

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY  
NOMINATION FORM

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Continuation Sheet

Item Number

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Name Historic Kress Building

Location 1508 Main Street

Common

Classification Building

Owner Tennessee Ravenwood  
S. H. Kress Company  
1508 Main Street  
Columbia, South Carolina 29201

Representation in Existing Surveys

Description Constructed ca. 1934 in the Art Deco style, the Kress Building features a white glazed terra cotta facade, ornamented with colored terra cotta in shades of orange, green, and blue.

First floor has two recessed entrances flanked by rounded storefront windows. Three fluted pilasters are located between windows. A marquee with rounded corners extends the width of the store.

Above the marquee are 8 second story windows and the words "S. H. Kress and Co. 5-10-25 cent store." Third floor has eight 2/2 light windows surmounted by decorative terra cotta trim. Two fluted pilasters rise from second to third floor. Cornice contains the word "Kress" and is surmounted by a stepped parapet that slopes slightly upward to the center. A stylized floral motif caps the center of the parapet.

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Significance

Constructed about 1934, the Kress facade is the best example of the Art Deco style on Columbia's Main Street. Characteristic of the style, the Kress Building features glazed and colored terra cotta, stylized floral motifs, and rounded surfaces.

Acreage .23 acre

Verbal Boundary Description TMS 20-11-23; running 66' along Main Street with a side line of 155'

UTM Reference Point Columbia North 17/496720/3762580

Other Information The fifty-year age requirement for National Register status should be waived for the Kress Building for the following reasons:

1. It is the best example of the Art Deco style in Columbia and is therefore of exceptional importance as a city landmark;
2. It is one of the key structures on Main Street;
3. It is an integral part of the continuum of Columbia's architectural and historic development.

### Description continued

Projecting vertical sign ("Kress") appears to be the only exterior alteration.

Interior of first floor retains original appearance. Paneled ceiling has a chevron motif. Nine freestanding columns extend the length of the room. The octagonal columns on high pedestals have art deco capitals and similar decorative work on ceiling space around capitals.

A later addition which is in keeping with the original design gives the store an L-shaped configuration.