

FORM A - AREA

MASSACHUSETTS HISTORICAL COMMISSION
80 BOYLSTON STREET, BOSTON, MA 02116



area indicating properties within it.
Number each property for which individual
inventory forms have been completed.
Label streets including route numbers, if
any. Indicate north. (Attach a separate
sheet if space here is not sufficient).

see attached map

UTM REFERENCE

A 19/315 810 / 4693 380
B 19/315 600 / 4693 300
C 19/315 710 / 4693 170
D 19/315 830 / 4693 180

USGS QUADRANGLE

NEWTON

SCALE

1:25,000

1502
AUG 21 1989NATIONAL
REGISTER

Area Letter Form numbers in this Area

B	B15-B20
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WALTHAM, MA MRA

Waltham, MA

of Area (if any) Moody Street Historic

District

ent Use commercialral Date or Period 1879-c1940ral Condition fair-goodage 240,905 sq.ft. 5.53 acresrecorded by Ed GordonOrganization Waltham Historical Comm.Date August, 1986

revised C. Jenkins 2/88

RESOURCE COUNT

BUILDINGS - 7C
INC

TOTAL: 8 BUILDINGS

NATIONAL REGISTER CRITERIA STATEMENT (if applicable)

The Moody Street Historic District possesses integrity of location, design, materials, workmanship, feeling and association. It is significant as a local and regional retail core that developed between the 1880s and World War II. Symbolizing the prominence of the district during that period are seven largely intact commercial blocks. Designed in the Romanesque Revival, Georgian Revival and Art Deco styles, these imposing multi-story masonry structures replaced an earlier mix of wood-frame shops and houses. They remain as a highly visible reminder of the city's economic prosperity during that period. The district meets criteria A and C of the National Register of Historic Places.

ARCHITECTURAL SIGNIFICANCE Describe important architectural features and evaluate in terms of other areas within the community.

The Moody Street Historic District is a small area composed of eight commercial blocks dating from 1887 to c1950. All but one contribute to its historic and architectural significance, and all face onto Moody Street. The area is located near the northern end of Moody Street just south of the Charles River. On the west side of the street, the river forms the northern boundary beyond the Grover Cronin parking lot. On the east side of the street, a modern shopping mall and a non-descript c1930s one-story block are excluded between 240-254 Moody Street and the river. The southern boundary is more problematical since the retail area extends for several blocks beyond the district. However, south of the proposed boundary, intrusions and alterations increase markedly, seriously diluting the turn-of-the-century character conveyed by the core of the district. Thus, the district has been confined to the only contiguous intact group of architecturally distinguished and/or historically significant buildings. The two most important and well-preserved blocks to the south (#s 45 and 49) have been individually nominated.

HISTORICAL SIGNIFICANCE Explain historical importance of area and how the area relates to the development of other areas of the community. CONT

Moody Street is an important local and regional commercial core that evolved between the mid-1880s and World War II. Moody Street's rise to prominence as a shopping district began in 1847 with completion of the Moody Street bridge across the Charles River. This bridge linked Waltham's Central Square (Area A) and the Boston Manufacturing Company (NR) with a portion of Newton that is now Waltham's South Side. The 1600 acre South Side was purchased from Newton in 1849 for \$1,000. Moody Street was named in honor of Paul Moody, the master mechanic who had built the first American power looms at the BMC in 1813. A key factor in the development of Moody Street as a commercial district was the establishment of the Waltham Watch Company in 1854. "The Watch" attracted thousands of skilled workers to the South Side in the second half of the 19th century, and Moody Street developed in response to their shopping needs. Nevertheless, Moody Street remained largely residential throughout the 19th century, characterized by a mix of similar wood-frame, small-scale houses and shops.

Moody Street's first commercial block was the wood-frame structure of 1869, known as Hall's Corner. This predecessor to the present Hall Building (1929; B16) contained Hall's drug store and related pharmaceutical business. Henry C. Hall's towered, mansard roofed house is still extant on Crescent overlooking the Charles River (1872; #28). Other two and three story wood-frame business blocks constructed along Moody Street in the 1870s and 1880s included Shepard's Block, Smyth's Block and Wright's Block; none are extant. The first masonry block was the Connelly Block of 1879. This Panel Brick style structure was built

BIBLIOGRAPHY and/or REFERENCES

Folsom, Michael. "Moody Street was a Promenade" Waltham News Tribune. June, 1986.
Waltham Centennial. "Grover Cronin: One of a Kind for 99 Years". June, 1984.

CONT

INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community: Waltham

Form No:

B

Property Name: Moody Street H.D.

JUN 21 1989

Indicate each item on inventory form which is being continued below.

Architectural Significance

The buildings of the Moody Street Historic District are designed in the Romanesque Revival, Georgian Revival and Art Deco styles and represent the area's rise to prominence as Waltham's premier shopping district. Over time they have housed regionally significant department stores and locally important civic/social organizations. Individual examples are described below:

Lincoln Building, 289 Moody Street (1887; B19) Also known as the Adams Department Store, the Lincoln Building is a four story, brick, Romanesque Revival style commercial block. Its asymmetrical eight bay facade consists of two groups of three windows and one group of two windows (south). Unfortunately its storefronts have been replaced and its second story is covered with a blank concrete panel. The storefronts once displayed small pane transoms and were divided by cast iron piers carrying a cast iron lintel/sign board. The second story consisted of four three-part windows set in segmental arched openings. Original window openings remain at the upper stories although the 2/2 sash has been covered or replaced with plywood panels. Third story windows have segmental arched heads while fourth story windows are round arched. At both stories the windows are connected by sawtooth courses connecting the granite sills. A projecting corbeled cornice completes the building.

Ancient Order of United Workers Building, 282-290 Moody Street (1887; B18) The A.O.U.W. Building is the largest and most elaborate of Waltham's late 19th century commercial blocks. It is a four story brick structure with brownstone trim, and its two dressed elevations face Moody and Gordon Streets. Once again, ground floor storefronts have been replaced and the three-part second story windows appear to be c1930s replacements. Nevertheless, brick pilasters, separating the Moody Street facade into six bays, still rise through the second and third stories to culminate in florid stylized capitals and round arches which encompass fourth story windows. The three-part fourth story windows retain small-pane sash in the outer sections. The Gordon Street elevation is similarly detailed but retains rusticated granite storefront piers carrying a brownstone lintel. The entire building has been painted an inappropriate white. A one story roof structure with arched windows contains a large auditorium.

266-274 Moody Street (1900; B17) This two story brick building which rounds the corner of Pine Street, is designed in the Georgian Revival style. Typically the storefronts have been altered although dividing Doric piers remain in place. The unaltered second story exhibits large windows surmounted by multi-pane transoms and elliptical arches with keystones; these windows are separated by shallow brick piers. A metal modillion cornice above brick corbeling crowns the building. Standard windows with granite sills characterize the Pine Street elevation.

Hall Building, 265-271 Moody Street (c1929; B16). The Hall Building is a two story brick structure designed in a solid rendition of the late Georgian Revival style. Its asymmetrical facade is focused on a pedimented entrance pavilion defined by quoins. The recessed entry is framed by limestone piers carrying a broken scroll pediment and a shouldered plaque bearing the words "Hall's Building"; the second story window is set in a blind arch. The remaining second story windows are rectangular, contain 1/1 sash, and share a continuous limestone sill. One original stone storefront remains at 6-10 Crescent Street; elsewhere they have been replaced and new aluminum signboards have been added.

CONT

Staple to Inventory form at bottom

INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community: Waltham	Form No: B
Property Name: Moody Street H.D.	

Indicate each item on inventory form which is being continued below.

Architectural Significance (cont)

Grover Cronin Department Store, 233 Moody Street (1879-1938) This major commercial block has evolved over time and now incorporates elements of several periods and styles. It includes the Panel Brick style Crescent Street wall of the 1879 Connelly Building, the c1920s Classical Revival style north end of the Moody Street facade, and the 1938 Art Deco style south end of the Moody Street facade. The dominant Art Deco section is composed of limestone with large panels containing stylized geometric floral motifs above the tall wrought iron screens of the entrance bays. Second story windows are separated by vertically molded mullions. Storefronts are separated by similiar elements and are headed by stepped lintels. This is one of the finest examples of the style in the city.

F.W. Woolworth Building, 299-301 Moody Street (1948-49; B20) The Moody Street Woolworth's is typical of the stores constructed by this chain in the mid-20th century; it is also well preserved. It is constructed of orange brick and is designed in the Art Deco style. The aluminum storefronts appear to be original and the encircling red signboard certainly is. On the facade, the second story windows are separated by streamlined vertical brickwork.

240-254 Moody Street (c1930s) This is the only building in the district that displays the one story height that became popular for commercial blocks with the advent of the automobile. Its storefronts have been renewed, but the zigurat massed cast stone piers that divide them and the well detailed parapet remain intact as an expression of the period. The Pine Street elevation is similiarly detailed.

Staple to Inventory form at bottom

INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community: Waltham	Form No: B
Property Name: Moody Street H.D.	

1987 12 21

Indicate each item on inventory form which is being continued below.

Historical Significance

for Michael T. Connelly, late 19th century provisions dealer, tax assessor and real estate speculator. The Connelly Block is now incorporated within the Grover Cronin's Department Store complex at 223 Moody Street (1939; B15) behind a stylish Art Deco style limestone facade.

Waltham, with a population of just over 12,000 people, was incorporated as Massachusetts' 22nd city on June 2, 1884. In 1890, the electric trolley made its first trip along Moody Street, and soon after, the street was paved with cobblestones. Between the mid-1880s and World War II, Moody Street superseded Main Street as Waltham's major shopping street, and assumed most of its present character. It was during this period that the previous mix of wood-frame shops and houses was replaced by three to four story masonry commercial blocks that expressed confidence and prosperity. The earliest blocks in the district that exemplify this trend are the Lincoln Building (B19) and the A.O.U.W. Building (B18), both designed in the Romanesque Revival style in 1887. The Ancient Order of United Workers Building contained a total of three meeting halls including a top floor auditorium. These spaces served as meeting places for a number of locally important organizations such as the Odd Fellows, Knights of Pythias and Order of the Eastern Star, Electra Chapter No. 19. In 1900, two dwellings were removed from the corner of Pine Street to accommodate a two story brick block designed in the Georgian Revival style (B17); this building housed the Waltham Daily Free Press Tribune.

Between the wars and during the depression, Moody Street business was dominated by department stores and national and regional chains. The Parke Snow Department Store opened in the Lincoln Building (B19) in 1919, remaining in business until 1976. The Grover Cronin Department Store continues to serve as the district's anchor store (B15). Established as early as 1885 in Watertown, the Cronin Family's "Hub Tea Company" moved into one of the buildings in the present complex. During the early 1900s, the Cronin tea shop expanded to a dry goods emporium. By the 1920s, Grover Cronin went into retail trade. By the end of the depression, Cronin's had converted the Connelly and Warner blocks, and eventually the Higgins block, into an ultra-modern department store with a stylish Art Deco style limestone facade. Grover Cronin was a leader in employee benefits, offering generous pension, vacation and health protection plans.

Following the depression, home-grown proprietorships along Moody Street increasingly succumbed to the competition of national chain stores. For example, a Liggett Drug Store replaced the old Hall's Drug Store in the new Hall Building (1929; B16). Earlier, the F.W. Woolworth Company established a five and ten cents store in a characteristic Art Deco style one-story block ((1949; B20). In recent years, Moody Street has deteriorated in a typical pattern as customers are lured from downtown shopping centers to suburban shopping malls. Nevertheless, the seven major blocks of the district stand essentially intact behind modern aluminum storefront treatments and signage, as testimony to the area's previous prominence.

Staple to Inventory form at bottom

AUG 21 1989

WALHAM, MA MRA

DISTRICT DATA SHEET

MOODY STREET HISTORIC DISTRICT

<u>Street Address</u>	<u>Assessor's #</u>	<u>Square Feet</u>	<u>Historic Name/Inventory #</u>	<u>Date</u>	<u>Style</u>	<u>Status</u>
209-251 Moody St.	60-26-4	154,882	Grover Cronin Dept. Store/B15	1879/1938	Art Deco	C
240-254 Moody St.	69-2-1	20,929	n/a	c1930	Art Deco	C
265-273 Moody St.	69-12-10	9,760	Hall Building/B16	c1929	Georgian Rev.	C
266-278 Moody St.	69-9-1	14,284	n/a/B17	1900	Georgian Rev.	C
275-277 Moody St.	69-12-11	3,136	n/a	c1950	Modern	NC
282-290 Moody St.	69-9-17	7,600	A.O.U.W. Building/B18	1887	Romanesque Rev.	C
283-291 Moody St.	69-12-12	16,505	Lincoln Building/B19	1887	Romanesque Rev.	C
299-301 Moody St.	69-12-15	13,809	F.W. Woolworth Bldg./B20	1948-1949	Art Deco	C
TOTAL		240,905 sq.ft.				

RESOURCE COUNT: The district contains a total of 7 contributing (C) buildings and 1 non-contributing (NC) building
8 buildings in all

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Moody Street Historic District

MULTIPLE NAME: Waltham MRA

STATE & COUNTY: MASSACHUSETTS, Middlesex

DATE RECEIVED: 8/21/89 DATE OF PENDING LIST: 9/05/89
DATE OF 16TH DAY: 9/21/89 DATE OF 45TH DAY: 10/05/89
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 89001502

NOMINATOR: STATE

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

___ ACCEPT ☒ RETURN ___ REJECT 9/28/89 DATE

ABSTRACT/SUMMARY COMMENTS:

The period of significance on Page 1 is stated as 1879-1940 yet the 1948-49 Woolworth's Building is classified as contributing. No case has been made for its individual significance (eligibility) in the 250 yr. period, nor has the case been made for the district's importance after WWII.
Please reevaluate and revise documentation accordingly.

RECOM./CRITERIA Return
REVIEWER Jurke
DISCIPLINE Architectural History
DATE 9/28/89

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

CLASSIFICATION

___ count ___ resource type

STATE/FEDERAL AGENCY CERTIFICATION

FUNCTION

___ historic ___ current

DESCRIPTION

___ architectural classification
___ materials
___ descriptive text

SIGNIFICANCE

Period Areas of Significance--Check and justify below

Specific dates Builder/Architect
Statement of Significance (in one paragraph)

___ summary paragraph
___ completeness
___ clarity
___ applicable criteria
___ justification of areas checked
___ relating significance to the resource
___ context
___ relationship of integrity to significance
___ justification of exception
___ other

BIBLIOGRAPHY

GEOGRAPHICAL DATA

___ acreage ___ verbal boundary description
___ UTM's ___ boundary justification

ACCOMPANYING DOCUMENTATION/PRESENTATION

___ sketch maps ___ USGS maps ___ photographs ___ presentation

OTHER COMMENTS

Questions concerning this nomination may be directed to

_____ Phone _____

Signed _____ Date _____

1300
AUG 21 1989

Area Letter Form numbers in this Area

MASSACHUSETTS HISTORICAL COMMISSION
80 BOYLSTON STREET, BOSTON, MA 02116

area indicating properties within it.
Number each property for which individual
inventory forms have been completed.
Label streets including route numbers, if
any. Indicate north. (Attach a separate
sheet if space here is not sufficient).

see attached map

UTM REFERENCE

A 19/315 810 / 4693 380
B 19/315 600 / 4693 300
C 19/315 710 / 4693 170
D 19/315 830 / 4693 180

USGS QUADRANGLE

NEWTON

SCALE

1:25,000

E

B15-320

WALTHAM, MA WPA

Waltham, MA

of Area (if any) Moody Street HistoricalDistrictent Use commercialral Date or Period 1870-c1940ral Condition fair-goodage 240,905 sq.ft. 5.53 acresrecorded by Ed GordonOrganization Waltham Historical Comm.Date August, 1986

revised C. Jenkins 2/85

RESOURCE COUNT

BUILDINGS - 6 C

2 NC

TOTAL - 8 BUILDINGS

NATIONAL REGISTER CRITERIA STATEMENT (if applicable)

The Moody Street Historic District possesses integrity of location, design, materials, workmanship, feeling and association. It is significant as a local and regional retail core that developed between the 1880s and World War II. Symbolizing the prominence of the district during that period are seven largely intact commercial blocks. Designed in the Romanesque Revival, Georgian Revival and Art Deco styles, these imposing multi-story masonry structures replaced an earlier mix of wood-frame shops and houses. They remain as a highly visible reminder of the city's economic prosperity during that period. The district meets criteria A and C of the National Register of Historic Places.

ARCHITECTURAL SIGNIFICANCE Describe important architectural features and evaluate in terms of other areas within the community.

The Moody Street Historic District is a small area composed of eight commercial blocks dating from 1887 to c1950. All but **two** contribute to its historic and architectural significance, and all face onto Moody Street. The area is located near the northern end of Moody Street just south of the Charles River. On the west side of the street, the river forms the northern boundary beyond the Grover Cronin parking lot. On the east side of the street, a modern shopping mall and a non-descript c1930s one-story block are excluded between 240-254 Moody Street and the river. The southern boundary is more problematical since the retail area extends for several blocks beyond the district. However, south of the proposed boundary, intrusions and alterations increase markedly, seriously diluting the turn-of-the-century character conveyed by the core of the district. Thus, the district has been confined to the only contiguous intact group of architecturally distinguished and/or historically significant buildings. The two most important and well-preserved blocks to the south (#s 45 and 49) have been individually nominated.

HISTORICAL SIGNIFICANCE Explain historical importance of area and how the area relates to the development of other areas of the community.

Moody Street is an important local and regional commercial core that evolved between the mid-1880s and World War II. Moody Street's rise to prominence as a shopping district began in 1847 with completion of the Moody Street bridge across the Charles River. This bridge linked Waltham's Central Square (Area A) and the Boston Manufacturing Company (NR) with a portion of Newton that is now Waltham's South Side. The 1600 acre South Side was purchased from Newton in 1849 for \$1,000. Moody Street was named in honor of Paul Moody, the master mechanic who had built the first American power looms at the BMC in 1813. A key factor in the development of Moody Street as a commercial district was the establishment of the Waltham Watch Company in 1854. "The Watch" attracted thousands of skilled workers to the South Side in the second half of the 19th century, and Moody Street developed in response to their shopping needs. Nevertheless, Moody Street remained largely residential throughout the 19th century, characterized by a mix of similar wood-frame, small-scale houses and shops.

Moody Street's first commercial block was the wood-frame structure of 1869, known as Hall's Corner. This predecessor to the present Hall Building (1929; B16) contained Hall's drug store and related pharmaceutical business. Henry C. Hall's towered, mansard roofed house is still extant on Crescent overlooking the Charles River (1872; #28). Other two and three story wood-frame business blocks constructed along Moody Street in the 1870s and 1880s included Shepard's Block, Smyth's Block and Wright's Block; none are extant. The first masonry block was the Connolly Block of 1879. This Panel Brick style structure was built

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Waltham Centennial. "Grover Cronin: One of a Kind for 99 Years". June, 1984.

INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community: Waltham

Form No:

B

Property Name: Moody Street H.D.

AUG 21 1980

Indicate each item on inventory form which is being continued below.

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Lincoln Building, 289 Moody Street (1887; B19) Also known as the Adams Department Store, the Lincoln Building is a four story, brick, Romanesque Revival style commercial block. Its asymmetrical eight bay facade consists of two groups of three windows and one group of two windows (south). Unfortunately its storefronts have been replaced and its second story is covered with a blank concrete panel. The storefronts once displayed small pane transoms and were divided by cast iron piers carrying a cast iron lintel/sign board. The second story consisted of four three-part windows set in segmental arched openings. Original window openings remain at the upper stories although the 2/2 sash has been covered or replaced with plywood panels. Third story windows have segmental arched heads while fourth story windows are round arched. At both stories the windows are connected by sawtooth courses connecting the granite sills. A projecting corbeled cornice completes the building.

Ancient Order of United Workers Building, 282-290 Moody Street (1887; B18) The A.O.U.W. Building is the largest and most elaborate of Waltham's late 19th century commercial blocks. It is a four story brick structure with brownstone trim, and its two dressed elevations face Moody and Gordon Streets. Once again, ground floor storefronts have been replaced and the three-part second story windows appear to be c1930s replacements. Nevertheless, brick pilasters, separating the Moody Street facade into six bays, still rise through the second and third stories to culminate in florid stylized capitals and round arches which encompass fourth story windows. The three-part fourth story windows retain small-pane sash in the outer sections. The Gordon Street elevation is similarly detailed but retains rusticated granite storefront piers carrying a brownstone lintel. The entire building has been painted an inappropriate white. A one story roof structure with arched windows contains a large auditorium.

266-274 Moody Street (1900; B17) This two story brick building which rounds the corner of Pine Street, is designed in the Georgian Revival style. Typically the storefronts have been altered although dividing Doric piers remain in place. The unaltered second story exhibits large windows surmounted by multi-pane transoms and elliptical arches with keystones; these windows are separated by shallow brick piers. A metal modillion cornice above brick corbeling crowns the building. Standard windows with granite sills characterize the Pine Street elevation.

Hall Building, 265-271 Moody Street (c1929; B16). The Hall Building is a two story brick structure designed in a solid rendition of the late Georgian Revival style. Its asymmetrical facade is focused on a pedimented entrance pavilion defined by quoins. The recessed entry is framed by limestone piers carrying a broken scroll pediment and a shouldered plaque bearing the words "Hall's Building"; the second story window is set in a blind arch. The remaining second story windows are rectangular, contain 1/1 sash, and share a continuous limestone sill. One original stone storefront remains at 6-10 Crescent Street; elsewhere they have been replaced and new aluminum signboards have been added.

CONT

Staple to Inventory form at bottom

INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community:

Waltham

Form No:

B

Property Name: Moody Street H.D.

AUG 21 1988

Indicate each item on inventory form which is being continued below.

Architectural Significance (cont)

Grover Cronin Department Store, 233 Moody Street (1879-1938) This major commercial block has evolved over time and now incorporates elements of several periods and styles. It includes the Panel Brick style Crescent Street wall of the 1879 Connolly Building, the c1920s Classical Revival style north end of the Moody Street facade, and the 1938 Art Deco style south end of the Moody Street facade. The dominant Art Deco section is composed of limestone with large panels containing stylized geometric floral motifs above the tall wrought iron screens of the entrance bays. Second story windows are separated by vertically molded mullions. Storefronts are separated by similar elements and are headed by stepped lintels. This is one of the finest examples of the style in the city.

F.W. Woolworth Building, 299-301 Moody Street (1948-49; B20) The Moody Street Woolworth's is typical of the stores constructed by this chain in the mid-20th century; it is also well preserved. It is constructed of orange brick and is designed in the Art Deco style. The aluminum storefronts appear to be original and the encircling red signboard certainly is. On the facade, the second story windows are separated by streamlined vertical brickwork. (Though compatible with the other buildings in this district, the Woolworth Building is non-contributing due to age.)

240-254 Moody Street (c1930s) This is the only building in the district that displays the one story height that became popular for commercial blocks with the advent of the automobile. Its storefronts have been renewed, but the zigurat massed cast stone piers that divide them and the well detailed parapet remain intact as an expression of the period. The Pine Street elevation is similarly detailed.

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INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community: Waltham

Form No:

B

Property Name: Moody Street H.D.

AUG 21 1988

Indicate each item on inventory form which is being continued below.

Historical Significance

for Michael T. Connelly, late 19th century provisions dealer, tax assessor and real estate speculator. The Connelly Block is now incorporated within the Grover Cronin's Department Store complex at 223 Moody Street (1939; B15) behind a stylish Art Deco style limestone facade.

Waltham, with a population of just over 12,000 people, was incorporated as Massachusetts' 22nd city on June 2, 1884. In 1890, the electric trolley made its first trip along Moody Street, and soon after, the street was paved with cobblestones. Between the mid-1880s and World War II, Moody Street superceded Main Street as Waltham's major shopping street, and assumed most of its present character. It was during this period that the previous mix of wood-frame shops and houses was replaced by three to four story masonry commercial blocks that expressed confidence and prosperity. The earliest blocks in the district that exemplify this trend are the Lincoln Building (B19) and the A.O.U.W. Building (B18), both designed in the Romanesque Revival style in 1887. The Ancient Order of United Workers Building contained a total of three meeting halls including a top floor auditorium. These spaces served as meeting places for a number of locally important organizations such as the Odd Fellows, Knights of Pythias and Order of the Eastern Star, Electra Chapter No. 19. In 1900, two dwellings were removed from the corner of Pine Street to accomodate a two story brick block designed in the Georgian Revival style (B17); this building housed the Waltham Daily Free Press Tribune.

Between the wars and during the depression, Moody Street business was dominated by department stores and national and regional chains. The Parke Snow Department Store opened in the Lincoln Building (B19) in 1919, remaining in business until 1976. The Grover Cronin Department Store continues to serve as the district's anchor store (B15). Established as early as 1885 in Watertown, the Cronin Family's "Hub Tea Company" moved into one of the buildings in the present complex. During the early 1900s, the Cronin tea shop expanded to a dry goods emporium. By the 1920s, Grover Cronin went into retail trade. By the end of the depression, Cronin's had converted the Connelly and Warner blocks, and eventually the Higgins block, into an ultra-modern department store with a stylish Art Deco style limestone facade. Grover Cronin was a leader in employee benefits, offering generous pension, vacation and health protection plans.

Following the depression, home-grown proprietorships along Moody Street increasingly succumbed to the competition of national chain stores. For example, a Liggett Drug Store replaced the old Hall's Drug Store in the new Hall Building (1929; B16). Earlier, the F.W. Woolworth Company established a five and ten cents store in a characteristic Art Deco style one-story block ((1949; B20). In recent years, Moody Street has deteriorated in a typical pattern as customers are lured from downtown shopping centers to suburban shopping malls. Nevertheless, the seven major blocks of the district stand essentially intact behind modern aluminum storefront treatments and signage, as testimony to the area's previous prominence.

Staple to Inventory form at bottom

AUG 21 1988

WALTON, MA NEA

DISTRICT DATA SHEET

MOODY STREET HISTORIC DISTRICT

<u>Street Address</u>	<u>Assessor's #</u>	<u>Square Feet</u>	<u>Historic Name/Inventory #</u>	<u>Date</u>	<u>Style</u>	<u>Status</u>
209 251 Moody St.	60-26-4	154,382	Grover Cronin Dept. Store/B15	1879/1938	Art Deco	C
240 254 Moody St.	69-2-1	20,929	n/a	c1930	Art Deco	C
265 273 Moody St.	69-12-10	9,760	Hall Building/B16	c1929	Georgian Rev.	C
266 278 Moody St.	69-9-1	14,284	n/a/B17	1900	Georgian Rev.	C
275 277 Moody St.	69-12-11	3,136	n/a	c1950	Modern	NC
282 290 Moody St.	69-9-17	7,600	A.O.U.W. Building/B18	1887	Romanesque Rev.	C
283 291 Moody St.	69-12-12	16,505	Lincoln Building/B19	1887	Romanesque Rev.	C
299 301 Moody St.	69-12-15	13,809	* F.W. Woolworth Bldg./B20	1948-1949	Art Deco	*NC
TOTAL		240,905 sq.ft.				

RESOURCE COUNT: The district contains a total of 6 contributing (C) buildings and 2 non-contributing (NC) buildings
8 buildings in all

*NC due to age. Should be re-evaluated when it becomes 50 years.

United States Department of the Interior
National Park Service

AUG 21 1989

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

Multiple Resource Area
Thematic GroupName Waltham MRA
State Middlesex County, MASSACHUSETTS

Nomination/Type of Review

Date/Signature

51. Johnson, Newell D., House

National Register

Keeper A. Loree Byers 9/28/89

Attest _____

52. Lawton Place Historic District

Entered in the
National RegisterKeeper A. Loree Byers 9/28/89

Attest _____

53. Libby, Nelson F., House

Entered in the
National RegisterKeeper A. Loree Byers 9/28/89

Attest _____

54. Linden Street Bridge

Substantive Review

Keeper Beth F. Savage 9/28/89

Attest _____

55. Lord's Castle

Entered in the
National RegisterKeeper A. Loree Byers 9/28/89

Attest _____

56. Lyman Street Historic District

Entered in the
National RegisterKeeper A. Loree Byers 9/28/89

Attest _____

57. Martin, Aaron, Houses

Entered in the
National RegisterKeeper A. Loree Byers 9/28/89

Attest _____

58. Martin, Aaron, House
(786 Moody St.)Entered in the
National RegisterKeeper A. Loree Byers 9/28/89

Attest _____

59. Moody Street Fire Station

Entered in the
National RegisterKeeper A. Loree Byers 9/28/89

Attest _____

60. Moody Street Historic District

Substantive Review

Keeper Beth F. Savage 3/9/90

Attest _____

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: RESUBMISSION

PROPERTY NAME: Moody Street Historic District

MULTIPLE NAME: Waltham MRA

STATE & COUNTY: MASSACHUSETTS, Middlesex

DATE RECEIVED: 1/23/90
DATE OF 16TH DAY:
DATE OF WEEKLY LIST:

DATE OF PENDING LIST:
DATE OF 45TH DAY: 3/09/90

REFERENCE NUMBER: 89001502

NOMINATOR: STATE

DETAILED EVALUATION: Y

☒ ACCEPT ☐ RETURN ☐ REJECT 3/9/90 DATE

ABSTRACT/SUMMARY COMMENTS:

*Locally significant retail core
illustrating several popular architectural
styles from the 1800s to WWII.*

Initial return comments addressed.

** The white out on inventory form is not
acceptable. NPS will copy pages #III onto
archival paper.*

RECOM./CRITERIA Accept A+C
REVIEWER George
DISCIPLINE Architectural History
DATE 3/9/90

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

CLASSIFICATION

☐ count ☐ resource type

STATE/FEDERAL AGENCY CERTIFICATION

FUNCTION

☐ historic ☐ current

DESCRIPTION

☐ architectural classification
☐ materials
☐ descriptive text

SIGNIFICANCE

Period Areas of Significance--Check and justify below

Specific dates Builder/Architect
Statement of Significance (in one paragraph)

☐ summary paragraph
☐ completeness
☐ clarity
☐ applicable criteria
☐ justification of areas checked
☐ relating significance to the resource
☐ context
☐ relationship of integrity to significance
☐ justification of exception
☐ other

BIBLIOGRAPHY

GEOGRAPHICAL DATA

☐ acreage ☐ verbal boundary description
☐ UTM's ☐ boundary justification

ACCOMPANYING DOCUMENTATION/PRESENTATION

☐ sketch maps ☐ USGS maps ☐ photographs ☐ presentation

OTHER COMMENTS

Questions concerning this nomination may be directed to

Phone _____

Signed _____

Date _____



looking NE at B13, B17

Mosley St. H. D.
MAE M.B. Waltham MA
MRA



looking N. B18, B20
Moody St. H.D. Area B
Waltham MA MRA



WALTHAM, MA. MA
223 Moody St H.A.
B 15



looking SW at #s B16, B19, B20
B17 in foreground

Worby St H.R.

MC "B"

Waltham, MA
M.R.A.



looking SE-B17

Waltham MA MKA

Moody St. H. D. Area B



looking NW - B15

223 Moody St

Moody St & D

MHC B

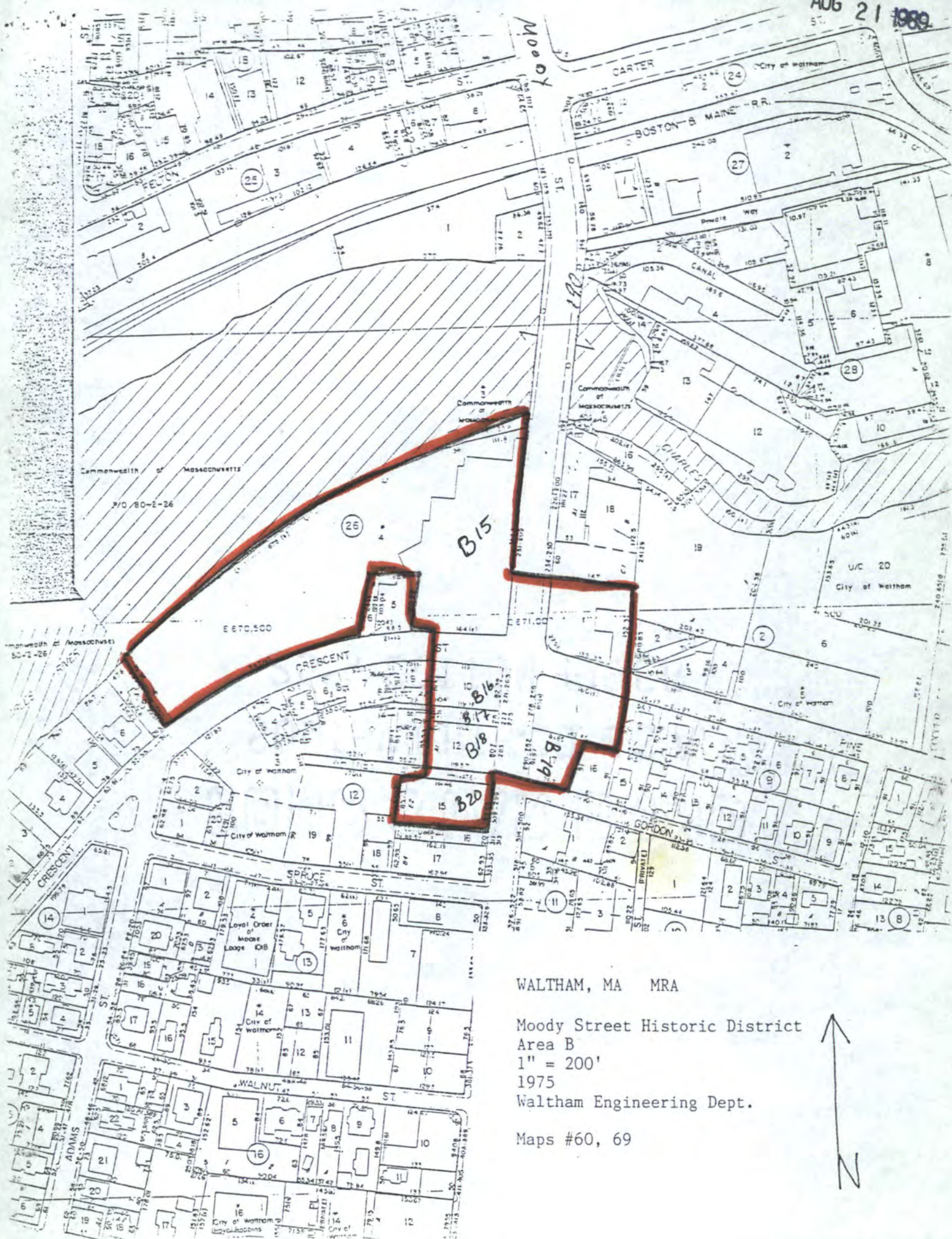
Waltham, Ma. MRA

GROVER CRONIN



Waltham, MA Mrs
223 Moody St - H.D.
B15

AUG 21 1989



WALTHAM, MA MRA

Moody Street Historic District

Area B

1" = 200'

1975

Waltham Engineering Dept.

Maps #60, 69



Please refer to the map in the
Multiple Property Cover Sheet
for this property

Multiple Property Cover Sheet Reference Number: 64000301