NPS Form 10-900 United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Berea College Square Commercial Hi	istoric District				
Other names/site number:					
Name of related multiple property listing:					
N/A					
(Enter "N/A" if property is not part of a multiple property listing					
2. Location					
Street & number: <u>Main St (100 block)</u> , Short St (200 block), Center St (100 block, 204					
Center), Jackson St, (103-105) and Prospect St (no addresses)					
City or town: <u>Berea</u> State: <u>KY</u>	County: <u>Madison</u>				
Not For Publication: Vicinity:					

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 at the following level(s) of significance:

nationalstatewidex localApplicable National Register Criteria:x ABCD

Signature of certifying official/Title:

Date

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets	does not meet the National Register criteria.
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

United States Department of the Interior National Park Service / National Register of Historic Places Registration Form NPS Form 10-900 OMB No. 1024-0018

Berea College Square Commercial Historic District

Name of Property

4. National Park Service Certification

I hereby certify that this property is:

- _____entered in the National Register
- ____ determined eligible for the National Register
- ____ determined not eligible for the National Register
- ____ removed from the National Register
- ____ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes a Private:	s apply.)
Public – Local	
Public – State	
Public – Federal	
Category of Property	
(Check only one box.)	
Building(s)	
District	x
Site	
Structure	
Object	

Madison Co, KY

County and State

Berea College Square Commercial Historic		Madison Co, KY
District Name of Property	_	County and State
Number of Resources within Property		County and State
(Do not include previously listed resource	pes in the count)	
Contributing	Noncontributing	1
13		buildings
1		sites
		structures
		objects
14	_0	Total
Number of contributing resources previo Boone Tavern Hotel (NRIS #95001527 6. Function or Use Historic Functions (Enter categories from instructions.) <u>COMMERCE/TRADE: business</u> <u>COMMERCE/TRADE: specialty store</u> <u>COMMERCE/TRADE: restaurant</u> <u>DOMESTIC: hotel</u> <u>SOCIAL: meeting hall</u>		National Register <u>1</u>
LANDSCAPE: plaza		
EDUCATION/education-related		
Current Functions		
(Enter categories from instructions.)		
COMMERCE/TRADE: business		
COMMERCE/TRADE: specialty st	ore	
COMMERCE/TRADE: restaurant		
DOMESTIC: hotel		
LANDSCAPE: plaza		
EDUCATION/education-related		

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY REVIVALS: Colonial Revival

LATE VICTORIAN: Italianate

Materials: (enter categories from instructions.) Principal exterior materials of the property: __Brick, Stone, Concrete, Slate, Stucco, _____

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Berea College Square Commercial Historic District is a late nineteenth to mid-twentieth century commercial district owned primarily by Berea College. The 3.5-acre district contains 14 buildings and one public square space located between South Main Street, Prospect Street, Short Street, Jackson Street, and Center Street. All the buildings and the landscape feature contribute to the district's significance. The predominant style featured in the district is Colonial Revival.



Figure 1. NRHP Boundary Map for the Berea College Square Commercial Historic District.

District Setting

Berea is located in southern Madison County, at the foothills of the Appalachian Mountains.¹ The town is situated in the Inner Bluegrass Cultural Landscape Region, as established the Kentucky Heritage Council/State Historic Preservation Office (KHC/SHPO). (See **Figure 2** below). Berea also shares cultural and historic characteristics of the Eastern Mountains and Coal Fields Region. Berea was named for a town in the New Testament of the Bible by abolitionist and minster John G. Fee. Fee and other like-minded individuals established Berea College as an interracial school in the mid-to-late nineteenth century; the history of which is discussed in detail in Section 8 of this nomination. The town itself postdates establishment of the college and grew around the school, rather than the other way around.

¹ Jackie Burnside, "Berea," in Kleber, ed., The Kentucky Encyclopedia (Lexington: University Press of Kentucky, 1992), 71.



Figure 2. Kentucky's Cultural Landscape Map

The town is 14 miles southeast of the county seat of Richmond. Major thoroughfares extend through Berea, including US 25, the former Dixie Highway, and Interstate 75; both of which are important north-south routes. The 2010 population of Berea is 13,561 inhabitants.² Approximately, 1,600 students attend the college in a given year.³ The College charges no tuition but students are expected to work in various College departments to help support the overall mission.



² City of Berea, "Community Profile," Accessed online June 2020 at: <u>https://bereaky.gov/for-visitors/community-profile/</u>

³ Berea College, "Quick Facts," Accessed online June 2020 at: <u>https://www.berea.edu/about/quick-facts/</u>



Figure 3. Topographic map showing the Berea College Square District in its urban context.

District Site Characteristics and Previous National Register Work

The proposed historic district is located in the downtown area accessible from Main Street and Chestnut Streets, which are major community thoroughfares. A network of state and county roads converge upon the district, making it a focal point in the town. These roads include KY 21/Prospect Street, US 25/Chestnut Street, Center Street, and Estill Street, KY 595/Main Street, Scaffold Cane Pike, and Walnut Meadow Road. The district is embedded within the Berea College Campus. The main older campus educational buildings are located just west of the district with campus dormitories and other educational buildings situated south, north, and east. The College Square District is part and parcel of the College and has been largely owned by them, with a single exception, since the early-to-mid-twentieth century. The district's landscape is characterized, not only by roadways, but also by sidewalks, street trees, and street furniture. Concrete sidewalks line the east and south sides of the public square space (MA-1125), as well as Short, Center, Prospect, and South Main Streets. The primary streets in the district are public and include South Main Street, Center Street, Jackson Street, and Short Street. All of the buildings in this block abut one another and share party walls. A few buildings back up to one another on South Main and Short Streets. Six buildings face South Main Street (MAB-8 – MAB-12 and MA-1122) and one public square (MA-1125). Three buildings face Center Street (MAB-6- MAB-7 and MA-1121), and three face Short Street (MAB-5, MA-1123 – MA-1124). Two buildings face Jackson Street (MAB-19 and MA-1126). In 2007, the rear entrance to the tavern was modernized with brick sidewalks and a new parking lot, in place of an older frame hotel annex building. At that time, Short Street was closed off and ceased to be a thoroughfare to Prospect Street. The College now owns this portion of Short Street, which serves as a parking area and beautified accessible entrance to Boone Tavern. Photos of the district are included below in **Figure 4 - Figure 9**.



Figure 4. Berea College Square District, looking northeast from Main Street toward MAB-7, MAB-8, and MAB-9. (Photo 001).



Figure 5. Berea College Square District, looking north from the College Square green space toward MAB-12, MA-1122, MAB-11, MAB-10, and MAB-9. (Photo 002).



Figure 6. Berea College Square District, Boone Tavern (MAB-12), looking northeast from Prospect Street. (Photo 003).



Figure 7. Berea College Square District, looking northwest from Short Street, toward MA-1123, MA-1124, and MA-1121. The rear elevations of MAB-10 and MAB-11 are in the background. (Photo 004).



Figure 8. Berea College Square District, looking southwest from Short Street toward MAB-12 and MAB-5. MAB-1123 is in the foreground. (Photo 005).



Figure 9. Berea College Square District, looking northwest down Jackson Street, toward MAB-19 and MA-1126. (Photo 006).

There are two College-owned buildings/sites listed in the National Register in the near vicinity of the proposed district. These are Berea College Forest (NRIS 0200343), listed in 2003, and Lincoln Hall (NRIS 74000892), listed in 1974. Lincoln Hall was also designated as a National Historic Landmark in 1974 for its important association with early interracial education in the United States. As was the case in the 1970s and 1980s, only a single building was selected from the campus (Lincoln Hall) to represent the entire campus.⁴ The nomination states that "Lincoln Hall has the deepest association with the school's history and is most symbolic of Berea's identity and purpose."⁵ Berea College Forest is located off KY 21/Prospect Street a few miles from the district and was nominated for its importance in the themes of conservation and education. There is a single building within the College Square National Register district boundaries which was previously listed in 1995 for its importance to the educational mission of the College as well as its architectural importance.

⁴ Following contemporary historic preservation practices, there are additional buildings on the campus which would be eligible as a district associated with the College's work over the late nineteenth through the mid-twentieth centuries.

⁵ James Shiere, "Berea College – Lincoln Hall," Nomination to the National Register of Historic Places, Listed December 2, 1974.

Berea College Square District Evolution

The Berea College Square District evolved from a collection of late nineteenth-century frame vernacular commercial buildings of varying construction materials and styles into a primarily College-owned commercial district with a uniform appearance. The evolution depicted in Figure **10-** Figure 17 was not by happenstance. The goal was to create a stately aesthetic in keeping with the high ideals of the College in this commercial district, which was positioned very near the heart of campus. Berea College President William Frost, who served from 1890 to 1920, developed a steady relationship with the Olmsted Firm of Brookline Massachusetts, represented by John Charles Olmsted, the nephew, and step-son of Frederick Law Olmsted; the latter of whom gets credited for much of the Olmsted Brother's work. Frost's main architectural advisor, was J. Cleveland Cady of Cady, See, and Berg (who was also Frost's uncle), who was also a source of steady aesthetic recommendations. By the late 1910s, Olmsted and Cady had convinced President Frost that a rustic aesthetic did not recommend the campus, but instead, a Georgian design vocabulary was urged.⁶ In a 1917 letter, Olmsted strongly encouraged Frost to, "buy all the stores on Main Street and to 'eventually build all brick surfaces in the colonial style to unify that block."⁷ Although the College Trustees had agreed upon the plan to build only "the most perfect examples of Colonial Architecture in America," Frost remained convinced that the rustic style had remaining utility in some locations on the campus. The Board of Trustees, along with the newly inaugurated President William Hutchins, who served from 1920 to 1938, officially recommended use of the Colonial Revival or Georgian style in 1923.⁸ This policy included a list of approved paint colors (white or off-white), roofing materials such as slate, and metal surfaces be painted a dark bronze color. Around this same time, the recommendation was made to paint all the buildings on Main Street a "pristine white."⁹ In the years that followed, the College purchased and demolished older frame buildings and constructed new brick Colonial Revival style buildings. As well they purchased older brick buildings and rehabilitated their facades in the Colonial Revival style. New buildings were constructed with this same aesthetic. The result of these design guidelines can be seen in the College Square District today. A brief study of historic maps is included below, to form a visual understanding of the district's development. This growth is discussed in further detail in Section 8 of this nomination.

⁶ Robert Piper Boyce, *Building a College: An Architectural History of Berea College* (Berea: Berea College Printing Services, 2006), 15.

⁷ Boyce, 21.

⁸ Ibid., 24.

⁹ Ibid.



Figure 10. 1895 Plat Map of Berea, showing the Main Street District. Note that there are no buildings in Area 1 and 2, where the College Square District was later developed. ¹⁰

¹⁰ Madison County (KY) Clerk's Office, Deed Book 44, 2-3.



Figure 11. The 1907 Sanborn Fire Insurance Map for Berea shows significant growth since the plat map, just twelve years before. The only two buildings that remain standing from this period are MAB-8 (FS 4) and MAB-9 (FS 5).¹¹

¹¹ Sanborn Map Company, "Berea, Kentucky," (New York: Sanborn Map Company, 1907), 3. Accessed online March 2020 at: <u>https://exploreuk.uky.edu/catalog/?q=Berea%2C+Kentucky&f%5Bformat%5D%5B%5D=maps</u>



Figure 12. 1912 Sanborn Map, showing the College Square area. Note that Boone Tavern (MAB-12) is pictured below left at the corner of Prospect and Main Streets. The three brick buildings to the north of the tavern were subsumed in the late 1920s expansion of the Tavern's hotel and dining spaces.¹²

¹² Sanborn Map Company, "Berea, Kentucky," (New York: Sanborn Map Company, 1912), 3. Accessed online March 2020 at: <u>https://exploreuk.uky.edu/catalog/?q=Berea%2C+Kentucky&f%5Bformat%5D%5B%5D=maps</u>



Figure 13. The 1922 Sanborn Map displays still more development on the Square. By this time, the College had purchased most of the earlier frame and concrete block buildings and demolished them to construct brick Colonial Revival style commercials buildings, following plans laid out by the Olmsted firm and the Berea College Board of Trustees, under President Frost's leadership. Note the presence of the Boone Tavern Garage buildings at top right along Jackson Street.¹³

https://exploreuk.uky.edu/catalog/?q=Berea%2C+Kentucky&f%5Bformat%5D%5B%5D=maps

¹³ Sanborn Map Company, "Berea, Kentucky," (New York: Sanborn Map Company, 1922), 3. Accessed online March 2020 at:



Figure 14. The 1929 Sanborn Map shows the district's further evolution. Several more frame buildings had been demolished by the College with brick Colonial Revival style buildings taking their place. (See MAB-11/FS 7 for example). Brick one-story commercial buildings, e.g. MAB-5/FS 10, MA-1123/GS 11, and MA-1124/FS 12, began to populate the west side of Short Street, at the rear of the Main Street commercial block. The Boone Tavern's expansion into adjacent buildings was accomplished by this time. As well, the Boone Tavern Garage reached its present footprint, through an addition extending southward to Jackson Street.¹⁴

¹⁴ Sanborn Map Company, "Berea, Kentucky," 1929. On file at the University of Kentucky Map Library, Lexington, Kentucky, 2.



Figure 15. The 1929 Sanborn Map, updated to 1952. Very faint updates to the map can be seen along Main Street, which shows the footprint of MAB-7/FS 3 under construction, and MA-1121/FS 1 outlined but not marked under construction. Changes to the Boone Tavern portico were made three-to-four years after this map.¹⁵

¹⁵ Sanborn Map Company, "Berea, Kentucky," 1929, updated to September 1952. On file at the University of Kentucky Map Library, Lexington, Kentucky, 2.



Figure 16. This 1950 aerial view shows Main Street and Chestnut Street before the roadwork which divided a triangular green space from the old College Square area. Note that MAB-7/FS 3 had not yet been constructed. ¹⁶

¹⁶ 1950 imagery downloaded from historicaerials.com



Figure 17. These historic road plans show the buildings in situ along Main Street at the time of the re-routing of Chestnut Street through the College Square green space. ¹⁷

Individual field sites are described in

Table 1 below. These sites are keyed into the map in Figure 18, also below.

¹⁷ Commonwealth of Kentucky, Department of Highways, "Plan and Profile of Proposed State Highway, Madison County," Approved May 25, 1950. On file at Berea, KY City Planning Office.



Figure 18. College Square NRHP Boundary Map, showing field site numbers.

Field Site No./KHC Number	Photo	Description
FS 1/ MA-1121		This two-story brick corner block commercial/residential building was constructed by Berea College in the Colonial Revival style circa 1950. The building's or ginal use is unknown but was likely commercial on the ground for, and residential apartments the second story. The building 8/8 wood sash windows on second floor with gauged brick jack arches and concrete sits. On the first floor, display windows are fixed 20-light, 28-
	110 Center Street, looking southwest. (Photo 007).	light, and 12-light wood windows, topped with a simple wooden entablature. Storefront display windows on the east elevation are arranged in a tripartite manner. Each entry door is capped by a Colonial Revival style wood entry, flanked by pilasters. East elevation entryways are capped by a Colonial Revival style simple wood entablature with Tuscan pilasters. The corner entry features a wood pediment surround with Tuscan pilasters. Each 12-light wood entry door is recessed and topped with a 4- light transom window. The flat roof has a half-hipped apron-clad in slate roofing. Contributing.

Table 1. Individual Building Descriptions - Berea Square Commercial Historic District



This one-story brick double front commercial building is presently occupied by a restaurant. The building was built by the College circa 1925 and first appears on the 1929 Sanborn Map. At that time, the building served as a printing office and commercial business. Over time, it was also a florist, bus station, and a drug store. The building retains many elements associated with its circa 1925 construction date, such as brushed brick and overall form. The building also has many design elements akin to the Colonial Revival style, such as a simple wood cornice line and wood-panel bulkheads under the main display windows. Storefront windows are mostly 20-light fixed wood sash. The two storefronts are divided by brick pilasters and feature recessed wood 15-light doors. A four-light wood transom window is situated above both doors, under a fabric awning. **Contributing**. This two-story brick commercial building was constructed by the College circa 1950 to serve as commercial space on the ground floor and offices on the second floor. The building is a double front Colonial Revival style commercial space, which now serves as an additional dining space for the adjacent restaurant (MAB-6). The second floor has seven evenly spaced 8/8 vinyl replacement windows with concrete sills. Between those windows and the storefront is a simple wood continuous cornice. Entry into the commercial space can be obtained through two doors, located on the northeast and southwest corner of the











entry door is a wood 15-light door, topped by an 8-light wood transom window. On either side of the door is a set of 16-light wood display windows. There is also a set of 8-light wood display windows in the recessed area near the door. A wood panel bulkhead is located below the display windows. Contributing. This two-story brick Colonial Revival style commercial building was constructed circa 1921 by the College. It replaced an earlier frame building. The building has been historically utilized as a dry cleaner, a furniture store, and a telephone exchange (2nd Floor). The second story façade features three bays of evenly spaced 1/1vinyl windows. These windows have concrete lintels and sills. A distinctive Colonial Revival style cornice line is situated above the windows and features block modillions and dentils. A simple wood cornice divides the facade storefront area from the second story. There are two entry doors into the building from the firstfloor façade. A 15-light wood entry door, set flush, is situated south of the main display area. This door is likely for access to the second floor. The main display area features a 15-light wood door, topped by an 8-light transom. An 8-light wood display window is located in the recessed area, on either side of the door. Sixteen light wood



windows. Contributing. The Boone Tavern Hotel was listed in the NRHP in November 1995 for its importance under the themes of education and architecture.¹⁸ This three-story Colonial Revival style hotel with Neoclassical porticos was constructed in at least three different building campaigns. Designed in 1909 by the New York firm of J. Cleveland Cady and Milton See, the hotel was constructed by Berea College students, under the supervision of James A. Burgess, Head of College Woodwork for a cost of approximately \$20,000.¹⁹ The hotel was raised to three stories in 1910, and its iconic south elevation portico was appended to the building in 1927.²⁰ At this time, the building was painted white. The dining room expanded into adjacent firstfloor storefronts in the late 1920s as well; previously the hotel maintained lodging spaces over Main Street businesses. Businesses in this location before the tavern dining expansion include grocery stores, a barbershop, and a men's furnishings store. The post office was located in the Main Street lobby for some time as well. In the mid-1950s, the College hired Hargett Construction Company of Lexington (KY) to modernize

¹⁸ Younette Sleet and Melissa Gross, "Boone Tavern Hotel". (NRIS 95001527); The present narrative intends only a basic description of this building, as a more detailed one is provided in the 1995 nomination. Additional information obtained in the Boyce's architectural history of the College (2006) as well as changes since its nomination is also provided.

¹⁹ Boyce, *Building a College: An Architectural History of Berea College*), 40. J. Cleveland Cady was the uncle of Berea College President William Frost, whose tenure as the head of this institution spanned from 1892 to 1920.

²⁰ Ibid., 41.





This one-story brick commercial building was constructed circa 1925. It first appears on the 1929 Sanborn Map as a retail space. Later Sanborn Maps note a restaurant occupying this space. The Colonial Revival style façade is characterized by a symmetrical three-bay appearance. The main entrance is recessed into the body of the building and features a 15-light wood door. The transom window above this door has been enclosed with wood. The 16-light wood storefront display windows wrap the corner and extend into the recessed entryway. The windows in the recessed area are 12-light. Display windows facing Short Street are 20-light wood sash. A raised wood panel bulkhead is situated below the display windows. A matching band of raised wood panels can be found above the storefront. It seems likely that these panels cover original transom windows. Both the north and south elevations have 6/6 vinyl sash. There is one metal casement window in situ on the building's southwest corner. Contributing. This one-story brick commercial building was constructed circa 1925. It first appears on the 1929 Sanborn Map as a retail space. Later Sanborn Maps note a restaurant occupying this space. The Colonial Revival style façade is characterized by a symmetrical three-bay appearance, like its neighbor MA-1123. The main façade entry is recessed into the body of the building and features a 9-light wood door. A wood panel covers the transom window above the door. The





its Jackson Street façade. As well, there is an enclosed original entry door with a brick round arch. This building was connected to MAB-19 on its east elevation circa 1998. **Contributing.**

The northernmost part of this brick building was constructed by the College in 1916 to serve as a garage and gas station for the adjacent Boone Tavern (MAB-12).²² The building cost \$5,600 to construct.²³ By 1918, the garage was expanded to Jackson Street. The building served also as a Ford Dealership in the 1930s and 1940s. By 1971, the College rehabilitated the building to house the Appalachian Museum, which is a collection of furniture, tools, and artifacts from Southern Appalachia.²⁴ In 2007, this utilitarian building was yet again rehabilitated to serve as the College's Public Relations and tourism office. Entrance into the College spaces can be obtained on its east elevation, which features 12/12 vinyl replacement sash, capped by a brick round arches. Similar to its neighbor (MA-1126), its parapet walls face Jackson and Center Street. The Center Street side has a retail space. This three-bay elevation has two large fixed -pane display

²² Boyce, Building a College: An Architectural History of Berea College, 41.
 ²³ Ibid.

²⁴ Ibid.



windows, which surround the main 6-light wood entry door. This door is flanked by 12-light wood display windows. The building's Short Street elevation has 12/12 vinyl sash, topped with brick round arches. A Lexington Clinic space can be accessed from a modern entryway on this elevation. Windows on the Jackson Street elevation are primarily multi-light metal casements with a brick round arch. The side gable roof is covered in asphalt shingles. Contributing.



²⁵ No author, "Boone Tavern Erects Sign," *The Citizen* [Berea], May 12, 1955.

and features several deciduous and evergreen trees. A circa 1920 metal flag pole, on which flies an American flag, is present near the center of the green space. A circa 1955 metal freestanding billboard type sign for Boone Tavern is positioned near Chestnut Street.²⁵ The sign features stylized images of Daniel Boone and exploration at its top. These figures were lit in the evening. The sign itself features a plastic backlit board that announces that the hotel is airconditioned, has a dining room, and free parking. In addition, there is a commemorative stone plague dedicated in 1915 by the Kentucky Chapter of the Daughters of the American Revolution. It states the following text: "Daniel Boone's Trail from North Carolina to Kentucky 1775." Several modern highway signs are situated in the right-of-way near the confluence of Chestnut and Main Streets. Contributing.

Sections 9-end page 35

College Square, looking south from the confluence of Chestnut and Main Streets. (Photo 034).

Alterations since the Period of Significance

Very few changes have occurred since circa 1960 in this district. The buildings retain the aesthetic modernization and treatments sought by the College Board of Trustees, under initial advisement of J. Cleveland Cady and John Charles Olmsted. While a few minor changes have occurred to the upper story and side elevations windows, these changes do not impact the overall design aesthetic. Many of the commercial buildings have been rehabilitated on the interior to serve contemporary functions, but very little has been altered on the buildings' exteriors. The most significant alterations occurred in 2007, when a block of frame buildings, which had been a hotel annex and commercial businesses, was removed from Jackson and Short Streets to create a pedestrian plaza behind the Main Street commercial buildings. These buildings can be viewed in map format in **Figure 13** - **Figure 15** above. While this certainly was a change, these buildings were not situated in a high profile location and not in keeping with the established design guidance. Therefore, their loss does not compromise the district's appearance.
8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.

х

- 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

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

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

Areas of Significance

(Enter categories from instructions.) COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

____ca. 1909 - 1960____

Significant Dates

 ca. 1950-51	
_ca. 1956	
 _ca. 1909	

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

N/A

Architect/Builder

Cady, J. Cleveland Olmsted, John Charles Berea College

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Berea College Square National Register Commercial Historic District meets National Register Criterion A and is significant within the historic context, *Berea College As Builder: The Role of Berea College in Local Community Development from circa 1855 to circa 1960*. The district is significant at the local level and successfully conveys the importance of the role played by Berea College in constructing, reconstructing, and promoting a uniform aesthetic of design and materials in this local commercial district. The Area of Significance is Community Planning and Design. The period of significance begins in 1909 with the construction of Boone Tavern, the first college-constructed building, and ends circa 1960 with the remodeling of the Tavern and addition of the west elevation portico. During this time frame, the College constructed, rehabilitated, and in general reconceived this area to protect and promote a sense of stability and appropriate aesthetics for a commercial area close to the campus. Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Historic Context: Berea College as Builder: The Role of Berea College in Local Community Development, circa 1855 – circa 1960

Background: Early Development in Berea

The town of Berea was founded concomitant with the establishment of Berea College. Any discussion of the town must, therefore, include a history of the college. It is difficult to find a history of the town that is not focused on the College. Officially, chartered in 1890, the city of Berea had been under the governance of the Berea College Prudential Committee and Board of Trustees since the mid-1860s. The College was founded as the Berea Literary Institute by John Gregg Fee in 1854 on ten acres of land donated to the cause by Cassius Marcellus Clay, a prominent central Kentucky landowner, emancipationist, and cousin of US Senator Henry Clay.²⁶ The town was named for a Thessalonica town mentioned in Acts 17:11.²⁷ Fee was the son of a Bracken County Kentucky family, who held African Americans in bondage. Intending to become a minister, Fee attended Lane Seminary in Cincinnati, Ohio, where he became convinced of the evils of slavery. As a result of his fervent opposition and attempts at familial conversion, his father disinherited and disowned him. Fee's wife, Mathilda Hamilton Fee, was as thoroughly abolitionist and involved in the college as he was.

Fee was not initially interested in establishing a college but rather a church from which he could engage audiences with his abolitionist views. Upon reflection and encouragement by Clay and George Candee, an Oberlin (Ohio) graduate, Fee warmed up to the idea and began fundraising for the endeavor by 1855. In conversation with Candee, Fee suggested that the school, "would educate not merely in a knowledge of the sciences, so called, but also in the principles of love in religion, and liberty and justice in government."²⁸ Within a few years, by 1858, Fee was joined by John Almanza Rowley (J.A.R.) and Elizabeth Rogers; John G. Hanson, Fee's cousin; and local farmers, William Stapp, John Smith and T.J. Renfro in drafting the first college constitution. The constitution specified that the school intended, "furnish the facilities for a thorough education to all persons of good moral character, at the least possible expense, and all the inducements and facilities for manual labor which can reasonably be supplied by the Board of Trustees shall be offered...This College shall be under an influence strictly Christian, and as such, opposed to sectarianism, slave holding, caste, and every other institution or practice."²⁹ To achieve these lofty goals, the committee ensured that anyone was welcome, regardless of color, gender, or age. This document laid the groundwork for the next forty-plus years in the College's history. This legacy was succinctly summed up by J.A.R. Rogers as follows, "This course was taken

²⁶ Shannon Wilson, Berea College: An Illustrated History (Lexington: University Press of Kentucky, 2006),13.

²⁷ Ibid.

²⁸ Ibid., 14.

²⁹ Robert Piper Boyce, *Building a College: An Architectural History of Berea College* (Berea, KY: Berea College Printing Services, 2006), 3.

although it was known that it would be contrary to the prejudices of many, because it was right."³⁰

Unfortunately, it was not meant to be in a country so wrought with tensions from the "slave guestion." Two years before the official start of the Civil War in 1859, Fee and his supporters – 24 families in all-- were driven out of the state by angry central Kentucky slave-holders. This occurred both due to their ongoing work to dismantle slavery and racism, as well as for comments misreported in the Louisville Courier-Journal newspaper, which stated that Fee supported the incendiary actions of John Brown. Fee had stated that "We want more John Browns; not in the manner of action, but in the spirit of consecration; not to go with carnal weapons, but with spiritual: men with Bibles in their hands, and tears in their eyes, will beseech men to be reconciled to God. Give us such men, and we shall save the South."³¹ Not even remotely dissuaded, Fee and supporters reopened the Berea Literary Institute in January 1866, never to shutter its doors again.³² The school was officially chartered in April 1866. Having spent most of the war at Camp Nelson (NRIS 00000861), a Union camp and safe haven for African Americans across the state, Fee made many important connections among African American soldiers there that helped to populate his new college, in terms of students and potential teachers. By 1867, the institute had an enrollment of 307 students with two-thirds of them being newly freed African Americans.³³

The town began to grow around the emergent college and was governed by the College's Trustees in its early days. This arrangement, like everything about the founding of Berea, was unusual and cannot be accounted for by convention elsewhere in the state. The naturalness of this endeavor was summed up by J.A.R. Rogers, "The College and the village which grew around it were one in heart and purpose, and the people of the town united with the teachers in their Sunday work."³⁴ The first formal acknowledgment of the town came in 1869 records of the College Trustees - a full 14 years after the initial establishment of the literary institute. By the late 1860s, the Trustees voted to survey the town and "stake out residential and commercial lots and site school buildings on the [now] 100-acre tract, essentially making the town and the school one and the same."³⁵ The price of lots on Main Street was set at \$150 in that year, and the street was set to be 80 ft. wide.³⁶ Residential lots were sold to African American families, eager for an education for themselves and their families. As with the planning of the school, there was a conscious effort by Fee and others to ensure that Black and white families resided in close contact. "By 1870, some forty to fifty African American families had bought land in and around the village of Berea, their lots and parcels interspersed with whites...creating an

³⁰ Wilson, 14.

³¹ Ibid., 21.

³² Ibid.

³³ Wilson, 27.

³⁴ Jean J and William Welch, "Berea – City and College Growing Up Together, 1865 – 1940," Unpublished paper for the Centennial Celebration of the City of Berea, Kentucky, 1990, 3.

³⁵ Boyce, 4. Some sources indicate that the tract was 140 acres.

³⁶ Welch and Welch, 2; Boyce, 4.

interracial community."³⁷ In addition to the work of surveying and selling lots, the Trustees planned the locations of streets and trees as well as establishing a public commons area (College Square), which was intended to be the focus of the growing campus. Fences were specified to mark the campus area around Chestnut and Main Streets.³⁸ (See **Figure 19** below). Historian Boyce notes that "Bisecting the ridge, Chestnut Street, the principal east-west street, began at the College Green, was flanked with plank walls and ran west to residential properties."³⁹



Figure 19. View from the corner of Main and Prospect Street circa 1909, looking north toward the old College Street (removed in the 1910s) and the College Square green space. Note the presence of plank fencing bordering the area.⁴⁰

By 1869, the College hired its first President, Edward Henry Fairchild who served until 1889. Fairchild had previously taught at Oberlin College in Ohio, where he had been head of the preparatory department.⁴¹ He became deeply interested in the anti-slavery movement when he was 16 years of age, and entered Lane Seminary where he became thoroughly radicalized. According to historian Shannon Wilson, "Established in the fall of 1869, Fairchild's administration inaugurated the development of a curriculum, the beginnings of significant

³⁷ Wilson, 23.

³⁸ Boyce, 4.

³⁹ Ibid.

⁴⁰ No photographer. "Streets Folder," Berea College Special Collections and Archives.

⁴¹ Wilson, 33.

fund-raising and endowment, the shaping of an interracial community, and the first substantial buildings that were symbolic of the college's stability and commitment."⁴² Progress in constructing substantial buildings came slowly at first. Fundraising had stagnated and Fairchild had to overcome those obstacles before inaugurating a building campaign. Early supporters included northern abolitionists and the U.S. Freedmen's Bureau. The Freedmen's Bureau helped fund construction of the first substantial frame building on campus, three-story Howard Hall, in 1869. This building was a men's dormitory, built to accommodate the growing student population. The first major brick building was constructed, Ladies' Hall, in 1870-71 for a cost of \$50,000 with student labor. Except for these two buildings, the majority of campus buildings were small in scale and constructed of sawn lumber in a rustic style. In town, residential buildings were being constructed but very few commercial buildings were among these buildings.

By 1882-83, the L&N railroad was extended from Richmond to Berea, connecting the town to large populations and markets in Cincinnati to the north. The presence of this line spurred a great era of sustained growth. As was typical for Berea, the College played a significant role in luring the railroad through the small town. Historians Welch and Welch state that, "In 1879, renewing its committee on railroads and pikes, the College Trustees reaffirmed the importance of service by rail for the town and the college. The railroad came as far south as Richmond [at the timel. The Prudential Committee assigned Hanson, Fairchild, and Hart to entice it to Berea."⁴³ In 1881, the committee voted to acquire the right-of-way for the rail line for the sum of \$3,000; an action which was taken without consulting the Board of Trustees. This sum was donated by Fairchild in order to relieve financial anxieties.⁴⁴ Despite being annoyed by the lack of direct communication, the College committee's work was not in vain. The railroad was completed directly west of campus in 1883, and a frame passenger depot was erected. In addition to making the College more accessible, the railroad "brought new businesses to Berea and provided a way to export lumber from the mountains to a growing commercial market."⁴⁵ By the end of the 1880s (1886), the College added one of its most iconic buildings, Lincoln Hall (NRIS 74000892), for a cost of \$30,000, designed by New York Architects Babb, Cook, and Willard.⁴⁶ The funds were donated by Roswell C. Smith, founder of Century Magazine. With the addition of the new Gothic Revival Chapel, the campus began to take on an air of permanence and solidity.

The City of Berea Incorporates

The town of Berea officially incorporated in 1890. (**Figure 10**). Partially as a response to insecurity concerning a change in administration, and in part due to the growth prompted by

45 Ibid.

⁴² Ibid.

⁴³ Welch and Welch, 4.

⁴⁴ Howard Carlberg, Marvin Carlberg, and Patricia Stephens, *Berea: Images of America* (Charleston, S.C.: Arcadia Press, 2009), 18.

⁴⁶ Boyce, 107.

improved transportation networks and infrastructure, such as the railroad, the town was incorporated in 1890. The first meeting of the Town Trustees occurred on May 9, 1890, with five trustees designated in the official state charter: Josiah Burdette (College Trustee), S.G. Hanson (College Trustee), P.D. Dodge (College Treasurer), T.R. Robinson, and P.B. Johnson (town merchant).⁴⁷ Elected members of the town board included A.W. Titus (African American Berea graduate and community leader), and A.J. Hanson (College Trustee and merchant).⁴⁸ Josiah Burdette was selected as the Chair of the town board.⁴⁹ Standing committees established were for sanitation, sidewalks, streets, and stock. A few years later, committees were added for law and order as well as claims and audits. The establishment of town governance supplanted the influence of the College's Prudential Committee and Board of Trustees by June 1890, however; many College Trustees and professors remained heavily involved on the town board. The College's influence remained substantial.

Table 2. Berea, Kentucky Population Statistics, 1880 - 1970					
Census Year	Population of Berea	Student Population			
1870		307			
1880	580	369			
1890		375			
1900	762	675			
1910	1,510	740			
1920	1,640	2,779			
1930	1,827	1,834			
1940	2,176	1,947			
1950	3,372	1,119			
1960	4,302	1,658			
1970	6,956				

Table 2. Berea, Kentucky Population Statistics, 1880 - 1970⁵⁰

Primary concerns within the new town included passable streets, and the establishment of water, sewer, and electricity. Historians Welch and Welch note that "Impassable streets, hogs and stock on the loose, galloping horses, fires, insufficient clean water, and the need for revenue all occupied the new town trustees well into the new century."⁵¹ Following a pattern inherited from years prior, the College took the lead in providing utility services. In 1904, for instance, College Trustee D.K. Pearson underwrote the development of a water system for the school.⁵² This system was extended, to the town by an ordinance passed in 1905. Steam pipes were placed under the streets from the College campus. "The generator and steam lines began producing electricity and steam heat in the same year. An expert on street lighting came in

⁴⁷ Welch and Welch, 10.

⁴⁸ Ibid.

⁴⁹ Ibid.

⁵⁰ No author, "Berea, Kentucky," Entry in Wikipedia. Accessed online June 2020 at: <u>https://en.wikipedia.org/wiki/Berea, Kentucky</u>

⁵¹ Ibid., 12.

⁵² Ibid., 14-15.

1906. The business block on Main Street received its first 60 watt bulbs in 1909..."⁵³ Electric service was extended to most commercial enterprises in that year, but residential service had not yet been decided. Upon threat of a private franchise intended to supply the town with telephone, electricity, and water services, the College Trustees "established a committee to explore ways of providing the town with water and electricity from the college power plant. The next week the Town Trustees passed ordinances setting forth terms for the construction and operation of public utilities." ⁵⁴ The College was able to operate utility services to the fledgling town at an inexpensive rate, providing a steady source of cash flow. The utilities were deemed tax-free by the state of Kentucky in 1907, due to the College's nonprofit status. Expansions of these services occurred throughout the 1910s to accommodate the growing town. By 1920, the College's Prudential Committee served as the town's water and electric board. In this same year, the town had grown from 580 residents in 1880 to 1,640 inhabitants, an increase of 182 percent. (See Table 2 above). A mayor-council form of government had been in place since 1909 in the town.⁵⁵

Fire protection was also of concern. "Water mains and the resulting fire protection slowly expanded throughout the town with the extensions controlled by the College."⁵⁶ By 1912, the pace had slowed to the point where action had to be taken. The town trustees agreed with a private provider to supply fire hydrants and a water tower. The college, anticipating revenue losses, purchased this franchise and entered into a formal agreement with the town. The water tower was officially completed in 1915. Construction of private commercial and residential buildings was also important to the newly established community. Locations for residential areas surrounded the College in all directions, but especially west along Chestnut Street and east on Center Street, Prospect Street, and Richmond Pike. There were two main commercial areas, which appeared between the 1880s and the turn of the century: "one along Main Street and east of the College Green, and the other built closer to the railroad on the west end of Chestnut Street...The College attempted to control the aesthetics along the Public Square, but had no control in the manner of design and construction closer to the railroad tracks."⁵⁷

Amid town establishment in 1890, Berea College hired its second president, William B, Stewart, who served only two years, due to internal strife and politics inherent in this change from original leadership provided by Fee and Fairchild. Stewart's presidency has been reexamined in light of this intrigue by historian Shannon Wilson.⁵⁸ In 1892, William Goddell Frost, an Oberlin graduate, and professor, was inaugurated as the third president. Frost, who served for 28 years, refocused the College's attention on the people of Appalachia, and "influenced every aspect of campus life from building design to curricular reforms to student rules and regulations. His charismatic and forceful personality were important assets in Frost's exhaustive fund-raising

⁵⁴ Ibid., 16.

- ⁵⁶ Ibid., 17.
- ⁵⁷ Boyce, 6.

⁵³ Ibid.

⁵⁵ Ibid.

⁵⁸ Wilson, 57-73.

efforts."⁵⁹ Frost's administration dealt with very difficult challenges for the College. The passage of the Day Law in Kentucky in 1904, spelled a serious reevaluation of Berea's mission. The Day Law passed some 39 years after the emancipation of enslaved African Americans in Kentucky, signaled the end of the Reconstruction Era in the state. Representative Carl Day, a Democrat from Breathitt County, sponsored a bill in the Kentucky Legislature which effectively made it "unlawful for any person, corporation, or association of persons to maintain or operate any college or school, or institution where persons of the white and Negro race are both received as pupils for instruction."⁶⁰ Further, no institution could maintain a separate campus for the opposite race within a 25-mile radius. The bill passed with bipartisan support, and remained the law in Kentucky until 1950.⁶¹ For Berea College, this meant that a decision had to be made on who - Black or white students- was to remain on the main campus. For Frost, the decision was clear. Historian Wilson observes that "Frost's 'discovery' of Appalachia, a topic that dominated college publicity literature after 1895 and significantly informed the college's response to the racist backlash in Kentucky against interracial education...The college took its education mission to mountain people through extension programs..."⁶² It was not just Frost's fascination with mountain people that drove this decision but also the unfortunate lack of interest from northern donors to interracial education in the south. A racist backlash had occurred across the nation, with Jim Crowe type laws passed in nearly every state – north or south—along with great anxiety by some donor families about the influx of "foreigners" from southern and eastern Europe. These sentiments are summed up by Wilson, "African Americans were cast aside by social reformers in much regional and national literature as foreign and savage, unworthy of inclusion in the Anglo-Saxon nation."⁶³ Replacing them was the Appalachian mountaineer, who was seen as a noble ancestor with the best bloodlines (Anglo-Saxon), but "left behind" by modern American society. Without acknowledging this ambiguity within the rapidly industrializing region, Appalachian people were seen as true patriots, just in need of assistance to function as proper citizens. Despite some ambivalence, Berea College challenged the Day Law to the Supreme Court. By 1908, the court ruled against the College. The court sustained the action of the Kentucky legislature to separate the teaching of black and white students. In a scathing dissent, Justice John Marshall Harlan, a native of Danville, Kentucky, wrote: "Have we become so inoculated with prejudice of race than an American government, profoundly based on the principles of freedom, and charged with the protection of all citizens alike, can make distinctions between such citizens . . . simply because of their respective races?"⁶⁴ While outside the scope of this nomination to analyze these complex dynamics further, suffice it to say that Frost and the Trustees made a decision to create a campus for Black students closer to the robust African American population in Louisville. The College divided assets raised for interracial education, which amounted to \$200,000. Frost

⁵⁹ Ibid., 75.

⁶⁰ Ibid., 83.a

⁶¹ Berea College was the first Kentucky undergraduate institution to admit/re-admit African American students. They were welcomed officially for the Fall term of 1950.

⁶² Wilson, 75.

⁶³ Ibid., 81.

⁶⁴ Ibid., 84; U.S. Supreme Court Reports, 211, U.S. 69.

personally conducted a fundraising campaign to finance the construction of a new campus. By 1909, an additional \$400,000 had been pledged. The campus, called the Lincoln Institute (NRIS 88002926), was situated in rural Shelby County, just east of Louisville. It was designed by the African American architectural firm of Foster and Tandy. It opened officially in 1911. The Olmsted Firm of Brookline, Massachusetts also provided advice regarding landscaping and building placement, thus cementing a relationship with the College for years to come.

Berea College Campus Plan

By the early twentieth century, President Frost was consumed by creating a campus plan that would, among other things, provide a uniform design aesthetic, improve streetscapes, and propose potential locations for new campus buildings and activities. Although not explicitly stated, Frost intended to guide development both of the campus as well as of the college's overall image within the larger academic community. Frost first turned to his uncle, J. Cleveland Cady, of Cady, Berg, and See Architects of New York. In a 1901 report to the College, Cady, Berg, and See recommended that all new buildings be designed in the Northern Italian style, which "best strikes the key-note," and that all future buildings run parallel to Chestnut Street.⁶⁵ Construction materials specified included brick and a buff-green stone. By the 1910s, Frost had developed a working relationship with the Olmsted Landscape Architecture Firm, represented by John Charles Olmsted, and began to turn to them for campus-planning advice. Following his typical hands-on approach, Frost wrote to the firm (in a dizzying array of correspondence) requesting their services for, "perfecting the layout of [Berea College] buildings and grounds... [and that the College] would not carry out the plans without the best advice. [However] our problems are more difficult than those of the Lincoln Institute. A much-used street needs improvement...[and]...the Town Board has mangled things badly."⁶⁶ Thus began Frost's strained relationship with the town government for the last ten years of his presidency. According to Frost, "Chestnut Street was continually crossed by students and was 'used for hauling lumber, railroad ties, and goods from the Depot down Prospect Street to the mountains and ultimately 'cut the campus asunder.'"⁶⁷ Also, Frost insisted that a decision need be made regarding "our [architectural] style which would conform to the general canons of good taste and good usage [and] be appropriate for a school of poor mountaineers in a pioneer region."⁶⁸ A list of plantings and building locations for what Frost deemed his three-to-five academic departments were also sought. To this end, Olmsted sent a civil engineer, surveyor, and associate designer, George Gibbs to Berea in September 1910 to help develop this report.⁶⁹ The campus that Gibbs studied can be viewed on the map in Figure 20 below.

- 66 Ibid., 9.
- 67 Ibid.
- 68 Ibid.
- ⁶⁹ Ibid.

⁶⁵ Boyce, 6.



Figure 20. Campus Grounds circa 1910.⁷⁰

 ⁷⁰ Olmsted Associates Records, *Job Files, 1863 – 1971*, Files 5050, Berea College, Berea, KY: 1910-1913.
Record 44. Online at Library of Congress: <u>https://www.loc.gov/resource/mss52571.mss52571-02-</u>
<u>242_0520_0600/?sp=44</u>. It seems likely that this fragment in the archives was retrieved by George Gibbs from an old college catalog.



Figure 21. This circa 1903 photo shows the College Square area, before its sustained period of rebuilding. Note the presence of the board fence around the old square area, across from the Main Street block.⁷¹

The early twentieth century plans developed in concert with the Board of Trustees, the Olmsted firm and the Town Trustees became the basis for the modern campus layout, and to some extent the town design as well. While there were certainly plans that did not get approved or proposed buildings never constructed, a great majority of the work accomplished between the 1920s and the 1950s was based on recommendations by the Olmsted firm. Gibbs' report and the nearly constant correspondence with President Frost provided the fodder for continuing campus expansions and reconsideration of plantings, sidewalks, streets, and trees. While it is outside the scope of this document to assess all the changes proposed on the campus proper, it is necessary to summarize a few alterations that directly impacted the town's landscape. Among the most significant proposals were plans that impacted streets, sidewalks, plantings, and the design aesthetics along Main, Estill, Center, and Chestnut Streets. For instance, the Olmsted firm were concerned with vehicular connections between the town and the college. As such, they proposed to divert traffic from Richmond Ave to Estill Street, and connect the latter on the east with Forest Street and on the west with Center Street, "" making it [Estill Street] a

⁷¹ Carlberg, Carlberg, and Stephens, "Berea,"14.

direct and dignified approach to the College Green.⁷⁷² Another street-related proposal was to remove College Street, which traversed the campus west of the square, connecting with Chestnut Street at Main Street. The Olmsted firm recommended that a footpath be constructed through the square at a diagonal, rather than the extension of Chestnut Street through the square, as proposed by the Town and College Trustees. By the mid-1910s, College Street had been removed. The cost of construction was split evenly between the town and the College and included portions of Walnut Meadow Pike and streets around the square. Costs were shared equally between the town and the College for most of these projects.⁷³ (See **Figure 23**).



Figure 22. Olmsted Brothers, Revised Plan for Academy Grounds, 1914.⁷⁴

In addition to the flow of traffic, the Olmsted firm made prescriptions related to architecture. President Frost believed that a rustic, simple aesthetic best allied the College with the students it served. The Olmsted firm, along with J. Cleveland Cady, vociferously opposed such a design selection. Cady wrote to Frost was early as 1906 to persuade against it, "Such buildings would be proper for the forest reserves, farms, and farm laborers and even some men's dormitories

⁷² Boyce, 15.

⁷³ Welch and Welch, 22-26.

⁷⁴ National Park Service, Frederick Law Olmsted National Historic Site, "College Campuses," Online at: <u>https://www.nps.gov/frla/learn/historyculture/college-campuses.htm</u>

but not on the main campus...If the College's buildings seem merely to repeat the student's old mountain environments, they will not be in line with the work their studies are doing for them. As they acquire education, and a knowledge of the world, though they live in the mountains, they will hardly be content to live in the same cabins, and their regard and veneration for the College that helped them, will not likely be increased by the recollection of it as mainly a cluster of cabins... A College of log cabins would be a nightmare!"⁷⁵ To this end, both Cady and the Olmsted firm advocated for the removal of rustic entrances and foot bridges on campus, which eventually occurred in the mid-1910s. The Olmsted firm argued for a Colonial Revival design aesthetic as the most appropriate architectural selection. Harkening back to Thomas Jefferson's selection of the Georgian style for the University of Virginia's campus at Charlottesville, as well as the popularity of the style due to the 1876 Centennial Exhibition in Philadelphia, the firm recommended a Georgian aesthetic on campus buildings. By 1917, the Board of Trustees had approved the style and "meant to obtain the most perfect examples of Colonial Architecture in America." In the town, the Olmsted firm "encouraged Frost to buy all the stores on Main Street and to 'eventually build a brick surface in the colonial style to unify that block," which the College proceeded to do over a 50 year period, ending in 1960.⁷⁶



Figure 23. Campus Map circa 1920. Note the removal of College Street, and the realignment of Estill Street and Richmond Pike.⁷⁷

⁷⁵ Boyce, 14.

⁷⁶ Ibid., 21.

⁷⁷ Ibid., 20.



Figure 24. Berea College Square, Main Street, looking northeast circa 1920. Note the DAR monument and flag pole are visible in the green space in this image.⁷⁸

These efforts were not without friction. Despite the 50/50 cost-share arrangement with the city, President Frost most often acted on his own to make changes without seeking input. His chilly relationship with the town had been exacerbated by his insistence on changing specifications (without any discussion) for the paving of Chestnut Street, which resulted in failure within just a week.⁷⁹ The College had to pay for this mistake, rather than the town. The College also worked closely with the city to rebuild Main Street and the public square, with Frost insisting that curbs must be avoided. On this matter, he stated, "" The advice of the Olmsted Brothers would have cost the Town of Berea a large fee. I am glad to offer it to you without expense...We would be forced to apologize to every visitor for the existence of curbing in front of park or residential properties, such as our campus."⁸⁰ In 1917, Frost (silently and upon some insistence by the College Treasurer and Business Manager) conceded the town's role in these matters by asking Mayor John Gay to become a member of the College's Prudential Committee. This action, along with the more conciliatory styles of the next two presidents, ushered in an era of greater cooperation between the town and the school.

⁷⁸ Ibid., 13.

⁷⁹ Welch and Welch, 23.

⁸⁰ Ibid., 24-25.

During this time frame, the town continued to grow apace, as can be seen in **Table 2** above. In 1909, the College built what became to be the flagship building on Main Street's commercial district, the Boone Tavern. Designed by J. Cleveland Cady in the Colonial Revival style, with some Neoclassical elements, this brick and stucco building set a standard for this commercial area and anchored the south end of the block. Not even a year into service, the hotel was raised to three stories to accommodate visitors. Other additions occurred throughout the 1920s and 1930s. Part of the increased visitation can be explained due to the establishment of the Dixie Highway through Main Street in the mid-to-late 1910s. The Dixie Highway was an early twentieth-century automobile tourism route that extended from Michigan to Florida, promoting numerous towns along both its west (U.S. 31) and east (U.S. 25) routes.⁸¹ In Berea, the route extended north from Chestnut to Main Street, then south to Center and Estill Streets. Upon the establishment of the federal numbering system in the mid-1920s, this interstate route became known as U.S. 25. The impact of the Dixie Highway in Berea was to relocate most commercial activities from the older commercial district surrounding the railroad on Broadway to Chestnut Street, to capitalize on numerous motorists traveling the Dixie Highway. For the Main Street commercial area, the increased visibility both expanded business opportunities as well as the resolve of the College to continue the re-building campaign within the College Square district. College President Frost, as a par-excellence promoter of Berea, wrote to the Dixie Highway Association President in 1916 to insist that Berea was included on the promotional map of the highway. He was answered by the Editor of the Dixie Highway magazine proclaiming that, "We shall endeavor to have Berea inserted on the electro we are having made."82

Berea College and City, 1920 – 1960

In 1920, William Hutchins became Berea College's fourth president, serving until 1938, followed by his son Francis Hutchins who was President of the College until 1967. Both Hutchins were educated at Oberlin College in Ohio. William Hutchins reorganized the college's focus from a normal and vocational school with a higher academy to educate mountaineers primarily in the liberal arts. For Hutchins, the real heroes were the students from the region who overcame poverty and other barriers to get to the school. Hutchins believed they were ready to accept the challenge of higher education, as high schools were now being established in every county of the state.⁸³ Confirming his position within the town, Hutchins continued the work established by his predecessor, albeit with more cooperation and closer communications.

⁸¹ Rachel M. Kennedy and William J. Macintire, "Roadside Architecture of Kentucky's Dixie Highways: A Tour Down Routes 31E and 31W," Tour publication booklet for the 2004 National Trust for Historic Preservation Conference, October 1, 2004. Available online at: https://heritage.ky.gov/Documents/DixieHwyTour.pdf

⁸² Nellie Frost Fyffe, Correspondence to President William G. Frost, October 24, 1916. On file at the Berea College Archives.

⁸³ Wilson, 103-104

Historian Welch and Welch note that, "The spirit of total community was evidenced as Osbourne [College Treasurer] and Taylor [College Business Manager] frequently appeared before the City Council working through proposals on drainage, street repair, fire protection, and street lighting. Gay [City Mayor] and Osbourne even represented the [College's] Prudential Committee at meetings of the City Council in future use of city streets and water mains."⁸⁴Joint city-college accomplishments during William Hutchins' administration include a city dump on College-owned land; purchase of a modern city-college fire truck and department headquarters; and a new sewage treatment plant in 1938.⁸⁵ This type of cooperative effort continued under his son, Francis Hutchins' administration with a new reservoir completed in 1940, called Provost Lake.⁸⁶

On campus, William Hutchins abandoned Frost's plans for separated campuses and developed the land in the wooded grove behind Lincoln Hall, Main Chapel, and the Carnegie Library.⁸⁷ "With this in mind and using maps provided by Olmsted Associates, the [College] architects George Gray and Lawrence designed and proposed a plan which showed the location and general outline of future buildings in that location. Also following the Olmsted's advice, Hutchins, in concert with the Board of Trustees, "resolved in 1923 'that the Colonial or Georgian style of architecture be followed for all permanent buildings.' This policy was continued under Francis Hutchins and Willis D. Weatherford's presidencies."⁸⁸ At the same time, the College was purchasing frame buildings in the Main Street commercial district, demolishing them, and constructing new brick Colonial Revival style buildings to rent to private businesses. This process, which began on College-owned land, is documented by deeds dating from the 1890s through the mid-1950s.⁸⁹ At some point, perhaps when the College appended a new Ionic order Neoclassical portico on Boone Tavern's south elevation in 1927, properties owned by the College were painted a "pristine white."90 This pattern continued as the College acquired the various properties, and either built a new brick building or altered an earlier brick building with white paint and uniform multi-light store front display windows. Less often, the College changed the second-floor windows, but they did append a continuous cornice line on the College-owned buildings. By the mid-1950s, the College had purchased all the properties, except for one (MAB-9) which is the old Berea Bank Building and now Appalachian Fireside Gallery. The rationale for this is unknown; however, it seems likely that the College decided that the building was an asset to the block, given its construction method, materials, and Colonial Revival style elements. It is equally possible that the property was never offered for sale. In any case, by the time that the College added a west elevation portico to the Boone Tavern Hotel circa 1955, the district had reached its present appearance.

⁹⁰ Boyce, 24 and 41.

⁸⁴ Welch and Welch, 27.

⁸⁵ Ibid., 28-31.

⁸⁶ Welch and Welch, 32.

⁸⁷ Boyce, 23.

⁸⁸ Ibid., 24.

⁸⁹ This information was provided by the Berea College Office of Operations and Sustainability in May 2020. The Madison County Clerk's Office was closed to the public at the writing of this nomination, due to the Covid-19 health crisis.

The streets in front of the Main Street commercial block were significantly altered by the rerouting of Chestnut Street (U.S. 25) through the old college square in 1950, creating a triangular-shaped green space in front of this block. Historian Boyce states that, "During the late 1940s enough public agitation was directed at the College, the city of Berea, and the state that the old Dixie Highway, now called Federal US Route 25, was cut through the College Green creating a diagonal, which the Olmsted Associates, in opposition to President Frost, had proposed as a connector to Estill and Chestnut Streets."⁹¹



Figure 25. Berea College Campus, showing the Main Street District, circa 1955. Note the rerouted Chestnut Street above.⁹²

⁹¹ Ibid., 25.

⁹² Ibid.



Figure 26. Berea College Square, looking southeast toward Boone Tavern circa 1955.⁹³

Evaluating the Significance of Berea College Square Commercial District within the Historic Context:

<u>Berea College as Builder: The Role of Berea College in Local Community Development, circa</u> <u>1855 – circa 1960</u>

The Berea College Square Commercial District is an important example of a historic commercial area, constructed and modernized by Berea College from circa 1909 to 1960. As demonstrated in the historic context section above, the College took the lead in developing the town from the mid-to-late nineteenth century into the mid-twentieth century. While the College's goals were largely formulated concerning academics, there was a concerted effort, especially beginning in the administration of President Frost, to develop consistent aesthetics and provide informed leadership about streets, sidewalks, plantings, and building design. The College Square commercial district was positioned in a prime location that the school believed essential in promoting the campus' image. As such, the school, utilizing the advice from designers J. Cleveland

⁹³ Carlberg, Carlberg, and Stephens, "Berea," 26.

Cady and John Charles Olmsted purchased lots and constructed new brick Colonial Revival style buildings. If a frame building was extant on the property, it was demolished to make way for the approved design aesthetic of a brick Colonial Revival style building. In some cases, the College modernized older brick buildings with new Colonial Revival storefronts and decorative detailing. This style and selection of building materials were intended to market an image of both the College and the Town as a fashionable, dignified setting for an important educational institution. The College Square District is the only example extant in the town of Berea. Further research should be done to assess its position within the state, as it may well be among the only example of this property type in the Commonwealth. Further research was unable to be performed at present, due to the research limitations presented in the Covid-19 health crisis.

Integrity Considerations

As detailed in Section 7 of this nomination, the Berea College Square Commercial District retains integrity of location, setting, design, materials, workmanship, feeling, and association. The District appears very much as it did at the end of the period of significance circa 1960, which enables the viewer to understand the important role played by Berea College in developing and maintaining a consistent, stately design aesthetic.

The College Square district remains in its original *location* within the heart of the Berea College Campus. No buildings within the district have been relocated. A row of circa 1922 frame commercial buildings, which served as a temporary annex for Boone Tavern, was removed circa 2007, as part of the reworking of traffic flow within the Tavern's parking area along Short Street. Given that this row of buildings was not in a prominent location, at the rear of the district, and that they were not in keeping with the aesthetics sought by the College, in that they were constructed of frame, their removal does not impede the overall district's integrity of location.

The district also retains its integrity of *setting*. The physical relationship of the district's buildings remains intact as does the majority of the landscape setting that informs this district's integrity. The close arrangement of the district's commercial buildings and general orientation and flow of pedestrian and automobile traffic around and through the buildings has not been notably altered since the end of the period of significance. Also, the College Square green space, along with several important contributing objects, such as the DAR monument, the sign, and the flag pole, has been preserved, which greatly enhances the character of this district. Sidewalks behind the Main Street buildings, along Short Street, have been repaved with a new material, but their general pattern and location has not been changed.

The district's has a high level of integrity of *design*. Unlike privately owned commercial districts, this district has a single owner, with one exception (MAB-9). As a result, overall design changes have been minimal-to-none, since the College acquired and updated most of the buildings (by 1960) to meet their aesthetic criteria. Even the old Berea Bank Building (MAB-9), which remains in private ownership, conformed to the overall design program as formulated by the College. Each commercial building, regardless of ownership, maintains its original design of storefront

on the ground level, second-floor windows (where there is a second floor), and a cornice that characterizes the roof line. In instances where upper-story windows have been removed and replaced with vinyl sash, the openings have retained their original dimensions and the sash pattern has also remained consistent with the original configurations. The overall design of the streets, sidewalks, green space, and relationship among the buildings is also highly intact, as discussed under integrity of setting above.

The district maintains integrity of *materials* and *workmanship*. The Colonial Revival style wood cornices, wood storefront display windows, wood panel bulkheads, and pristine white paint job combine to reinforce a sense of the importance of the College's role in selecting and maintaining high quality materials. The main alterations with regard to materials and workmanship is the change of second-floor windows from wood to vinyl sash. As noted in the design section above, the sash retain their integrity of design but have lost their original materials and workmanship.

Feeling and *association* remain strong in this district. Locally, it is known as College Square and its association with the College's work is widely recognized. The high levels of integrity of location, setting, design, materials, and workmanship combine with feeling and association to help the district convey its significance as an important commercial district associated with the work of Berea College from circa 1900 to circa 1960.

9. Major Bibliographical References

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Previous documentation on file (NPS):

- _____ preliminary determination of individual listing (36 CFR 67) has been requested
- <u>x</u> previously listed in the National Register
- _____previously determined eligible by the National Register
- _____designated a National Historic Landmark
- _____ recorded by Historic American Buildings Survey #____
- _____recorded by Historic American Engineering Record # _____
- _____ recorded by Historic American Landscape Survey # ____

Primary location of additional data:

- <u>x</u> State Historic Preservation Office
- ____ Other State agency
- _____ Federal agency
- ____ Local government
- <u>x</u> Other

Name of repository: <u>Berea College Special Collections and Archives</u>

Historic Resources Survey Number (if assigned): <u>MAB-6 – MAB-12, MAB-19, MA-1121 – MA-1124</u>, and MA-1125

10. Geographical Data

Acreage of Property <u>3.5 acres</u>



Figure 27. Aerial Map showing the NRHP boundaries and Latitude/Longitude Coordinates for the Berea College Square District.

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84:_____(enter coordinates to 6 decimal places)

1. Latitude: 37.572817	Longitude: -84.288455
2. Latitude: 37.573008	Longitude: -84.287643
3. Latitude: 37.572485	Longitude: -84.287450
4. Latitude: 37.572267	Longitude: -84.287943
5. Latitude: 37.571541	Longitude: -84.287985
6. Latitude: 37.571835	Longitude: -84.289376

Or UTM References Datum (indicated on USGS map):

NAD 1927 or	NAD 1983	
1. Zone:	Easting:	Northing:
2. Zone:	Easting:	Northing:
3. Zone:	Easting:	Northing:
4. Zone:	Easting :	Northing:

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

The Berea College Square District is graphically displayed in **Figure 27** above. The district includes all the buildings between Prospect Street, South Main Street, Center Street, and Short Street. The district includes two historically associated buildings on the northeast corner of Jackson Street (MAB-19 and MA-1126), as well as the entirety of the College Square green space, located between Chestnut (US 25), Estill/Center, Prospect and South Main Streets. The district contains a total of 3.5 acres.

Boundary Justification (Explain why the boundaries were selected.)

These boundaries were selected to include all the properties historically associated with the Berea College Square commercial district between 1900 and 1960.

11. Form Prepared By

name/title: Rachel M Kennedy with Bobi Conn		
organization: Palmer Engineering		
street & number: _3403 Stony Spring Circle		
city or town: Louisville	state: KY	zip code:_40220
e-mail rkennedy@palmernet.com		1
telephone:859-806-7265		
date:July 15, 2020		

Additional Documentation

Submit the following items with the completed form:

- Maps: A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- Additional items: (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.



Figure 28. Berea College Square Photolog Key Map.

Photo Log

Name of Property: Berea College Square Commercial Historic District

City or Vicinity: Berea

County: Madison

State: KY

Photographer: Rachel Kennedy

Date Photographed: March 2020

Description of Photograph(s) and number, include description of view indicating direction of camera: Photo looking northeast along Main Street toward MAB-7, MAB-8, and MAB-9.

1 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: Photo looking north along Main Street from College Square green space (MA- 1125) toward MAB-12, MA-1122, MAB-11, MAB-10, and MAB-9.

2 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: Boone Tavern (MAB-12), looking northeast from Prospect Street.

3 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: Berea College Square District, looking northwest from Short Street, toward MA-1123, MA-1124, and MA-1121. The rear elevations of MAB-10 and MAB-11 are in the background.

4 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: Berea College Square District, looking southwest from Short Street toward MAB-12 and MAB-5. MAB-1123 is in the foreground.

5 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: Berea College Square District, looking northwest down Jackson Street, toward MAB-19 and MA-1126.

6 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1121, 110 Center Street, looking southwest. 7 of __34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-6, 108 Center Street, looking south. 8 of __34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-7, 102 Center Street, looking southeast.

9 of _____34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-8, 128 Main Street, looking east.

10 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-9, 126 Main Street, looking southeast.

11 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-10, 124 Main Street, looking east.

12 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-10, 124 Main Street, Rear elevation, looking northwest.

13 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-11, 104-121 Main Street, looking east.

14 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1122, 112 Main Street, looking east.

15 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-12, Boone Tavern Hotel, looking northeast along Main Street façade (west elevation).

16 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-12, Boone Tavern Hotel, looking northeast from Prospect Street.

17 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-12, Boone Tavern Hotel, east (rear) elevation, looking northwest from the parking lot.

18 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-5, 201 Short Street, looking northwest.

19 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-5, 201 Short Street, looking southwest.

20 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1123, 207 Short Street, looking southwest.

21 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1123, 207 Short Street, looking northwest.

22 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1124, 209 Short Street, looking west.

23 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1126, 103-105 Jackson Street, looking northeast.

24 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1126, 103-105 Jackson Street, looking north from Jackson Street.

25 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1126, 103-105 Jackson Street, looking southeast from Short Street.

26 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-19, 204 Center Street, looking north from Jackson Street

27 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-19, 204 Center Street, looking northwest from Jackson Street

Sections 9-end page 66

28 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-19, 204 Center Street, looking southeast from near Center Street

29 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MAB-19, 204 Center Street, West elevation, looking southeast.

30 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1125, College Square, looking northeast from near Chestnut and Prospect Streets.

31 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1125, College Square, looking northwest from near Prospect Street.

32 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1125, College Square, looking northwest from Main Street at DAR monument.

33 of ___34.

Description of Photograph(s) and number, include description of view indicating direction of camera: MA-1125, College Square, looking south from the confluence of Chestnut and Main Streets.

34 of <u>34</u>.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.