

LANDMARKS

ASSOCIATION *of* SAINT LOUIS

Preserving and Promoting St. Louis' Historic Architecture for Over 50 Years

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PRESERVING AND PROMOTING ST. LOUIS'
HISTORIC ARCHITECTURE FOR OVER 50 YEARS

The Necessity of LANDMARKS:

A Unique Contribution to the Heritage of St. Louis

In the early days of Landmarks Association, the young organization was faced with one of its greatest challenges. The interstate highway system was slated to carve its way through St. Louis, destroying thousands of buildings among which were some of the city's greatest architectural treasures. As an example of how proper planning could prevent irrevocable loss, savvy members of Landmarks managed to demonstrate to the State Highway Commission how it could reroute I-70 to obviate the demolition of the Captain Bissell Mansion. When the logic of their solution prevailed, Roger Montgomery, one of the Association's founders wrote:

LANDMARKS cannot claim to have changed the minds of the land clearance and highway officials. Rather, the stand we have taken has been vindicated by events and these events have changed minds. Urban renewal based on total clearance has generated more problems than it has solved. The evidence is there for all to see. Disregarding architectural, historical and cultural considerations has proved bad: economically, functionally, socially and aesthetically.

A unique attribute has characterized LANDMARKS from the very beginning. In contrast to most preservation groups, we are, by our earliest statement of intent, as much concerned with new development as with the preservation of past works. From the outset LANDMARKS has weighed developmental objectives in its consideration of preservation problems. The actions of the Association have been guided by a clear understanding of the goals of redevelopment, downtown progress and other aspects of change in the city.

Indeed, we have a great story to tell. Organized in 1958 and incorporated as a non-profit in 1959, Landmarks has been and continues to be the indispensable advocate for the St. Louis

region's built environment. Other important victories from our early years include the Chatillon-DeMenil House in Benton Park and the Wainwright Building and Old Post Office downtown. Like the Bissell Mansion, the Chatillon-DeMenil home was slated to be razed by interstate construction while the downtown buildings were threatened variably by neglect, apathy, and expediency. In all cases, Landmarks Association played an important role in finding a path forward that did not rely on the fallacy that the past must be destroyed to make way for the future. Today, our region is replete with examples of how preservation and stewardship of architectural heritage can lead to economic reinvestment and beneficial societal outcomes.

Of course, there is still much to do. As residents and businesses moved away from downtown in the 1960s and 1970s, the city's fortunes declined at an alarming rate. Expedient and often experimental policies were enacted as leaders cast about for ways to address the various ills that affected the city. Preservation was seldom regarded as a relevant component of the planning process. Rather, the implementation of many plans did irreparable damage to our architectural heritage, and many policies disrupted communities to the point that today they no longer exist. This situation gave focus to the efforts of Landmarks Association for decades as the organization struggled to provide input and information that would be useful to planners, and to take its message to those in positions of power.

LANDMARKS Research Bears Fruit

Because the organization had witnessed the destruction of so much of St. Louis by plans that ignored the historical and architectural value of impacted areas, Landmarks Association recognized the urgent need to inventory and identify surviving buildings, sites, and neighborhoods.

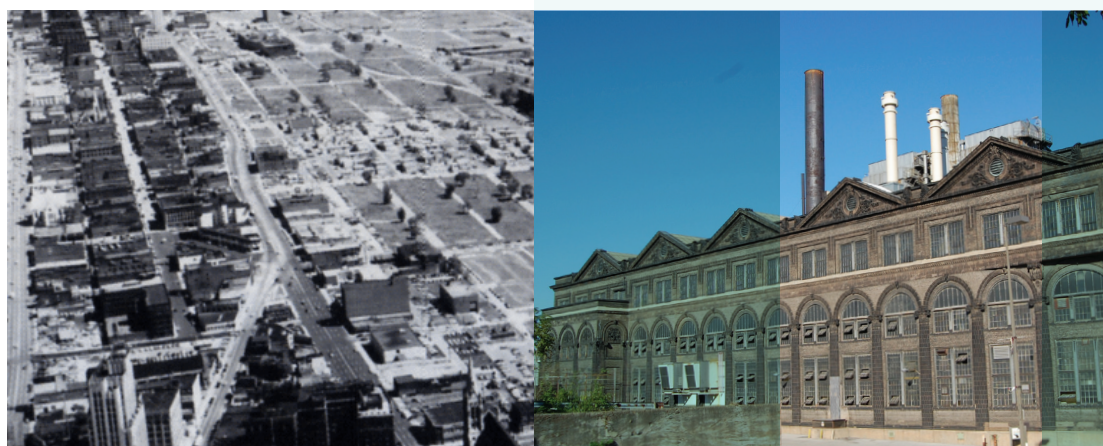
Knowing that the city's historic buildings would someday become a valuable asset again, Landmarks embarked upon an ambitious citywide survey aimed at providing baseline data and historical context for city planners and political leaders. Beginning in the late 1960s, this survey (known as Heritage St. Louis), sought to provide some direction for future urban renewal projects and prevent the arbitrary loss of valuable infrastructure to ignorance and caprice. In addition, the organization's members began to write and publish a wide array of monographs and guided tours including a monograph on Soulard Market (1963), *From Kerry Patch to Little Paderborn* (1966), *Laclede's Landing Area* (1968), *Lafayette Square* (1969), and *Literary St. Louis* (1969), as well as tours and histories of Bellefontaine and Calvary cemeteries.

Research and publication continued in the 1970s with *Street Front Heritage* (1976), an in-depth history and guide to the Bremen/Hyde Park Historic District; *Laclede's Landing: A History and Architectural Guide* (1977); and *The St. Louis Old Post Office; A History and Architectural Guide to the Building and its Neighborhood* (1979). In the 1970s, the Heritage St. Louis survey continued and accelerated when the federal government passed legislation offering tax credits for renovating properties listed on the National Register of Historic Places.

Federal Rehabilitation Tax Credits provided a tangible financial incentive for preservation and the survey work already completed by Landmarks placed St. Louis in an enviable position to capitalize upon the new program. Survey areas and individual buildings identified as having particular merit in past years became the focus of nominations to the National Register and by the mid-1980s St. Louis led the country in historic tax credit investment.

In the 1980s, research continued leading to National Register nominations and publications including *Compton Heights: A History and Architectural Guide* (1984) and *St. Louis: Landmarks & Historic Districts*. Unique and authoritative, the latter guide was first published in 1988 and revised as a greatly expanded version in 2002.

Landmarks played a key role in framing Missouri's historic rehabilitation tax credit program in 1997. High-profile rescues resulting from this legislation include the Drury Plaza Hotel (encompassing the partially demolished Fur Exchange), the Westin Hotel (an adaptive reuse of Cupples Station) and the Sheraton St. Louis City Center, ingeniously inserted in the former Edison Brothers Warehouse. Without historic tax credits, these three sites and countless others, including the Arcade Building, would be surface parking lots.



Interstate 64
Entrance;
circa 1960s

Ashley Street Plant

Chestnut Street





PRESERVING AND PROMOTING ST. LOUIS'
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Expanding Support for Our Mission through Education

Recognizing the need for a proactive approach toward building a community in which the mission of Landmarks Association would resonate, in 1991 the organization created an educational program entitled, “What Are Buildings Made Of?”

Designed to introduce the built environment to tomorrow's leaders, this acclaimed heritage education program has been supported since its inception by the Regional Arts Commission and has reached thousands of students throughout the years. Today, the program continues and has evolved both in terms of content and format to meet the needs of students of all ages.

In furtherance of its mission to be an educational resource as well as an advocate for sound planning practices, Landmarks

released three cultural tourism programs based on public transit. Designed to serve the local community as well as tourists and recent immigrants, the programs take the form of multi-lingual, full-color brochures which guide users through various areas of the city pointing out cultural attractions. Indicative of Landmarks' cooperative relationships with other organizations that are dedicated to the improvement of St. Louis, this initiative was funded in part by the Regional Arts Commission, the Whitaker Foundation and the Gateway Foundation.

Architecture St. Louis

While Landmarks Association has been a fixture in the City for over fifty years, the organization never had a home where programs could be hosted and where members and the general public alike could take advantage of our research collections. This inaccessibility severely limited our capacity to cultivate a clear public identity and to attract new people to our mission. In an effort to address these problems and with an eye toward our 50th anniversary celebration in 2009, Landmarks embarked on an ambitious capital campaign, raising over \$300,000 for a new home that is known as Architecture St. Louis.

Open since 2008, Architecture St. Louis has hosted a wide variety of exhibitions and

lectures that have explored various aspects of architectural history and design. In addition, we have hosted many programs dealing solely with historical topics as well as provided a space for community meetings and educational programs. Housed in the historic Haggardine-McKittrick Dry Goods building (later known as Lammert Furniture) on Washington Avenue, Architecture St. Louis was designed as a resource for both locals and visitors. It contains Landmarks' offices, a public library/archives, classroom and gallery space. We are open daily from 9 am to 5 pm. After opening Architecture St. Louis, the organization increased its membership and entered a new era of creative programming and public engagement.

Broad-Based Membership

Today, Landmarks Association continues to draw strength from a broad-based membership and a deep organizational history in the region. The membership is composed of more than 1,300 individuals, families, and corporations who contribute time, money, and expertise to the cause of historic preservation. Members have supported the organization through victories, defeats, controversies, and tough economic times. Throughout the years, Landmarks Association has often been a single voice speaking for many on behalf of the buildings and neighborhoods that define the St. Louis region.



Left, 14th Street Tour; Center, Carter Carborater Co. Tour; Right, Lemp Brewery Tour

Change in Leadership: Continuity of Vision

It is with great pride that I write to you as the Interim Director of Landmarks Association of St. Louis. I have been with the organization nearly five years now and was here when we made the transition from our old office space on Locust Street and the leadership of Carolyn Toft, to the beautiful new public facility of Architecture St. Louis and the short, but fruitful tenure of Jefferson Mansell. Being present during this transitional period in Landmarks' history has given me unique perspective on the place from which Landmarks has come and the direction in which the organization is moving. *-Andrew Weil, Interim Director*

Architecture St. Louis: A Community Place

At the forefront of my mind is the progress that has been facilitated by the move to Architecture St. Louis and the generosity of our loyal members that made that move possible. I am grateful that so many of you had enough faith in the organization and belief in the importance of its mission to help Landmarks move forward in such a meaningful way. Even in this day of instantaneous and boundless communication, there is no substitute for a physical home where an organization and the people who comprise it can interact and cooperate to further the mission that binds them. The idea of historic preservation is largely rooted in the belief that unique places are worth fighting for because of the important roles they play in people's lives and in the health of a community. Landmarks Association now has such a place in Architecture St. Louis (ASL) and we hope that you all will consider it an extension of your home, a part of your community, and a place worth fighting for.

One of the most important benefits of ASL is its accessibility. A resource for the entire

metropolitan area, visitors are free to use our research collections, visit the gallery space, and utilize our classroom for meetings and presentations. Before ASL, we had to rely on the generosity of other facilities to host our programs. We now can accommodate large groups in our own office. Where before our capacity to generate programming was limited by our lack of a public space to host events or stage pre-trip meetings, we now struggle to keep up with demand for our diverse and continuous menu of trips, events and tours all over St. Louis and beyond!

We have accomplished a great deal, but we are still learning how to use ASL for maximum public benefit, and I anticipate continuous improvement in programming and outreach in the years to come. We hope that you the members have taken advantage of the opportunities that ASL provides, and that you take pride in the fact that it is your support that makes the work of Landmarks Association possible.

-Andrew Weil, Interim Director

“Open since 2008, Architecture St. Louis has hosted a wide variety of exhibitions and lectures that have explored various aspects of architectural history and design. In addition, we have hosted many programs dealing purely with historical topics as well as provided a space for community meetings and educational programs.”



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Economic Challenges

Because I feel so strongly that the organization has been energized and transformed for the better by the transition to Architecture St. Louis, it is with great optimism that I appeal to you to continue your financial support of Landmarks Association. -Andrew Weil, Interim Director

The organization has been working hard to increase its visibility in the St. Louis region and strengthen ties with members, community groups, government officials, developers and other like-minded organizations.

We are very aware of the fact that it is only through the creation and maintenance of strong community networks that the causes of historic preservation and sound long-term planning can be championed effectively. We are also aware that changes need to be made in order for the organization to become more effective in carrying out its mission in the 21st century. By taking a more holistic approach to the fulfillment of our mission and actively reaching out to a broader assembly of stakeholders and potential allies, we feel that Landmarks Association is currently building a new foundation that will be capable of supporting the weight of future challenges.

This foundation however, is still under construction. While we are making great progress, economic conditions have sapped our strength. The truth of the matter is that while the capacity of the organization to realize its mission has improved greatly in recent years, the current economic climate has weakened our financial stability. In the past, Landmarks has relied substantially on the creation of National Register nominations to

generate a large portion of its revenue. Because listing in the National Register is an important prerequisite for the authorization of both State and Federal Historic Rehabilitation Tax Credits, developers, property-owners, and city officials were willing to spend money on listing neighborhoods and buildings as a strategy for economic development. This situation worked well for Landmarks Association due to the fact that the organization had been researching and recording historic buildings as part of its mission for decades.

National Register listings generated by Landmarks Association put developers in a position to leverage billions of dollars in private investment, while generating untold tax revenue and jobs in the St. Louis region. Unfortunately, the economic downturn in recent years has had a very negative impact on redevelopment work and resulted in a drastic reduction in the number and scale of historic redevelopment projects. While we are hopeful that the market will rebound and activity will once again increase, for the time being the organization must identify areas where costs can be cut and where supplementary revenue can be found.

Ashley Street Group



What Lies Ahead

In the coming year, we hope to continue our research, education and advocacy work, in addition to instituting new programs. Staff is currently working on grant funding to improve and rework the "What Are Buildings Made Of?" program so that it can travel directly to schools. We have unfortunately found attendance dwindling in this time when school budgets for field trips have been slashed.

We intend to greatly expand the number and diversity of trips, tours, lectures, and events this coming year and are seeking funds to institute a memorial lecture series to honor the organization's first President and former Dean of the Washington University School of Architecture, Joseph Passonneau, who sadly passed away in 2011.

In addition, we are interested in instituting an oral history program in an effort to document memories of St. Louis and to archive the recordings online so that they are publicly accessible (this could provide many interesting volunteer opportunities!).



Left, Sumner High circa 1993; Right, Bicentennial Center

A Small Staff on a Mighty Mission

Landmarks Association staff work every day to prevent the erosion of St. Louis' unique and historically significant landscapes. We do this through research, education and advocacy.

While the big preservation battles may seem rarer these days than in years past, we all know that they can emerge at any time. Fortunately, we like to think that the demolition of valuable buildings is less common today because of the tireless advocacy of organizations, such as Landmarks Association, its members, and a community of visionary architects, activists, developers and real-estate professionals who have proven to the skeptics the value of the historic built environment. While less visible than a crowd of protesters standing in the way of a wrecking ball, the work that Landmarks does every day to instill a sense of appreciation and stewardship for the built environment is critical.

Also critical is the work we do to monitor and participate in the City's Preservation Board meetings and planning entities of other regional municipalities. We do this to stand up for the principles of historic preservation and to hold officials accountable for adherence to the regulations that communities have enacted to protect their historic built environment.

Through our annual Most Endangered List, our website, and our various social media outlets, the organization alerts the public to impending threats to which constructive opposition must be mustered.

Through the annual Most Enhanced Awards, we try to inspire people by demonstrating the great things that can and have been done with

our historic buildings-even when they have fallen into grave disrepair.

At Architecture St. Louis, our classroom serves to teach and inspire future architects and historians, while our gallery provides space for artists to share their work. Our tours introduce people to regional communities and neighborhoods that they might never have visited, and help to create the bonds between people and places that lead to good stewardship.

Since the inception of the National Register of Historic Places, Landmarks Association has successfully listed a stunning 10,176 buildings (with thousands more pending). Considering the amount of original research that goes into a single nomination, the organization has contributed massively to the body of scholarship on St. Louis. We curate that scholarship and many rare research materials in our library which is freely accessible to members and the general public alike.

Because of the services the organization provides and has provided for more than half a century, it could be said that Landmarks Association has itself become a St. Louis landmark. Certainly its absence would leave a disorienting and disabling void in the landscape of organizations that strive to make St. Louis a better place.

The Necessity of You

As this year comes to a close, I encourage all of you to reflect on what St. Louis might look like if the last fifty years had passed without the members of Landmarks Association speaking with one voice on behalf of our city's history and its future. This organization, your organization, must survive for another fifty years and it must grow and adapt to present economic challenges.

I invite everyone to reach out to us with suggestions, concerns, and opportunities that are important to you. Please consider that without the support and solidarity of its members, Landmarks Association is nothing but an idea.

-Andrew Weil, Interim Director

Upcoming Events

Friday, 11/18/11: 4:00-7:00

p.m. Happy hour at Nebula Co-working with a tour of several rehabbed properties on Cherokee St. Don't miss this opportunity to get a behind-the-scenes look at the redevelopment of one of St. Louis' most unique neighborhoods. The tour will meet and return to 3407 Jefferson (Nebula Co-working), a rehabilitated former bank (1883) and Parole Office (1926) where we will have beer and snacks (included in tour price). Most Enhanced Award winner Jason Deem will then lead us through several properties that have either been rehabilitated or are currently under construction. **Cost is \$5.00 for members and \$7.00 for non-members and can be purchased by calling Landmarks at (314) 421-6474 or with cash at the door. Exact change is appreciated.**

Sunday, 11/20/11: 1:00-4:00

p.m. From the Mansion to the Mausoleum: Lemp Family Tour.

This bus tour will highlight various sites across the City associated with the Lemp family including stops at the MO Historical Society (to view Lemp artifacts), and at Bellefontaine Cemetery where participants will have access to the family mausoleum. Guides Davidson Mulgardt and Stephen Walker will incorporate their years of research and extensive experience to illuminate the story of one of St. Louis' most intriguing families. **Reservations required. Cost is \$40.00; reservations can be made with Landmarks by calling (314) 421-6474. Tour meets at the Lemp Mansion, 3322 DeMenil Place and departs at 1:00 p.m. Off street parking available.**

Thursday, 12/1/11: Brews and

Views! 6:00-7:30 p.m. Brief tour of the Dickman Building (3115 South Grand), and a rooftop happy hour in conjunction with

Mojo Tapas. Built in 1926, the Late Gothic Revival building was commissioned by former mayor Bernard Dickman for his family's real-estate company. Among the tallest buildings on South Grand, the stunning 360 degree view from the roof will be available for cold-hardy souls to enjoy for up to an hour and a half. We will also explore parts of the building's interior. Beverages can be carried from Mojo Tapas throughout. **Reservations required. Cost is \$10.00 for members, \$15.00 for non-members and include one beverage and snacks.**

Participants are encouraged to stay for dinner at Mojo, an excellent restaurant! Event begins at Mojo Tapas (on the ground floor) at 6:00 p.m. Reservations can be made with Landmarks by calling (314) 421-6474.

Saturday, 12/3/11: Tour of the Frank Lloyd Wright house in Ebsworth Park (Kirkwood)

preceded by an introductory lecture by Esley Hamilton and light breakfast at Architecture St. Louis. 9:15 a.m.-12:30 p.m. (approximately). Meet at Architecture St. Louis and then carpool to Kirkwood to tour Wright's first building in the St. Louis area (one of only five in Missouri). Built for Russell and Ruth Kraus in 1955, the home is notable for its architectural integrity as well as its retention of the original, Wright-designed furnishings and fabrics. **Reservations required. Cost is \$20.00 for members and \$25.00 for non-members. Reservations can be made with Landmarks by calling (314) 421-6474.**

Saturday, 12/17/11: Film Screening, "Brick by Chance and Fortune," and discussion with the filmmaker at the Roberts Orpheum Theater. Doors 3:30 p.m., show

4:00 p.m. Admission \$10.00.

As we all know, St. Louis is a city with a rich and unique heritage of brick architecture. Home to some of the largest and most innovative companies of the 19th and 20th centuries, the city boasts some of the finest examples of brickwork ever produced. This excellent new film explores the history of brick in St. Louis and the threats that brick-theft, neglect, and urban renewal pose to the future of the City's architectural heritage. Before and after the show, the Orpheum will be open for you to explore, and a cash bar will be available. **Reservations appreciated, but not required.**

Friday, 1/06/12: 1:30-4:30 p.m.

Tour of the Emil Frei Stained Glass Studio, 1017 W. Adams, St. Louis (Kirkwood), MO, 63122. Don't miss this once in a lifetime opportunity to visit the current home of the stained art glass studio founded by Emil Frei, Sr. and his wife, Emma, in 1898. This unique tour (the studio is rarely open to the public) will allow participants to experience five generations of stained glass artistry. Emil Frei Stained Glass Studio is run today by Stephen and David Frei, and is one of the nation's leading glass art companies, specializing in liturgical stained glass and mosaic artwork. On the tour we will meet the Freis, watch the artisans working, and learn about the design process. **Reservations required. Cost is \$25 for members; \$35 for non-members. Please call Landmarks at (314) 421-6474 for reservations. Due to limited parking at the studio, we ask that participants meet at Landmarks' office to carpool. Departure from the office promptly at 12:45 p.m. Parking lots (standard rate \$4/day) are located just North of Landmarks' office at the NE and NW corners of 10th and Lucas.**

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