



Exchange Place & Market Street Tour

During the late-19th and early-20th centuries, Salt Lake City was sharply divided into Mormon and non-Mormon communities. Mormons and non-Mormons tended to live in different neighborhoods and had separate school systems, commercial organizations, and social groups. The two communities did not even celebrate national holidays, like the Fourth of July, together.

The divide between Mormons and non-Mormons shaped the development of Salt Lake City's downtown. By the late-19th century, Mormon-owned businesses were clustered at the north end of downtown near Temple Square. Non-Mormon-owned businesses tended to locate south of 200 South Street.

This division was even more firmly stamped on the face of the city in the early 20th century by Samuel Newhouse. Newhouse was perhaps the wealthiest of Utah's mining magnates. He made his fortune in the copper mines which eventually became Utah Kennecott Copper Company.

Although not a native of Salt Lake City, Newhouse became one of the city's most enthusiastic boosters. Beginning in 1907, Newhouse personally undertook a campaign to shift the city's business center from the north end of Main Street near South Temple to the south end near 400 South.

Within eight years of beginning his building program, Newhouse had overextended his financial resources and was bankrupt. Despite its disastrous personal consequences for Newhouse, his crusade did result in the construction of some of Salt Lake City's most attractive buildings. This tour includes the buildings of Newhouse's Exchange Place empire and those of other non-Mormon groups and businessmen who shared his goals.

Your walk through Exchange Place and Market Street will take about one hour. The tour ends on Main Street just one block west of the starting point at the Salt Lake City & County Building. Enjoy the tour!





Salt Lake City & County Building

1891-1894, Monheim, Bird, & Proudfoot, SLC

451 South State Street

*Interior open to the public Monday-Friday, 8:00am-5:00pm.
Free guided tours available on a limited basis. Call Utah Heritage
Foundation at (801) 533-0858 for tour schedule.*

The Salt Lake City & County Building is one of Salt Lake City's most beloved landmarks. The building is Utah's finest example of Richardsonian Romanesque architecture. Numerous detailed carvings, including Indian chiefs, Spanish explorers, and the faces of the first Mormon women to arrive in the Salt Lake Valley, decorate the building's exterior. Columbia, a female personification of the United States, crowns the clock tower.

The story of this building's construction reveals the divisions between Salt Lake City's Mormon and non-Mormon communities in the 19th century. In 1890, construction of a building to house city and county offices began on the corner of 100 South and State Street, just two blocks from Temple Square. The elections of 1890, however, brought to power Salt Lake City's first non-Mormon mayor and city council. The new city administration halted construction at the north downtown site. Within a year it approved plans for the current building at the southern, non-Mormon end of downtown.

During the late 1980s, Salt Lake City undertook a major renovation of the City & County Building. The building now sits on 440 base isolators which will allow the building to move as a whole during an earthquake. Workers cut the massive structure from its foundation and lifted it, in stages, onto the isolators. The City & County Building was the first building in the world to be retrofitted with base isolators.



2 *Federation of Labor Hall, Hotel Plandome*

1903, Richard K. A. Kletting, SLC

69 East 400 South

The elaborate flower details on its molded cornice and lion heads peering from atop its pilasters give the Federation of Labor Hall a fanciful feel. The building was designed by prominent Utah architect Richard Kletting. Kletting is best known for designing the Utah State Capitol Building.

Jewish immigrant and local brewer Albert Fisher constructed this building in 1903 to house the Utah Federation of Labor and its associated unions. The second and third floors of the building originally featured lodge rooms and a spacious auditorium.

In 1913, Fisher decided to remodel the building as a hotel. The north side of the building still bears a painted sign for the Hotel Plandome. The “European” attraction advertised here may be the hotel’s “specialty of serving breakfast for the convenience of its guests.”

3 *Newhouse Realty Building*

1913-1914, Headlund & Kent, SLC

44-56 and 62-64 Exchange Place

The one-story Newhouse Realty Building represents the last gasp of Samuel Newhouse’s building project. It occupies the site of a theater-hotel project that was commenced but never got beyond foundation work. Within a year after the completion of this much more modest building, Newhouse was bankrupt. Note the letter “N” engraved on the upper molding of the building.

4 *Commercial Club Building*

1908-1910, Ware & Treganza, SLC

32 Exchange Place

Samuel Newhouse donated this site to the Commercial Club as part of his plan to strengthen the non-Mormon south downtown. An ancestor of the Chamber of Commerce, the Commercial Club was organized by Salt Lake City businessmen in 1902 to attract new businesses to the city. The club constructed this building as a luxurious gathering place for its members. The building once contained a swimming pool, banquet room, private dining rooms, and game rooms.

Its polychromatic terra-cotta, inlaid mosaic tiles, and copper cornice make the Commercial Club one of the most colorful buildings in the city. The loggia on the sixth floor and balconies on the third floor of the north and east sides are typical of the Second Renaissance Revival style. Prestigious Salt Lake City architects Walter Ware and Alberto Treganza modeled this building after the New York City Athletic Club.





39 Exchange Place

Exchange Place takes its name from this Neoclassical building. As part of his efforts to make south downtown the financial center of Salt Lake City, Samuel Newhouse donated

this site to the Salt Lake Mining and Stock Exchange in 1908. Organized in 1888, the exchange provided the mechanism for raising capital to develop Utah's lucrative mines.

During the uranium boom of the 1950s, the Salt Lake Mining and Stock Exchange was particularly busy. A mania for buying penny stocks to finance the development of uranium mines swept the country. With hundreds of these mines located in Utah, the Salt Lake Mining and Stock Exchange became the nation's center for the trading of uranium stocks. Because of the speculative nature of the uranium trade, one historian described Salt Lake City in the 1950s as "the gambling capital of the world." Today the building houses professional offices.

Boston and Newhouse Buildings

1907-1909, Henry Ives Cobb, Chicago/New York

9 Exchange Place, 10 Exchange Place



Samuel Newhouse began his south downtown empire by financing the construction of these two buildings. He named the Boston Building, to the north, after his Boston Consolidated

Mine. The Newhouse Building, to the south, he named after himself, of course. Newhouse intended to construct a similar pair of buildings at the east end of Exchange Place, but went bankrupt before he could undertake this project.

The Boston and Newhouse Buildings are considered Utah's first "skyscrapers." In an attempt to bring some of the sophistication and prestige of the East to Salt Lake City, Newhouse hired famous Chicago/New York architect Henry Ives Cobb to design these towers.

Take a moment to look at the elaborate stone ornamentation on these buildings from the west side of Main Street. Notice how Cobb incorporates similar elements on each building, but varies their location and prevalence to give each building a distinct appearance.



Felt Building

1909-1910, Richard K. A. Kletting, SLC

341 South Main Street

7 Prominent Utah businessman Orange J. Salisbury shared Samuel Newhouse's goal of shifting the center of Salt Lake City's business district to the south end of downtown. He financed the construction of several commercial buildings in Salt Lake City, including the Felt Building.

Designed by Richard Kletting, the Felt Building is an early example of Sullivanesque architecture in Utah. It also features the first terra-cotta facade in the state. What the Felt Building lacks in color, it makes up in exuberant detail. Note the relief portraits of classical Greek figures in the round arches, dentilled cornice, foliated frieze, and decorative capitals atop the pilasters between the bays.

8 *Salt Lake City Federal Building and Post Office* *Frank E. Moss Federal Courthouse*

1902-1905, 1911-12, James Knox Taylor, *Supervising Architect of the Treasury*; 1951-1952, James A. Wetmore, *Acting Supervising Architect of the Treasury*

350 South Main Street

After Utah became a state in 1896, the federal government began planning the construction of a building to house federal offices in Salt Lake City. The Treasury Department considered two sites for the building. One site, located across from Temple Square, was offered by the Church of Jesus Christ of Latter-day Saints. The second site, near 400 South on Main Street, was offered by the Walker brothers, local bankers who had become disaffected from the church.

After vocal opposition from many of Salt Lake City's leading non-Mormon businessmen to the church site, the federal government purchased the Walker brothers' site. Completed in 1905, the Federal Building became the anchor of the growing non-Mormon south downtown business district.

This building functioned for many years as a combination post office, courthouse, and federal building. It was one of the earliest Neoclassical style buildings in the state. This style was popular for monumental buildings like banks, churches, courthouses, and post offices in the early decades of the 20th century.

9 *Odd Fellows Hall*

1891, George F. Costerisan, SLC

39 Market Street

The International Order of Odd Fellows (IOOF) was one of the many secret fraternal organizations popular in 19th-century America. These organizations engaged in a variety of social and charitable activities. They also offered "fraternal insurance" programs to assist members and their families in case of an illness or death.



It is no accident that the Utah Odd Fellows decided to build their hall here. Like most 19th-century fraternal organizations, the Odd Fellows excluded Mormons and Catholics from membership. The largely Protestant and Jewish members of the Utah Odd Fellows felt most comfortable in the emerging non-Mormon enclave at the south end of downtown.

The Odd Fellows Hall is one of the best examples of Richardsonian Romanesque commercial architecture remaining in Utah. A variety of brick patterns give the facade a textured appearance. Look for the inscriptions “I.O.O.F” and “1891” in the elevated center portion of the parapet. Also note the carving of the all-seeing eye, an Odd Fellows symbol, above the main entry.



Utah State Historical Society

New York Hotel 10

1906, Richard K. A. Kletting, SLC

48 Market Street

Like the Felt Building, the New York Hotel was financed by Orange J. Salisbury. Salisbury intended the New York to be a luxury hotel. The building was considered completely modern, with both steam heat and electric lights in every room. Hotel advertisements assured all guests of excellent service.

The New York Hotel was designed to accommodate shops on the first floor and 75 rooms on the upper two floors. It features an attractive entrance canopy supported by cast iron columns on high sandstone bases. Also note the curvilinear gable where the building’s name appears in large block letters.

In the mid-1970s, the New York Hotel was renovated to house a restaurant and office space. The pioneering project was one of the first in Salt Lake City to adapt an historic building for a new use. Its success brought new life to the building and a declining area of downtown.

Shubrick Apartment Hotel 11

1912, John C. Craig, Chicago/SLC

72 West 400 South



When it was completed in 1912, *The Salt Lake Tribune* judged the Shubrick “the most modern apartment hotel thus far constructed in Utah.” The building contained a variety of innovative features, including a summer roof garden, a basement laundry, and a lobby designed to serve as a social hall for residents. In addition, all rooms were illuminated with both electric and natural light.

Since its completion, the Shubrick has served as a hotel and apartment building, with storefronts on the ground level. The main entry to this U-shaped building is through the central courtyard on 400 South. Note the pergola roof which now encloses the roof garden at the second story level on the central section.

12 *New Grand Hotel*

1910, John C. Craig, Chicago/SLC

369 South Main Street

Colorful, inlaid tiles and a wide, bracketed cornice adorn the New Grand Hotel. The south side of the building features a beautiful cast iron and colored glass canopy above a basement entrance. This canopy has sheltered the patrons of the clubs, like the Grand Billiard Parlor and the Chi Chi Dancing Club, housed here since the building's completion. The Manhattan Club has been in operation at this location since 1951.

John Daly built the New Grand Hotel in 1910. Like Samuel Newhouse, Daly was a mining magnate. He owned several lucrative silver mines in Park City, including the Daly-West. Daly was influential in Salt Lake City's non-Mormon business community and twice served as president of the exclusive Alta Club. (See NDH Tour building description 5.)

13 *First Security Bank Building*

1955, W. Sarmiento, St. Louis, and Slack Winburn, SLC

405 South Main Street

Completed in 1955, the First Security Bank Building was the first major addition to Salt Lake City's downtown skyline in nearly 30 years. The economic collapse of the Great Depression and the need to direct construction materials toward military efforts during World War II virtually halted all downtown building projects. After decades of scarcity, Salt Lake City residents saw the First Security Bank as a sign of renewed prosperity.

The First Security Bank Building was Utah's first major modern building. A skin of glass and porcelain-coated steel panels hangs on the building's steel frame. Proud of this step toward modernity, local newspapers repeatedly likened the First Security Bank to the United Nations Building in New York.

First Security Bank President George S. Eccles hoped the building would become the "center of an expanded downtown." Salt Lake City's downtown, however, did not continue the southward march it began in the 19th century. Like in many American cities, new businesses began to locate in the suburbs rather than downtown during the 1950s and 1960s.

