

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1473



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Friedrich Block

other names/site number _____

2. Location

street & number 449-461 Main Street not for publication

city or town Holyoke vicinity

state Massachusetts code MA county Hampden code 013 zip code 01040

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register Criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

Brona Simon

10/23/02

Signature of certifying official/Title Brona Simon, Deputy State Historic Preservation Officer
Massachusetts Historical Commission

Date

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional Comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- ☒ entered in the National Register
 - ☐ See continuation sheet.
- ☐ determined eligible for the National Register
 - ☐ See continuation sheet.
- ☐ determined not eligible for the National Register
- ☐ removed from the National Register
- ☐ other (explain): _____

Signature of the Keeper

Date of Action

Edson H. Beall

12/5/02

FRIEDRICH BLOCK

Name of Property

HAMPDEN, MASS.

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

☒ private
☐ public-local
☐ public-State
☐ public-Federal

(Check only one box)

☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>1</u>		building
		sites
		structures
	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

NONE

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE: stores

DOMESTIC: multiple dwelling

Current Functions

(Enter categories from instructions)

COMMERCE: stores

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN: Renaissance Revival

Materials

(Enter categories from instructions)

foundation STONE

walls BRICK

SHEET METAL

roof ASPHALT

other _____

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

See attached continuation sheets.

National Register of Historic Places Continuation Sheet

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Friedrich Block
Holyoke (Hampden), MA

EXTERIOR DESCRIPTION

The Friedrich Block is a single building comprised of a large four-story mixed-use commercial block. The building, constructed on a downtown corner parcel in 1908, is divided into irregular bays and topped by an elaborate ornamental entablature. Like other late 19th and early 20th century commercial blocks designed by George P. B. Alderman in Holyoke, the wall surfaces of the Friedrich Block utilize modern construction materials to evoke the richness of Neoclassical and Italian Renaissance prototypes. The two street elevations of the building are highly detailed with the use of sheet metal, stone banding, and decorative brickwork culminating in the elaborate fourth story, entablature, and cornice. The secondary elevations are common brick walls devoid of architectural detailing.

The footprint of the Friedrich Block follows the lot line of the corner parcel on three sides with no setback from the public sidewalk on Main Street and Sargeant Street and directly abutting the adjacent building at 447 Main St. The rear of the lot is partially open to provide central access to the common porches, but the remainder of the lot has been filled by a one-story concrete block warehouse directly connected to the rear of the building and by an enclosed one-story connector in the former alleyway between the Friedrich Block and the adjacent building at 71 Sargeant Street.

The main elevations of the Friedrich Block exhibit a continuous progression of three brick bays along Sargeant Street (fenestration 3-4-2), a projecting polygonal metal bay at the corner of Main and Sargeant (3 windows), and nine alternating brick and metal bays along Main Street (with a fenestration pattern of 1-3-2-3-5-3-1-3-2). At street level, the original plan allowed for three commercial entrances (one at the corner and two on Main St.) and two recessed entries to the common stairhalls for the apartments above. The two residential entries on Main Street remain intact with double-leaf doors framed by a paneled wood surround. Two of the commercial entries have been eliminated (ca. 1957) and the commercial storefront has been built out in the modern style with a brick veneer knee wall supporting large aluminum-framed display windows. The sole remaining commercial entry is a modern set of aluminum storefront doors occupying a recess on Main St. and sheltered by a corrugated sheet metal canopy. The transom area above the storefront is covered by a continuous corrugated metal signband that wraps around the corner bay.

On the Sargeant Street side, the ground floor is faced with dressed brownstone blocks with openings for a single-light wood service door and six high rectangular windows filled with fixed panels of leaded "bottle glass" panes. The first floor terminates in a projecting brownstone secondary cornice which continues (partially hidden by the modern signband) along the Main Street facade. An exterior metal fire escape is attached directly to the building on the Sargeant Street elevation.

On the upper floors, the principal facades along Main and Sargeant Street feature decorative masonry surfaces and shallow projecting bays of stamped metal. The walls are vitrified orange-red brick laid in a

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Friedrich Block
Holyoke (Hampden), MA

butter joint and accented by projecting band courses (laid in a pattern of 3-1, 2-3, 2-4, and 3-1 from the second to the fourth stories). The floor levels are defined by continuous brownstone and metal cornice bands projecting beneath the brownstone window sills. Window openings are defined by jack-arched brick lintels with brownstone keystones at the second and third stories and by voussoir brick arches and scrolled brownstone keystones at the fourth story.

At the corner of Main and Sargeant and continuing along the Main Street elevation, the five masonry panels alternate with five richly-decorated sheet metal bays. Each shallow three-sided metal bay accommodates three windows at each floor, framed by stamped metal panels, bands, and simple columns. At the fourth story, the metal bays terminate in classical columns supporting metal voussoir arches with scrolled metal keystones.

The two primary elevations are capped by a wide metal entablature which projects beyond the plane of the building. The stamped metal architrave is composed of three horizontal bands topped by an egg and dart moulding. The metal frieze is stamped in a neoclassical pattern of alternating ovals and panels with garlands swags at the corner bay. The deep cornice consists of a dentillated metal band with large modillion blocks supporting the stamped metal overhang.

The rear elevations of the Friedrich Block are constructed of common red brick with service and delivery entries at grade level and projecting wooden porches serving the three residential floors above. Windows and rear doors from each unit lead directly to the open porches with a single integrated open stair. The blind end of the building is a common brick wall built flush with the adjacent building at the first floor, then rising above it with a recessed center section to accommodate windows in the upper stories. The side elevation terminates in a brick parapet with no cornice and no applied detailing.

All the windows along the primary elevations (Main & Sargeant St.) have been fitted with one-over-one aluminum replacement sash in reasonably good condition. The secondary elevations retain the earlier two-over-two single-glazed wood sash in most locations, but in very poor condition.

INTERIOR DESCRIPTION

On the first floor, the three original commercial spaces have been joined to form one continuous high-ceilinged retail space with a single entrance on Main Street. The plaster walls and wood window and door surrounds are covered with masonry paneling, sheetrock, and barnboard siding. Interior plaster has been removed from the end wall on the Main Street side to expose the structural brick. Pressed tin cornice and ceiling panels survive throughout the showroom, but with some major cuts, old patches, and extensive rust spots.

A portion of the retail space closest to Sargeant Street preserves details from a former bar and restaurant, including paneled wainscoting, wood ceiling beams, and bottle glass windows. The first floor showroom

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Friedrich Block
Holyoke (Hampden), MA

connects directly to a one story cinderblock warehouse at the rear of the building. There is also a modern connecting passage with steps leading to additional showroom space in the adjacent building at 71 Sargeant Street. The basement of the Freidrich Block has been totally modernized to serve as additional showroom and warehouse space as well.

The residential upper floors are accessed directly from two main entrances on Main Street with two separate staircases. The existing layout has two units on each floor accessed from the stair at 451 Main and three units accessed from the stair at 459 Main. There is also a rear stairway at 459 Main leading from the common hall to the back alley. The two main stairhalls are lighted by skylights above the fourth floor and are detailed with varnished oak newel posts, handrails, turned balusters, oak wainscoting and oak door surrounds and transoms. The rear stairway hall is sheathed in simpler pine detailing and retains some of the original tin ceiling.

The individual apartments have unit details which continue the wainscoting in the access hallways and have similar door and window surrounds. Some units feature double pocket doors between the main rooms. Some rooms also have tin ceilings. In general interior woodwork varies from varnished finishes to many coats of lead-based paint, many in bright colors. The condition of plaster also varies widely in each apartment and stairway. In some cases, original plaster has been replaced with sheetrock or fiberboard. In three rooms adjacent to the air shaft, plaster and lath have been removed to expose the brick walls. One room is paneled with barnboard siding.

DOCUMENTED ALTERATIONS

Holyoke Building Department permits from 1921 to the present record relatively few changes to the Friedrich Block since its completion in 1908, although there may have been some changes without permits. In the first recorded permit (February 1938) owners Edmund H. and Hugo E. Friedrich hired Roger Construction Co. to alter two stores. In January 1949, then-owner Samuel Weinstein spent \$4,000 to convert the basement to a sales area for his furniture business. Subsequently, Weinstein took out a permit for \$5,000 for a one-story brick rear addition to the building (12 x 42 ft.) and the following year spent \$600 for alterations to the storefront (August 10, 1957). For both of these work orders, Weinstein hired George J. Croteau, a contractor from Chicopee Falls, Mass.

In October 1967, Weinstein took out two permits for Croteau to demolish a one story 10-foot tall wood and metal clad storage shed and to construct a rear showroom and storage building, (50 x 30 x 12 feet, constructed of concrete block at a cost of \$7,500). The one-story concrete block showroom is attached to the rear of the building at the first floor, extending to the alley. In 1976, Weinstein paid \$2,142 to Firedoor Engineering Corporation for a passage from his building to the one-story storage building, and in September of the same year, paid builder Norman Lepage of Holyoke \$1,760 to repair the rear porches to apartments above the first story.

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Friedrich Block
Holyoke (Hampden), MA

Mr. Charles Weinstein recalled recently that he had anodized one-over-one windows installed around 1975, and more recently, a new membrane roof. Storefront alterations have occurred from time to time, but the dates have not been fully documented.

GENERAL CONDITION

The Friedrich Block retains a high degree of architectural integrity and the significant exterior features are in very good condition. The brickwork and metalwork on the primary elevations are mostly intact except for erosion of the lower courses of sandstone on the Sargeant Street side and minor wall penetrations on Main Street where lighting and signage have formerly been affixed. The brick and aluminum storefront along Main Street is the only major alteration. The rear elevation shows considerably more decay. The wooden porches are inadequately supported and many elements have been removed or improperly replaced. In addition to structural weakness and code violations, the porches are also covered with multiple coats of flaking lead paint.

Interior conditions vary greatly throughout the building. In the common stair halls, the plaster walls and oak woodwork retain the original varnished finish, but many of the balusters and staircase elements have been broken or vandalized. The doors and windows in many units are heavily damaged. Plaster walls are mostly intact, but many have been repeatedly cut and patched. Architectural woodwork is generally in fair condition, although many of the floors are water-stained or heavily abraded. Kitchens and bathrooms are generally in very poor condition and show the highest concentrations of lead paint.

While the apartments at the Friedrich Block are mostly vacant, there is a strong commercial tenant on the ground floor. A local community development organization is proposing to rehabilitate the entire building in order to improve housing quality, reduce crime, and stem the decline of the neighborhood.

Archaeological Description

While no ancient Native American sites have been recorded on the Friedrich Block, sites may be present. Four sites have been recorded in the general area (within one mile), most along the present shoreline of the Connecticut River or its floodplain. Current and paleoenvironmental attributes of the block do not uniformly reflect locational characteristics (slope, soil drainage, distance to wetlands) favorable for ancient Native American sites. Natural soil types on the level to moderately sloping riverine terrace have been obscured by urban development. Wetland resources represented by the First and Second Level Canals, located within 1,000 feet of the block, are both man-made waterways. Issues of integrity are also present that prohibit the survival of any cultural resources that predate the nominated property. Construction of the Friedrich Block building, which has a basement and covers most of the lot, would have destroyed any historic or ancient Native American resources located on the property. Given the above information, a low potential exists for recovering both ancient Native American and historic resources on the nominated property.

(end)

FRIEDRICH BLOCK

Name of Property

HAMPDEN, MASS.

County and State

8. Statement of Significance**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.

☐ **B** Property is associated with the lives of persons significant in our past.

☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

☐ **A** owned by religious institution or used for religious purposes.

☐ **B** removed from its original location.

☐ **C** a birthplace or grave.

☐ **D** a cemetery.

☐ **E** a reconstructed building, object, or structure.

☐ **F** a commemorative property.

☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☒ preliminary determination of individual listing (36 CFR 67) has been requested **HPCA# 7851**
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____

Areas of Significance

(Enter categories from instructions)

COMMERCE**ARCHITECTURE****SOCIAL HISTORY****Period of Significance****1908-1952****Significant Dates****1908****Significant Person**

(Complete if Criterion B is marked above)

N/A**Cultural Affiliation****N/A****Architect/Builder****architect: ALDERMAN, GEORGE P. B.**

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Friedrich Block
Holyoke (Hampden), MA

SIGNIFICANCE

The Friedrich Block is a four-story mixed-use commercial building erected in 1908 at a prominent corner location in downtown Holyoke, Massachusetts. Despite some heavy wear and some commercial renovation, it retains the essential integrity of location, design, setting, materials, workmanship, feeling and association. The Friedrich Block meets Criterion A at the local level for its association with the E. H. Friedrich Company, one of the most successful sheet metal and plumbing businesses in Holyoke, and for its visual and social significance associated with a period of late industrial development in South Holyoke. The Friedrich Block also meets Criterion C at the local level as a prime commercial block in the Second Renaissance Revival style designed by Holyoke architect George P. B. Alderman.

Criterion A

Holyoke is a planned industrial community developed by the Hadley Falls Company in the late 1840s along a system of three power canals fed by the adjacent falls of the Connecticut River. It was incorporated as a town in March 1850 with a population of approximately 3,700. As a result of rapid industrial growth and the migration of workers to its textile and paper mills, Holyoke received a city charter in 1873 with a population of approximately 13,000.

The neighborhood of South Holyoke (Ward 2) is bounded by Appleton Street, South Street, the Second Level Canal, and the Connecticut River. Main Street was the earliest main thoroughfare in the industrial community, although most of the downtown commercial development eventually took place along High Street which runs parallel above the first level canal. Development of Main Street between Sargeant and Cabot began in the late 1870s, and a fire station was constructed on Main Street near Sargeant in 1874 to protect nearby mills and wooden tenements. Most of the commercial district was built up during the late industrial period of 1880-1910, when there was a major effort to improve tenement housing and reduce fire risks. In the 1910s, many of the Main Street parcels in the middle of each block were still owned by the Holyoke Water Power Company and remained vacant.

The Friedrich Block was constructed in 1908 at a prominent corner location on Main Street. Its construction was part of a citywide progressive movement to address a critical housing shortage by replacing older wood-frame tenements with safer, healthier, and more modern units. The Friedrich Block was designed to provide apartments for 15 families on the upper floors, in addition to three street-level storefronts. Growth in South Holyoke slowed after 1900, and new construction virtually stopped after 1920. By then, the area around Main Street in Ward 2 was home to Irish, French-Canadian, Polish, and Jewish families, and the street contained many small, locally-owned stores.

The Friedrich Block on Main Street was built in 1908 by the E. H. Friedrich Company, which also built a new manufacturing plant nearby at 73-75 Sargeant Street and 125-130 Race St. in 1910. The Main Street

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Section number 8 Page 2

Friedrich Block
Holyoke (Hampden), MA

block and the new manufacturing plant replaced a number of smaller wood-frame shops and a cluster of old wood-frame tenements. The construction of both buildings marked a significant investment in the South Holyoke neighborhood and also advanced the progressive commitment to reduce fire hazards and upgrade factory housing.

The E.H. Friedrich Co. manufactured metal cornices, skylights, gutters, conductor pipes, eaves troughs, metal windows and sashes, and custom architectural millwork that was sent to customers throughout the Northeast. Two popular sidelines were plumbing and roofing. Ernest Hugo Friedrich's obituary in 1940 mentions such commissions as the large bronze doors at the Folger Shakespeare Library in Washington, D.C., the bronze gold-plated dome on the Mother House of the Sisters of Providence in the Brightside area of Holyoke, and much of the roofing work at the General Electric plant in Pittsfield, as well as roofing and other work at Smith and Mount Holyoke colleges. It is quite possible that the sheet metal on the Friedrich Block was manufactured by the company, since it would serve as an advertisement for the new manufacturing plant that was being built nearby.

Ernest Hugo Friedrich (1857-1940) was born in Saxony and came to Holyoke in 1868. Like many Germans who settled in Holyoke, he began his work life at the Germania textile mills. He worked as a coppersmith and roofer, gaining experience in the use and handling of metals. Subsequently, he became foreman of the W. C. Kelly Company, a large Holyoke sheet metal manufacturing company. In 1890, he organized the E. H. Friedrich Sheet Metal Company, which prospered and grew to a payroll of 140 men by around 1910.

Ernest Friedrich's son, Edmund Hugo Friedrich, joined the company in 1909 and began the door department in 1915. Edmund served as assistant treasurer of the firm beginning in 1910 when the business was incorporated and new manufacturing facilities were built at Sargeant and Race streets (replacing a series of wooden tenements). Edmund Friedrich assumed active management of the company in 1923.

During the 1930s, the Friedrich company began manufacturing hollow metal doors and frames, which it still produces. In 1982, Edmund Hugo Friedrich's sons, C. Richard and Edmund E. Friedrich, sold the firm to Richard T. Bourque, a then-employee with over 35 years of company experience. In 1988, Marshall Bagg became partner of the Friedrich company and sole owner in 1991.

The longest commercial tenant in the Friedrich Block was Samuel Weinstein, who entered the furniture business around 1923 with a horse and wagon delivery service. According to city directories, Weinstein opened a furniture store in the Friedrich Block in 1926, one of many furniture stores for which Main Street was well known into the 1960s. Under founder Samuel Weinstein, the company purchased the building in 1948, an act Mr. Weinstein said reaffirmed his faith in the future of South Holyoke, which was showing signs of economic decline under the burden of the Depression and World War II. Upon his retirement, the business continued under his son, Charles Weinstein, who worked alongside his father from 1952 until his father died in 1963. Weinstein Furniture Store continued operation in the Friedrich Block until Charles closed the doors in 1995.

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National Register of Historic Places Continuation Sheet

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Friedrich Block
Holyoke (Hampden), MA

Weinstein's Furniture Store was one of many furniture stores on Main Street in the mid 20th century. A 1997 article by Kathleen Litchfield in "Holyoke," a weekly Union-News magazine, described Main Street as "the furniture shopping center of the valley and many furniture stores still thrive here." Another article in the Union-News by Bill Zajac in 1995 quotes Charles Weinstein's explanation for the success of his business as having developed "a niche in the regional retail market through special orders of medium to high-end quality furniture."

Criterion C

The Friedrich Block was designed in 1908 by Holyoke architect George P. B. Alderman, who was Holyoke's best known architect at the end the 19th century and beginning of the 20th century. Born in Granby, Connecticut, he moved with his parents from Connecticut to Holyoke in 1879 and worked with his father to learn the carpenters' trade. Not content with being a carpenter, he entered the office of Holyoke architect James A. Clough.

After five years with Clough, Alderman moved to Chicago to take a job with Cass Chapman, a prominent Chicago architect. In 1885, Alderman returned to Holyoke and opened his own architectural office. When he was later joined by his brother, Henry Holcomb Alderman, the firm was renamed George P. B. Alderman and Company.

During Alderman's long career, he did hundreds of buildings, mostly in Holyoke, but also in New Bedford and Fall River, Mass., and New Britain, Conn.. His commissions included numerous churches, public and parochial schools, rectories, hotels, theaters, fraternal buildings, commercial buildings and apartment blocks, mill buildings, and numerous private residences, many of them in the City of Holyoke. He is said to have designed literally hundreds of tenements and apartment blocks in Holyoke and vicinity.

The Friedrich Block is a particularly fine example of Alderman's design for a large classically inspired commercial apartment block. It represents a change from Alderman's earlier buildings in the city, designed between 1885-1893 in the Italianate, Romanesque, and Queen Anne styles. His mature designs of the late 1890s to 1910 were inspired by the Beaux Arts and Renaissance Revival movements, but after 1910 he gradually embraced simpler and toned-down classical motifs.

Several inventoried commercial blocks in Holyoke represent the progress of Alderman's career and his exploration of the various revival styles:

- | | |
|-----------|--|
| (HLY-88) | 181-183 High St., Taber Building - 1870 / Italianate style |
| (HLY-95) | 281 High St. - ca. 1870-1885 / Romanesque style with a slate mansard roof |
| (HLY-97) | 341-343 High St., Rigali Building - 1887 / Romanesque & Queen Anne design |
| (HLY-324) | 338-348 Main St., Clovis Robert Block - 1881 & 1888 / Queen Anne/Classical |
| (HLY-100) | 324-326 High St., Guyotte Block - 1892 / Romanesque style |

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Friedrich Block
Holyoke (Hampden), MA

(HLY-522) 907 Hampden St., Highland Block - 1893 / Victorian Gothic
(HLY-717) 3-7 Franklin St., St. John Block, ca. 1896 / Queen Anne

Only two inventoried buildings in Holyoke represent Alderman's ornate neo-classical designs:

(HLY-94) 259 High St., Steiger Block - 1899 / Beaux Arts style
(HLY-335) 449-461 Main St., Friedrich Block - 1908 / Renaissance Revival
& Neoclassical

However, Alderman is known to have designed other classically inspired commercial buildings in Holyoke by 1908 that were similar in design to the Friedrich Block:

- LeClair & Choiniere Block (razed) at the corner of Cabot Street and East St.
- L. A. LaFrance Block (razed) on Appleton St., and
- Brueck Block (razed) at the corner of Main and Cabot St.

Alderman's commissions after 1910 show a more restrained use of classical ornament. The Richmond (MHC# 272), 462-464 Maple Street, is the only apartment block attributed to Alderman after 1910. Another commercial block at 273-279 High St. (MHC# 194, constructed 1913) exhibits a simplified classical design in blond brick with terra cotta trim. While the terra cotta cornice and trim are richly surfaced, the facade of this block is quite plain and flat. Also finished in blond brick with terra cotta trim is the commercial block at 316 High Street (MHC# 337, constructed 1917), a similar simplified classical design with a decorative terra cotta cornice. The commercial block at 316 High Street and the industrial building at 92 Race Street (MHC #277, constructed 1923) are examples of Alderman's move to the early 20th century Commercial Style, with flat wall surfaces, contrasting flat panels, chevrons, and other geometric designs setting off bays, floors, or openings within flat wall surfaces.

Context Evaluation for area surrounding the Friedrich Block in Holyoke

Within the context of South Holyoke, the Friedrich Block is one of the few remaining commercial blocks on Main Street dating from the economic boom of 1880-1910. During that period, the Main Street corridor of Ward 2 (South Holyoke) became an important commercial and entertainment area serving a thriving neighborhood of Irish, French-Canadian, German, and Polish residents.

The commercial development of Main Street followed Holyoke's great industrial expansion of 1870 and 1885, when the increased demand for mill sites and waterpower resulted in expansion of the canal system. In 1877, there was little commercial development on Main, and most of the cross streets and intersections were occupied by a thin smattering of wooden business blocks and wood-frame tenements. The one extant building on Main Street from the early period is the Holyoke Fire Station #2 (MHC# 55, constructed 1874) at 452 Main Street. The fire station (now vacant) was built to address the high risk of fire resulting from the number of wood buildings in South Holyoke.

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Friedrich Block
Holyoke (Hampden), MA

Because Holyoke was a planned industrial community, the Holyoke Water Power Company held most of the vacant land and could release it for development as needed. The middle of each of the four blocks on the lower side of Main Street remained vacant into the 1910s. The last major building constructed on Main Street in South Holyoke is Holy Trinity Greek Orthodox Church (MHC# 56, constructed 1916-17) at 410 Main Street. It is a Byzantine Revival structure designed by New York architect Kyriakas Kalfas and situated on land formerly held by the Holyoke Water Power Company.

The upper side of Main Street was developed with a row of business blocks, mostly three to four stories tall. The largest and most imposing blocks built during the 1870-1910 period included the Robert Block [NR pending] (1881 & 1888) at 338-348 Main St. and the Friedrich Block (1908) presented in this nomination. Three other large blocks have been torn down: the five-story Charles Brueck Block at 330-334 Main St corner Cabot, (now the site of a gas station); the four-story Curran Block at Main and Sargeant (now undeveloped); and the Vincent Block (1870-1877) at the corner of Main & Cabot (undeveloped). The two block area of Main between Sargeant and Cabot formerly held two other Alderman-designed blocks: the five-story Cloutier Block (1897) at 351 Main St. (now undeveloped), and the adjacent Marcotte Block at 349 Main Street (reduced from five to three stories in 1985).

In 1991, the Holyoke Office of Community Development developed an area inventory form for "The Flats/ South Holyoke" in which it was suggested that commercial buildings on Main Street in the 200-300 blocks north of Cabot Street might be included in an expanded National Register historic district. However, the recommendation was later withdrawn since so many of the buildings in this area north of Cabot Street have subsequently been abandoned, demolished, or damaged by fire (Ann Sinclair, Personal Communication, 2001).

COMMERCIAL TENANT HISTORY

The early commercial tenants of the Friedrich Block reflected the German background of the owners and the neighborhood. The Weinstein furniture store (1930-1995) was the most persistent and well-known tenant, but smaller tenants came and went periodically. In 1916, the store at 449 was occupied by G. Henry Boehm, meats, while 453 Main was the site of a restaurant operated by John F. Flanagan, who rented an apartment upstairs, and 453 houses John Ripa's barbershop, while 457 Main was Dreikorn's Baker, and 461 was the Foerster and Bretschneider saloon.

By 1930 the businesses had changed somewhat. Ripa still operated his barbershop, now at 455 Main, but the meat market had given way to the Mt. Tom Neckware Company, and 449 1/2, a new subdivision of the commercial space was a candy store operated by Melchior Hefty. Maurice Weinstein, Inc. had a dry-goods store at 453 Main, and the other tenants were A. Dickstein, a tailor, at 455, and Einstein's Furniture Company at 461. Weinstein's furniture store operated in the building, eventually buying it, until 1995. By 1950, Mrs. F.H. Frodyma was operating the candy store at 449 Main, and Weinstein's had the remainder of the commercial space. Weinstein's had all the first-floor commercial space by 1960 until this popular and well-known business closed in 1995.

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National Register of Historic Places Continuation Sheet

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Friedrich Block
Holyoke (Hampden), MA

RESIDENTIAL TENANT HISTORY

The residential tenants in the Friedrich Block reflected the diversity of Holyoke at the height of the industrial activity. In the 1916 directory, the following are listed as apartment tenants: Pierre Brousseau, Alfred Camerlin, John F. Flanagan, William B. Neddo, Paul Shubach, John Sugrue, and Mrs. Sarah Trench at 451 Main Street. At 459 Main, additional renters included: Albert Bozenhard, Aurthur Coderre, Walter, Denault, Albert Eger, Patrick Falvey, Robert E. McCarthy, William Schenker, Mrs. Catherine Sugrue, and George R. Walker. These lists suggest a roughly 50-50 split between German and French tenants.

No occupations are listed in the 1916 city directory, but many of the tenants in the building in 1920 worked in the mills and industries nearby, frequently within walking distance of where they lived. In 1920, Robert E. McCarthy was a fireman at the Highlands Engine House in Holyoke. Walter F. Denault worked as a stock clerk at 73 Sargeant Street for the E.H. Friedrich Company on Sargeant behind the Friedrich Block, and a Raymond Denault was a clerk at the Lyman textile mills nearby. William B. Neddo was a trolley conductor for the Holyoke Street Railway Company, and George R. Walker was listed simply as "motorman." Paul C. Schubach was a physical instructor at the H. Turn Verein, part of the German Gymnastic Society whose building was three blocks away on South Bridge Street near Adams Street. The Bridge Street Turn Verein was a popular gymnasium with Germans in the area and offered calisthenics, basketball, and body-building exercises to young and old alike.

Renter turnover in the Friedrich Block was substantial by 1930. Of those who had rented in the building in 1916, only three tenants remained until the mid-1930s: McCarthy, Walker, and Schubach. New tenants in the building by 1930 included more French-Canadian surnames: Henry A. Grenier, Cyrille J. Guinard, Fortunat Marchand, Oliver H. LaBelle, Leo LaMagdelaine, Edward Laurin, and Arthur A. Thibault. Other renters were Winfield C. Phillips, Louis N. Roy, Maurice Moynihan, Patrick J. Shea, and Anthony Tereshko. Phillips was a painter. Henry Grenier was employed by the Hampden Glazed Paper and Card Company at 145 Main. Louis Roy was a ticket agent for the Boston & Main Railroad. Arthur Thibault worked at 75 Park Street for Felix J. Cloutier, son-in-law of Clovis Robert, who had a business only three blocks from the Friedrich Building.

Samuel Weinstein bought the Friedrich Building in 1948. The 1950 city directory shows that only Leo LaMagdelaine still rented an apartment in the building. New renters in 1950 included: Ralph E. Brown, a color mixer at Hampden Glazed Paper and Card Co.; Alexander Bachar, welder at Worthington Pulp and Machinery Corporation; Joseph Nichols, a carpenter; Henry J. Wohlers, employed at 380 High Street, possibly at the Nonotuck Jewelry Co.; Harry M. Starkey, operator of a variety store in Chicopee Falls; Maurice Daignault, a route salesman in Granby; and Antonio Labonte, a pharmacist in the Willimansett section of Chicopee. Renters Achille Nicolaou, William J. LaPlante and Rudolph Kordek had no occupations listed.

(continued)

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

Friedrich Block
Holyoke (Hampden), MA

Tenant turnover in the apartments from 1950 to 1981, the date of the last reverse city directory, was not brisk. There were no changes in the 1955 directory. In 1960, the following 1950 tenants were still living in the building: Nicolaou, LaMagdelaine, LaPlante, Brown, and Mrs. Rose Kordek. Of the new tenants, one was Mrs. L.E. Farquhar, a dressmaker. Continuing the trend of people living in the building and working for Holyoke businesses, the 1965 directory lists new tenants Maurice E. Bolduc, Harold D. Butcher, and Herman A. Smith. Bolduc was a shipping clerk for Marvellum Paper, Butcher a machine operator for Pioneer Valley Finishing Company, while Smith is listed as working at Adams Plastics Company. The 1970 directory listed one tenant not there in 1965: George Geisler, a stock digger for Parsons Paper Company.

By 1981, only William J. LaPlante and Rose M. Kordek, presumably Rudolph Kordek's widow, had lived in the building since at least 1950. Two families named Brown, Ezra and Walter, were listed as living in apartments, both retired with three or four children who were students. A new renter in 1981 was Max R. Fricke, Jr., who worked for Scott Graphics, Inc.

BUILDING OWNERSHIP

The Friedrich Block is remarkable in that it has a very short chain of ownership: the E.H. Friedrich Company from 1908 to 1948, and Maurice Weinstein from 1948 to 1995.

REHABILITATION PLANS

After years of declining maintenance and well-intended renovation, the Friedrich Block is now scheduled for tax-advantaged rehabilitation to its original mixed use. Current owners Puerta de la Esperanza L.P. plan to completely rehabilitate the building according to Secretary of Interior Standards. The Grace-Demos Furniture store on the first floor will continue to serve neighborhood needs as the prime commercial tenant. The upper floors will be configured as twelve residential apartments (two- and three-bedroom units).

(end)

National Register of Historic Places Continuation Sheet

Section number 9 Page 1

Friedrich Block
Holyoke (Hampden), MA

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(continued)

National Register of Historic Places Continuation Sheet

Section number 9 Page 2

Friedrich Block
Holyoke (Hampden), MA

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(continued)

National Register of Historic Places Continuation Sheet

Section number 9 Page 3

Friedrich Block
Holyoke (Hampden), MA

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(end)

FRIEDRICH BLOCK
Name of Property

HAMPDEN, MASS.
County, State

10. Geographical Data

Acreage of Property less than one acre

UTM References See continuation sheet.

(Place additional UTM references on a continuation sheet)

1. Zone **18** Easting **697340** Northing **4674290**

2. Zone Easting Northing

3. Zone Easting Northing

4. Zone Easting Northing

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title **Norene Roberts and Gregory Farmer, consultants, with Betsy Friedberg, NR Director, MHC**

organization **Massachusetts Historical Commission** date **October, 2001**

street & number **220 Morrissey Boulevard** telephone **(617) 727-8470**

city or town **Boston** state **Massachusetts** zip code **02125-3314**

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name **Carlos A. Vega, Puerta de la Esperanza Ltd. Partnership**

street & number **401 Main Street** telephone **(413) 533-9442**

city or town **HOLYOKE** state **MA** zip code **01040**

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

National Register of Historic Places Continuation Sheet

Section number 10 Page 1

Friedrich Block
Holyoke (Hampden), MA

VERBAL BOUNDARY DESCRIPTION:

The parcel shown outlined in pencil on the accompanying plat map 028-07-011 in the City of Holyoke, consisting of an L-shaped parcel.

BOUNDARY JUSTIFICATION:

The boundary includes only the legal parcel described above which is historically associated with the nominated building.

(end)

PHOTOGRAPH:

#1: Friedrich Block, February 11, 2001. View facing northwest.

(end)

Polish extraction paid honor to a retired United States Army Brigadier General and his Colonel son at a dinner at the Roger Smith here last evening.

Gen. Joseph Barzynski, who retired last year after 42 years of active service in the Army, is here visiting with his son, Colonel Joseph Barzynski, Jr., commanding officer of the Westover Field airbase. Former Mayor Anthony J. Stonina arranged a party in their honor and more than 125 men and women from Hampden county, all of Polish extraction, came to welcome the distinguished military leaders, also of Polish descent.

Mr. Stonina, who was toastmaster, set the tone of the meeting by telling General Barzynski that he was with a group of New England Yankees of Polish descent, who had won success in the professions, in business, in public service and on the land.

General Barzynski praised them for their fine examples of Americanism. He directed the Polish Relief work from Switzerland following World War II, and said that their folks in Poland are immensely proud of what they are doing in this country.

"They want you to become Americans. They don't want you to be part of a colony," he said.

General Barzynski graduated from West Point in 1905. He served in the Philippines and was with the expedition in Mexico that chased Pancho Villa prior to World War I. He served with the AEF during World War I as quartermaster of the 34d Division. After the war he was assigned to the late Prime Minister Paderewski of Poland, later studied at the Ecole de Guerre in France and returned to this country to serve on the General Staff of the War Department. He later became chief of the Army Motor Transportation service. During World War II, he

commanded the Chicago Quartermaster Depot.

General Barzynski said that he was delighted to learn from this visit to the Connecticut Valley that New England is on the forward march. He had heard stories that we were slipping industrially, but when he saw the new factories here and noted the industrial activity, he knew that New England is stronger than ever.

He answered questions after his informal talk. Afterwards Mrs. Joseph Toper of Chicopee played the piano while Mrs. Joseph Czaja of Springfield led the group in singing "How Quickly Time Flies" in Polish.

Among those at the head table were Chester Skibinski of Chicopee, chairman of the State Board of Conciliation and Arbitration; Frank D. Korkosz of Chicopee, who designed the planetarium in Springfield and has the honor of being the only American to design a planetarium in this country.



MAIN ST. BLOCK SOLD—The four-story business and apartment block at the northwest corner of Main and Sargeant Sts. has been sold by Marius V. and Hugo C. Canova to Samuel Weinstein, proprietor of the Weinstein Furniture Co. The price was \$85,000. This building houses on the ground floor the Weinstein retail firm and has 15 apartments on the upper floors. It formerly was known as the Friedrich building. It was owned by the late E. H. Friedrich for years and adjoins the family firm on Sargeant St. Mr. Weinstein has been in the furniture business for a quarter of a century, starting out with a horse and wagon for delivery service and growing into a well established firm with modern equipment and facilities. He says this purchase reaffirms his faith in the future of South Holyoke.

Mayer Plans Project; To Be

Another small home development is being planned for Holyoke next year.

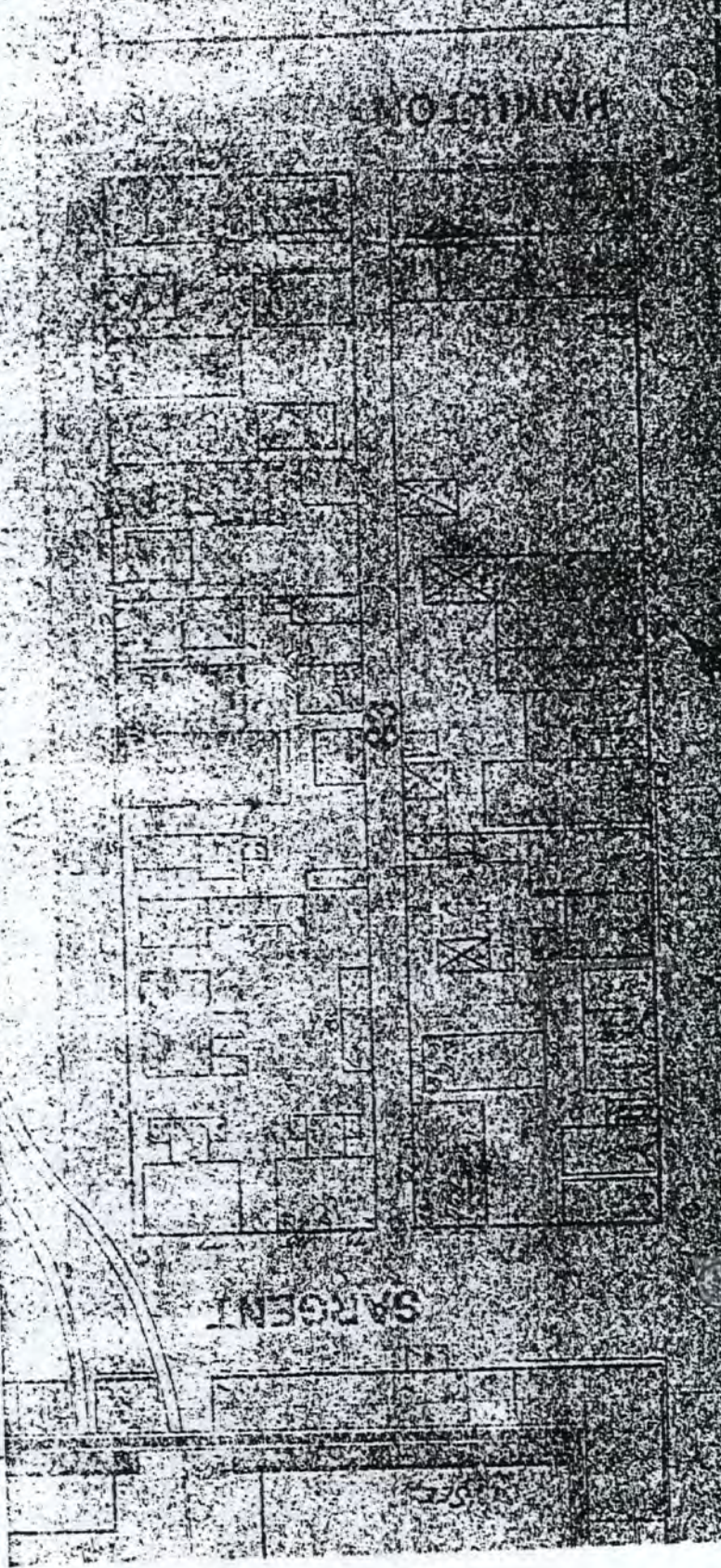
Announcement is made of the purchase by Joseph I. Mayer of a 40-acre tract of land on the east side of Main Ave. on that street. The tract is situated on the easterly Homestead Ave. abutting Electric Commissioner Whiting's estate, and adjoins the street from the present Drive, Mr. Mayer's first building development.

Mr. Mayer says he is planning to build 50 houses there.

Sanborn Insurance Map (1889)
Holyoke, Mass.

Plate 13 detail - Prior to Friedrich Block

April 1886 p. 13



Sanborn Insurance Map (1895)
Holyoke, Mass.

Plate 35 (detail)- Prior to Friedrich Block

Canada

Level

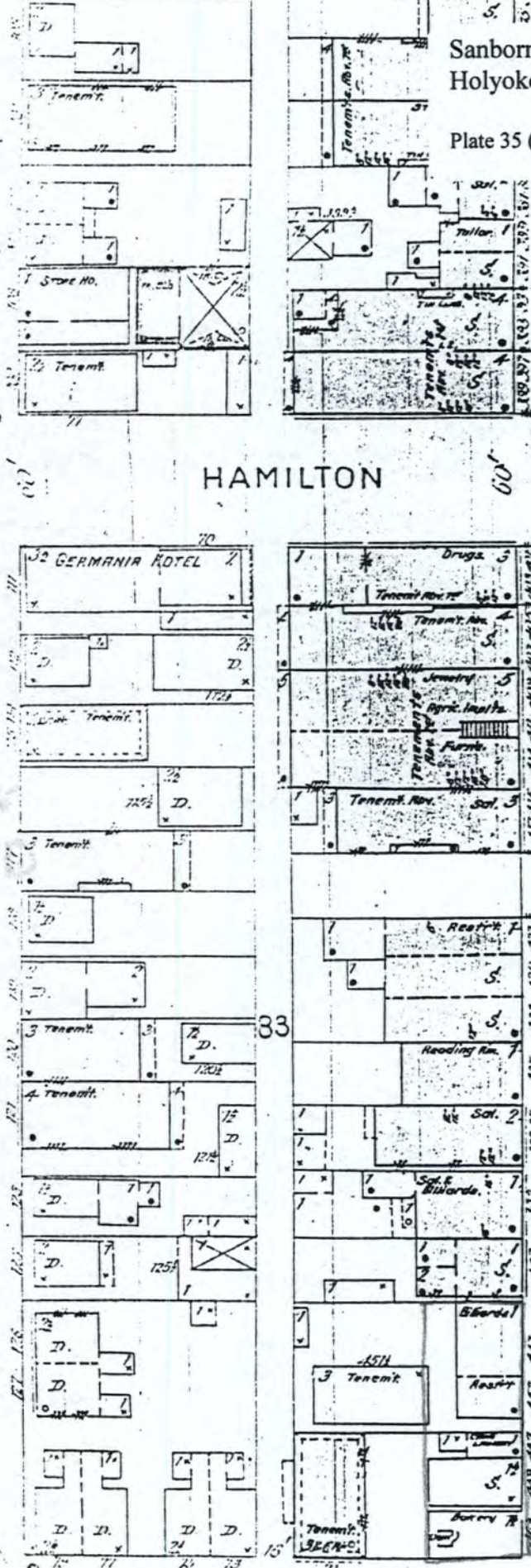
Second

RACE

HAMILTON

MAIN

37



Sargeant

8



Richards Atlas (1911)
Holyoke, Mass.
Plate 3 (detail) - Friedrich Block

Hand-drawn map of the Second Level of a building. The map is oriented with 'Second Level' at the top and 'MAIN' at the bottom. A large yellow rectangular area is highlighted on the left side, with a black arrow pointing down towards the 'MAIN' level. The map includes labels for 'RACE', 'HAMILTON', 'LUMBER STORAGE', 'GLASS STGE', 'STEEL W', 'SOLVENT MFG', 'ROOMING', 'FURN', and 'Apts'. A handwritten note 'Sargeant' is visible on the left side. The map also shows various numbered areas and a compass rose indicating North.

Sanborn Insurance Map (1915-41)
Holyoke, MA

Plate 14 (detail) - Friedrich Block

Plate 14 (detail) - Friedrich Block

~~Second Level: Canal~~

[illegible]

RACE

HAMILTON

33

MAIN

OXFORD INN

20

Sanborn Insurance Map (1915)
Holyoke, Mass.

Plate 14 (detail) - Friedrich Block

1915 p. 14

Sargassum

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Friedrich Block
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MASSACHUSETTS, Hampden

DATE RECEIVED: 10/24/02 DATE OF PENDING LIST: 11/08/02
DATE OF 16TH DAY: 11/24/02 DATE OF 45TH DAY: 12/08/02
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02001473

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 12/5/00 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



Friedrich Block

449-461 Main St., Holyoke

Hampden County, Massachusetts

Photographer: Norene A. Roberts

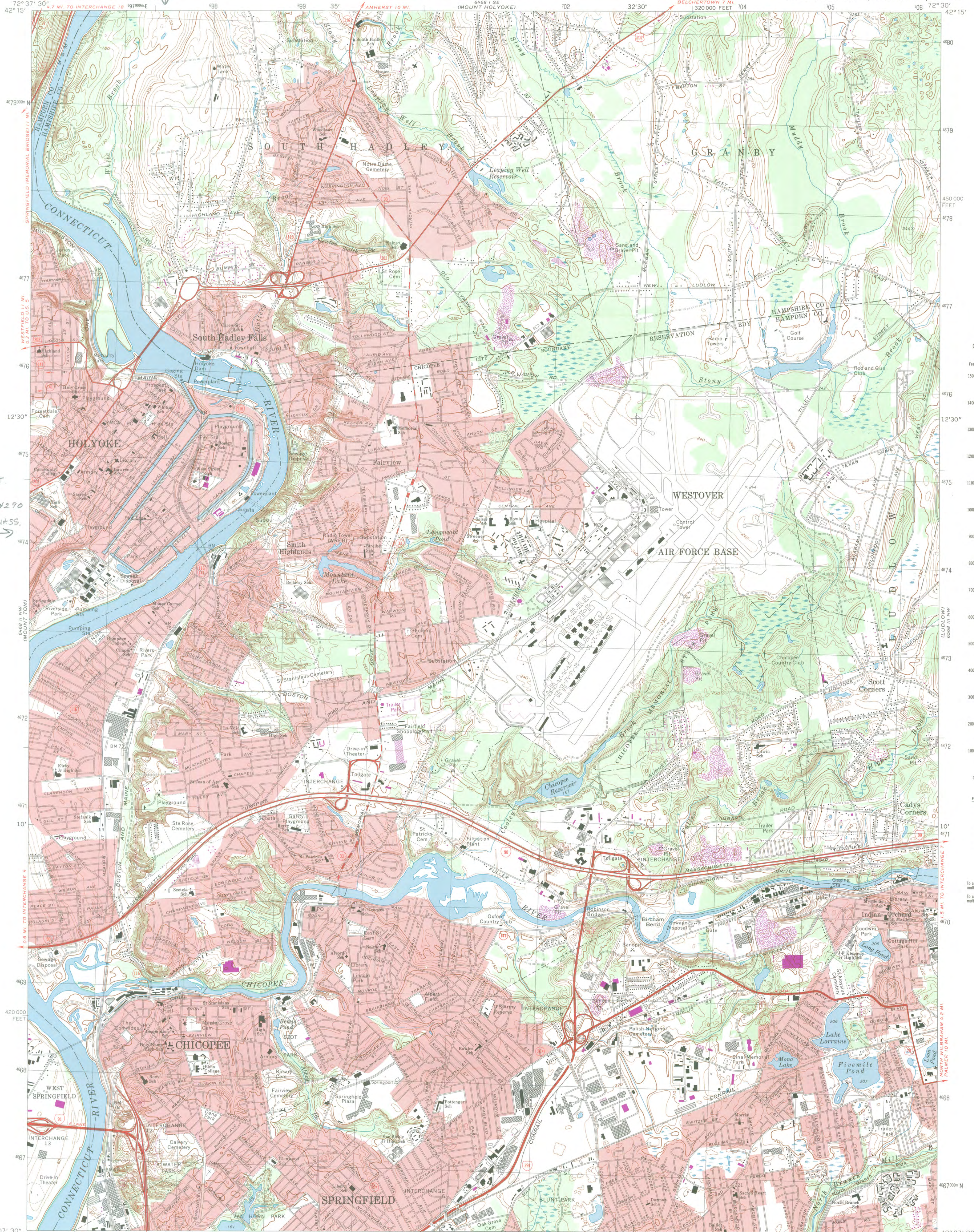
Date: February 11, 2001

View facing: Northwest

Location of Negatives: Mass. Historical Commission, Boston MA

Photograph #1

FRIEDRICH BLOCK
449-461 MAIN ST
HOLYOKE, MA
UTM: 18 697340 4674290
SPRINGFIELD NORTH, MASS.



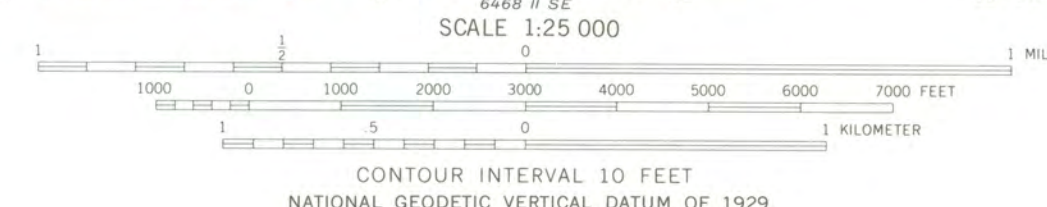
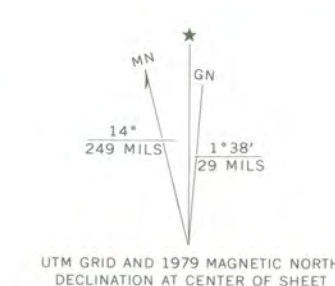
CONVERSION
SCALES

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13000	3500
12000	3000
11000	2500
10000	2000
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2000	2000
1000	500
500	200
200	50
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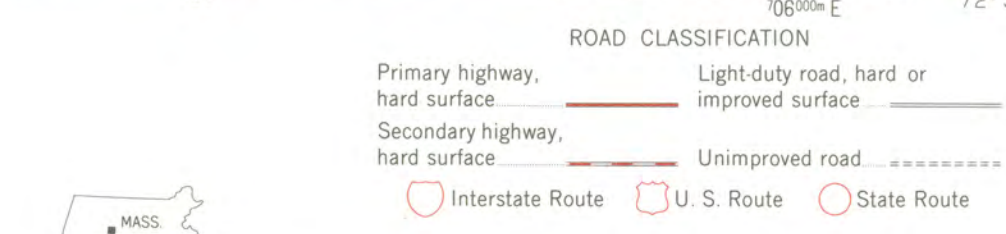
To convert feet to meters
multiply by 0.305

To convert meters to feet
multiply by 3.2808

Mapped, edited, and published by the Geological Survey
Control by USGS, USC&GS, and Massachusetts Geodetic Survey
Topography by planetable surveys 1933. Revised from
aerial photographs taken 1971. Field checked 1972
Polyconic projection. 1927 North American datum
10,000-foot grid based on Massachusetts coordinate system,
mainland zone
1000-meter Universal Transverse Mercator grid,
zone 18
Red tint indicates areas in which only landmark buildings are shown
There may be private inholdings within the boundaries
of the National or State reservations shown on this map
Revisions shown in purple compiled in cooperation with the State of
Massachusetts agencies from aerial photographs taken 1975 and other
source data. This information not field checked. Map edited 1979



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



SPRINGFIELD NORTH, MASS.
N4207.5-W7230.7.5
1972
PHOTOREVISED 1979
AMS 6468 II NE-SERIES Y814

DON GLEASON'S
No. Springfield, Mass.
Topographic Series
\$4.25
\$0.15



18

19

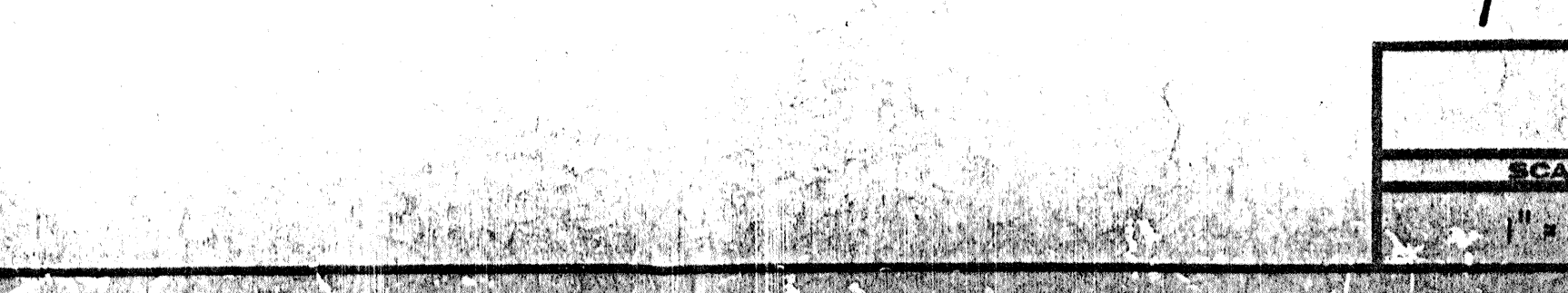
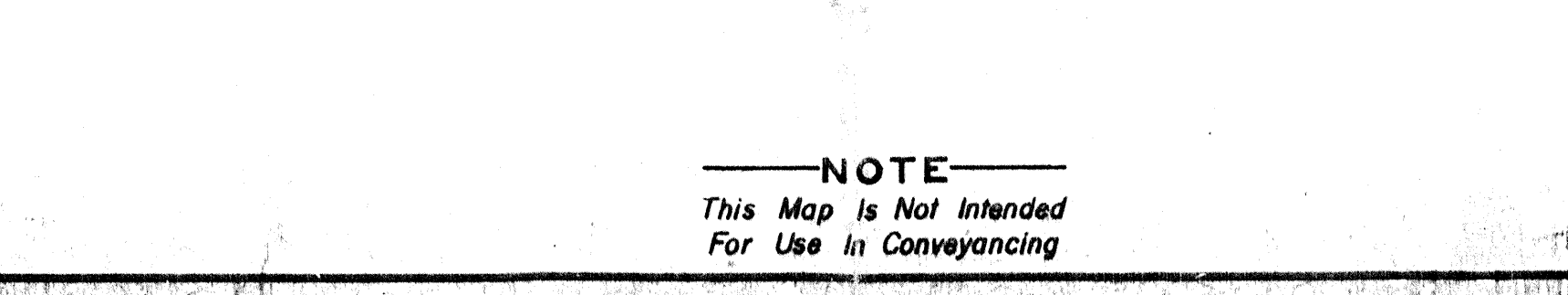
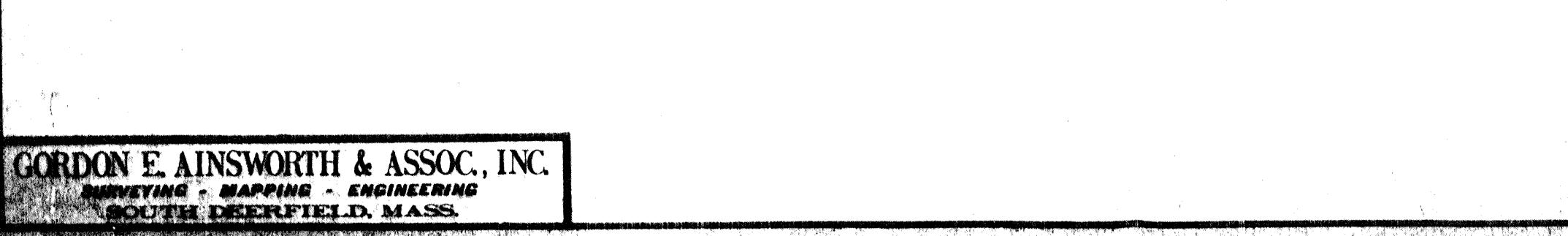
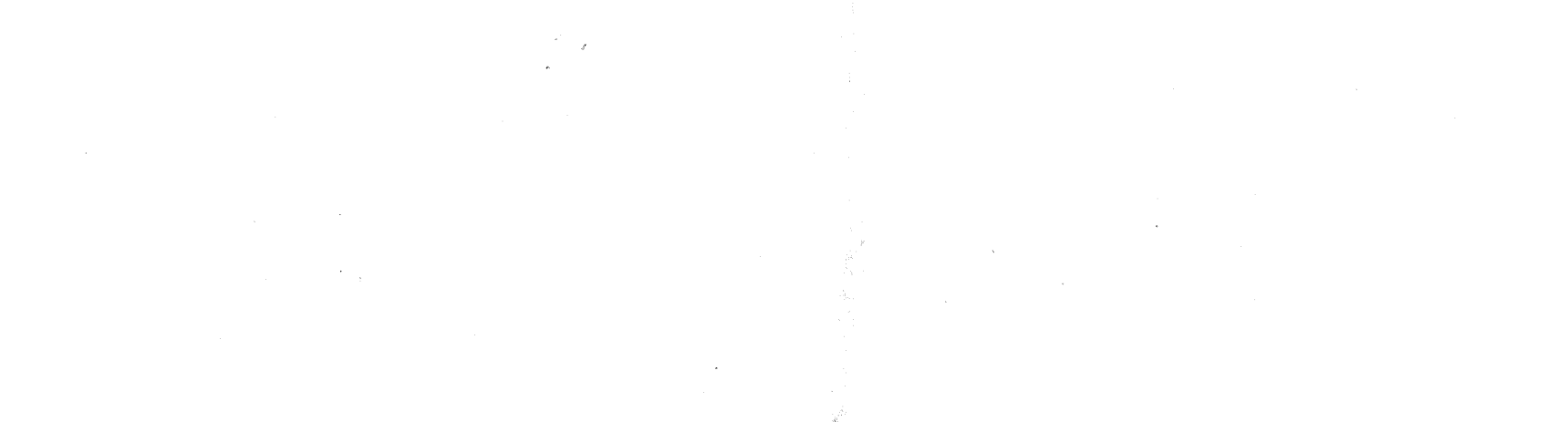
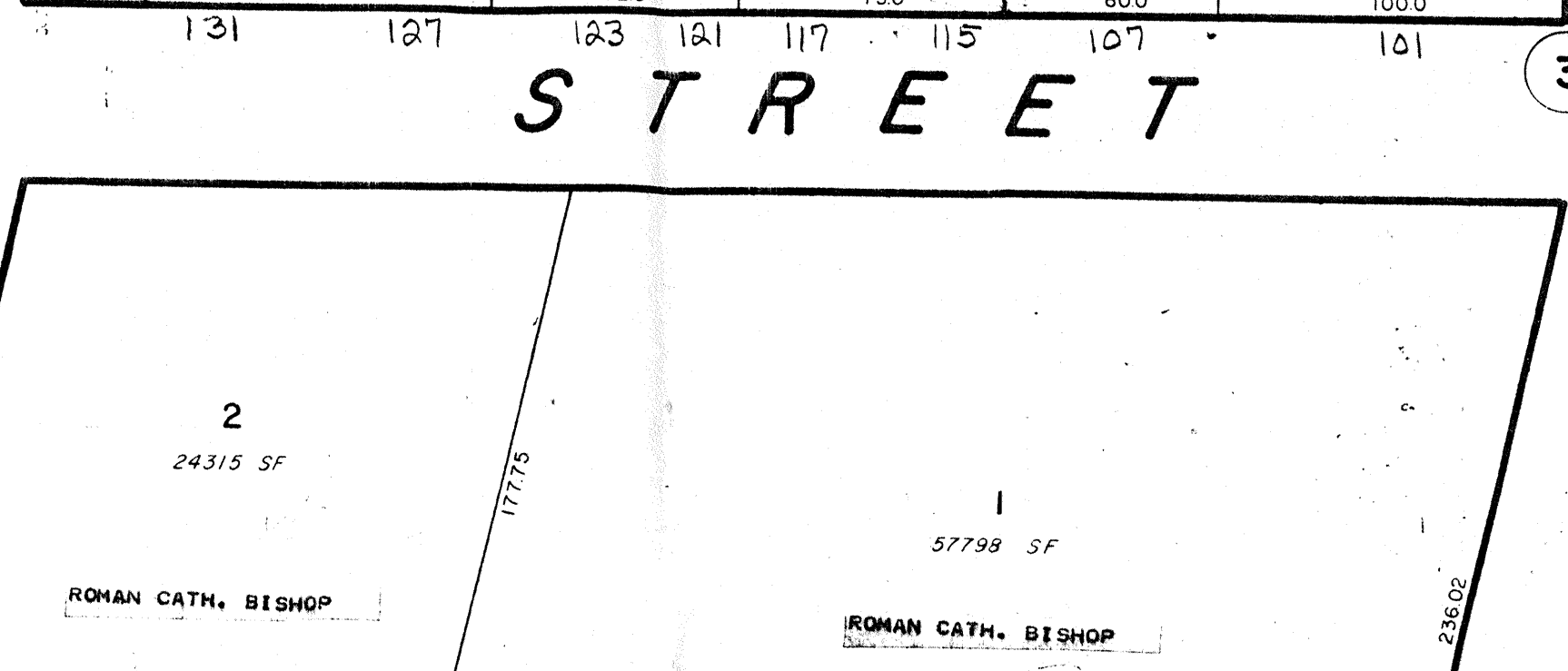
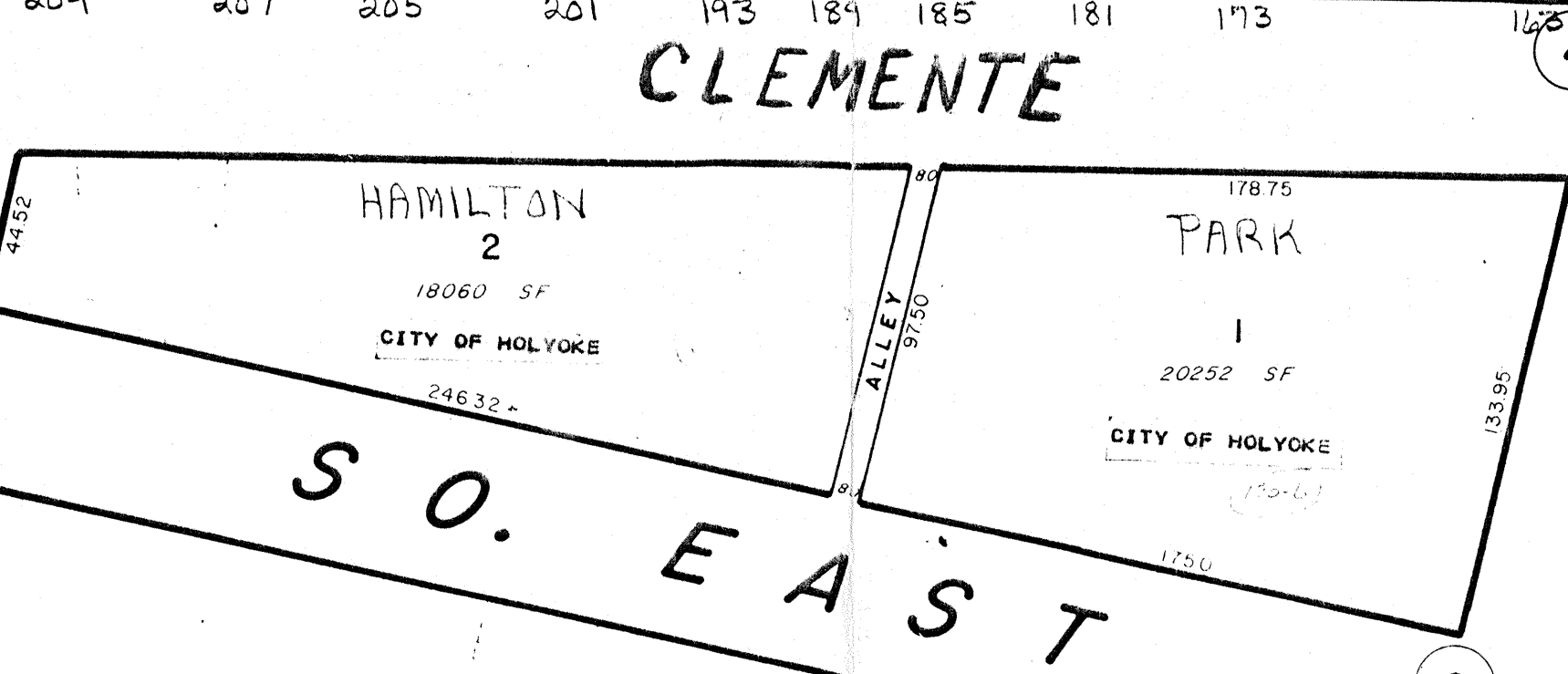
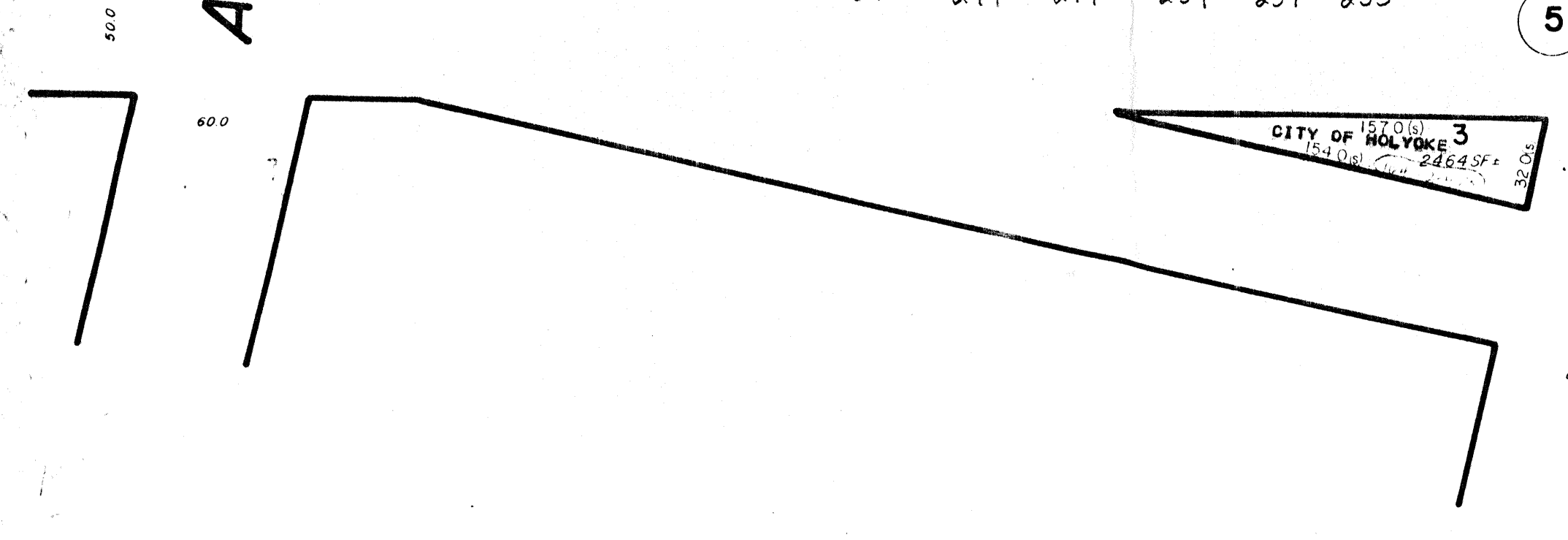
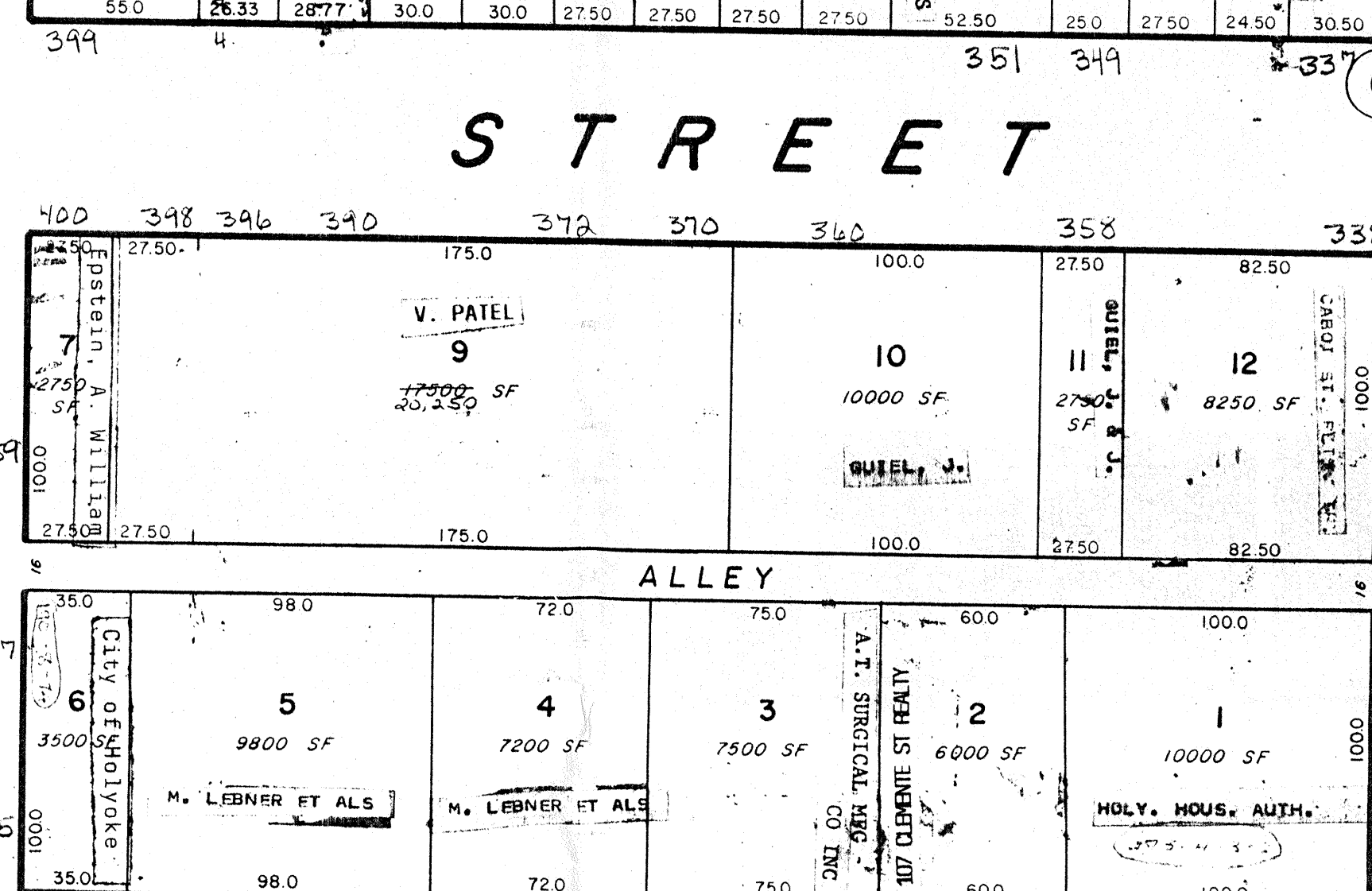
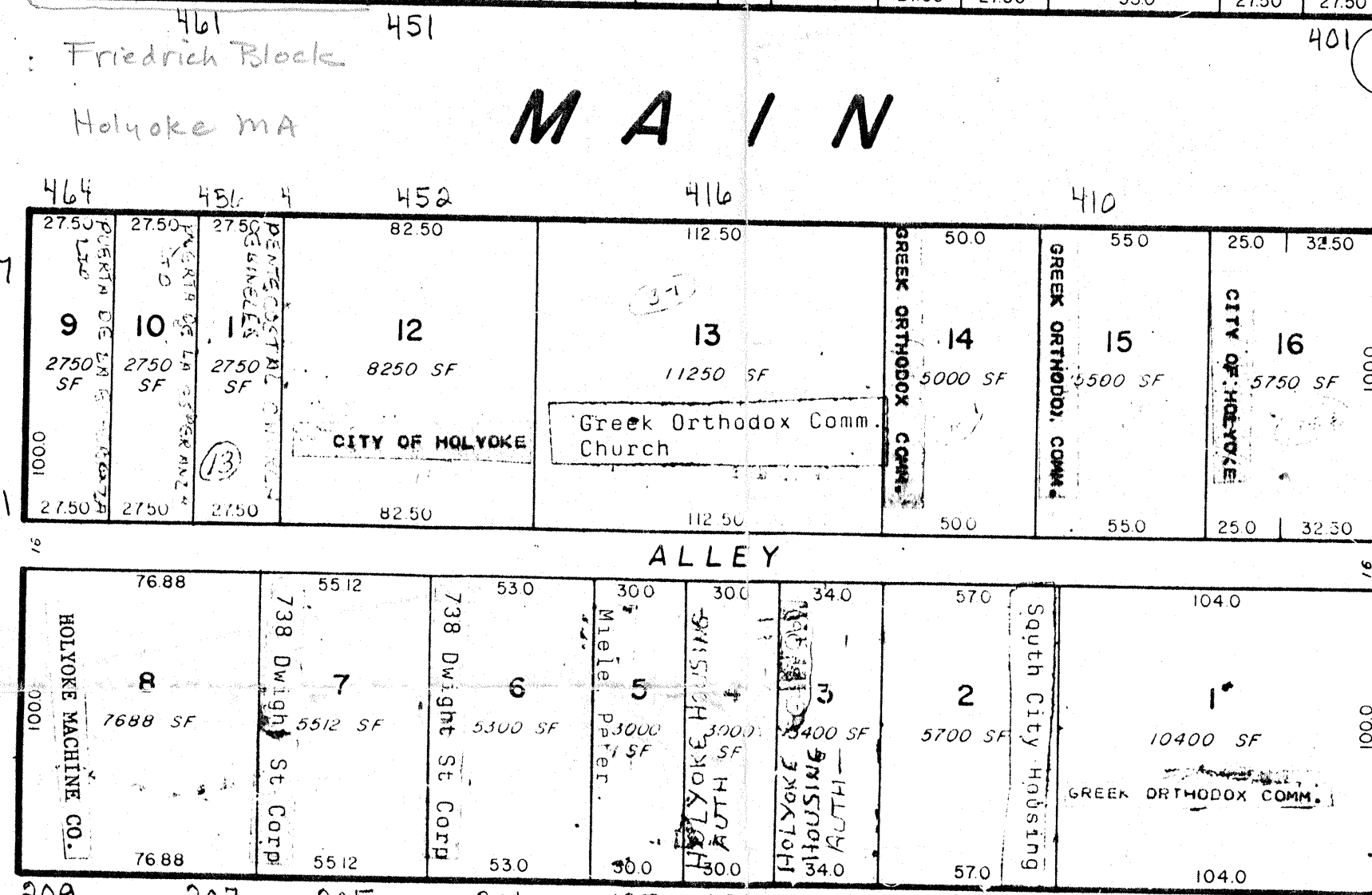
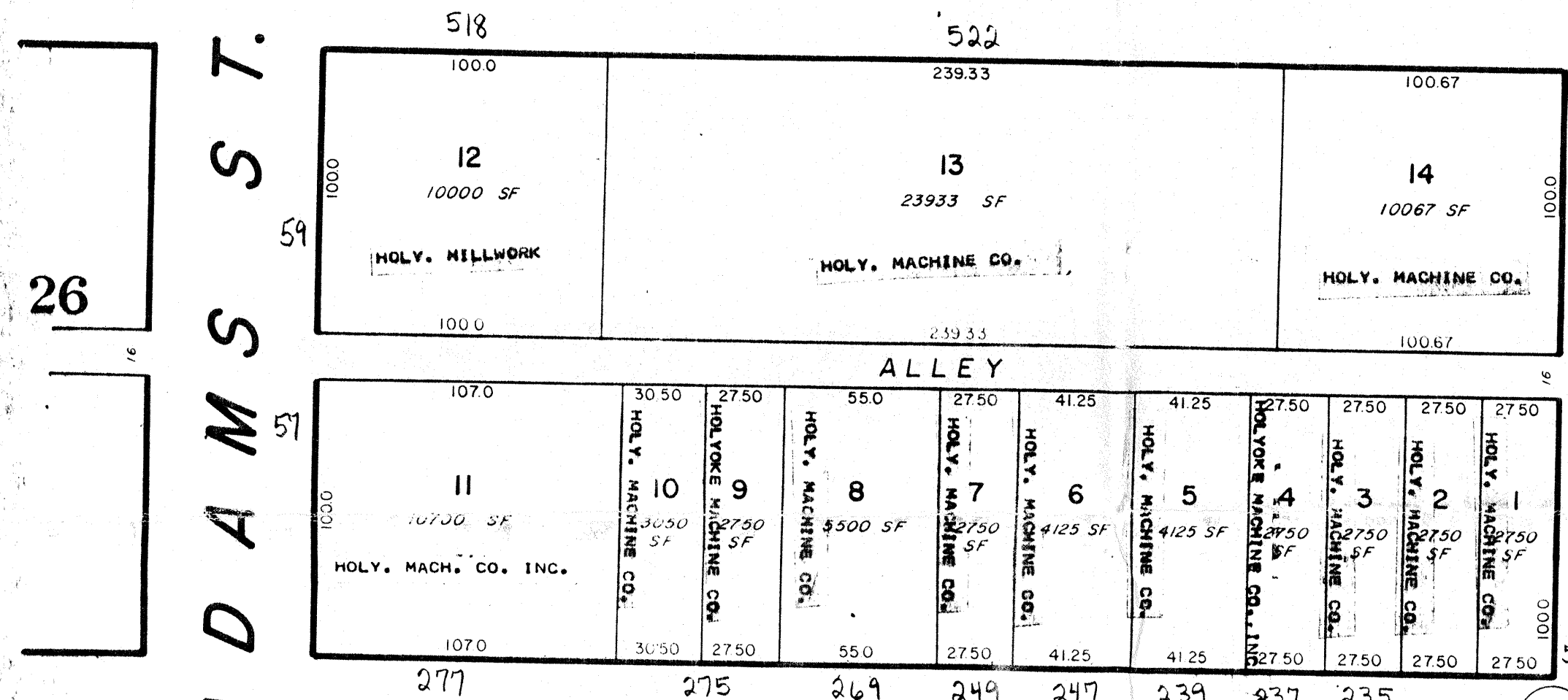
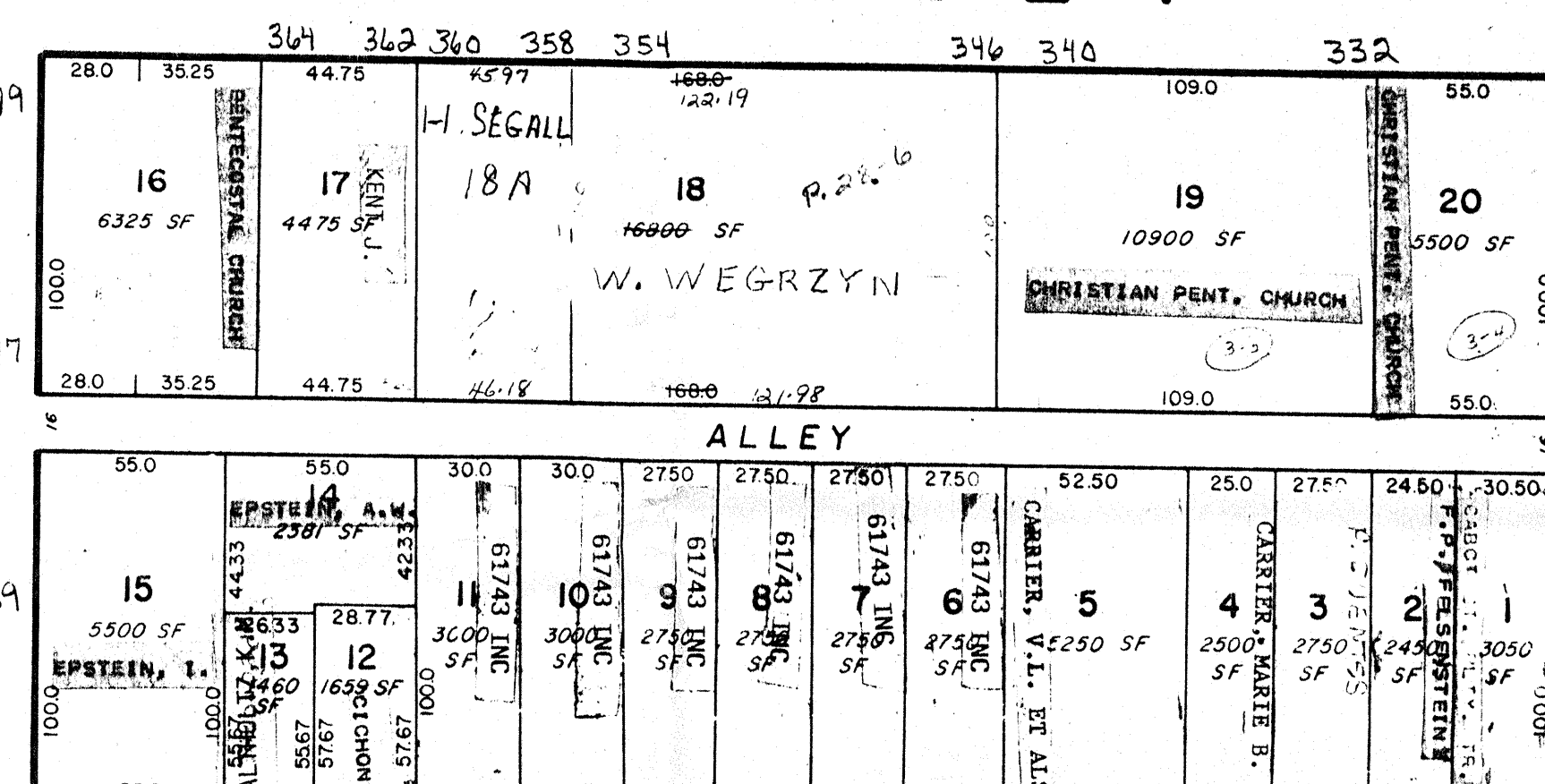
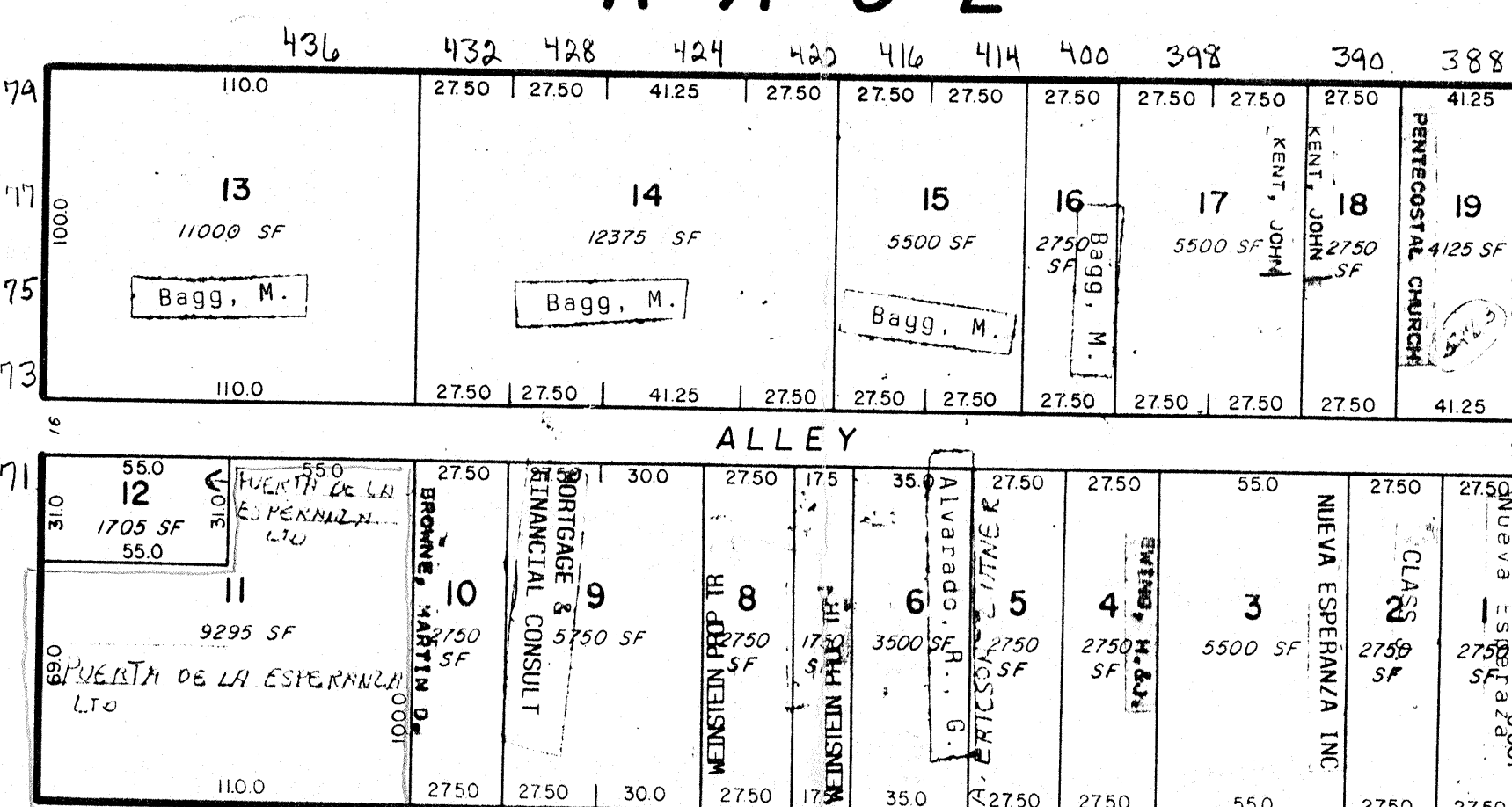
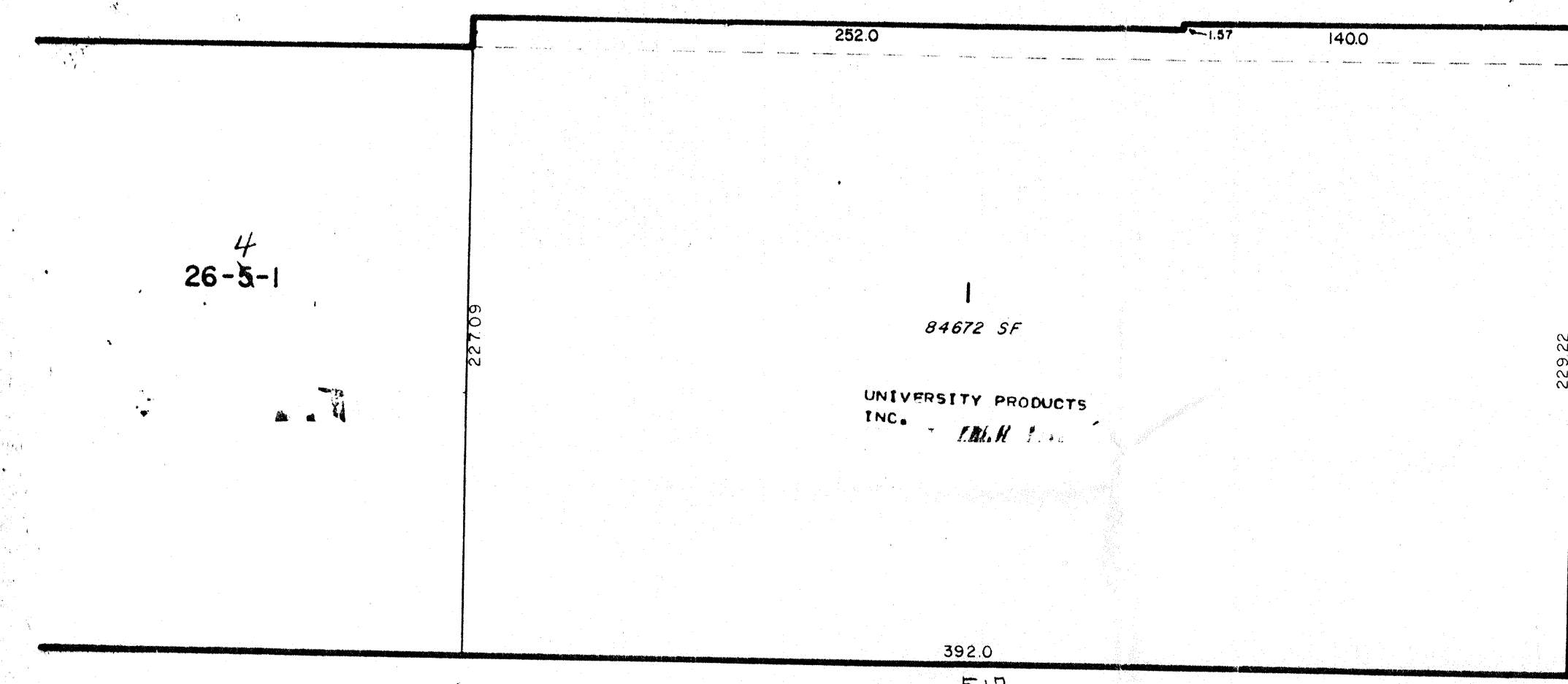
RACE

STREET

SARGENT STREET

HAMILTON STREET

CABOT STREET





The Commonwealth of Massachusetts

William Francis Galvin, Secretary of the Commonwealth
Massachusetts Historical Commission

October 23, 2002

Ms. Carol Shull
National Register of Historic Places
Department of the Interior
National Park Service
1201 Eye Street, NW, 8th floor
Washington, DC 20005

Dear Ms. Shull:

Enclosed please find the following nomination form:

Friedrich Block, 449-461 Main Street, Holyoke (Hampden), MA
HPCA # 7851

The nomination has been voted eligible by the State Review Board and has been signed by the State Historic Preservation Officer. The owners of the property were notified of pending State Review Board consideration 30 to 45 days before the meeting and were afforded the opportunity to comment.

Sincerely,

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

enclosure

cc: Gregory Farmer, consultant
Olivia Mausel, Holyoke Historical Commission
Jack F. Hunter, Holyoke Planning Director
Carlos A. Vega, Puerta de la Esperanza
Michael Sullivan, Mayor, City of Holyoke