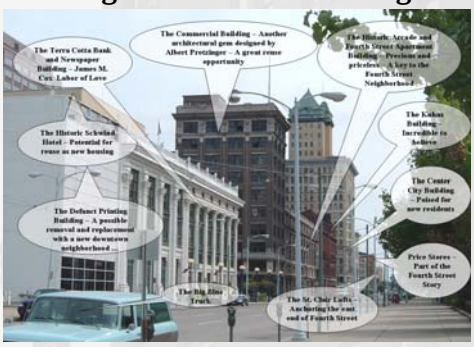
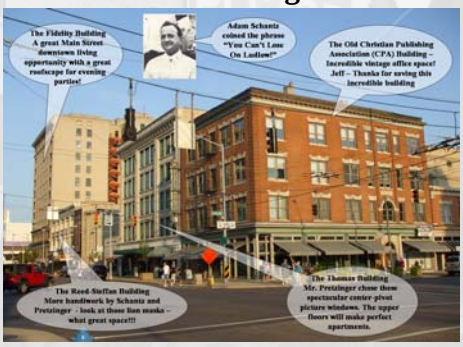
Stories of the City

The Fifth Street Neighborhood and Terra Cotta District

Firmly anchored at the intersection of Fifth and Ludlow Streets, the Dayton Terra Cotta District radiates north to Fourth and Ludlow and east to South Main Street. Building facades merge into streetwalls that look like fanciful, multi-layered cake confectionary. Indeed, each building face and streetwall weaves wonderful stories about Dayton real estate entrepreneurs and architects.

Snippets from the *Downtown Terra Cotta Tales* includes a tale from Mr. James M. Cox who founded and grew what would be a media empire from the northwest corner of Fourth and Main Streets. While growing his business, he sought to borrow capital from the local lending community – all of whom turned him down as he desired to build his signature headquarters building at that location. As his Dayton newspaper business grew, he hired Dayton architect, Albert Pretzinger. Mr. Cox asked Mr. Pretzinger to design the greatest of all Dayton bank buildings for the home of his newspaper. Mr. Pretzinger delivered and designed Dayton's most beautiful bank building.





During the first quarter of the 20th Century, the optimism of real estate entrepreneur Adam Schantz converged with the imagination and design skills of Mr. Pretzinger all around Fifth and Ludlow Streets. That beautiful legacy awaits a renewed discovery of 21st Century Dayton entrepreneurs and developers to follow in the pathfinding footsteps of the late Dayton Architect, Jeff Wray.

IMAGINE THE POSSIBILITIES

A vibrant Fifth Street village that connects Sinclair Community College at Wilkinson Street - joined by the ensemble of European-scaled and designed buildings at Fifth and Ludlow with a mix of uses including loft-style apartment units that are home to Sinclair students and other young creatives – then on to the Convention Center complex that that will have glittering lights at night – and then anchored to the east by the Oregon Historic District.