

1 City, Village or Town: Superior		County: Douglas	Surveyor: P. Lusignan	Date: 2/1/85	Tower Avenue 1221-1227
Street Address: 1221-1227 Tower Avenue		(NW corner of Tower & N 13th St.)	USGS Quad and UTM Reference: Superior WI-MINN 15 / 568465 / 5174600	Acreage: less than one	
Current Name & Use: Badger Building / a.k.a. Telegram Building		Current Owner: W.G. Nystrom			
Film Roll No. DG - 8 DG - 9	Affix Contact Prints		Current Owner's Address: 1225 Tower Avenue Superior, Wisconsin 54880		
Negative No. 4 34,35			Legal Description: West Superior, Fourth Division; Lots 11, 12, 13 and 14, Block 131.		
Facade Orient. East					

2 Original Name & Use: Maryland Block	Source C,B	Previous Owners	Dates	Uses	Source	49N 14W
Dates of Construction /Alteration 1892	Source B,C					
Architect and/or Builder: unknown	Source					

3 Architectural Significance <input type="radio"/> Represents work of a master <input type="radio"/> Possesses high artistic values <input checked="" type="radio"/> Represents a type, period, or method of construction <input type="radio"/> Engineering <input type="radio"/> None	4 Historical Significance <input type="radio"/> Assoc. with lives of significant persons <input type="radio"/> Assoc. with significant historical events <input checked="" type="radio"/> Assoc. with development of a locality <input type="radio"/> Other: _____ <input type="radio"/> None Period of significance: _____	15 Superior Intensive Survey
Architectural Description and Significance: A three story commercial block, the Maryland building is of brick construction with wood framing and iron rafters and beams. Designed in a transitional style, blending Romanesque detailing with the emerging regularity of the Commercial style, the building contains approximately 36,800 square feet of space. Featuring frontages of 100 feet along Tower Avenue and 140 feet on North 13th Street, the massive structure sits on a major corner site (continued) Interior visited? <input checked="" type="radio"/> Yes <input type="radio"/> No	Historical Background and Significance: The three story commercial/office structure was erected through the investment and promotion of the Land and River Improvement Co. in 1892. Under the management of Rowland J. Wemyss, construction contracts for the \$100,000 building were awarded to the F. A. Fisher Co. of Minneapolis (excavation and foundation) and Noonan and Schmidt Brothers of Superior (general contractors). D (continued)	

5 Sources of Information (Reference to Above) A Name Block	6 Representation in Previous Surveys <input type="radio"/> HABS <input type="radio"/> LDMK <input checked="" type="radio"/> WIHP <input type="radio"/> NRHP <input type="radio"/> other: _____	Map Code C
B Assessor's Records	7 Condition <input type="radio"/> excellent <input checked="" type="radio"/> good <input type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins	
C Superior Daily Leader, June 28, 1892.	8 District: _____ <input type="radio"/> pivotal <input type="radio"/> contributing <input type="radio"/> non-contributing	
D Superior Daily Leader, June 21, 1892.	9 Opinion of National Register Eligibility date: _____ initials: _____ <input checked="" type="radio"/> eligible <input type="radio"/> not eligible <input type="radio"/> unknown <input type="radio"/> national <input type="radio"/> state <input checked="" type="radio"/> local	
E F		

Architectural Description

(continued)

within the heart of the commercial district.

The upper stories of the building remain intact except for window alterations which have unsympathetically blocked up window areas and inserted smaller-scale, inoperable sash. The upper floor fenestration pattern consists of seven bays divided by two-story brick pilasters. (All brick used in the original portions of the building is of light color; the foundation is of heavy cut stone.) The engaged pilasters rest on stone bases and contain intricately carved Romanesque capitals. The pilasters support a continuous stone belt course at the third story level which in turn serves as the lintel for the paired upper story windows. The window openings of the second floor also incorporate rectangular stone lintels and sills.

Each pair of regularly spaced windows is divided by a minor brick pillar, which also contains stone detailing. The building roofline incorporates a finely detailed metal cornice. Fully intact, the decorative cornice features minor brackets and dentils. The rusticated pillars which originally framed the storefront areas, each capped with a unique capital, are still visible to the side and at the corners. The remainder of the ground floor area has been drastically altered with the addition of a commercial mansard roof overhang and the remodelling of the storefronts in red brick. An original side entry is visible on the N 13th Street facade, capped by two oversized, keystone windows.

The rear of the building features an undetailed surface of common brick. Originally constructed with a 40' x 43' "notch" left open at the northwest corner, the building now features an ungainly, 2-story addition of concrete block construction. The ground floor area underneath this c. 1938 projection remains open.

The interior spaces have been fully remodelled, first by the Evening Telegram Co. when the building became their offices in the 1920s and again more recently with the creation of an interior mini-mall on the ground floor.

Historical Background

(continued)

Following the accustomed policy of the Land & River Co., the building was named for a state in the union and quickly became a major focus in the developmental efforts going on along upper Tower Avenue. The building's first tenant would be the Billings Hardware Co., "suppliers of railroad, mill, mining and lumberman's equipment". Sitting on the board of directors for the quickly expanding firm, were local businessmen and investors R. Wemyss, D.L. Billings, Wm. Cockey and L.J. Moss. ^C The prosperous concern occupied the full three stories of the building along with the full basement and remained a major regional supplier to the upper midwest through the late 1890s. The firm later also operated a warehousing facility on the Tower Bay slip on the harborfront.

Through the early 1900s, the building served the needs of various small commercial concerns, including the May Furniture Co., and the upper floors became office and storage space. In 1922 the entire building was purchased by the expanding Superior Evening Telegram newspaper. Renamed the Telegram Building (including a new panel stone) the site served as the home of the community's most prominent and powerful daily newspaper for the next 50 years.^A In 1972 the firm built a new production facility on Ogden Avenue and

Historical Background (continued)

the commercial block on Tower Avenue was sold to private developers. The new owners subsequently remodeled the property into private office space and an interior mini-mall under the name of the Badger Building.

Significance

A solidly handsome commercial block, the Maryland building is a significant example of the developmental activity which typified Superior's late 19th century Boom Period. The Land and River Improvement Co., developers of the site, played a pivotal role in the establishment of the business and trade center along upper Tower Avenue, and the Maryland Block in its commanding scale and rich styling represents the climax of that companies efforts. The building is considered architecturally significant on a local level as an impressive example of commercial design in the community. A progressive blend of ornate Romanesque detailing and Chicago School/Commercial design, the building is an important representative of late 19th century design in the area, despite the loss of integrity at the ground floor.

Address 1221 - 27 TOWER AVE

District

Owner BADGER BLDG INC (W.G. Nystrom)

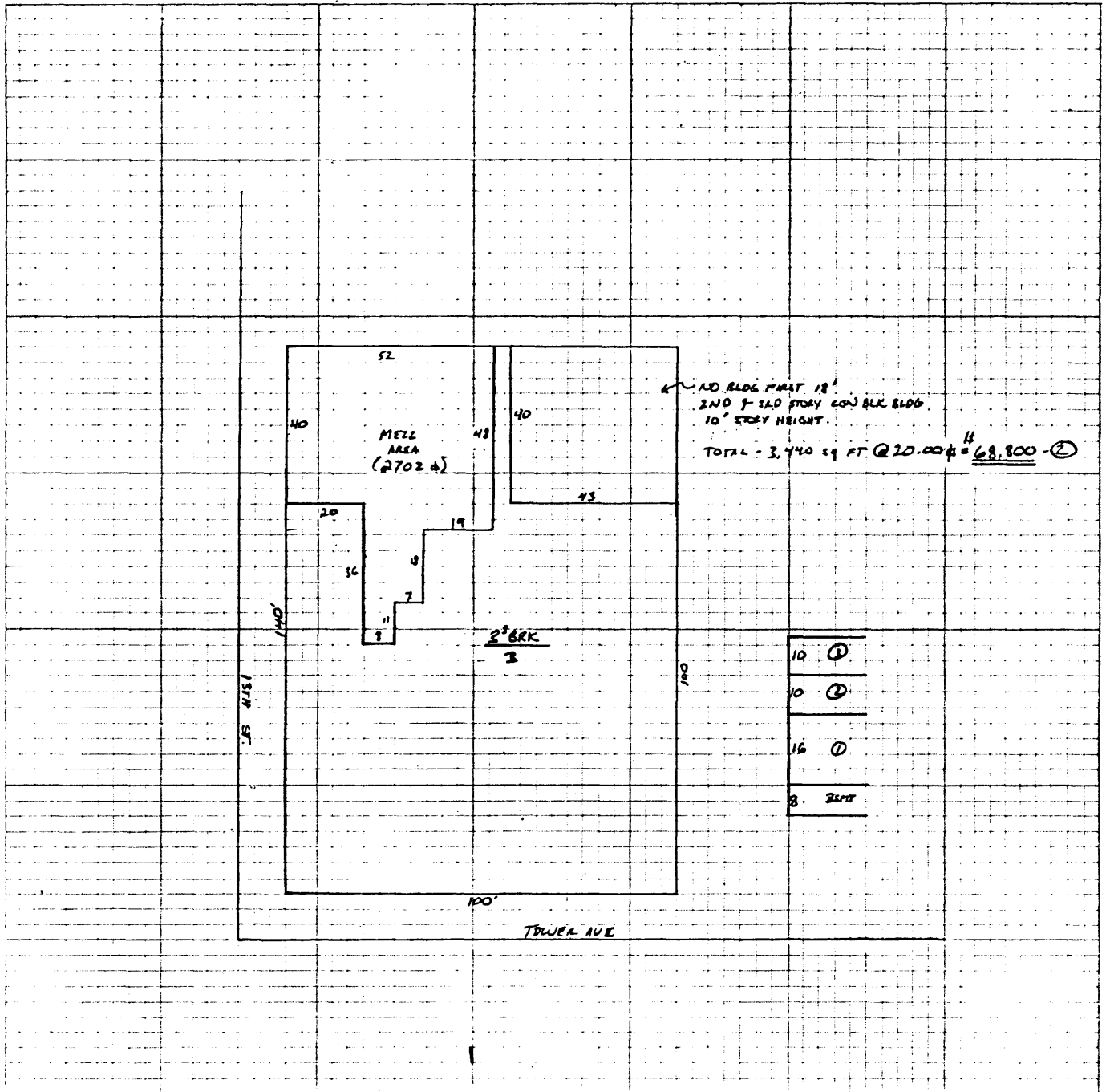
Key No.

Date of Appraisal 9/80

Made By RG

Year of Const. 1892, 1938

Indicate on Building Sketch: No. Stories - Story Height - Wall Mat'l & Thickness - Type & Size Windows Scale: 1" = 40. Ft.



Computations & Other Pertinent Data MINI MALL STORES

MEZZ OFFICES

1) FRONT PAGE BAR & LOUNGE

1) HOUNIK - LAB

2) TRANSAMERICA FINANCIAL SERVICE

2) CEP

3) THE SILHOUETTE SALON

3) MSI INSURANCE

4) THE KANDER HOUSE

2ND & 3RD FLOOR ALL OFFICE SPACE

5) THE KINOC HOUSE

