

United States Department of the Interior
National Park Service**National Register of Historic Places Registration Form****1. Name of Property**Historic name: Great Atlantic & Pacific Tea Company Bakery & WarehouseOther names/site number: "A&P Bakery"; JFL-8790Name of related multiple property listing: n/a**2. Location**Street & number: 901 S. 15th StreetCity or town: LouisvilleState: KentuckyCounty: JeffersonNot For Publication: n/aVicinity: n/a**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:national statewide x local Applicable National Register Criteria: x A B C D

Signature of certifying official/Title:

Craig Potts/SHPO

Date

Kentucky Heritage Council/State Historic Preservation Office

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

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

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY

County and State

5. Classification

Ownership of Property

Private: ☒

Public – Local ☐

Public – State ☐

Public – Federal ☐

Category of Property

Building(s) ☒

District ☐

Site ☐

Structure ☐

Object ☐

Number of Resources within Property

Contributing

1

1

Noncontributing

1

1

buildings

sites

structures

objects

Total

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

6. Function or Use

Historic Functions

INDUSTRY / PROCESSING / EXTRACTION: Industrial storage / distribution / bakery

COMMERCE / TRADE: warehouse

Current Functions

COMMERCE / TRADE: Business / office / warehouse

WORK IN PROGRESS

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

7. Description

Architectural Classification

Late 19th and Early 20th Century American Movements – Other: Industrial

Materials: Foundation: Reinforced concrete
Walls: Reinforced concrete frame with brick curtain walls
Roof: Concrete flat slab with synthetic roofing

Narrative Description

Summary Paragraph

The former Great Atlantic and Pacific Tea Company Bakery and Warehouse (JFL-8790) is a utilitarian four-story, early twentieth-century industrial building located at the southeast corner of S. Fifteenth and Breckinridge Streets in the California neighborhood of Louisville, Kentucky, southwest of downtown. Purpose-built in 1928 in the “daylight factory” style with reinforced concrete floors and columns, brick curtain walls, and metal windows, it sits on its original 1.85-acre parcel. The building was designed by Bishop, Knowlton & Carson (Indianapolis, IN) and constructed by the L.L. LeVeque Co. (Columbus, OH)¹ as a regional distribution center of the Great Atlantic and Pacific Tea Company’s expansion into the Midwest states. This nomination proposes the listing of one contributing building and includes one non-contributing, 1990s-era garage building on the parcel.

¹ *Courier-Journal*, “Building Here Showing Boom”, Aug. 18, 1928
Sections 7-end page 3

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State



Great Atlantic and Pacific Tea Company Bakery and Warehouse, Louisville Kentucky
Proposed area of listing. Latitude: 38.24372 Longitude: -85.77675

Site Description

The subject property is near a railroad line for the Illinois Central Railroad; the spur that previously serviced the building (seen on the 1941 Sanborn) is no longer extant. The Illinois Central slogan was “The Main Line of Mid-America”, with a north-south route that connected Chicago to the Gulf Coast.² This site was chosen by A&P in 1928 due to its location for both the receiving of raw agricultural materials via train and as a centralized distribution point for new truck fleets both into Louisville to the north and central Kentucky farther to the south.

Properties of light industrial use surround the building, with the most dominant being the block of large rack warehouses for Heaven Hill’s Bernheim Distillery to the immediate northwest across Fifteenth Street; these were built in the mid- to late-1930s. The bakery and warehouse building is generally rectangular in shape and takes up much of the northern half of its parcel with the rest dedicated to green space and parking. A non-contributing garage building used for storage, constructed in the late 1990s, is located in the lower southeast corner of the parcel.

² AmericanRails.com: “Illinois Central Railroad”

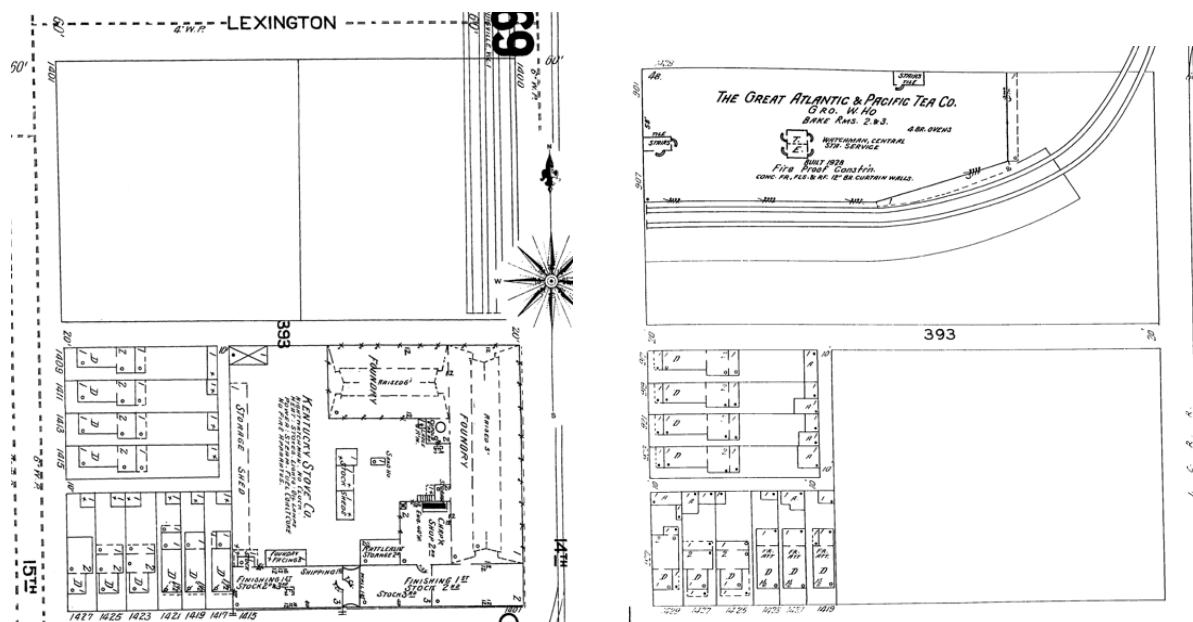
Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State



North and west facades of building, located at the SE corner of W. Breckinridge and S. 15th Streets. Shown after partial removal of non-historic metal panels in May 2023. (C. Manzo)

The building does not appear on the 1905 Sanborn fire insurance map but appears on the 1941 map after it was built in 1928; the name of the bounding road on the north changes from Lexington to W. Breckinridge St. in between maps. The Illinois Central rail spur is no longer extant but is clearly indicated on the 1941 Sanborn, which likely dictated the truncated shape of the southeast corner of the building. The railroad docks were on the southern side of the building, while the main truck loading bays were on the north side of the building along Breckinridge.



(Left) 1905 Sanborn; (Right) 1941 Sanborn. Building was completed in 1928.

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

Exterior Description

The entire exterior consists of a reinforced concrete frame and floors with brick infill curtain walls and metal factory windows; there is little to no ornamentation and each façade is similar in materials and design. Construction of the fire-proof building in 1928 was well-documented with newspaper mentions and a series of at least eight progress photographs (located at the University of Louisville Archives) taken by the firm of Caulfield & Shook and invoiced to the builders, the L.L. LeVeque Company. Leslie Louis LeVeque was considered to have a “golden touch with property management.” A brief mention in a book about the Columbus skyscraper that bears his name, LeVeque Lincoln Tower, states that “within a few years” after serving in World War I and teaching engineering at Ohio State University, he “owned the warehouse division of the vast A&P grocery chain” in addition to many other properties.³ It is LeVeque’s name on the title record during construction. He sold the property to Chain Store Terminals, Inc. in October 1928.

The reinforced concrete frame was built in its entirety, and then the 12” thick brick curtain walls and metal factory windows were added. Each window has a cast-in-place concrete sill. Stair towers are expressed on the exterior with a change in the fenestration, and the first floor is raised from ground level due to the planned use of loading and unloading from trucks and rail cars.



Three of the 1928 construction series photos taken by Caulfield & Shook (University of Louisville Archives)

This “daylight factory” style and type of building:

“was particularly suited to manufacturing because of its open floor space, with fewer and less obtrusive support columns allowed for the reconfiguration of assembly lines. Additionally, the floor to ceiling window walls that were a consequence of the concrete framing system allowed these workspaces to be light and air filled... There were additional benefits to the reinforced concrete frame that also made it suitable for warehouse use. Not only were the columns of reinforced concrete, but so were the floor and roof plates, producing a highly rigid structure that could carry extreme weight loads. Add to this the inherent fireproofing produced by the concrete itself, and there appears the ideal form for the storage of combustible materials.”⁴

³ Perkins, Michael A. “LeVeque: The First Complete Story of Columbus’ Greatest Skyscraper”

⁴ BuffaloAH.com (Architecture and History), “Daylight Factory Style”

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

North façade: The long northern façade runs parallel to W. Breckinridge St. and is approximately 273 feet long by 58 feet high with 13 bays. Historical photographs show nine recessed truck bays as well as the proud company signage: “Bakery – The Great Atlantic & Pacific Tea Co. – Warehouses / World’s Greatest Food Merchants”. In 1929, one year after this regional center was built in 1928, the retail business was expanding, and A&P had reached \$1 billion in sales.⁵ The fourth bay from the east has a street-level entrance door at an internal stair tower without access to the roof. When the building was converted to office use after 1977, the floor was raised and extended in the area of the truck bays and infilled with concrete block walls and modern windows.



North and west facades after exploratory removal of metal panels began. March 2023. (C. Manzo)

West façade: The secondary façade fronts S. Fifteenth St. and has five bays with the central bay expressing smaller, staggered windows for the stair tower with access to the roof. There is a building entrance from street level on this façade, but it may have been used by employees since it is closest to restroom and shower facilities. Historical photographs of this façade show a smokestack on the southwest corner of the building, which is no longer extant.

⁵ SupermarketNews.com, “150 Years of A&P: A Timeline”

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State



(Left) West façade and part of south façade with temporary window coverings after metal screen removal; (Right) South & southeast facades, non-historic CMU loading bay addition, July 2023.

South façade: The south façade faces the parking lot with eight bays and the main entrance to the current office space in the westernmost bay. An original walk-in refrigerated cooler was built on this façade on the third floor, and an historical photograph shows no exterior windows in the area of this unit. A CMU addition with metal shed roof and loading bay doors was added at the level of the raised loading dock at an unknown date.

Southeast façade: This fifth façade to an otherwise rectangular building was designed to meet the railroad spur coming across Breckinridge from the northeast. It faces into the center of the parcel with five principal bays and a raised loading dock. One historical photograph showing the south, southeast, and east facades is this 1928 construction photograph in which the southeast façade is partially obscured by the railroad car. The original metal awning is no longer extant.



(Left) 1928 construction photograph showing south/southeast/east facades, original metal awning, and railroad car loading dock; (Right) Southeast and east facades, July 2023

East façade: This is the narrowest façade with three bays and four truck loading docks at the first floor, plus a concrete ramp leading up to an oversized overhead door; this façade would have originally faced the railroad spur approach from the northeast. The raised loading dock that runs

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

along most of the south façade wraps around the corner of this façade as well. The original metal awning seen in the historical photograph during construction is no longer extant.

Interior Description

The bakery and warehouse closed in Louisville in 1977. After that time, equipment was removed and sold, and the building has been used for various other company uses as well as storage. The current property owner, Nova Group Development, LLC, purchased the property in 2006 and established a professional office on part of the first floor.

The interior plan is organized by regularly-spaced, flared columns, approximately 21 feet on-center throughout. The columns on the first floor are 26 inches in diameter, and this measurement decreases with each floor level: 22 inches on second floor; 20 inches on third floor; and 16 inches on fourth floor. Similar to the A&P warehouse building in Buffalo, New York, built in 1917 and listed on the National Register in 2015, “this warehouse also incorporated two engineering innovations applied to reinforced concrete construction: the use of flared “mushroom” columns that initially allowed for a flat-slab construction for greater clear spans of girderless concrete floors... and the use of the “drop or paneled slab” for increased floor loading capacity.”⁶

Two large freight elevators are located with a staircase in a central service core, and additional stair towers are located towards the middle of the west and north elevations (two total). Many columns, walls, and ceilings have been painted.



(Left) Freight elevators in central service core; (Right) Supporting columns on upper floor.

The 1941 Sanborn indicated that the building had bake rooms on the second and third floors, with four total ovens. The exact location of these former ovens is unknown since mechanical equipment was removed from the site long ago, but some foundation remnants can be seen on the floor. The third floor has a former cooler or refrigeration room with heavy doors and cork materials used as insulation on the interior walls.

⁶ Great Atlantic & Pacific Tea Company (Buffalo warehouse), NRIS #15000819

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

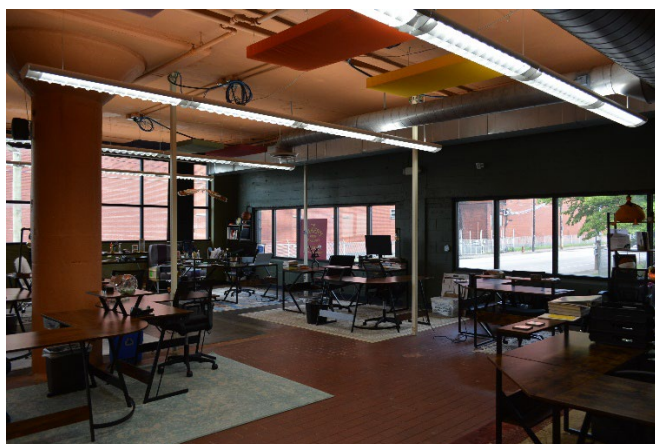
Jefferson Co., KY

County and State



(Left) Foundation remnant seen on floor; (Right) Cooler / refrigeration room on third floor

The first floor was used for company offices and the unloading and loading of goods via train and truck. This historical photograph showing trucks being loaded in the large covered bays on the Breckinridge St. side is compared with a current view in the general direction as a professional office space; the floors were raised, bays infilled, and windows added after 1977.



(Left) 1928 photograph, Breckinridge St. truck loading bays; (Right) General view in same direction showing filled-in floor and walls for office use.

Changes since the Period of Significance

The Great Atlantic & Pacific Tea Company Bakery & Warehouse building has been in use for nearly 100 years and in general, retains its industrial character as it was constructed. This regional bakery and warehouse was closed in 1977 during a time of reorganization of the A&P corporation. The building's metal cladding was applied after the Period of Significance, in the late 1990s, as a method of changing the warehouse's appearance as well as of protecting the interior from the weather. In early 2023, panels were removed from the façade along Fifteenth Street as well as from two bays on each of the adjacent sides, and the reinforced concrete walls, brick infill, and factory windows can be seen to be largely intact, but in need of repairs. The metal panel cladding was anchored to the concrete and brick via metal furring channels; sections of all projecting cast concrete sills were cut to create a flush finish for the channels.

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

Photographs from the installation of the metal panels show that the factory windows were already in a deteriorated condition, with many damaged, broken, and rusted out.



Late 1990s photos showing installation of metal panels: (Left) West and South facades; (Right) north facade

When panels were partially removed in early 2023, it was observed that the brick is present but in need of tuckpointing. Some of the rebar is showing through the concrete frame, but this is a repairable condition of original materials. With its large open floor plans and repeating columns, the interior remains consistent with its general historical appearance and design.

A one-story, shed-roofed CMU addition was added to the south façade on the raised concrete loading dock in the 1990s. This provided additional loading bays for trucks. A one-story, metal-clad garage outbuilding was built at the southeast corner of the parcel in the 1990s; it is considered non-contributing since it was constructed after the Period of Significance.



Non-contributing garage outbuilding on the southeast corner of the parcel.

Representative Building Type Discussion

As the Great Atlantic & Pacific Tea Company expanded across the nation in the early twentieth century, the architectural designs for their regional warehouses were not exact replicas of previous buildings but did tend to keep to a representative type. The nomination for the ca. 1917 Great Atlantic & Pacific Tea Company Warehouse in Buffalo, Erie County, New York, further describes this daylight factory style:

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

*"Designed using the reinforced concrete structural system of a regular grid of columns and flat slab concrete floors, the building also is an example of early twentieth century fireproof construction. Fires were a constant threat to industrial buildings, especially in the nineteenth century, given the combustibility of traditional building materials as well as the contents. It was this attention to the risk of fire that undoubtedly impacted the architectural design and engineering of later industrial buildings by influencing the choice of noncombustible materials and the way they were used. The resulting fire-resistant building envelope departed greatly from the visual norm for industrial architecture, as reinforced concrete, steel, brick, wire mesh glass, and terra cotta in new forms and configurations replaced the traditional load-bearing masonry walls of the nineteenth century."*⁷

In William Walsh's book, The Rise & Decline of The Great Atlantic & Pacific Tea Company, a photo spread from a company magazine in 1923 shows many of the A&P warehouses in use at that time. The Jersey City and Buffalo warehouses are still extant and have been listed on the National Register. It is unclear how many of the others shown in the photograph are still extant.



Caption from William Walsh's The Rise & Decline of The Great Atlantic & Pacific Tea Company: "The proud centerfold of the sixth-fourth anniversary (1923) edition of the company magazine, *The Tattle Tale*."

⁷ Great Atlantic & Pacific Tea Company (Buffalo warehouse), NRIS #15000819

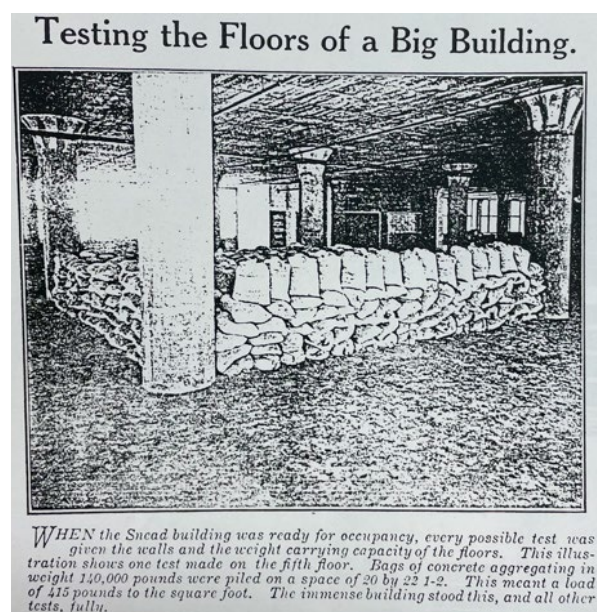
Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

When the Louisville bakery and warehouse location was designed and built in 1928 by the A&P, there were already functional and operational architectural precedents from which to draw in other parts of the country as well as locally. Some of the existing A&P warehouse designs can be seen in the previous image. In Louisville in 1910, an early form of fireproof, reinforced concrete was used in the construction of the Snead Manufacturing Company (NRIS #78001367) building. It was purpose-built on West Market Street for light industry and manufacturing and is “a significant example of early twentieth century functional design determined by the proposed uses of the building. It was probably one of the early uses of reinforced concrete in Louisville”⁸ and also features interior flared “mushroom” columns. The building is still extant, known locally as the Glassworks Building and in use as offices, residential, and glass art studios and workshops.



Images from a copy of the March 1911 issue of “Chained Lighting,” produced by the Louisville Lighting Co. (Courtesy University of Louisville Archives & Special Collections). Easement photo from 2007 below.



⁸ Snead Manufacturing Company (Louisville), NRIS #78001367

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

8. Statement of Significance

Applicable National Register Criteria

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☐ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

- ☐ 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: INDUSTRY / COMMERCE

Period of Significance: 1928-1977 (bakery closed in 1977)

Significant Dates: 1928

Significant Person: n/a

Cultural Affiliation: n/a

Architect: Bishop, Knowlton & Carson (Indianapolis, IN)

Builder: L. L. LeVeque Co. (Columbus, OH)

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

Statement of Significance Summary Paragraph

The former Great Atlantic & Pacific Tea Company Bakery & Warehouse (JFL 8790) in Louisville meets National Register eligibility Criterion A for its importance in the areas of Industry and Commerce. It is significant for its association with Great Atlantic & Pacific Tea Company, commonly known as “the A&P,” and with the early twentieth-century revolution in the food industry and grocery commerce in Louisville, paralleling those trends nationally. At the time of construction, A&P was decentralizing operations with more focus on regional management and the use of railroad and truck transportation. Buildings such as these regional bakery and warehouses, while less visible than the customer-facing retail stores, were vital links in the company’s distribution network, were locally significant places of employment in Louisville. The fireproof building was designed by Bishop, Knowlton & Carson (Indianapolis, IN) and constructed by L.L. LeVeque Co. (Columbus, OH) in the “daylight factory” design utilizing reinforced concrete. The period of significance begins in 1928 when the bakery and warehouse building was completed and ends in 1977, when it ceased operations under the Great Atlantic & Pacific Tea Company and was closed in Louisville.

Historic Context: Regional Growth of The Great Atlantic & Pacific Tea Company into the Southeast and Midwest in the 1920s and 1930s

Note: The historic context for the Great Atlantic & Pacific Tea Company presented in the National Register nomination for the Buffalo, New York warehouse (NRIS #15000819), listed in October 2015, provides significant information on the company’s overall history and growth.

Different sources tell different histories on the founding of the company. The official corporate beginning is that The Great American Tea Company was founded as a store-warehouse in New York City in 1859 by George Francis Gilman and George Huntington Hartford.

“While George Francis Gilman and George Huntington Hartford were totally different personalities and seemed unlikely partners for a business arrangement, they worked very well together. Hartford had the intensity and persistence to conceive, develop and operate the business, and Gilman had the vision and flair to promote in a grand fashion.”⁹

It is also generally accepted that in 1869, the previous company was renamed The Great Atlantic & Pacific Tea Company in honor of the first transcontinental railroad. “The first branch store to open west of New York City’s metropolitan area was in Chicago in 1871, shortly after the Great Fire. It was during this decade that “A&P” picked up the pace of opening retail stores concentrating on those states which had been the least damaged or disrupted by the Civil War.”¹⁰

⁹ Walsh, William I. “The Rise and Decline of The Great A&P” p. 19

¹⁰ Great Atlantic & Pacific Tea Company (Buffalo warehouse), NRIS #15000819

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

The business expanded into tea rooms, and A&P launched its first Economy Store in 1912 in Jersey City, New Jersey. "Offering a plain selection of groceries at sharp prices, but no premium items or extras like delivery and credit, the store is a huge success and triggers a massive rollout."¹¹ In 1925, A&P shifted again to reorganize the company "to take advantage of vertical integration and economies of scale with the aim of boosting profits by increasing volume."¹²

A&P saved on transportation costs by making full use of railroad and truck distribution. "By 1928, A&P spent close to \$25 million for railroad transportation of goods. That included 205,164 full carloads of groceries for A&P stores."¹³ They also realized they could manufacture their own products to stock their stores.

*"The early success of the Great American Tea Company was accomplished by selling a limited number of products to an increasingly expanding customer base. Tea, coffee, baking powder, and spices were the mainstay goods in the first few stores. By the 1920s, A&P had become a worldwide organization, purchasing tea in India, coffee in Brazil, butter from Midwestern dairies, and salmon from Alaskan fisheries. What the company could not buy at a reasonable price it began producing. Soon, the company opened Quaker Maid factories, which produced canned goods and other pantry staples. A&P's Nakat Packing Corporation caught and canned its own salmon, and regional Jane Parker Bakeries provided fresh breads and cakes to A&P stores everywhere. As the product line diversified, goods were shipped by truck and railroad car in wooden crates and boxes... The boxes were used to transport such items as fruit, bread, jelly, cheese, corned beef, and boxed matches."*¹⁴

By 1930, A&P had expanded into California and Washington state, with the chain reaching its peak of 15,737 retail stores in the United States.¹⁵ This rapid growth and the ability to supply an unprecedented number of stores was fueled by a new business model: regional food processing, local baking, storage, and distribution centers, serviced directly by rail lines and fleets of trucks. "Controlling both the retail store and the supply chain gave the A&P a huge advantage over corner grocery stores because the A&P could run the factories at a lower cost. In addition, the A&P started to bypass wholesalers and go directly to distributors for various products."¹⁶

"By the end of the 1920s, it operated stores in thirty-eight hundred communities."¹⁷ Incredibly, in 1929 A&P became "the first retailer anywhere to sell \$1 billion of merchandise in a single year."¹⁸ It is in this context of growth, starting on the East coast and spreading into the expanding Midwest, that the bakery and warehouse in Louisville was built and operated as a regional warehouse, processing, and distribution center.

¹¹ SupermarketNews.com, "150 Years of A&P: A Timeline"

¹² Levinson, Marc. "The Great A&P and the Struggle for Small Business in America" p. 211

¹³ Anderson, Avis. "The Story of the Great Atlantic & Pacific Tea Co." p.84-5

¹⁴ Anderson, p. 89

¹⁵ SupermarketNews.com

¹⁶ WBUR.org / NPR News "How The A&P Changed The Way We Shop." Aug. 23, 2011

¹⁷ Levinson, p. 110

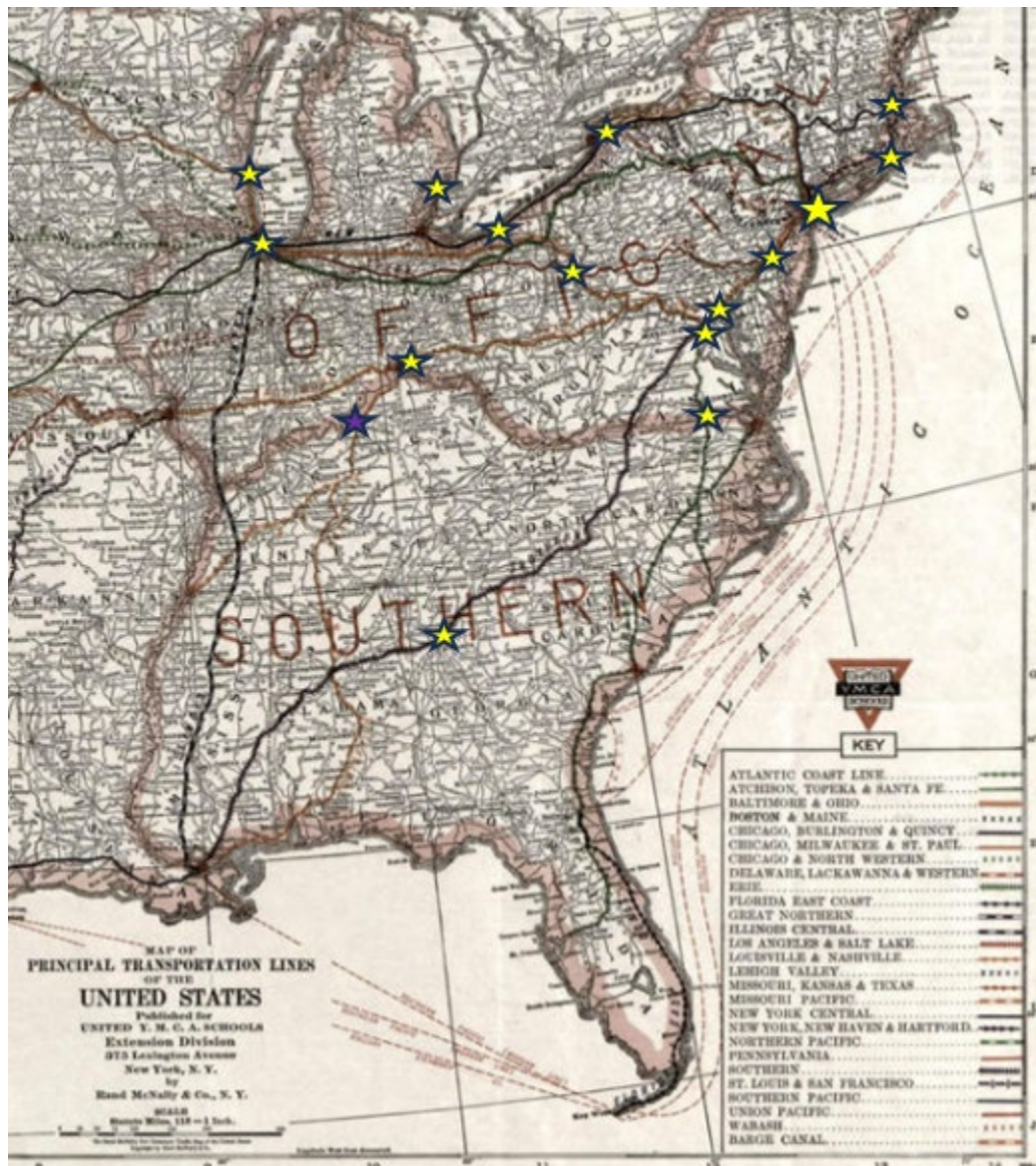
¹⁸ *Ibid.*

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

A&P in Louisville, Kentucky

In 1920, Louisville was the 29th largest city in the United States according to census data. At that time, it was larger than Atlanta (33rd), Richmond, VA (38th), and Dallas, TX (42nd). By 1930, economic growth contributed to Louisville's claim as the 24th largest city in the country. Many of the large cities located in the northeast and upper Midwest already had an A&P warehouse, according to the 1923 *Tattle Tale* magazine spread of buildings seen on page 12, above.



1921 base map of railroad transportation lines in the US, superimposed with 1923 A&P warehouse locations presented in *Tattle Tale* magazine image, seen on page 12, above. Louisville warehouse location (purple) was built in 1928. (Map created by J. McCarron).

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY


County and State

A&P made its move to the Louisville region when it merged with the Quaker Maid chain of stores in early 1924. According to a *Courier-Journal* article, Quaker Maid was founded in 1913 by Lawrence Jones, “whose plan was to reduce the price of groceries by buying in large quantities and making a rapid turnover.” By 1924, Quaker Maid had “built up a chain of eighty-seven stores. It sold only pure food and it sold at the lowest price at which only pure food could be retailed.”¹⁹

When the merger news was announced in Louisville in July 1924, the article boasted that Quaker Maid had not “lost its identity” in the merger, rather:

*“It is still the Quaker Maid. There was no name in Kentucky better than its own. And the name Quaker Maid has survived in the merger with a firm of which the territory is worldwide. The Kentucky concern is valuable to the Great Atlantic & Pacific Tea Company not as a mere subsidiary but as the Quaker Maid, the firm that made a success in its own district.”*²⁰

Four years later, A&P would move from the “old Quaker Maid plant” on Hamilton Avenue to its newly constructed, fireproof building at Fifteenth and Breckinridge. A newspaper mention in December 1928 stated that the new structure “will house the shipping warehouse, bakery and offices.”²¹ By 1935, the name “Quaker Maid” had quietly disappeared from local newspaper mentions.



500,000,000


Crisp and Tasty Loaves of Grandmother's Bread

Think of it! That is the number of loaves coming from A&P Bakery Ovens every year! An average of 153,717 loaves are sold every hour across A & P counters.

The Success of Grandmother's Bread is due to High Quality and Low Price.

—Grandmother's Delicious—

Bread		Twin Loaf 24-Ounces	8c	Split-Top Pound Loaf	5c
Rye Bread	Loaf	10c	Sandwich Bread	Loaf	10c
Whole Wheat Bread	Pound Loaf	8c	Raisin Bread	Pound Loaf	10c
Vienna Bread	Loaf	8c	Poppy Seed Bread	Loaf	8c



(Left) Feb. 1930 *Courier-Journal* advertisement for A&P bread products; (Right) 1929 Caulfield & Shook image of bread production in the Louisville bakery & warehouse

In 1939, the National Bakery Division was established by A&P. At this point the Louisville bakery location had been in operation for almost 10 years. “A&P operates 1,110 supermarkets and 2,000 smaller grocery stores... its 35 bakeries across the U.S. would contribute around 50%

¹⁹ *Courier-Journal*, “Quaker Maid Chain, Spreading Rapidly, Began as One Store.” July 6, 1924.

²⁰ *Ibid.*

²¹ *Courier-Journal*, “Headquarters.” Dec. 11, 1928

Great Atlantic & Pacific Tea Company Bakery & Warehouse

Name of Property

Jefferson Co., KY

County and State

of A&P's profit in coming years.”²² The 1930 A&P advertisement above states that 500,000,000 loaves of Grandmother’s Bread were baked every year, with an average of 153,717 sold every hour across A&P counters.



1929, Interior Louisville bakery warehouse photographs by Caulfield & Shook

“In the space of a very few years in the late 1930s and early 1940s, A&P turned the supermarket from a wild marketing concept of uncertain profitability into the main place American families bought their food.”²³ City directories until 1946 do not show individual branch locations in Louisville, only the warehouse and office building on Fifteenth St. In 1946, there are twenty-four “A&P Food Store” branches listed in the city directory. However, by 1960 there are seventeen locations.

A & P Food Stores branches 1140 and 2424 Bardstown rd, 2401 and 3719 W Broadway 1206 and 4038 Dixie hwy 786 Eastern pkwy 901 S 15th 842 S 1st, 1148 and 2632 S 4th 1809 Frankfort 123 E Jefferson 844 E Market 2421 and 4301 W Market 4514 Park blvd 2531 Portland av 1327 S 2d, 1247 S Shelby 3110 Taylor blvd 1928 S 3d 1214 S 28th and 1232 W Walnut

A & P Food Stores genl ofc 3041 Wilson av bakery 901 S 15th branches 842 S 1st 1397 S 2d 4417 S 3d 1148 S 4th 1214 S 28th 1140 2424 and 3012 Bardstown rd 3419 and 3719 W Broadway 1140 Dixie hwy 786 Eastern pkwy 2101 Frankfort av 123 E Jefferson 2421 W Market 4514 Park blvd and 3110 Taylor blvd

(Left) 1946 city directory, A&P store branches; (Right) 1960 city directory, A&P store branches

After 20 years of operation, the bakery on 15th Street was reaching capacity. In April 1949, A&P announced plans to build a massive combined office building, warehouse, and coffee-roasting plant on Wilson Avenue in west Louisville, near the Kentucky & Indiana Terminal Railroad crossing; this building is still extant. A later *Courier-Journal* article in January 1950 described the building – with room for 18 freight cars – as being ready soon:

“The new single-story building on a 12-acre site will house the company’s air-conditioned general offices for this area, a coffee-roasting plant, 23,000 square feet of refrigeration

²² SupermarketNews.com

²³ Levinson, p. 211

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

space, six rooms for ripening bananas, an egg-candling room, fish-freezer and training school for employees. The new structure contains 196,240 square feet of floor space... Its present office-warehouse at 901 S. 15th will be used for a bakery."²⁴

A brief newspaper mention in the *Courier-Journal* on February 16, 1977 stated that The Great Atlantic & Pacific Tea Co. "closed its Louisville bakery after 49 years... It produced bread, cakes and pastries for sale in A&P food stores in the Louisville area. The stores now will get the products from a company bakery at Columbus, Ohio. The bakery here was a victim of a company reorganization that has been going on for two years."²⁵ Many of the local branches had closed by 1982 after a buyer was sought for the A&P stores in Louisville in late 1981:

*"The proposed closing of the Louisville division is part of a major corporate reorganization, the Louisville A&P official confirmed. A&P, once the nation's largest food retailing chain, has lost money consistently over the past decade and has slipped to third place in national sales behind the Safeway and Kroger chains. The chain closed more than 2,000 stores between 1975 and 1980. By the time this reorganization is complete... the firm will have closed about 400 more of its remaining 1,500 stores."*²⁶

After reducing the number of nationwide stores, A&P would return to profitability and began purchasing other large grocery chains through the 1990s. However, company struggles continued though the 2000s with more consolidations and then finally bankruptcy in 2010. To end the 150-year-old company story, The Great Atlantic & Pacific Tea Company finally filed Chapter 11 bankruptcy again in 2015 "citing high labor costs, falling sales and months of heavy losses."²⁷

Evaluation of the Significance of the Great Atlantic & Pacific Tea Company Bakery & Warehouse within the context of Regional Growth of A&P into the Southeast and Midwest

The Great Atlantic & Pacific Tea Company Bakery & Warehouse is significant in industry and commerce at the local level for its vital function, as a regional distribution center, in association with the grocery giant, "The A&P." In Louisville, the A&P took over a thriving local grocery chain, Quaker Maid, in 1924. The ca. 1928 building shows well how an early twentieth-century, reinforced concrete, fireproof warehouse building, purpose-built to bake and package bread, store grocery products, and distribute goods to store regionally via truck and rail, facilitated the operation of this vast grocery chain.

A&P was one of the first retailers to reach \$1 billion in sales in a single year and, at its peak in the 1930s, operated over 15,000 grocery stores nationwide, truly from the Atlantic to the Pacific. The regional Louisville bakery was in operation for nearly 50 years, providing baked goods to A&P stores via rail and truck.

²⁴ *Courier-Journal*. "Warehouse For A&P Ready Soon." Jan. 8, 1950

²⁵ *Courier-Journal*. "A&P closes bakery after 49 years." Feb. 16, 1977

²⁶ *Courier-Journal*. "Three firms express interest in buying A&P stores." Dec. 24, 1981

²⁷ SupermarketNews.com

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

Evaluation of the Integrity between the Significance of the Great Atlantic & Pacific Tea Company Bakery & Warehouse and its current physical condition

This nomination claims the property meets Criterion A, which emphasizes the bridge between our understanding of the property's significance and the ability of the physical property to support those understandings. The wording of the criterion emphasizes the property's connection to events: the "Property is associated with events that have made a significant contribution to the broad patterns of our history." Thus, qualifying for Criterion A calls for an analysis of the building's physical cues that help us understand those important events with which it is associated.

Design, Materials, and Workmanship: The former A&P Bakery was built with reinforced concrete in the daylight factory style popular in industrial warehouse buildings in the early twentieth century. In its current state, the building is clad in non-historical metal panels that act as a slipcover masking its original appearance. In spring 2023, panels were removed from the façade along Fifteenth Street as well as from two bays on each of the adjacent sides, showing the feasibility of removing these non-historic materials. With the amount of materials that have been removed, it is clear that the characteristic materials of reinforced concrete walls, brick infill, and factory windows are largely intact, though in need of repairs. When revealed, these design elements once again tell the story of this industrial warehouse's past by expressing its design and use as a fireproof factory building typical of the early twentieth century. That design and these fireproof materials were essential for the creation of an expanded factory and warehouse volume that supported the A&P's efforts to derive profits from economies of scale and to provide its retail products from its own factories rather than contracting with other companies to obtain the retail goods. The building today still communicates the building's functional identity. Rehabilitation of the building is underway, which at this writing is completing the removal of all metal panels and the repair of concrete and brick on the exterior.



(Left) 1928 construction photo; (Right) 1996 installation of non-historic metal panels

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State



March 2023 exploratory removal of panels begins



(Left) May 2023 after removal of non-historic panels; (Right) July 2023 with temporary window coverings

Location and Setting: The bakery & warehouse building is locally significant to the California neighborhood, and it has not been moved from its original location in a light industrial area south of the city of Louisville. The building site was chosen in the 1920s because this neighborhood was favorable to industrial development at that era. Many of the companies in this area relied on access to the railroad lines for transport of goods and products, and while the railroad spur to the building is no longer extant, the setting and character of the industrial area is retained. Current adaptive reuse projects in the area seek to further activate the historic streetscape.

Feeling and Association: The Great Atlantic & Pacific Tea Company Bakery & Warehouse retains integrity of material, design, location, and setting; therefore, the property can then be said to support the associations between the property and the broad pattern significance of the A&P grocery company. The bakeries and warehouses were likely not as recognizable to the public as the everyday, customer-facing retail stores, but these regional centers were vitally important in the success story of the company's superior production capabilities.

Not only is there an integrity between the association with the Great Atlantic & Pacific Tea Company and the physical aspects of the bakery & warehouse, but the property also maintains the feeling of an industrial building in its surrounding area as further reinforcement of those associations. For nearly 50 years, the Louisville bakery & warehouse was important to the thousands who saw it in person as workers and significant to the millions who relied on the goods produced within it.

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

9. Major Bibliographical References

Bibliography

Anderson, Avis H. A&P: The Story of the Great Atlantic & Pacific Tea Company (*Images of America* series). Charleston, SC: Arcadia Publishing, 2002.

Caron's Directory of Louisville, accessed online via HeritageQuest Online, various years.

Courier-Journal (Louisville, KY) newspaper articles, accessed online via ProQuest:

1924 July 06: "Quaker Maid Chain, Spreading Rapidly, Began As One Store"

1928 Aug. 18: "Building Here Showing Boom"

1928 Dec. 11: "Headquarters"

1950 Jan. 08: "Warehouse for A.&P. Ready Soon"

1977 Feb. 16: "A&P closes bakery after 49 years"

1981 Dec. 24: "Three firms express interest in buying A&P stores"

Maps: Sanborn Fire Insurance Maps: 1905, 1928-1941, 1928-1951.
Google Maps: 2023.

Levinson, Marc. The Great A&P and the Struggle for Small Business in America. New York: Hill and Wang, 2011.

National Park Service. *Nomination to the National Register of Historic Places* forms:

- "Great Atlantic & Pacific Tea Company Warehouse (Buffalo, NY)." Alvarez, Kimberly Konrad and Jennifer Walkowski. Listed 2015. NRIS #15000819
- "Great Atlantic & Pacific Tea Company Warehouse (Atlanta, GA)." Moffson, Steven and Lyn Speno. Listed 2004. NRIS #04001183
- "Great Atlantic & Pacific Tea Company Warehouse (Jersey City, NJ)." Adams, George R. Listed 1978. NRIS #78001766
- "Snead Manufacturing Building (Louisville, KY)." Jones, Elizabeth F. and Mary Jean Kinsman. Listed 1978. NRIS #78001367

Perkins, Michael A. LeVeque: The First Complete Story of Columbus' Greatest Skyscraper. Author House, 2004. Google Books version.

University of Louisville Photographic Archives, digital collections:

- Caulfield & Shook Collection, 1928: Atlantic and Pacific Tea Company warehouse – individual construction photos (various)
- Caulfield & Shook Collection, 1929: Atlantic and Pacific Tea Company warehouse interior, Louisville (series of ten)

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

Walsh, William I. The Rise and Decline of The Great Atlantic & Pacific Tea Company.
Secaucus, NJ: Lyle Stuart Publishers, 1986.

Websites, informational:

- AmericanRails.com, "Illinois Central Railroad: The Main Line of Mid-America"
- BuffaloAH.com (Buffalo Architecture and History), "Daylight Factory Style"
- SupermarketNews.com, "150 Years of A&P: A Timeline"

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67) has been requested
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☒ University (Caulfield & Shook photographs at Univ. of Louisville Archives)
☐ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): JFL-8790

10. Geographical Data

Acreage of Property: 1.85 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

1. Latitude: 38.24372 Longitude: -85.77675

Verbal Boundary Description

From the ALTA/ NSPS Land Title Survey dated September 3rd, 2021
901 South 15th Street, Louisville, Kentucky 40210, Parcel I.D. 07 – 037B – 0138 – 0000,

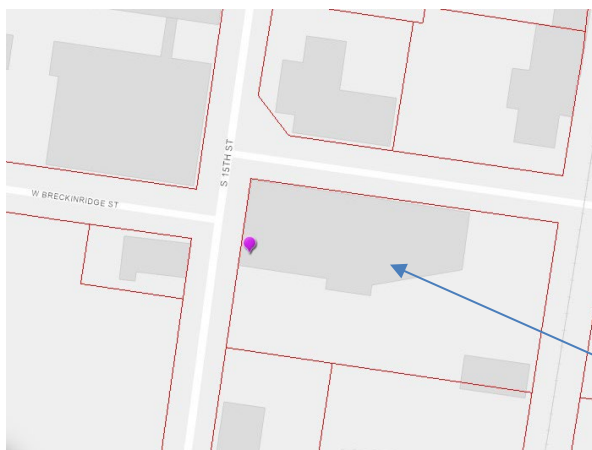
Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

the boundary is as follows:

Beginning at the Northwest corner of Breckinridge Street, formally Lexington Street and 14th Street,; running thence Westwardly along the south line of Breckinridge Street, 380.00 feet, more or less, to the East line of 15th Street; thence, Southwardly along the East line of 15th Street, 202.50 feet, more or less, to the North line of an Alley; thence Eastwardly with the North line of the Alley, 380 feet, more or less, the West line of 14th Street; thence Northwardly with the West line of 14th Street, 202 feet, more or less, to the beginning.

This Boundary Description is part of the entire parcel defined by the Jefferson County Property Valuation Administrator under parcel ID 037B01380000, officially defined in Deedbook 8880, page 195.



Property with parcel boundary

Boundary Justification

The boundary includes the property and all of the intact resources historically associated with the Great Atlantic & Pacific Tea Company.

11. Form Prepared By

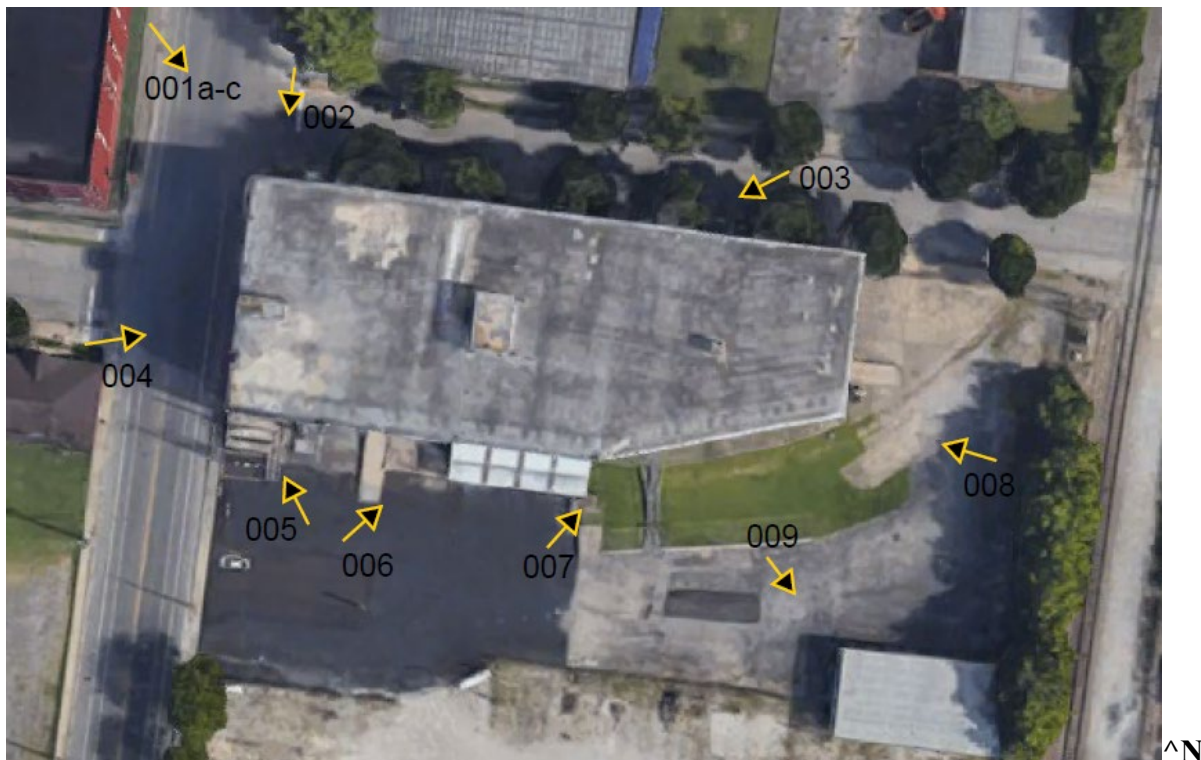
name/title: Jessica McCarron, MHP / Historic Project Manager
organization: Weyland Ventures
street & number: 815 W. Market St. #110
city or town: Louisville state: KY zip code: 40202
e-mail: jessica@WeylandVentures.com
date: August 2023

name/title: Christopher A. Manzo, AIA, Architect and Principal
organization: SNDBX Design Collaborative, Consulting Architect
street & number: 139 N. Bayly Ave.
city or town: Louisville state: KY zip code: 40206
e-mail: cmanzo@sndbx.design

Great Atlantic & Pacific Tea Company Bakery &
Warehouse
Name of Property

Jefferson Co., KY
County and State

- **Sketch map:** Key all photographs to this map.



Photograph Log

Name of Property: Great Atlantic & Pacific Tea Company Bakery & Warehouse

City or Vicinity: Louisville

County: Jefferson

State: KY

Photographer name and date of photo is indicated individually below:

Photo 001a: (C. Manzo, March 2023) Facing SE, showing west and north facades in March 2023, when partial removal of panels began.

Photo 001b: (C. Manzo, May 2023) Facing SE, showing west and north facades in May 2023 with more panels removed.

Photo 001c: (J. McCarron, July 2023) Facing SE, showing west and north facades in July 2023 with temporary window coverings applied.

Great Atlantic & Pacific Tea Company Bakery &
Warehouse

Name of Property

Jefferson Co., KY

County and State

Photo 002: (J. McCarron, July 2023) Facing S, showing 2 westernmost bays on north façade. First floor was formerly truck bays.

Photo 003: (C. Manzo, March 2023) Facing SW, showing more of north façade with street trees dormant along Breckinridge St. First floor was formerly truck bays.

Photo 004: (J. McCarron, July 2023) Facing E/NE, west façade along Fifteenth St.

Photo 005: (J. McCarron, July 2023) Facing NW, showing 2 westernmost bays on south façade with panels removed and temporary window coverings applied.

Photo 006: (J. McCarron, July 2023) Facing NE, showing south and southeast facades; non-historic CMU addition added for loading bays on south façade in late 1990s.

Photo 007: (J. McCarron, Aug. 2023) Facing NE, southeast façade. First floor was formerly railroad bays and met the railroad spur (no longer extant).

Photo 008: (J. McCarron, July 2023) Facing NW - south, southeast, and east facades visible.

Photo 009 (J. McCarron, Aug. 2023) Facing SE – non-contributing garage outbuilding on SE corner of parcel, built in late 1990s.