

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received JAN - 6 1984
date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic N/A

and/or common West Second Street Historic District

2. Location

W. 2nd St. from Ellis Ave. to 6th Ave.

street & number 101 - 601 West Second Street, 100 - 522 West Second St. not for publication
206 - 208 Third Avenue West, 115 - 19 Vaughn Ave.

city, town Ashland vicinity of

state Wisconsin code 55 county Ashland code 003

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture <input checked="" type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial <input type="checkbox"/> park
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational <input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input checked="" type="checkbox"/> government <input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial <input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> other:

4. Owner of Property

name Various : See inventory, Item 7, p.1

street & number N/A

city, town N/A vicinity of state N/A

5. Location of Legal Description

courthouse, registry of deeds, etc. Ashland County Courthouse

street & number 201 Second Street West

city, town Ashland state WI

6. Representation in Existing Surveys

title Ashland Intensive Survey/Wisconsin has this property been determined eligible? yes no
Inventory of Historic Places

date Fall, 1982 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		date _____

Describe the present and original (if known) physical appearance

GENERAL DESCRIPTION

The proposed West Second Street Historic District is located along the primary southwest-northeast commercial street of Ashland between the east one-hundred feet of block 72 of Vaughn's Division just west of Sixth Avenue West at the southwest edge, and Ellis Avenue at the northeast edge, covering just over five city blocks. The district extends across now level but previously uneven land that was interrupted by deep ravines. The location of the commercial interests are very near to and run parallel with the shoreline of Lake Superior from which this harbor city gained much of its prosperity in the late nineteenth century. Related closely in scale, these sixty-five buildings form a recognizable entity consisting of variously styled facades in the proposed district. Its boundaries are in the shape of a rectangle which extends lengthwise along both sides of West Second Street. West Second Street and the intersecting avenues are laid out in a strict grid system. A large majority of the buildings face one another on West Second Street; however, two structures are located along the adjacent avenues. The eighteen pivotal and twenty-seven contributing buildings are evenly distributed and it is noteworthy that the four corners of the district are defined by significant pivotal buildings that are visual landmarks in Ashland. The 23 non-contributing structures are unevenly distributed and concentrate themselves near the center of the district. (See discussion below)

The district's period of significance begins in 1884, the date of the earliest surviving building and ends in 1937, the date of the latest pivotal property. Within this 53 year span, Ashland witnessed a continuous cycle of building activity that survives in brownstone, red and cream brick, granite, concrete or clapboard structures which were designed in the leading architectural styles. The Richardsonian Romanesque, Classical Revival and Second Renaissance Revival styles were variously employed in Ashland by talented Madison architects Conover and Porter, Ashland architects H.C. Wilmarth, Horace P. Padley, Henry Wildhagen or Thomas Shefchik, Milwaukee architect H.W. Buemming or Chicago architect Oscar Cobb. Subsequent to these primarily late-nineteenth and early twentieth-century styles, the Art Deco style could be found on West Second Street as part of fashionable alterations with Carrara glass or polished granite or entirely new storefronts. This varied collection of materials and period styles is expressed on the district's closely grouped and similarly scaled buildings with a diverse skyline marked by Romanesque brownstone towers, continuous metal Italianate cornices, brick corbel tables and an Art Deco style theatre marquee.

The district's only open green space is the wooded lawn that surrounds the Ashland County Courthouse. Historical uses are infinite but include city and county government, theatre and opera, stables, Chinese laundries, grocers, boarding houses and resort hotels, saloons, billiard halls, fraternal organizations, a library, land and real estate offices, banks and savings institutions, and the storefronts from countless retail operations including cigar, jewelry, clothing and hat stores. From the earliest years of continuous settlement in the 1870's, Ashland's West Second Street has always been the commercial district and this concentration of business activity from past to present survives as a distinct and beautiful cluster of architecturally significant properties that is clearly set apart from surrounding empty lots and poorly preserved ordinary buildings.

8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian		
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input checked="" type="checkbox"/> politics/government	<input type="checkbox"/> transportation		
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify)		
Period of significance:			Cultural Center of Community			
Specific dates	1884-1937	Builder/Architect	See Text			

Statement of Significance (in one paragraph)

Built primarily between 1884 and 1937, the earliest and latest dates for significant contributing buildings, the West Second Street Historic District is an architecturally significant collection of late nineteenth and early twentieth century commercial and governmental buildings designed by significant local, regional, and federal architects in the leading Victorian era styles that range from the vernacular Romanesque Revival or Italianate styles to the monumental Richardsonian Romanesque style and richly ornamental Neoclassical Revival style and including the bold Art Deco style. Erected during Ashland's significant years as the leading manufacturing, industrial and shipping city, as well as the county seat for Ashland County, the brick, brownstone and clapboarded buildings share a very cohesive unity of scale, material, and exuberant detail and style that is unmatched by any other northwestern Wisconsin city. The distinctive quality of architectural design that clearly separates the district from its surroundings reflects the economic prosperity and significant commercial role of the district during its period of significance. Historically significant as the commercial center for Ashland and surrounding counties, Ashland's West Second Street district provided the region with a variety of retail, cultural, governmental, and financial services. Today this role remains as strong a key to the region's activity as it did at the turn of the century. Fortunately, the historic and architectural integrity of the district is very well preserved, exhibiting the prestige its citizens, financial leaders and their architects were able to contribute to the district throughout its period of significance from 1884 to 1937.

Historical Development

Located on Lake Superior's Chequamegon Bay in northern Ashland County, the shoreline location of Ashland attracted for traders and trappers from La Pointe on nearby Madeleine Island as its first settlers in 1854, who recognized the natural beauty and potential for land speculation and trade offered by the protective harbor. In the early 1850's, two distinct trade settlements sprung up: To the west, Whittlesey was named after its first settler Asaph Whittlesey who was accompanied by Martin Beaser, Conrad and Adam Goeltz, and Martin Roehm. One mile to the east, Bay City was named for the small creek at which pioneer traders David Lusk, Frederick Prentice, Captain Angus, and George Stuntz established a dock and trading post. In 1855, Edwin Ellis and Frederick Prentice platted Bay City as the Ellis Division. The western settlement of Whittlesey was designated in 1860 as Ashland, named by Beaser and Whittlesey for the estate of Henry Clay. The decade of the 1860's was a period of decline for the settlement; in 1860 the population was 513 and in 1870 the population had fallen to 221. From 1863 to 1869 there was only one family left in the western settlement of Ashland. The two settlements, Bay City and Whittlesey, remained rivals until 1872 when, with the intervening area of St. Mark platted by Samuel Vaughn, all interests were united into one common plat known as Ashland, which then became the county seat of Ashland County.

9. Major Bibliographical References

See continuation sheet

10. Geographical Data

Acreeage of nominated property 14.7
Quadrangle name Ashland West, WI (7.5')

Quadrangle scale 1:24000

UTM References

A

1	5	6	6	1	6	8	0	5	1	6	1	4	5	0
Zone	Easting				Northing									

B

1	5	6	6	1	7	1	0	5	1	6	1	3	7	0
Zone	Easting				Northing									

C

1	5	6	6	1	2	1	0	5	1	6	1	6	9	0
Zone	Easting				Northing									

D

1	5	6	6	2	1	1	0	5	1	6	1	7	1	0
Zone	Easting				Northing									

E

Zone	Easting				Northing									

F

Zone	Easting				Northing									

G

Zone	Easting				Northing									

H

Zone	Easting				Northing									

Verbal boundary description and justification

See continuation sheet

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

11. Form Prepared By

name/title Steve Sennott
organization Northwest Regional Planning Commission date February, 1983
street & number 302 Walnut Street telephone (715) 635-2197
city or town Spooner state Wisconsin

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature [Signature]
title DIRECTOR OF HISTORIC PRESERVATION date DEC. 29, 1983

For NPS use only
I hereby certify that this property is included in the National Register
[Signature] Entered in the National Register date 2/2/84
Keeper of the National Register
Attest: _____ date _____
Chief of Registration

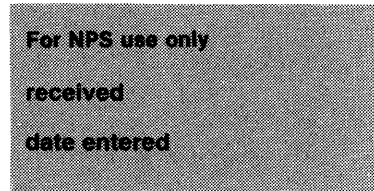
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Co., Wis.
Continuation sheet

Item number 7

Page 2

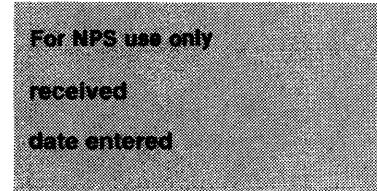


Inventory

<u>Map#</u>	<u>Address</u>	<u>Bldg. Name: Orig./Current</u>	<u>Owner</u>	<u>Class.</u>
12	413 W. Second St.	Vacant	James & Beatrice Monroe 400 7th St. West Ashland, WI 54806	NC
13	411 W. Second St.	Pabst Building/Ashland Sewing Machine Company	Ed & Tim Beecher 411 2nd St. W. Ashland, WI 54806	C
14	409 W. Second St.	Badger Insurance & Real Estate Agency	Wallace & Victoria Johnson Cherryville Road Ashland, WI 54806	NC
15	407 W. Second St.	Second Edition Bar	James & Beatrice Monroe 400 7th St. West Ashland, WI 54806	C
16	401 W. Second St.	J.C. Penney Co., Inc.	HWH, Inc. % Franklin Life Investment Dept. Springfield, IL 62700	NC
17	321 W. Second St.	Northern State Bank	Northern State Bank 321 W. Second St. Ashland, WI 54806	P
18	(319)W. Second St.	Northern National Bank	Northern State Bank 321 W. Second St. Ashland, WI 54806	NC
19	317 W. Second St.	Bristol Block/Meyers Drugs, Inc.	Morgan Meyers 315 2nd St. W. Ashland, WI 54806	P
20	313 W. Second St.	Watland's Shoes	Hellen Schiller Hansen 313 2nd St. West Ashland, WI 54806	NC

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland Co., Wis.
Continuation sheet

Item number 7

Page 3

Inventory

<u>Map #</u>	<u>Address</u>	<u>Bldg. Name: Orig./Current</u>	<u>Owner</u>	<u>Class.</u>
21	311 & 309 W. Second St.	Morgan's Card & Gift The Hub	Larry L. Watruba 311 2nd St. W. Ashland, WI 54806	NC
22	307 W. Second St.	The Copper Top	Edward Thayer 1402 St. Claire St. Ashland, WI 54806	NC
23	303 W. Second St.	Larson Agency H & R Block	Don & Phyllis Larson Rt. 2 Washburn, WI 54891	NC
24	301 W. Second St.	Coast to Coast Hardware	Robert Engholm 207 2nd Ave. West Ashland, WI 54806	NC
25	201 W. Second St.	Ashland Co. Courthouse	Ashland County Second St. West Ashland, WI	P
26	12 1 W. Second Ave.	Dentist Bldg.	Dr. Hilding Rt. 1, Ashland Dr. D. Larson 1110 10th Ave. W Ashland, WI 54806 Dr. Branzell Ashland, WI 54806	NC
27	115 & 113 W. Second St.	Penn Block/Tom's Barber Shop; A.F. Penn & Son	Violet Penn 113 2nd St. W Ashland, WI 54806	P
28	111 W. Second St.	Sno-Wyete Bakery	Tim & Mary Fried 111 2nd St. West Ashland, WI 54806	C
29	107 W. Second St.	Press Building/ Fireside Lounge	Nancy Bergstrom Rt. 1, Box 272 Wentworth, WI	C
30	101 W. Second St.	First National Bank	Lake Superior Dis- trict Power Co. Ashland, WI 54806	P

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., Wis.

Continuation sheet

Item number 7

Page 4

For NPS use only

received

date entered

Inventory

<u>Map #</u>	<u>Address</u>	<u>Bldg. Name: Orig./Current</u>	<u>Owner</u>	<u>Class.</u>
31	100 W. Second St.	Union National Bank/North-west CEP	Lake Superior District Power Co. Ashland, WI 54806	P
32	104 W. Second St.	Northwest CEP	Richard & David Wartman 220 6th Ave. West Ashland, WI 54806	NC
33	108-10 W. Second St.	Blumsrosen Building/Thorp Financial Services-Head-start	Richard & David Wartman 220 6th Ave. W. Ashland, WI 54806	C
34	112 W. Second St.	Ashland Land Title Co.	William Hossard, est. % Alice Walker Rt. 1, Box 174 Petersburg, VA 23803	C
35	114 W. Second St.	State Public Defender & Law Office	Alice Penn 1304 6th Ave. West Ashland, WI 54806	NC
36	116 W. Second St.	Gleason & Co./Anderson Heating Co.	Ray & Bonnie Anderson 118 2nd St. West Ashland, WI 54806	C
37	122 W. Second St.	Ashland Tire Supply Co./vacant	Richard Berweger 122½ W. Second St. Ashland, WI 54806	C
38	124 W. Second St.	Wm Armstrong & Co./Uptown Tavern	Richard Berweger 122½ W. Second St. Ashland, WI 54806	NC
39	200, 202, 204 W. Second St.	Wilmarth Bldg. #2/Ashland Office Supply, Sherwin Wms., Gambles, Engholm Properties Thrift Shop & Four Start Bus Co.	Robert Engholm 207 2nd St. West Ashland, WI 54806	P
40	212 W. Second St.	Security Bank (Appleyard Bldg.)/North Wisconsin Abstract Co.	West II Building Box 94 Ashland, WI 54806	P

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., Wis

Continuation sheet

Item number 7

Page 5

For NPS use only

received

date entered

Inventory

<u>Map #</u>	<u>Address</u>	<u>Bldg. Name: Orig./Current</u>	<u>Owner</u>	<u>Class.</u>
41	214 W. Second St.	Moore's Clothes N Things; Clark, Clark & Yde Law Offices	West II Building Box 94 Ashland, WI 54806	C.
42	218 W. Second St.	W.H. Machmiller Bldg/House of Beauty, Dr. Biglow	Wm & Hazel Biglow 218 2nd St. West Ashland, WI 54806	C
43	220 W. Second St.	Wear House	Wear House 220 W. Second St. Ashland, WI 54806	C
44	222 W. Second St.	Karin's Fashions	Karin's Inc. 222 W. Second St. Ashland, WI 54806	C
45	206 3rd Ave. W.	Opera House Block/ Eddie's Bar	Donald Ronning Lake Park Road Ashland, WI 54806	NC
46	208 3rd Ave. W.	Ashland Grand Opera House/ Ashland Liquor Store	Lawrence Kasper 208 3rd. Ave. W. Ashland, WI 54806	C
47	300-306 W. Second St.	Vacant	James Hunt 10405 40th Ave. N.W. Minneapolis, Mn 55441	C
48	308 W. Second St.	McCrorry-McLellan & Green Co.	McCrorry Corp. 888 7th Ave. 25th Fl. New York, NY 10010	NC
49	314 W. Second St.	Stern & Field	Stern & Field 314 2nd St. West Ashland, WI 54806	NC
50	316 W. Second St.	F.W. Woolworth Co.	Irving Trust Co. % F.W. Woolworth Box 1885 Milwaukee, WI 53207	NC

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., Wis

Continuation sheet

Item number 7

Page 6

For NPS use only

received

date entered

Inventory

<u>Map #</u>	<u>Address</u>	<u>Bldg. Name: Orig./Current</u>	<u>Owner</u>	<u>Class.</u>
51	402 W. Second St.	Braun Bldg./Zenith; Jewelers	Helen R. Erickson 400½ W. 2nd St. Ashland, WI 54806	C
52	404 W. Second St.	Schumann's Fabrics	Larry & Kathy Miller 2300 W. Lakeshore Dr. Ashland, WI 54806	C
53	406 W. Second St.	Malmberg's Jewelers	Roy & Ethel Malmberg 406 W. Second St. Ashland, WI 54806	NC
54	408 W. Second St.	Wilmarth Bldg. #5/ Shoe Shack	Tom & Betty Yankee 408 2nd St. West Ashland, WI 54806	C
55	410 W. Second St.	Garnich Bldg./Country Floral	John Coffey & David Tyndall 1901 6th St. West Ashland, WI 54806	P
56	412 W. Second St.	E. Leihy Bldg./Al's Sport Shop	Albert Skinnes 412 W. Second St. Ashland, WI 54806	C
56A	414 W. Second St.	E. Leihy Bldg/Cremo Bakery	Lorn & Cindy Barness 412 W. 2nd St. Ashland, WI 54806	C
57	416 W. Second St.	The Vogue	Mary Powaser 416 2nd St. West Ashland, WI 54806	P
58	418 W. Second St.	G.E. Carlson/Ken's Clothing	Don Larson Box 498 Ashland, WI 54806	C
59	420-422 W. Second St.	Bicksler's Block/Bay Theatre, Briday Shop; Bay Jewelers	Alfred & Marion Bergmann 1600 Kilwinning Court Palm Harbor, FL 33563	P

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., Wis
Continuation sheet

Item number 7

Page 7

Inventory

<u>Map #</u>	<u>Address</u>	<u>Bldg. Name: Orig./Current</u>	<u>Owner</u>	<u>Class.</u>
60	502 W. Second St.	Vaughn Library	City of Ashland 601 W. Second St. Ashland, WI 54806	P
61	506 W. Second St.	Robert Oien & Co.	Robert Oien & Co. 506 W. Second St. Ashland, WI 54806	NC
62	512 W. Second St. 514 W. Second St.	DuFur Block/Modern Portrait Studios DuFur Block/Creative Ceramics	Tom Anich 514½ 2nd St. West Ashland, WI 54806	C
63	516 W. Second St.	Badger CATV	Margaret Keefe Lamal 518 2nd St. W. Ashland, WI 54806	C
64	518 W. Second St.	Bardon's Building/Lamal Agency, Inc.	Margaret Keefe Lamal 518 2nd St. W Ashland, WI 54806	P
65	520-22 W. Second St.	Masonic Temple & Hall/ Woods Rexall Drug, McGladery-Hendrickson & Co., Chequamegon Clinic, Masonic Temple	Masonic Temple (Ancient Landmark Lodge #210) 522 W. Second St. Ashland, WI 54806	P

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 7

Page 8

The six imposing buildings at the northwest edge of the West Second Street Historic District represent some of the most beautiful late 19th and early 20th century examples of the Richardsonian Romanesque and Neoclassical Revival Style buildings in Ashland. The Old Post Office, Royal Theatre, the Kuhn Block, the remaining half of the Fifield block and the old Ashland Press Building on Vaughn Avenue, characterize the variety of the large-scale and finely-styled commercial blocks built during Ashland's rapid expansion in the 1890's and early 1900's. With only one modern intrusion which is dwarfed by its neighbors, this one and one-half block stretch of brownstone and brick buildings is monumental in scale.

1 601 West Second Street U.S. Post Office Ashland City Hall P

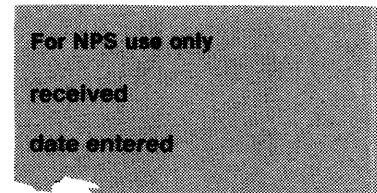
Already listed on the NRHP (1974), the Old Ashland Post Office, stands as the district's tallest building and thus serves well as the northwest cornerpost. Designed in the Richardsonian Romanesque style by federal architect, Willoughby J. Eldebroke and constructed in 1892-3 under the supervision of local architect H.P. Padley,¹ this monumental three-story brownstone building features a prominent four-story square tower with pyramidal roof in the southeast corner. First story windows have brownstone voussoirs and archivolt moldings; second floor windows are rectangular, third floor windows and tower openings are arched. The roof is covered with slate and the entry is made more elaborate by the large foliated arch supported by clusters of short columns, all in the Richardsonian Romanesque manner. The entire building is constructed of locally quarried rough-cut brownstone of fine quality, but which shows deterioration due to recent sand-blasting that occurred while the building, once a vocational school, was renovated for use as the City Hall. A flat-roofed one-story addition on the north side is in the character of the building's style and old in date.² The interior, highlighted by a fine oak staircase in the tower and panelled wainscoting, has been handsomely renovated.

3 513 West Second Street The Royal Theatre P

Built of cream brick in 1914,³ the Royal Theatre, once threatened with demolition and by a fire in the 1960's, remains in good condition with alterations to the first floor. The tall second-story three-part symmetrical facade exhibits features of the Neoclassical Revival style, particularly the central arch framed by flat brick pilasters and the side rectangular pedimented windows, above which are smaller single rectangular openings with inset swag panels. The finely-detailed facade is united by the metal entablature that features a protruding metal cornice, which has a central elliptical arch, a panelled frieze and globes that stand over the central pilasters. Brownstone quoins remain intact at the sides. Other significant details include brownstone sills for the windows, and polychromatic ogee-molded bricks that frame the pilaster panels. An earlier cast iron canopy over the central entry, once supported in part from the cast iron lion masks, has been removed.

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland-Co., WI
Continuation sheet

Item number 7

Page 9

4	511-509 West Second Street	W.D. Kuhn Block (Pabst Building)	Johnson's Flower Shop P and Larson Picture Frame
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This tall three-story red brick building was originally known as the W.D. Kuhn Block from 1902-09, named after Willis D. Kuhn who was proprietor of the QP Bar and Cafe, Pool and Billiard hall at this address. A metal floor plate with the letters QP survives in front of one of the entries. With his brother, Kuhn also operated the Grand Opera House at 208 3rd Avenue West, (#46) which is included in this district. In 1909 and into the mid-teens, the building, now with only ABS in the nameplate, became known as the Pabst Building, and once hosted the Elks Hall to ca. 1905. Built at the turn of the century in a simple Second Renaissance Revival Style, the tall and broad four-part cream brick and brownstone facade is articulated by five brick pilasters with cast iron Corinthian columns that support four large enclosing arches that top the taller third story. The style's vertical character is enhanced here by the piers running upward between the pilasters. Especially noteworthy is the narrow Neoclassical Revival style cast iron balcony across the entire facade separates the second and third stories. The entablature above includes a projecting metal cornice with brackets, above which is a corbel table and the metal nameplate. The already-altered first floor has very recently been refashioned with pine tongue-and-groove siding, which was more recently imitated by the Cremo Bakery, also in the district. The Knights of Columbus were in this building beginning around 1920 giving the building the name of Knights of Columbus Auditorium. Some of the painted letters remain on the southwest wall.

5	505 West Second Street	Fiffeld Block	Army-Navy Store C
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Described only briefly as the Fifiield Block, this rock-faced brownstone commercial building is an early and largely intact example of a Richardsonian Romanesque style structure, but much less grand than its neighboring all-brownstone building, the Old Post Office (#1). The first floor storefront has been altered but retains its early brownstone piers. The symmetrical facade exhibits a central entry framed by piers, on either side of which on the second floor are pairs of rectangular windows grouped by projecting pilasters; patterns and textures, primarily rectangular, are further developed above by the continuous brownstone cornice, smooth-faced blocks, and the reticulated brownstone parapet wall.

6	115-19 Vaughn Avenue 501 West Second Street	Ashland Press Building	Vaughn Avenue Conoco P
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The two buildings which once occupied the west side of Vaughn Avenue between Front Street and West Second Street, in the late 1880's and 1890's housed the Ashland Press, the city's pioneer newspaper begun in the 1870's by Sam Fifiield's. The corner building, replaced by the Conoco station was known as the Fifiield Block, and was identical in style to the surviving brick structure on Vaughn Avenue. Although simple and plain, this two-story massive building suggests the Italianate Style and is capped

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 7

Page 10

on the second floor by a continuous Italianate cornice marked by closely-grouped brackets. Seven, tall, narrow and equally spaced windows with relieving arches pierce the second story. The rear ground level storefront survived alterations due to its location and is a rare element in Ashland. The red brick retains its painted surface and some early lettering from its subsequent usage as a garage. The Conoco station itself is a non-contributing element in the district.

Less distinguished than the previous block, the buildings between Vaughn Avenue and Fourth Avenue West include some modern intrusions that are diminished by the elegant Vaughn Block of Conover and Porter design, the variety of architectural expression, particularly in the upper stories, and brewery buildings that were erected throughout the district's period of significance. Thus this block testifies to the numerous eras of commercial development in Ashland's business district. Although the 1959 J.C. Penney building represents the most recent store of this long-time Ashland business, it falls outside the district's dates. Its finely proportioned exterior and sleek interior are intact and represents a building with possible future significance for the district, although for the purposes of this nomination, the building is considered a non-contributing element.

10 417 West Second Street Barber Shop C

This small and nicely proportioned, two-story rectangular cream Modernistic Style building is intact from its probable 1930's construction period. Its three-part upper floor windows relate to the Vaughn Block and the building is closely related in style and materials to the 1936 Penn Block (#27) at the east end of the district.

11 415 West Second Street Vaughn Block Music Center P

Although altered on the first floor, the monumental Vaughn Block features the finely detailed ornament and well-proportioned facades of the early 1890's for which Conover and Porter were so highly regarded throughout Wisconsin.⁶ The three-story red brick facade is most noteworthy for its foliated terr-cotta ornament of Renaissance Revival character found on the massive bracketed cornice, the capitals of the small columns which support the round arches over the windows, and the two central rectangular panels between the second-story rectangular windows.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 7

Page 11

For NPS use only

received

date entered

13 411 Second Street West Pabst Building Ashland Sewing Machine C

This two-story cream brick commercial building is intact on the picturesque second story which features three windows with relieving arches and includes a central window with its original cast iron fixtures. Above, a cast iron emblem of the Pabst Company is set into a central arch, extending from which is a medievalizing parapet wall with brick corbel table and battlements. With the Pabst Building further west occupied ca. 1909, this building was probably built ca. 1885-90 and was first operated by Pabst Company as the Blue Ribbon Bar and Bowling Alley in 1911.⁷

This block on both sides represents a weak area of the district due to the density of modern alterations to storefronts. Beginning with a well-preserved pivotal building at the corner, the block's integrity is maintained further east by the pivotal Bristol Block built of brownstone. These are the only two significant properties on the block; however, the two pivotal properties are sufficient reason to include the entire block of West Second Street, which historically was a continuous commercial district.

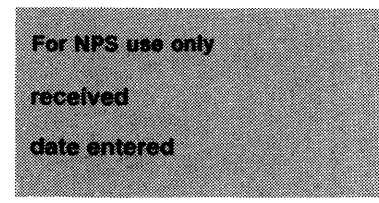
17 319-23 West Second Street Northern National Bank Northern State Bank P

This finely-detailed rectangular bank built in 1921 of reinforced concrete after designs by Thomas Shefchik of Ashland,⁸ features the Neoclassical Revival Style expressed through the Ionic Order. The portico is tetrastyle-in-antis, and the door is surrounded by classical moldings. The west facade continues the neoclassical mode with six engaged Ionic columns between the rectangular windows. The Northern State Bank was originally the Northern National Bank and the 1933 management change is evidenced by the replacement blocks in the name and datestone. The two prominent facades exploit the corner site by the simple entablature and protruding cornice. The roofline features the white-glazed ceramic acroteria and antifixa with ornamental palmettes.

19 317 West Second Street Bristol Block Meyers Snyder Drug P

This three story rock-faced brownstone Richardsonian Romanesque style commercial structure originally contained the high quality jewelry store of E.J. Born and Company built by T.J. Bristol, this store held "all the inducements of the largest jewelry stores of Chicago and the east...⁹. Altered on the first floor, the upper three floors are intact. The symmetrical three-part facade has two hexagonal wooden bay windows, one on either side of the central window block which features a cast-iron balcony, the namestone, and above this, an arched window with a molded triangular cap. The brownstone is of fine quality and has been laid in alternating horizontal rows of narrow and wide blocks. Many interior oak door jambs and the stairwell remain in very good condition.

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



**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet Item number 7 Page 12

25 201 West Second Street Ashland County Ashland County P
 Courthouse Courthouse

A second building within the district already listed on the NRHP, the 1915 Ashland County Courthouse, made of granite and designed in a severe Neoclassical Revival Style by N.W. Buecking of Milwaukee and H. Wildhagen of Ashland,¹⁰ is in excellent condition. It occupies an entire block and stands in an open green space back from the street's edge. Its symmetrical three-story facade features two side pavilions with coupled pilasters and pedimented second floor windows. The central facade's rhythm is marked by pilasters between the rectangular windows. The flat hipped roofline is broken at each end by acroteria. The richly decorated interior with a grand central staircase and marble floors is intact. Woodwork was supplied by Ashland's famous Scott-Taylor Company.¹¹

The last block of the district on the north side of West Second Street is partially empty due to two fires that destroyed Conover and Porter's Central Block. The Press Building was severely damaged by a second fire in 1965. The block includes one intrusion and some weak contributing structures; however, the blocks' historical significance justifies its inclusion. Two pivotal structures, one of Modernistic style and the other of the Richardsonian Romanesque style, sufficiently enclose this edge of the district. The First National Bank (#30) was designed by Conover and Porter and stands prominently at the district's corner.

27 115-13 West Second St. The Penn Block Penn & Son P
 Tom's Barber Shop

The three-story cream brick 1936 office building, the latest significant building in the district, is intact and features a symmetrical facade and an austere treatment derived from the International and Modernistic styles. The brick is laid in a modified English bond with continuous rows of stringers that are interrupted by a single continuous row of headers. The original windows are intact. The storefront's equally simple and austere, retain their original doors, oak interiors and historic signage. Although less than fifty years old, the quality of the design makes the building a contributing element.

30 101 West Second Street First National Bank Lake Superior District P
 Power Company

Built in ca. 1890 by architects Conover, Porter and Padley, this massive cream brick and brownstone office building is missing the top of its circular corner tower and the rockfaced brownstone first floor arches. The building's integrity is largely retained on the second and third floors by the continuous brick corbel table and parapet, rockfaced brownstone cornice, and the rock-faced brownstone lentils and sill. First-floor alterations were intended as early as 1919 to be executed to plans by architects H.S. Hallock of New York, H. Wildhagen of Ashland, and Hoggson Brothers of Chicago.¹² The remaining brownstone arches on the Ellis Avenue facade indicate these plans.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 7

Page 13

31-38

Having ended the northern side of West Second Street with the Victorian Romanesque Style First National Bank, the southern boundary begins with another pivotal bank building in the Neoclassical style. With 3 intrusions, this block consists of one early clapboard building, one late 19th-century red-brick building which was given a more fashionable brick 1930's facade, and an early 1890's three-part storefront.

31 100 West Second St. Ashland National Bank/ Northwest Wisconsin P
Union National Bank CEP

Although the interior, once open two floors in the center, has been altered in the early 1960's, the concrete exterior of this fine 1923 Neoclassical Style bank of the Tuscan order is intact, including the distyle-in-antis portico. Similar in style to the Northern State Bank, but employing a different and more simple Classical order, the rectangular corner window openings have classically inspired swag and cartouche ornamentation below the window's cornice. Six Tuscan columns mark the rhythm of the long Ellis Avenue facade and the style's simplicity is expressed further by the smooth walls and general lack of decorative ornament usually found in early periods of the Neoclassical Revival style.

33 108-10 West Second St. Blumrosen Building Thorp Financial Service C

Altered on the first floor, this red-brick and brownstone two-story commercial building possesses a ca. 1890 second-story facade most noteworthy for its fenestration and brickwork. Symmetrically arranged three-part inset rectangular windows with overhead transom lights and a brownstone lintel course are framed by smooth-faced brownstone long and short quoins. The finely-crafted brickwork is expressed again in the frieze consisting of bricks laid vertically. A slightly projecting cornice separates the uppermost frieze which is ornamented with project squares. The Blumrosen Brothers, from Michigan, operated a clothing and dry goods business on the first floor and an imported rug business on the second story.¹³ Their expensive merchandise was probably designed for the clients of the Knight Hotel.

36 116-20 West Second Street Anderson Heating Co. C

Built one year after the Knight Hotel, this 1891¹⁴ one-story three-part storefront reminiscent of the Art Nouveau Style, is unique to the proposed district's architectural inventory. The 1895 businesses included the Ora and Levinson Merchant Tailors, Gleason and Company Millenry, and the G.W. Harwell Collection Agency, soon replaced by a jeweler. The early character of the storefront articulated with pressed brick remains largely intact (although one brick pier is damaged) and the symmetrical facade features the exaggerated wooden ogee arch made by the Scott-Taylor Company of Ashland,¹⁵ a metal corbel table, and applied ellipses.

**United States Department of the Interior
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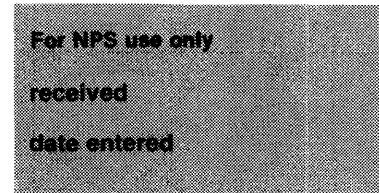
**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 7

Page 14



39-44

This side of West Second Street, opposite the Ashland County Courthouse, represents a block uninterrupted by any intrusive structures. Some of the first and all of the second floor facades possess integrity of material and architectural expression consistent with the district's significant dates. The district's significant styles, the Richardsonian Revival and the Neoclassical Revival, are represented by two NRHP buildings as are some of the major architects associated with the design of Ashland's finest commercial buildings such as Conover, Porter and Padley, Beumming, Wilmarth and Wildhagen. Locally quarried brownstone and granite express textural and polychromatic variety that was so typical to this ever-changing business district of Ashland.

39 200-210 West Second Street Wilmarth Building No.2 P
(Parmeter Building)

This massive cream-brick and brownstone six-part facade features a central projecting rusticated entry way that supports two similarly treated piers. Four additional piers divide the facade symmetrically. The rectangular windows, three per bay, are united horizontally by the continuous brownstone lintel and sill courses, ending at brownstone quoins. One of five similarly styled commercial blocks designed in Ashland by L.C. Wilmarth, the buildings projecting cornice, central parapet wall, and reticulated brick frieze are common Wilmarth building features. The interior of the second and third floor features apartments that are accessible by central halls richly decorated with unaltered classically-detailed oak wainscoting, panelled doors and an elaborate stairway with newel posts, bannisters, and balustrades all of which were custom manufactured by Scott Hubbell and Taylor Company.¹⁶ The first floor storefronts on the Second Avenue West and West Second Street facades have been only superficially altered with the iron beams and brownstone piers intact.

40 212 West Second Street Security Bank Building North Wisconsin P
(Appleyard Building) Abstract Company

Designed by the architectural firm of Conover and Porter of Madison in a beautiful interpretation of the Richardsonian Romanesque Style, this two-story commercial 1889 office building features brick and brownstone arches as the primary motif on both floors. Upper floor windows have been altered but this is diminished by the exquisite reticulated brick work and the polished granite colonnettes with foliated capitals that support the three arches. The first floor 1935 alteration gives the buildings its more recent historic name, the Appleyard Building. It was the American Black Granite Company which produced the polished granite to replace the rock-faced brownstone piers on the first floor.¹⁷ The brownstone arches, once rock-faced, were smoothed to conform with the new facade. The Art Deco interior, from the alterations at this time, includes polychromatic granite-even onyx-and the original Art Deco ornamental fixtures remain.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 7

Page 15

41 214 West Second Street Ellis Block (Sanborn Building) Moore's Clothes 'N' Things C

Also built by Conover and Porter and once featuring a highly polychromatic brick facade, this two-story rectangular office block, now connected to its neighbor (212 West Second Street, No. 40) was faced with smoothly polished light granite above and black granite on the ground floor, now partly hidden by a modern shake shingle canopy. The fenestration was designed and ornamented in the Art Deco style.

42 218 West Second Street W.H. Mackmiller Building House of Beauty C

W.H. Miller dealt in a variety of food supplies and used to have his business on East Second Street. This red-brick and brownstone two-story commercial building of ca. 1900-5 survives in very good condition with only moderate alterations to the first story. Above brownstone piers of alternating smooth and rock-faced blocks, the second-story red-brick facade consists of four tall rectangular windows, each with brownstone lintels and a continuous sill course. Above the windows, a simple brick corbel table supports the cornice and central W.H. Mackmiller nameplate. The upstairs apartments are accessible through the side door and the first story beauty shop is accessible through the central entry.

44 222 West Second Street Karin's Fashions C

Located at the corner with Third Avenue West, this two-story painted brick and brownstone building harmonizes well with the two adjacent brick and brownstone two-story structures, especially along the second story. Above the altered first story storefront, this building consists of a brick facade with four rectangular windows, each with a brownstone sill and lintel. Quoins are small and sparsely set along the corner and wall edge. A thin brick course separates the uppermost frieze and corbel table from the rest of the facade. Above the uppermost cornice, a central nameplate now blank, caps the building. This commercial building is very similar to its earlier neighbor at 218 West Second Street (#42). The Third Ave. West facade, simpler and without the modern alteration, is an essential visual element that unites the Grand Opera House (#46) with the buildings on West Second Street.

46 208 3rd Avenue West Grand Opera House Ashland Liquor Store C

Built between 1891 and 1893, and once surrounded by hotels, this massively proportioned two-story red-brick opera house was designed by the theatre architect from Chicago, Oscar Cobb. A description in the 1893 Ashland Daily Press Annual Edition indicates that the original site and plan were different. Proposed at a corner of West Second Street and Sixth Avenue West, it was built instead at its present location and to a smaller, less expensive design, probably due to the financial panic of 1892. The present building, in poor repair on the first floor, retains in Romanesque Revival character above in the series of tall second-floor arches and in the round-arched corbel table, with reticulated brickwork frieze above. The asymmetrical facade features a rectangular corner projection, not dissimilar from the massing found on the district's Masonic Temple (#65).

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 7

Page 16

47-50 300-16 West Second Street

This block is plagued with most of the district's intrusions at opposite ends and on both sides of West Second Street, with a minor interruption of historic facades at mid-block. In some cases, historic interior and exterior fabric is preserved behind modern storefronts, which leaves the option open for possible future preservation efforts, thus serving as justification for including these buildings within the district boundaries. In most cases except briefly at mid-block, these intrusive facades are opposed by contributing or pivotal facades which sufficiently maintain the block's architectural unity and the historic commercial character. Enclosed by blocks of far more architectural integrity, this block at the heart of the district should be included for its past historical significance as part of Ashland's thriving business district. As early as the mid 1880's and continuing to the present, these contiguous commercial blocks have always been associated with the expansion of Ashland's commerce.

51-59

These commercial buildings combine the early and latest architectural styles of the district, the Romanesque Revival and Art Deco styles. This side of the block contains only one intrusion, a well-designed late 1950's storefront. The other contributing and pivotal buildings are varied in their facades and scale, yet contribute to the districts integrity by their well-preserved upper stories.

51 402 West Second Street Braun Building Ashland Jewelers C

This corner building of orange brick and brownstone is very similar to the nearby corner building at 222 West Second Street (#49). The Fourth Avenue West facade is largely intact and features an oriel window together with the remaining rectangular windows with brownstone sills and lintels. The West Second Street storefront has been altered, but it retains the central entry to the upstairs and one of the original piers remains uncovered. The second story features a symmetrical arrangement of coupled and tripled rectangular windows with brownstone sills and lintels. Quoins are suggested by simple and attenuated bands of bricks at the corners. Above the windows, a continuous corbel table and cornice wrap around the entire primary facades. The nameplate of Braun is intact along the top.

54 408 West Second Street Wilmarth Building No. 5 Shoe Shack C

Although with first floor alterations, this three-story cream brick and brownstone building retains fully two-thirds of its original elevation. Continuous brownstone lintels and sills surround narrow rectangular windows and the tall entablature includes the nameplate, a brick corbel table and projecting cornice above.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 7

Page 17

55 410 West Second Street Old Garnich Building Country Floral & Gift C

Built in 1891-3 and earlier than its abutting buildings, this tall three-story building is a picturesque and polychromatic interpretation of the Victorian Romanesque Revival style so popular at the time. A symmetrical facade is articulated by the central projecting piers between which the coupled rectangular windows are separated by brick piers. Brownstone sills and lintels, finely crafted polychromatic reticulated brickwork above the round arched corbel table, and a three-part upper cornice are fine points of craftsmanship that compare quite favorably with the Security Bank by Conover and Porter (#40).

56 & 56A 412 & 414 West Second Street Ervin Leihy Building Al's Sport Shop C
Cremo Bakery

This two-story red brick commercial building takes its name from the early Bayfield resident, Ervin Leihy, who with Emil Garnich operated a business, dealing in hardware, stoves and tinware. Although the cornice is dated 1897, the differently detailed brackets and the two materials used for lintels (wood on the left and brownstone on the right) indicate that the two parts are of dissimilar date and perhaps earlier than 1897. The eight windows all have relieving arches but the left group consists of 3/1 sashes and the right group consists of 2/1 sashes. The entry near the center is marked by the two-story projection which encloses the nameplate above. The storefronts have been altered recently. The Cremo Bakery was faced with polished black glass and Art Deco period signage and is now covered by pine tongue-and-groove siding. The intact second-floor facade unified by the Italianate metal cornice, is an important link, both structurally and stylistically between the Victorian Romanesque Garnich Block (#53) and the Art Deco clothing store.

57 416 West Second Street (ice cream parlor) The Vogue P

This one-story storefront of polished black Carrara glass and tan geometric ornament is considered pivotal for the integrity of its Art Deco style facade, installed c. 1930-37. The Paulos Brothers operated a confectionary and ice cream parlor here in the early 1920's and after that the store has served as a women's clothing store. Together with the Bay Theatre, this unaltered facade represents the finest Art Deco Style Carrara glass facade remaining intact in Ashland.

58 418 West Second Street G.E. Carlson Block (1919) Ken's Clothing C

This two story cream brick building has been altered on the first floor only moderately, still retaining its central mosaic entry pavement and polished black granite panels. Above, the symmetrical second floor facade features its original 3/1 sash windows below a detailed Neoclassical wood cornice whose brackets are placed to conform with the fenestration. The building harmonizes with earlier West Second Street red brick and brownstone facades in its architectural detailing of cream brick and cement. Above the cornice, the upper frieze features the datestone commemorating Gustave E. Carlson, the jeweler at this address and one of nearly fifty Carlsons living in Ashland at the time.

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

For NPS use only
received
date entered

Continuation sheet

Item number 7

Page 18

59 420 West Second Street Bay Theatre (Bridal Shop and Bay Jewelers) Bay Theatre P

Considered pivotal for the integrity of its Art Deco Style facade, the Bay Theatre opened in 1937 and has remained in business as a motion picture theatre since that time.²⁰ The interior features its original murals, some seating, and lobby fixtures. At one time far more colorful, with neon and paint and visible from each end of the district, the marquee is now black and white and projects over the two small shops built into the facade on either side of the theatre. The cement facade features sparse Art Deco ornamentation and polished black granite along the first floor. The rear of the theatre is all that remains of the previous 1880's building, the Bicksler's Block. Although less than fifty years old, the architectural and historical importance of this building make it a contributing element of the district.

60 - 65 502-522 West Second Street

This block, with three pivotal and two contributing buildings, represents an important group of large and small brick and brownstone buildings all of which date to the commercially active 1880's and 1890's period on West Second Street. Only one intrusion exists, but this is dwarfed by its large and impressive neighbors at each end of the block, the Vaughn Library (#60) and Masonic Temple (#65). Compared to other blocks, this group of significant buildings have very few alterations to their first floors and in some cases remain to serve the same use as served upon their completion. Their integrity is matched in materials, scale, and style by the buildings across the street.

60 502 West Second Street Vaughn Library Block Vaughn Library Ashland City Museum

Built in 1888 and pictured in most historical accounts of Ashland's early growth, the Vaughn Library Building once housed Poole's Wholesale and Retail Dry Goods Store on the first floor and the library on the second floor. Built on a massive scale at the corner of Vaughn Avenue and West Second Street, the three-story red-brick structure is a long survivor from the other large brick commercial blocks built in the Romanesque Revival Style. The first floor shows some changes including the glass block windows and the Second Street entry. Once threatened with abandonment, the building remains largely unaltered today. Tall and narrow windows with relieving arches on the second and third floors are crowned by the typically massive brick corbel and cornice that wrap around the finely finished Vaughn Avenue and Second Street facades. Noteworthy on the Vaughn Avenue facade is the arched entry and original cut stone sign for the library. Named after its benefactor and the prominent Ashland citizen, the Honorable Samuel S. Vaughn, the library fulfilled the philanthropic desires of Ashland's leaders in the late 1880's when "nothing is more highly indicative of a progressive and aggressive city than a free public library."²¹ Reviving a sense of pride in the historic building, the City of Ashland has begun renovation of the Vaughn Library building for use as the library and the Ashland City Museum.

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

For NPS use only

received

date entered

Continuation sheet

Item number 7

Page 19

62 512-14 West Second St. Dufur Block Modern Portrait Studio C
Creative Ceramics

Once the location of the Stock Exchange in Ashland, this site is now covered by the two-story brick commercial building known as the Dufur Block, built in ca. 1888. John F. Dufur was a lawyer whose office was originally in the Shores Block, now gone from the 400 Block of West Second Street. The Dufur block first appears in the 1888 Ashland City Directory and by 1895 Dufur's law practice had merged with partners Albert Sanborn and David F. O'Keefe to become Sanborn, Dufur and O'Keefe,²² . . . The building still contains law offices today. Built of brick, this two-story structure has first floor storefront alterations. Its second floor windows, once with relieving arches, have been filled with glass blocks. Nonetheless, its flat cornice and reticulated brick frieze are compatible with its neighbors, thus contributing to the architectural unity of the block. Like the Ashland National Bank, (#64) this was one of the first brick buildings on West Second Street.

63 516 West Second Street Foeller's Saloon Badger CATV C

This site was left undeveloped until ca. 1900-3, perhaps due to the ravine. Joseph Foeller operated one of Ashland's ninety-two saloons in 1903 in this two-story red-brick building.²³ The first floor has been altered, from the original materials to panels of polished granite and tan glazed ceramic panels. The second story remains in very good condition with two sets of coupled rectangular windows, each with a brownstone lintel and joined in pairs by arches with red brick voussoirs and brownstone archivolt. The entablature above is enriched with reticulated brickwork, a projecting cornice and parapet wall with brownstone coping. Built later than either of its neighbors, the Dufur Block (#62) and Bardon's Building (1884) (#64) this building conforms stylistically and materially with them.

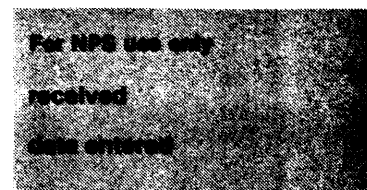
64 518 West Second Street (Bardon's Building) L.A. Lamal Realtor P
Ashland National Bank

This 1884 building was one of the first brick structures erected on West Second Street, and where one of Ashland's most prominent pioneer citizens, Thomas Bardon, had his insurance and land office. Although the red-brick two-story commercial building is in fine condition on both floors, the present facade represents an 1890's alteration, judging from surviving photographs. Originally with corbelled brick arches over the windows and a far more ornate entablature, the present simple facade is finely enriched by carved brownstone panels forming the spandrels between the first floor arches over the windows. The symmetrical facade features on the second floor a pair of Tudor-arched double sash windows with rusticated keystones. A concrete datestone is the only ornament on what was once heavily bracketed cornice.

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co, WI.



Continuation sheet

Item number 7

Page 20

The west facade retains its windows with relieving arches. The interior panelled wainscoting and large counter closely resemble the panelled spandrels outside. The original safe with all of its decorative painting is intact. This early West Second Street building was built in 1884 as the Ashland National Bank and Bardon's banking, insurance and real estate interests nurtured the rapid growth of the commercial district which soon surrounded the building.

65 520-22 West Second Street Masonic Temple & Hall Woods Pharmacy P

This large-scale four-story red-brick and brownstone 1895 Masonic Temple building secures the southwest corner of the West Second Street commercial district as strongly as the Old Post Office (#1), the former First National Bank (#30), and the former Union National Bank (#31), secure the other district's three corners. Both the West Second Street and the Sixth Avenue West facades have been elaborately articulated by means of arches and brownstone details as well as decorative emblems particular to the Masons. The primary West Second Street facade is largely unaltered and is dominated by the rusticated central brownstone arch and side piers. The entry arch, in the Richardsonian Romanesque manner, features foliated capitals over paired colonettes, and a massive keystone. The character of this entry arch compares well to the respective arch on the Old Post Office (#1), or what was once in place on the First National Bank building (#30). The three-part facade is continued on the second and third floors by coupled rectangular 1/1 double sash windows, each pair with continuous brownstone sills and lintels. The central windows are separated by a brick pier with a brownstone base and capital, thus emphasizing this centralized grouping. This treatment continues on the next floor, where three semicircular arched windows are now covered by wood panels. Red brick voussoirs and brownstone archivolt moldings surround the two-and-three-part windows. Above the larger central arch is a stylishly carved brownstone panel with the building's name cut in Art Nouveau style letters. Side piers rise to join the projecting corbel table enriched by the brownstone coping that meets with S- and C-scrolls the corner tower. This stubby tower features the original circular paired stained-glass windows with the Masonic emblems depicted and resembles the tower on the Grand Opera House (#46). The Sixth Avenue West facade is much longer and repeats many of the primary facade's features including the massive rock-faced brownstone ground floor, the rectangular windows with continuous brownstone sills and lintels and, finally, both tripled and couple semi-circular arched windows with red brick voussoirs and brownstone archivolt moldings. The asymmetrical fenestration is grouped by the three major facade divisions whose upper entablatures feature brick corbel tables small rectangular colonettes and brownstone coping. The building's primary stylistic emphasis is in the Richardsonian Romanesque manner, with additional medievalizing features. Alterations on this west facade include the enclosure of arched windows on the ground floor and the removal of two entries, one minor and one major. The missing major entry was a basement doorway which was located at the foremost corner, where the pharmacy sign is now attached.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

West Second Street Historic District, Ashland, Ashland County, Wisconsin

Continuation sheet

Item number 7

Page 21

Intrusions

The 23 non-contributing buildings are distinguishable from the far more numerous pivotal and contributing structures by their dissimilar scale, materials, style or historic character (see Item 7 for address and sketch map for location). Of the five-block length of the district, the 100 block of West Second Street contains four non-contributing structures, all of which are small compared to the surrounding buildings; the 200 block contains only one intrusion. The 300 block is most seriously affected by intrusive structures which number nine; however, the two pivotal architect-designed buildings and central location of the block in the district make its inclusion essential to the district's definition. The 400 block, with six intrusions, is largely unaffected by their presence due to the integrity and scale of the adjacent historic buildings. The 500 block, the strongest of the district, contains one modern non-contributing that is dwarfed by its neighbors, and one non-contributing building which has lost integrity, and a gas station which is adjacent to two contributing buildings.

Although currently too recent in date for historic designation, two buildings, the J.C. Penney Building (#16) and the F.W. Woolworth Company (#50), are well-designed representatives of department store architecture that are unaltered and may be of historic significance in the future. Especially true for the Penney Building is the possibility of future significance within the district if the original interior and exterior remain intact. Seven of the intrusions are small one-story modern buildings that are littered sparsely throughout the district and do not detract from the district's overall character. Some of the other intrusions are primarily first floor facade alterations to historic buildings which may or may not have restoration potential.

Despite the intrusions, the Second Street historic district exhibits fine architectural integrity through its well-preserved examples of late-nineteenth and early-twentieth century commercial buildings designed in the leading styles and constructed of beautiful local materials. In both scale and quality of design, the cumulative effect of the densely packed commercial district sufficiently overcomes the spotty effect of the intrusions; thus the district's historic character is maintained throughout the length of West Second Street from Ellis Avenue to the Old Post Office five blocks away.

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

**National Register of Historic Places
Inventory—Nomination Form**

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WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 7

Page 21

Footnotes

- 1 National Register of Historic Places Nomination Form;
The Old Ashland Post Office, State Historical Society of Wisconsin;
Madison, Wisconsin.
- 2 Ashland Daily Press Annual Edition (Ashland, 1893) p. 75
- 3 Assessor's Office, City of Ashland.
- 4 Ashland City Directory (1905)
- 5 Sanborn-Perris Fire Insurance Map (1884) Collections of State Historical
Society of Wisconsin
- 6 Pen and Sunlight Sketches of Duluth, Superior and Ashland. (Chicago, 1892)
- 7 Ashland City Directory (1911)
- 8 Interview with son of architect, February, 1983.
- 9 Ashland Daily Press Annual Edition (Ashland 1893)
- 10 National Register of Historic Places Nomination Form;
Ashland County Courthouse, State Historical Society of Wisconsin;
Madison, Wisconsin, 1981
- 11 Historical brochure prepared by Scott-Taylor Company, ca 1945.
- 12 Plans held by Lake Superior District Power Company at this address.
- 13 Ashland City Directory (1895)
- 14 Assessor's Office, City of Ashland.
- 15 Historical brochure prepared by Scott-Taylor Company, ca. 1945.
- 16 ibid.
- 17 Ashland City Directory (1935)
- 18 Ashland City Directory (1897)

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI



Continuation sheet

Item number 7

Page 22

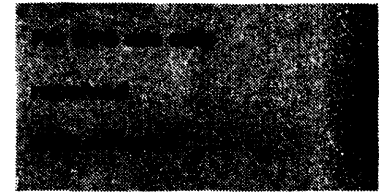
Footnotes (cont'd.)

- 19 Ashland Daily Press Annual Edition (Ashland, 1893)
- 20 Interview with owner, October, 1982.
- 21 Ashland Daily Press Annual Edition (Ashland, 1893)
- 22 Ashland City Directory (1890)
- 23 Ashland City Directory (1903)

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI



Continuation sheet

Item number 8

Page 1

The year 1872 was a turning point in Ashland's development because the Wisconsin Central Railroad began to lay tracks from the Bay area southward to Milwaukee. The financial panic of 1873 was felt in Ashland when the Wisconsin Central had to cease construction. Finally in 1877 the rail connection was established between Ashland and the interior. The trains carried new settlers, developers, and manufactured products into Ashland and brought lumber and other products southward. Lumbering was the earliest major industrial endeavor which brought prosperity and encouraged growth from the 1870's well into the 1890's. Numerous lumber and planing mills multiplied along the shoreline where they manufactured vast quantities of building supplies such as sash, doors, clapboards, and interior siding. By the mid-1870's, the shipping potential of the harbor had been profitably exploited by lumber companies who sent their products from Ashland lakefront sawmills and commercial docks to Isle Royale, Duluth, and Superior.¹

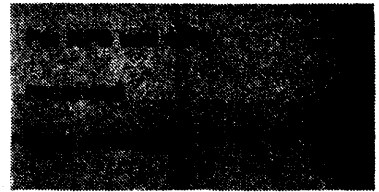
Ashland's growth after 1877 was steady and entirely due to the railroads; however, its boom period began approximately ten years later in 1887, when the city was incorporated. The two most important industries of the 1880's contributing to this rapid expansion were the quarrying of brownstone and the shipment of iron ore. These two industries made Ashland in 1892 "one of the most beautiful, progressive and important cities of Wisconsin, that will compare favorably with any city of its size and importance in the United States."² By 1892, the population had swelled to about 12,000 and this figure grew throughout the rest of the decade.³

The brownstone quarries, located on Bass Island and along the shoreline just north of Ashland, were the next source of economic growth in Ashland. The "Ashland stone" taken from the vicinity of Ashland was praised throughout the country "for richness in color and formation it cannot be equalled anywhere in the known world, and is so recognized by well posted architects and builders in the United States."⁴ Seven significant brownstone companies had offices in or near Ashland, the most important of which was the Frederick Prentice Brownstone Company. The record year of production, measured by tonnage shipped, was 1892 when 2,313,000 cubic feet of brownstone were sent to major cities for use in their brownstone buildings. Although supplies were supposedly inexhaustible, architectural fashion shifted by 1895 and so ended Ashland's brownstone industry's importance.⁵ The district contains three pivotal structures made with local brownstone: The Old Ashland Post Office (#1), the Fifield Block (#5), and the Bristol Block (#19), all of which were built in the early 1890's. The Old Ashland Post Office represents one of the finest examples of Richardsonian Romanesque architecture in northern Wisconsin.

Contemporary with the brownstone and lumbering industries of the 1880's and 1890's, the mining and shipments of iron ore from the Gogebic Iron Range, located forty miles south of Ashland, brought unprecedented wealth to the city that was the cause of the major building boom after 1887. Geological surveys of Wisconsin date from 1848, 1873, 1876 but it was a discovery by Nat Moore in 1885 that drew speculators to towns such as Montreal, WI and Ironwood, Michigan, where tons of iron ore were mined. From the range, the iron ore was sent by train day and night to the Ashland ore docks for shipment. The first two ore docks in Ashland were completed in 1885 and in 1887 a third dock was built. The ore shipping industry grew steadily and in the 1892 season 1,316 ships had transported 2,222,407 tons of ore from the docks.⁶ Ashland, with the largest ore docks of all the Great Lakes, was the largest ore shipping port on Lake Superior. Today only one ore dock remains and the last shipment of ore left in 1965.

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 8

Page 2

Concurrent with and resulting from the success of these industries, Ashland's commercial district expanded along Second Street, particularly in the years between 1885 and 1900. Most, but not all, of the commercial activity occurred west of Ellis Avenue along West Second Street. Historic Sanborn-Perris fire insurance maps from these years indicate a wide variety of businesses were housed in the densely packed commercial buildings on West Second Street between Ellis and MacArthur Avenues. The significance of the district is attested to on the maps, moreover, by the indication that the first streets to be paved with planks and later cedar blocks were the six blocks in the proposed district. Polk's 1895 City Directory of Ashland lists dozens of retail businesses in the district that included dry goods, photography studios, jewelry, livery stables, boots and shoes, hardware, grocers, butchers, Chinese laundries, bakers, cigars and teas. Countless hotels, boarding houses, saloons, and billiard halls were concentrated within the district where seasonal dock workers or lumbermen found entertainment.

The important building associations and all of Ashland's banks and savings institutions were included within the proposed district (#17, 30, 31, 40, and 64). The cultural facilities were also concentrated within the West Second Street Historic District such as the Royal Theatre (#3), the Kuhn Block (#4), the Grand Opera House (#46), the Bay Theatre (#59), the Vaughn Library (#60), and the Masonic Temple (#65). The county's most important governmental buildings, including the courthouse and post office, were here.

Lastly, the district retains many pivotal and contributing buildings additionally significant for their association with persons who figured prominently in Ashland's early development between 1884 and 1936. Samuel S. Fifield's name was briefly given to the Fifield Block (#5); Emil Garnich, whose family owned a hardware store in the district since 1872, is associated with the Garnich Block (#55); T.J. Bristol and E.J. Born founded the jewelry business of E.J. Born and Company and built the Bristol Block (#19) in 1892; Thomas Bardon, "a well known and prominent capitalist" and Ashland's first school teacher, co-founded the Ashland National Bank, which is now known as Bardon's Building (#64); Hon. Samuel S. Vaughn and his wife Emeline were responsible for the Vaughn Library (#60) and the Vaughn Block (#11) built after Mr. Vaughn's death in 1886. Samuel Vaughn was instrumental in convincing the Wisconsin Central Railroad to terminate its line in Ashland and he platted the central commercial area still called the Vaughn Division. To lend more significance to the proposed district, the corridor of Second Street was the central line for the former electric street railway of Ashland begun by Dr. George W. Harrison.

Ashland's growth leveled off in the years after 1900 and the population actually declined by 1920 when the population totaled 11,334 down from 14,519 in 1905.⁸ Nonetheless, the West Second Street Historic District remained the commercial nucleus of Ashland which is attested to by the erection of the city's finest Art Deco style storefronts (#57 and 59), local interpretations of the International style buildings (#10 and 27), and elegantly proportioned department store of the late 1950's (#16).

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 8

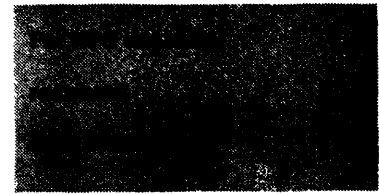
Page 3

Footnotes (Historical Development)

- 1 Ashland Salutes 100 years of Progress: 1854-1954.
(Ashland Centennial Corp., 1954)
- 2 Pen and Sunlight Sketches of Duluth, Superior and Ashland. (Chicago, 1892) p. 158
- 3 ibid., p. 163
- 4 ibid., p. 166
- 5 Ashland Daily Press Annual Edition (1893)
- 6 ibid., pp. 48-49
- 7 Pen and Sunlight Sketches of Duluth, Superior, and Ashland. (Chicago, 1892) p. 173
- 8 Ashland Salutes 100 years of Progress: 1854-1954.
(Ashland Centennial Corporation, 1954)

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 8

Page 4

AREAS OF SIGNIFICANCE:

Architecture

The forty-four contributing buildings within the West Second Street Historic District represent Ashland's best surviving examples of a variety of architectural styles, some of which were designed by important local, regional and federal architects of the 1880's, 1890's and 1900's. The 18 pivotal and regionally rare buildings as well as 27 contributing structures were designed primarily as variations on the popular Richardsonian Romanesque, The Second Renaissance Revival and Classical Revival Styles that established a sophisticated and permanent architectural expression for what had traditionally been the center of Ashland's commercial activity. Viewed together, these handsome brownstone and brick facades are significant because they represent a variety of architectural styles, and because many buildings are the works of reputable architects. The district's architectural integrity, quality of design, and cohesive character are unmatched by any other northern Wisconsin commercial city.

Pivotal and Selected Contributing Buildings

<u>Map No.</u>	<u>Historic Name</u>	<u>Street Address</u>
1	Old Ashland Post Office	601 West Second Street

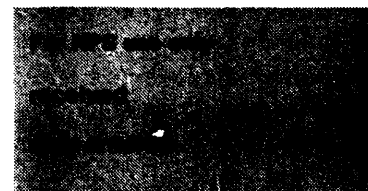
This 1892 pivotal government building, already listed on the National Register, is architecturally significant as the best example of Richardsonian Romanesque style architecture in northern Wisconsin. The massive brownstone building firmly anchors the district's corner boundary with its tall square tower. Designed by federal architect Willoughby J. Eldebrooke, the Old Post Office symbolized the civic pride and regional importance attached to Ashland, which, since 1860, served as the county seat and was recognized in the late 19th century as the most important industrial and commercial city on Lake Superior. Only the most expensive materials were used. This building, now used as the City Hall, is the best preserved 1890's brownstone structure in the district to exemplify the high quality and beauty of native Lake Superior brownstone. The 1893 Ashland Daily Press Annual Edition noted the great expense, the fine design, the site that provided views over the harbor, and the architect of this building.

3	The Royal Theatre	513 West Second Street
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The 1914 Royal Theatre is significant as a local example of theatre design in the population Neoclassical Revival style, built only one year before the Ashland County Courthouse (#25) which is designed in a more severe Neoclassical style. Other pivotal Neoclassical style buildings from this 1910-20 period that lend cohesiveness to the district are the Northern National Bank (#17) and the Union National Bank (#31) both of which descend stylistically from the Royal Theatre. Two other West Second Street Theatres have been demolished; only the Royal Theatre and Bay Theatre remain.

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 8

Page 5

4 W.D. Kuhn Block (Pabst Building) 511-509 West Second St.

Another pivotal element in the district, this large Second Renaissance Revival style building is architecturally significant for its integrity on the second and third stories. It is unmatched in scale by any other building of this date and represents the district's largest building in this prominent style. Historically this building is one of two in the district associated with the Pabst Brewing Company of Milwaukee.

5 The Fifield Block 505 West Second Street

This two-story brownstone building, known only briefly as the Fifield Block, is architecturally significant as a contributing structure that is similar in date, style, and materials to the Old Post Office (#1) and represents one of Ashland's rare buildings whose facade is made entirely of native Lake Superior brownstone.

6 The Ashland Press Building 115-19 Vaughn Avenue
(501 West Second St.)

This large brick Italianate style building is one of the district's oldest structures and is comparable in date to the 1884 Bardon's Building in this end of the district (#64). It is important for its architectural contribution to the early years of the district's period of significance and particularly for its historical association with the city's first newspaper, The Ashland Press, that was printed here in the 1880's.

10 Barber Shop 417 West Second Street

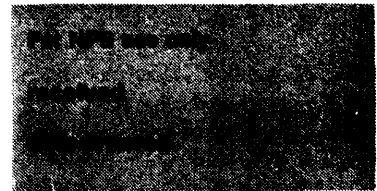
This small and narrow cream-brick building is significant as an example of simple yet well-proportioned Modernistic style commercial architecture in Ashland from the 1930's, the later years of the district's period of significance. Furthermore, this building resembles very closely the pivotal Penn Block (#27) at the east end of the district and together these two buildings lend stylistic cohesion to the district's 1930's era, and thus contributes to the historic character of the district despite being less than fifty years old.

11 The Vaughn Block 415 West Second Street

Named after Honorable S.S. Vaughn, this impressively designed building is considered pivotal in the district for its second and third story integrity of materials and Second Renaissance Revival style, because it was designed by the reputable Ashland architectural firm of Conover, Porter and Padley, and for the high artistic value of the the terra-cotta ornament. Conover and Porter were partners in Madison since 1887, the same year they opened their branch office in Ashland in order to take advantage of the high-quality native materials and the opportunity to design buildings for the rapidly expanding commercial harbor city of Ashland. Their efforts in Ashland were assisted by a local architect, Horace P. Padley, and together these three architects were responsible for Ashland's finest commercial buildings. All but one of their surviving commercial buildings are located within the district's boundaries. In addition to the Vaughn Block the Security

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 8

Page 6

Savings Bank (#40) and the First National Bank (#30) survive and are all considered as pivotal to the district for their association with the offices of Conover, Porter and Padley, whose buildings on West Second Street are well-preserved and sustain the district's stylistic integrity.

13 Pabst Building 411 West Second Street

Built in approximately 1885-1890, this unusual Victorian Romanesque building with its rare cast-iron window decoration intact, is considered historically significant for its association with the Pabst Brewery of Milwaukee known as the Jacob Best Brewing Company until 1889. The second story is significant for the integrity of its cast-iron details.

17 Northern National Bank 321 West Second Street

This well preserved Neoclassical Revival style building is considered pivotal in the district and is significant for its facade designed by architect Thomas Shefchik of Ashland in 1921.

19 Bristol Block 317 West Second Street

This pivotal 1892 building, designed in the Victorian Romanesque style, features finely-tooled brownstone of a quality matched only by the Old Post Office (#1). It is also significant for its high artistic value in the core of the commercial district. Historically, the Bristol Block was identified with the commercial goals of Ashland and was illustrated and praised in the Ashland Daily Press Annual (1893) as "an elegant brownstone business block of the modern type," where the noteworthy jewelery business of E.J. Born was located.

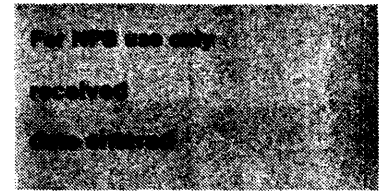
25 Ashland County Courthouse 201 West Second Street

Completed in 1915, this monumental Neoclassical Revival style courthouse lends dignity to the City of Ashland, the county seat of Ashland County. Appropriately located in the core of the commercial and governmental West Second Street district, the building's landscaped block is the only open green space in the district and is significant as a rare example of landscape architecture in the district. The courthouse, moreover, is significant for its high artistic values and for its association with two reputable architects, H.W. Beumming of Milwaukee and H. Wildhagen of Ashland who collaborated in the design. Like the Old Post Office (#1) that represented the importance of local government, the courthouse was built to signify the leading role played by Ashland in the county government. The building has already been listed on the National Register as part of a state-wide thematic county courthouse group. Stylistically the Neoclassical style courthouse design, the finest example of its type in Ashland, fits neatly within the general Classical Revival stylistic category with the Royal Theatre (#3), the W.D. Kuhn Block (#4), the Northern National Bank (#17) and the Union National Bank (#31). Together these pivotal structures contribute strongly to the stylistic continuity and cohesiveness of the district in the later decades of its period of significance.

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI



Continuation sheet

Item number 8

Page 7

27

The Penn Block

115-13 West Second Street

This tall brick building is considered pivotal for its architectural integrity and is architecturally significant as the latest building in the district's period of significance. The severely simple and strictly symmetrical facade lends an International Style character to the Modernistic building, which is stylistically unequalled in Ashland. A small building in the district (#10) resembles this and thus establishes a stylistic link at two ends of West Second Street. As an important local example of a historic commercial style, the Penn Block is significant to district's historic character despite its age.

30

The First National Bank

101 West Second Street

This brick and brownstone corner building is considered pivotal not as much for its architectural integrity as for its association with Ashland's banking history and with the city's most important architects, Conover, Porter and Padley, who designed this eclectic Victorian Remanesque Revival style building. Located at the northeast corner of the commercial district at the historically important intersection with Ellis Avenue, this finely designed building was the first impression of Ashland's commercial aspirations.

31

Union National Bank

100 West Second Street

This severely simple 1923 Neoclassical style bank building is considered pivotal in the district and is significant for its architectural integrity and for its role in Ashland's commercial history. Stylistically, the building is most closely related to the Northern National Bank further west on Second Street (#17). Located on the prominent Ellis corner, this bank stands at the border of the business district and, like the First National Bank, was a visitor's first impression of Ashland.

33

Blumrosen Building

108-10 West Second Street

This ca. 1890 contributing structure adds integrity to this part of the district and stands out from some of the less well preserved buildings on this block in stylistic treatment and craftsmanship of red brick and brownstone.

36

Commercial Building

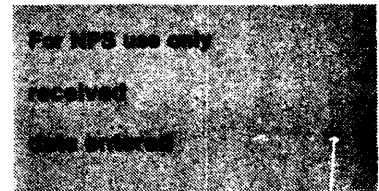
116-20 West Second Street

This unusual one-story building was built in 1891 and represents the nearest approximation in Ashland of the Art Nouveau style and is architecturally significant for this reason. The building is significant, furthermore, because it retains so much of its original fragile storefront elements designed by the Scott-Taylor Company of Ashland.

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

**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI



Continuation sheet

Item number 8

Page 8

39 Wilmarth Building No. 2 200-10 West Second Street
("Parmeter Building")

This pivotal structure is the largest building in the district and is architecturally significant as a well-preserved example of a local interpretation of the early Commercial style by Lewis C. Wilmarth of Ashland who designed and had built a total of four similarly styled commercial blocks. A second example, Wilmarth Building No. 5 (#54) is part of the district and with this property provides a stylistic link along West Second Street. This large apartment building is important for its use of native brown-stone and cream brick in Wilmarth's individual Commercial style which is more polychromatic than its Chicago counterpart.

40 Security Savings Bank 212 West Second Street
(Appleyard Building)

The third district property already listed on the National Register of Historic Places, the 1889 Security Savings Bank is considered pivotal for its architectural integrity. The Richardsonian Romanesque Style building is architecturally significant for its high artistic value and its association with the Ashland architectural firm of Conover, Porter and Padley. The finely detailed facade is unsurpassed locally and represents perhaps the most artistic efforts of Conover and Porter in this northern region of Wisconsin. The first story alteration is considered significant for its fine craftsmanship (on the interior and exterior) and for its association with Arthur E. Appleyard's American Black Granite Company. No other treatment of this type survives from the period in Ashland.

41 Law Offices 214 West Second Street

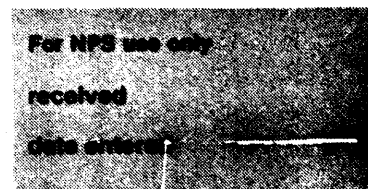
This two-story commercial building is significant for reasons similar to its neighboring building, the Security Savings Bank (#40). It is originally significant as a building designed originally by Conover and Porter, however, it was altered in the mid-30's substantially from its original polychrome brick facade to a much simpler facade, modified probably at the same time as the neighboring bank building. The facade is considered significant for its fine craftsmanship of materials and for its association with the American Black Granite Company, operated by Arthur E. Appleyard of Ashland.

46 Grand Opera House 208 Third Avenue West

Considered a contributing structure due to its fair state of preservation, the Grand Opera House owes its significance to its Chicago theatre architect, Oscar Cobb. The Grand Opera House was discussed in the Ashland Daily Press Annual Edition of 1893 which describes the facade as "a rich, bold and liberal treatment of outline, carrying with it the character of strength, durability and pleasing conception of outline." Its generally Victorian Romanesque style and building materials are features which compare well with the Masonic Temple (#65), for instance, or other similarly styled buildings.

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 8

Page 9

54 Wilmarth Building #5 408 West Second Street

Like the other Wilmarth Building in the district (#39), this smaller commercial and residential block is significant as a local example of the architectural efforts of L.S. Wilmarth who designed his cream brick and brownstone buildings in an identifiable blend of Commercial and Richardsonian Romanesque stylistic features. The two Wilmarth buildings survive in good repair and thus add to both the variety and cohesiveness of the district's architectural character.

55 Old Garnich Building 410 West Second West

The building is architecturally significant for its picturesque and polychromatic facade, which is a rare example in Ashland of the Victorian Romanesque style. The only other building that compares at all with the Old Garnich building is the Security Savings Bank by Conover and Porter (#40). The Garnich building is significant in Ashland's commercial history for its association with pioneer businessman Emil Garnich who began his enterprise in partnership with E. Leihy in the early 1870's.

56 & 56A Ervin Leihy Building 412 and 414 West Second St.

This vernacular Italianate style building is significant for its upper floor integrity. The continuous cornice and broad Italianate facade remains largely unchanged from its 1897 construction. The otherwise simple red brick facade compares well with other brick buildings in the district such as the Ashland Press Building (#6). Furthermore, the Leihy building is linked stylistically and historically to the adjoining Garnich building (#55) and together these two buildings add cohesiveness to this block.

57 The Vogue 416 West Second Street

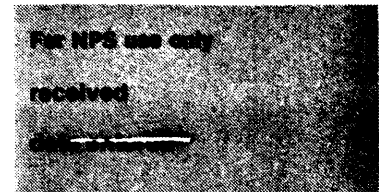
Formerly an ice cream parlor and for many years a women's fashion store, The Vogue is considered pivotal for its architectural integrity and is significant as Ashland's best surviving example of an Art Deco style facade made of Carrara glass. The geometrically ornamented front was installed ca. 1935 and thus contrasts with the adjacent G.E. Carlson building of the same period. Such stylistic variety attests to the diversity of an active business district, and is a locally significant example of the Art Deco style despite its age.

58 G.E. Carlson Block 418 West Second Street

This building is significant as an unusual interpretation of the Neoclassical Revival style, which was a popular stylistic tradition used throughout the commercial district during the teens. The building contributes to a continuous architectural development through its use of cream brick and cement blocks to re-interpret earlier red brick and brownstone decorative motifs.

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 8

Page 10

59

Bay Theatre

420 West Second Street

This well-preserved motion picture theatre is significant as a locally rare example of Art Deco style theatre architecture. The boldest stylist element is the tall marquee which with its striking lettering and bold geometric form is a prominent visual landmark in the district during the day and at night when its neon light fixtures are in motion. The theatre relates stylistically with The Vogue and together these buildings represent Ashland's best surviving Art Deco architecture. Although constructed in 1937, the importance of the building's design contributes to the district's historic character.

60

Vaughn Library

502 West Second Street

This large and very well-preserved 1888 library building is significant as one of the best preserved examples of simple Romanesque Revival style architecture in Ashland and for its association with the Honorable Samuel S. Vaughn. The building has remained a library since it opened and, then as now, is a visual landmark in the West Second Street district. Although the library is designed in a different architectural style than the Vaughn block (#11), the two are related by their association with the great Ashland benefactor, Samuel Vaughn. With renovation scheduled for completion in the fall of 1983, the Vaughn Library will represent, with the Old Post Office (#1), Ashland's continuing and well-planned efforts to preserve the city's significant and beautiful historic buildings.

62

Dufur Block

512-14 West Second Street

The Dufur Block is significant in the district as another example of simple Romanesque Revival style commercial architecture that blends well with its immediate neighbors to the west and with similar buildings in the district, such as the Leihy building (#56 and 56A) or the Vaughn Library (#60). In the 1890's, the law office of Sanborn, Dufur and O'Keefe were located in this building names for one of the partners.

63

Foeller's Saloon

516 West Second Street

This contributing structure is significant as a well-preserved example of turn-of-the century red brick and brownstone commercial architecture and especially for its relation to the similarly-scaled and designed buildings on either side. Combined, the Dufur block of ca. 1895, Bardon's Building of 1884 and this, Foeller's Saloon of ca. 1903, represent a continuous commercial architectural development concurrent with the early expansive years of Ashland's prosperity. This visually cohesive group of buildings is an important example of the district's more humble but well-preserved later nineteenth-century commercial structures.

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**United States Department of the Interior
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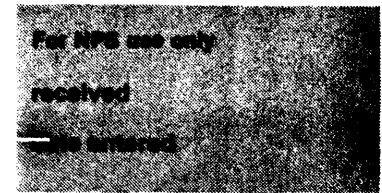
**National Register of Historic Places
Inventory—Nomination Form**

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI

Continuation sheet

Item number 8

Page 11



64

Bardon's Building (Ashland
National Bank)

518 West Second Street

One of the district's first brick buildings along with the Ashland Press Building (#6) and the Old Garnich building (#55), this well-preserved 1884 commercial building is significant for its stylistic similarity with the adjacent properties. Furthermore, the Ashland National Bank is historically significant for its role in Ashland's first period of substantial commercial development. The bank was incorporated in 1884, with capital of \$250,000 under the direction of Sam. S. Fifield (President) and J.H. Knight (Vice-President) and was at this address until 1899 when the bank moved to the north-west corner of Ellis Avenue and West Second Street (#30) with Thomas Bardon as president.

65

Masonic Temple and Hall

520-22 West Second Street

This building is considered pivotal at this corner of the district and ranks in quality of design and craftsmanship with other pivotal district properties such as the Old Post Office (#1), the Northern State Bank (#17), the First National Bank, (#30), the Security Savings Bank (#40) or the Vaughn Block (#11). It is significant, moreover, as a downtown visual landmark, and like the other pivotal buildings at the three other corners of the district, the Masonic Temple and Hall is visible from many points in Ashland outside the district.

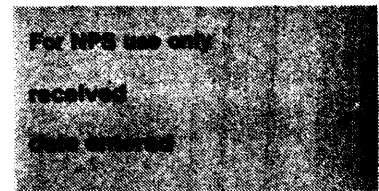
Commerce

The commercial development of West Second Street begins in the 1850's when the two pioneering settlements of Whittlesey and Bay City, separated by a mile of ravines and thick woods, were connected by a footpath whose function was replaced by Second Street, the city's major east-west thoroughfare. In the early 1870's, a visitor described Ashland's most important area of settlement, along Second Street, as "simply an opening through the forest about 70 feet wide and of indefinite length, which is now being dotted with stores, real estate offices, hotels, saloons, and dwelling houses of the pioneer sort."

This long street of commercial structures never lost its importance in the Ashland business community. When the industrial boom brought vast quantities of wealth and increased population, the accompanying proliferation of retail businesses were located primarily along Second Street. By 1890, most of the significant high-styled commercial buildings and business blocks such as banks, the county courthouse, or the city library were located on West Second Street between Ellis Avenue and Chapple Avenue. Although there were single important buildings on East Second Street, such as the Knight Hotel, the best and most significant group of commercial buildings was located within the proposed district boundaries.

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet Item number 8

Page 12

Except for the intrusive structures, all of the contributing and pivotal buildings shared in the West Second Street district's commercial significance between 1884 and 1937. Ashland's first newspaper, The Ashland Press, was issued during the 1880's from the Ashland Press Building (#6); the Pabst Building (#13) attests to the importance of the Ashland market to the Milwaukee brewery; the Bristol Block (#19) was recognized as one of the region's most elegant and modern business buildings, which boasted of a jewelry business that equalled the best on the East coast and which was named after the New York entrepreneur who helped to start it; the First National Bank Building (#30), organized in 1886 under the direction of early prominent citizens Dr. Edwin Ellis (Ellis Avenue was named after him) and Sam Fifield, financed much of Ashland's early growth and contained the offices of architects Conover and Porter, who designed the district's most beautiful buildings; the Old Garnich Building (#55) and the adjacent Leihy Building (#56 and 56A) are associated with one of Ashland's very first and oldest retail businesses, the Garnich Hardware Company, begun in 1872, and later Garnich and Leihy Company; Bardon's Building (#64), one of the oldest intact brick buildings in the district, was first used as the Ashland National Bank, the first banking institution in Ashland.

Since 1937, West Second Street has remained the focus of Ashland's commercial interests. The J.C. Penney Building (#16) of 1959 indicates not only the uninterrupted importance of the district, but also the threat of modern construction within Ashland's historic commercial district whose integrity would be guarded by its National Register status.

Government

The West Second Street Commercial district is historically significant for its association with the development of both the city and county government throughout the period of significance, 1884-1937. Many of Ashland's leading businessmen who found commercial success on West Second Street also were elected to serve as mayors or were appointed to serve some role in the county government for which Ashland was and is the county seat.

Ashland was incorporated as a city on March 30, 1887 and the city government in 1890 consisted of a mayor, a board of aldermen and a board of supervisors, each of five members. Elections were for terms of one year and at this time City Hall was located just outside the district at 101 East Second street. In 1890, H.H. Beaser was the mayor of Ashland and was one of the original settlers and prominent land owners who played such a major role in Ashland's early development. C.M. Everett McClintock was mayor of Ashland in 1895 after working as an agent for Lake Michigan and Lake Superior Transportation Company located in the Shores Block, formerly on West Second Street.

Since 1860, Ashland has been the county seat of Ashland County. Since that date, two courthouses have stood on West Second Street within the proposed district. The 1915 Ashland County Courthouse (#25) is a significant monument for the governmental role Ashland has filled in this region during and since its period of significance.

The Old Post Office building, constructed in 1892, symbolized the federal government's role in the history of Ashland (#1).

**United States Department of the Interior
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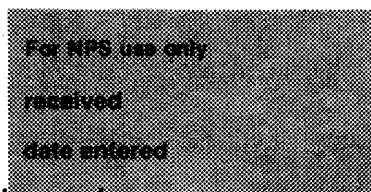
**National Register of Historic Places
Inventory—Nomination Form**

West Second Street Historic District, Ashland, Ashland County, Wisconsin

Continuation sheet

Item number 8

Page 13



Area of Significance: Cultural Center of the Community

As the West Second Street Historic District became a regionally significant commercial and governmental center, it also became the focal point of the city's cultural and social life. The same structures that housed a variety of retail businesses provided the community with auditoriums, halls, and fraternal lodges. The Masonic Temple and Hall, an imposing Richardsonian Romanesque structure built in 1895, is a pivotal element within the district (#65). The Kuhn Block (#4) served as the home of the Elks fraternal lodge after its construction at the turn of the century, and later housed the Knights of Columbus Auditorium. Ashland's most significant historic theatre - the Grand Opera House - was built in the district in 1891 according to plans supplied by Oscar Cobb (#46). Ashland's early movie theatres were also located here, and are survived by the Royal Theatre of 1914 (#3) and the Bay Theatre of 1937 (#59). Perhaps the most significant cultural landmark, however, is the Vaughn Library, constructed in 1888 through the benefaction of Samuel S. Vaughn. An outgrowth of the Ashland Library Association, established in 1872, the Vaughn Library symbolized the cultural coming-of-age of the city. By 1892, the Library held nearly 5,000 volumes and had over 15,000 patrons each year. In addition to being a repository for books and journals and an adjunct to the city's educational system, the Library spawned the creation of numerous literary clubs, such as the Vaughn Art and History Club.

Inclusion of Properties Less Than Fifty Years Old

Four properties built less than fifty years ago are considered contributing elements within the West Second Street Historic District because of their local significance. Both the Art Moderne Penn Block (115-13 West Second Street, #27), built in 1936, and the Bay Theatre (420 West Second Street, #59), built in 1937, are architecturally significant as the best examples in Ashland of their respective styles. In addition, a third building, located at 417 West Second Street (#10), is a good local example of the Moderne commercial style. Together, these three buildings reflect the continuity of the district's architectural growth through the third decade of the twentieth century. In addition, the Bay Theatre contributes to the historic character of the district as the city's cultural and entertainment center. The Vogue building, the finest local example of the Art Deco style, was probably constructed c.1935, although some residents (including the current owner) recall the facade from the 1920s. Despite problems dating the facade, the design is clearly significant in Ashland.

Preservation Activity:

Although only recently initiated, preservation activities in Ashland have resulted from both private and civic efforts to protect the surviving residential and commercial buildings considered to be architecturally and historically significant. The West Second Street historic district contains the only two preservation projects carried out on buildings owned by the city of Ashland: the 1892 Old Post Office (#1) and the 1888 Vaughn Library (#60). Each is considered pivotal in the district for its integrity as well as its historic and architectural significance. The Old Post Office's interior and exterior were carefully restored in 1974 for use as the Ashland City Hall which stands prominently as an example of the city government's commitment to historic preservation. The Vaughn Library, deeded to the city in the 1890's, is currently being

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

**National Register of Historic Places
Inventory—Nomination Form**

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West Second Street Historic District, Ashland, Ashland County, Wisconsin
Continuation sheet

Item number 8

Page 14

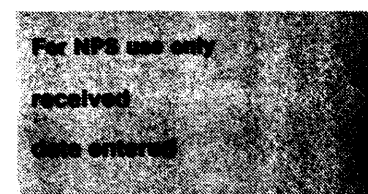
restored and rehabilitated and will continue to be used as the public library as well as the location of the Ashland City Museum. The city of Ashland's continuing preservation efforts are apparent in the enthusiastic support of the commercial district nomination, sentiments which are echoed by the Chamber of Commerce, the Ashland Historical Society, and numerous commercial property owners within the district boundaries.

Archeology

Because the intensive survey upon which this nomination was based did not evaluate archeological resources, no archeological investigation of the district has been undertaken in the course of this nomination. It should be noted that the district has been the site of dense commercial development since the mid-nineteenth century, making it unlikely that significant archeological resources remain.

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

**National Register of Historic Places
Inventory—Nomination Form**



WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 9

Page 1

Major Bibliographic References:

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January 24, 1973; December 18, 1973; December 2, 1867; November 6, 1963;
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United States Department of the Interior
National Park Service

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**National Register of Historic Places
Inventory—Nomination Form**

received

date entered

WEST SECOND STREET HISTORIC DISTRICT, Ashland, Ashland Co., WI
Continuation sheet

Item number 10

Page 1

Boundary Description

The West Second Street Historic District is composed of the 100 block of West Second Street (100-121 West Second Street); the 200 block of West Second Street (200-222 West Second Street); 206 and 208 Third Avenue West; the 300 block of West Second Street (300-321 West Second Street); the 400 block of West Second Street (400-421); 115-119 Vaughn Avenue; the 500 block of West Second Street (500-522 West Second Street); and 601 West Second Street. The rectangular district can be described accurately as follows: Beginning at the northwest corner of the rear (northern) property line of 601 West Second Street, proceed in a northeasterly direction parallel to West Second Street along said property line across Sixth Avenue West and along the subsequent rear property lines of the 500 block of West Second Street up to and including the contiguous side (northern) property line of 115-119 Vaughn Avenue. Proceed in exactly the same northeasterly direction across Vaughn Avenue and along the rear (northern) property line of the 400 block of West Second Street, across Fourth Avenue West, and along the rear property line of the 300 block of West Second Street until the midpoint of Third Avenue West; then turn 90° northwesterly and proceed until even with the rear property line of 201 West Second Street. From this point turn 90° northeasterly and proceed along rear property line of 201 West Second Street until the midpoint of Second Avenue West. From this point turn 90° southeasterly and proceed until even with the rear (northern) property line of 121 West Second Street. From this point, turn 90° northeasterly and proceed along rear property lines of the 100 block of West Second Street until the midpoint of Ellis Avenue. At this point turn 90° southeasterly and proceed in a straight line along Ellis Avenue across the intersection of Second Street and Ellis Avenue, to a point even with the rear (southern) property line on 100 West Second Street. Turn 90° southwestern and proceed along rear (southern) property lines of the 100 and 200 blocks of West Second Street up to and including the contiguous side (southern) property line of 208 Third Avenue West. Proceed in a straight line, parallel to West Second Street and opposite (northern) district boundary along the rear (southern) property lines of the 300, 400 and 500 blocks of West Second Street (300-522 West Second Street) until the midpoint of Sixth Avenue West. From here turn 90° northwesterly and proceed until the midpoint of the intersection of Sixth Avenue West and West Second Street. From this point turn 90° southwesterly and proceed along West Second Street until even with the side (western) property line of 601 West Second Street. At this point turn 90° northwesterly and proceed along said property line until the point of origin.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
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West Second Street Historic District, Ashland, Ashland County, Wisconsin

Continuation sheet

Item number 10

Page 2

Justification of Boundary

Although both East and West Second Street have been associated most closely with Ashland's commercial development, West Second Street has been historically the more important area. This development is signified by the West Second Street District which is visually distinguishable from its architectural surroundings by the density of historic buildings, the large scale of the pivotal buildings anchoring the district, concentration of stylistically unrivaled late Victorian and early twentieth century buildings, and above all, by the integrity of the historic fabric. To the east and west of the proposed boundary lie only a scattering of smaller less impressive and substantially altered buildings, many modern structures and vacant spaces. In regard to physical boundaries, the district's definition is strengthened by the gridded street pattern and particularly by the scale and significance of Ellis Avenue which separates east and west streets in Ashland.