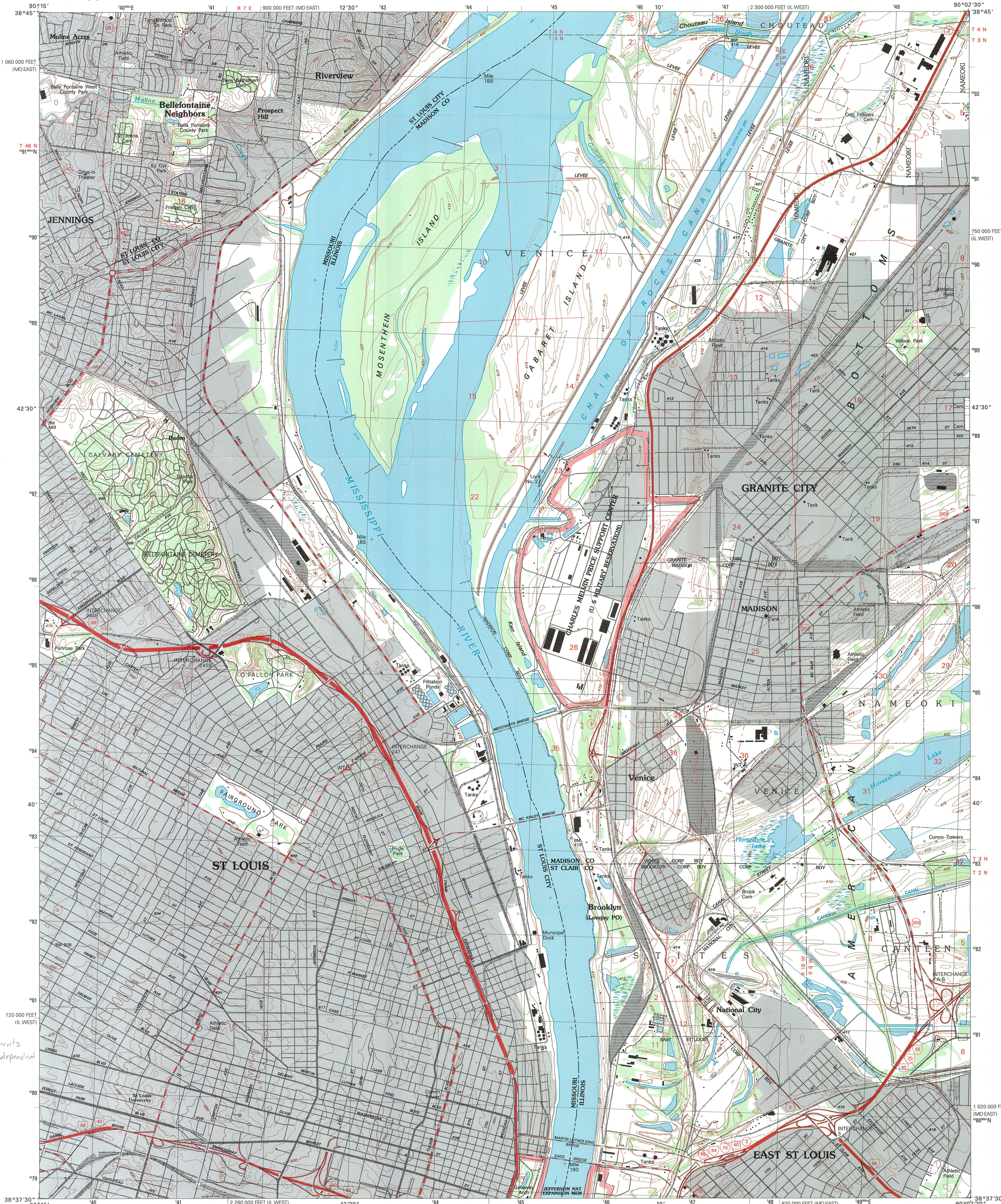
Stacy Sone

7/04

Landmarks Assn. of St. Louis

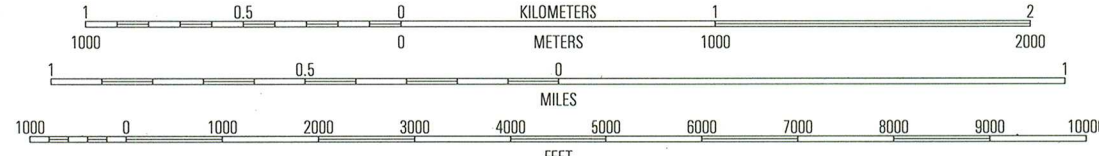
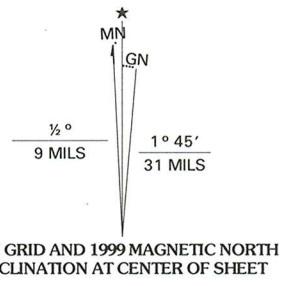
view to NE

#7 of 7



Ford Apartments
St. Louis (independent
city), MO
zone 15
Northing
4279390
Easting
743680

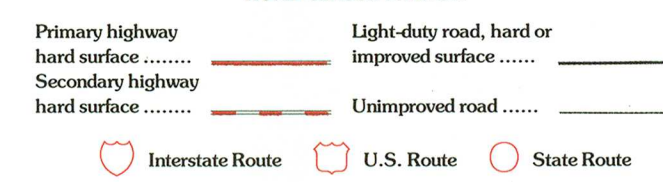
Produced by the United States Geological Survey
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999
North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software
Contours that conflict with revised planimetry are dashed
There may be private inholdings within the boundaries of the National or State reservations shown on this map



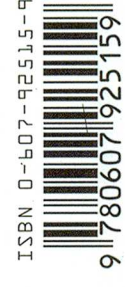
CONTOUR INTERVAL 10 FEET
SUPPLEMENTARY CONTOUR INTERVAL 5 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225
AND ILLINOIS GEOLOGICAL SURVEY, CHAMPAIGN, ILLINOIS 61820
MISSOURI DEPARTMENT OF NATURAL RESOURCES, ROLLA, MISSOURI 65401
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



1	2	3	1 Florissant
			2 Columbia Bottom
			3 Wood River
4	5	6	4 Clayton
			5 Monks Mound
			6 Webster Groves
6	7	8	7 Cahokia
			8 French Village



GRANITE CITY, IL-MO
1998
NIMA 2961 II NW-SERIES V863

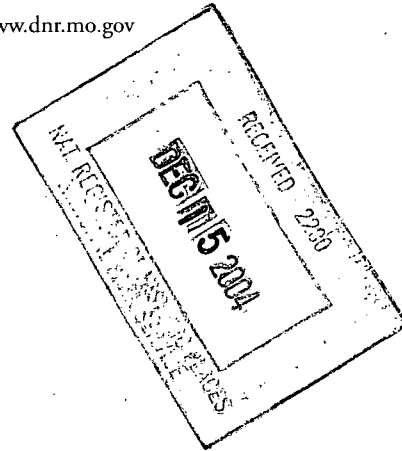




Bob Holden, Governor • Stephen M. Mahfood, Director

DEPARTMENT OF NATURAL RESOURCES

www.dnr.mo.gov



December 10, 2004

Ms. Carol Shull
United States Department of the Interior
National Register of Historic Places
Mail Stop 2280, Suite 400
1849 C St., NW
Washington, DC 20240

Dear Ms. Shull:

Enclosed please find the following submissions from Missouri for nomination to the National Register of Historic Places:

Ford Apartments
St. Louis (Independent City), Missouri

Buster Brown Blue Ribbon Shoe Factory
St. Louis (Independent City), Missouri

Sanford Avenue Historic District
St. Louis (Independent City), Missouri

Our state review board, the Missouri Advisory Council on Historic Preservation, approved the above nominations on November 12, 2004. All owners and appropriate elected public officials were notified and provided at least thirty (30) days to comment on the nomination in accordance with 36CFR60.6, interim regulations, using the exact notification format recommended by the National Register. No objections, notarized or otherwise, were received for the above referenced action.

The City of St. Louis, as part of its responsibilities as a Certified Local Government, reviewed the nominations prior to their presentation to our state review board. Enclosed find copies of the letters of support from Mayor Francis Slay and the St. Louis Preservation Board.

If you have any questions concerning this submission, please contact Roger Maserang of my staff at (573) 522-4641.

Sincerely,

STATE HISTORIC PRESERVATION OFFICE

Mark A. Miles
Director and Deputy State Historic
Preservation Officer

Integrity and excellence in all we do



MAM:rm; enclosures





**OFFICE OF THE MAYOR
CITY OF ST. LOUIS
MISSOURI**

**FRANCIS G. SLAY
MAYOR**

**BARBARA A. GEISMAN
EXECUTIVE DIRECTOR FOR DEVELOPMENT
CITY HALL - ROOM 200
1200 MARKET STREET
SAINT LOUIS, MISSOURI 63103-2877
(314) 622-4792
FAX: (314) 622-3240
geismanb@stlouiscity.com**

November 1, 2004

Mr. Mark Miles, Director/Deputy State Historic Preservation Officer
State Historic Preservation Office
Department Of Natural Resources
Post Office Box 176
Jefferson City, MO. 65102

RE: Nominations to the National Register of Historic Places—City of St. Louis:
Gravois-Jefferson Streetcar Suburb Historic District
Municipal Services Building, City Block 436
Forest Park Southeast National Register District—Boundary Increase
Crunden-Martin Manufacturing Company Historic District
760 and 757 S. 2nd Street (104 Cedar Street)
DeHodiamont Car House Historic District, 6124 Horton Place
Sanford Avenue Historic District, 1000 Block of Sanford Avenue
Franklin School, 814 N. 19th Street
Lindenwood School, 3815 McCausland Avenue
Ford Apartments, 1405 Pine Street
Buster Brown Blue Ribbon Shoe Factory, 1526 N. Jefferson

RECEIVED
NOV 02 2004
STATE HISTORIC
PRESERVATION OFFICE

Dear Mr. Miles:

In accordance with the Certified Local Government requirements, I am writing to advise you that the Preservation Board of the City of St. Louis has reviewed the above-referenced nominations and finds that the properties do meet the eligibility requirements for the National Register of Historic Places. Further, the Preservation Board recommends that the buildings be placed on the National Register. A copy of the Preservation Board's report for each building is attached. Please note that the above list **does not** include the Frederick M. Crunden Branch Library at 1506 E. 14th Street/1317 Cass Avenue—the Preservation Board deferred action on this nomination, and I am transmitting the Board's report for this property under separate cover.

As the Chief Executive Officer of the City of St. Louis, I support the Preservation Board's decisions on the properties listed above. The placement of these properties on the National Register will aid in the redevelopment of the city. **In particular, I strongly support the nomination of the Gravois-Jefferson Streetcar Suburb Historic District—the placement of this District on the National Register will significantly aid in the preservation of this area and the historic rehabilitation of the properties in the District.**

Please feel free to contact me or Barbara Geisman of my staff if you have any questions. Thank you for everything you do for our city and for our state.

Sincerely,

Francis G. Slay
MAYOR

ATTACHMENTS

copies: Honorable Ken Ortmann, Alderman, 9th Ward
 Honorable Craig Schmid, Alderman, 20th Ward
 JoAnn Radetic, Certified Local Government Coordinator
 Kathleen E., Shea, Cultural Resources Officer



**REPORT OF THE PRESERVATION BOARD OF THE CITY OF ST. LOUIS
PLANNING AND URBAN DESIGN AGENCY
REGARDING THE NOMINATION OF
FORD APARTMENTS--1405 PINE STREET
FOR INCLUSION IN
THE NATIONAL REGISTER OF HISTORIC PLACES**

Ford Apartments – 1405 Pine St.

On October 25, 2004 the Preservation Board met to consider the nomination of the Ford Apartments for inclusion in the National Register of Historic Places.

Mr. Matthew Bivens, Landmarks Association of St. Louis, presented the nomination to the Board.

The Board finds that the property proposed for listing does meet Criterion A of the National Register in the area of Community Planning and Development.

Furthermore, the Board recommends to the Missouri Advisory Council on Historic Preservation that the building be listed in the National Register of Historic Places.

ACTION: The motion was made by Board member Mary Johnson to recommend that the nomination of the Ford Apartments for inclusion in the National Register of Historic Places be approved. The motion was seconded by Board member John Burse. The motion passed unanimously.