

Wisconsin Word Processing Format (Approved 1/92)

**United States Department of Interior  
National Park Service****National Register of Historic Places  
Registration Form**

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 an 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** Appleton Post-Crescent Building**other names/site number** Post-Crescent**2. Location****street & number** 306 West Washington Street**city or town** Appleton**state** Wisconsin **code** WI **county** Outagamie

N/A

**not for publication**

N/A

**vicinity****code** 087 **zip code** 54911**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X 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  
X meets \_ does not meet the National Register criteria. I recommend that this property be considered significant \_ nationally  
\_ statewide X locally. ( See continuation sheet for additional comments.)

Signature of certifying official/Title

8/29/2019

Date

State Historic Preservation Office - Wisconsin

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 commenting official/Title

Date

State or Federal agency and bureau

Name of Property

County and State

**4. National Park Service Certification**

I hereby certify that the 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.

See continuation sheet.

☐ removed from the National Register.☐ other, (explain:)

Signature of the Keeper

Date of Action

10-17-19

**5. Classification****Ownership of Property**  
(check as many boxes as  
as apply)☒ private  
☐ public-local  
☐ public-State  
☐ public-Federal**Category of Property**  
(Check only one box)☒ building(s)  
☐ district  
☐ structure  
☐ site  
☐ object**Number of Resources within Property**  
(Do not include previously listed resources  
in the count)

contributing	noncontributing
1	buildings
	sites
	structures
	objects
1	0 total

**Name of related multiple property listing:**  
(Enter "N/A" if property not part of a multiple property  
listing.)

N/A

**Number of contributing resources  
previously listed in the National Register**

0

**6. Function or Use****Historic Functions**

(Enter categories from instructions)

INDUSTRY/PROCESSING/EXTRACTION: communications  
facility

COMMERCE/TRADE: business

**Current Functions**

(Enter categories from instructions)

COMMERCE/TRADE: business

**7. Description****Architectural Classification**

(Enter categories from instructions)

MODERN MOVEMENT: Art Deco

**Materials**

(Enter categories from instructions)

foundation CONCRETE

walls STONE

BRICK

roof OTHER

other METAL

**Narrative Description**

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

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the 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 a 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.

### Areas of Significance

(Enter categories from instructions)

#### COMMUNICATIONS

### Period of Significance

1932 - 1972

### Significant Dates

1932, 1951, 1972

### Significant Person

(Complete if Criterion B is marked)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Foeller, Schober and Berners

Foeller, Schober, Berners, Safford and Jahn

Berners, Schober and Kilp

### Narrative Statement of Significance

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

**date** May 17, 2019  
**telephone** 312-488-1682  
**zip code** 60604

Name of Property

County and State

**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 SHPO or FPO.)

<b>name/title</b>	Andrew Dumke	<b>date</b>	May 17, 2019
<b>organization</b>	Crescent Lofts-Appleton, LLC	<b>telephone</b>	
<b>street &amp; number</b>	230 Ohio Street, Suite 200	<b>zip code</b>	54902-5894
<b>city or town</b>	Oshkosh	<b>state</b>	WI

**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 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 Reduction Projects, (1024-0018), Washington, DC 20503.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 1

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**Summary**

The Appleton Post-Crescent Building is located at 306 West Washington Street in downtown Appleton, Outagamie County, Wisconsin. The building is eligible for individual listing in the National Register at the local level for significance under Criterion A in the area of Communications as the headquarters of the *Appleton Post-Crescent* newspaper. The nomination boundary encompasses the nominated, Appleton Post-Crescent Building, constructed in 1932 at the northwest corner of West Washington and North Superior streets and designed in the Art Deco style by the Green Bay firm of Foeller, Schober, and Berners. The original building was expanded with additions in 1951, 1972, and 1991 as the newspaper's circulation grew and new technology was adopted. The original building and its three additions are interconnected. The building's historic windows were replaced in 1973 with tinted multi-light windows in the historic openings.

The Appleton Post-Crescent Building continues to house the *Appleton Post-Crescent* newspaper offices. The building retains its historic character-defining features that include exterior ornamentation on the 1932 original building reflecting the Art Deco style, an interior Art Deco-style lobby featuring a historic red marble and green granite staircase with shaped handrails of aluminum, a glazed brick wall with a vertical metal chute for transporting plates, and a double-height printing press room within the 1972 addition. The historic newsroom is retained on the second floor of the 1932 building, although it has non-historic finishes. Overall, the Appleton Post-Crescent Building retains integrity to convey its significant historic function as the headquarters of the *Appleton Post-Crescent*. The period of significance begins in 1932 with the construction of the original building and ends in 1972, the last major expansion of the newspaper and when the newspaper adopted an offset printing press system that marks the paper's transition into the modern era of computer printing, reflecting the ability of the newspaper to be adaptive to modern technology as it had during its entire history and which enabled the paper to remain competitive and viable. The 1991 addition to the north end of the building was constructed outside of the period of significance, but it does not negatively impact the integrity because it is positioned to the rear of the historic blocks and is compatible in size. The Appleton Post-Crescent Building continues to house offices for the *Post-Crescent* newspaper, while the newspaper's printing operation was moved offsite in 2000.

**Setting and Site**

The Appleton Post-Crescent Building is in downtown Appleton, Wisconsin, a city of approximately 74,000 people.<sup>1</sup> Appleton is situated on the lower Fox River, which flows north into Green Bay, and is a core city of the Fox River Valley; the city of Green Bay is located a 30 minute drive to the northeast.

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<sup>1</sup> United States Census Bureau, "Population and Housing Unit Estimates," 2017. <https://www.census.gov/programs-surveys/popest/data/tables.2017.html>. Accessed May 2, 2019.



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 2

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

The nominated building, located at 306 West Washington Street, is approximately one-half mile north of the Fox River and 2.8 miles east of Interstate 41. The building occupies a rectangular parcel in the eastern third of the block bound by Washington Street to the south, Superior Street to the east, Franklin Street to the north, and Division Street to the west.

The immediate setting of the building retains a commercial environment. A freight rail line, running diagonally from the southwest to the northeast on a slightly-raised embankment, passes to the northwest of the building and intersects Superior Street. Paved surface parking lots and a one-story commercial building occupy the central and west portions of the block. A four-story modern parking garage and a one-story brick hipped-roof building housing the Fox Cities Chamber of Commerce are located across Washington Street to the south of the nominated building. A high-rise AT&T telecom building is located to the southeast. A surface parking lot, a brick two-part commercial building, and a two-story Tudor style office building are located across Superior Street to the east. A one-story brick commercial building is located to the northeast of the building and a paved surface parking lot is situated across Franklin Street to the north.

The nominated property occupies a 1.29-acre parcel with flat terrain. The west line of the nomination boundary corresponds to the west edge of the legal parcel and is visually delineated by the edge of the paving on the property. The south half of the west boundary is contained with a non-historic metal guardrail. The 1932 original block of the Appleton Post-Crescent Building faces south onto West Washington Street, with the subsequent 1951, 1972, and 1991 additions constructed to the north of the 1932 block. The north façade of the 1991 addition abuts West Franklin Street. The south, east, and north façades of the building are constructed up to the concrete public sidewalk. The 1972 block is slightly recessed along the east façade and is fronted by three square concrete planters with shrubs. The west façade of the building is non-linear, in correspondence with the footprint of each block. The remaining open area of the property is paved. The south half is paved with asphalt and contains a few painted diagonal lines for vehicular parking. The north half is paved with concrete, and facilitates access to vehicular loading bays at the rear of the building. A small, non-historic triangular portion of the parcel at the south edge of the concrete-paved section contains mulching and a picnic table.

### **Exterior Description**

The Appleton Post-Crescent Building is comprised of four interconnected blocks built chronologically along Superior Street from Washington Street on the south to Franklin Street on the north in 1932, 1951, 1972, and 1991. Each section was designed by the Green Bay architecture firm of Foeller, Schober, and Berners, and successor firms.<sup>2</sup>

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<sup>2</sup> Foeller, Schober and Berners later became Foeller, Schober, Berners, Stafford, and Jahn; and then Berners, Schober and Kilp.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 3

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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The two-story and basement 1932 Art Deco style original building has an L-shaped footprint, a concrete foundation, and a flat roof with three sawtooth monitor skylights.<sup>3</sup> The building was designed to house the headquarters of the *Appleton Post Crescent* newspaper and contained a public lobby and printing press room on the first floor and a newsroom, composing room, and stereotype casting room on the second floor. The primary south and east façades are clad with light cream color limestone, and the rear façades are clad with cream-tone colored brick.

The two-story and basement 1951 addition is attached to the north façade of the 1932 building, and partially envelopes a two-story north wing of the 1932 building. The 1951 addition was constructed on top of a sub-grade photographic studio that was completed in 1940. Remnants of the 1940 photographic studio are not extant in the basement of the 1951 addition. The 11,000-square-foot addition was designed by Foeller, Schober, Berners, Stafford and Jahn to house two large linotype machines and a new printing press for the newspaper. The addition has an L-shaped footprint, a concrete foundation, and a flat roof. The east façade is clad with light cream color limestone matching the 1932 building, and the rear façades are clad with cream-tone colored brick.

The one-story and basement 1972 addition is attached to the north façade of the 1951 addition. It was designed by Berners, Schober and Kilp and housed a new printing press room and mechanical and operations rooms. It has an L-shaped footprint, a concrete foundation, and a flat roof. The recessed south end of the east façade features a metal and glass curtain wall that looks into the printing press room. The north end of the east façade and the rear façades are clad with buff-tone color brick.

The one-story and basement 1991 addition was designed to house additional offices and is attached to the north façade of the 1972 addition. It has a square footprint, a concrete foundation, and a flat roof. The exterior is clad with buff-tone color brick matching the 1972 addition.

*South Primary Façade - 1932 Block*

The primary façade of the Appleton Post-Crescent Building faces south towards West Washington Street. The symmetrical Art Deco-style façade corresponds to the 1932 original building (*Photos 1-2*). The façade is approximately eighty feet wide and divided into five bays with a primary entrance in the center bay. The base is clad with cut polished Black Pearl granite, and the wall and decorative parapet are clad with Kasota stone, a cream-colored limestone quarried in Mankato, Minnesota. Historic stone coping with a chevron pattern caps the parapet; non-historic dark metal flashing covers a small portion of the top of the coping stone, partially obscuring the geometric ornament at the top of the wall.

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<sup>3</sup> These skylights are not visible from the building's interior.



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 4

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

Cut polished Black Pearl granite frames the monumentally-scaled centered entrance (*Photo 2*). The entrance lintel features oversized granite voussoirs with historic cast aluminum address plate that reads “306” in stylized numbers. The sides of the black granite frame retain small metal covers marking the former locations of twin cast aluminum sconces that were removed sometime between 2003 and 2007. Set within the original entrance opening is a non-historic aluminum-frame entrance with a glazed door, narrow sidelight, and short transom. The entrance is topped with a historic cast aluminum plate with raised letters in an Art Deco stylized font reading “APPLETON POST-CRESCENT.” Above the plate is a tall historic transom window with two narrow cast aluminum mullions and a projecting cast aluminum sill with stylized waves and vertical fins. A historic cast aluminum frame bounds the entrance and historic transom and is decorated with alternating raised round and octagonal plaques with stylized images of a letterpress and a newspaper roller press. An original window opening above the entrance at the second story contains a non-historic, multi-light aluminum-frame fixed window with tinted glass.

The remaining four bays contain full-height, recessed, rectangular window bays that rise from the granite base up to a decorative carved stone belt course below the parapet wall. The two inner bays are grouped at the entrance and are flanked by limestone fluted piers. The two outer bays are spaced at the edges of the façade and have stepped limestone frames. The window bays have limestone sills and non-historic, multi-light aluminum frame fixed windows with tinted glass in the historic openings. Each window bay has a historic cast aluminum spandrel panel decorated with Art Deco motifs including chevrons, stylized linenfolds, waves, and a central octagonal plaque with a foliate design.

The decorative carved limestone belt course below the parapet wall features a repeating pattern of Art Deco style foliate, floral, and sunburst motifs. The parapet wall above contains three octagonal carved limestone plaques in a similar design to the cast aluminum spandrels centered above each of the middle bays. On the east portion of the parapet wall are non-historic raised metal letters reading “THE POST CRESCENT.” The southwest and southeast corners of the parapet are stepped and curved inward.

*East Façade - 1932, 1951, 1972, and 1991 Blocks*

The east façade of the Appleton Post-Crescent Building is approximately 340 feet long and faces N. Superior Street, spanning from W. Washington Street north to W. Franklin Street. The east façade, from south to north, is comprised of the 1932 original building and the 1951, 1972, and 1991 additions.

Beginning at West Washington Street, the first seven bays correspond to the two-story and basement 1932 original building (*Photo 1*). The 1932 Art Deco style east façade features identical cladding and windows as the south façade. The base is clad with cut and polished black granite, and the wall and parapet are clad with Kasota stone. Seven full-height window bays rise from the granite base to the

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 5

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

decorative carved stone belt course at the base of the parapet. The five inner window bays are grouped together and flanked with fluted limestone piers. The outer window bays are spaced at the edges of the 1932 portion of the façade and have stepped limestone frames. The window bays contain identical non-historic, aluminum-frame multi-light windows with historic cast aluminum decorative spandrel panels as described on the south façade. The parapet wall above the window bays features five octagonal carved limestone plaques and the northeast corner of the parapet is stepped and curved inward. The south portion of the parapet wall has non-historic raised metal letters reading "THE POST CRESCENT." Historic stone coping in a chevron pattern with non-historic metal flashing caps the parapet.

The next two bays correspond to the two-story and basement 1951 addition, which was designed in identical style and materials to match the 1932 building (*Photo 3*), yet is differentiated from the original building. The 1951 portion is slightly recessed from the 1932 portion. The foundation, wall, and parapet are clad with cream-colored limestone, and non-historic metal flashing caps the parapet. The two evenly-spaced full-height bays are flanked with fluted limestone piers and contain non-historic aluminum-frame multi-light windows with tinted glass. Each window bay has a historic cast aluminum spandrel panel with stylized Art Deco motifs matching those seen on the 1932 building. The carved stone belt course above the window bays is simplified and instead of a continuous band of ornament, features two small decorative panels above the windows with a stylized sunburst motif. The parapet lacks ornamentation and is slightly lower than the original building.

Proceeding northward, the portion of the east façade corresponding to the one-story and basement 1972 addition is comprised of a recessed aluminum and glass window wall and a buff-tone colored brick wall with three non-historic narrow rectangular window bays at the north end of the wall (*Photo 3, Photo 4 – center-left*). The historic recessed aluminum-frame multi-light window wall has fixed tinted windows and corresponds to the 1972 addition's printing press room, which features a mezzanine level with catwalk. The window wall provided public views into the printing press room. A short north-facing wall to the south of the window wall and the remaining north portion of the 1972 façade (north of the window wall) are clad with buff-toned brick that is laid in a six-course common bond. The parapet is clad with cut polished limestone and stone coping. A recessed north-facing metal and glass secondary entrance door is located to the south of the window wall and another identical entrance door, facing south, is located to the north of the window wall. The 65-foot-long buff-toned brick wall north of the window wall has a limestone foundation and parapet topped with stone coping. The brick wall was originally designed without windows. In 1991, in conjunction with the construction of the 1991 addition to the north, three narrow rectangular window bays were punched into the north end of the wall. Each bay has a stone sill and lintel and contains a fixed aluminum-frame window with four vertically-stacked tinted lights. A full-height vertical brick indentation demarcates the north edge of the 1972 addition.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 6

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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The remaining portion of the east façade has five bays and corresponds to the 1991 addition (*Photo 4*). The façade has cast stone cladding at the foundation, buff-toned brick cladding laid in a six-course common bond, a stone belt course aligned with the stone parapet of the 1972 addition, and a buff-toned brick parapet wall with stone coping. The five evenly-spaced narrow rectangular windows bays have a stone sill and lintel and contain a fixed aluminum-frame window with four vertically-stacked, tinted lights.

*North Façade – 1991 Block*

The approximately 95-foot-long north façade of the Appleton Post-Crescent Building faces West Franklin Street and corresponds to the one-story and basement 1991 addition (*Photo 4*). The façade has cast stone cladding at the foundation, buff-toned brick cladding laid in a six-course common bond, and a stone belt course below a brick parapet wall with stone coping. The façade has seven bays. The first bay from the east contains a recessed metal door with glazing in the upper half. The remaining bays each contain a narrow rectangular punched opening with a stone sill and lintel and a fixed aluminum-frame window with four vertically-stacked tinted lights.

*West Façade – 1991, 1972, 1951, and 1932 Blocks*

The west façade of the Appleton Post Crescent Building spans approximately 340 feet and is abutted by paved parking and a vehicular circulation driveway. From north to south, the façade is comprised of the 1991, 1972, and 1951 additions and the original 1932 building. Beginning at the north end of the façade, the first six bays correspond to the one-story and basement 1991 block (*Photo 5*). This portion of the façade has concrete parging at the foundation, buff-toned brick laid in a six-course common bond, and a stone belt course below a brick parapet wall with stone coping. A single-wyeth-thick brick wall projects out from the north end of the façade. A non-historic flat-roofed metal canopy is affixed to the projecting wall and the façade and shelters the six bays. From north to south, the first four bays are evenly spaced and contain narrow rectangular punched openings with stone sills and lintels and a fixed aluminum-frame window with four vertically stacked lights. The fifth bay contains an aluminum-frame glazed door with a stone lintel. The door is fronted with a concrete accessibility ramp. The sixth bay is spaced apart and contains a metal door with a small glazed viewing pane.

The next three bays are recessed and correspond to an interior loading dock room of the 1991 addition (*Photo 5*). The foundation has concrete parging, and the façade is clad with buff-toned brick laid in a six-course common bond and capped with stone coping. From north to south, the first two bays contain vehicular loading entrances designed for semi-trucks with metal overhead rolling doors. The third bay is accessed from a raised concrete loading dock and contains a loading opening with a metal overhead

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 7

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

rolling door. A non-historic flat-roofed metal canopy is affixed to the wall above the bay where it abuts the north-facing wall of the 1972 addition. The north-facing wall of the 1972 addition corresponds to the addition's two-story rear mechanical wing. The base of the wall is fronted by the raised concrete loading dock and a concrete pad with an electricity box. The wall is clad with buff-toned brick laid in a six-course common bond with cut stone at the parapet. The first story has two bays grouped below the metal canopy. The east bay contains a freight elevator opening with a metal overhead rolling door. The west bay contains a metal slab door. The upper story has two spaced bays containing painted metal ventilation louvers. The west-facing wall of the two-story mechanical wing lacks windows.

Proceeding south, the next span of the west façade is level with the plane of the two-story mechanical wing and corresponds to the printing press room of the 1972 addition (*Photo 6*). The span has a concrete foundation, painted concrete masonry unit cladding, and a cut stone at the parapet. One buff-toned brick pier rises at the southwest corner of the wall. Two spaced glass block windows are punched in the center of the masonry unit cladding.

Continuing south, a one-story wing with a flat roof, part of the 1951 addition, projects to the west (*Photo 6*). The wing has cream-toned brick cladding laid in a six-course common bond and a soldier brick course at the cornice. The cornice is capped with metal flashing. The north and south walls of the wing lack windows. The west wall of the wing is divided into five bays by an exposed concrete frame. The bays are filled in with cream-toned brick. From north to south, the second and third bays contain metal double-leaf slab doors. The remaining bays do not have windows. A large metal HVAC unit rises from the roof of the wing. The second-story west wall of the 1951 addition is visible above the one-story wing. The wall has four spaced window bays with soldier brick sills that have been infilled with buff-toned brick.

The south-facing wall of the two-story and basement 1951 addition has concrete parging at the foundation, cream-toned brick cladding laid in a six-course common bond, and a soldier brick course topped with metal flashing at the cornice (*Photo 7 – left*). The wall has four bays at the basement level. The west bay contains a raised metal door with a small glazed viewing pane and a soldier brick lintel course. The door is accessed via a concrete stoop with steps and a metal pipe handrail. The remaining bays contain former vehicular loading bays that have been infilled with buff-toned brick. The second bay and the fourth bay also have small glazed panels. Above the basement-first story is a mezzanine level with five window bays. The two west bays contain historic nine-light steel sash casement windows with brick sills and lintels. The remaining bays contain shorter historic eight-light steel sash casement windows with brick sills and lintels. The second story has five window bays. The historic rectangular window openings retain historic brick lintels; the upper halves have been infilled with buff-toned brick and the lower halves have non-historic metal-frame fixed single-light windows.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 8

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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Continuing south is the west-facing wall of the rear of the two-story and basement 1932 original building (*Photo 7 – center*). The wall has cream-toned brick cladding in a six-course common bond and a soldier brick course topped with metal flashing at the cornice. The basement level has five bays. The north bay contains a projecting shed with a flat metal roof and brick walls sheltering a metal door. The next two bays contain rectangular window openings with soldier brick lintels that have been infilled with buff-toned brick. The next bay contains a window opening with a soldier brick lintel, a stone sill and a glass block window. The remaining bay contains a narrow rectangular window opening with a soldier brick lintel, a stone sill and a glass block window. The second story has seven rectangular window bays that have been infilled with buff-toned brick. The first, fifth, and sixth bays from the north contain metal HVAC vents in the upper halves.

To the south is the north-facing wall of the southern half of the 1932 original building (*Photo 7 – right*). This wall has a concrete foundation, cream-toned brick cladding in a six-course common bond, and a soldier brick course topped with metal flashing at the cornice. A cream-toned brick chimney rises up the east end of the wall. To the east of the chimney at the first story is a tall rectangular window opening with a non-historic metal-framed fixed window. To the west of the chimney at the first story are two punched window openings with brick sills and lintels and non-historic metal-framed fixed single-light windows. To the west of the chimney at the mezzanine level is a punched window opening with a brick lintel and sill and a glass block window with a metal HVAC vent.

The final south portion of this façade has a concrete foundation, cream-tone colored brick cladding in a six-course common bond, and a soldier brick course at the cornice (*Photo 7 – far right*). The parapet is topped with a cut stone decorative course topped with metal flashing that is continued from the south façade. There are two bays at the basement level of the north end of the wall. The north bay contains a metal-framed fixed window with four vertical lights and a brick sill and lintel. The south bay has a narrower metal-framed fixed window with one vertical light and a brick sill and lintel. Two rectangular window openings at the first and second stories at of the south end of the wall have been filled in with cream-toned brick.

### **Interior Description**

The interior of the Appleton Post-Crescent building is characterized by a series of interconnected open and private offices, storage spaces, and former production spaces spread over a basement, first floor, mezzanine and second floor. The south 1932 building and 1951 addition form a C-shaped floor plan with a basement, first floor, mezzanine, and second floor level connected by one elevator and three primary stairwells. The 1932 and 1951 blocks are characterized by a first-floor historic lobby in the 1932 building, open and private offices, the historic newsroom at the south end of the 1932 building's second floor, an employee lunch room, paper storage space, and mechanical rooms. The north 1972

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 9

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

and 1991 blocks form a roughly L-shaped footprint and have a basement, main level, and mezzanine level connected by two stairwells and an elevator. The 1972 and 1991 blocks contain a former printing press room in the 1972 building, open and private offices, storage space, and a loading dock room. The 1932 Art Deco style lobby is intact and retains most of its historic materials and finishes; the 1972 double-height printing press room also retains its historic layout and utilitarian finishes.

*1932 Original Building*

The 1932 building was designed by Foeller, Schober, and Berners as the *Appleton Post-Crescent's* purpose-built headquarters and historically contained a public lobby at the south end of the first floor, a printing press room at the north end of the first floor, the newsroom and composing and stereotype casting rooms on the second floor, and general and paper storage in the basement. The historic public lobby, the newsroom, and the basement storage areas are retained, while the other spaces were reconfigured for offices and other newspaper departments during the period of significance.

The 1932 building's utilitarian basement historically served as storage for supplies, ink, and paper, and also contained a coal room and boiler room. The basement is still used for general storage, with smaller historic electrical and mechanical closets lining the west side of the room. The two historic boiler rooms are retained at the southwest corner of the basement. A freight elevator and an enclosed stairwell that connects the basement through the second floor, are in the northwest corner of the floor. The freight elevator has metal sliding doors and the stairwell has a steel staircase and concrete floors, walls, and ceiling. The basement flooring is concrete; at the north end of the floor is a channel of steel cart tracks used for moving heavy bales of paper. The walls are a combination of historic Haydite concrete blocks and painted and unpainted brick, with small portions of CMU blocks where two utility closets were created in 1972. The basement is punctuated with square concrete columns bridged with concrete ceiling beams. Ceilings are exposed fireproof tiles with exposed utility pipes and conduit. The north end of the basement has a narrow corridor created by a non-historic chain link fence and a cut opening in the wall leading into the 1951 block's basement.

The historic Art Deco lobby is located at the south end of the first floor. A small entrance vestibule at the south wall retains historic finishes and has red and pink Tennessee marble flooring in a two-tone fan pattern, green Verde Antique<sup>4</sup> granite baseboards, curved east and west walls with walnut-veneered paneling and inset cast aluminum grilles in Art Deco style geometric and foliate designs, and a walnut-veneered patterned ceiling with a historic chrome light fixture. The vestibule projects into the historic lobby and has chamfered corners, walnut-veneered paneling, and a carved walnut decorative course (*Photo 8*). A non-historic aluminum-frame glazed door leads from the vestibule into the lobby.

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<sup>4</sup> Verde Antique is a granite stone quarried in Vermont. It has a distinctive green tone with white veining and is often described as marble.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 10

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

The historic first-floor Art Deco style L-shaped lobby retains many historic finishes. The flooring has non-historic carpeting, although the historic red-toned Tennessee marble flooring may be extant beneath. The baseboards are historic Verde Antique granite, and the walls are clad with historic walnut-veneered paneling. Windows have historic Verde Antique stone sills. Cast aluminum rectangular grills beneath the windows feature Art Deco style geometric and foliate designs. The ceiling has non-historic acoustic dropped tiles with fluorescent lighting panels. A historic vault at the north end of the lobby has a historic metal vault door and a molded walnut door surround with an integrated analog clock. A historic open staircase is at the west side of the lobby (*Photo 9*). The staircase has Verde Antique stone side walls and risers, red-toned marble treads, and a historic aluminum handrail with curved ends. On either side of the stair are historic doorways with raised walnut frames and decorative walnut doors with contrasting floral-carved center panels. The doorways lead to private offices that are paneled in walnut and have Verde Antique stone flooring (*Photo 9*).

To the north of the lobby is a short flight of steps leading to a double-loaded corridor lined with private offices for the newspaper's advertising department. This space historically held printing press machines; it was altered in 1972 (at the end of the period of significance) to its present configuration. The corridor has carpeting, textured gypsum walls, and asbestos tile ceilings. Doorways have non-historic veneered solid-slab doors set in metal frames. The offices have carpeting, drywall walls, and acoustic tile dropped ceilings. The freight elevator at the north end of the corridor is surrounded with historic painted brick wall cladding. The stair hall to the north of the elevator has a historic steel staircase, vinyl asbestos tile flooring, historic glazed brick walls, and an asbestos-tiled ceiling (*Photo 10*). Next to the stair is a historic vertical chute with a small metal door and wood sill; the chute was used to transport metal plates down from the upper floors to the press machines. Two doors, facing south and north, are at the western end of the stair hall. The south door leads to a short hall containing the rear door of the freight elevator, a metal exit door, and a west door opening into a suite of three offices with non-historic finishes. The north door opens into a corridor of the 1951 addition.

Three historic mezzanine levels are spread throughout the 1932 building. At the west end of the first-floor lobby, the staircase leads up to a small mezzanine-level landing with women's and men's restrooms. The landing has a historic checkerboard floor of light- and dark-toned Tennessee marble set in a dark-toned marble border and Verde Antique stone baseboards. The north and south walls of the landing are clad in historic walnut-veneered paneling. The toilet room entrances have historic wood surrounds, while the toilet rooms have non-historic finishes and equipment. The staircase continuing up from the landing to the second floor continues the decorative motif and materials of the staircase below with curved metal handrails, marble treads, and Verde Antique risers.



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 11

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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A small, secondary, enclosed stairwell leading up from the first-floor double-loaded corridor accesses a small mezzanine level with a utilitarian storage room and two mechanical rooms. The stair hall at the north end of the 1932 building leads up to a large mezzanine level containing employee spaces. The mezzanine level of the stair hall has the same vinyl asbestos tile flooring, historic glazed brick walls, and asbestos-tiled ceiling as the first floor. To the west of the stair hall, a double-loaded corridor running east-west divides the south and north halves of the mezzanine space. The south half of the mezzanine space, including the stair hall, is within the 1932 building, and the north half is part of the 1951 addition. The corridor has vinyl asbestos tile flooring, gypsum board walls, and an asbestos-tiled ceiling. On the south side of the corridor is a men's locker room and restroom with non-historic finishes. On the north side of the corridor is a women's restroom with non-historic finishes, and an employee lunchroom. The lunchroom has a historic wood entrance door with glazed panels, non-historic laminate plank flooring, gypsum board walls, and an asbestos-tiled ceiling. The east wall of the lunchroom historically overlooked the 1951 addition's first-floor press room. The wall was infilled with concrete block in 1972 when the 1951 press room was converted into office space.

The second floor of the 1932 building contains the historic newsroom to the south (*Photo 11*) and an open office space to the north with a rectangular photography department along the west wall. The west-wall photography department was created in 1951. The open office space to the north was originally a composing room, but was converted into an office space with desks for reporters between 1951 and 1972, during the period of significance. To the west of the south newsroom is the south staircase, a historic conference room and historic managing editor's office, and two non-historic private offices. At the northwest corner of the open office space is the elevator, stair hall, and a corridor lined with small private offices.

The south newsroom is in its historic location, but it has non-historic finishes including carpeted floors and non-historic acoustic tile dropped ceilings. The exterior walls are plaster, and the windows at the perimeter of the newsroom retain historic marble sills. The open office area to the north has plaster exterior walls and gypsum board walls delineating the photography department on the west wall. The space has carpeted flooring and an acoustic tile dropped ceiling.

The south staircase at the southwest end of the newsroom opens into a short hall with a checkerboard floor of light- and dark-toned Tennessee marble, plaster walls with decorative walnut wainscoting, and a dropped acoustic tile ceiling (*Photo 12*). The staircase is framed by a plaster opening with a five-sided arched top. To the south of the staircase, two doorways with historic walnut entrance frames and paneled transoms lead to a historic conference room and a historic private managing editor's office, both have non-historic finishes. A private office is to the north of the stair and has carpeted flooring, plaster walls with wood wall paneling and an acoustic tile dropped ceiling.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 12

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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The freight elevator at the north end of the newsroom has sliding metal doors and is set in a historic painted brick wall. The north stair hall, to the north of the elevator, has the same finishes as seen on the mezzanine and first floor. An east-west corridor between the elevator and the stair hall leads into an open office space with three smaller offices along its south wall. This space was historically used as the stereotype casting room; the south wall at the east end of the corridor has a historic painted brick wall with a historic vertical chute with a metal door where metal plates could be transferred down to the press machines. The remaining portion of the corridor and the offices have non-historic finishes. Two cut openings to the north of the stair hall open into the office space of the 1951 addition.

*1951 Addition*

The two-story and basement 1951 addition was designed by Foeller, Schober, Berners, Safford & Jahn to house paper storage in the basement, a printing press room and mailroom on the first floor, a one-story west wing with a garage, a mezzanine-level employee lunch room, and a composing room and engraving room on the second floor. The basement of the 1951 addition retains its historic function as storage. The first-floor printing press room and mailroom were converted into newspaper department offices in 1972. The second-floor composing and engraving rooms were converted into offices shortly thereafter. The first-floor west wing garage was converted into a mechanical room and employee fitness room.

The rectangular utilitarian basement of the 1951 addition is still used for general and paper storage (*Photo 13*). The basement has concrete floors, concrete masonry unit walls, and exposed concrete ceilings. Square concrete columns bridged with concrete ceiling beams punctuate the space. The steel channel tracks used for transporting paper on carts are extant in the concrete floor. Three cut openings in the north wall of the basement lead into the basement of the 1972 block.

The first floor of the 1951 block has an L-shaped footprint. The east end of the first floor historically served as a printing press room. It now contains an open office area for the newspaper's retail advertising department, with a small vestibule at the northeast corner that provides access into the 1972 block. The west end of the first floor historically contained a mailroom. It is now organized by an east-west corridor lined with private offices. The west end of the corridor terminates at a short north-south hall. A stairwell is located at the south end of the hall, and a mechanical room and employee fitness room (within the one-story west wing former garage) are accessed from the west side of the hall. A door at the north end of the hall provides access into the 1972 block.

The open office space at the east end of the first floor has non-historic finishes including carpeted floors, gypsum board walls with rubber baseboards, and acoustic tile dropped ceilings. Concrete columns at the periphery have been covered with painted gypsum board. The square vestibule at the

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 13

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

northeast corner has vinyl tile flooring, gypsum board walls with vinyl wallpaper, and an acoustic tile dropped ceiling. The north wall of the vestibule has two openings. The east opening contains an aluminum-frame glazed door that exits onto the sidewalk in front of the 1972 addition. The west opening contains a metal solid door that leads into a narrow corridor that abuts the printing press room of the 1972 addition. The east and west walls of the corridor are metal-frame glazed curtain walls. The flooring is vinyl composite tile and the ceiling is asbestos tile with inset fluorescent lighting panels.

The east-west corridor to the west of the first-floor open office space has carpet flooring, gypsum board walls and asbestos tile ceilings. The private offices to the north and south of the corridor also have non-historic finishes. The short north-south hall to the west of the corridor has vinyl asbestos tile flooring and an asbestos tile ceiling. The east wall is painted brick, and the west wall is painted concrete block.

The second floor of the 1951 addition has a rectangular footprint and is accessed from the north stair hall in the 1932 building. The floor historically contained a composing room and engraving room. The space is now divided into two open office areas that house the newspaper's finance department and a small server room at the east end of the floor. The server room is demarcated by a non-permanent metal-frame wall with glass panels and a wood entrance door. The server room and two open office areas have non-historic finishes including carpeted flooring and acoustic tile dropped ceilings.

*1972 Addition*

The one-story and basement 1972 addition was designed by Berners, Schober and Kilp. The south portion housed a double-height offset printing press room, with the newspaper reel room and the press machine pit in the basement and the press machines rising up through the first floor. The north portion contained storage and mechanical rooms in the basement and a mailroom, mechanical rooms, and a press operations room on the first floor. The construction of the 1972 addition represents the last major expansion of the *Post-Crescent* headquarters and introduced new technologies to the paper's printing operations, marking the end of the historic period. This is the last addition constructed within the period of significance. The offset printing press room and the first-floor operations and mechanical rooms are preserved, while the mail room was converted into office space after the period of significance.

The rectangular south portion of the 1972 addition retains the double-height printing press room, occupying the basement and first floor (*Photo 14 – view from 1<sup>st</sup> floor*). The center of the concrete basement floor is sunken in, creating a rectangular press machine pit. The basement level was also dubbed the “reel room” where blank newspaper reels were loaded into the printing press machines. The basement level walls are painted concrete block, and the ceiling is exposed concrete with steel

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 14

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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beams. Three punched openings in the north basement level wall lead to the north portion of the 1972 addition. A rectangular metal and concrete platform encircles the printing press room at the first floor, overlooking the sunken press machine pit from which the equipment rose up through the first floor. The platform is supported by metal round posts that border the sunken equipment space. At the first floor, the east wall of the printing press room is a metal-framed glazed curtain wall; the remaining first-floor walls are concrete block. The printing press machinery was removed from the room circa 2000 when the *Post-Crescent* moved its newspaper production operations to a different site.

The north portion of the basement of the 1972 addition has an L-shaped footprint. The east section of the basement here contains a large paper storage room with a concrete floor, square concrete columns with flared pyramidal capitals, concrete block walls, and a concrete ceiling with exposed ducts, pipes, and conduit. A non-historic chain link fence partitions the northeast portion of the paper storage room. An enclosed circulation stairwell is located at the southeast corner of the paper storage room. An opening in the north wall leads into the 1991 addition. An L-shaped corridor extends from the south end of the west wall of the paper storage room. The corridor has a concrete floor, walls, and ceiling and leads to a janitor's room, a mechanical and electrical room, and a freight elevator with metal sliding doors.

The north portion of the first floor of the 1972 addition has an open office area at the east end and a corridor leading to operations rooms at the west end. The open office area at the east end of the floor was originally the location of a mailroom. It now contains cubicles for the newspaper's marketing and online departments (*Photo 15*). The east wall of the open office area is lined with private offices. A meeting room and men's and women's restrooms line the south wall of the open office area. A corridor at the northeast corner of the office area leads to the 1991 addition. An enclosed stairwell at the southeast corner of the office area has vinyl tile flooring, concrete block walls, and a concrete staircase with metal pipe railing.

The open office area has carpeted floors, gypsum board walls, square concrete columns wrapped with painted gypsum board, and acoustic tile dropped ceilings. The private offices on the east wall have metal-framed glazed window walls with wood slab doors. The offices have carpeting, gypsum board walls and acoustic tile ceilings. A corridor at the southwest corner of the office area extends to the west. A freight elevator is on the south side of the corridor. The corridor leads to a printing press operations room and a maintenance technician's office, then jogs to the south, providing access to the printing press room.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 15

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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*1991 Addition*

The one-story and basement 1991 addition has a square footprint and was constructed at the north end of the Appleton Post-Crescent Building. The basement contains a large open multi-purpose room with epoxied concrete floors, square concrete columns with flared caps, concrete block walls, and a concrete ceiling. An enclosed stairwell at the southwest corner of the multipurpose room has concrete floors, walls and ceiling, and a metal staircase.

The first floor of the 1991 addition contains an open office area with cubicles housing the newspaper's circulations department (*Photo 16*). Private offices line the north wall of the office area. A small vestibule at the northeast corner leads to an exit door. A conference room is in the southeast corner of the office area and an enclosed circulation stairwell is in the southwest corner. Through the southwest stairwell to the south is a rectangular loading dock area with a concrete floor, concrete block walls, and a corrugated metal ceiling. Three vehicular loading dock bays are along the west wall. On the south wall is a door connecting the loading dock area to the 1972 addition.

The open office area has carpet flooring, gypsum board walls, and an acoustic tile dropped ceiling. An exit door is located at the south end of the west wall. The private offices along the north wall are demarcated with a gypsum board partition with glazed metal-framed viewing panes and wood slab office doors in metal frames. The northeast vestibule has metal-framed glazed walls and leads to a metal exit door with a glazed viewing pane. The southeast conference room has carpeting, gypsum board walls, and an acoustic tile ceiling. The southwest enclosed stairwell has vinyl tile flooring, concrete block walls, a corrugated metal ceiling, and a metal staircase.

**Integrity**

The Appleton Post-Crescent Building retains integrity to convey its local significance in the area of Communications. The original 1932 building is retained and the design, materials, and workmanship on the exterior and interior of the building reflecting the Art Deco style are preserved. Exterior ornamentation that reflects the historic function of the building is preserved and in good condition; this includes raised letter signage above the entrance door and cast aluminum plaques around the door with images of a letterpress and newspaper roller press.

The historic steel-sash multi-light windows in the 1932 and 1951 blocks were replaced in c. 1973 with aluminum-frame multi-light tinted windows in the historic window openings. This exterior alteration still communicates the historic fenestration pattern of the 1932 and 1951 blocks, and does not negate the building's ability to convey its historic function as a newspaper plant.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 16

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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Additions to the building have been constructed in 1951, 1972, and 1991. Each addition was built by the *Post-Crescent* to enhance the newspaper's ability to meet demand by expanding its news coverage, housing more employees, and operating updated printing presses. Each addition was added to the north façades of the previous, in a way that preserves the primary façades (facing Washington and Superior streets) of each block. The primary entrance to the building is still in its original location in the south façade of the 1932 building, facing Washington Street. The 1951 and 1972 additions fall within the period of significance of the building, which spans from 1932 to 1972. The 1991 addition was constructed to create more office space for the newspaper's employees and provide additional storage. It is at the northernmost end of the building and is compatible in height and scale with the other portions of the building. The 1991 north addition does not negatively impact the integrity of the building because it is positioned to the rear of the historic blocks and is compatible in size.

The building has never been used for any purpose other than as headquarters for the *Appleton Post-Crescent* newspaper. The interior still reads as a newspaper headquarters, maintains significant spaces, and retains its historic layout. The Art Deco style entrance vestibule and lobby in the 1932 building is preserved. This includes historic materials and design elements such as walnut-veneered paneling in the vestibule and lobby; red-toned marble and Verde Antique stone flooring and baseboards in the vestibule; Verde Antique stone baseboards in the lobby; cast aluminum ornamental panels and grilles in the vestibule and lobby; a historic main staircase of red-toned marble and Verde Antique stone with curved aluminum handrails; stylized wood door jambs and trim and historic single-leaf wood doors with carved plaques at the office entrances flanking the main stair; a historic steel vault door; and some Verde Antique stone window sills.

The 1951 addition retains historic glazed brick walls and a historic vertical chute for transferring metal plates in its north stair hall. The basement levels of the 1932 and 1951 blocks retain their utilitarian character and continue their historic function as storage rooms. Steel tracks in the concrete floor, used for moving heavy carts of newspapers, are also retained. The large 1972 printing press room is fully preserved, although the press equipment was removed from the room circa 2000 when a new facility was built off-site for printing the newspaper.

The newsroom in the south portion of the second floor of the 1932 building is in its historic location, although the finishes have been updated. The mezzanine-level west stair landing in the 1932 portion of the building retains historic marble flooring and walnut paneling; the second, shorter flight of stairs up to the second floor also retains its historic aluminum curved hand rail and marble and stone treads and risers. On the second floor at the top of the main stair, a small portion of the historic marble tile flooring is retained, as well as walnut wainscot panels and wood door surrounds. Marble window sills are retained in some of the windows in the second-floor newsroom. Overall, the nominated building retains historic integrity to convey its significance in the area of Communications.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 1

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**Summary of Significance**

The Appleton Post-Crescent Building at 306 West Washington Street in Appleton, Outagamie County, Wisconsin, is eligible for listing in the National Register at the local level under Criterion A for significance in the area of Communications. The non-partisan *Appleton Post-Crescent* newspaper was formed in 1920 by the merger of two partisan papers, the *Appleton Crescent* and the *Appleton Post*. The Green Bay-based architectural firm of Foeller, Schober, and Berners constructed the nominated building in the Art Deco style at the northwest corner of Washington and Superior streets in downtown Appleton as the new headquarters of the *Appleton Post-Crescent* in 1932. The firm also designed the three subsequent additions to the building in 1951, 1972, and 1991. Since its inception in 1920, the *Post-Crescent* has served as Appleton's primary news source. During the period of significance from 1932 through 1972, the newspaper expanded its news coverage from local to regional and national issues and its circulation increased as the metropolitan area of the Fox River Valley grew. As a result, the 1932 Appleton Post-Crescent Building was expanded in 1951 and 1972 to update its printing presses and meet growing demand for the newspaper.

An addition was constructed in 1991 at the north end of the building to create more office and storage space. This non-historic addition does not obscure the significant historic portions of the building and is compatible in height. Overall, the Appleton Post-Crescent Building retains integrity to demonstrate its significance in the area of Communications as the headquarters of the *Appleton Post-Crescent*, the city's only daily newspaper and a prominent news source for the Fox River Valley region throughout the twentieth century.

**Period of Significance**

The period of significance begins in 1932 with the construction of the earliest portion of the building. The period of significance ends in 1972 when the newspaper completed an equipment and technology overhaul to fully convert its operations to the offset printing press system and introduce computerized composition and reporting. While the period of significance ends three years after the National Register program's 50-year minimum threshold for significance, the 1972 expansion is critical to understanding the newspaper's history of technological adaptation and marks the paper's final technological transition. This history of adaptation enabled the paper to remain competitive and viable. So successful were these efforts that the paper is active today.

**Development of Appleton, Wisconsin**

Appleton, Wisconsin, is located in Outagamie County, Wisconsin and had an estimated population of 74,000 in 2017. Appleton is situated at the northern tip of Lake Winnebago and is about 30 miles southwest of Green Bay and 40 miles west of Lake Michigan.



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 2

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

The land encompassing Outagamie County was ceded to the United States government by the Menominee Indian tribe in 1831, opening the area up to Euro-American settlement. One of the earliest white settlers in the Appleton area was Hippolyte Grignon, who constructed a combined house, inn, and tavern in 1835. Lawrence College was established in the Appleton area by wealthy Boston entrepreneurs and Methodist ministers in 1849 and a lodging house for college employees was built.<sup>5</sup> The lodging house also served as a hospital, church and post office. The village of Appleton was incorporated in 1853 with a population of about 2,000. "Appleton" was the surname of prominent Bostonian Samuel Appleton, who had contributed funds to Lawrence College.

Appleton was reincorporated as a city on May 2, 1857. The introduction of the Chicago and NorthWestern Railroad in 1861 greatly contributed to the expansion of the city's commerce. As the city's economy thrived, Appleton's population expanded and grew more diverse, including a wave of immigrants from Germany and other European countries.<sup>6</sup> A streetcar was established in 1866, and by 1886 the city was planning its sewer system. In 1900, Appleton's population had expanded to 15,000 and the city had over 240 manufacturing plants.<sup>7</sup> Appleton continued to thrive through the 1920s and by the end of the decade the population numbered 25,637.<sup>8</sup> During this decade, Appleton's system of roads evolved as streetcar service waned as the popularity of the automobile increased.

After the stock market crash, the city's paper industry helped its citizens weather the Great Depression.<sup>9</sup> Lawrence College continued to be a prominent presence in the city, marking its 90th anniversary in 1939. At the onset of World War II, the city's population was approximately 28,000.<sup>10</sup> Several Appleton industries contributed to the war effort. The Art Deco-style Outagamie County Courthouse was dedicated in downtown Appleton in 1942. Appleton's infrastructure and population expanded after the war, with the population rising to 34,000 in the early 1950s.<sup>11</sup> New hospitals, schools, and businesses opened. One of the country's earliest enclosed shopping malls, the Valley Fair Shopping Center, opened in Appleton in 1954. The city saw continued growth in the 1950s and 1960s, with the population reaching 56,000 in 1970. In the mid-1960s, a new Outagamie County Airport opened on the west outskirts of Appleton in Greenville.<sup>12</sup> Paralleling cities across the country, urban renewal efforts unfolded in Appleton during the 1960s when portions of its historic downtown, particularly along College Avenue, were razed and new buildings constructed to encourage the area's

<sup>5</sup> Dan Flannery, ed., *A 150<sup>th</sup> Birthday Photo Album: Celebrate Appleton* (Battle Ground, Washington: Pediment Publishing, 2007), 7.

<sup>6</sup> Flannery, *Celebrate Appleton*, 7.

<sup>7</sup> Flannery, *Celebrate Appleton*, 17.

<sup>8</sup> Flannery, *Celebrate Appleton*, 37.

<sup>9</sup> Flannery, *Celebrate Appleton*, 53.

<sup>10</sup> Flannery, *Celebrate Appleton*, 67.

<sup>11</sup> Flannery, *Celebrate Appleton*, 85.

<sup>12</sup> Appleton Airport International, "History," <https://atwairport.com/us/airport-history/>. Accessed July 9, 2019.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 3

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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vitality. While Appleton's population did not decline, it did begin to slow and stabilize by the late 1970s and 1980s.

**Appleton's Newspaper Publications and the Origins of the *Appleton Post-Crescent***

The *Appleton Post-Crescent* was formed as a politically-independent newspaper on February 2, 1920, through the merger of two partisan newspapers, the *Appleton Post* and the *Appleton Crescent*. Prior to 1853, settlers in the Appleton region received news primarily through the *Green Bay Advocate*, delivered by boat from Green Bay and typically weeks old by the time it reached the hands of readers.<sup>13</sup> The *Appleton Crescent* was Outagamie County's first newspaper, beginning publication on February 10, 1853, the same year that Appleton was incorporated as a village.<sup>14</sup> The paper was formed by three brothers – Sam, James, and John Ryan – under the partnership “Ryan and Company.” Their father financially backed the endeavor and had played a role in the formation of the *Green Bay Intelligencer*, one of Wisconsin's earliest newspapers. Sam Ryan served as the editor of the *Appleton Crescent*, with James as the financial overseer and John as the printer. The *Crescent* was named after the bend in the Fox River where early pioneers had settled, and in its first issue, the paper identified its mission to serve the Fox River Valley by reporting on local, state, and national interests. The inaugural issue also stated, “In politics, while we shall ever express our opinions of men and measures, we shall always inculcate National Democratic Principles as the true basis of a free government.”<sup>15</sup> The *Crescent* was published using hand-set type on a hand-cranked press hauled from Green Bay. The paper was initially printed once per week, with subscriptions costing \$1.50 per year. The first office was located in a print shop on College Avenue in what is now Soldiers' Square, three blocks southeast of the present Appleton Post-Crescent Building.<sup>16</sup>

The *Crescent* reported on the growth of Appleton, covering varied local issues such as infrastructure improvement, business development, and community government, as well as obituaries and records of marriages and births. Sam Ryan also wrote several editorials expressing the need to bring a railroad through Appleton; his influence is partially credited for the eventual establishment of the railroad in

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<sup>13</sup> Historic contexts for National Register nominations in Wisconsin typically reference the 1986 book, *Cultural Resource Management in Wisconsin: A Manual for Historic Properties*, edited by Barbara Wyatt. This source is not referenced in this nomination, as it does not contain contextual information on newspapers in Wisconsin.

<sup>14</sup> Andrew Oppmann, ed., *Fox Cities Memories* (Battle Ground, Washington: Pediment Publishing, 2003), 125; “Century of Growth,” *The Post-Crescent*, September 10, 1972. Some earlier sources cite 1852 as the founding year of the *Crescent*; however, more-recent sources uniformly cite 1853.

<sup>15</sup> Margaret Shriver, *A History of Appleton Newspapers*, Unpublished Manuscript, November 30, 1987, 1.

<sup>16</sup> Oppmann, *Fox Cities Memories*, 125. “Century of Growth,” *The Post-Crescent*, September 10, 1972. This building is not extant.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 4

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

the town, leading to Appleton's growth in the late-nineteenth century.<sup>17</sup> The paper also routinely published editorials in support of the Democratic Party's agenda.

Appleton's first newspaper reflecting Republican Party ideals was the *Democratic Free Press*, briefly published from 1856 to 1857.<sup>18</sup> This short-lived paper was followed by the *Appleton Motor*, begun on August 18, 1859 by F.C. Meade, two years after Appleton was re-incorporated as a city.<sup>19</sup> Meade initially published the weekly edition of the *Motor* with Francis Ryan, the Republican brother of the Ryan brothers who founded the *Crescent*. Both papers covered the Civil War heavily, and both Sam Ryan of the *Crescent* and Francis Ryan of the *Motor* served in the war. Sam Ryan returned from service in 1863 and began publishing strongly-worded editorials in favor of temperance. Shortly after, a suspicious fire in the office of the *Crescent* temporarily suspended publication of the paper. During this time, the *Motor* supported the *Crescent* by publishing a column written by Sam Ryan in which he decried the unknown perpetrator of the fire. Francis Ryan returned from the war in poor health and discontinued his work with the *Motor*, while his partner, E.D. Ross, continued publishing the paper on a weekly basis. In 1866, Colonel Henry Pomeroy purchased the *Motor* and changed the name to the *Appleton Post* while continuing its strong Republican Party support.

The *Appleton Post* changed ownership multiple times between 1866 and 1875; however, throughout the ownership changes the paper remained in support of the Republican Party and expanded its operations so that by 1875, the *Appleton Post's* circulation was nearly double that of the *Crescent*. In January of 1887, the *Post's* office was destroyed by fire, and the *Crescent*, along with a German-language newspaper *Volksfreund*, donated space and materials for the *Appleton Post* to remain in publication until it could acquire new equipment. This coordination reflected that although the *Appleton Post* and the *Appleton Crescent* were ideological rivals, their staffs worked together to keep Appleton's news coverage varied and timely.

Several other newspapers developed in Appleton in the late-nineteenth century. These include the *Appleton Times*, a weekly begun in February of 1870 by J.N. Stone.<sup>20</sup> The *Appleton Times* was a Republican paper, but its political stance was not as palpable as the *Crescent* or the *Post*. The *Appleton Times* focused on local personal interest stories, and was published as a daily for a short time until ultimately ceasing publication in 1875. Several German-language newspapers developed in Appleton to serve its growing immigrant population. The most widespread was the *Appleton Volksfreund*, published by G. Selbach beginning in March of 1871.<sup>21</sup> After Henry Meyer purchased the *Volksfreund*

<sup>17</sup> Shriver, *A History of Appleton Newspapers*, 1.

<sup>18</sup> Shriver, *A History of Appleton Newspapers*, 2.

<sup>19</sup> Oppmann, *Fox Cities Memories*, 125.

<sup>20</sup> Shriver, *A History of Appleton Newspapers*, 5.

<sup>21</sup> Shriver, *A History of Appleton Newspapers*, 6.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 5

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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in 1872, it soon became the largest German-language newspaper in Wisconsin, publishing once per week with 8,000 subscriptions. Henry Meyer was born in Hanover, Germany, in 1843 and immigrated to Wisconsin as a young child in circa 1846. Meyer moved to Appleton in 1869 and worked as a school principal until purchasing the *Volksfreund*.<sup>22</sup> The *Volksfreund* remained in publication until 1932. Other local German-language newspapers included the *Gegenwart* and the *Wecker*. The *Gegenwart*, a weekly paper with a large German Lutheran following, was published by the *Volksfreund* but retained its own editor, Reverend Max Hein. The *Appleton Wecker*, unaffiliated with the *Volksfreund*, was published by Christian Roemer from 1881 to 1917.<sup>23</sup> Christian Roemer was born in Germany in 1848 and immigrated to Wisconsin in 1852 with his family. Roemer worked as a shoemaker before owning the *Appleton Wecker*.<sup>24</sup>

On May 14, 1883, the *Appleton Post* changed from a weekly to a daily newspaper, the first in the city to do so.<sup>25</sup> Thomas Reid and E.P. Humphries, who led the *Post*'s change to a daily newspaper, served as the editors of the *Appleton Daily Post* until the owner, the Post Publishing Company, was sold in 1920. In 1890, Samuel J. Ryan, nephew of Sam Ryan, began publishing under the *Crescent* banner a daily newspaper called the *Appleton Evening Crescent*.<sup>26</sup> The weekly edition was later absorbed by the daily, with Samuel J. Ryan assuming the position of editor after his uncle's retirement. Another weekly paper, the *Fox River Journal*, was established in 1902 and shuttered by 1917. By 1918, the *Appleton Daily Post* and the *Appleton Crescent* were the only English-language newspapers in Appleton, and the *Volksfreund* was the only German-language newspaper.

**Development and Evolution of the *Appleton Post-Crescent*, 1920 - present**

After World War I, the newspaper printing industry was changing across the nation as several papers embraced consolidation to enhance profits and increase circulation. This trend reached Appleton in 1920, when the city's only two daily newspapers, the *Appleton Crescent* and the *Appleton Daily Post*, merged to form the *Appleton Post-Crescent*. The owners and editors responsible for the merger were John K. Kline, V.I. Minahan, Sr., his brother Eben R. Minahan, and A.B. Turnbull.<sup>27</sup> The first edition of the *Appleton Post-Crescent* was published on February 2, 1920 as an eight-page, seven-column newspaper.<sup>28</sup> New editions were printed every day except Sunday. The *Appleton Post-Crescent* did not align with any political party, and in its inaugural issue stated, "The independent newspaper serves no

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<sup>22</sup> Shriver, *A History of Appleton Newspapers*, 11.

<sup>23</sup> Shriver, *A History of Appleton Newspapers*, 6.

<sup>24</sup> Shriver, *A History of Appleton Newspapers*, 11.

<sup>25</sup> Shriver, *A History of Appleton Newspapers*, 6.

<sup>26</sup> Shriver, *A History of Appleton Newspapers*, 7.

<sup>27</sup> "Century of Growth," *The Post-Crescent*, September 10, 1972.

<sup>28</sup> Oppmann, *Fox Cities Memories*, 125.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 6

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

master. It is not controlled by politicians, party pressure, or any other self-seeking interest.”<sup>29</sup> From 1920 until 1932, the *Appleton Post-Crescent* operated out of the rear of a Post Office building, constructed in 1900 at 123 S. Appleton Street (not extant).<sup>30</sup> John Kline served as the first editor-in-chief of the *Appleton Post-Crescent*. After Kline’s death in 1930, V.I. Minahan served as the next editor-in-chief.<sup>31</sup>

Initial circulation of the *Appleton Post-Crescent* was about 7,000 subscribers in 1920. During the twentieth century, the paper facilitated several building, equipment and technological upgrades to expand its news coverage and increase circulation. In 1922, the paper became a member of the Associated Press, allowing it to receive international news via wire transfer.<sup>32</sup> The membership marked an increase in geographic scale of newsworthy events reported in the *Appleton Post-Crescent*. By February of 1929, the paper’s circulation had increased to 15,000 subscribers in a 40-mile radius; at the time, the city had a population of approximately 26,000.<sup>33</sup>

In 1932, the newspaper moved from the former post office building into a larger, purpose-built facility, the nominated building at the northwest corner of Washington and Superior streets in downtown Appleton. The new Appleton Post-Crescent Building was designed in the Art Deco style by the Green Bay architectural firm Foeller, Schober, and Berners.<sup>34</sup> The newsroom (also called an editorial room) was located in the south portion of the building on the second floor, where a staff of 11, comprised of the managing editor, city editor, telegraph editor, and eight reporters, wrote their daily news stories of interest to Appleton’s citizens and the surrounding communities.<sup>35</sup> A sound-proofed booth in the newsroom housed telegraph machines on which the staff received news reports from the Associated Press. In 1932, John Riedl served as the managing editor, and the reporting staff included three women - Violet Christensen, City Hall Reporter, Nellie Chamberlain, Society Reporter, and Lillian Mackesy, Staff Reporter. In 1932, the *Appleton Post-Crescent* was delivered to 15,122 subscribers in 27 different cities and villages in the Fox River Valley.<sup>36</sup> Circulation increased to 17,000 subscribers by 1936.<sup>37</sup>

In 1951, the *Appleton Post-Crescent* embarked on its first major building and equipment expansion since the construction of the 1932 original building, representing an investment of approximately

<sup>29</sup> Shriver, *A History of Appleton Newspapers*, 7.

<sup>30</sup> “Bank Acquires Post Building,” *The Post-Crescent*, June 5, 1972.

<sup>31</sup> *Appleton Post-Crescent*, “Welcome to The Post-Crescent,” unpublished document, n.p. Vertical File, “Appleton Post-Crescent,” Appleton Historical Society.

<sup>32</sup> “Leased Wires Bring 52,000 Words Daily,” *Appleton Post-Crescent*, June 27, 1932.

<sup>33</sup> “On the Heels of One Accomplishment Comes Another,” *Appleton Post-Crescent*, April 27, 1929.

<sup>34</sup> “Post-Crescent’s New Home One of Most Attractive in Country,” *Appleton Post-Crescent*, June 27, 1932.

<sup>35</sup> “Large Staff of Writers Covers Field for News,” *Appleton Post-Crescent*, June 27, 1932.

<sup>36</sup> “No Time Lost in Delivery of Post-Crescent,” *Appleton Post-Crescent*, June 27, 1932.

<sup>37</sup> “History is shared by newspaper and area,” *The Post-Crescent*, April 20, 1993.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 7Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

\$320,000.<sup>38</sup> The expansion and upgrade was necessary as the *Appleton Post-Crescent* increased its circulation and news and advertising content and the 1932 building was becoming cramped and inefficient.<sup>39</sup> An addition was constructed on the north façade of the original building, and the paper purchased a new Goss Dek-A-Tube press that doubled its printing capacity, allowing it to increase to a 72 page paper that could be printed in one run.<sup>40</sup> The paper also acquired new equipment for its stereotyping, composing and photography departments and was able to begin receiving photographs through wire service. The paper purchased two new linotype machines, one of which was used exclusively for news headlines. The other linotype machine featured an automatic electronic typesetting feature. The first edition of the *Appleton Post-Crescent* printed on the new Dek-A-Tube press was released on February 16, 1952.<sup>41</sup> In 1954, Minahan died and his son assumed the role of editor-in-chief.<sup>42</sup> In 1958 the paper installed a six-unit Goss Headliner press (to be used in conjunction with the Dek-A-Tube press), allowing the paper to begin printing photographs in color.<sup>43</sup> During this era of expanding circulation, the newspaper coined the term “Fox Cities” to refer to the growing metropolitan area that it served.<sup>44</sup> The term includes 19 cities along the Fox River in east-central Wisconsin, including Kaukauna to the northeast of Appleton and Menasha and Neenah to the southwest of Appleton.

By 1960, the *Appleton Post-Crescent* had a circulation of approximately 40,000. At the time, the paper served the city of Appleton, which had a population of 48,000, as well as greater Outagamie County and nearby Waupaca, Calumet and Winnebago counties.<sup>45</sup> The first Sunday edition of the *Appleton Post-Crescent* was published on September 24, 1961, marking the first time that a newspaper was available in Appleton and the surrounding area seven days per week. Reflecting its expanding coverage and circulation market, the newspaper officially removed “Appleton” from its masthead, becoming simply the *Post-Crescent*, in 1964.

During the 1960s and 1970s, computerized systems were developed for newspaper production. In 1968, the *Post-Crescent* began touring newspaper operations across the country that had invested in new technology and modernized their operations. By the early 1970s the *Post-Crescent* decided to fully update their own production systems with a \$4.5-million-dollar expansion and remodeling,

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<sup>38</sup> “Post-Crescent Launches Big Expansion Program,” *Appleton Post-Crescent*, March 27, 1951.

<sup>39</sup> “Post-Crescent Launches Big Expansion Program,” *Appleton Post-Crescent*, March 27, 1951.

<sup>40</sup> “This Post-Crescent Printed on New Press,” *Appleton Post-Crescent*, February 16, 1952.

<sup>41</sup> “This Post-Crescent Printed on New Press,” *Appleton Post-Crescent*, February 16, 1952.

<sup>42</sup> *Appleton Post-Crescent*, “Welcome to The Post-Crescent,” unpublished document, n.p. Vertical File, “Appleton Post-Crescent,” Appleton Historical Society.

<sup>43</sup> “Big Goss Press Finally Rolls Into Action Aug. 4,” *At The Post*, 3(4), July-August 1958: 1.

<sup>44</sup> Oppmann, *Fox Cities Memories*, 126.

<sup>45</sup> Oppmann, *Fox Cities Memories*, 126.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 8Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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resulting in the construction of a new 20,000-square-foot addition on the north side of the 1951 addition to house new offset printing presses and an expanded mailroom.

On September 10, 1972, the *Post-Crescent's* new \$2 million offset Goss Metro presses went into production, ushering in the paper's era of computer printing and ceasing its use of letterpress printing. The new presses were considered among the most modern in usage, producing up to 60,000 copies per hour with sharper images, and eliminating the need for a stereotyping room for casting lead printing plates.<sup>46</sup> The *Post-Crescent's* adoption of the offset printing press technology proved to be a prescient business decision, as the technology eventually swept the entire newspaper production industry. Offset printing was tested in the newspaper production industry as a feasible alternative to letterpress printing in 1964, when the Research Institute of the American Newspaper Publishers Association installed an offset press at its research center in Easton, Pennsylvania, and about 130 newspapers across the country were printing with the new technology.<sup>47</sup> By the end of the 1970s, offset printing was widely-used throughout the industry. The new offset printing technology actually changed the physical look of the *Post-Crescent* newspaper, resulting in wider columns of text.<sup>48</sup> In addition to the offset printing press, the *Post-Crescent* acquired new photographic equipment for composing pages, new computers, and new electric typewriters for preparing text for conversion to coded computer tapes. Interior spaces in the 1932 and 1951 buildings were remodeled to create additional offices utilizing the new computers and updated equipment. This large expansion and remodel campaign in 1972 marks the end of the period of significance of the Appleton Post-Crescent Building as the last major expansion of the newspaper, and represents the close of the historic era of letterpress printing and the paper's transition into the modern era of computer printing.

By 1981, the *Post-Crescent* had more than 52,000 subscribers every weekday and more than 60,000 for the Sunday paper.<sup>49</sup> The newspaper's owner, The Post Corporation – run by the Minahan family – had amassed a holding of various media outlets including newspapers and radio and television stations in nine different states. There were no major changes at the paper until 1984, when the Post Corporation sold the *Post-Crescent* to Gillett Communications, a Tennessee-based media company, who then sold the paper to Thomson Newspapers, Inc. In 2000, the *Post-Crescent* was sold to the Gannett Company, based in Virginia. After the sale, the paper received another printing press equipment upgrade, which were housed in a new facility in Appleton's Northeast Industrial Park.<sup>50</sup> The

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<sup>46</sup> "Post-Crescent into 2nd Stage of Plant Renewal," *The Post-Crescent*, February 25, 1973.

<sup>47</sup> "Newspaper Research Unit Installs New Offset Press," *The New York Times*, October 26, 1964.

<sup>48</sup> Don Kampfer, "Changing our look isn't taken lightly at The P-C," *The Post-Crescent*, April 20, 1993.

<sup>49</sup> V.I. Minahan, "Inside a Modern Newspaper," pamphlet, 1982. Vertical File, "Appleton Post-Crescent," Appleton Historical Society.

<sup>50</sup> Oppmann, *Fox Cities Memories*, 127.



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 9

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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newsroom and circulation departments remained in the nominated *Post-Crescent* building at 306 West Washington Street.

**Construction of the Appleton Post-Crescent Building**

The Appleton Post-Crescent Building covers half a city block in downtown Appleton, Wisconsin and was built in 1932 with additions constructed in 1951, 1972, and 1991. Each addition was designed to expand the growing paper's printing capabilities, house more employees, and to modernize its systems to maintain a competitive edge in the Midwestern newspaper market.

In 1930, the *Appleton Post-Crescent* purchased a set of three parcels at the northwest corner of Superior and Washington streets in downtown Appleton. The parcels were located one block west of Appleton Street, the city's main commercial center, and where the newspaper had its existing facility at the rear of a Post Office building located at 123 S. Appleton Street (not extant). At the time, Appleton's downtown was expanding, with surrounding residential blocks giving way to industrial and commercial uses. According to Sanborn maps from 1924, the *Appleton Post-Crescent's* new site was occupied by two frame houses that faced Superior Street. To the west, along Washington Street, was a row of smaller frame houses, and to the north was the Hettinger Lumber Company's storage shed and yard. Within a decade, Superior Street became an important commercial street. In a full-page advertisement in 1932, the *Appleton Post-Crescent* celebrated the transformation of Superior Street from a "quiet side street," into "the new center of Appleton's business district."<sup>51</sup>

The *Appleton Post-Crescent* commissioned the Green Bay, Wisconsin, based architectural firm of Foeller, Schober and Berners to design its new headquarters at 306 West Washington Street. Construction on the Art Deco-style building began in 1931 and was completed in late spring the following year. Promoting the building's opening to the public on June 28th, 1932, the *Appleton Post-Crescent* proclaimed its new headquarters to be "one of the most attractive newspaper plants in the country."<sup>52</sup> Foeller, Schober and Berners lauded their work in a full-page advertisement in the newspaper, noting, "We find, in the *Post-Crescent* Building, the realization of our desire to design and plan a structure which, while exhibiting a breath-taking beauty, would at the same time become the working place where the newspaper of an energetic city could best be published."<sup>53</sup>

The two-story and basement newspaper office was designed using the latest in modern lightweight building materials. A concrete foundation and steel framing supported interior and exterior walls built of "featherweight Haydite Building units," a concrete product comprised of crushed and screened

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<sup>51</sup> Advertisement, *Appleton Post-Crescent*, June 27, 1932: 47.

<sup>52</sup> "No Sacrifice of Beauty to Gain Utility," *Appleton Post-Crescent*, June 27, 1932.

<sup>53</sup> Advertisement, *Appleton Post-Crescent*, June 27, 1932: 16.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 10

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

burned clay or shale.<sup>54</sup> The roof was given a lightweight poured-in-place gypsum slab applied by the United States Gypsum Company. The main Washington and Superior Street façades were clad in Kasata stone, a cream-colored limestone quarried in Mankato, Minnesota, with a contrasting polished Pearl Black granite water table and primary entrance doorframe.<sup>55</sup> The full-height recessed window bays and main entrance were detailed with cast aluminum frames and spandrel panels produced by the Crown Iron Works in Minneapolis, Minnesota. The Art Deco style was reflected in the building's ornamentation, including the prominent entrance door surround on Washington Street featuring stepped granite stones and a cast aluminum door frame with ornamental plaques with stylized images of a letterpress and newspaper roller press, and raised metal letters in a stylized font reading "Appleton Post-Crescent." The cast aluminum spandrel panels in the rhythmic, prominent window bays along the south façade and east façade featured Art Deco motifs including chevrons, stylized linenfolds, waves, and a central octagonal plaque with a foliate design. All secondary façades were clad in plain cream-toned face brick, and secondary windows were steel sash.<sup>56</sup>

On the interior, the public lobby and office spaces were finished with a range of materials supplied by Midwestern firms. The entrance vestibule, lobby, and general manager's office on the first floor were given floors of red-toned Tennessee marble and a base of Verde Antique stone, a distinctive green granite with white veining that simulated marble. The lobby staircase featured a stylized aluminum handrail, Tennessee marble steps, and Verde Antique stone risers. Walnut-veneered paneling was used in the entrance vestibule, the public lobby and in offices throughout the building. The paneling was manufactured by the Matthews Brothers Manufacturing Company, Inc. of Milwaukee, which supplied millwork for the Chicago Board of Trade building (1929), the Waldorf-Astoria Hotel (1931) in New York City and the Supreme Court building (1935) in Washington, D. C. The decorative cast aluminum panels on the building's exterior and in the interior lobby, and the aluminum railings on the lobby staircase, were wrought by the Badger Wire and Iron Works of Milwaukee. Most rooms featured plaster ceilings with decorative plaster borders, but in order to reduce noise in the lobby, the central portion of the ceiling was given a suspended "Sanacoustic" perforated-metal acoustic tile system, which was introduced in 1929 and manufactured by the Johns-Manville Company.<sup>57</sup> Other modern materials included Wrightex-brand acoustic rubber tile floors in mottled brown with a block border, chrome-plated hardware, nickel-finished modern light fixtures, and recessed radiators hidden by decorative cast aluminum grilles.<sup>58</sup> The vault door in the first floor lobby, framed by a molded walnut surround, was made by the Diebold Safe and Lock Company of Canton, Ohio.

<sup>54</sup> "No Sacrifice of Beauty to Gain Utility," *Appleton Post-Crescent*, June 27, 1932.

<sup>55</sup> "Minnesota Stone in New Building," *Appleton Post-Crescent*, June 27, 1932.

<sup>56</sup> "No Sacrifice of Beauty to Gain Utility," *Appleton Post-Crescent*, June 27, 1932.

<sup>57</sup> "No Sacrifice of Beauty to Gain Utility," *Appleton Post-Crescent*, June 27, 1932; Emily Thompson, "Shaping the Sound of Modernity," *Hearing History: A Reader* (Athens, Georgia: The University of Georgia Press, 2003), 352.

<sup>58</sup> "No Sacrifice of Beauty to Gain Utility," *Appleton Post-Crescent*, June 27, 1932.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 11

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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The production and printing portions of the building were more utilitarian in design but equally innovative in their use of modern finishes. The composing room on the second floor and the press room below were designed to hold heavy linotype machines and printing presses. Finishes included wood block floors manufactured by the Carter Blox-on-end Floor Company of Chicago and, in the composing and stereotype rooms, walls of salt-glazed brick by the Stark Brick Company of Canton, Ohio. All doors and stairs were of steel.<sup>59</sup> Upper-floor production spaces were naturally illuminated by north-facing sawtooth-type roof monitors. The newsroom and editorial offices were housed in the south portion of the second floor, with large windows facing Washington Street.

During construction of the building in 1932 the *Appleton Post-Crescent* had installed all the latest printing equipment, but allotted no room for an engraving or photography studio. Prior to the 1930s, the specialized equipment needed to convert developed images into half-tone printing plates was large and expensive, and the technology was often only available to large metropolitan newspapers. The rise of illustrated newspapers mirrored the increase of illustrated magazines and other publications, which prompted greater public demand for photographic images. The *Appleton Post-Crescent* first recognized the trend in 1935 and installed a small engraving studio and converted a janitor's closet into a darkroom. With the demand for images increasing, the decision to build a specially-designed studio space was made and in 1939 the *Appleton Post-Crescent* acquired the neighboring lumberyard to the north and built a small sub-grade addition on the north side of the 1932 building.<sup>60</sup> Architects Foeller, Schober and Berners designed the addition, which opened in 1940 and provided needed engraving and photographic studio spaces.<sup>61</sup> Only the roof of the addition was visible above ground. The remainder of the parcel was used for parking until future additions were needed.

In 1951, construction began on a two-story addition on the north side of the 1932 building, on top of the 1940 sub-grade photography studio.<sup>62</sup> The new addition was the first major enlargement of the building since the original building was constructed in 1932. The \$120,000 addition was designed by the firm of Foeller, Schober, Berners, Stafford and Jahn of Green Bay and was built by the P. G. Miron Construction Company. It was the same height as the original building and added 11,000 square feet to the facility, resulting in 34,000 square feet in total. The addition's Superior Street (east) façade was designed in the style of the original 1932 building with the same Mankato stone cladding and cast aluminum spandrel panels, but it featured simplified carved stone elements and lacked the black granite base seen on the 1932 building.

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<sup>59</sup> "No Sacrifice of Beauty to Gain Utility," *Appleton Post-Crescent*, June 27, 1932.

<sup>60</sup> "New Engraving Plant Makes Better Pictures," *Appleton Post-Crescent*, June 29, 1940.

<sup>61</sup> "Post-Crescent to Build New Engraving Plant; Buys Land to Meet Future Expansion Needs," *Appleton Post-Crescent*, September 15, 1939.

<sup>62</sup> "Basement of Post-Crescent Addition Takes Form," *Appleton Post-Crescent*, May 4, 1951.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 12

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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The interior of the 1951 addition was designed to hold two large linotype machines and a new Dek-A-Tube press, manufactured by the Goss Printing Press Company of Chicago. The Dek-A-Tube press was both larger and faster than the newspaper's existing presses and was capable of printing 72 pages on a single run. Previously, the newspaper was printing 48 pages between two presses. The new 31-ton press and a 5,000-gallon ink storage tank were housed in the basement and first floor along the north wall of the addition. A mailroom was also created on the first floor. The mezzanine level of the addition was designed with restrooms and a lunch room for employees. The second floor of the addition housed the engraving department in the northwest corner and a composing room. The sub-grade 1940 photographic studio was eliminated, and a new photography department was created on the second floor of the 1932 building, to the north of the newsroom. The basement of the 1932 building was used for the storage of paper rolls and for electronic automated typesetting equipment, which helped improve production speed.<sup>63</sup> Seven years later, a new 375-ton Goss Headliner press, capable of handling 96-page layouts at 42,000 copies per hour, was installed in the 1951 addition.<sup>64</sup>

In the early 1970s the *Post-Crescent* embarked on a major expansion campaign that involved the construction of a new addition to the north of the 1951 addition to house the newspaper's new \$2-million-dollar Goss Metro offset printing presses, which would replace the newspaper's existing letterpresses. The one-story and basement addition was designed by Berners, Schober and Kilp and featured a press room with a metal and glass curtain wall facing Superior Street that allowed the public to view inside and see the *Post-Crescent* in production. The north portion of the addition had a modern, utilitarian look of simple buff-toned brick that contrasted in style with the existing 1932 and 1951 blocks. The contractor was the P.G. Miron Construction Company, who also served as the contractor for the original building and the 1951 addition.<sup>65</sup>

The second phase of the expansion campaign involved the remodeling of the 1932 building and 1951 addition. Very little work was completed on the exterior of the building except for the replacement of the original steel sash casement windows with tinted "solar windows" in the historic window openings, completed circa 1973.<sup>66</sup> On the interior, the newspaper continued to operate during construction, which limited construction crews to update small sections of the building at a time. Several departments were relocated to new areas of the building, while spaces were improved for the installation of new computers and other modern systems. Updates throughout the interior included new dropped acoustic

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<sup>63</sup> "Post-Crescent Launches Big Expansion Program," *Appleton Post-Crescent*, March 27, 1951; "Basement of Post-Crescent Addition Takes Form," *Appleton Post-Crescent*, May 4, 1951; "Work Progresses on Post-Crescent Addition," *Appleton Post-Crescent*, August 29, 1951.

<sup>64</sup> "Big Goss Press Finally Rolls Into Action Aug. 4," *At The Post*, 3(4), July-August 1958: 1.

<sup>65</sup> "Costly, Messy but Worth It All," *The Post-Crescent*, March 24, 1974.

<sup>66</sup> "Post-Crescent into 2nd Stage of Plant Renewal," *The Post-Crescent*, February 25, 1973.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 13

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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tile ceilings, new lighting, and new finishes. Carpeted steel panels hiding cables replaced or covered existing floors. A public service desk was installed in the 1932 lobby, where people entering the building from the main entrance on West Washington Street could obtain information pertaining to the newspaper.

In 1991, the *Post-Crescent* built a new office addition between the 1972 addition and Franklin Street to the north. The addition's exterior design was similar to the brick portion of the 1972 addition, with small windows and expanses of cream-toned brick. At this time, three small rectangular windows were punched into the north end of the east brick wall of the 1972 addition. In 2000, the *Post-Crescent* moved its newspaper printing to a new facility in Appleton, while continuing to use the nominated property for news writing, editorial activities, and other departments of the newspaper.<sup>67</sup>

**Comparable Buildings**

The nominated Appleton Post-Crescent Building is the building in Appleton that embodies the prolific influence of the *Appleton Post-Crescent* newspaper (known simply as the *Post-Crescent* since 1964, reflecting its expanded circulation in the Fox River Valley). The nominated building was the first purpose-designed building for the newspaper, and has served as the newspaper's headquarters since 1932. The *Appleton Post-Crescent* was formed in 1920 and from 1920 to 1932 its offices and printing press were housed in the rear portion of a Post Office building constructed in 1900 at 123 S. Appleton Street.<sup>68</sup> The building at 123 S. Appleton Street was demolished sometime after 1972, and the site now holds a modern multi-story parking deck. The *Appleton Post-Crescent* was the only daily and Sunday newspaper serving Appleton, and the nominated building is the only extant historic newspaper plant in the city.

The *Appleton Crescent*, the Democratic-leaning originating paper of the *Appleton Post-Crescent*, began operating in 1853 and had its first office in a print shop on College Avenue in what is now Soldiers' Square, three blocks southeast of the nominated building.<sup>69</sup> This print shop building is not extant. The *Crescent* also occupied the basement of a former bank building, located on the northwest corner of Morrison Street and College Avenue that is no longer extant.<sup>70</sup>

The other originating paper of the *Appleton Post-Crescent* was the Republican-leaning *Appleton Post*, established as the *Appleton Motor* in 1859. The *Post* operated from the rear of a former Post Office

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<sup>67</sup> Bill Harke, "Many Changes in Store for 2000," *The Post-Crescent*, January 4, 2000.

<sup>68</sup> "Century of Growth," *The Post-Crescent*, September 10, 1972; "Bank Acquires Post Building," *The Post-Crescent*, June 5, 1972; Oppmann, *Fox Cities Memories*, 125.

<sup>69</sup> Oppmann, *Fox Cities Memories*, 125. "Century of Growth," *The Post-Crescent*, September 10, 1972.

<sup>70</sup> "We've Changed Our Name and Face," *The Post-Crescent*, March 24, 1974.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 14Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

building at 123 S. Appleton Street; this building also housed the *Appleton Post-Crescent* from 1920 until 1932, when the nominated building was completed. The building at 123 S. Appleton Street has been demolished.

**Architects Foeller, Schober and Berners**

The Green Bay, Wisconsin, architectural firm of Foeller, Schober and Berners and its successor firms designed the Appleton Post-Crescent Building's 1932 original building and 1951, 1972 and 1991 additions. The firm originated with the solo practice established by Henry A. Foeller (1871-1938) in 1898.<sup>71</sup> Foeller was born in the French province of Alsace and immigrated to Oshkosh, Wisconsin in 1885 to live with his uncle. During this time, Foeller attended the Oshkosh Teacher's College and then apprenticed with the Oshkosh architect William Waters.<sup>72</sup> In 1895, Foeller moved to Green Bay and formed a partnership with James E. Clancy, which ended a few years later when Foeller started his solo practice.

Draftsman Max W. Schober joined Foeller in 1907, forming the partnership of Foeller and Schober.<sup>73</sup> The firm started with residential projects in Green Bay, and then began taking on larger commissions such as churches, schools, libraries, and hospitals in the 1910s and 1920s. Prior to their commission to build the Appleton Post-Crescent Building in 1932, Foeller and Schober designed the headquarters of the *Green Bay Press-Gazette* at 435 E. Walnut Street in Green Bay in 1924 (extant). The Neo-Gothic Revival-style building contained the newspaper's offices and printing presses, as seen at the Appleton Post-Crescent Building.

Foeller and Schober quickly rose to prominence in Green Bay and attracted newly-arriving architects and engineers seeking to launch their careers. In 1925, engineer Edgar Berners joined the firm; he became partner by 1928 and the firm name was updated to Foeller, Schober and Berners. That same year, the firm designed their Green Bay offices at 310 Pine Street in the Tudor Revival style, where the present form of the firm, Berners-Schober Associates, still resides today.<sup>74</sup> In Green Bay, other prominent designs of the firm include the Whitney School at 215 N. Webster Avenue (built in 1918; National Register-listed in 2017, NRIS #100001519), the YMCA Building at 235 N. Jefferson Street

<sup>71</sup> "Architects Have Long History of Large Projects," *Appleton Post-Crescent*, June 27, 1932; Berners Schober, "Berners-Schober History," <https://bernersschober.com/firm/berniers-schober-history.html>. Accessed October 29, 2018.

<sup>72</sup> National Register of Historic Places, "Holy Cross Church and Convent," Green Bay, Brown County, Wisconsin, Ref no. 01000685, 8-4. Available online at: [https://npgallery.nps.gov/NRHP/GetAsset/NRHP/01000685\\_text](https://npgallery.nps.gov/NRHP/GetAsset/NRHP/01000685_text). Accessed October 29, 2018.

<sup>73</sup> National Register of Historic Places, "Miramar Drive Residential Historic District," Village of Allouez, Brown County, Wisconsin, Ref no. 100002312, 8-10. Available online at: [http://www.villageofallouez.com/wp-content/uploads/2018/09/Miramar-Drive-Residential-HD\\_NR\\_Final.pdf](http://www.villageofallouez.com/wp-content/uploads/2018/09/Miramar-Drive-Residential-HD_NR_Final.pdf). Accessed April 29, 2019.

<sup>74</sup> "Berners-Schober History," <https://bernersschober.com/firm/berniers-schober-history.html>. Accessed October 29, 2018.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 15

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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(built in 1924; National Register-listed in 2016, NRIS #16000022), the Columbus Community Club at 115 S. Jefferson Street (built in 1924), the Kellogg Public Library and Neville Public Museum at 125 S. Jefferson Street (built in 1903, addition in 1926; National Register-listed, 1981, NRIS #81000035), First Evangelical Lutheran Church at 743 S. Monroe Avenue (built in 1955; National Register-listed in the Astor Historic District a district in 1980, NRIS #80000107), and Green Bay City Hall at 100 N. Jefferson Street (built in 1956; National Register-listed in the Green Bay Downtown Historic District, NRIS #10003920).

When the Appleton Post-Crescent Building was completed in 1932, Foeller, Schober and Berners had eleven members. In 1940, the firm gained two new partners and was renamed Foeller, Schober, Berners, Safford and Jahn. Henry Foeller served as a member of Wisconsin's state examining board for architects since his founding of the practice. Although the firm was most prolific in Green Bay, they have also designed varied buildings across Wisconsin. This body of work included gas stations for various Wisconsin gasoline companies in Waupun (1924), Madison (1924), Walworth (1925), Marinette (1925), Racine (1926), and Burlington (1927).<sup>75</sup> The firm also has a small body of work in Appleton, Wisconsin, in addition to the Appleton Post-Crescent Building. This body of work includes the 1949-1954 Sacred Heart School at 222 E. Fremont Street; the 1951 Memorial Hall building on the Lawrence University campus; and 1960s additions to St. Elizabeth Hospital at 1506 S. Oneida Street.

## **Conclusion**

The Appleton Post-Crescent Building at 306 West Washington Street in Appleton, Outagamie County, Wisconsin is eligible for listing in the National Register at the local level under Criterion A for significance in the area of Communications. The nominated building was constructed as the headquarters, housing both offices and printing presses, for the *Appleton Post-Crescent* newspaper in 1932. The non-partisan *Appleton Post-Crescent* newspaper was formed in 1920 from the merger of two partisan newspapers, the *Appleton Crescent* and the *Appleton Post*. The *Appleton Post-Crescent* has served as Appleton's primary printed news source and only daily newspaper since 1920. The first Sunday edition of the *Appleton Post-Crescent* was published on September 24, 1961, marking the first time that a newspaper was available in Appleton and the surrounding area seven days per week. In 1964, the newspaper removed "Appleton" from its masthead and became simply the *Post-Crescent*, reflecting its expanded area of coverage and circulation. The newspaper covered not only local and regional newsworthy stories for the citizens of Appleton and the Fox River Valley, but also reported on national and international news. In the 1950s, *Appleton Post-Crescent* Editor V.I. Minahan coined the term "Fox Cities" to refer to the newspaper's expanding metropolitan area along the Fox River Valley.

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<sup>75</sup> Keith A. Sculle, "Boosterism and Architecture: The Origins of Foeller, Schober, and Stephenson's Gasoline Station Designs," *Pioneer America*, Vol. 14, No. 1 (March 1982), p. 7-8.



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 16

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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Historian Matt Carpenter of the Outagamie County Historical Society stated, “The *Post-Crescent* is an important factor to our sense of community and dialogue in the Fox Cities region.”<sup>76</sup>

The *Appleton Post-Crescent* added three additions to the original 1932 building in 1951, 1972, and 1991 to update its facilities as the newspaper’s circulation area expanded. The first two additions were each added specifically to accommodate the adoption of new printing technologies, while the third addition added office and storage space. The newspaper continually integrated new printing press and composing technologies to create a more efficient daily printing operation and offer a newspaper with sharper and higher-resolution photographic images and text. The period of significance of the nominated building begins in 1932 with the construction of the Art Deco-style original portion of the headquarters and ends in 1972, the period of the last technological adaptation; an expansion that enabled the paper to remain competitive and viable. So successful were these efforts that the paper is active today.

**Preservation Activities**

The staff of the *Post-Crescent* newspaper will be vacating the nominated Appleton Post-Crescent Building by 2020. The newspaper’s owner, Gannet Co. Inc., is under contract to sell it to a Wisconsin-based developer that will rehabilitate the building into apartment units with the assistance of state and federal historic tax credits. The proposed rehabilitation will re-brand the building as the Crescent Lofts and incorporate 69 residential units, 58 of which will be affordable Section 42 workforce housing. The rehabilitation will honor the legacy of the building by preserving historic aspects such as the 1932 Art Deco lobby and its historic marble, granite, and metal decorative features. The historic Art Deco exterior features of the building will also be preserved.

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<sup>76</sup> Oppmann, *Fox Cities Memories*, 126.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 9 Page 1

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 9 Page 2

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 9 Page 3

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section 10 Page 1

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**Verbal Boundary Description:**

The Appleton Post-Crescent Building is situated on a 1.3-acre parcel that is defined by the legal parcel boundary as follows: "APPLETON PLAT 2WD E72 FT OF LOTS 5 & 11 AND ALL OF LOTS 6 & 12 BL K 40."

The National Register boundary follows the legal parcel boundary, and can be further defined by West Washington Street to the south, North Superior Street to the east, West Franklin Street to the north, and the legal parcel line to the west.

**Boundary Justification:**

The National Register boundary coincides with the legal parcel for the building, and encompasses the entire building associated with the *Appleton Post-Crescent* newspaper during the period of significance.

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Photos Page 1

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**Photo Log**

**Name of Property:** Appleton Post-Crescent Building

**City or Vicinity:** Appleton

**County:** Outagamie **State:** Wisconsin

**Photographer:** Rachel Barnhart

**Date Photographed:** October 2018

**Location of Original Digital Files:** State Historic Preservation Office, Wisconsin Historical Society

Photo 1

South Façade and East Façade

Camera facing northwest

Photo 2

South Façade, 1932 Building

Camera facing north

Photo 3

East Façade, 1932 Building and 1951, 1972 Additions

Camera facing southwest

Photo 4

East Façade and North Façade, 1991 Addition

Camera facing southwest

Photo 5

West Façade, 1991 and 1972 Additions

Camera facing southeast

Photo 6

West Façade, 1972, 1951 Additions and 1932 Building

Camera facing east

Photo 7

West Façade, 1932 Building

Camera facing east

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Photos Page 2

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

Photo 8  
1932 Building, 1<sup>st</sup> Floor Art Deco Lobby  
Camera facing southeast

Photo 9  
1932 Building, 1<sup>st</sup> Floor Lobby Staircase  
Camera facing west

Photo 10  
1932 Building, Mezzanine Level, Stair Hall  
Camera facing west

Photo 11  
1932 Building, 2<sup>nd</sup> Floor Newsroom  
Camera facing southeast

Photo 12  
1932 Building, 2<sup>nd</sup> Floor Staircase Landing  
Camera facing northeast

Photo 13  
1951 Addition, Basement  
Camera facing southwest

Photo 14  
1972 Addition, 1<sup>st</sup> Floor of Pressroom  
Camera facing southeast

Photo 15  
1972 Addition, 1<sup>st</sup> Floor Office Space  
Camera facing west

Photo 16  
1991 Addition, 1<sup>st</sup> Floor Office Space  
Camera facing west

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section **Figures** Page **1**

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**List of Figures**

- Figure 1.** Appleton Post-Crescent Building Site Map and Exterior Photo Key  
**Figure 2.** Appleton Post-Crescent Building Chronology Map  
**Figure 3.** Appleton Post-Crescent Building, First Floor – Current Floorplan and Photo Key  
**Figure 4.** Appleton Post-Crescent Building, Mezzanine Level – Current Floorplan and Photo Key  
**Figure 5.** Appleton Post-Crescent Building, Second Floor – Current Floorplan and Photo Key  
**Figure 6.** Appleton Post-Crescent Building, Basement – Current Floorplan and Photo Key  
**Figure 7.** Appleton Post-Crescent Building, USGS Map and UTM Coordinates  
**Figure 8.** 1950 Sanborn Fire Insurance Map  
**Figure 9.** 1931 Historic Drawing of 1932 Building's South Façade  
**Figure 10.** 1972 Historic Drawing, First Floor of 1932 Building and 1951 Addition  
**Figure 11.** 1972 Historic Drawing, Mezzanine of 1932 Building and 1951 Addition  
**Figure 12.** 1972 Historic Drawing, Second Floor of 1932 Building and 1951 Addition  
**Figure 13.** 1932 photograph of southeast corner of the Appleton Post-Crescent Building, view NW  
**Figure 14.** 1932 photograph of primary entrance on south façade of the Appleton Post-Crescent Building, view N  
**Figure 15.** 1932 photograph of 1<sup>st</sup> floor lobby in the Appleton Post-Crescent Building, view W  
**Figure 16.** 1932 photograph of newspaper presses in the Appleton Post-Crescent Building  
**Figure 17.** 1932 photograph of the *Appleton Post-Crescent* staff  
**Figure 18.** 1940 photograph of 2<sup>nd</sup> floor newsroom in the Appleton Post-Crescent Building  
**Figure 19.** 1940 photograph of north façade of the 1932 original building and the sub-grade 1940 photography studio, view SW  
**Figure 20.** 1958 photograph of the 1932 original building and the 1951 addition, view NW  
**Figure 21.** 1952 photograph of the west and south façades and the one-story garage wing of the 1951 addition, view NE  
**Figure 22.** 1960 photograph of the 1<sup>st</sup> floor lobby in the Appleton Post-Crescent Building, view SW  
**Figure 23.** 1972 photograph of the 1932 original building, the 1951 addition, and the 1972 addition, view NW  
**Figure 24.** 1974 photograph of the Appleton Post-Crescent Building as seen from Superior Street, view SW  
**Figure 25.** Ca. 1982 photograph of the offset printing press room in the 1972 addition, view NE  
**Figure 26.** 1985 photograph of the Appleton Post-Crescent Building, view NW  
**Figure 27.** Current photographs of historic cast aluminum details at 1932 building entrance  
**Figure 28.** Current photographs of historic details in 1932 building entrance vestibule  
**Figure 29.** Current photograph of historic detail in 1932 lobby



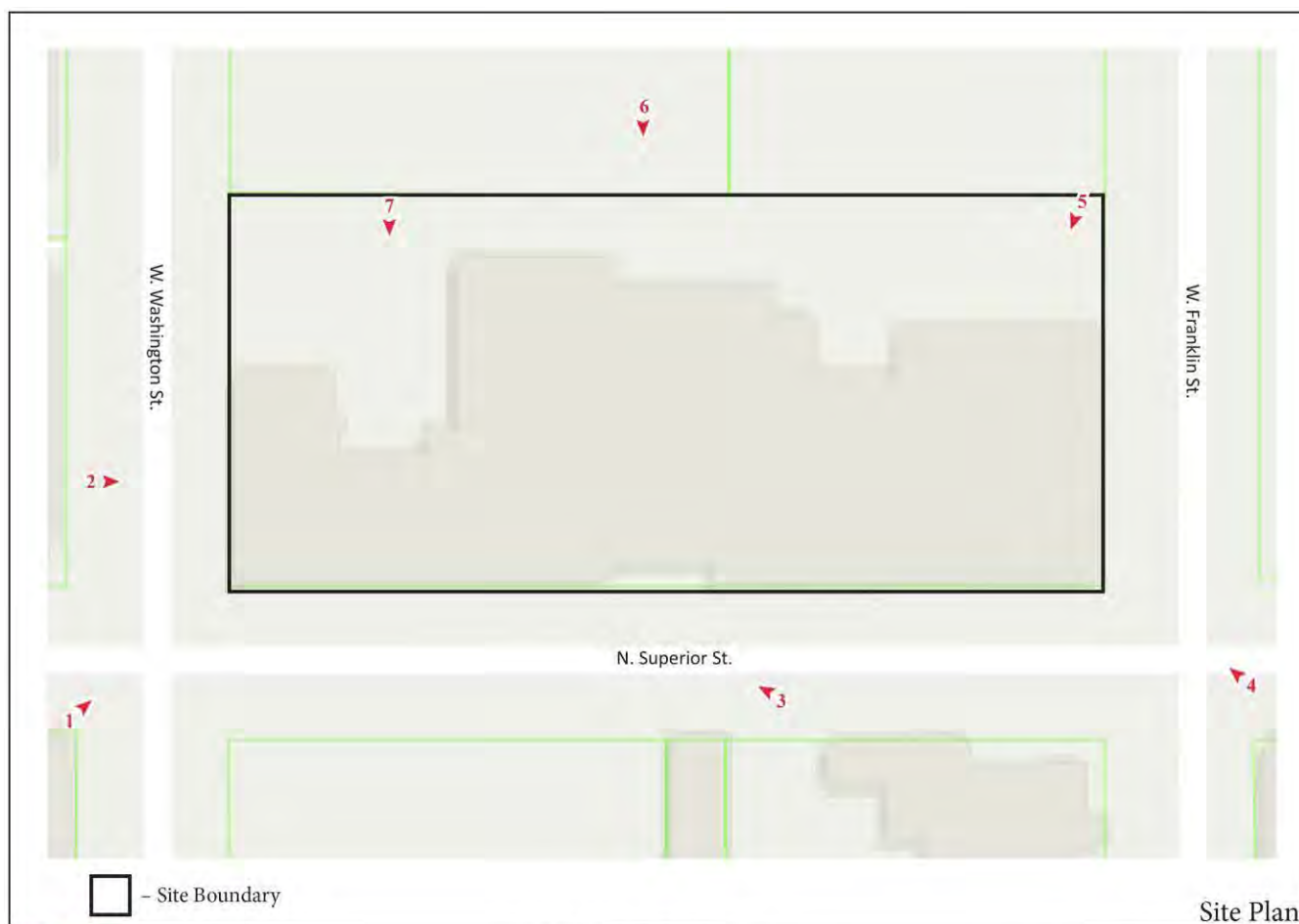
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 2

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 1.** Appleton Post-Crescent Building Site Map and Exterior Photo Key



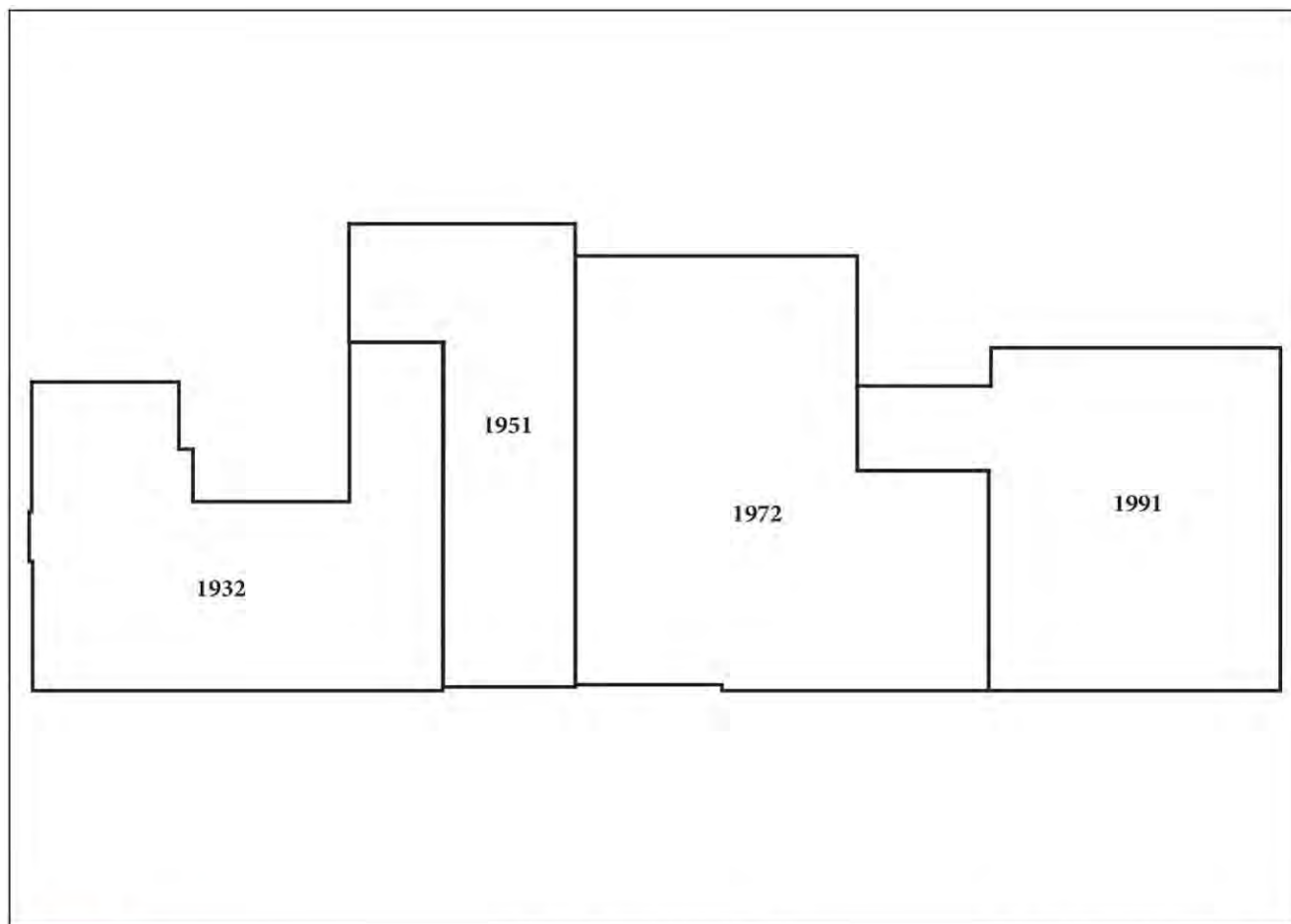
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 3

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 2.** Appleton Post-Crescent Building Chronology Map



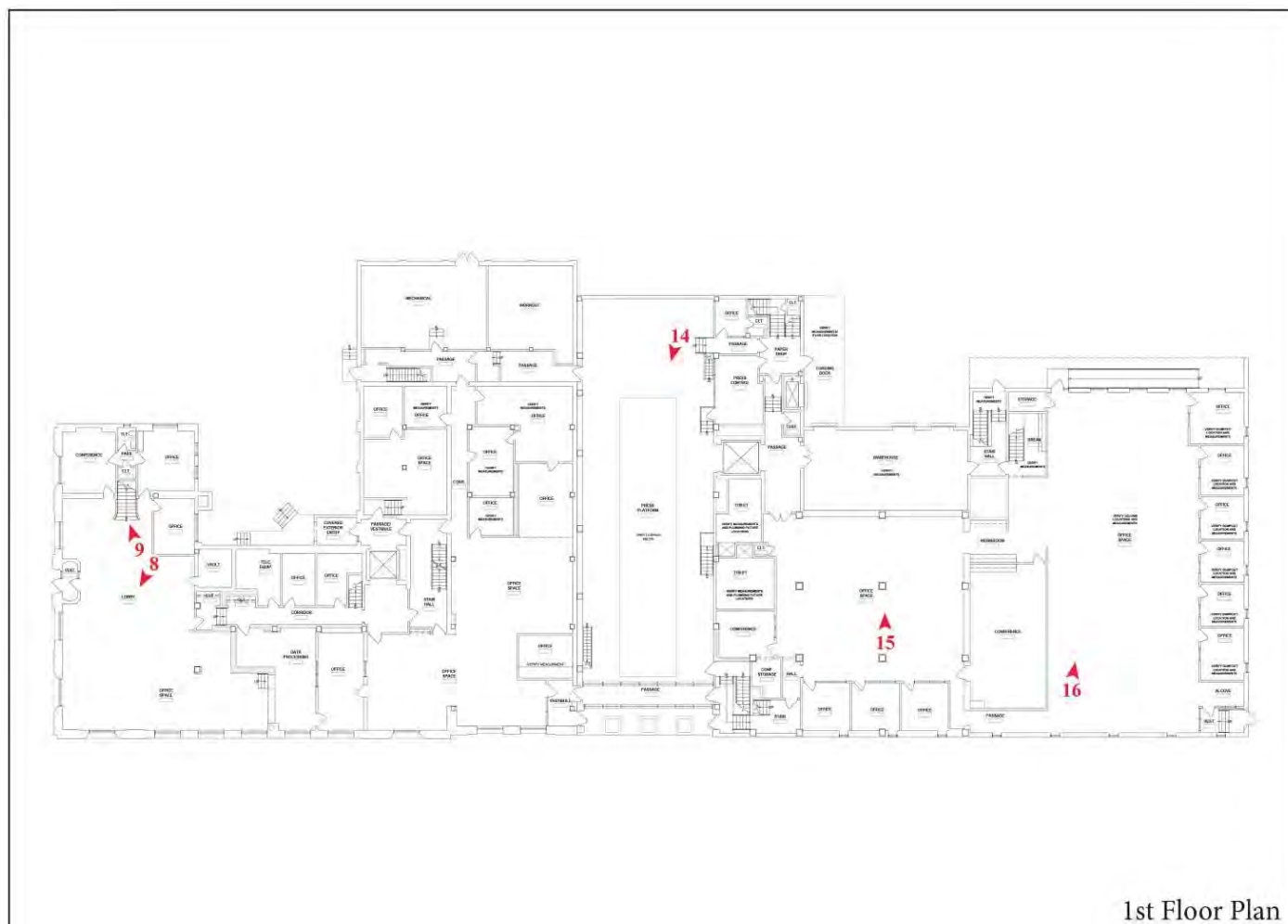
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 4

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 3.** Appleton Post-Crescent Building, First Floor – Current Floorplan and Photo Key



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to historic building development

Appleton Post-Crescent  
306 West Washington Street  
Appleton, Outagamie County, WI

National Park Service  
NR Photo Key

\*Note: Plans are for photokey reference only



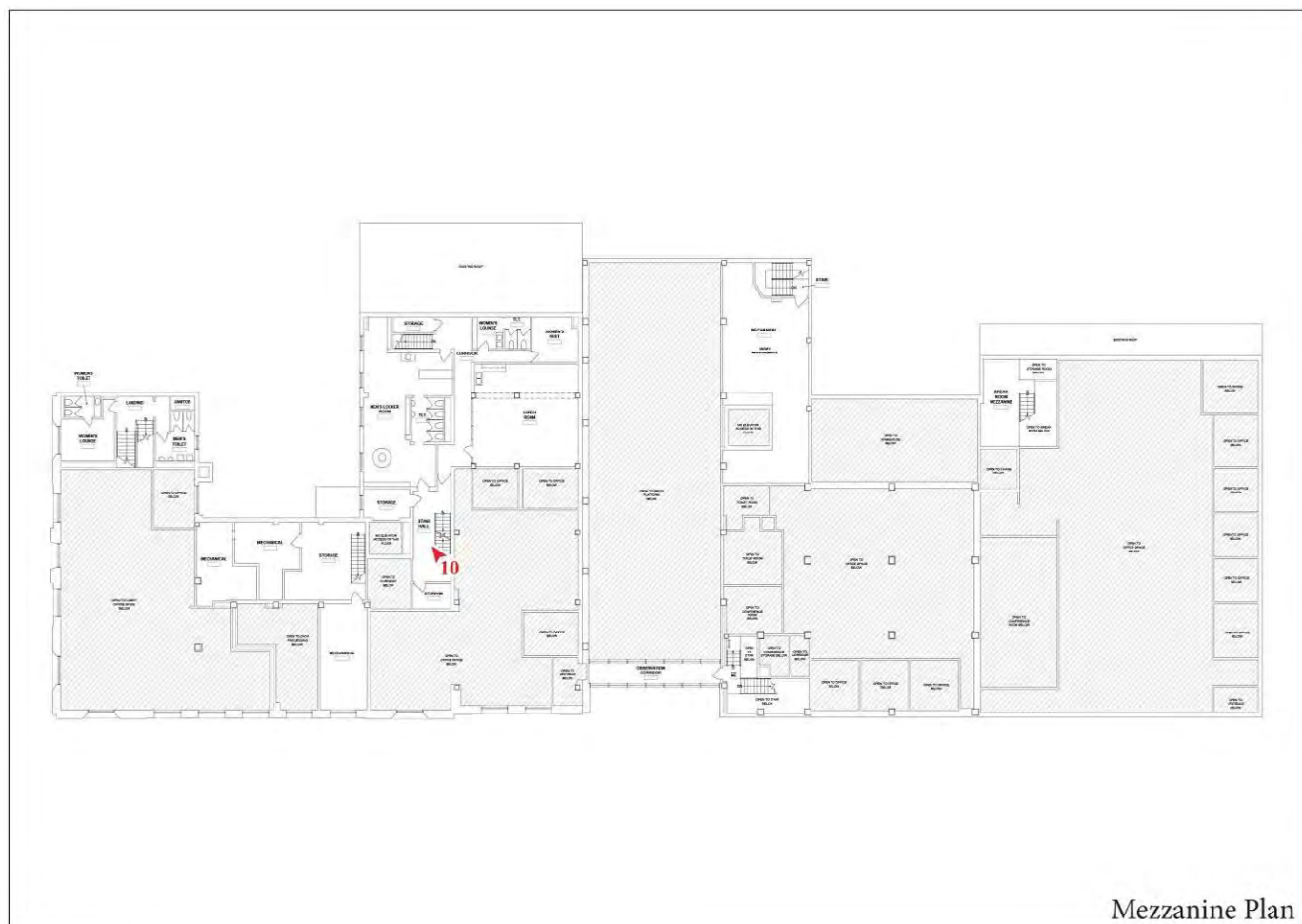
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 5

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 4.** Appleton Post-Crescent Building, Mezzanine Level – Current Floorplan and Photo Key



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NR Photo Key



\*Note: Plans are for photokey reference only

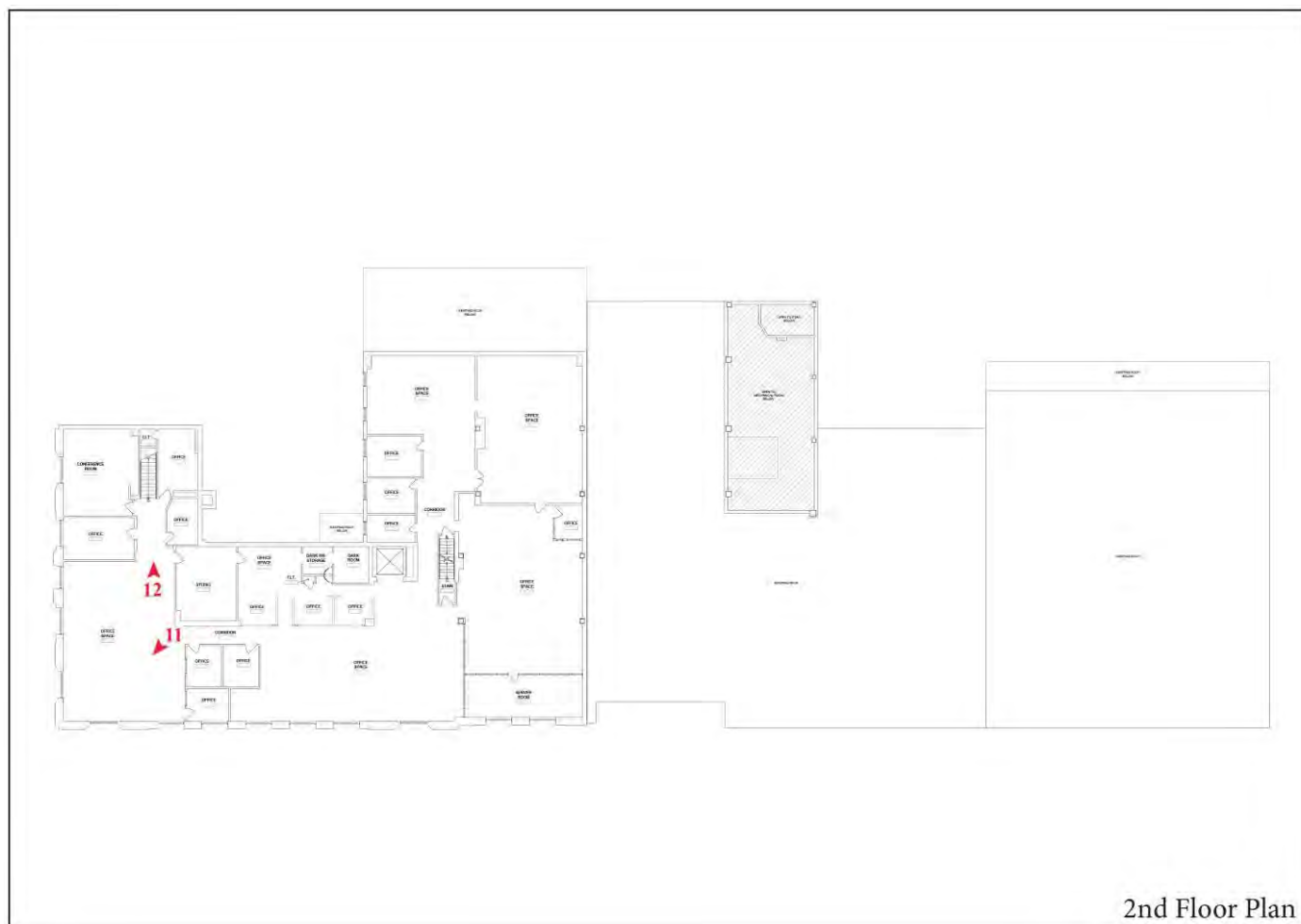
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 6

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 5.** Appleton Post-Crescent Building, Second Floor – Current Floorplan and Photo Key



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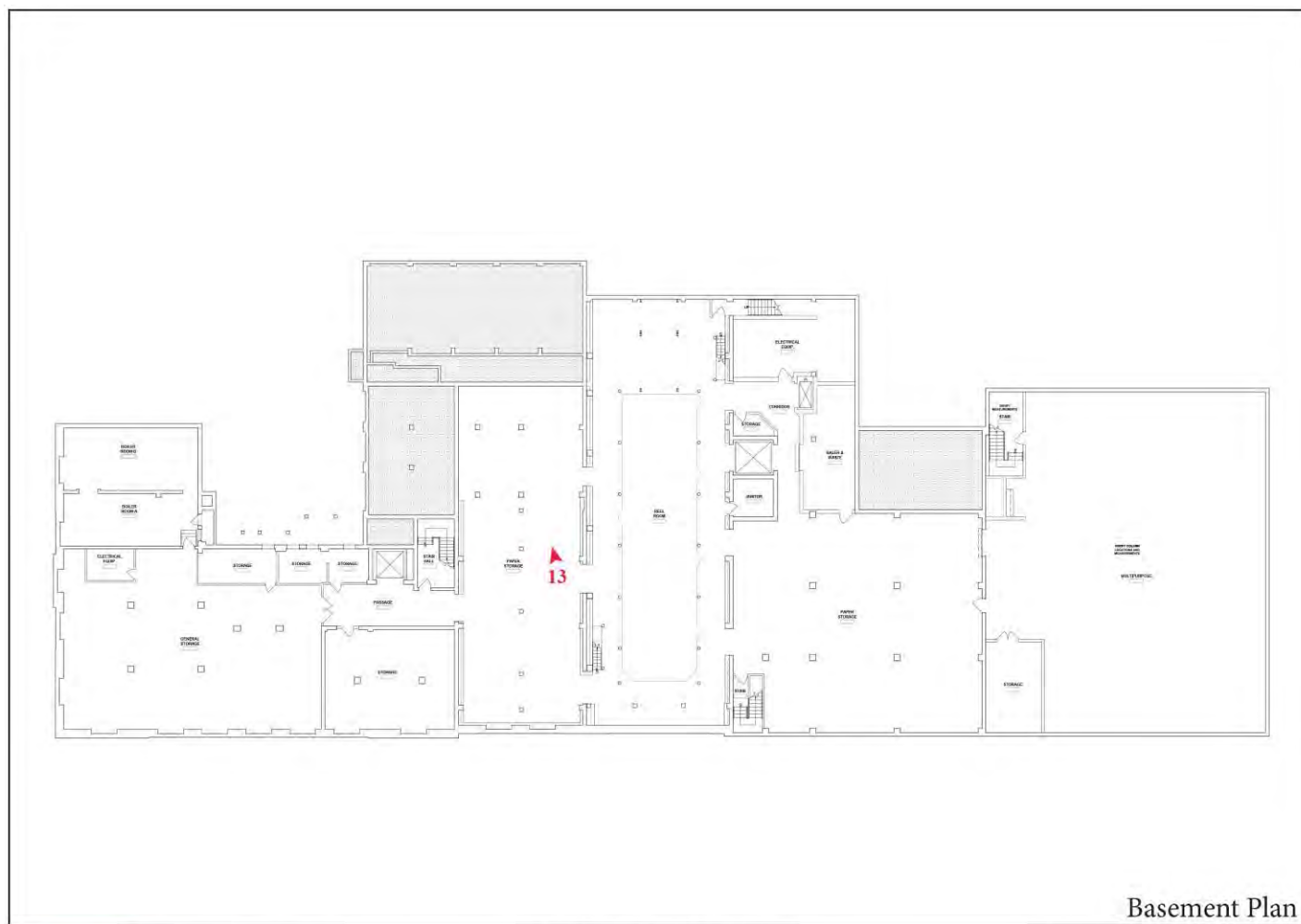


# National Register of Historic Places

## Continuation Sheet

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 6.** Appleton Post-Crescent Building, Basement – Current Floorplan and Photo Key



### Basement Plan



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# National Register of Historic Places

## Continuation Sheet

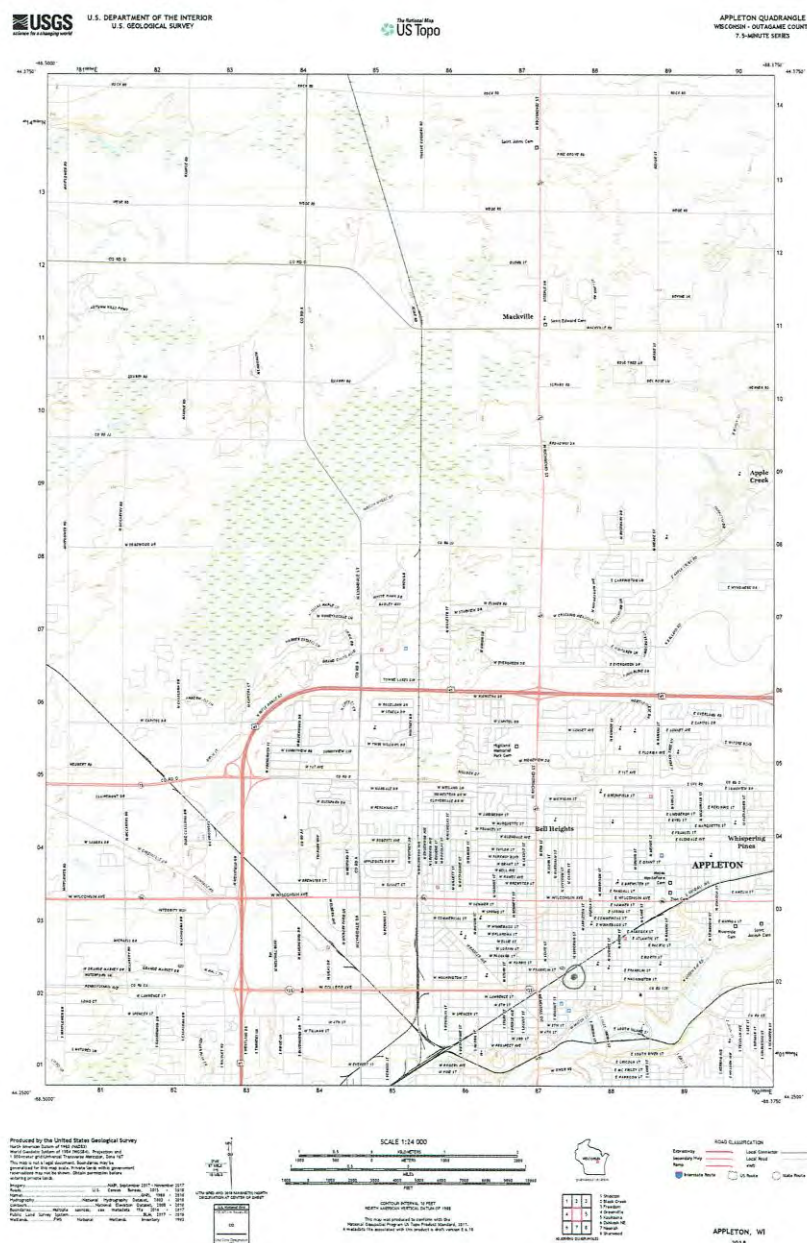
Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

Section Figures Page 8

**Figure 7.** Appleton Post-Crescent Building, USGS Map and UTM Coordinates

Appleton Post-Crescent Building  
306 West Washington Street  
Appleton, Outagamie Co., Wisconsin

Easting	Northing	Zone
387532.22	4902103.76	16T

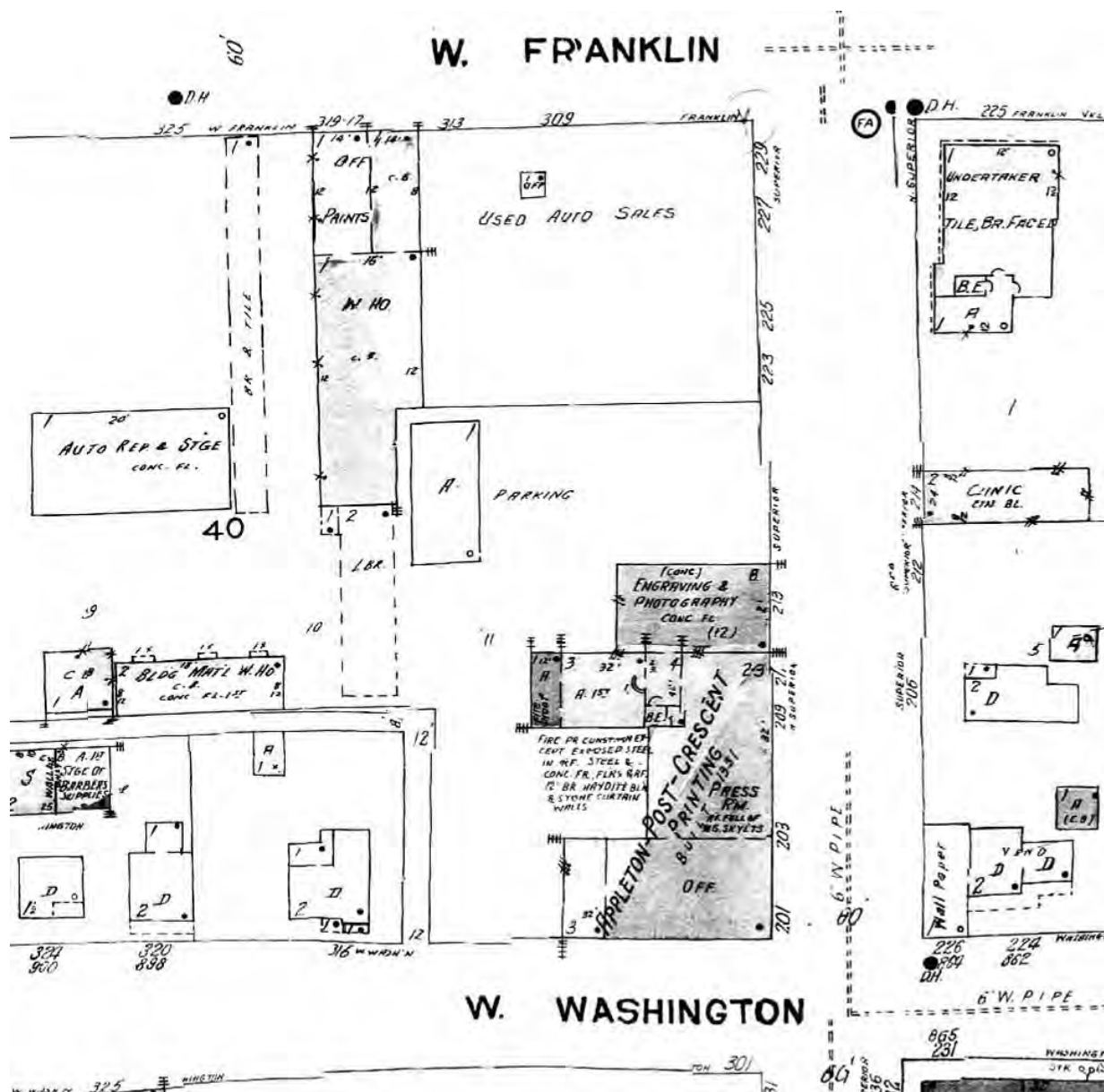


# National Register of Historic Places

## Continuation Sheet

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 8.** 1950 Sanborn Fire Insurance Map. Note the 1940 sub-grade Photography Department addition at the north end, which was replaced with a new addition in 1951.





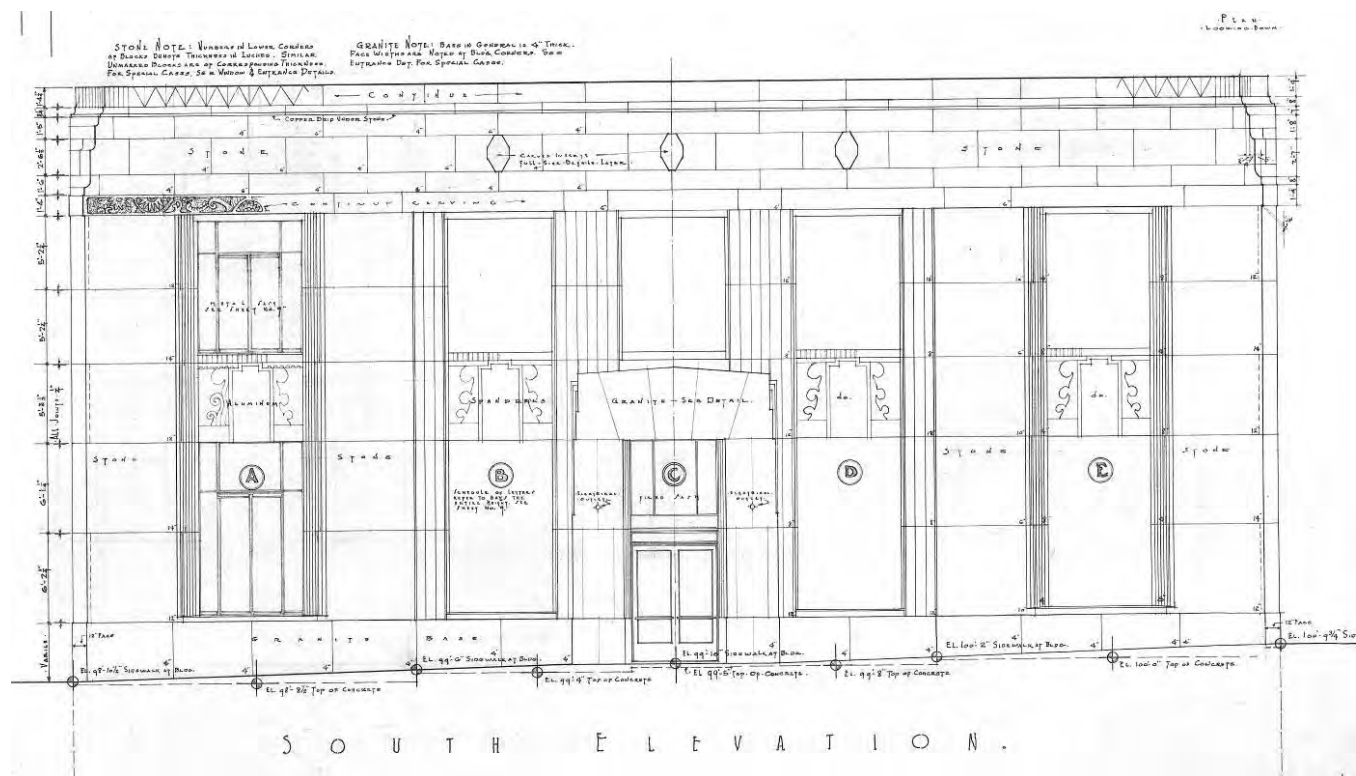
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**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 10

Appleton Post-Crescent Building  
 Appleton, Outagamie County, Wisconsin

**Figure 9.** 1931 Historic Elevation Drawing. *Berners-Schober Associates Archives.*



# National Register of Historic Places

## Continuation Sheet

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

Section Figures Page 11

The drawing is a detailed architectural plan of the first floor of a building. It includes several key components:

- First Floor Plan (Main):** A large, complex layout showing various departments and rooms. Key areas include:
  - General Office:** Located on the left side, containing several smaller offices and a central area.
  - Accounting:** A large section in the lower-left quadrant.
  - Data Processing:** A central section with multiple rooms.
  - Circulation:** A large central area with a prominent staircase and multiple service points.
  - Classified Advertising:** Located in the lower-right quadrant.
  - Art & Promotion:** Located in the upper-right quadrant.
  - Plate Making:** Located in the top-right corner.
  - Mech. Equip.:** Mechanical equipment room in the top-left corner.
  - Other rooms:** Numerous smaller offices, a vault, a telephone booth, and various support spaces.
- Details:**
  - Detail 1:** A cross-section of a window or door frame, showing structural elements like the sill, frame, and glazing.
  - Detail 2:** A detail of a wall or partition, showing the connection between different materials.
  - Detail 3:** A detail of a staircase, showing the steps, handrails, and structural supports.
- Elevation:** A vertical section of the building, showing the height of the rooms and the placement of windows and doors.
- Annotations:** Numerous handwritten notes and labels throughout the plan, providing specific information about materials, dimensions, and construction details.
- Scale:** The main plan is scaled at 1/8" = 1'-0". The details are scaled at 1" = 1'-0".
- Orientation:** A north arrow is located at the bottom center of the drawing, pointing towards the top of the page.

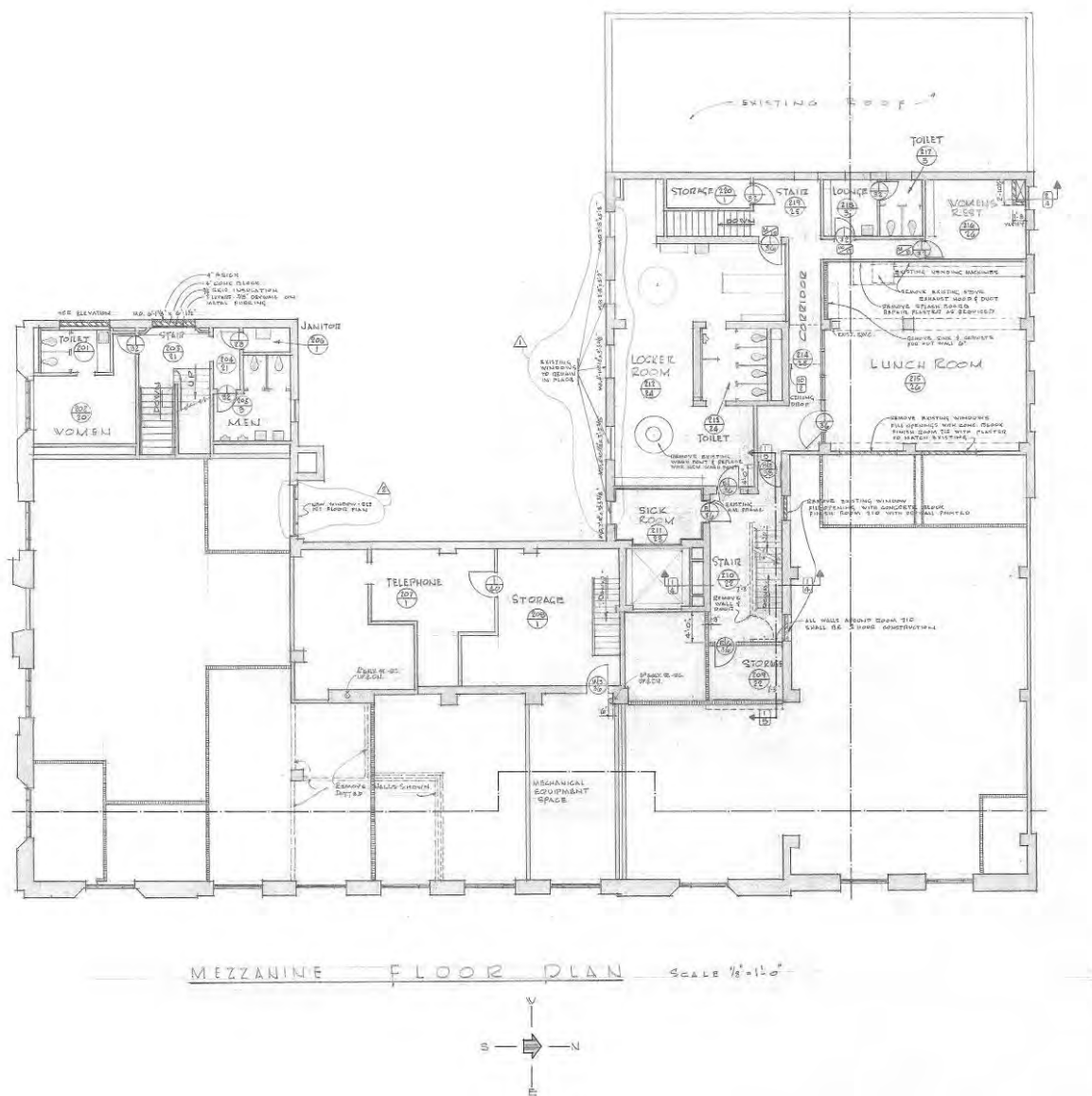
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 12

Appleton Post-Crescent Building  
 Appleton, Outagamie County, Wisconsin

**Figure 11.** 1972 Historic Drawing, Mezzanine of 1932 Building and 1951 Addition. *Berners-Schober Associates Archives.*



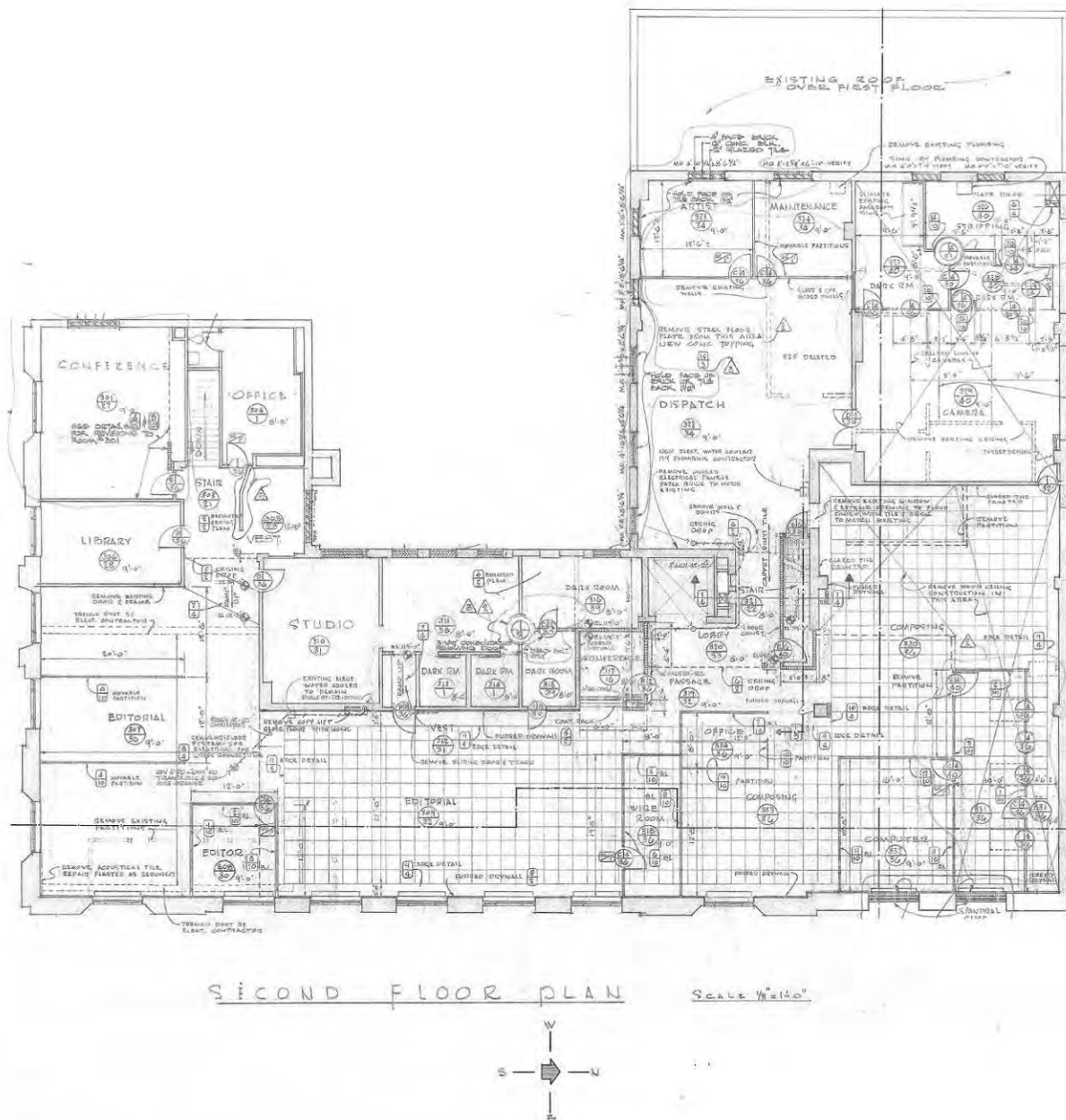
**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section Figures Page 13

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 12.** 1972 Historic Drawing, Second Floor of 1932 Building and 1951 Addition. *Berners-Schober Associates Archives.*



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 14

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**Figure 13.** 1932 photograph of southeast corner of the Appleton Post-Crescent Building, view NW.  
*Source: Bonnie Lutzewitz, The Post-Crescent.*



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 15

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 14.** 1932 photograph of primary entrance on south façade of the Appleton Post-Crescent Building, view N. *Source: Bonnie Lutzewitz, The Post-Crescent.*



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 16

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**Figure 15.** 1932 photograph of 1<sup>st</sup> floor lobby in the Appleton Post-Crescent Building, view W.  
*Source: Bonnie Lutzewitz, The Post-Crescent.*



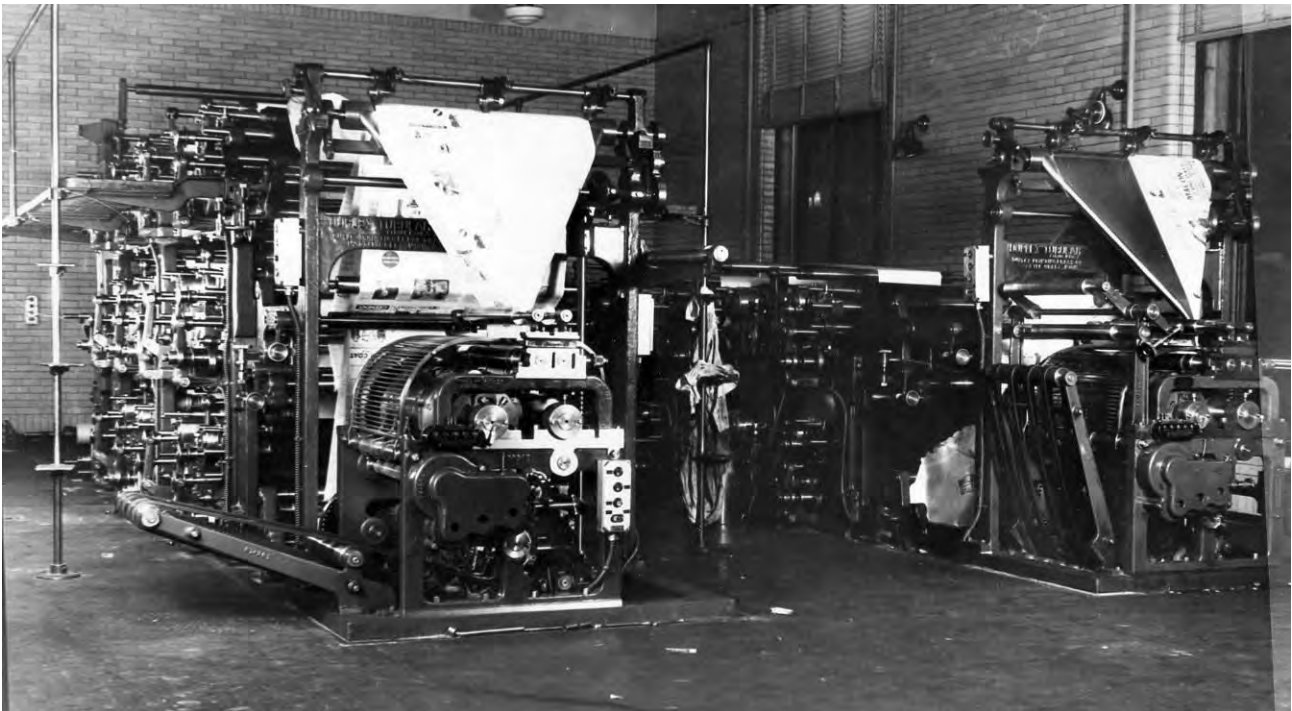
**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 17

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 16.** 1932 photograph of newspaper presses in the Appleton Post-Crescent Building. *Source: Bonnie Lutzewitz, The Post-Crescent.*





**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 18

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 17.** 1932 photograph of the *Appleton Post-Crescent* staff. *Source: Appleton Historical Society.*



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 19

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 18.** 1940 photograph of 2<sup>nd</sup> floor newsroom in the Appleton Post-Crescent Building. *Source: Bonnie Lutzewitz, The Post-Crescent.*



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 20

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 19.** 1940 photograph of north façade of the 1932 original building and the sub-grade 1940 photography studio, view SW. The sub-grade photography studio was replaced with a new addition in 1951. *Source: Appleton Historical Society.*





**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 21

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 20.** 1958 photograph of the 1932 original building and the 1951 addition, view NW. *Source: Bonnie Lutzewitz, The Post-Crescent.*



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 22

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 21.** 1952 photograph of the west and south façades and the one-story garage wing of the 1951 addition, view NE. *Source: Appleton Historical Society.*





**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 23

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 22.** 1960 photograph of the 1<sup>st</sup> floor lobby in the Appleton Post-Crescent Building, view SW.  
*Source: Appleton Historical Society.*



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 24

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 23.** 1972 photograph of the 1932 original building, the 1951 addition, and the 1972 addition, view NW. *Source: Appleton Historical Society.*





**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 25

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 24.** 1974 photograph of the Appleton Post-Crescent Building as seen from Superior Street, view SW. *Source: Appleton Historical Society.*





**United States Department of the Interior**  
**National Park Service**

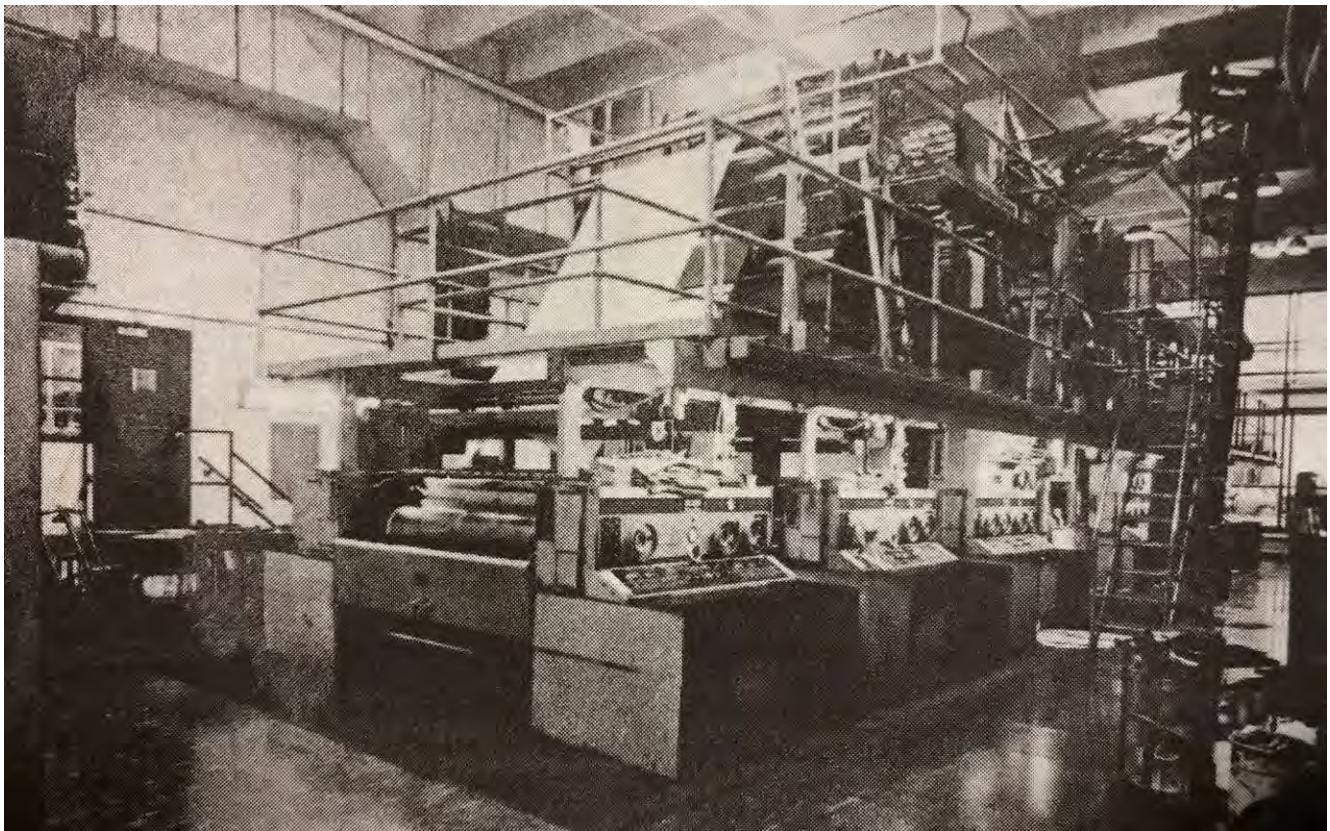
**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 26

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 25.** Ca. 1982 photograph of the offset printing press room in the 1972 addition, view NE. This press room is retained, although the equipment has been removed. *Source: Appleton Historical Society.*



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section Figures Page 27

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 26.** 1985 photograph of the Appleton Post-Crescent Building, view NW. *Source: Bonnie Lutzewitz, The Post-Crescent.*





**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 28

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

**Figure 27.** Current photographs of historic cast aluminum details at 1932 building entrance. *Source: MacRostie Historic Advisors, 2018.*



**United States Department of the Interior**  
National Park Service

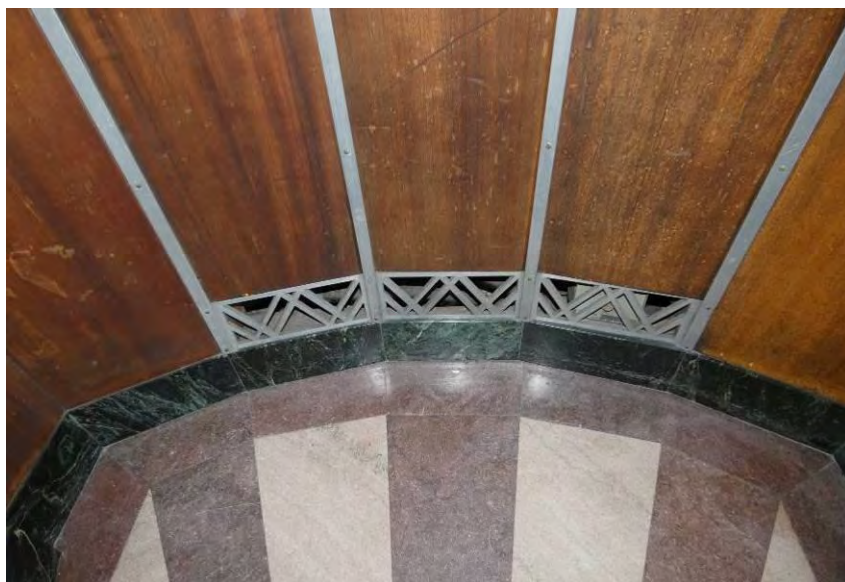
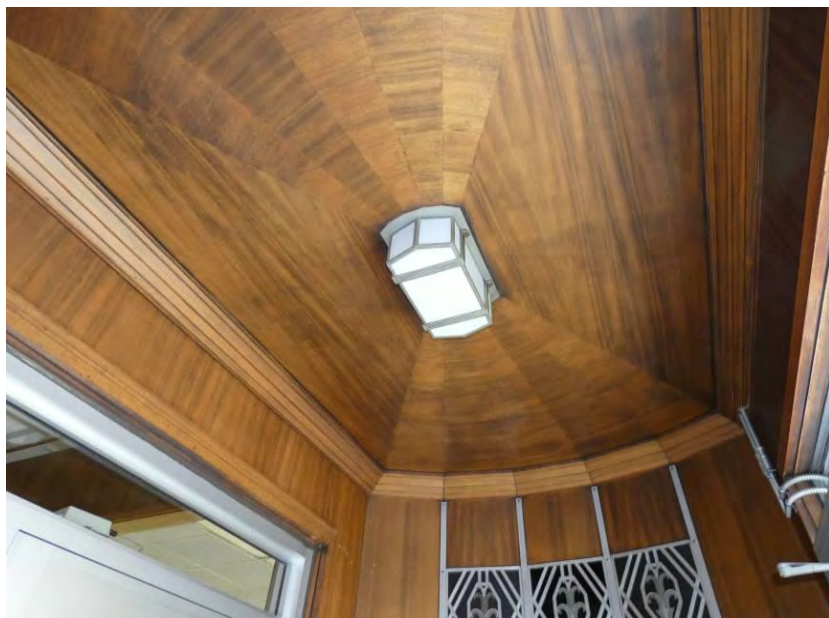
**National Register of Historic Places**  
Continuation Sheet

Section Figures Page 29

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

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**Figure 28.** Current photographs of historic details in 1932 building entrance vestibule. *Source: MacRostie Historic Advisors, 2018.*



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section Figures Page 30

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

---

**Figure 29.** Current photograph of historic detail in 1932 lobby. *Source: MacRostie Historic Advisors, 2018.*





Appleton Post-Crescent Building  
306 West Washington Street  
Appleton, Outagamie Co., Wisconsin

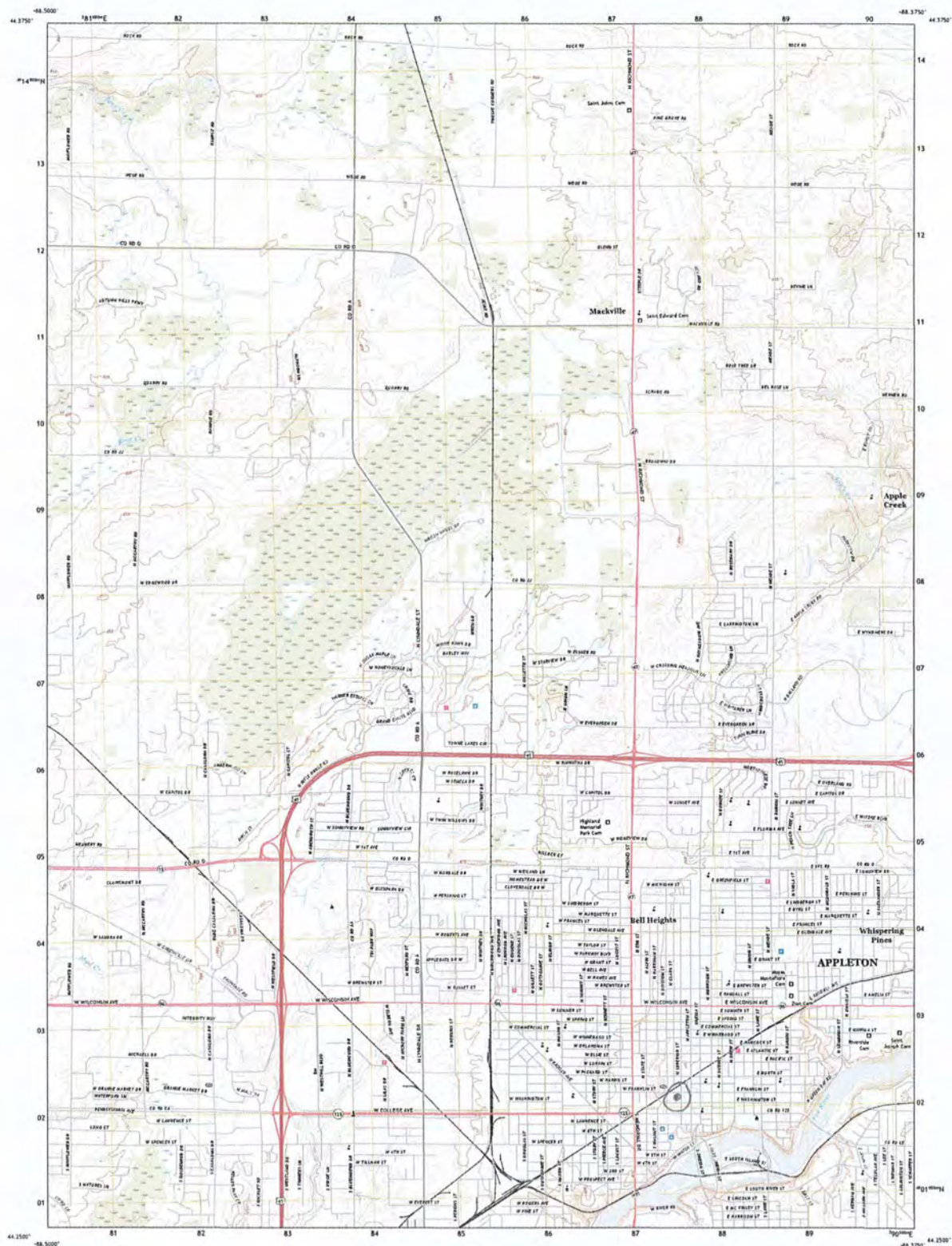
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U.S. DEPARTMENT OF THE INTERIOR  
U.S. GEOLOGICAL SURVEY



APPLETON QUADRANGLE  
WISCONSIN - OUTAGAMIE COUNTY  
7.5-MINUTE SERIES



Produced by the United States Geological Survey  
North American Datum of 1983 (NAD83)  
World Geodetic System of 1984 (WGS84). Projection and  
1:100,000 scale. Horizontal datum: North American Datum of 1983.  
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generalized for this map scale. Private land within government  
jurisdiction may not be shown. Obtain permission before  
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Source:   
Aerial photography: 1997, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 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THE POST-CRESCENT

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UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:	Nomination	
Property Name:	Appleton Post-Crescent Building	
Multiple Name:		
State & County:	WISCONSIN, Outagamie	

Date Received:	Date of Pending List:	Date of 16th Day:	Date of 45th Day:	Date of Weekly List:
9/4/2019	9/20/2019	10/7/2019	10/21/2019	10/18/2019

Reference number:	SG100004524
Nominator:	SHPO

Reason For Review:

<input type="checkbox"/> Appeal	<input checked="" type="checkbox"/> PDIL	<input type="checkbox"/> Text/Data Issue
<input type="checkbox"/> SHPO Request	<input type="checkbox"/> Landscape	<input type="checkbox"/> Photo
<input type="checkbox"/> Waiver	<input type="checkbox"/> National	<input type="checkbox"/> Map/Boundary
<input type="checkbox"/> Resubmission	<input type="checkbox"/> Mobile Resource	<input type="checkbox"/> Period
<input type="checkbox"/> Other	<input type="checkbox"/> TCP	<input checked="" type="checkbox"/> Less than 50 years
	<input type="checkbox"/> CLG	

☒ Accept      ☐ Return      ☐ Reject      10/17/2019 Date

Abstract/Summary Comments:	
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Recommendation/ Criteria	
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Reviewer	<u>Barbara Wyatt</u>	Discipline	<u>Historian</u>
Telephone	<u>(202)354-2252</u>	Date	<u></u>

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



*"...meeting community needs...enhancing quality of life."*

**OFFICE OF THE MAYOR**

Timothy M. Hanna  
100 North Appleton Street  
Appleton, Wisconsin 54911-4799  
(920) 832-6400 FAX (920) 832-5962  
Email: [mayor@appleton.org](mailto:mayor@appleton.org)

June 19, 2019

Peggy Veregin, National Register Coordinator  
Wisconsin Historical Society  
816 State Street  
Madison, WI 53706

Dear Ms. Veregin:

I have reviewed the Appleton Historic Preservation Commission's report and recommendation, and I am pleased to concur with the Commission's recommendation that the Appleton Post Crescent Building located at 306 West Washington Street is eligible for the National Register based upon the proposed National Register nomination materials submitted by Rachel Barnhart, Associate with MacRostie Historic Advisors, LLC.

If you have any questions, please feel free to contact me.

Sincerely,

TIMOTHY M. HANNA  
Mayor of Appleton

cc: Don Harp, Principal Planner



# AMANDA STUCK

State Representative ♦ 57<sup>th</sup> Assembly District

July 18, 2019

Wisconsin Historic Preservation Review Board  
C/O Peggy Veregin  
Wisconsin Historical Society  
816 State St.  
Madison, WI 53706

Re: Appleton Post-Crescent Building

Dear Wisconsin Historic Preservation Review Board Members,

I am writing you in support of the Appleton Post-Crescent Building's nomination to the Wisconsin State Register of Historic Places and the National Register of Historic Places.

As an elected official and Representative of the City of Appleton it is great to see proposals come forward that would redevelop historic areas of the city. In the last decade, the City and the community have looked back to the downtown area as a place to live, to work and to recreate. The proposal for redevelopment of the Appleton Post-Crescent Building at the corner of West Washington Street and Superior Street in downtown Appleton is the next step in that process. Not only am I supportive of the project as a Legislator, but from a personal and philosophical aspect, it is always great to see historic buildings receive a new life and new purpose. That is why I am supportive of this building's inclusion on the State and National Registers of Historic Places.

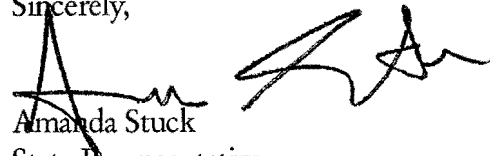
While I am not a local history aficionado, it is my understanding that construction began on the Appleton Post-Crescent Building in 1932 as the new headquarters for the local newspaper. Subsequent additions were made to the building along Superior Street and to the west on Franklin Street in 1951, 1972, and 1991, with the refurbishment in 1972 marking the last historic addition. A landmark in the community for almost ninety years, the Appleton Post-Crescent Building is a true testament to the history of the City of Appleton, the history of the Fox River Valley, and has helped forged a tradition that is still here today.

As a major source of industry and manufacturing and a prominent destination along the Fox River throughout the 19<sup>th</sup> and 20<sup>th</sup> centuries, Appleton hosted a number of regional news outlets documenting the area's economic and cultural developments. One of these newspapers, *The Appleton Crescent*, started printing in 1852 and later joined with the Post Publishing Company to form the widely known *Appleton Post-Crescent* in 1920. From then on, the *Appleton-Post Crescent* served as the region's premier news source, and continues to be an accredited and trusted source of both local and national news for Wisconsinites in the Fox River Valley.

The Art Deco style Appleton Post-Crescent Building continues to tie the modern city to its roots, and the proposed rehabilitation is specifically designed to preserve the maximum amount of the building's historic character. Retention and repair work will include the highly decorative finishing and main staircase in the 1930s-era lobby, the distinctive window spaces, and all modern mechanical, electrical, and plumbing equipment will be hidden from view as much as possible. It is great to see this building come before you and I hope that you will approve its nomination to the Register of Historic Places.

If you have any questions, please do not hesitate to contact me by phone at (608) 266-3070 or by email at [Rep.Stuck@legis.wisconsin.gov](mailto:Rep.Stuck@legis.wisconsin.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'Amanda Stuck', is written over the printed name.

Amanda Stuck  
State Representative  
57<sup>th</sup> Assembly District



WISCONSIN  
HISTORICAL  
SOCIETY



TO: Keeper  
National Register of Historic Places

FROM: Peggy Veregin  
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Third day of September 2019, for the nomination of the Appleton Post-Crescent to the National Register of Historic Places:

1	Original National Register of Historic Places Nomination Form
1	CD with NRHP Nomination form PDF
	Multiple Property Nomination form
16	Photograph(s)
1	CD with image files
1	Map(s)
30	Sketch map(s)/figures(s)/exhibit(s)
1	Piece(s) of correspondence
	Other:

COMMENTS:

	Please ensure that this nomination is reviewed
x	This property has been certified under 36 CFR 67
	The enclosed owner objection(s) do or do not constitute a majority of property owners
	Other: