

**United States Department of the Interior**  
**Heritage Conservation and Recreation Service**  
**National Register of Historic Places**  
**Inventory—Nomination Form**

For HCRS use only

 received JAN 10 1984  
 date entered

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

## 1. Name

historic

The Goodall Building

and/or common

## 2. Location

street &amp; number

324 West <sup>9th</sup> Ninth Street

\_\_\_ not for publication

city, town

Cincinnati

\_\_\_ vicinity of

congressional district

1st

state

Ohio

code

039

county

Hamilton

code

061

## 3. Classification

**Category**

\_\_\_ district

 building(s)

\_\_\_ structure

\_\_\_ site

\_\_\_ object

**Ownership**
 public

\_\_\_ private

\_\_\_ both

**Public Acquisition**

\_\_\_ in process

\_\_\_ being considered

N/A

**Status**

\_\_\_ occupied

 unoccupied

\_\_\_ work in progress

**Accessible**
 yes: restricted

\_\_\_ yes: unrestricted

\_\_\_ no

**Present Use**

\_\_\_ agriculture

\_\_\_ commercial

\_\_\_ educational

\_\_\_ entertainment

\_\_\_ government

\_\_\_ industrial

\_\_\_ military

\_\_\_ museum

\_\_\_ park

\_\_\_ private residence

\_\_\_ religious

\_\_\_ scientific

\_\_\_ transportation

 other: vacant

## 4. Owner of Property

name

City of Cincinnati

street &amp; number

8th and Plum Streets

city, town

Cincinnati

\_\_\_ vicinity of

state

Ohio 45202

## 5. Location of Legal Description

courthouse, registry of deeds, etc.

Hamilton County Courthouse

street &amp; number

Court and Main Streets

city, town

Cincinnati

state

Ohio 45202

## 6. Representation in Existing Surveys

 title Cincinnati Historic Inventory has this property been determined eligible?  yes \_\_\_ no

 date 1979 \_\_\_ federal \_\_\_ state \_\_\_ county  local

depository for survey records

Miami Purchase Association

city, town

812 Dayton Street Cincinnati

state

Ohio 45214

## 7. Description

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

### Describe the present and original (if known) physical appearance

This is an asymmetrical, 4 bay, 7 story building exhibiting distinctive architectural details associated with the Second Renaissance Revival style. The main facade is constructed of smooth sandstone with parts of the first and second floors exhibiting cast iron. Decorative stone craftsmanship articulates the main facade.

The asymmetrical frontispiece has a dominant arched window with radiating voussoirs cut into the sandstone. Completing the window treatment of the lower level is a large rectangular window flanked by engaged columns with foliated capitals. Above the paired paneled doors is a nameplate with the inscription "Goodall". Interlacing foliated motifs accentuate the trim. A three story oriel projects from the facade and has decorative spandrels and cast iron columns.

The main facade is divided a lower base composed of an altered storefront with cast iron columns, above which the second floor has large paired windows separated by cast iron columns to accentuate the bays. Interior cornices with frieze panels composed of cast iron divide the lower floors. The 3rd and 4th floors are distinguished by a fenestration composed of rectangular paired 1/1 wooden sash windows with the bays separated by flat columns with foliated capitals. The windows are divided by flat, smooth lintels that abut decorative sill from the window above. The semi-circular headed window at the 5th floor with radiating voussoirs terminates the interior fenestration. The upper floors are distinguished by small mixed 1/1 and 1/2 windows separated with single sandstone columns and flanked by larger triple engaged columns to delineate the bays. The roof trim is composed of a low parapet, molded cornice supported by denticulation, frieze and small architrave.

The minor facades are made up with common bond brick and have simple window fenestration and detail.

The interior first floor storefronts have been greatly altered and no significant detail remains. The stairwell leading to the upper floors has a decorative cast iron motif. An elevator is also present. The upper floors are mostly functional with no significant interior details. columns supporting the floors above break the open space plan.

Major structural deterioration exists at the rear with the collapse of several brick lintels and severe mortar deterioration.

Continuation # 10

beginning; thence north 25'; thence east 55.85'; thence south 25' to the north right of way line of 9th Street at the west right of way line of Peale Alley; thence west 55.85' to the point of beginning.

# 8. Significance

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

Specific dates 1893-94 Builder/Architect George W. Rapp

### Statement of Significance (in one paragraph)

Located in the northwest corner of the central business district the Goodall Building is significant as an excellent example of Second Renaissance Revival architecture as applied to a commercial building. It embodies the distinctive characteristics and details associated with the style and possesses a high degree of artistic value expressed through the use of decorative stone motifs.

The Second Renaissance Revival details are exhibited through the use of smooth sandstone with rustic joints, main facade articulated with denticulated cornice, pilasters and columns, oriel and decorative frontispiece. A strong vertical emphasis is achieved through the use of paired window fenestration, semi-circular headed windows suggesting arcades, and strong bay delineation.

A high degree of craftsmanship is exhibited on the stone capitals, oriel bracket, stops, and nameplate with the use of interlacing floral motifs in bas-relief. Additionally, the rustic joints accentuate the sandstone front facade, especially where it radiates. The craftsmanship of the stone masons is evident.

The building was constructed in 1893-94 and designed by the noted Cincinnati architect George W. Rapp. Originally designed to be a seven bay, symmetrical building occupying a prominent corner opposite City Hall, it was constructed as a four bay asymmetrical building utilizing only half of the original design.

It has been identified in the Cincinnati Historic Inventory as an excellent example of the style and has been determined eligible for listing in the National Register as part of a small cluster of late nineteenth century commercial buildings located at Ninth and Central Avenue.

The building was built for William Goodall, a dealer in monuments, marble, and granite, who's business was located nearby. He never occupied it, but rented it out for various commercial purposes including banking and offices. Through the years it has housed various commercial, residential, and light industrial activities. It has been vacant for a number of years and has some structural deterioration.

When viewed within the context of architecture in Cincinnati, this building exhibits a style of architecture that is very limited in distribution as applied to commercial buildings. It is an excellent representation of the style. It is considered to be threatened and endangered due to neglect and deterioration.

# 9. Major Bibliographical References

The Dedication of City Hall, May 1893  
William's Cincinnati Directories, various dates.

# 10. Geographical Data

Acreeage of nominated property less than an acre.

Quadrangle name Covington, Ky-Ohio

Quadrangle scale 1:24,000

### UMT References

A 

1	6	7	1	4	4	6	0	4	3	3	1	1	1	0
Zone			Easting				Northing							

B 

Zone			Easting				Northing							

C 

Zone			Easting				Northing							

D 

Zone			Easting				Northing							

E 

Zone			Easting				Northing							

F 

Zone			Easting				Northing							

G 

Zone			Easting				Northing							

H 

Zone			Easting				Northing							

### Verbal boundary description and justification

Starting at the northeast right of way line of the intersection of 9th Street and Central Ave.; thence east along the north right of way line of 9th Street 44.15' to the point of

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

state	code	county	code
N/A	N/A		

# 11. Form Prepared By

name/title Fred Mitchell

organization Historic Preservation Associates

date September 30, 1983

street & number P O Box 8933

telephone 513-871-6857

city or town Cincinnati

state Ohio 45208

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

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

State Historic Preservation Officer signature

*W. Ray Luce*

title SHPO

date 12/8/83

For HCRS use only

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

*J. Melrose Byrum*  
Keeper of the National Register

date 2/9/84

Attest:

date

Chief of Registration

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**

Goodall Building, Cincinnati, Hamilton County, Ohio

For HCRS use only

received

date entered

Continuation sheet

Item number

8

Page

1

During the period of construction for this building, the commercial Queen Anne and other eclectic Victorian styles were losing their popularity in Cincinnati. They were being replaced by more formal commercial architecture based upon tripartite vertical divisions of the main facades. Classical inspired and Second Renaissance Revival architecture was being applied to large commercial buildings with the distinct differentiation of lower, middle, and upper floors through the use of heavy stringcourses, varying pier and arcade treatments, changes in materials and window sizes and placement.

The Goodall Building is a surviving example of Second Renaissance Revival architecture incorporating the commercial motif. Aside from the decorative wall treatment and stone work, the building expresses the commercial trend for architecture through the use of cast iron for the storefronts and second floor, large paired windows from the third thru fifth floors terminating with semi-circular arched lintels springing from piers to suggest arcading, and the upper story emphasising smaller paired windows separated by engaged columns.

The historic commercial context in which this building is found during the 1890's was one in which the general area was composed of a secondary mixed commercial/residential area focused mainly on Central Avenue. This area, although located in the central business district, was not a major focus of concentrated commercial activity generally associated with the main commercial area. The building was built across from the newly constructed City Hall probably as a speculation venture with the hope that City Hall would attract additional business activity. This did not happen. In reality, the Goodall building was scaled down and constructed to only one half of what was originally designed.

The Goodall Building is significant as an example of high rise commercial architecture of the late 19th to early 20th centuries primarily due to the fenestration and the tripartite vertical division. The fine craftsmanship and design details of the facade exhibit characteristics of the Second Renaissance Revival style as expanded upon within the nomination.



GOODALL OFFICE BUILDING—N. E. Corner Ninth and Central Avenue.

The New City Hall exerts a beneficial influence upon that section of the city in which it is located. Already we find around it a class of buildings which for architectural beauty and convenience commend themselves to our citizens.

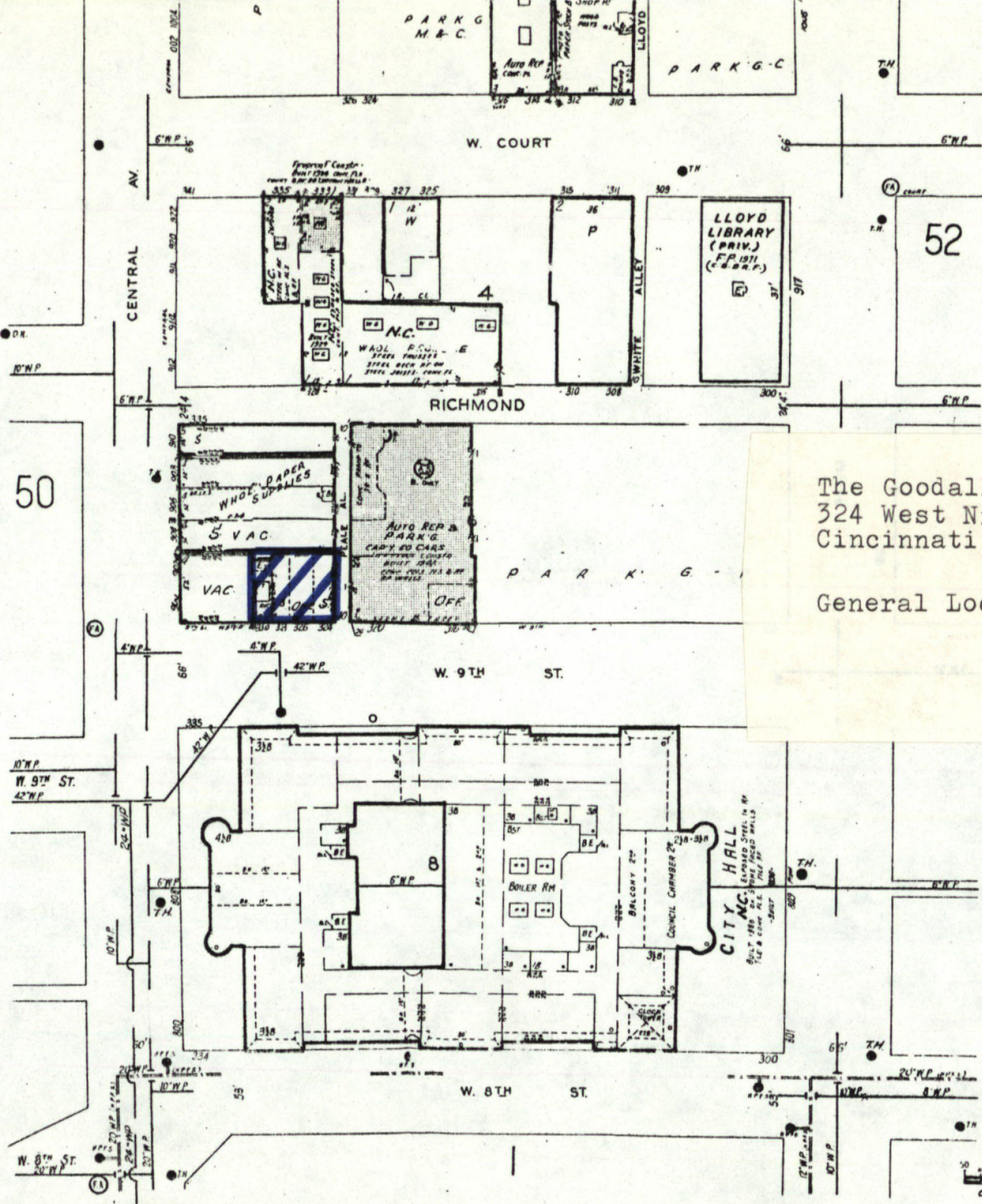
The Goodall Building on Ninth and Central Avenue, is one of these buildings. It is a seven-story, solid stone front building, containing light and pleasant offices, fitted with every convenience to make them desirable. Each floor is supplied with lavatories, lighted by electricity and heated by steam. The building is fitted with an elevator, and is especially commendable in that each office is well supplied with light.

The architect, Mr. Geo. W. Rapp, has his office at 80 and 81 Johnston Building.

Rendering c. 1892

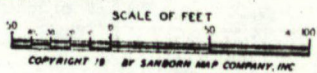
(Only half of the building was actually built.)

Excerpt from The Dedication of City Hall, May 1893, p. 63.



The Goodall Building  
 324 West Ninth Street  
 Cincinnati, Hamilton Co., Ohio

General Location Map



NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Goodall Building  
Hamilton County  
OHIO

Working No. JAN 10 1984  
Fed. Reg. Date: 2/5/85  
Date Due: 2/9/84 - 2/24/84  
Action:  ACCEPT 2/9/84  
 RETURN  
 REJECT  
Federal Agency: \_\_\_\_\_

Entered in the  
National Register

- resubmission
- nomination by person or local government
- owner objection
- appeal

Substantive Review:  sample  request  appeal  NR decision

Reviewer's comments:

Recom./Criteria \_\_\_\_\_  
Reviewer \_\_\_\_\_  
Discipline \_\_\_\_\_  
Date \_\_\_\_\_  
\_\_\_\_\_ see continuation sheet

Nomination returned for: \_\_\_\_\_ technical corrections cited below  
\_\_\_\_\_ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership Public Acquisition	Status Accessible	Present Use

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible?  yes  no

7. Description

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

Describe the present and original (if known) physical appearance

- summary paragraph
- completeness
- clarity
- alterations/integrity
- dates
- boundary selection

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**8. Significance**

Period      Areas of Significance—Check and justify below

Specific dates                      Builder/Architect

Statement of Significance (*in one paragraph*)

- summary paragraph
- completeness
- clarity
- applicable criteria
- justification of areas checked
- relating significance to the resource
- context
- relationship of integrity to significance
- justification of exception
- other

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**9. Major Bibliographical References**

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**10. Geographical Data**

Acreage of nominated property \_\_\_\_\_

Quadrangle name \_\_\_\_\_

UTM References \_\_\_\_\_

Verbal boundary description and justification \_\_\_\_\_

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**11. Form Prepared By**

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**12. State Historic Preservation Officer Certification**

The evaluated significance of this property within the state is:

\_\_\_\_\_ national      \_\_\_\_\_ state      \_\_\_\_\_ local

State Historic Preservation Officer signature

title                                      date

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**13. Other**

- Maps
- Photographs
- Other

Questions concerning this nomination may be directed to \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Phone: \_\_\_\_\_



The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
General view of main facade.  
Photo # 1 of 8



GOODALL

MALLORY  
THE FERRIS  
LUKEN

The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
Detail view of decorative  
entrance.  
Photo # 2 of 8



The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
General streetscape view of north  
side of 9th street looking west.  
Photo # 3 of 8



The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
General view of northeast corner  
of 9th and Central Avenue.  
Photo # 4 of 8



The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
General view of 1st floor  
interior looking through alter-  
ed storefront.  
Photo # 5 of 8



The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
View of decorative balustrade  
Photo # 6 of 8



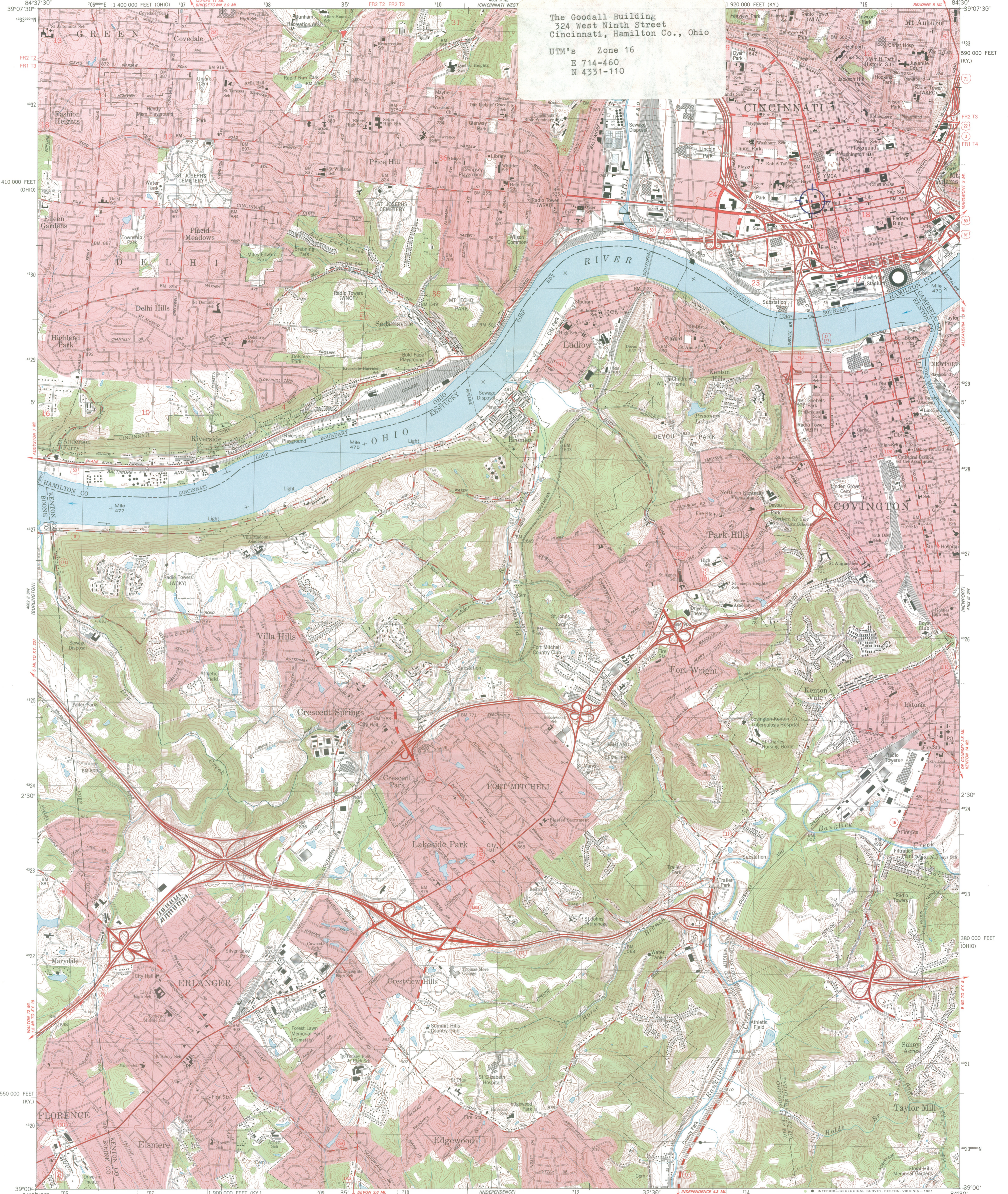
The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
View of 3rd floor interior.  
Typical of the interior floors.  
Photo # 7 of 8



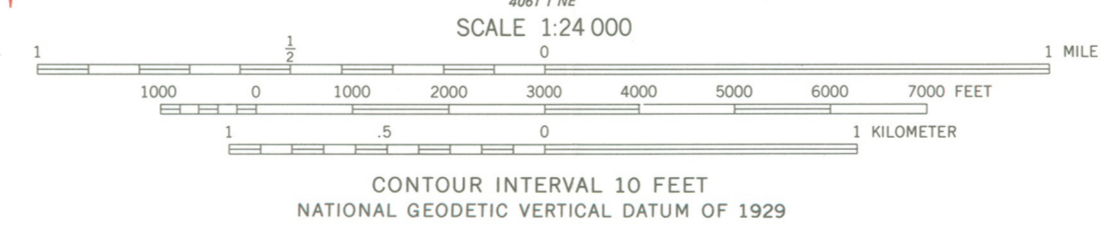
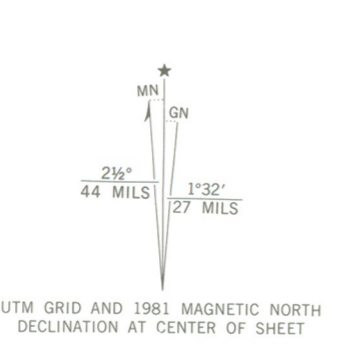
The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio  
Photographer: Fred Mitchell  
September, 1983  
Negative with owner  
General view of 5th floor  
interior  
Photo # 8 of 8

The Goodall Building  
324 West Ninth Street  
Cincinnati, Hamilton Co., Ohio

UTM's Zone 16  
E 714-460  
N 4331-110



Mapped, edited, and published by the Geological Survey  
Control by USGS, NOS/NOAA, USACE, and the city of Cincinnati  
Topography by photogrammetric methods from aerial photographs taken 1949, and  
in part by the city of Cincinnati. Field checked 1950 and 1953. Revised from  
aerial photographs taken 1977. Field checked 1978. Map edited 1981  
Polyconic projection. 10,000-foot grid ticks based on Kentucky coordinate system,  
north zone, and Ohio coordinate system, south zone  
1927 North American Datum  
To place on the predicted North American Datum 1983  
move the projection lines 3 meters south and  
5 meters west as shown by dashed corner ticks  
Fine red dashed lines indicate selected fence and field lines where  
generally visible on aerial photographs. This information is unchecked  
The state boundary as shown represents the approximate position of the  
Great Miami River Base. Dotted land lines established by private  
subdivision of the Symmes Purchase  
Red tint indicates areas in which only landmark buildings are shown  
Ohio area lies within the Between the Miamis. Land lines based on the  
Great Miami River Base. Dotted land lines established by private  
subdivision of the Symmes Purchase



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092,  
KENTUCKY GEOLOGICAL SURVEY, LEXINGTON, KENTUCKY 40506,  
AND KENTUCKY DEPARTMENT OF COMMERCE, FRANKFORT, KENTUCKY 40601  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



COVINGTON, KY.-OHIO  
8E/4 WEST CINCINNATI 15' QUADRANGLE  
N3900-W8430/7.5  
1981  
DMA 4062 II SE-SERIES V853



# City of Cincinnati



Sylvester Murray  
*City Manager*

City Planning Commission

Room 222, City Hall  
Cincinnati, Ohio 45202  
Phone 352-3471

October 19, 1983

Hubert E. Guest  
*Director of City Planning*  
Erwin E. Hoffman  
*Administrator*  
*Land Use and Zoning*

Commissioners

Estelle B. Berman  
*Chairman*  
L. Monty Erb  
*Vice Chairman*  
Samuel T. Britton  
Thomas B. Brush  
Ellsworth Love  
Sylvester Murray  
Robert J. Brodbeck

Dr. W. Ray Luce  
State Historic Preservation Officer  
Ohio Historical Center  
I-71 & 17th Avenue  
Columbus, Ohio 43211

Dear Ray,

At its October 10, 1983, meeting, the Cincinnati Historic Conservation Board voted unanimously to support the nomination of two buildings to the National Register of Historic Places: the Goodall Building and Taft School.

Sincerely,

Adele Cramer  
City Planner  
Historic Conservation Office

AC:rmc

# City of Cincinnati



Thomas B. Brush  
Mayor

Office of the Mayor

Room 150, City Hall  
801 Plum Street  
Cincinnati, Ohio 45202  
Phone (513) 352-3250

October 19, 1983

Mr. Ray Luce  
State Historical Preservation Officer  
Ohio Historical Center  
I-71 and 17th Avenue  
Columbus, Ohio 43211

Dear Mr. Luce:

This letter supports the nomination of the Goodall Building to the National Register of Historic Places. Rehabilitation of this building will have a beneficial effect on the city by providing employment and by upgrading a currently blighted building. Furthermore, an architecturally significant landmark will be preserved for future generations to enjoy.

Because nomination of the National Register is essential to the economic feasibility of this project, I would like to expedite the nomination process by waiving my 30-day notification period as provided by the rules and regulations pursuant to the National Historic Preservation Act Amendments of 1980.

Sincerely,

Thomas B. Brush  
Mayor

TBB/dws/mjs