6. WOOLWORTH COMPANY SIGN
1014 10TH Street (installed 1949)

Landmark Preservation Commission Resolution: October 16, 1989
Designated by City Council: October 9, 1990

Description: The sign had a red enamel background with gold leaf letters.

Historic Significance: The original building was considered a model downtown Woolworth store and the sign was installed in 1949 to reflect the company's transition from the “five and dime” era. The sign was "lost" during the demolition of the Woolworth building in 1997-98. The building site is now part of the Tenth Street Place Renovation project.