
150th Signs A Walking Tour Through the History of Bellevue

A guide by the City of Bellevue and funded by the Kentucky
Heritage Council

163 Fairfield Avenue

As the telephone is making news throughout the country, the first telephone made its way to Bellevue. In 1884 G.E. Platz was the owner of this property and it was being ran as a drugstore. He purchased the first telephone in Bellevue and would charge five (5) cents to take calls and deliver messages.

This is a 2-story Italianate Style commercial building ca. 1875-1899. In recent years the ground floor showroom façade has been extended to the west.

181 Fairfield Avenue

Based on property history: The year is 1914 and while World War 1 rages on abroad, Bellevue is focused on other things. 181 Fairfield saw entertainment as an escape from reality and the devastation that a war can bring to society. Therefore, 181 Fairfield opened one of three bowling alleys in Bellevue. A way to relax and get your mind off of more taxing matters.

Currently this historic building serves as a wing of the Auto Shop/ Garage at 190 Fairfield.

190 Fairfield Avenue

In 1890, this property held the source of fresh water and fuel for gas lights. In a time where electric lighting was still very new and as the city was in demand for more water, due to the growing population, 190 Fairfield played a pivotal role in the expansion of the city into what it is today.

Currently this is a large auto repair shop with Art Deco curved parapet and strong accent lines across its front.

201 Fairfield Avenue

Built in 1885

Harry Sproul operated a saloon here, the first of a series of saloons over the building's first decade and a half.

Grocers came next, then a restaurant (briefly) followed by several years of being vacant after which No. Kentucky Awning enjoyed a long tenancy.

Large rooms upstairs were suitable for hold meetings. Among the many owners of the building was a chapter of the Women of the Ku Klux Klan (1926-29), which held meetings under that name as well like clubs in existence in that era.

This building features High Style Italianate with curved, bracketed and decorated cornices at the roofline and decorated pillars at ground floor.



230 Fairfield Avenue

230 Fairfield saw the addition of a cobbler by the name of Willard E. Schmidt. Schmidt created a custom-made shoe business in the core of Bellevue.

The building style follows a Tudor Revival or more likely a Chalet Style duplex with popular inset porch at second story.



WILLARD E. SCHMIDT CUSTOM-MADE SHOES

230 Fairfield Avenue

BELLEVUE, KY.

Mr. Schmidt has been engaged in the shoe business in Bellevue for the past ten years. He makes Custom-Made Shoes, and also does Shoe repairing.

233 Fairfield Avenue

In the early 1900's big news was coming to Bellevue! The Cincinnati Enquirer decided to open offices right in our city. Otto J. Theile was the name that brought the news to town. He not only was the representative for the Cincinnati Enquirer, but also Cincinnati Times-Star.

This is an early 20th century style with parapet at frontage in simple Art Deco Style probably from the 1920s-30s.

241 Fairfield Avenue



1890 in the City of Bellevue, the city was expanding and the population grew. With the influx of citizens the position of an undertaker must be filled. 241 Fairfield was then known as 135 Fairfield and was the home of one of the two undertakers in Bellevue, John Cunningham.

The bay windows in the second story indicates residential use similar to late Italianate design.

243 Fairfield Avenue



In the 1890's along with 241 Fairfield, 243 had a plethora of identities. The building housed a drugstore, momentarily housed an insurance company, and was the front for a paints and oils business. Out of the three businesses that ran out of this address the drugstore was the only one that lasted more than four (4) years. Being in business from 1888 to 1906.

This building is a good example of high-style commercial Italianate Style, with brackets at eaves, moldings above the elongated windows, and pillars at storefront.



301 Fairfield



305 Fairfield

301 and 305 Fairfield Avenue

Fairfield Ave. has traditionally served as the main commercial artery of Bellevue, a city primarily residential in character. The street's business district has always been geared toward a local clientele, and throughout the nineteenth century was home to a variety of small shops and services, these ranged from the practical (dry goods and notions stores) to the esoteric (a picture-framing and interior decorating business.) Groceries, confectionaries, bakeries, and saloons were also numerous. The unusual residential and commercial mix in the district might be explained in part by some merchants' desire to live near their places of business.

One of the best-known of these small enterprises was Matthew Herold's grocery at 301 Fairfield. The Herold Buildings at 301 and 303 Fairfield represent the apex of Victorian- era commercial development along the street. (Photo 4a.) 301 Fairfield, a lively two and a half story Queen Anne brick structure, features a bellcast mansard roof clad in imbricated slate. Its hooded roof dormers are crowned by sunflower finials. A plaque bearing the original owner's name, "M. (Matthew) Herold" and the date "1886" is displayed on the corner turret. The adjacent 303 Fairfield, built three years later, features the same paneled pilaster strips and ornate stone storefront (with rosettes and chamfered piers) as its earlier neighbor.

327 Fairfield Avenue

Based off of property history: Upon the creation of a bowling alley in 1914, came the second movie theater. In addition to the Alcatraz, the Jewel was built at 327 Fairfield to offer a different experience compared to the longstanding Alcatraz.

The building is designed as a Late Italianate, early Colonial Revival from turn of the 20th century.

340 Fairfield Avenue



This address has a lasting history as a building of dentistry in Bellevue. Bellevue has had many Dentists over the years. However, this location is noteworthy because, except for Dr. Broering's service in the Pacific (1944-45), it's been in continuous practice for more than 112 years.

It is a Shingle-Style Victorian building with a corner porch and a rusticated stone foundation.

This building was originally constructed between 1875 and 1899.



A building permit was granted to William Schaufele for a brick building, corner Washington and Fairfield avenue, cost \$4,000. The city attorney was instructed to prepare an ordinance declaring all factories using gasoline in the manufacture of products a nuisance which shall be removed outside of the city limits.



341 & 343 Fairfield

343 Fairfield was built in 1902 as William Schaufele moved his hardware store from the 200 block of Fairfield (site of Darkness Brewing) where he'd been since 1895.

341 was built c.1925 to accommodate Schaufele's growing business.

341 has features of a small Art Deco parapet at façade with an inset porch popular in the period 1910-1930.



401 Fairfield Avenue

In 1897, another pharmacist named Foertmeyer built an office-residence at 401 Fairfield. This building, which remained in the Foertmeyer family for generations, is one of the street's most distinguished Victorian commercial structures.

In 1896, Foertmeyer found himself caught in a murder scandal. This is referring to the famous murder of Pearl Bryan. In this case two men were convicted in the murder of Bryan and a key witness for the testimony was William L. Foertmeyer himself. His testimony was deemed controversial by some.

This building is a Commercial Italianate style with stone bands similar to a Romanesque Revival or the 1880s.

DR. WAGNER'S CONDITION.
He Became Insane After the Murder of Pearl Bryan.
LEXINGTON, Ky., July 2.—Dr. John B. Wagner of Bellevue, Ky., who was adjudged insane and confined in the Eastern Kentucky lunatic asylum here shortly after the murder of Pearl Bryan near his home, is much improved and it is believed he can soon be released.
Dr. Wagner's insanity, it is claimed by some, has never been solved. Several stories were printed in Cincinnati regarding this at the time, intimating that Dr. Wagner knew some things regarding the tragedy which he did not care to tell. His daughter, Miss Maud, was charged by a druggist named Foertmeyer with having received a message from Scott Jackson on the afternoon before the girl was murdered. She came to Lexington to see her father and wept bitterly when denying the charges of Foertmeyer.

601 – 611 Fairfield Avenue



This beautifully preserved Art Deco movie house has a polychrome glazed tile facade with Mayan-inspired details executed in glossy red, green and black. Its multicolor neon marquee is also intact. The Marianne bears the distinction of being the last unaltered Deco theater in Greater Cincinnati still in operation

Built in 1942 on two lots, one of which was the site of one of Bellevue's earliest movie theaters, The Alcazar (1910-1923), owned and operated by the Bellevue Amusement Co.

The other lot had two Victorian commercial buildings (607 and 609 Fairfield) that house various enterprises over the years before being removed to make room for the Marianne. The most notable of these was Bud's Cleaners

ON THE FRONTIER

OF TWO VILLAGES NEW BANK
WILL BE LOCATED.

SORT OF A HALF-WAY HOUSE

Wherein Citizens of Bellevue and
Dayton May Deposit Their
Surplus Money.

Newport, Ky., Nov. 22.—[Special.]—
The thriving little towns of Bellevue
and Dayton are soon to have a new
bank. The institution has already been
incorporated under the laws of the State
of Kentucky, and has received a charter
empowering it to enter into a general
banking business in this State.

The leading spirit in the organization
of the bank was D. H. Gayle, president
of the Cincinnati Leaf Tobacco Ware-
house Company. Associated with him
in the enterprise were Capt. Oscar F.
Barrett, the well-known river man, and
Charles A. Hinsch, president of the
Fifth National Bank of Cincinnati. The
bank will be known as the Campbell
County Bank, and will have a capital
of \$25,000. The stock has all been sub-
scribed, and the bank is ready to begin
business as soon as quarters can be se-
cured.

The officers of the bank are: O. F.
Barrett, of Dayton, president; James
W. Ellis, of Bellevue, vice president,
and H. B. Beck, of Owenton, cashier.
The directors are O. F. Barrett, H. E.
Spillman, Charles Heidsieck and Fred
Guerin, of Dayton; James W. Ellis,
Adam Smyrl, A. W. Lett and Dr. W. E.
Senour, of Bellevue, and Charles A.
Hinsch and D. H. Gayle, of Cincinnati.
The entire capital of the bank has been
taken by these gentlemen, and the issue
has been apportioned among them.

The question of the location is just
now paramount, and a committee of the
directors is at work in the matter. It
has been decided to locate the bank as
near the dividing line of the two towns
as possible, in order that both may
benefit by it.

700 Fairfield Avenue

Built in 1903, purposely near the
Bellevue-Dayton corporation lines in order to
serve both communities.

700 Fairfield Ave. is an example of late
Commercial Italianate architectural style.





712 Fairfield Avenue

Built c. 1896 on the Northeast plot of Charles Wiedemann's Subdivision [the northern half (roughly) of Lot 7 Block M of the Harris Heirs' Addition)] by Christian Wagner, whose family operated a bakery on the premises for more than 30 years.

712 Fairfield is a late Italianate, with an unusual mansard roof at the façade only.



713 Fairfield Avenue



If you were looking for a place to stay in the late 1800's, 713 Fairfield Ave. was the place to look. Not only was this property home to the Bellevue Hotel, but also a billiards hall and a saloon. Bringing entertainment and housing into one estate.

713 Fairfield is a formal example of Commercial Italianate, with stone quoins at the corners.
