

Supplementary Listing Record

NRIS Reference Number: **92000946**
04000885

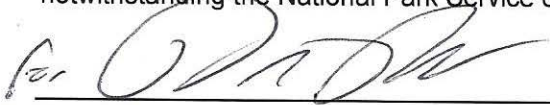
Date Listed: 8/7/1992
8/22/2004 (expanded)

Property Name: Downtown Altoona Historic District

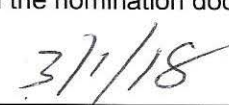
County: Blair

State: PA

This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation



Signature of the Keeper



Date of Action

Amended Items in Nomination:

Section 7 (Description)

At the time of listing the building at 1400 11th Avenue was inventoried as "non-contributing" due to the exterior cladding in non-historic materials (formstone above cedar shingled pent roof, encased piers and faux brick bulkheads at storefronts). The removal of this material has revealed historic decorative terra cotta and original storefronts. This building now contributes to the Altoona Historic District.

DISTRIBUTION:

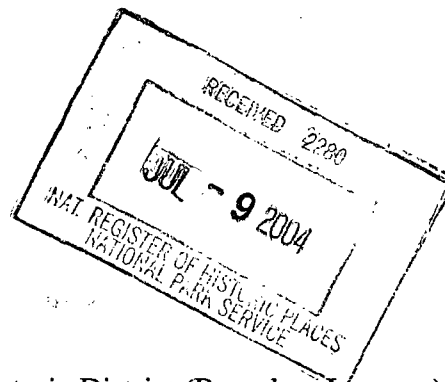
National Register property file

Nominating Authority (without nomination attachment)

NPS Form 10-900-a
(8-86)

OMB No. 1024-0018

United States Department of the Interior
National Park Service



**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 7

Page 1

2. Location

street & number 1330-1410 and 1409-1431 11th Avenue and 1331-1429 12th Avenue
not for publication - N/A **vicinity** - N/A
city or town Altoona
state Pennsylvania **code** PA **county** Blair **code** 013 **zip code** 16601

5. Classification - Number of Resources within Property

Contributing	Noncontributing	
<u>11</u>	<u>6</u>	buildings
—	—	sites
—	—	structures
—	—	objects
<u>11</u>	<u>6</u>	Total

Section 7 - Description

The Downtown Altoona Historic District Boundary Increase, consisting of 11 contributing buildings, 6 noncontributing buildings and 3 vacant parcels, is located along 11th and 12th Avenues in the City of Altoona, Blair County, Pennsylvania, at the southwestern corner of the previously listed district. Contributing buildings in the boundary increase predominantly commercial buildings, brick or brick over steel frame construction, and two or three stories in height, with a portion of one building the Aaron-Penn Furniture Addition (1925) rising to five stories. Most of the buildings no longer retain historic shop fronts though the upper stories of the façade remain relatively intact. A distinguishing feature of many of these buildings is relatively large window openings on the upper stories of the façade including the use of tri-partite, Chicago-style windows. There is one contributing non-commercial building in the boundary increase, the First Evangelical Lutheran Church which was built at the corner of 12th Avenue and 14th Street in 1896-97. This sandstone building reflects the Late Gothic Revival style. Eight (8) of the contributing buildings were built in the 1920s, two in the 1910s and one in the 1890s.

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 7

Page 2

They reflect common design trends of the early 20th century including the influence of Commercial and Neo-Classical styles. The noncontributing buildings in the boundary increase include the Gable's Department Store and Annex, three early 20th century commercial buildings with severely altered facades and a one-story radio station building constructed on 12th Avenue in 1970. An educational building (addition) to the First Evangelical Lutheran Church was also constructed in 1970 but is not counted separately. Gable's Department Store and Annex presently lack a historic appearance although original facades remain beneath metal stud and brick veneer added in the late 1970s or early 1980s. The remaining noncontributing buildings and the addition to the church have minor impact on the integrity of the boundary increase. As is the case with the existing National Register district, the setting of the boundary increase has been impacted by demolition. The boundary was selected to connect to the existing historic district on 11th Avenue while excluding adjoining areas that have been affected by demolition.

11th Avenue and 12th Avenue run in a general northeast-southwest direction. To simplify description, they are herein described as running east-west. The boundary increase includes 4 buildings on the south side of 12th Avenue, 5 buildings on the north side of 11th Avenue and 8 buildings on the south side of 11th Avenue.

Contributing Buildings

The contributing buildings consist of ten early 20th century commercial buildings and one church building constructed at the end of the 19th century. Seven of the contributing commercial buildings are two stories in height, three are three stories, and one, the Aaron-Penn Furniture Building has a five story addition. All are brick construction but some have steel and reinforced concrete frames.

Most of the contributing commercial buildings are located on the south side of 11th Avenue between 1409 11th Avenue on the east and 1429-31 11th Avenue on the west. This block contains seven contributing buildings, one non-contributing building and two vacant lots. The lots, sites of former buildings, are now a small public park. Another small park, named the Heritage Plaza, is located at the eastern end of this block, and outside the boundary of the boundary increase. It was the site of the Capitol Theater, now demolished. Several of the buildings in the block have been rehabilitated since 1990. 1413 and 1417 11th Avenue, for example, regained their historic appearance when obscuring modern facades were removed in recent rehabilitations.

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 7

Page 3

There are two contributing commercial buildings facing these building on the north side of the 1400 block, the Jones Building/S. H. Kress 5 & 10 Cent Store at 1404-06 11th Avenue and the W. F. Sellers & Co. Building at 1408-10 11th Avenue. Both buildings have modern shop fronts but retain historic features in their upper stories.

There are two contributing buildings, located on the south side of 12th Avenue including the First Evangelical Lutheran Church at 1401-05 12th Avenue, and the Aaron-Penn Furniture Building (and Addition) at 1421-29 11th Avenue. The First Evangelical Lutheran Church is a stone, Late Gothic Revival building constructed in 1896-97. A buff -brick, flat-roofed Educational Building was added its west side in 1970. The Church and Educational Building share a glass entrance vestibule and have interior connections and are counted as one contributing resource. The Aaron-Penn Furniture Building and Addition is reinforced concrete construction.

Non-Contributing Resources and Integrity

The largest non-contributing resources in the district are the Gables Building at 1330 11th Avenue and the Gables Annex at 1331 12th Avenue. As seen in historical photos (Photos 27 and 28) both buildings were once stylish 4-story brick department store buildings, but in the 1970s were clad with a brick veneer obscuring all historical features. These buildings are classified as non-contributing based on their present appearance but have the potential to be re-classified as contributing pending removal of the brick veneer and rehabilitation. In July of 2003, Judy Coutts, AIA, examined the interiors of the buildings and documented that the veneer was applied over metal studs and that the majority of historic exterior features appear to survive beneath the veneer. The Gables Building at its eastern end abuts commercial buildings which are part of the previously listed Downtown Altoona Historic District.

The National Register nomination for the existing district noted a pattern of alteration to commercial buildings which applies to the boundary increase as well:

Characteristic of commercial buildings, there are many alterations to shop fronts as they were updated over time to keep abreast with image and fashion...These alterations or renovations per se do not render a resource non-contributing. However, where entire facades have been masked by modern commercial fronts, such as 1304 and 1312-16 11th Avenue, these are counted as non-contributing. These designations could be reversed at a future date should the underlying facades be exposed and shown to be reasonably intact. (Downtown Altoona Historic District National Register Form, Section 7, 3B)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 7

Page 4

There are four additional noncontributing resources in the district consisting of a 2-story commercial building at 1411 11th Avenue constructed in 1922, two adjoining 1-story commercial buildings at 1400-1402 and 1402 ½ 11th Avenue, both circa 1920, and one 1-story brick radio station building constructed at 1417-19 12th Avenue in 1970. These buildings are relatively small in scale and have a minor impact on the integrity the district. 1411 11th Avenue appears to have the potential to be reclassified as contributing pending removal of its obscuring modern façade.

Vacant lots in and surrounding the boundary increase have an effect on integrity but the impact is no greater than in the existing district.

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 8

Page 1

Section 8 - Architect/Builder

Architects

Puderbaugh, D. G.

Robinson, Charles M.

Section 8 – Significance

The Downtown Altoona Historic District Boundary Increase focuses on the 1300 and 1400 blocks of 11th Avenue in Altoona's historic business district along with two contributing properties in the 1400 block of 12th Avenue. The boundary increase compliments the existing district under Criterion A in the area of Commerce and Criterion C in the area of Architecture. 11th Avenue was Altoona's main commercial street in the late 19th and early 20th century and was referred to locally as "the Great White Way." Several historically prominent businesses are represented in the boundary increase including Gable's Department Store (the store and annex are obscured by a modern veneer and for this reason classified as non-contributing), Aaron (later Penn) Furniture, W. F. Sellers & Co. Jewelers and Sears Roebuck, and S. H. Kress 5 & 10 Cent Store. Contributing buildings in the boundary increase reflect prevalent early 20th century trends for commercial architecture.

The previously listed Downtown Altoona Historic District and the History of 11th Avenue

The Downtown Altoona Historic District was listed in the National Register in 1992 for significance under Criterion A in the area of Commerce and Criterion C in the area of Architecture. The period of significance for the district was circa 1860-1941. The district comprised 233 contributing and 33 noncontributing buildings occupying 46 acres of ground. The district also included four resources previously listed in the National Register.

The 11th Avenue portion of the district comprised 6 contributing buildings, 2 previously listed buildings (Central Trust Company Building and Brett Building, at 1210-18 11th Avenue), 3 noncontributing buildings and one vacant parcel.

The National Register nomination for the district describes the 1200 block of 11th Avenue as "the most impressive commercial streetscape in the district."

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 8

Page 2

With the exception of the U. S. Post Office Building (built 1931-33) at 1201 11th Avenue, all of the 11th Avenue buildings in the district sit on the northerly side of the avenue. The southerly side of the avenue between the Post Office on the east in the existing district and 1409 11th Avenue in the boundary increase is not intact due to demolitions.

The National Register nomination for the Downtown Altoona Historic District describes the evolution of the commercial district in the following terms:

In the 1850s Altoona's initial enclave of commercial buildings grew around the PRR passenger station and hotel on 10th Avenue, which became the address of numerous hotels before becoming a saloon and tavern district in the early twentieth century. The commercial district shifted towards 11th Avenue and 11th Street in the 1860s and, "as early as the 1870s, 11th Avenue had emerged as the major business thoroughfare." By then, City Council had enacted an ordinance prohibiting frame construction in certain blocks of the business district. As the preeminent commercial boulevard, 11th Avenue was among the first streets to be macadamized (1873), traversed by trolley tracks (1882), and paved with asphalt blocks (1889). The 1890s introduced a new building type in the downtown. This was the red brick commercial block...

Up until the early twentieth century, the commercial district – offering dry goods, banks, meats, shoes, drugs, hardware, and tobacco merchants, just to name a few – was typically residential in scale. This changed in the twentieth century as increasing demands for retail and office space, advances in steel construction, and economic prosperity added taller buildings to Altoona's skyline. A handsome five-story block comprised of the Silverman Building, First National Bank, Brett's Department Store, and the National Register listed Central Trust Company Building lines the 1200 block of 11th Avenue.

The nomination for the existing district also summarizes the decline of the downtown:

Between the permanent Altoona residents and the itinerant travelers and businessmen, the city became a regional commercial center that thrived until the Depression. At that time, the PRR began to close shops and typical of the era, banks and many other businesses in the city failed. After the Depression, the PRR further downscaled operations in Altoona as technology moved from steam to electric and diesel engines and the demands for maintenance changed. Despite

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 8

Page 3

efforts to diversify the city's post-World War II industrial base, economic decline continued to take its toll on the downtown. This situation culminated in an extensive downtown urban renewal program in the 1960s and '70s.

The nomination also points out that "department stores, major civic buildings, and large social halls always made Downtown...the focal point of the city" and further that Altoona was in the early twentieth-century, "the largest urban center in the Juniata Valley." Compared to the downtowns of other communities in the valley, Altoona evidences a twentieth-century city" compared to the "nineteenth-century city" reflected in communities as Hollidaysburg and Tyrone.

Criterion A significance in Commerce

Altoona was the largest community and commercial center in the Juniata Valley in the late 19th and early 20th century.

The following summary of Altoona's commercial prominence appeared in R. L. Polk & Company's Altoona Directory of 1930:

The stability of Altoona's industrial life is largely responsible for the regular and dependable status of Altoona businesses...The retail stores of Altoona are of such a high order that the city is the shopping center for a population of 160,000 people who come from within a radius of thirty miles from Altoona in all directions. The city has a number of large retail stores which are metropolitan in their appointments, service, and the quality and variety of their wares...Altoona's mercantile business last year totaled more than \$45,000,000 of which \$26,000,000 represented retail business and \$19,000,000 the gross wholesale business. (Polk, p. 13)

11th Avenue, Altoona's "Great White Way," was city's main shopping and entertainment district in the early-mid 20th century. References to the "Great White Way" appeared in the Altoona Mirror as early as 1910 when electric light posts were installed along 11th Avenue from 11th to 17th streets: "Merchants Plan New White Way" (2/24/1910); "The New Lighting System" (9/13/1910); and "Brilliant Lights on the Avenue" (9/25/1910). Evidence of continued enthusiasm for a brilliantly lighted shopping and entertainment district is provided in an Altoona Mirror article more than a decade later: "Great White Way Assured" (10/14/22). This article described the mayor's proposal to permit businessmen to erect larger signs on their buildings.

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 8

Page 4

The Downtown Altoona Historic District Boundary Increase amends the earlier nomination to include additional properties associated with Altoona's commercial prominence. It extends the district westward along 11th Avenue to include 9 contributing commercial buildings in the 1400 block of 11th Avenue and extends onto 12th Avenue to include and an additional 2 contributing buildings.

Criterion C significance in Architecture

Architecturally, the buildings of boundary increase reflect prevalent trends of commercial architecture in the early 20th century. Eight (8) of the 11 contributing buildings were constructed during Altoona's substantial building boom in the 1920s.

The 1920s building boom is summarized by Nancy Spiegel in her essay on the Commercial Center (Railroad City: Four Historic Neighborhoods in Altoona, Pennsylvania)

The decade of the 1920s had the most dramatic impact on the architecture of the commercial center, witnessing a building boom that surpassed all earlier construction activity. (Railroad City, p. 49)

The majority of the new retail buildings were three stories tall, with brick bearing walls and large windows, designed to illuminate the interiors of the upper stories with natural light. The roofs were flat or at least obscured by parapet walls; ornament – often stone, concrete or glazed terra cotta – was applied to the façade. (Railroad City, p. 51)

The buildings in the boundary increase generally correspond to Richard Longstreth's description of the "Two-Part Commercial Block" in the early years of the twentieth century:

By the turn of the century, a sense of order and unity prevailed in most work. The means of expressing these values became even more diverse than in previous decades. Many examples have a classical sense of order but contain few, if any, references to past periods. Some buildings are extremely plain, bearing certain affinities to their early 19-century predecessors. Others celebrate new construction techniques, expressing their steel or reinforced concrete frames on the façade...Historical references are often loosely interpreted...(Longstreth, pp. 39-41)

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 8

Page 5

The Gable's Building and Annex, although presently non-contributing due to the application of blank, modern facades, have potential architectural significance should these facades be removed. Prior to its alteration the Gable's Building offered an excellent example of transition in commercial architecture from the late 19th into early 20th century (Photo 27). Richard Longstreth's classification of the "Two-Part Vertical Block" type applies well to the Gable's 1910 addition at the corner of 11th Avenue and 14th Street whereas the earlier sections of the building to the east correspond to the "Stacked Vertical Block" type. Gable's Annex on 12th Avenue, constructed more than a decade later, echoes the design of the 1910 building, though simplified with a flatter profile and reduced detail (Photo 28). This 1926 building may have incorporated Gable's 1921-22 two-story Arcade building or at least reflected its design in the arcaded appearance of its second story.

There is one contributing non-commercial building in the boundary increase, the First Evangelical Lutheran Church, a Late Victorian Gothic Revival building erected 1897-98 at 1401-1405 12th Avenue. Although an educational wing was added to the church in 1970, the building appears to be individually eligible for the Register under Criterion C. The church was designed by Altoona architect Charles M. Robinson. Prolific Altoona architect D. G. Puderbaugh designed the trio of buildings at 1409-13 11th Avenue. Architects have not been identified for any other buildings in the boundary increase.

To summarize, the proposed extension to the Downtown Altoona Historic District includes architectural styles and building types that are similar to and historically related to those in the existing district, and shares the areas of significance of architecture and commerce.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 9

Page 1

Section 9 – Major Bibliographic References

Altoona Mirror, 1910, 1922

Benenson, Carol A. Downtown Altoona Historic District, National Register Nomination Form, 1992.

Longstreth, Richard. The Buildings of Main Street, a Guide to American Commercial Architecture, Walnut Creek, CA, 2000.

Official Program for Old Home Week, Altoona, Blair County, August 13th to 19th, 1922.

Polk, R. L. & Co. R. L. Polk & Co.'s Altoona Directory. Pittsburgh: R. L. Polk & Co., 1930

Smith, Nancy L. and Lamborn, Deborah, Downtown Altoona Historic District Boundary Increase, Draft National Register Nomination, 2001.

www.rootsweb.com/~usgenweb/pa/blair/gables30souvenir.htm (William F. Gable Company 30th Anniversary Souvenir, Altoona, 1914. The booklet was written for Gable's by Harry L. Johnston.)

Wallace, Kim et al. Railroad City: Four Historic Neighborhoods in Altoona, Pennsylvania. Washington, D.C.:HABS/HAER Division, National Park Service, Department of the Interior, 1990.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 10

Page 1

Section 10 – Geographical Data

Acreage of Property: 3.9

UTM References

Zone Easting Northing
17 719935E 4488091N

Verbal Boundary Description

The boundary for the Downtown Altoona Historic District (Boundary Increase) is shown on the accompanying map at a scale of 1 inch equals 125 feet.

Boundary Justification

The Downtown Altoona Historic District (Boundary Increase) is bounded on the northeast by the previously listed Downtown Altoona Historic District. The former Gables Department Store at 1330 11th Avenue forms the connection to the previously listed district. Although this building is presently noncontributing since its historic features have been concealed by a brick veneer, the building and its annex at 1331 12th Avenue have the potential to be contributing upon rehabilitation. The Boundary Increase is bordered on the southeast, southwest and northwest by areas more heavily affected by demolition, alteration and new construction. Although these areas have a few buildings comparable to some of those in the boundary increase the overall continuity and integrity are lacking. Therefore, the boundaries of the Boundary Increase were drawn to encompass the greatest concentration of historic buildings adjoining the previously listed district and contributing to its historic and architectural significance.

National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section 11

Page 1

Section 11 – Form Prepared By

name/title: Gregory Ramsey

organization: Pennsylvania Historical & Museum Commission

street & number: 400 N. St.

city or town: Harrisburg

state PA

date: May 2004

telephone: 783-9919

zip code: 17102

name/title: Judy Coutts

organization:

street & number: 3914 5th Ave

city or town: Altoona

16602

state PA

date: May 2004

telephone: 783-9919

zip code:

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section Photos

Page 1

Photographs

Current views

Photographers: Greg Ramsey

Date: January, 2004

Negatives filed at: PA Historical and Museum Commission, Harrisburg, PA

As noted in Section 7, 11th Avenue and 12th Avenue run in a general northeast-southwest direction. To simplify description, they are herein described as running east-west. The boundary increase includes 5 buildings on the south side of 12th Avenue, 5 buildings on the north side of 11th Avenue and 8 buildings on the south side of 11th Avenue.

1. 12th Avenue looking east. 1429 and 1421-27 12th Avenue, the Aaron-Penn Furniture Addition and Aaron-Penn Furniture Building, are in foreground. Further eastward are seen the tower and spire of the First Evangelical Lutheran Church and the modern façade of the Gable's Annex, 1331 12th Avenue.
2. Aaron-Penn Furniture Building and Addition looking west. Note reinforced concrete construction. WRTA Radio Station, noncontributing, in foreground.
3. 12th Avenue looking east. The First Evangelical Lutheran Church, 1401-1405 11th Avenue, is in the center of this photo. Its Education Building (counted as an addition) appears in the foreground. In the background, is Gable's Annex.
4. Looking south at First Evangelical Lutheran Church Education Building.
5. Gable's Annex, 1331 12th Avenue (noncontributing) looking west. The parking garage in the distance is beyond the boundary increase and is not part of the original district.
6. Side and rear elevation of 1400-02 11th Avenue looking south. Although the side elevation reflects 1920s design, the storefront of this 1-story building has been entirely modernized and, as a result, it is classified as non-contributing.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section Photos Page 2

7. The alleyway between 11th and 12th Avenues near 14th street looking east. The view shows the connection between the Gable's 11th Avenue Building on the right and the Gable's 12th Avenue Annex on the left.

8. A view looking westward on 11th Avenue from the front of the Gable's Building.

9. Gable's Building, 1330-32 11th Avenue looking east into the existing National Register district. The Gable's Building is non-contributing due to the application of modern, brick veneer concealing the original facades. Original facades have been confirmed beneath the application and the building has potential to be contributing based on restoration.

10. 1400-02 11th Avenue, looking north. This circa 1920 building is non-contributing due to a completely altered facade

11. 1404-06 11th Avenue, the Jones/Kress & Co. Building, looking north

12. 1408-10 11th Avenue, the Sellers Building, looking north and west

13. North side of 11th Avenue looking east from the corner of 1408-10 11th Avenue to the Gables Building at 1330 11th Avenue. The two 1-story buildings between the Jones/Kress Co. Building and the Gables Building are noncontributing. They date to the early 20th century but their fronts have been completely modernized.

14. View of the north side of 11th Avenue looking east from the Sellers Building, the westernmost building on this side of the street. The noncontributing Gables Building is seen just to the right of center in this photograph.

15. View of the south side of 11th Avenue looking west from 1409 11th Avenue. The side of this building has a mural painted on it recreating a historic view of the avenue.

16. 1409 11th Avenue, looking south. A contributing building built in 1922.

17. 1411 11th Avenue, looking south. This building is non-contributing since its upper stories are

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section Photos Page 3

entirely clad with a modern veneer. The building has potential to be contributing based on the removal of the veneer and survival of original features beneath it.

18. 1413 11th Avenue, looking south. The upper stories of this building had been clad in modern materials, but following a restoration the building is contributing.

19. 1415 11th Avenue, looking south, a contributing building.

20. 1417 and 1419 11th Avenue, looking south. Both buildings are contributing. 1417 11th Avenue, on the left, was rehabilitated, removing an obscuring metal façade added in 1966.

21. Looking east from 1419 11th Avenue at the south side of the avenue. This is the most intact commercial block in the boundary increase, containing 5 contributing and one non-contributing building. The boundary increase ends with the westernmost building in the row, 1409 11th Avenue, beyond which is a public park, the former location of the Capitol Theatre.

22. Looking east on the south side of 11th Avenue. One bay of the Brett Building, 1429-31 appears at the right side of the photo, followed by the 3-bay Lang's Clothing/Sears Roebuck Building and a public park.

23. Looking south at the 3-bay, 3-story Lang's Clothing/Sears Roebuck Building on the left, and the 3-bay, 2-story Brett Building on the right, 1425-27 and 1429-31 11th Avenue, respectively. 1429-31 11th Avenue housed the Brett Brothers Department Store through the early 1940s and later, J. C. Penney.

24. Looking north at the stair tower/entrance added to the rear of the Aaron/Penn Furniture Building at 1421-27 12th Avenue. It bridges the alleyway.

Historical views (photographers unknown, negative locations unknown)

25. 11th Avenue looking east from the middle of the 1400 block, December, 15, 1947. Gable's Department Store building can be seen near the center of the photo just beyond the Kress sign. The building that housed W. T. Grant Company (left side of view) is no longer extant nor is the Capitol Theatre (right side of view).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Downtown Altoona Historic District (Boundary Increase)
Blair County, Pennsylvania

Section Photos

Page 4

-
26. 11th Avenue looking east, 1952. Gable's building is at center of view.
 27. Gable's 11th Avenue building, May 8, 1955
 28. Gable's 12th Avenue building, May 8, 1955
 29. Southeast corner of 12th Avenue and 15th Street, 1960s. 1421-29 12th Avenue, the Aaron/Penn Furniture building and addition is at left and center. The brick building on the corner is no longer extant.

Downtown Altoona Historic District (Boundary Increase) – Resource Inventory
Last revised May 10, 2004

11th Avenue

1330 - Gable's Department Store 11th Avenue Building

Large, 4-story brick building comprising several stages of construction and expansion between 1892 and 1926. A brick veneer was added 1970-72 masking all original exterior features -- Non-contributing due to exterior veneer.

1400-02 -- Simons/Nevins/Shirley's Shoes

1-story brick commercial building, circa 1920; façade remodeled to late 20th century appearance -- Non-contributing

1402 ½

1-story commercial building, circa 1920. Its façade has been remodeled to late 20th century appearance -- Non-contributing

1404-06 -- Jones Building/S. H. Kress & Co. 5 & 10 Cent Store

Built 1922. 2-story, 4-bay brick commercial building with brick bearing walls, wood joists and iron posts. The first floor storefront has been completely altered. The second floor retains its overall appearance and detail, although it appears that the windows have been altered by the insertion of two, smaller replacement windows in each opening. There is an ornate grill atop each of the four window bays and marble panel inserts above. The building has a modillioned cornice and a brick parapet. -- Contributing

1408-10 - W. F. Sellers & Co., Jewelers

Built 1909-10. 3-story, 6-bay brick commercial building. The first floor storefront is completely altered, including the installation of pre-cast aggregate panels. The second and third floors retain their historic appearance although the third floor windows have been in-filled with glass block. Second floor windows have segmental arches with a continuous lintel. There are ornamented brick panels in the parapet and a centered plaque with the letter "S". -- Contributing

11th Avenue

1409 – Karasek's Umbrellas and Leather Goods

Built 1922. 2-story brick commercial building. The second story of main elevation features two large triple sash windows with transoms. The building has a simple stone cornice, stone belt course and stone trim. A mural "Altoona, Something to Write Home About" was painted on northeast side-elevation by Albert Michaels Conservation, Inc. in

1988 depicts the historic appearance of 11th Avenue including the Gables Department Store. Buildings 1409-13 11th Avenue were contracted by Andrew J. Rath and designed by architect D. G. Puderbaugh (Altoona Mirror, 5/10/22). -- Contributing

1411 – Simon & Co.

Built 1922. 2-story brick commercial building. The building may have been similar in appearance to 1409 and 1413 11th Avenue but a new façade was added in 1972 obscuring the original design. -- Non-contributing

1413 – Goodman & Levin's (Clothiers)

Built 1922. 2-story brick commercial building. Second story of main elevation matches the design of 1409 11th Avenue. The building was rehabilitated in the 1990s including removal of an applied, modern façade. -- Contributing

1415 – F. A. Winter and Son

Built 1916. 3-story, brick commercial building with contrasting trim. The first story, large storefront opening is framed by piers scored to give the appearance of ashlar construction. There are large window openings at the second and third stories, each containing six windows topped with multi-paned transoms. The second floor window opening has a splayed arch with central keystone. -- Contributing

1417 – G. R. Kinney Shoe Store

Built 1922. 2-story, brick commercial building with contrasting terracotta trim. A projecting cornice, supported by two brackets, separates the first and second stories. Two large, tripartite windows with transoms open the second story. There is a simple cornice, a belt course below the cornice and trim around the second floor windows. Rehabilitation of building in the 1990s included removal of a metal façade which obscured the original building. -- Contributing

1419 - Neal's Millinery Store

Built 1921-22, J. C. Orr & Son contractors. 2-story, brick commercial building with contrasting trim. This building appears to have been a twin of 1417 11th Avenue, but its façade has been altered, including the bricking in of the second floor windows. The lintels and sills remain to mark their locations. -- Contributing

1421-23 – Vacant: a public park.

1425-27 – Lang's Clothing, later, Sears Roebuck Building

Built circa 1920. 3-story, 3-bay commercial building, brick walls with steel frame. Large, tripartite windows open the second and third stories in pilastered bays. There is a plaque with the date 1929 centered near the top of the wall, the date Sears first occupied the building. There is a projecting cornice below the second story windows. The 11th Avenue façade is painted white. A band of signage above the storefronts now ties this building with its neighbor at 1429-31 11th Avenue. --Contributing

1429-31 - Brett Building

Built 1923. 2-story, 3-bay brick commercial building. There is a projecting cornice above the second-story windows, supported on brackets at either end. The second-story windows are large, tripartite windows with transoms. --Contributing

12th Avenue

1331 - Gable's Annex

Built 1922-26. 4-story, brick building with brick veneer added 1977-82 masking all original features. Gable's 2-story Arcade building was erected on this site in 1921-22 and was rebuilt or expanded to 4-stories in 1926. -- Non-contributing due to exterior veneer.

1401-05 and 1407-11 - First Evangelical Lutheran Church and Addition (Educational Building)

Built 1896-1897. . Late Gothic Revival style sandstone building with cruciform plan. 12th Avenue elevation features two towers, one with spire, and a rose window. Large Gothic stained glass windows on transepts. Architect: Charles M. Robinson of Altoona. Educational Building added in 1970 at 1407-11 12th Avenue shares glassed entrance vestibule and interior connections with the church. Although of modern design the buff brick addition is low in scale blends with the existing church. -- Contributing

1413-15 - - Vacant: a public park

1417-19 - WRTA Radio Station

Built 1970. 1-story, flat-roofed brick building with stone veneer. -- Non-contributing

1421-29 - Aaron-Penn Furniture Building and Addition

Built 1922. Flat-roofed, 3-story, 5-bay Neoclassical commercial building constructed with a formed in place, pre-stressed concrete frame. Substructure supporting original limestone façade deteriorated and stone façade was removed in 1999 and replicated with gypsum fiber reinforced product. Rehabilitation completed and approved under federal Investment Tax Credit program. -- Addition: built 1925. 5-story, 3-bay reinforced concrete Neoclassical commercial building constructed as an addition to 1421-27 12th Avenue. Penn Furniture occupied this building from 1932 to 1986. Alterations to façade include replacement of windows on second through fourth stories, repointing of three facades, concrete frame repair, and masking of storefront. Work in progress. -- Contributing

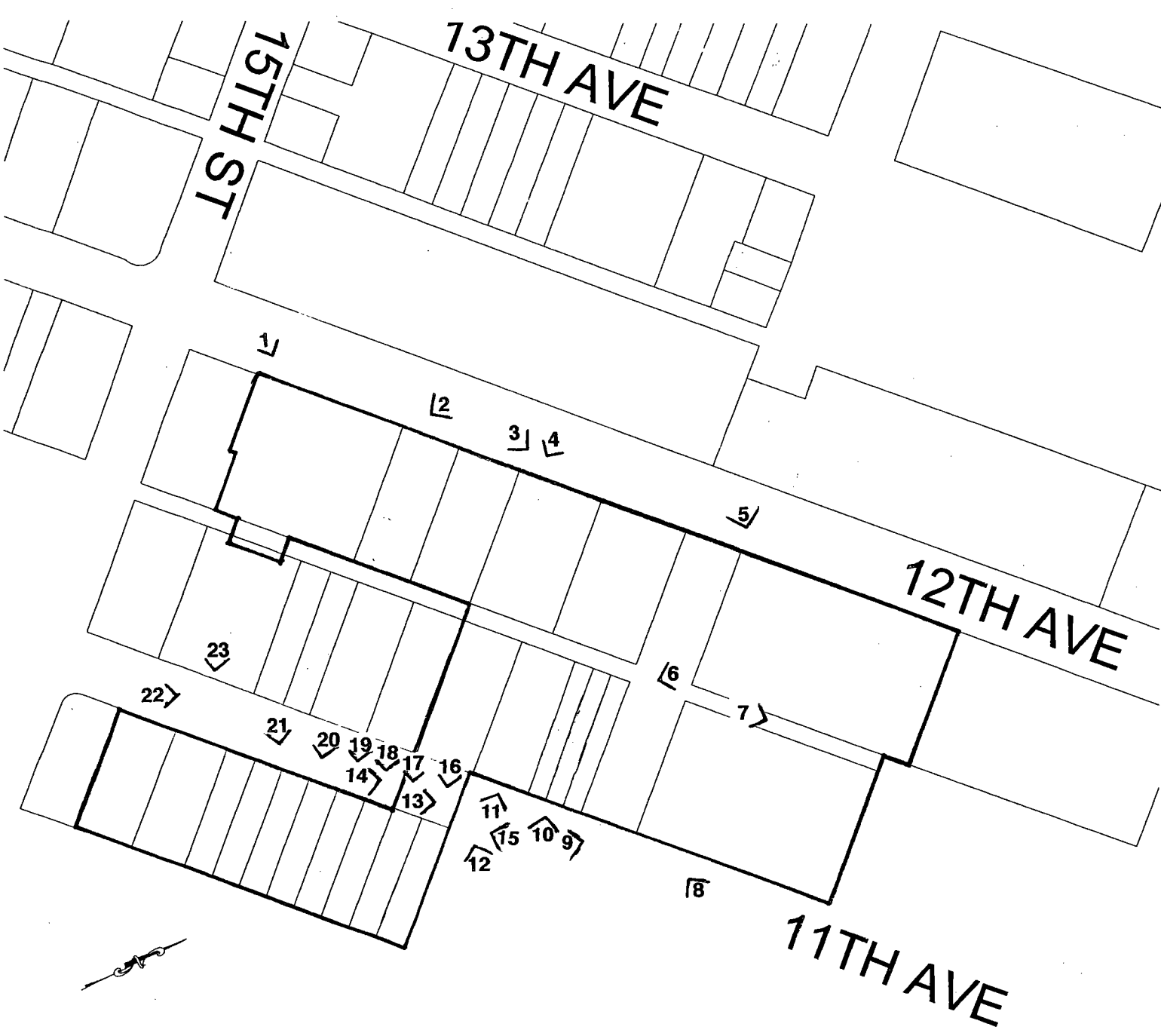
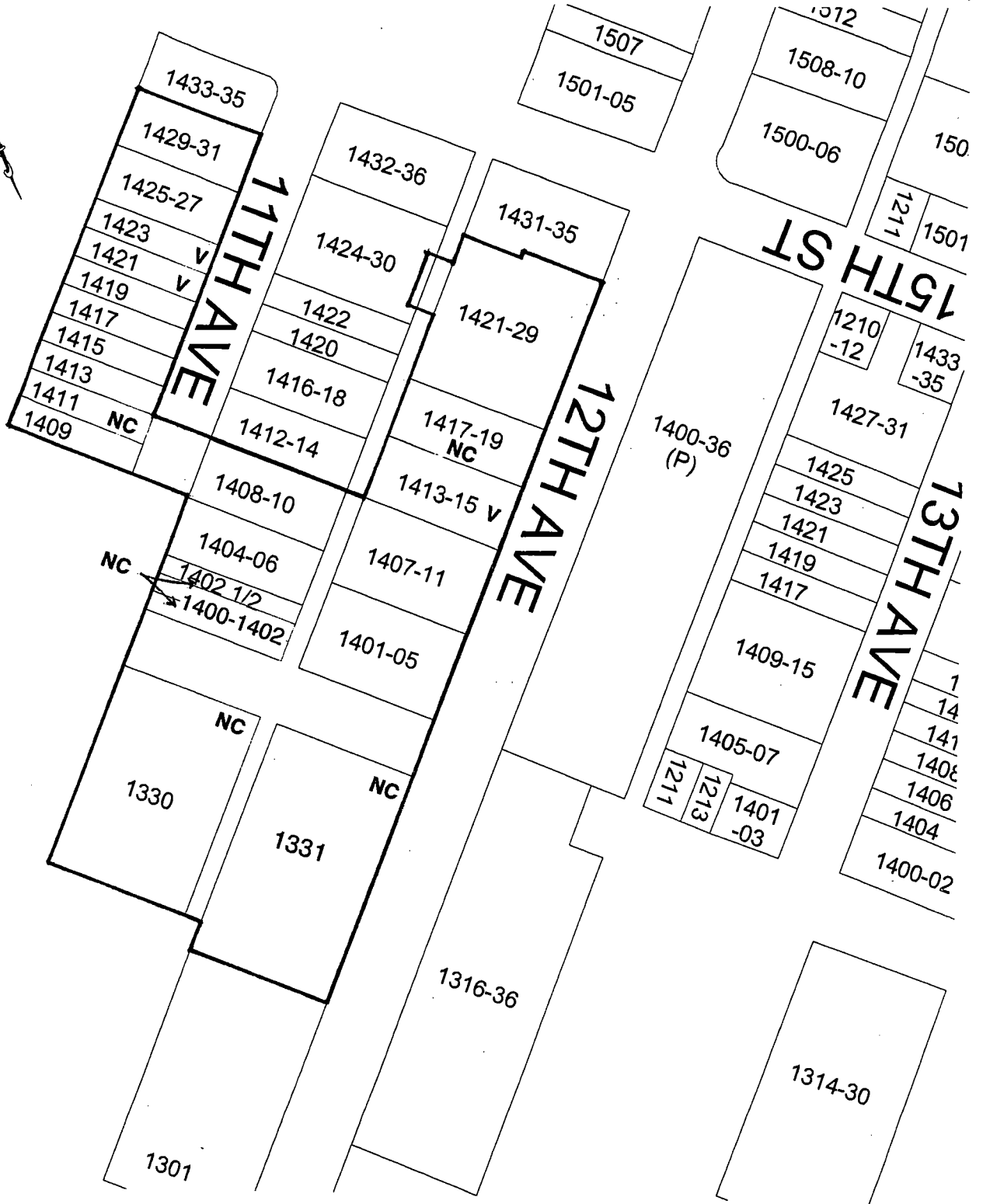
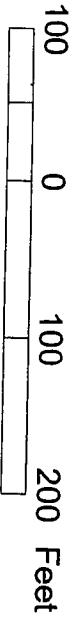


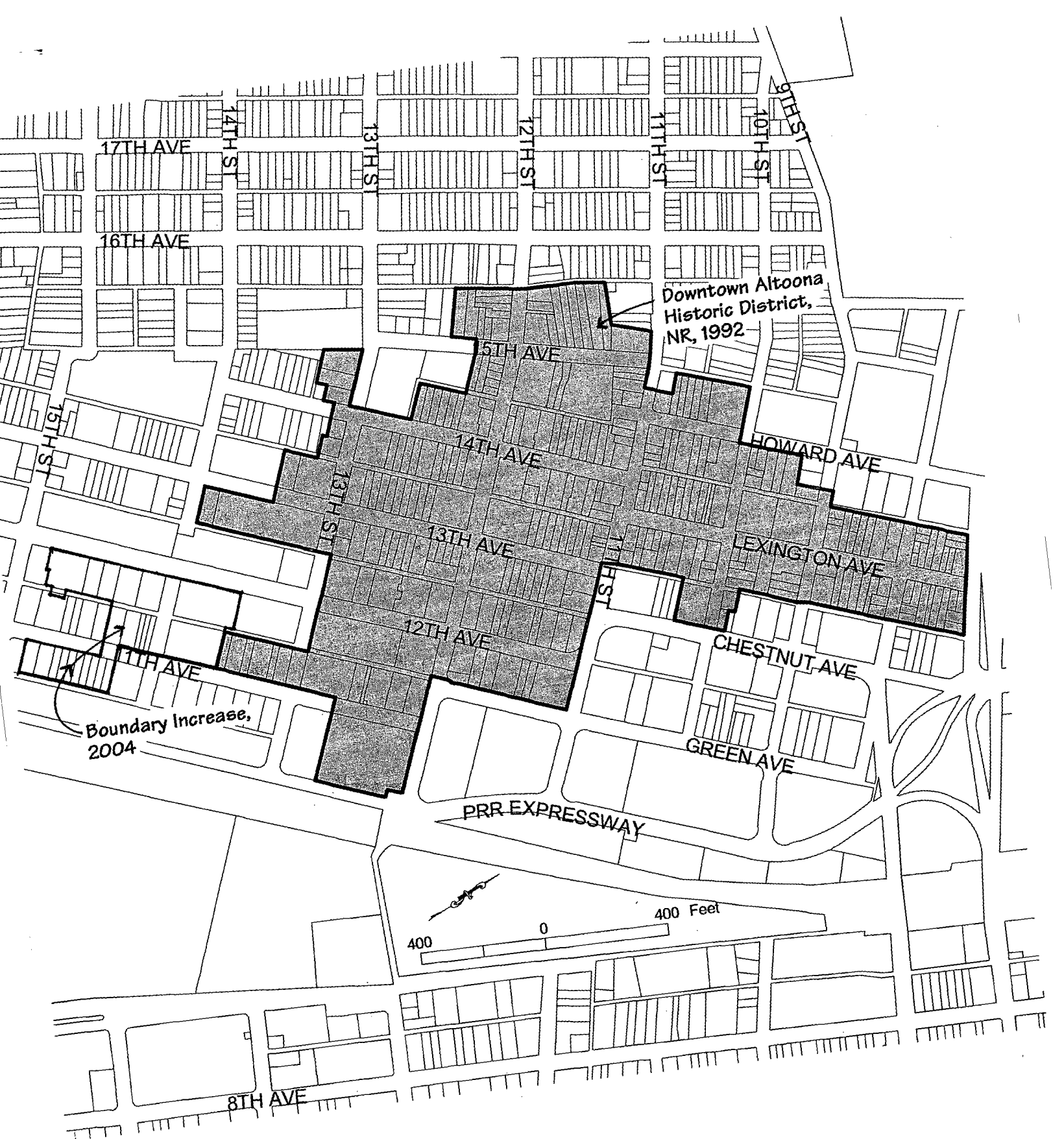
Photo Views

Downtown Altoona Historic District
Boundary Increase
Blair County, PA



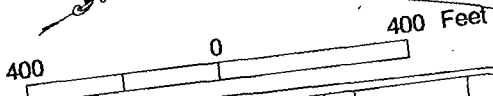
Boundary Increase

Downtown Altoona Historic District
Blair County, PA



Downtown Altoona
Historic District,
NR, 1992

Boundary Increase,
2004



Boundary Increase
Downtown Altoona Historic District
Blair County, PA



CMS PHOTO <NO. 21 >066
100 21** N N-N-1 06 2 (026)

Downtown Altoona Historic
District (Boundary Increase)
Blair County, PA
Photo # 1



CHS PHOTO NO. 2 2003
099 21** N N N 1-30 2 (626)

DOWNTOWN ALTOONA HISTORIC
DISTRICT (BOUNDARY INCREASE)
BLAIR COUNTY, PA PHOTO # 2





CHS PHOTO <NO. 1> 2002
099 2136 N N N 1-34 2 (0026)

DOWNTOWN ALTOONA HISTORIC DISTRICT (BOUNDARY INCREASE), BLAIR COUNTY, PA

PHOTO # 4



CMS PHOTO <N10-228> 1064
100 21** N N N N N N N N 2 (0226)

DOWNTOWN ALTOONA HISTORIC DISTRICT (BOUNDARY INCREASE) BLAIR COUNTY, PA

PHOTO # 55





CHS PHOTO (NO. 7) 2013
099 21** N N N N-16 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA
PHOTO # 7



CHS PHOTO <NO. 8> 2015
899 21** N N N-1-08 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA
PHOTO # 8



Kodak
PAPER
PROFESSIONAL
PAPER
Kodak
PAPER
PROFESSIONAL
PAPER
Kodak
PAPER
PROFESSIONAL
PAPER
Kodak
PAPER
PROFESSIONAL
PAPER

CHS PHOTO <NO. 2-7828
100 21** N N N 2-18 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE) BLAIR COUNTY, PA

PHOTO # 9

TOONALIFE
AND ALL KINDS OF FUN

ANTIQUES



100 21** N N N N 14 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE) BLAIR COUNTY, PA

PHOTO # 10



Cochran
Photographs

BOUGHER SECURITY
AND INVESTIGATIVE SERVICES

Auto Equipment
& Supplies

REPRODUCTION

Fidelity, Service,
Lowest Life Policy

CHS PHOTO <N> . 1 1 2020
099 2144 N N N N 04 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE) BLAIR COUNTY, PA

PHOTO # 11

11



KIDS SHOP

Joe
Pina

CMS PHOTO <NO. 11 >021
099 21** N N N-1-16 2 (026)

DOWNTOWN ALTOONA HISTORIC
DISTRICT (BOUNDARY
INCREASE) BLAIR COUNTY, PA
PHOTO #12



CMS PHOTO / N10 . B >041
100 21** N N 1-12 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA

PHOTO # 13

13



KIDS SHOP

CMS PHOTO <NO> 9 2017
099 21** N N N-2 NN 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA

PHOTO # 14 14



CHS PHOTO <NO. 135> 2025
099 21** N N N N-16 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA

PHOTO # 15

KARASEK'S
Serviceable
LUGGAGE
AND
TRUNKS

FRENCH
BOOTERY
AND FINE
LEATHER GOODS

SALEME  INSURANCE

105



CMS PHOTO (No. 15) 029
099.21** N N N N NH 2 (026)

DOWNTOWN ALTOONA HISTORIC
DISTRICT (BOUNDARY INCREASE)
BLAIR COUNTY, PA

PHOTO #16 16



FRENCH
BOOTERY
AND FINE
LEATHER GOODS

The
Chalk
Box

Michael's Cafe'

A black and white photograph of a two-story brick building housing Michael's Cafe'. The second floor features two large, dark-framed, multi-paned windows. A wide, light-colored sign with a decorative border spans the width of the building, displaying the name "Michael's Cafe'" in a cursive font. Below the sign is a striped awning over the entrance. The entrance area is visible, showing a wooden railing, potted plants, and a menu board. A white SUV with a roof rack is parked in the foreground on the right. To the left, a portion of an adjacent building with circular architectural details is visible. A street lamp stands to the right of the cafe entrance.

CMS PHOTO (No. 16) >031
099 21** N N N N 08 2 (026)

DOWNTOWN ALTOONA HISTORIC
DISTRICT (BOUNDARY INCREASE)
BLAIR COUNTY, PA

PHOTO # 18



Café

LEARNING CENTER

DENTIST

The Factory

The Factory

CHS PHOTO <No. 18 >035
099 21** N N N N NN 2 (026)

DOWNTOWN ALTOONA HISTORIC
DISTRICT (BOUNDARY INCREASE)
BLAIR COUNTY, PA

PHOTO # 19



The Fudgeery
Dark Chocolate
Custice Baked Gift
Roasted Nuts
Homemade Cakes

MCINTYRE'S CANDIES

Interior view of The Fudgeery store showing various candy displays and a person in the background.

Interior view of McIntyre's Candies store showing a display window with various candies and a person in the background.

DENTIST

DENTIST

099 21** N N N-1 122 (026)
CMS PHOTO <NO> 19 2037

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE) BLAIR COUNTY, PA

PHOTO # 20

#20



WINTER CANDIES

CMS PHOTO <NO> - 12 >049
100 21** N N N-1 06 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA

PHOTO # 21



CMS PHOTO <NO. 15> 856
100 21** N N N-4 12 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA

PHOTO # 22



CHS PHOTO <NO. 222> 2043
099 21** N N N-1-18 2 (026)

DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA
PHOTO # 23



1444 Eleventh Avenue
Downtown's Newest Offices

New Building Available
Office Space & More
Incentives
Parking Club
Visitor's Tunnel

FOR
LEASE

OR
LEASE

CMS PHOTO KING - 13 X850
100 21** N N N 4-14 2 (026)

DOWNTOWN ALTONA HISTORIC DISTRICT
(BOUNDARY INCREASE)
BLAIR COUNTY

PHOTO # 24



DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE) BLAIR COUNTY, PA

PHOTO #25



DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA

PLAT # 21



DOWNTOWN ALTOONA HISTORIC
DISTRICT (BOUNDARY INCREASE)
BLAIR COUNTY, PA. PLAT # 27



GABLES
HOME
FURNISHINGS

GABLES
THRIFTY HOME
STORE

ONE WAY

SHOP

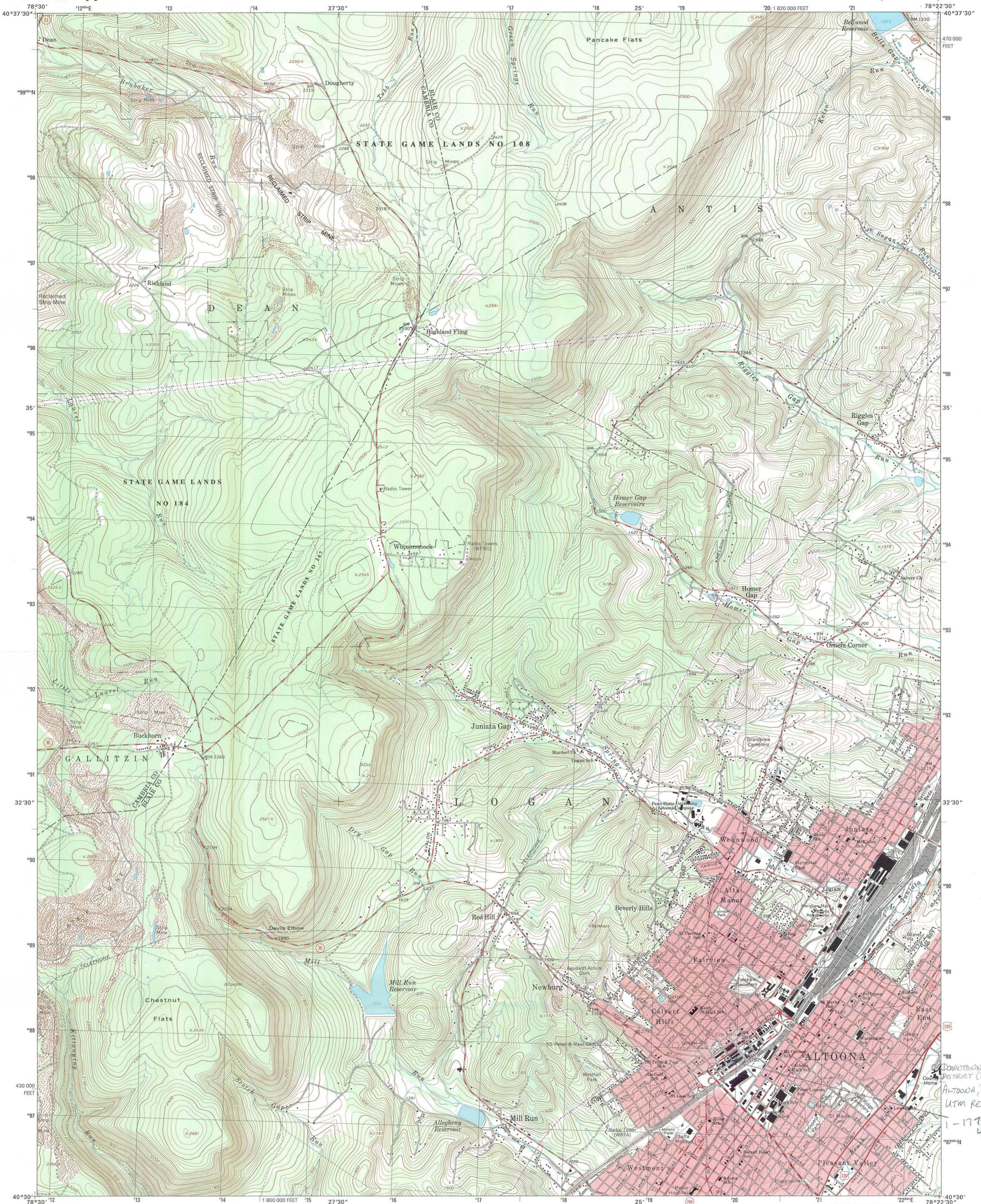
DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE) BLAIR COUNTY, PA
PLAT # 20

NEW HOME
OF
PENN
FURNITURE
PENNSYLVANIA'S
GREATEST
HOME
FURNISHERS
6 GREAT
STORES
ALTOONA
JOHNSTOWN
LEWISTOWN
SOMERSET
CLEARFIELD
INDIANA

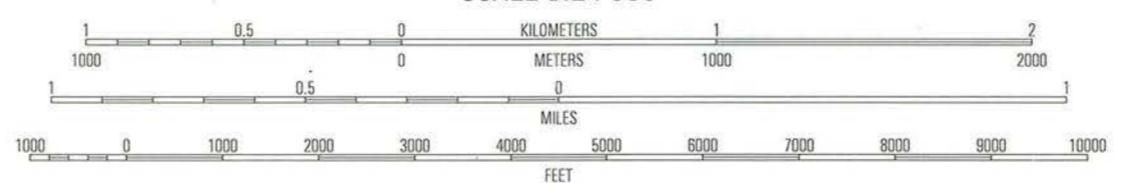
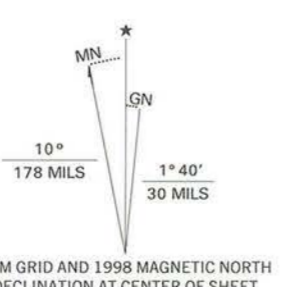


DOWNTOWN ALTOONA HISTORIC DISTRICT
(BOUNDARY INCREASE), BLAIR COUNTY, PA

PHOTO #29

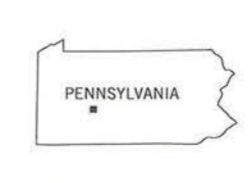


Produced by the United States Geological Survey in cooperation with Pennsylvania Department of Conservation and Natural Resources, Bureau of Topographic and Geologic Survey
Topography compiled 1962. Planimetry derived from imagery taken 1988 and other sources. Photosinspected using imagery dated 1993; no major culture or drainage changes observed. Survey control current as of 1963. Boundaries, other than corporate, revised 1998
North American Datum of 1927 (NAD 27). Projection and 10 000-foot ticks: Pennsylvania coordinate system, south zone (Lambert conformal conic)
1000-meter Universal Transverse Mercator grid, zone 17
North American Datum of 1983 (NAD 83) is shown by dashed corner ticks. The values of the shift between NAD 27 and NAD 83 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software
Light brown tint indicates reclaimed strip mine areas
There may be private inholdings within the boundaries of the National or State reservations shown on this map



SCALE 1:24 000
CONTOUR INTERVAL 20 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



QUADRANGLE LOCATION

1	2	3	1 Coalport
			2 Blandburg
			3 Tipton
4		5	4 Ashville
			5 Bellwood
			6 Cresson
6	7	8	7 Hollidaysburg
			8 Frankstown

ADJOINING 7.5' QUADRANGLE NAMES

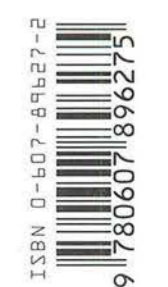
ROAD CLASSIFICATION

Primary highway hard surface	Light-duty road, hard or improved surface
Secondary highway hard surface	Unimproved road
Interstate Route	U.S. Route
	State Route

ALTOONA, PA
1993

NIMA 5365 III SW-SERIES V831

DOWNTOWN ALTOONA HISTORIC DISTRICT (BOUNDARY INCREASE)
ALTOONA, BLAIR COUNTY, PA
UTM REFERENCES:
1-171935E
448891N



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Downtown Altoona Historic District (Boundary Increase)

MULTIPLE NAME:

STATE & COUNTY: PENNSYLVANIA, Blair

DATE RECEIVED: 7/09/04 DATE OF PENDING LIST: 7/27/04
DATE OF 16TH DAY: 8/11/04 DATE OF 45TH DAY: 8/22/04
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 04000885

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 8/20/04 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA Accept

REVIEWER Edouard H. Beall

DISCIPLINE Historian

TELEPHONE _____

DATE 8/20/04

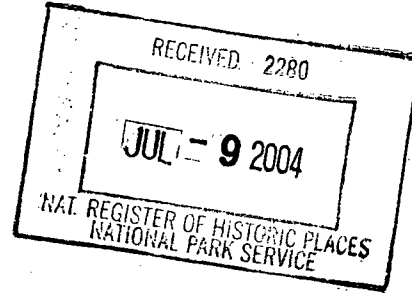
DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



Commonwealth of Pennsylvania
Pennsylvania Historical and Museum Commission
Bureau for Historic Preservation
Commonwealth Keystone Building, 2nd Floor
400 North Street
Harrisburg, PA 17120-0093

July 9, 2004



Carol Shull, Chief of Registration
National Register of Historic Places
U.S. Department of Interior
National Park Service
National Register of Historic Places
1201 "I" (Eye) Street, NW, 8th floor
Washington D.C. 20005
Re: NR nomination forms

Dear Ms. Shull:

The following National Register forms are being submitted/
re-submitted for your review:

1. Beatty's Mill Factory Building, Philadelphia
2. Mulford Building, Philadelphia
3. Warner, Isaac, House, Bucks County
4. Waverly Historic District, Lackawanna County
5. Downtown Altoona Historic District Boundary Increase, Blair County

The proposed action is :

- listing in the National Register
 determination of eligibility (owner objection)

If you have any questions regarding the nominations please call us
at (717) 783-8947.

Sincerely,

Andrea L. MacDonald, Chief
Division of Preservation Services

Enclosures
AL/gr