

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Name of Property

County and State

Name of multiple listing (if applicable)

Section number \_\_\_\_\_ Page 1

Supplementary Listing Record

NRIS Reference Number: SG100002399

Date Listed: 5/10/2018

Property Name: Ames Main Street Historic District

County: Story

State: IA

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

  
Signature of the Keeper

5/10/2018  
Date of Action

Amended Items in Nomination:

**Resource Count/Description:**

The nomination is revised to note that the Sheldon-Munn Hotel (301-311 Main Street) is not individually listed in the National Register, as erroneously stated on page 7.5. The only individual NR properties in the district are the Masonic Temple (413-419 Douglas) and the Ames Municipal Building (420 Kellog), as correctly noted in the inventory.

The IOWA SHPO was notified of this amendment.

**DISTRIBUTION:**

- National Register property file
- Nominating Authority (without nomination attachment)

SG-2399



United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

### 1. Name of Property

Historic name: Ames Main Street Historic District

Other names/site number: \_\_\_\_\_

Name of related multiple property listing: N/A

### 2. Location

Street & number: Roughly the 100-400 Blocks of Main and 5<sup>th</sup> Streets and cross streets of Burnett, Kellogg, Douglas and Duff streets


City or town: Ames State: IA County: Story

Not For Publication:  Vicinity:

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this (x nomination \_\_\_ request) for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property (x meets \_\_\_ does not meet) the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: \_\_\_ national \_\_\_ statewide x local  
Applicable National Register Criteria: x A \_\_\_ B x C \_\_\_ D

	<u>22 MAR 2018</u>
Signature of certifying official/Title:	Date
<u>IOWA SHPO</u>	
State or Federal agency/bureau or Tribal Government	

In my opinion, the property ___ meets ___ does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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**4. National Park Service Certification**

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

  
Signature of the Keeper

5/10/2012  
Date of Action

**5. Classification**

**Ownership of Property**

- Private:
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

- Building(s)
- District
- Site
- Structure
- Object

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**Number of Resources within Property**

<u>66</u>	<u>15</u>	buildings
<u>        </u>	<u>        </u>	sites
<u>        </u>	<u>        </u>	structures
<u>        </u>	<u>        </u>	objects
<u>66</u>	<u>15</u>	Total

Number of contributing resources previously listed in the National Register  
2

**1. Function or Use**

**Historic Functions**

- Commerce/Trade
- Social/Meeting Hall
- Recreation and Culture/Music Facility
- Domestic/Hotel
- Government/City Hall
- Government/Fire Station
- Industry/Processing
- Recreation and Culture/Movie Theater
- Transport/Road Related
- Secondary Structure/Storage Shed
- Transportation/Rail-Related

**Current Functions**

- Commerce/Trade
- Domestic
- Domestic/Apartment Building
- Recreation and Culture/Music Facility
- Domestic/Residence
- Civic
- Art Gallery
- Exhibition Hall
- Social/Civic
- Industry/Processing
- Landscape/Parking Lot
- Landscape/Plaza
- Landscape/Street Furniture

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## 2. Description

### Architectural Classification

Late 19<sup>th</sup> and 20<sup>th</sup> Century movements: Commercial Style

Late 19<sup>th</sup> and 20<sup>th</sup> Century Revivals: Classical Revival

Late Victorian: Italianate

Late 19<sup>th</sup> and 20<sup>th</sup> Century American Movements: Classical Revival

Late 19<sup>th</sup> and 20<sup>th</sup> Century American Movements: Prairie School

Modern Movement: International Style

Modern Movement: New Formalism

Modern Movement: Art Deco

### Materials:

Principal exterior materials of the property:

Foundation:

Brick

Concrete

Wood

Stone

Brick

Walls:

Brick

Concrete

Wood

Stone

Roof:

Metal

Wood

Asphalt

Concrete

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### **Important Note on the Following Narrative and Research Methodology**

The majority of this nomination utilizes sections directly extracted from *Historical and Architectural Resources of Ames, Iowa: Reconnaissance Survey including an Intensive Survey of the Central Business District* by William C. Page. Page was hired by the City of Ames in 1992 to create this survey as an initial step toward determining the eligibility of various buildings and districts within Ames for the National Register of Historic Places (NRHP). Much of this narrative has been used to prepare this nomination. Further, this nomination largely relied upon the work and knowledge of Gloria J Betcher, Historia Consulting. Supplemental information was taken from the Ames Public Library's "Farwell T. Brown" photo archive, print sources obtained from Iowa State University's Parks Library, Ames building Site Inventory Forms, and other specified online map and image sources. An itemized bibliography appears in Section 9.

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### **Description Summary**

Ames is located in Central Iowa and is the largest city in Story County. Ames lies about 30 miles north of Des Moines and is home to the largest university (by student enrollment) in the state: Iowa State University. According to the 2015 U.S. Census estimate, Ames has a population of 62,815 making it approximately the 7<sup>th</sup> largest city in the state by population.

Since 1858, the character of Ames has been shaped by the presence of Iowa State College (now Iowa State University). The University is situated nearly 1.5 miles west of the Ames Main Street Historic District, which developed as a railroad depot town in the late 19<sup>th</sup> and early 20<sup>th</sup> century. Because of this, Ames has uniquely developed two distinct commercial areas: south of the University (Campustown) and the area surrounding the original location of the depot (the subject of this nomination).

Ames Main Street Historic District is characterized by an east-west Main Street (originally named Onondaga Street) which is bisected by the north-south-running Kellogg Avenue. There are two other intersections completely inside the district: Main Street-Douglas and Main Street-Burnett both of which are 3-way intersections. The majority of buildings within the district feature a variety of brickwork. Within blocks, façades and storefronts along Main Street are connected – only breaking continuity in two areas for vacant lots (which are now public park plazas). Most buildings in the district are two stories; one-story buildings are also common. A handful of three-story buildings exist in the district and one four-story building which stands out in Downtown Ames' skyline: the National-Register-listed Sheldon-Munn Hotel.

### **Narrative Description**

From the beginning, commerce and livelihood in downtown Ames relied on both the activity of the railroad and the University. Commercial development in the downtown began in the late 19<sup>th</sup> century around the depot activity north of the tracks.

Although many communities in Iowa have developed local networks to promote business, Ames had the benefit of a sizeable academic community which actively participated in the commercial

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life of the city. This fact sets Ames apart from Iowa communities with no institutions of higher education.

The Ames downtown is unusual among Iowa downtowns because of the radical rehabilitation commercial buildings underwent between the late 1910s and 1960s. During this period, local transportation, commercial, and academic trends drove façade updates, which occurred in groups of several buildings at a time over many decades in downtown Ames. This series of “facelifts,” which historian William C. Page termed “Facelifts on Main”<sup>1</sup> due to the efforts over a nearly 40 year period of various building owners to update their buildings’ façades to reflect a more modern appearance, transformed the downtown from a commercial district dominated by late-19th- and early-20th-century design to a district characterized by simplified, efficient facades. Although downtown Ames is not unique in its efforts to update itself and remain a relevant retail area as shopping expectations dramatically changed over the 20th century, the transformation of Ames storefronts was nearly universal and helped the central business district retain a unified feeling of design.

The railroad created the location of Ames. Because the city's plat was laid out adjacent to the railroad tracks (now operated by the *Union Pacific Railroad*) by railroad-related interests, this transportation network has continued to play a major role in the development of the community. Likewise, the track established by the *Ames & College Railway*, which connected the Iowa State campus to downtown from 1891 to 1929, was instrumental in building the community of Ames.

Throughout its history, the growth of Ames has correlated to the rising enrollment at Iowa State University. In the 21<sup>st</sup> century, downtown Ames has witnessed a revival with increase in business and local activity centered around the Main Street cultural district. In many ways, the local affinity towards the downtown area can be attributed to the historic framework and pedestrian-friendly nature of the district.

The Ames Main Street Historic District includes 83 buildings. Of these buildings, 66 are contributing, 15 are non-contributing, and 2 buildings are individually listed on the National Register. Within the past 20 years, Ames has added urban elements to encourage pedestrian activity in the downtown area. Lighting, bike racks, and traffic-calming improvements have been implemented within the district.

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<sup>1</sup> Page, William C. “Historical and Architectural Resources of Ames, Iowa: Reconnaissance Survey including an Intensive Survey of the Central Business District” (1992).

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Figure S1. 2017 Photo looking northwest on Main Street showing buildings on the North 100 and 200 block.



Figure S2. 2017 Photo looking northeast on Main Street showing the north side of Main Street 200 block (100 block



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in the distance)



Figure S3. 2017 Photo taken standing on Main Street looking east. Taken at the intersection of Burnett Avenue and Main Street.



Figure S4. 2017 Photo looking south taken at the intersection of Main and Burnett. Photo shows Tom Evans Park

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Plaza.



Figure S5. 2017 Photo taken near the intersection of Main and Douglas. This photo shows 21st century pedestrian-friendly features, including sidewalk improvements (curb bump outs), benches, beautifying landscape work, and public art. Also evident in this photo are the extensive brickwork and foliage features which have made Main St. more walkable and person-oriented in recent years.

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Figure S6. 2017 Photo looking at Cynthia Duff Plaza lot between 206 and 210 Main street. Cynthia Duff Plaza and Tom Evans Park Plaza are the two vacant lots in the Main Street Historic District which have been transformed into public areas. This photo also showcases one of Downtown Ames' Historical Plaques: one of 15 plaques Downtown Ames which outline the history of important figures or buildings in Ames' history.

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Figure S7. 2018 Photo looking northwest across Kellogg from the rear of south main street buildings. This view shows how removal of the railroad tracks allowed for a vital public parking lot which sparked an increase of commercial activity and modest rear “facelift” remodels on this side.

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Figure S8. 2018 Photo looking at the rear of building lining south Main St. This photo looks northeast and, again, showcases where the original rail lines were – now a heavily trafficked public parking lot.

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Figure S9. 2018 Photograph looking northeast on the rear of south Main St. buildings. This picture captures the adaptations which businesses have made to accommodate the rear traffic to their businesses (including entranceways and signage). Essentially, the 1960s change to move the rail tracks opened a second storefront for the businesses along the south of Main St.

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Figure S10. Key to streetscape photos.

## STATEMENT OF INTEGRITY

Overall, the Ames Main Street Historic District retains a high level of integrity based on the seven aspects of historic integrity: location, design, setting, materials, workmanship, feeling, and association.

As it relates to **location**, the Ames Main Street Historic District retains a high level of integrity. No contributing buildings have been moved or relocated since their erection. Because of this, the historic Victorian core of Ames remains as it would have stood in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. Later into the 20<sup>th</sup> century, Ames expanded west due to expanding population prompted by rising admissions at Iowa State College. These 20<sup>th</sup> century buildings also retain their original locations.

The Ames Main Street Historic District holds a high level of integrity as it relates to **design**. As Ames' primary commercial district, Main Street developed a distinct commercial design in the 20<sup>th</sup> century that reflected business trends and transportation developments. These trends and developments emerged as the city's population grew, spurred by increased enrollment at Iowa State College. This established rail conduit between town and campus, along with the opening of the Sheldon-Munn Hotel in 1916 and the subsequent stream of hotel guests and conference-goers, ensured Ames business owners that their downtown location would continue to attract custom. The local rail line that brought the customers, however, also brought the need to repair

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cracked and grimy building façades after the *Fort Dodge, Des Moines & Southern* moved its Interurban Service track to Main Street. This necessity for repair presented an opportunity for building owners to upgrade the design of storefronts. While the brick buildings of the late 1800s still stood, few Victorian-era façades were left as businesses strove to stabilize façades and stay relevant in the 20<sup>th</sup> century. At the time of the second wave of storefront repairs and updates in the 1930s, after the Interurban track had been removed in 1929, for which historian William C. Page coined the term "Facelifts on Main" to characterize all the façade work being done, which was putting a new face on familiar buildings downtown. Such a transformation is seldom seen elsewhere in Iowa, where Victorian façades still line many communities' downtown streets. Ames is one of a few cities in the state where such a decisive commercial style emerged. Many of these buildings on Main Street pay homage to Ames' Victorian origins by retaining elements of late 19<sup>th</sup>- and early 20<sup>th</sup>-century designs in façade structure. Yet, the many renovated façades also reflect the aesthetic taste of a later, more modern, era. In this case, the changes made to Ames buildings enabled the continuing vibrancy of the historic commercial function of the downtown while allowing "facelifted" buildings on Main Street to acquire significance in their own right. These changes enhance the integrity of design, rather than subtract from it, because they were an authentic reaction to local economic, demographic, and transportation trends through the 20th century.

Ames Main Street Historic District has a high level of integrity in relation to **setting**. Ames also holds high setting integrity in regard to its placement and relationship to transportation infrastructure in the area; downtown Ames continues to exist just north of the railroad which is still highly active with freight as it was in in Ames' youth. Furthermore, crucial surrounding streets such as Duff Avenue, Lincoln Way, and Grand Avenue (including the Grand Avenue Underpass) continue to serve Ames Downtown as ways into the Main Street District. Moreover, the Ames Old Town Historic District, which is already listed on the National Register, is located just north of Main Street: between 7<sup>th</sup> and 9<sup>th</sup> streets; Duff and Clark Avenues.

A high level of **material** integrity also exists in the Ames Main Street Historic District. However, some recent façade renovations, while often sympathetic to original design materials, have altered parts of Main Street Historic District buildings. Most notably, window replacements have become common in the 21<sup>st</sup> century. However, the majority of buildings in the district retain high integrity with original materials. Most contributing buildings contain original brickwork from their respective dates of significance. Many buildings feature appropriate wood bulkheads or window frames that retain high levels of integrity. Moreover, original windows appear on numerous buildings in the district.

The Ames Main Street Historic District retains a high level of **workmanship** integrity. Much of the brickwork and design detail on Main Street buildings may be attributed to the skilled workmanship of local contractor-builders Ben and John Cole and James Thompson and Sons, who executed the designs of prominent Ames architects, like Clinton Cowgill, Allen Kimball, Robert Bailie, and Barney Slater.

The Ames Main Street Historic District retains integrity in **feeling** via an atmosphere that is reminiscent of an earlier era. The Ames Main Street Historic District continues to be a hub of local business and employment in the city as it was in the beginning. The downtown, which



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features buildings and a visual rhythm that is still very 19<sup>th</sup>- century in scale, still plays an important role as the main central business district in a growing city. In conjunction to its retained proximity to a very active railway, the feeling of historic integrity is experienced through the active sights and sounds of continued commercial activity in a “railroad town” historic area.

As for overall levels of integrity through combination, Ames retains very high levels of **association** integrity. Perhaps the most striking aspects of the Ames Main Street Historic District are threefold: 1.) the 1920s - 1960s trend in updating the façades of historic buildings to reflect then-contemporary commercial designs; 2.) the correlation between the changes and formation of Main Street buildings and trends in transportation as a response to population growth in the city caused by Iowa State College; 3.) the continuation of commerce in downtown Ames.

The history of the Ames Main Street Historic District is one of association. It is one which used location and setting to its advantage in order to craft a commercial district utilizing local architects, builders and styles to create the heart of the city which remains to this day.

## **FUTURE PLANS**

The future of the Ames Main Street Historic District is focused on creating and maintaining a place where people want to live, work and play, ensuring the integrity of the district for generations to come. This includes promoting historic preservation and development of buildings and infrastructure through adaptive-use projects, upper story rehabilitation, façade improvement, residential development, and sensitive infill construction. As a nationally-accredited Main Street community Ames has the resources to accomplish these goals. This includes a city-funded façade grant that makes \$50,000 available every year for the district property owners to make improvements to the façades of their buildings. Those improvements must meet standards of historic preservation regulation set by city code. As residents of a Main Street community, Ames’ property owners are also eligible to apply for a \$75,000 state Challenge Grant to make improvements to their buildings. In the past five years, four Ames Main Street Historic District property owners have received this grant to preserve their buildings.

Several owners of properties within the Ames Main Street Historic District have expressed interest in the Federal and State historic tax credits as a means of helping offset the costs of rehabilitation work that complies with Secretary of the Interior’s Standards for Rehabilitation. The local Main Street manager, City of Ames Historic Preservation Commission, and partners at Iowa State University will work with owners to avail themselves of these financial incentives and further strengthen the downtown both in terms of its retail capacity and as a location for additional residential units. The latter, in particular, will help Ames become a more walkable and sustainable small city.

As a Main Street Iowa and Main Street America community, the district will continue to showcase the vitality of arts and cultural venues, unique businesses, and the heritage of downtown Ames, which will add to the quality of life for residents and visitors while promoting a culturally-diverse and inclusive environment and atmosphere where everyone is welcome. In

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order to maintain the relevance of our historic buildings, Ames will work to retain current and recruit new businesses to create a healthy balance and variety of retail, professional, and service entities.

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**RESOURCE CLASSIFICATION LIST**

Address	Resource Name (Historic Name)	Year Built	Description, History, & Comments	Status
101 Main St.	 <p>Boyd's Dairy Store; Skelly Gas Station</p>	1947	<p>This is a one story, brick commercial building with an irregular footprint. The building originated in 1947 or before as a Skelly service station with a diagonal driveway to access it—hence the unusual footprint and siting of the building. Over the years, this building has been remodeled to house a variety of businesses. The building was remodeled in 1967 for Boyd's Dairy Store (City of Ames Inspection Department, Building Permit 10083, November 9, 1967). In 1984, Eldon Krug Buildings remodeled the east and south elevations of the building, including a canopy, for Boyd's Dairy Store (City of Ames Inspection Department, Building Permit 15826, Zoning Permit 11355, July 31, 1984).</p> <p>Jon Hunziker Construction built an addition for use as the Pizza Pit (Ibid., 08-128, June 3, 1986). In 2008, a contractor named D. Wright built additional office space to the back of the building for Richardson Worldwide LLC for use as State Farm Insurance (Ibid., 08-3784, December 4, 2008). That same year, the east and south sides of the building were refaced and the canopy was removed (Ibid.). Today, the building features a stone clad bulkhead and a cultured brick upper wall facing reflecting its 2008-2009 remodeling.</p>	NC

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<p>107 Main St.</p>	 <p>First Federal Savings Bank</p>	<p>1996</p>	<p>This is a one-story, brick commercial building constructed in 1996 by Martin Construction (City of Ames Inspection Department, Permit 96-00003364) and subsequently remodeled in 2008 for Ogden Bankshares, Inc. (City of Ames Inspection Department, Building Permit 08-00000329, February 22, 2008).                   Ames Community Bank presently occupies the building. Earlier tenants included the Roann Loan Company and First Federal Savings Bank in the 1990s. The building that firm occupied may form a core of the present building. Two drive-through teller lanes, covered with a hip roof, are attached to the west side of this building. The present building should be evaluated as a 2008 design.</p>	<p>NC</p>
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<p>111 Main St.</p>	 <p>Lou Roberson Building</p>	<p>c. 1920</p>	<p>This is a one story, brick commercial building with a one-room-wide facade constructed ca 1921-1926, and remodeled in 1941 (City of Ames Inspection Department, Building Permit 6600, September 23, 1941). The building was originally constructed as a vulcanizing plant and garage. In 1941, the building's front facade was remodeled with brick and glass for the Ames Bowling Alley (Ibid., 2123, August 19, 1941). In the late 1940s, the building was used as an automobile garage (Ibid., 9266, December 20, 1947).</p> <p>The main entryway is slightly offset west of center. The entryway appears to preserve the building's original inset entry. During the 1990s, metal cladding, possibly from the 1970s, covered the entire facade of the building except for the entryway and east window. This has been stripped off to reveal mottled-colored brick in shades of brown. Cast concrete coping caps the facade with parapets situated symmetrically on each end. Parapets are also capped by cast concrete coping. The east wall of the building is hollow tile block.</p> <p>A building appears on this site on the 1926 Sanborn fire insurance map as "113" Main and with the appellation "Vulcanizing," a service for automobile tires and named in honor of the mythological Roman god of fire. Such a service became an important sector of a community's commercial life during the first quarter of the 20th century.</p>	<p>C</p>
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113 Main St.

Commercial Building

c.  
1920

This is a one-story, commercial building with an exceptionally narrow one-room-wide facade probably dating from 1911 to 1920.

Considerable alterations have since occurred, which have altered the front façade. Today, the south elevation conveys the sense of a Victorian commercial building, with a stylized pent roof with wood fish-scale shingles, and cornice with brackets. These alterations occurred in 1989 (Ames Inspections Permit, 89-304, August 21, 1989).

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115-117 Main St. Commercial Block

1957

This is a one-story, brick commercial block with a two-room-wide facade. The original building's east room (115) was constructed in 1919, according to an article in one local newspaper (Ames Daily Tribune, July 7, 1919). The west room probably dated about the same time.


The building was destroyed in a 1957 fire and was rebuilt that same year. Thompson & Son undertook this work (City of Ames Inspection Department, Permit 5289).

The 1957 construction included the installation of Roman brick veneer in the area above the storefront and door cavities and the filling in of these cavities with new materials. Sometime later, the storefront was remodeled with horizontal siding. The east wall of this building remains intact from 1919 and features orange colored brick and a tile coping that caps the wall. In 2012, the existing storefront was removed and replaced with a more historically sympathetic design. At the same time, paint in an exotic motif was removed from the Roman brick at the top of the building.

C

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<p>119 Main St.</p>	<p>Commercial Building</p> 	<p>1891</p>	<p>This is a one-story, brick commercial building with a one-room-wide facade. The building was originally constructed prior to 1907 but was “face-lifted” circa 1955 to create the present facade. As such, the building should be evaluated as a mid-20th century building.</p> <p>The present facade features yellow-colored brick and clean and unadorned surfaces, which projects a direct simplicity relieved by an irregularly angled storefront of windows and door. The bulkhead is currently sheathed in metal cladding. The integrity of this building as a 1950s rehabilitation is high and preservation of the building in its present form is strongly encouraged.</p> <p>The yellow-colored brick was a proprietary product known as “Casto brick.” S. D. and D. I. Cota Plastering of Des Moines undertook this project with its “Casto brick,” which was a post-World War II product. Marketed by Des Moines Concrete, this process involved attaching wire mesh to a building’s exterior walls, applying concrete mix over it, and then embossing the wet mixture with a brick-patterning device.</p> <p>Color of the brick could vary and this color was mixed into the concrete before application (Hal Briley, oral informant). The mid-century “face-lift” on this building occurred at the same time that its neighbor to the west, 121 Main Street, received a similar treatment with Casto brick. By 2012, this brick had begun to separate from the structural elements of the 121 building. It was removed and the facade of that building was renovated in a different design (Iowa Site Inventory Form 85-00994.).</p>	<p>C</p>
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121-123 Main St. Commercial Building, O'Brien Block

1893

This property began as a commercial block in the late 19th century. In 1955, each of this block's two commercial rooms were face-lifted: 123 with red-colored Casto brick, and 121 with yellow-colored Casto brick. Then, in 2012, both of these facades were stripped away and replaced with a new facade. As such, the property should be evaluated as an early 21st century resource. Interestingly, this recent renovation of the property has returned it to its original configuration as a commercial block. 121 Main Street. This is a two-story, brick commercial building with a one-room-wide facade. The building was originally constructed as the O'Brien block by 1893 as a commercial block in conjunction with 123 Main Street. In 1955, the facade of this property was face-lifted with the installation of "Casto brick" veneer.

This proprietary product was installed by S. D. and D. I. Cota Plastering of Des Moines. This renovation was undertaken in conjunction with the renovation of its neighbor to the east, 119 Main Street. The east wall of 121 reveals its original red brick with a faint ghost sign painted on it. Structurally, 121 reads with 123 Main Street, its neighbor to the west. Both these rooms share, for example, a common entrance to their second floors, and in a 1907 photograph and an 1893 *Intelligencer* sketch they are shown as a commercial block comprising a two-room-wide facade. This structural connection was masked because 123 employed red brick, contrasting strongly with the yellow at 121.

The transom above the central entryway probably related to an earlier transom but has probably been lengthened. By the early 21st century, the Casto brick had begun to separate from the structural elements of the 121 property. In a 2012 renovation, the entire south facade of the building was removed and replaced with a new facade design sympathetic in character to the Commercial Style of architecture so prevalent in Ames during the first half of the 20th century. Because of the recent date of this building's facade, it—in conjunction with 123 Main Street—is evaluated as noncontributing to the historic district.

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125-127 Main St.

Commercial Block

c.  
1892

This is a two-story, brick commercial block with a two-room-wide facade. Although built prior to 1907, this block received major facade rehabilitation circa 1941, which refaced the upper floor. The new façade design relates to its neighbor to the west at 129 Main Street, which was also contemporaneously received a façade redesign (See Iowa Site Inventory Form 85-01001.) .

The original 125-127 storefront has been altered several times. The most recent, in 2012 through a City of Ames Downtown Facade Grant Program, installed a new brick bulkhead and storefront windows generally sympathetic with the block's historic character. An inset entrance provides the main access to the building. There is presently a fixed metal canopy over the storefront. The redesigned upper story of this block features a variety of brick-worked patterns. They include single courses of Flemish bond running between seven courses of regularly laid stretchers, soldier row brick above the storefront and the second floor windows, and a modest entablature fabricated of projecting and diagonally laid brick. A tile coping caps the facade. Windows on the second floor feature 8/8 double-hung sash original to the "face-lift."


These windows make a big and very positive impact on the building's appearance, and their preservation is strongly encouraged. Several holes in the masonry at the center of the second floor suggest the location of a non-extant store sign.

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<p>129 Main St.</p>	 <p>Commercial Building</p>	<p>This is a two-story, brick commercial building with a one-room-wide facade. Although built prior to 1896 according to fire insurance maps, this building has received at least one major rehabilitation. The building was remodeled in 1936 (City of Ames Inspection Department, Building Permit 937, January 21, 1936).</p> <p>In 1941 the south elevation of the building was refaced above its front canopy (City of Ames Inspection Department, Building Permit 2008). As such, the building should be evaluated as dating from 1941. It matches the 1941 architectural design of its neighbor to the east at 125-127 Main Street. At one time, 129 also featured a metal canopy (Ibid., 3641, June 7, 1950). This canopy, which is nonextant, was likely similar to the one attached to its neighbor to the east. The storefront at 129 Main features an inset entryway set off-centered to the west, likely a 1941 design.</p> <p>c. 1888 Other alterations have since taken place. The storefront windows have been partially blocked-in with natural wood set in diagonals on the storefront. The entry door to the second floor is at west side of first floor. The upper floor of the building was refaced in 1964 (City of Ames Inspection Department, Building Permit 8352, Zoning Permit 4010, April 13, 1964). The upper floor retains its 1964 appearance.</p> <p>Like its neighboring commercial block to the east at 125-127 Main Street, it features brick-worked patterns, including single courses of Flemish bond running between seven courses of regularly laid stretchers, soldier row brick above the second-floor windows, and a cornice fabricated of outset and diagonally laid brick. A tile coping caps the facade. Windows on the second floor feature 1/1 double-hung sash. Several pairs of holes in the masonry on the second floor suggest the location of a non-extant store sign. Two repointed portions of masonry directly above the storefront suggest the absence of another feature.</p>	<p>C</p>
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Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



131 Main St. Iowa Electric Light & Power Company Building

This is a two-story, brick commercial building situated on a corner lot. A red brick building was first constructed on this site in 1878 according to Ames Historian, Gladys Hultz Mead. The present building was originally built in 1891, according to municipal records (City of Ames Inspection Department). The building features a double facade. The facade facing Main Street is one-room-wide.

This commercial block should be evaluated as a 1953 property because it reads today according to this -- its most recent "face-lift." Major facade renovation occurred in 1937, including "remodl (sic) display windows, remodel front of existing bldg. by moving entrance door out to sidewalk and lowering display windows." The alterations retained the window and door openings of the earlier building, as well as its cut corner and west side bay projection (City of Ames Inspection Department, Building Permit 1248, November 4, 1937).

Alterations occurred in 1953. These included "remodel bldg.—remove stucco & 4" brick—new face brick—new windows" (City of Ames Inspection Department, May 21, 1953). The new face brick was a Casto-type veneer to replace the stucco. Still later, a new canopy with an aluminum roof was installed in 1969 (City of Ames Inspection Department, Building Permit 10692, April 8, 1969).

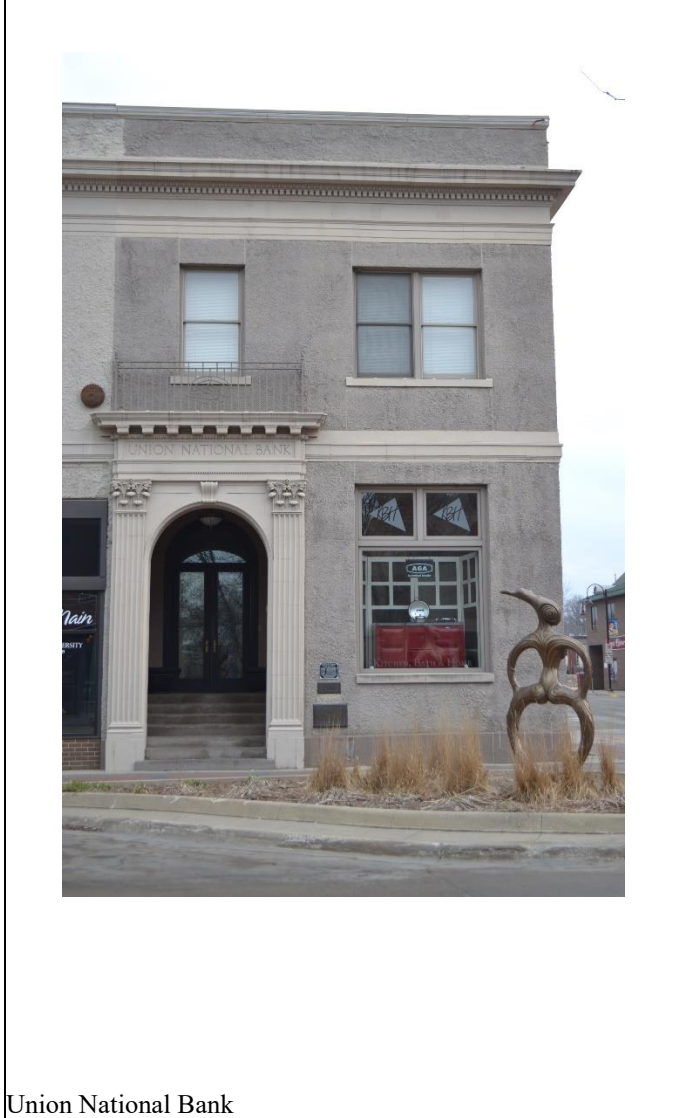
The building features a creamy yellow-colored brick veneer. The first floor contains windows with transparent glass and with opaque glass block, probably original to the rehab. Brick on the first floor is laid in vertical columns of stretchers. Brick above the storefront is laid in American bond. Bands of outset brick run horizontally between the second-floor windows. Windows appear to be original to the rehab. They are 2/2 double-hung sash type, and the window screens on them are of a slightly louvered design popular in the 1950s to reduce the sun's heat.

The building housed Parley Sheldon's Story County Bank. A few years prior to 1920 both facades of the building were face-lifted, probably in 1917 when the bank received a charter as a state bank. The 1920 Sanborn fire insurance map indicates that this building was "Stuccoed over." An article in the Ames Daily Tribune of July 7, 1919, indicates that F. W. Aim and Son, "proprietors of the shoe shop which has been located in the basement at the corner of Douglas and Main, had to move out owing to the fact that the building would be remodeled."

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State

201 Main St.



Union National Bank

c. 1890

This is a two-story commercial building, constructed circa 1890 of brick and now clad with stucco.

Although it is situated on a corner lot, 201 Main does not contain a double facade, as does its neighbor at 131 Main. The facade facing Main Street is one-room-wide. The east side of the building facing Douglas contains ten bays but this elevation of the building reads as a side wall rather than a facade. Though this building today visually relates to its neighbors 203-205-207 Main Street, it was originally built as a separate building and so should be evaluated as a separate resource.

This building received a major facade redesign circa 1917. The alterations repeated the window and door openings and the recessed facade entryway and flight of steps of the earlier building, but almost all other architectural details were changed, including the outside basement entryways on the south and east sides.

Most notable in the alterations was the juxtaposition of terra cotta and stucco. Terra cotta provides architectural detailing in the entryway pilasters, its cornice, and the stringcourse between first and second floors. Stucco provides the exterior cladding of the walls. Although, the façade of the building was renovated in 1964, the remodeling has kept the integrity of the building's original Classical Revival design.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



c.  
1870

C

This is a two-story, brick commercial block now covered with stucco. The property we see today at 203-205 Main Street began as two separate, one-room buildings, one at 203 Main Street and one at 205 Main Street. In 1883, the business at 203 expanded into 205 (see below) and, in 1917, both of these buildings were remodeled according to a unified design by the application of stucco and the installation of a terra cotta cornice. Therefore, 203 and 205 (which more recently divided to 205-207) should be considered as one building. Their neighbor to the east, Union National Bank at 201 Main, was also remodeled according to approximately the same design.

Between 1869 and 1973 a dry goods store operated at 203. Begun as Bigelow, Huntington & Tilden, the business expanded in 1883 to include the room at 205 Main Street. In 1883 George G. Tilden constructed a new store at 213-215 Main at the cost of \$18,000. Instead of taking the entire inventory down the street to the new building, Tilden bought from his partners Bigelow and Huntington all the merchandise at the 203-205 Main Street store in exchange for the new building. Bigelow and Huntington subsequently opened their own dry goods store at the new location. The Tilden store remained in operation at this location until 1971. Until at least 1915, the entrance to the grocery portion of this store was on Douglas behind the Union National Bank.

The Tildens had bought lots where the Old City Hall now stands and had options on other lots. Instead of building a new store on these lots, the firm decided to remodel its old storefronts. Because of the major alterations to the facade of this building, its period of significance dates from circa 1917, the date of these alterations. Stucco became a popular building material in Ames during the first quarter of the 20th century.

Recently, the Iowa State University College of Design moved into this building. The front façade was sympathetically renovated to its early 20th century appearance.

203-205-207 Main St.


Tilden Brothers & Company Block

Ames Main Street Historic District

Story, IA

Name of Property

County and State


<p>209 Main St.</p>	 <p>Commercial Building, Judisch Bros Drug Store</p>	<p>This is a two-story, brick commercial building which constitutes part of the 207-209 block. The building, as it appears now, relates to its neighbor to the west, 211 Main Street, but the history of 209's evolution is complex. Originally it stood as an exceptionally narrow one-room-wide building. Its neighbor to the east, 207 Main Street, was also a two-story building with a one-room-wide facade although this facade was wider than standard in Ames, the extra width of 205 evidently being made up from the lesser width of 209.</p> <p>Both 205 and 209 were built in compatible styles and shared architectural elements such as brick cornices, second floor window designs and hood molds. Sometime around 1937, 209 Main Street underwent major facade alteration, apparently about the same time as its neighbor to the west, 211 Main Street. These alterations were almost total, the only remaining traces of the earlier building at 209 being retention of the two-bay configuration on the second floor.</p> <p>1900-1922 The building as it presently appears features on the second floor multi-colored brick veneer, a band of darker colored brick above the windows, a plaque area above the windows demarked by the same darker colored brick, and a tile coping that caps the facade. The entrance is situated by the east wall. Although the storefront has been greatly altered, the building retains integrity on the second floor. It calls attention to the emphasis on brickwork design popular in Ames during the first half of the 20th century. The present windows are replacements. Their openings have been blocked down (likely to reduce them from tall, Victorian-sized openings) and filled with replacement windows, which feature double-hung 2/2 sash under a panel. The storefront has been greatly changed several times (See 1992 survey for its status in that year.). Today it features a low, brick bulkhead surmounted by a storefront of opaque glass block.</p> <p>Judisch's Drug Store was housed for many years in this building. "Young Judisch," as Lewis Judisch was known, died in 1990. He had practiced law from an office on the second floor of this building for a long time. The first floor already in 1907 housed Judisch Brothers Drug Store.</p>	<p>C</p>
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Ames Main Street Historic District

Story, IA

Name of Property

County and State

<p>211 Main St.</p>	 <p>Commercial Building</p>	<p>c. 1888</p>	<p>This is a two-story, brick commercial building with a one-room-wide facade. Although the building, as it now appears, relates to its neighbor to the east, 209 Main Street, this building originally stood as an independent design. Probably between 1925-1941, 211 Main Street underwent major facade alteration apparently about the same time as its neighbor to the east, 209 Main Street. These alterations were almost total, the only remaining traces of the earlier building at 211 being retention of the four-bay configuration on the second floor.</p> <p>Today, the storefront at 211 features a wooden bulkhead, three storefront windows framed in wood and surmounted by transoms, and an entrance on the east wall.</p> <p>The building features on the second floor multi-colored brick veneer, a band of darker colored brick above the windows, a plaque area above the windows demarked by the same darker colored brick, and a tile coping that caps the facade. On the second floor, four-bays are blocked-up above the sill and blocked-down under the lintel. This may relate to the size of the bay opening from the earlier building and an attempt to harmonize these four bays with the two bays at 209 Main Street.</p> <p>In 1896 a business known as "The Fair" operated from this room, according to the Sanborn fire insurance map for that year. The Fair Store operated at a later time in expanded quarters at a different location on Main Street in Ames. For many years, this building housed the Adams Grocery. A grocery business was already in this building in 1911. The brothers Jay and James Adams ran the business.</p>	<p>C</p>
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Ames Main Street Historic District

Story, IA

Name of Property

County and State


<p>213 Main St.</p>	 <p>Tilden Block</p>	<p>1883</p>	<p>This is a 2-story, brick commercial building constructed in the late 19th century as a commercial block in conjunction with 215 Main Street but later subdivided into two commercial rooms when it received a major face-lift when the façade brickwork was replaced in 1931. As a result, the 213 property should now be evaluated as a separate and distinct building dating to 1931.</p> <p>This building was originally constructed in 1883 to house George G. Tilden's general mercantile business. It consisted of two commercial rooms forming the Tilden Block and bearing the address of 215-217 Main Street. But before Tilden moved into the building, an arrangement was transacted between him and his partners Bigelow and Huntington. Tilden exchanged his new block for the merchandise in their building at 203 Main.</p> <p>Windows on the second-floor feature 1/1 sash-type windows with brick lintels and sills. A tile coping caps the building. The brick at 213 is lighter in color than that at 215. The storefront was infilled with brick in 1969, with a slightly orange-colored brick. The storefront includes a rather small, multi-paned window with an inset entrance on the east wall. A metal canopy, dating to 1956, was fixed to the front façade above the storefront but has now been removed.</p>	<p>C</p>
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Ames Main Street Historic District

Story, IA

Name of Property

County and State

<p>215 Main St.</p>	<p>Tilden Block</p> 	<p>c. 1883</p> <p>This is a 2-story, brick commercial building constructed in the late 19th century as a commercial block in conjunction with 213 Main Street but later subdivided into two commercial rooms. In 1928, the building's front was replaced, and again in 1931 when it received a major face-lift. As a result, the 215 property should now be evaluated as a separate and distinct building dating to 1931. This building was originally constructed in 1883 to house George G. Tilden's general mercantile business. It consisted of two commercial rooms forming the Tilden Block and bearing the address of 215-217 Main Street. But before Tilden moved into the building, an arrangement was transacted between him and his partners Bigelow and Huntington. Tilden exchanged his new block for the merchandise in their building at 203 Main.</p> <p>This block received a major facade rehabilitation in 1931 with separate face-lift designs for 213, 215 and 217. As a result, each of these properties should be evaluated as separate buildings. Although the facade redesign at 215 repeated the second-floor window cavities and the central entryway to the second floor of the original commercial block, almost every other architectural feature of the 1883 building was replaced, including new brick veneer on the facade.</p> <p>This veneer features polychrome brick of brown, tawny yellow, and tan. Windows on the second-floor feature 1/1 sash-type windows with brick lintels and sills. A tile coping caps the building. The brick at 215 is darker in color than that at 213. A large brickworked plaque is situated above the second story windows. It features brick laid in rectangular patterns and with white-colored brick, as well as the other polychrome colors. The storefront dates to 1956, when improvements were made to the building. The storefront features a large, inset entrance flanked by storefront windows.</p> <p>A metal canopy, added in the 1950s, used to be situated above the storefront and surmounted a large sign that covered up the transom area. The canopy was removed in 2013.</p>	<p>C</p>
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Ames Main Street Historic District

Story, IA

Name of Property

County and State



217-219 Main St.

Commercial Block, Joseph Lowry Building

c.  
1884

This is a two-story brick commercial block, albeit unusually narrow. This block was already in place in 1907 and likely dates to the late 19th century. In 1931, the front facade of this building was face-lifted by Ben Cole & Son, an Ames building contractor, for Mrs. Joe Lowry (City of Ames Inspection Department).

Because of this substantial alteration to the building, it should be evaluated from this time. The original building had featured a five-bay configuration of the second floor. The facade of this building is shown in a 1907 photograph of Ames reproduced by the Octagon Center for the Arts as one of its "Faces of Our Founders" graphics. Although the facade redesign respected the five-bay configuration of the second floor, almost everything else was altered.

The second floor now features a plaque area defined by courses of outset brick and a plaque field made up of a checkerboard design formed from soldier and sailor courses. The plaque is now picked out in white paint. Lintels and sills of the windows are brick and also painted white. Although the 2/2 double-hung windows appear to be replacements, the fenestration treatment respects the cavities of the 1930s face-lift. A tile coping caps the building.

The first floor has been altered since the "face-lift." Remodeling projects occurred in 1948. In 2012, this building was repointed and improvements made to the storefront. Also at this time, a metal canopy was removed above the storefront.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



221 Main St.

Commercial Building

1950

This is a two-story, brick commercial building with a one-room-wide facade. Although constructed prior to 1896, according to Sanborn fire insurance maps, this building received a total face-lift about 1950. As a result, the building should be evaluated from this period.

The alterations included the installation of reddish-orange colored brick on the upper story. The brick is laid in American bond. Two windows are situated on the upper floor. They feature 1;1 double-hung sash. The first floor storefront appears to have been altered again at a later time. The original structural I-beam with its decorative rosettes that supports the second floor remains visible on the facade

C

Ames Main Street Historic District

Story, IA

Name of Property

County and State



c.  
1890

C

This is a one-story, brick commercial building with a one-room-wide facade. Although the core building was constructed in the late 19th century, the facade was altered in 1918, following a fire, and again in the 1940s. As a result, this building should be evaluated with a period of significance from the mid-20th century.

The 1938 project included, on the second floor, a reconfiguration of the windows, which now convey a horizontal feeling in marked contrast to the standard verticality in the Ames central business district. The irregularity of the upper story brick reveals the building's 19th century construction. In the 1940s, the 19th century brick was removed and replaced with new brick in brownish, orange-ish, and beige colors.

A few brick-worked conceits, such as the soldier laid lintels and the protruding headers as sills laid beveled, harken back to earlier details in the vocabulary of Ames commercial architecture. Today, the first-floor storefront features an inset entrance on the east side. Its bulkhead is presently clad with vertical cover-up materials. Earlier materials, dating to the 1940s, might remain beneath them. An aluminum canopy is situated between the storefront and the upper story. The two paired windows on the upper story might date to the 1940s when the building's facade was altered. More recently, shutters were installed on the windows.

223 Main St.

Commercial Building, Puritan Café

Ames Main Street Historic District

Story, IA

Name of Property

County and State

225 - 227 Main St.



International Order of the Odd Fellows Temple

c.  
1902

Originally built around 1902, this building was the home of the Ames Lodge Number 309 of the I.O.O.F. and the Ames Rebekahs Lodge Number 108.

A serious fire on December 10, 1917, destroyed much of this building. The fire took hold late on a bitterly cold winter night. Many business people rushed to their businesses to protect their property should the fire spread. Although water pressure was low, the Ames volunteer fire department was able to prevent the flames from spreading and extinguished the fire (Gladys Mead, Between the Skunk and Squaw Creek, page 166). The building was subsequently rebuilt in 1918.

Its period of significance dates to that year because its facade was totally rebuilt. As a result of this rehabilitation, the building today appears as a three-story, brick building containing five bays and influenced in design by the Commercial Style of architecture. Notable in this regard is the basket weave brickwork decorating the parapet of the building, the three lozenges worked in brick below, and the stringcourses worked in soldier brick, which run the length of the facade and visually serve as lintels for the windows on the second and third floors.

The second and third floor windows appear to retain their original configurations. Fenestration is complex. The central bay features paired 2/2 double-hung sash, the windows on the third floor contain lights (now blocked) above the sash giving them the feeling of Chicago style window design. The building contains a name plaque of cast concrete between the second and third floor in the central bay. Brick pilasters protrude from each side of the building. They also flank the central bay, although here they only run from the first to the second floors. The first-floor storefront has been greatly altered.

Despite the changes, the overall integrity of the building is high. It is one of the few three-story buildings in the central business district of Ames and the only one on Main Street. It is, in addition, unusually wide with a facade of some 80 feet. A standard commercial block in Ames contains 56 feet (231-233 Main Street, for example).

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



229 Main St.

Red Ball Store

c.  
 1901

Built between 1900 and 1911 and likely in 1901, this two-story brick building features a brick-worked entablature. The architrave consists of two stringcourses of protruding brick, surmounted by a planar frieze, surmounted in turn by a nicely worked cornice enriched by a multitude of small dentils. A tile coping caps the parapet.

The first floor of this building has been substantially altered, but the storefront features large windows from the 1957 remodel, which reflect a similar original design. An exterior entrance leading to the second floor is offset on the east side of the first floor. Today, a fixed canvas awning, surmounted by a nonintrusive sign, stand between the storefront and the upper story.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State

231 Main St.



Commercial Building, Joseph L. Budd Building

1891

Originally dating to the late 19th century, this building's façade was redesigned in 1957, when James Thompson & Son remodeled the building for Dick Rogers. (City of Ames Inspection Department)

This work substantially altered its front facade. For that reason, the building should be evaluated as dating from that later period. It should also not bear the name of Judge Stevens (see 233 Main Street), who originally had it built for the same reason. Constructed by Judge J. L. Stevens (this is the most usual spelling of his name) in 1891-1892 with a half interest owned by Professor Joseph L. Budd, this is presently a two-story, brick commercial building with a one-room-wide facade. This building was originally associated with 233 Main Street and formed the east room of a two-room commercial block. Number 233 formed the corner room. During the first quarter of the 20th century, the brick on the south and west sides of this building was stuccoed over.

In 1957, the facade at 231 was altered by application of new brick veneer. Because of these treatments, this commercial block now reads as two separate buildings. Today, this building reflects its 1957 redesign. The storefront features an inset entrance on the east end, a masonry bulkhead, and storefront windows set in metal frames.

The upper facade features three symmetrically placed, 1/1 double-hung sash and is clad in rosy red-colored brick set in running bond. The upper floor is higher than other commercial buildings to its east because it originated as a social hall (or opera house) and required a higher ceiling than typical for commercial buildings.

The second floor of both 231 and 233 was given over to an opera house and was used for this purpose until 1905 when the Ames Armory was built.

C



Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



233 Main St.

Judge John L. Stevens Building

1891

C

The Judge John L. Stevens Building is more generally known, historically, as the Grove Brothers Dry Goods and Grocery Block. Taken together, 231-233 Main have also been known as the Stevens' Block. Constructed and first occupied in 1892, this is presently a two-story, brick commercial building with a one-room-wide facade.

Stucco, applied circa 1917, now covers the brick wall cladding. This building was originally associated with 231 Main Street and formed the west room of a two-room commercial block. J. L. Stevens constructed this building in association with J. L. Budd, professor at Iowa State. Although 233 is situated on a corner lot, it has a single facade, which faces south. During the first quarter of the 20th century, the brick on the south and west sides of this building was stuccoed over.

During the third quarter of the 20th century, the facade at 231 was altered by application of new brick veneer. Because of this, this commercial block now reads as two separate buildings and should be evaluated as such. Stevens had both the commercial rooms built. Budd's ownership in this property was described in the deed (dated December 11, 1891) as including his half interest in the building then under construction.

Although the deed did not stipulate dimensions, it is assumed that Budd's ownership constituted the east room. Later Budd sold his interest back to Stevens, prior to Stevens selling his half interest to Mr. Davis, the hardware dealer. This was the deed that separated the two commercial rooms by linear dimensions instead of by fractional interests.

The second floor of both 231 and 233 was given over to an opera house and was used for this purpose until 1905 when the Ames Armory was built (See 59.296.1-2 in the Brown Photographic Archive at the Ames Public Library.). In 1991 the exterior of this building was remodeled. It was remodeled again in the early 21st century.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



301-311 Main St.

Sheldon-Munn Hotel

This is a four-story brick commercial building located at the corner of Main Street and Kellogg Avenue. The building features a double facade, one facing each of the corner streets. The architectural significance of the Sheldon-Munn Hotel lies in its richly textured and colored brick surface, its simple rectilinear shape, and its restraint of architectural detail, all of which provided a reference point for later contractor-builders in Ames.

The south facade currently comprises nine bays, six in the original hotel building at 301-307 Main and three in an addition, opened in 1927 and constructed at 309-311 Main, just west of the original building. Originally a marquee extended over the two centrally located bays in the 301-307 Main building, giving this facade a strong feeling of symmetry. This marquee has been replaced by a marquee over the third bay from the east. The windows of the second, third, and fourth stories of the building are modern replacement windows with a 1/1 sash. Most of the commercial storefronts on the east and south façades have had their display window openings made smaller or filled in entirely with T-111, but the infill has respected the original window openings, leaving their outlines intact.

1916

The lots at 309-311 Main Street were purchased in 1926 and a fifty-room addition was built on them and it opened to the public in February 1927. Ben Cole, building contractor of Ames was the general contractor for the Sheldon-Munn addition. Although erected ten years after the original hotel building, this addition conforms in all but a few details to the overall design of the earlier building. The brick used varied slightly in color, however, and the new addition also did not replicate the brick-worked quoins that decorate the original section of the hotel at 301-307.

C

The addition expanded the scale of the hotel, giving it an impressive image. The addition calls attention to respect for uniformity and continuity of architectural design and demonstrates how a skilled local builder/contractor, Ben Cole, executed the Proudfoot and Bird design that achieved the effect. Cole's brickwork is also evident in Main Street buildings at 213, 215, 217, 313, 315, and 327. The addition to the hotel was evaluated as a separate contributing resource in the 1992 survey. Today, the two sections should be evaluated as part of a single complex because both the 1916 and 1926-1927 sections of the hotel have been owned as a single building by the same individuals and subjected to the same sort of renovations throughout the twentieth century.

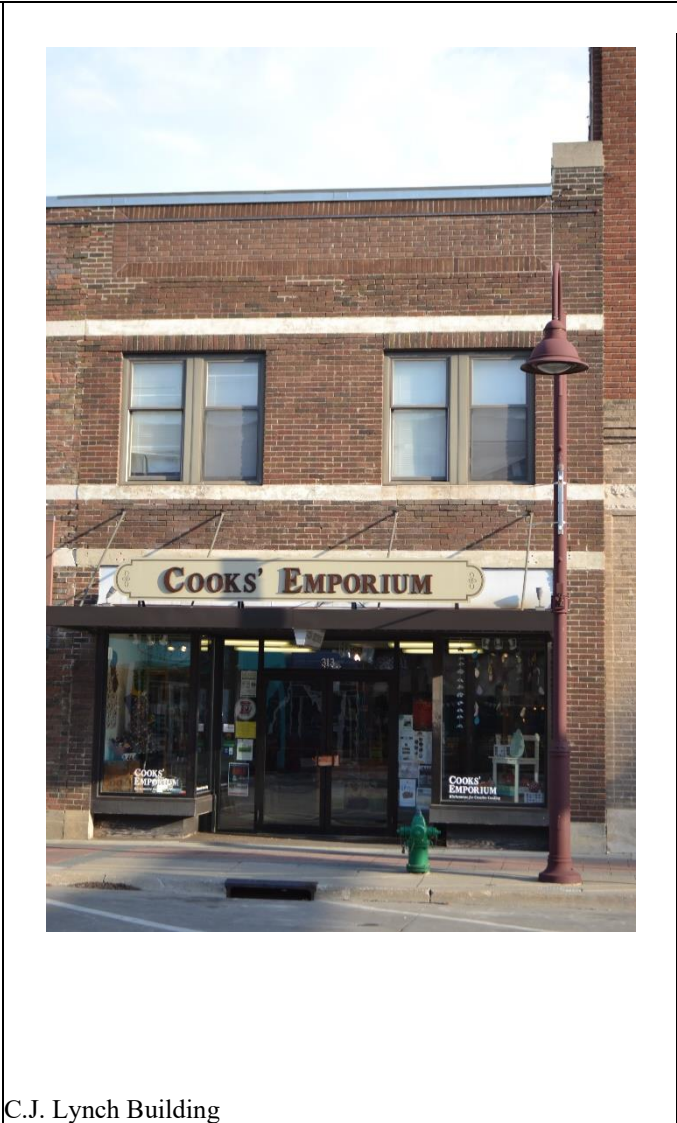
Ames Main Street Historic District

Story, IA

Name of Property

County and State

313 Main St.



C.J. Lynch Building

This is a two-story, brick commercial building with a one-room-wide facade. The front portion of the building was constructed in 1923 and the rear portion constructed in the summer of 1925. C. J. Lynch was owner of this building. This building reads with its neighbors to the west, 317 and 319 Main Street. These buildings are non-identical triplets constructed contemporaneously, albeit not simultaneously. They were all constructed prior to 1926.

The buildings at 313 and 317 are the most similar, while that at 319 has several additional architectural features. In 1937, 315-317 (now 313-315) had cornice removed and brickwork done by Ben Cole – evidence of there once being a parapet (like at 319) shows on 315-317. 317 has a somewhat wider facade than its mates to the east and west, and this is reflected in the fact that 317 has three sets of paired windows on the second floor rather than two sets.

c. 1923 The room at 313 features, on the second floor, 1/1 double-hung windows, which appear to be aluminum and are replacements. A course of cast concrete serves as sill for these windows and also extends the entire width of the facade. Another concrete band is situated above the windows and also stretches the width of the building.

C A plaque area, worked in brick, stands on the top capped by a cast concrete coping. Parapets stand at either side of this coping. Brick on the facade is polychrome. The first floor is altered from its original storefront design. An awning is affixed above the storefront. It was installed in 1961 (City of Ames Inspection Department, Building Permit 7063, January 4, 1961).

The storefront now has aluminum window and door frames. A cast concrete lintel runs above the storefront and separates it from the second floor.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



315-317 Main St. Lynch-Ash Building

This is a two-story, brick commercial building with an extra-long, one-room-wide facade constructed in 1921. This building reads with its neighbors 313 to the east and 319-321 to the west. These buildings are non-identical triplets constructed contemporaneously, albeit not simultaneously. They were all constructed 1920-1926.

The buildings at 313 and 315-317 are the most similar in design, while that at 319-321 has several additional architectural features. Number 315-317 has a somewhat wider facade than its mates to the east and west, and this is reflected in the fact that 315-317 has three sets of paired windows on the second floor rather than two sets. Until 2013, the second floor of 315-317 had the three sets of paired windows with a 6/1 double-hung sash; 313 and 319-321 likely featured similar configurations. Aluminum-clad replacement windows now fill the window openings. A course of cast concrete at 315-317 serves as sill for these windows and also extends the entire width of the facade.

Another concrete band is situated above the windows and also stretches the width of the building. A plaque area, worked in brick, stands on the top capped by a cast concrete coping. Parapets stand at either side of this coping. Brick on the facade is polychrome in shades of orange, yellow, and brown.

The first floor is altered from its original storefront design. It now has aluminum window and door frames. There is a metal canopy fixed on the first floor. The bulkhead area is now covered in gray glass or ceramic type block material. The upper portion of the storefront windows is now blocked down. Original glass material may remain intact behind the cover. This glass may be of the Luxfer type because some of this material remains visible in the transom of the door at the east, which serves the apartments on the second floor.

A cast concrete lintel runs above the storefront and separates it from the second floor. In 1937, Ben Cole & Son removed an existing cornice at the top of the building and bricked it up. (City of Ames Inspection Department, Building Permit, January 4, 1937). The original cornice resembled the one next door at 319-321 Main Street. The remodeled design featured a simple plaque with brick laid in a soldier course. In 1957, James Thompson & Son installed a "new brick front at a cost of \$400.00 (Ibid., Permit 795, August 20, 1957). Recent repointing of this area employed a light-colored mortar.

Ames Main Street Historic District

Story, IA  
 County and State

Name of Property

319-321 Main St.



R.M. Wilcox Building

This is a two-story, brick commercial building with a one-room-wide facade constructed in 1921. This building reads with its neighbors 313 and 315-317 Main Street. These buildings are non-identical triplets constructed contemporaneously albeit not simultaneously. The rooms at 313 and 315-317 are the most similar, while that at 319-321 has several additional architectural features. Number 315-317 has a somewhat wider facade than its mates to the east and west, and this is reflected in the fact that 315-317 has three sets of paired windows on the second floor rather than two sets. The room at 319-321 features, on the second floor, two sets of paired windows. These windows have 1/1 double-hung sash and are replacements. A course of cast concrete serves as sill for these windows and also extends the entire width of the facade.

Another concrete band is situated above the windows and also stretches the width of the building. Instead of a plaque area above this, 319-321 features a hip roof of tile with brackets capped by a cast concrete coping. Parapets stand at either side of this coping. Brick on the facade is polychrome in shades of orange-brown and yellow-brown and the mortar joints are deeply raked. Although the first-floor storefront has been altered, it retains its original cavity and central entrance design.

c. 1921

The building likely had, as at 313 and 315-317 Main, a cast concrete lintel above the storefront, but the remodeling of the storefront has removed this and the storefront's original transom. The brick above this area and below the second-floor window sills appears to have been replaced during this remodeling, because its color is lighter than the rest of the facade. In 1928, building contractor Phil Coy constructed an addition to this building—a one-story pressroom, 16 x 12-foot, of brick and tile (City of Ames Inspection Department, Building Permit 128, October 25, 1928). In 1986, Jon Hunziker Construction remodeled the storefront for Fred Swank for Swank's Jewelry (Ibid., Building Permit 86-013, January 28, 1986).

Although the first-floor storefront has been altered, its design retains the building's original cavity, central entrance and, likely offset entrance to the upper floor at the west. The building almost certainly had, like numbers 313 and 315-317, a cast concrete lintel above the storefront, but this is non-extant. The brick above this area and below the second-floor window sills appears to have been replaced. This is a fine commercial building exhibiting a restrained design made interesting through emphasis on texture. Texture is provided by the variegated brick color, cast concrete material, brickwork details, and the tile roof. The building would be made more interesting if the second-floor windows were returned to their 6/1 configuration, almost certainly their original design.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



323 Main St.

T.L. Rice Building

c.  
1924

This is a two-story, brick commercial building with a two-room-wide facade. Constructed in 1924 as a real estate investment for T. L. Rice, this building features richly developed surface textures. The building reads as a commercial block: a commercial building comprising two or more room-sized units constructed as a unified design. The second floor features four sets of paired windows.

The present windows are replacements. They feature solid panes of paired glass set in metal frames. Canvas awnings are now fixed to the second-floor windows, which were not traditional features in downtown Ames, but they serve to call attention to the building. There are cast concrete sills and a course of cast concrete above the windows. Simple, stylized brackets are situated under this stringcourse at the sides of the windows.

Above this course are three plaque areas, two that are narrow and flank a wider one centrally placed. These plaques are demarked by brickwork, and cast concrete blocks are placed in each corner. Brick stacked bond headers form the interior of these plaques. Brick pilasters flank each side of the building and terminate at the top of the facade in parapets capped with cast concrete.

There is also a cast concrete coping on top of the facade and a parapet placed above this flanked by decorative cast concrete heraldic motifs. The centrally placed parapet, plaques, and the course above the windows visually tie the building together.

During a 1994 remodeling of the building, a name plaque, reading "M. I. Whitham," was inserted in the center plaque. Brick used in this building is multi-colored dark red and dark orange. Mortar joints are deeply raked. Although the storefront windows are somewhat blocked down, this cover material respects the original window cavity of the building. Original glass may remain intact behind this material.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



327 Main St. Max Duitch Building

Designed by Clinton H. Cowgill, this is a two-story, brick commercial building constructed in 1928-1929 by Ben Cole for Max Duitch (City of Ames Inspection Department, Building Permit 121, September 26, 1928).

Located on two lots, the facade is physically no wider than its neighbor to the east, 323-325 Main Street, but appears to be wider because of its design. This design features a three-bay facade, non-conforming to standard bay configurations in Ames, where the norm is two- or four-bays. The feeling of non-conformity in 327 is further accentuated by a strongly vertical feeling introduced by architectural details on the second floor. The second floor contains fairly rich Art Deco elements. These include parapets on either side of the building and two placed so as to define the building as having three bays. These parapets are constructed of brick and terminate in cast concrete caps and base supports. The base supports tie into cast concrete window sills. The windows themselves consist of 3/3 fixed panes.

c. 1928 The areas above the windows feature geometric designs worked in cast concrete, brick, and red glazed tile. The storefront has been altered several times. Today, it features metal windows and door frames. Each side of the storefront is now faced with deep red-colored marble slabs flanking red brick bulkheads. The upper portion of the storefront windows is blocked down, and a fixed metal canopy is placed above them.

This canopy features a pent roof centered by a steeply pitched, open-ended front gable roof. The design of the canopy intends to compliment the geometric patterns at the top of the building, but it becomes, instead, visually distracting because of its overwhelming size.

This building is somewhat taller than most two-story buildings in Ames. The feeling of height is further accented by the strongly vertical treatment of the parapets. The architectural elements on the second floor divide the facade into three bays. This design breaks with the one-room or two-room facade treatments standard in Ames until this time. In breaking these architectural rules, this building follows a national trend in Art Deco architecture.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



329 Main St. Lee Building

Originally constructed in 1919 as a two-story building, this property received a substantial remodeling in 1964. As such, the building should be evaluated within this mid-century context. Today, this is a one-story, brick commercial building. The building features a light beige-colored brick and a double facade.

The east elevation faces Main Street and features three bays with a canted entrance inset in the western most bay. The west elevation features a series of storefront windows albeit asymmetrically placed and smaller in size.

c. 1919 A cast concrete belt course runs along the south elevation and a portion of the west elevation above the windows and doors. A cast concrete coping caps the building on both elevations. In 1964, the second story of the building was removed and the first floor remodeled for Mrs. Norma Spencer. Barney J. Slater prepared the design for this remodeling, and the Thompson Construction Company implemented it (City of Ames Inspection Department, Building Permit 8295, Zoning Permit 3954, March 3, 1964).

Slater's design included a metal canopy wrapping around the south and west elevations of the building. Although this is nonextant, the cast concrete belt course, which stands in its place, replicates the horizontal line of this feature.



Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



405 Main St.

Union Story Trust and Savings Bank

1961

This is a one-story, concrete and brick commercial building. Located on the northwest corner of the intersection of Main Street and Burnett Avenue, this building is non-conforming to the typical room organization of most buildings on Main Street. Ames building contractor James Thompson & Son of Ames constructed it in 1961 at a cost of \$178,000 (City of Ames Inspection Department, Building Permit 7214, Zoning Permit 2925, June 19, 1961).

Union Story Trust & Savings Bank was later owned by United Bank and Trust, still later by Firststar Bank of Minnesota, and today by U.S. Bank. The building is a tour de force of pre-stressed concrete. Eight round arches run from the front façade to the rear of the building and serve as its roof. They cover eight bays on the front façade of the building. Seven of these bays feature storefront windows with the front entrance situated in the third bay from the east.

A solid wall of light orange-colored brick occupies the bay at the far west end of the façade. Glass fills the spaces within the arches above the south elevation and north elevation and creates clear views within the interior between them. These arches and the open interior spaces they create call attention to America's fascination with space exploration in the 1960s.

The design of this building was intended to work in rhythm with similar architectural detailing of its next-door neighbor to the west, the Collegian Theatre. In an ironic twist, that building's façade was altered several years later, removing the reason for architectural computability. (See 411 Main Street.)

A drive-up teller, built in 1975, is situated at the rear of the 405 building (City of Ames Inspection Department, Building Permit 12930, Zoning Permit 8463, May 12, 1975). This building relates to no other architectural design in the central business district. Germanson & Foss of Sioux City is noted as the architectural firm that designed the building. (Ames Daily Tribune, 27 Apr. 1962, pg. 7)

The Union Trust & Savings Bank building continued Ames' interest in concrete as a building material established much earlier by the F. J. Olson & Son building across the street at 400-402 Main Street. The Union Story Trust Company building provides an example of a mid-20th century use.

Ames Main Street Historic District

Story, IA

Name of Property

County and State



1937

Collegian Theatre was one of the finest buildings of its type in Central Iowa. An historic photograph of the building in the collection of the Munn Lumber Company has this information on reverse: "Both sides and rear end, including basement of 17" Farrenwall construction, using twin brick size manufactured by Centerville Clay Products Co., Centerville, Iowa."

This theater was an important meeting place for the community, and many well remember the building's elaborate architecture. Owned by Joseph V. Gerbracht, president of the Ames Theatre Company, this theater featured, on the interior, rich Art Deco details, such as a winding stairway to the lounge and balcony, tête-à-tête lounge chairs, velvet drapes, and mirrors that refracted light. This was a combination theater serving both motion pictures and stage events. One could exit the theater into what is now the bank parking lot.

Joseph V. and Mildred M. Gerbracht lived at 1900 Grand Avenue (now known as 619 18th Street) on an estate built in the late 1940s. Mr. Gerbracht was a colorful and successful Ames entrepreneur and movie theater owner.

The Des Moines architectural firm of Wetherell & Harrison designed the Collegian Theatre, according to Larry Ericsson, AIA, of the successor firm Wetherell-Ericsson Architects. Wetherell & Harrison designed many movie theater buildings. The plans for the Collegian Theatre are dated January 25, 1937.

Today the facade stands as a testament to wanton disregard of the community's heritage.

NC

411 Main St.

Collegian Theatre

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



415 Main St. Kenneth Thompson Building

This is a two-story, concrete block commercial building with face brick veneer and cast concrete walls on the 1st floor. It was built in 1963 for Kenneth Thompson by James Thompson and Sons (City of Ames Inspection Department, Building Permit 01200, February 13, 1963).

The Architects of the project was the firm of Brooks-Borg. The building features three bays on the first floor. Full-length storefront windows and doors, set in aluminum frames, fill these bays. The masonry support columns are faced with rosy-red Roman brick with mortar joints laid in a way to create unusual zigzag vertical lines, particularly noticeable on the east wall of the front facade.

1962 The most remarkable architectural feature of the building is the second floor's virtual repetition of the full-length window design as on the first floor. This design floods the second floor with natural light. This design relates to the Union Trust & Savings Bank building at 405 Main Street, where windows are situated beneath its arched roof. Both buildings date from the 1960s and show Americans' fascination with space exploration and light and airy architecture. The design of this building is different from the one- and two-room facade configuration that characterizes most of the historic commercial buildings in the Ames central business district. This is particularly evident in the design of the second-floor windows. The nontraditional storefront width is typical of commercial buildings constructed in downtown Ames in the late 20th century.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



1967	<p>This is a one-story, masonry commercial building located on the northeast corner of the intersection of Main Street and Clark Avenue. It is different from the standard one- and two-room commercial design historically employed in Ames.</p> <p>The building is offset on its site to create an urban plaza to its west, and the main entrance to the building faces this plaza. A clock tower is situated on the plaza. Today, Members 1st Community Credit Union occupies the building.</p> <p>This building was originally constructed as a Maid-Rite sandwich shop. The building was erected in 1967 and constructed of concrete block with brick veneer and stucco or synthetic stucco (EIFS). Prior to this, the site was home to an all-metal garage which served as a filling station from 1927 to 1967.</p> <p>This building is noncontributing to the historic district. More recent additions in 1974 and 1994 damage the structure's original integrity.</p>	NC
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423 Main St.

Thomas R. Oates Building

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



108-110-116-120-122 Main St. Skyscraper Block

Constructed in the early 20th century and face-lifted in 1951 and 1960, this is a one-story, brick commercial block with five, one-room-wide facades.

Because of the mid-century remodeling, the block should be evaluated from this time period. The façade widths of 108-110-116-120-122 Main are narrower than most facades on Ames' Main St. The common design of each of these rooms is particularly evident in the upper area of the storefronts, all now clad with stucco and painted white.

Some variation exists among the storefronts. The room at 116 Main, for example, features a simple storefront with the windows and door placed slightly oblique to the facade. Number 110, which received a new front in 1960 (City of Ames Inspection Department, Permit 6983) has a somewhat wider facade than the others; the rooms at 118 and 120 Main feature a simple storefront with the windows and door placed slightly oblique to the facade.

The room at 122 Main features a simple storefront with the windows and door placed slightly oblique to the facade. Tongue-in-cheek, this building once was known in Ames as the "Skyscraper" Block—not because of its height but because, if stood on-end, it would be taller than most commercial buildings in Downtown Ames. This block's neighbor to the west—124 Main Street—is related to it in architectural design (See Iowa Inventory Site Form 85-00997.).

c.1900

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



124 Main St.

Commercial Building

c.  
1905

C

Constructed in the early 20th century and face-lifted in 1961, this is a one-story, one-room-wide façade was architecturally similar to the neighboring, connecting Skyscraper block.

Because of the mid-century remodeling, the block should be evaluated from 1961. This is a one-story, brick commercial building with a one-room-wide facade. The width of the facade is narrower than most one-room facades in Ames but similar in size with 108-122 Main Street, its commercial neighbor to the east.

Brick employed in this facade is dark red and dark beige in color. The building has a cast concrete coping. Storefront window openings, partially infilled in the 1990s, have been returned to the original size of their cavities. The entryway is inset into the facade on the east with a transom over the door.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



126-128 Main St.

Marianos Nifaratos Building

1947-  
1953

An earlier building on the site of 126 was demolished between 1952 and 1953 after a fire to make way for the Marianos Nifaratos Building, constructed in 1953. The building at 128 was constructed in 1947 for a sporting goods store.

In the 1990s, the two buildings were purchased by a single owner. Since then, 126-128 has consisted of two, 2-story brick commercial buildings, one at 126 Main Street and one at 128 Main Street. In 2000, changes to both these facades visually integrated the appearance of the two buildings into one.

These alterations included the application of EIFS on the first and second floors, blocking the windows on the second floor of 128 Main, replacement storefront windows, and replacement front doors. As a result, this resource should be evaluated as a commercial block dating from 2000. It is combined with Iowa Site Inventory Number 85-01000 at 128 Main Street.

NC

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State

130 Main St.



c.  
1899

Built in 1899, this is a two-story, brick commercial building with a one-room-wide facade. The building features dark-orange-colored brick. There is a double plaque above the second story windows, which is an unusual design in Ames.

This is an early appearance of plaques as an architectural detail on commercial properties in Ames. These plaques are defined by dark red brick, which outlines them. The second story has three windows with segmental arches worked in brick. Windows have cast concrete sills.

The windows themselves are new installations with one pane of glass, instead of having multiple lights. They replace another set of replacement windows extant in the 1990s. The first-floor storefront has been altered with vertical wood siding and new aluminum windows and doors.

An earlier facade on this building is shown in a 1907 photograph of downtown Ames. This facade featured four bays on the second floor, windows with hood molds, and a cornice worked in brick. This building was face-lifted circa 1920. Although the alterations, were profound, the only major alterations to the new design included the four bays on the second floor changing to three. Yet the building retained its height, higher than its neighbor to the east and lower than its neighbor to the west. (Farwell T. Brown Photo Archives 17.82.5)

Due to all this, the building should be evaluated as a 1920 design. Although the first floor storefront has been altered with a new bulkhead, door, and windows, the original cavities remain intact, including the transom area. Original glass, perhaps of the Luxfer type, may remain behind the paneled-over transom area.

C



Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



132-134 Main St. Commercial Block

c.  
1884

This is a two-story, brick commercial block with a two-room-wide facade. A building was on this site already in 1900 (possibly dating to circa 1884) but was face-lifted because of damage in 1916 along with 136 and 138 to create the present facade.

This commercial block relates to 136 Main, its neighbor to the west. It features, in this regard, a plaque and window sills and lintels extended across the entire facade as stringcourses. The building also has a rudimentary cornice worked in brick.

The entire 132-134 facade has been painted. Although the storefront area of this building has been altered and infilled, these alterations have respected the original space of the building and appear to be reversible. Other rehabilitations of this block occurred in 1964 and in 2011, when the front facade was stabilized.

The 2011 rehabilitation respected the essential design features of the building. The 1/1 double-hung sash type windows at 134 are new as of 2011 but respect the original 1916 design and correspond to those at 136. The windows at 132 had been infilled sometime in the past. Today, vertically-mounted, neon signage is centrally mounted on the front facade.

Ames Main Street Historic District

Story, IA

Name of Property

County and State



136 Main St.

Commercial Building

c.  
1885

This is a two-story, brick commercial building, constructed circa 1885, with a one-room-wide facade. The entire façade was face-lifted in 1916 and possibly in 1927. It now features beige and light brown textured brick for the body of the facade and maroon-colored brick for trim work.

Trim comprises a plaque and window sills and lintels on the second floor, which are extended as stringcourses across the entire facade of the building. These windows are 1/1 double-hung sash type. The building also features a rudimentary, brick-worked cornice.

A new storefront for this building (“new display windows & interior repairs—new front to be constructed of structural glass & plate glass”) was installed in 1937 (City of Ames Inspection Department). It features black Carrera-type glass windows trimmed with greenish-cream colored glass bands. The west end of this window originally was curved, which added a streamlined feeling to the storefront.

Recently, this window was replaced with an angled rather than a curved window.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



c.  
 1988

This is a two-story, brick commercial building with a one-room-wide facade. The building was face-lifted in 1960.

It features red brick and orange brick. The simplicity of the facade is unrelieved by architectural detail except for the cast concrete coping at the top of the building, which ties into that of 202.

The transoms over the storefront windows now are covered over, but their cavities likely remain intact. Second floor windows are double-hung 1/1 sash.

200 Main St.

Commercial Building

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



1872-1883

This is a two-story, brick commercial building with a one-room-wide facade. The building was originally constructed between 1872 and 1883, but it was face-lifted in 1950 with a new front and windows (City of Ames Inspection Department). The building features a name plaque of cast concrete impressed with "P. Frangos Bldg".

The building also has cast concrete corner decorations and parapet cap. It features red and yellow brick. The steel crank-out windows on the second floor are Commercial Style with metal construction and have cast concrete sills.

Although the storefront of this building has been altered with vertical wood siding, it respects the space of the building's original storefront cavity.

C

202 Main St.

P. Frangos Building

Ames Main Street Historic District

Story, IA

Name of Property

County and State

208 Main St.



Commercial Building

This is a 2-story, brick commercial room associated with 210 Main Street. These two properties were designed as one commercial block with a central doorway on the street accessing the second floor. The Ames City Assessor dates its construction to 1898. Both buildings are pictured in a 1907 photograph. Circa 1937-1940, this commercial block was face-lifted. The commercial room at 208, like its neighbor at 210 Main, is veneered in polychrome brick in colors of red, purplish red, and tawny yellow. Today, however, the façade of 208 Main appears markedly different from its neighbor at 210 Main because the brick on 208 was laid in mortar of a lighter, grayish color, which substantially changes its look when compared with its neighbor's dark-colored mortar. That this difference in mortar is original to the first façade alteration, seems unlikely.

Owner C.C. (or C.E.) Major applied for a City of Ames Building Permit (#1131, March 8, 1937) to put on a new storefront at 210 Main, including steel and glass. Major then received a second permit in June of 1940 to put a new front of brick and tile construction on the neighboring store, 208 Main. It is unclear whether the second permit covered work on both 208 and 210, part of the same commercial block, but this seems likely. The two façades appear as one, with no difference in the color of mortar, in a 1949 Ames Daily Tribune photo.

The second-floor facade of 208 Main features a variety of brickwork. Several courses of soldier brick surmount the storefront windows. Another course of soldier brick surmounts the two windows on the second floor. This course appears to serve as the lintel for the windows, although the lintels themselves are of iron or steel. A rudimentary plaque area is situated several courses above this soldier course.

Brick is laid in a basket weave pattern above this plaque and near the tile coping that caps the parapet. The 1/1 double-hung windows are modern, vinyl replacements with a 6/6 appearance. The first-floor storefront is a recent remodeling. It features large storefront windows with arched-shaped transoms fixed in a wooden frame. The original exterior entrance to the second floor remains intact. Although its door has been replaced, its original 6-pane transom remains intact. The second-floor wall above it reflects the different brick treatments of the 208 and 210 properties. Today, the first floor functions as a commercial operation and the second floor as a residential rental.

c.  
1898

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



210 Main St..

Commercial Building

This is a 2-story, brick commercial room associated with 208 Main Street. These two properties were designed as one commercial block with a central doorway on the street accessing the second floor. The Ames City Assessor dates its construction to 1898, which is credible. Both buildings are pictured in a 1907 photograph.

Circa 1937-1940, this commercial block was face-lifted. The commercial room at 210, like its neighbor at 208 Main, is veneered in polychrome—red, purplish red, and tawny yellow—brick set in a light rose-colored mortar, though the mortar at 210 Main looks much darker because a sealant was applied at some point in the building’s past. Today, the façade of 210 Main appears markedly different from its neighbor at 208 Main. The shiny quality of the brick and mortar at 210 Main, as well as the saturated color of the brick, suggests the façade received an application of a color-enhancing sealant. This sealant is not original to the 1937-1940 facade alteration.

The two façades appear as one, with no difference in the tone of mortar or brick, in a black and white 1954 Ames Daily Tribune photo. See 208 Main’s description of building permit for more information on this façade renovation.

c.  
1898

The second-floor facade features a variety of brickwork. Several courses of soldier brick surmount the storefront windows. Another course of soldier brick surmounts the two windows on the second floor. This course appears to serve as the lintel for the windows, although the lintels themselves are of iron or steel. A rudimentary plaque area is situated several courses above this soldier course. Finally, brick is laid in a basket weave pattern above this plaque and near the tile coping that caps the parapet. The 1/1 double-hung windows on the second floor appear to be modern vinyl replacements.

The first-floor storefront is a recent remodeling. The 1954 Ames Daily Tribune photo shows a newly remodeled Frangos Restaurant in the store at 210 with a Carrera glass and glass-block front the removal of which in recent years, no doubt, accounts for the T-111 infill on the current storefront at 210 Main, which features large storefront windows, surrounded by siding, centered on the front entrance.

A canvas awning, fixed in a metal frame, extends across the storefront. The original exterior entrance to the second floor remains intact. Although its door has been replaced, its original 6-pane transom remains intact. The second floor wall above it reflects the different brick treatments of the 210 and 208 properties. Today, the first floor functions as a commercial operation and the second floor as a residential rental.

Ames Main Street Historic District

Story, IA

Name of Property

County and State



212 Main St.

Commercial Building

c.  
1876

This is a 2-story, brick commercial room. Constructed circa 1876, this is one of the few surviving late nineteenth century commercial buildings in the Downtown Ames Historic District. Originally this commercial building included a twin to the west at 214 Main Street, which, together, formed a commercial block. A 1907 streetscape photograph pictures this block.

The 214 property has since been face-lifted. The 212 property retains much of its original design. The first floor includes storefront windows with transoms (now clad with cover-up materials) centered on the main entrance.

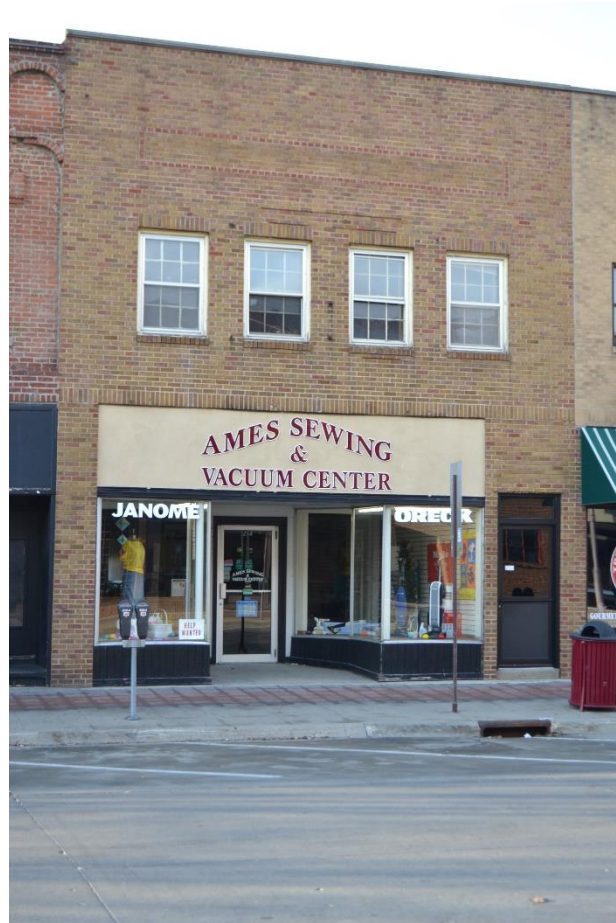
The second floor possesses fine integrity. Its design features three symmetrical placed windows with 2/2 double-hung sash, stone (or perhaps cast stone) sills, and segmental hood molds. The wall in which these windows are placed is slightly setback from the facade of the building. A brick pilaster on the east side of this facade and three sets of paired arches above the windows define the plane of this facade.

(The 214 property had a similar brick pilaster on its west side when originally built. It completed the symmetry of that commercial block's design. Its remodeling explains the current asymmetry as exhibited at 212.)

The 1907 photograph pictures a tall, metal cornice surmounting the 214 property's front facade. Undoubtedly, the 212 property also featured such a cornice originally. By the end of 1907, however, it had been removed.

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



214 Main St.

Commercial Building

c.  
1880

Originally constructed circa 1880, this is a two-story, brick commercial building with a one-room-wide facade. The building underwent an alteration of the storefront in 1937 and the second floor in 1958. It features brick in a brown and yellow mixed color and brick in a red color. Near the parapet, a subtle plaque is worked in red brick with the butt ends laid to define this rectangular space.

The second floor features double-hung sash with 6/6 window pane configuration. These windows have sills constructed of brick laid butt end. The storefront dates to the 1930s and features art-deco aesthetic with black opaque glass above the store window and door area where a transom would normally be located.

Although modern signage is situated over this glass, the glass itself does not appear to be seriously damaged. A door to the second floor is situated on the west side of this building.



Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



216 Main St.

Commercial Building

c.  
1884

This is a two-story, brick commercial building with a one-room-wide facade. The building features creamy yellow brick and creamy orange brick on the facade. A cast concrete coping caps the building.

This building relates to that at 214 Main. This is most noticeable in the window sills and lintels, although the windows at 216 have been fore-shortened from the bottom up. The windows on the second floor may, when face-lifted, have had a configuration other than the present 1/1.

This building was originally built in 1884, but it received a new front in 1951. Because of this, the building should be evaluated as a mid-20th century property that showcases the Art Moderne styling of this period.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



c.  
 1884

This is a one-story, brick commercial building with a one-room-wide facade. It dates, according to the Ames City Assessor, to 1884. In 1974, the second story of this building was removed.

This facade is narrower than most in Downtown Ames. In 1911 this building was associated with 220 Main Street. In the 1990s, the brick on this building was painted dark brown. This paint has been removed in a recent renovation, the brick bulkhead and parapet pointed, the vertical siding material above the doors and window (pre-dating 1992) removed, and a simple canvas awning installed.

A simple concrete coping tops the front facade. When it reaches 50-years of age (to include the second floor removal as part of its integrity), this property should be re-evaluated as a potentially contributing resource to the historic district, under National Register Criterion C, because it would then call attention to the revitalization of Main Street at the turn of the 21st century using historic preservation as a tool.

NC

218 Main St.

Commercial Building

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



1911

This is a one-story, brick commercial building with a one-room-wide facade. In 1911 this site housed two commercial buildings of narrower than standard width for Ames. The present facade was constructed in 1990. Although it contains a Victorian Revival storefront design, the wood brackets and cornice design suggest an early period of significance.

The introduction of polychrome brick in the new facade is particularly appropriate for commercial design in downtown Ames. In 2004, the building at 224 Main Street, which had been occupied by Smith Jewelry in 1927, was demolished. A new building, whose facade matched that at 220, was erected in its place.

NC

220-224 Main St.

Ames Silversmithing Block

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



226 Main St.

Moorman Clothiers

c.  
1894

This is a two-story, brick commercial building with a one-room-wide facade. This building appears to have been designed prior to 1907 in association with that at 228 Main Street, although the facade of 226 is somewhat wider. A 1907 photograph of the central business district shows, for example, these buildings sharing a common cornice design. Number 226 was face-lifted in 1952. It is this facade that obtains significance today.

The building features tapestry brick of red, dark red and tawny-yellow-colored brick. There is a high parapet above the second floor windows. This area is decorated with a brick-worked plaque consisting of brick laid in a basket weave design. Tile coping caps the building. Windows on the second floor feature 1/1 double-hung sash type windows. They appear to be alterations from the 1950s design that, perhaps, resembled those at 228.

Sills consist of brick laid obliquely and butting out. Other brick details provide architectural interest to the facade. These details include a band of soldier laid brick separated by other courses of brick above the second floor windows. This band ties into a similar one at 228. The first floor storefront had been totally altered with rough, vertical wood siding in a gable end design to unite 228 and 226 Main Street in the early 1960s.

In 2012, the wood siding was taken down and the first floor facade was altered to appear sympathetic to the building's 1952 design. The second floor retains much of its integrity from the 1950s. Also in 2012, the building was repointed and other repairs were made.

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



228 Main St.

Moorman Clothiers

c.  
1890

This is a two-story, brick commercial building with a one-room-wide facade. This building appears to have been designed prior to 1907 in association with that at 226 Main Street, although that store front is somewhat wider than 228. A 1907 photograph of the central business district shows, for example, these buildings sharing a common cornice design. Number 228 was face-lifted, in this case in 1938 (City of Ames Inspection Department).

It is this facade that obtains significance today. The building features red-colored brick. There is a simple, brick-worked cornice. Tile coping caps the building. Windows on the second floor feature 6/6 and 8/8 double-hung sash type windows. They appear original to 1938. Sills consist of brick laid obliquely and butting out. Other brick details provide architectural interest to the facade. These details include a band of soldier laid brick separated by other brick courses laid above the second-floor windows.

Prior to 1992, most likely in the early 1960s, the first floor storefront had been totally altered with rough, vertical wood siding in a gable end design to unite it visually with 228 and 226 Main Street. In 2012, this storefront was removed and replaced with more appropriate materials. The second floor retains almost pristine integrity from 1938.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



230 Main St.

Joseph L. Budd Building

This is a two-story, brick commercial block with a one-room-wide façade (left). This building stands in place in a 1911 fire insurance map of Ames. It was built between 1896 and 1900 by John Cole, an Ames building contractor, for Prof. Joseph L. Budd. The building is associated with 232-234 Main Street because they share a common architectural design.

The first floor was given over to The Fair Store, which featured dry goods and groceries. The Fair Store extended into 232-234 Main Street. This building features brick in a yellow color. The second floor contains a brick-worked cornice with stylized brackets and parapets. A tile coping caps the facade. These architectural features are repeated on 232-234 Main Street.

The second-floor features four bays filled with 1/1 double-hung sash type windows. Brick segmental arches are above the windows and cast concrete sills below. Although the first floor features an entirely new storefront, it respects the original storefront cavity and retains the I-beam lintel and cast iron columns that structurally support the second floor. Three canvas awning are fixed to the top of the storefront.

This commercial building and its association with the commercial block at 232-234 Main Street constitute one of the finest commercial designs in the district. These buildings are significant for their continuity of design for multiple properties and the influence of Classical Revival styling on them.

For these reasons, this building contributes to the Downtown Ames Historic District, under Criterion C. J. Jacobs started the Fair Store in Ames. He later went into business association with E. W. Valentine. The Fair Store was one of the lynch pins of Downtown Ames commerce. Other communities, like Albia, also had a Fair Store. This may have been an early Iowa chain store like the Graham Stores, based in Ottumwa, the Golden Eagle, based in Oskaloosa, or Spurgeon's, which had stores in Fairfield, Grinnell, and elsewhere. The Octagon Center for the Arts published an historic photograph of this building in postcard format in 1989. It shows the building before the alterations of the second floor windows at 232-234 Main.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



232-234 Main St. Joseph L. Budd Block

This is a two-story, brick commercial block with a two-room-wide façade (right). This building was built, according to a fire insurance map of Ames, between 1896 and 1900. The building is associated with 230 Main Street because they share a common, but independent, architectural design.

This building features brick in a yellow color. The second floor contains a brick-worked cornice with stylized brackets and small turrets. A tile coping caps the facade. These architectural features are repeated on 230 Main Street.

Although the first floor features an entirely new storefront, it respects the original storefront cavity and retains the I-beam lintel and cast iron columns that structurally support the second floor, although now boxed in. The second floor originally featured a series of seven 1/1 double-hung sash. Before 1940, these were replaced by three bays filled with Chicago style commercial windows. Over the succeeding years, these windows were infilled somewhat.

In 2011, these windows were replaced with new windows, which reflect the Chicago style. These windows are unusual because of their large size. The windows break with the vertical feeling of standard upper level fenestration in Ames commercial design and are significant because of their rarity of use in Ames, rather than as representative of the city's commercial design. An historic photograph, reproduced in post card format by the Octagon Center for the Arts, pictures this building prior to installation of the new windows.

Broadly conceived in its scope, this commercial block and its association with the building at 230 Main Street, constitute one of the finest commercial designs in the central business district. This block employs a rare window design in Ames. This building was built between 1896 and 1900 for Professor Joseph L. Budd by John Cole, an Ames building contractor. Budd, being a member of the Lodge, had this building constructed as an investment.

His biography in the 1911 History of Story County, Iowa (Volume 2, page 261) says:

"He built and owned the home of Arcadia Lodge, No. 249, A. F. & A. M. in Ames. He took great delight in building operations and found extreme pleasure in erecting some large building, and thus contributing to the welfare and improvement of the city in which it was located."

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



1896-1897 The second floor has three bays. These are filled with replacement windows in a paired configuration of single panes within what appears to be a metal frame. Space between the frame and the segmental arches is infilled. Although the first floor features an entirely new storefront, it respects the original storefront cavity. There are two front entrances. The one on the east gives access to the store. The one on the west gives access to the upper floor. The glass design of the first floor, however, should be evaluated as a 1968 "face-lift" design as it showcases the changing nature of Ames' commercial district in the 1960s.

The Spandrel glass updates on the face of 236 modernized the building and coincide with other 1960s Downtown Ames developments – especially those in the expanding west-end of the Main street.

236 Main St. Baker Building



Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



c.  
 1951

This is a one-story, brick commercial block. It was originally constructed as a two-story building in 1913, from designs by Liebke, Nourse and Rasmussen, architects of Des Moines, to house the Ames Trust & Savings Bank (originally the Ames Savings Bank), established in 1903, by A. J. Graves and Milo Manning.

On November 22, 1987 a fire caused extensive damage to this building. It was subsequently necessary to remove the second floor from this building. Additional alterations were also undertaken to return it to service. Because of great changes in appearance, this building is evaluated as noncontributing.

NC

238-240 Main St.

Ames Trust & Savings Bank

Ames Main Street Historic District

Story, IA

Name of Property

County and State



300 Main St.

Adams Grocery--Commercial Savings Bank

This is a two-story, brick commercial building with a one-room-wide facade. Constructed in 1908, this building may have been built at the same time and in conjunction with 302 Main. Both commercial rooms share, for example, hollow tile load-bearing walls. 300 retains a high level of architectural integrity.

Brick is a mottled maroon and brown color. The building features an entablature with two courses of projecting brick for an architrave, planar frieze, and deep cornice with recessed panels worked in brick. As noted below, later improvements to the building were undertaken to convert it into a bank. These improvements included installing cast concrete elements on the storefront and replacing the building's canted corner with a right-angled design. The use of cast concrete in the remodeling of 1920 resembles a similar use on Liebbe, Nourse, and Rasmussen's Masonic Temple at the corner of 5th and Douglas.

A tiny wing is attached to the southeast corner of this building. It bears the street address 301 Kellogg Avenue. Its architectural design is similar to that of the main building, although the building functions independently.

c. 1908 Prior to remodeling in 1920, this building served as Adams Bros. Grocery Store. In 1920 E. J. Engeldinger and M. A. Manning, bank officers of the Commercial Savings Bank, purchased this building and proceeded to remodel it into a new home for the bank. Although leaving the second story virtually intact, the alterations substantially improved the building. These improvements included the introduction of cast concrete decorative trim.

In a 1921 feature story, the Ames Daily Tribune reported: "An unusual feature of the interior bank arrangement is the room for the bookkeeping department. The vault accommodations are commodious and designed to allow the maximum of efficiency."

**301 Kellogg Avenue**

Attached at the southeast corner of 300 Main Street, this is a one-story addition to the 300 Main Street building. The addition possesses an exceptionally narrow facade. Its integrity is high and includes what appears to be an original bulkhead below the window, an inset brick-worked area above the door, and a brick cornice. The brick is now painted red. There is not enough evidence to suggest that this addition stands as its own contributing resource. Its significance lies in connection to 300 Main Street.

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



302 Main St.

Commercial Building

c.  
1908

This is a two-story, brick commercial building with a one-room-wide facade. Constructed circa 1908, the building features brick of a dark brown color, a brick-worked entablature (somewhat similar to 230 and 232-234 Main), three brick-worked plaques, and segmental arches above the second-story windows.

These windows are 1/1 double-hung sash type. Although they may not be the original windows, the present configuration is similar to the original one. The sills of these windows are cast concrete with rough-faced stone texture. The sills connect with a horizontal inset band of similar material.

Although the first-floor storefront has been altered, it appears to respect the original cavity area. The transom is covered with cover-up material that might extend above the original cavity, but original fabric may remain behind this covering.

For many years this building housed Eschbach's Music House, which featured phonograph records (with listening booths), pianos, radios, string and band instruments, sheet music, and other music-related merchandise. Music lessons were also given from this store.

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



Constructed in 1925, this is a two-story, brick commercial block with a two-room-wide facade. It features red brick with trim in a red and tawny brown color. A plaque area near the building's parapet defines each of the commercial rooms, and a third plaque is situated at the central portion of the building. These plaques are defined by brick inset from the face of the facade and laid brick stacked bond headers. Below this there is a band of three courses in Flemish bond, with the butt-ended brick in a brown color and the stretcher brick in a red color.

c. 1925 Each commercial room has, on the second floor, a pair of Chicago-style windows. These relate in feeling to those that were installed at 232-234 Main Street. A newer metal coping now caps the building. Although the first-floor storefronts are totally altered now, it respects the original cavity of the building. The storefront at 304 was altered in 2006 with brick infill in lieu of the typical plate glass one would expect in a storefront of the early twentieth century.

304-306 Main St.

Hamilton Building

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



308 Main St.

P. Frangos Building

1911-  
1920

This is a two-story, brick commercial building with a one-room-wide facade. It originated as a commercial block, bearing the street address 308-310 Main Street, and built between 1911 and 1920, but it was transformed in the 1960 by the “face-lift” project at 308 into two separate and distinct facades. The facade at 310 remained unchanged. For this reason, each property should be evaluated separately. The firm of Charles Reichardt undertook the face-lift renovation at 308 (City of Ames Inspection Department). The commercial block configuration remains evident in the front entrance situated between the two properties and the facade at 310. This leads as a common entrance to the second floor.

308 features brick of a tawny yellow and reddish color. The second floor has an exceptionally large plaque area beneath the parapet. It is brick-worked in a checkerboard pattern and features the two colors of brick already mentioned.

A cast concrete name plaque, reading “P. Frangos/Bldg” is centered in it. The second floor also has 1/1 double-hung sash type windows. The sills of these windows break with the common horizontal layout which all second-floor window sills shared from 300 to 306 Main.

Although the storefront area is altered, it respects the original cavity of the building. The metal grillwork above the storefront dates from the 1950s or later, but it does not impair the integrity of the building.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



310 Main St. Commercial Building

1911-1920

This building (and its associated building at 308) is historically significant because its construction between 1911 and 1920 calls attention to the building up of the 300 block of Main Street. During the first decade of the 20th century, the south side of this block was largely vacant, and the buildings that stood here were mixed—a dwelling and a vacant lumber yard, both described on the 1900 fire insurance map as “not in use.” This is a two-story, brick commercial building with a one-room-wide facade.

It is associated with the commercial room at 308, and both buildings appear to have been built at the same time, between 1911 and 1920 (Sanborn Fire Insurance Maps.).

The building at 310 features brick in a deep maroon color. There is a brick-worked cornice with stylized dentils. The building also contains a brick-worked plaque. The second-floor windows are 1/1 double-hung sash type. The sills of these windows are rough-faced cast concrete similar to those employed at 302.

Although the storefront has been altered, it respects the original cavity of the opening. It features an inset front entrance centered on the facade.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



312-314 Main St. Commercial Block

c.  
1880

This is a two-story, brick commercial block with a two-room-wide facade.

The evolution of this site is complex. Already prior to 1900, a two-room commercial building stood on this site. The configuration of this building remained constant through the 1920s.

The present appearance of this block, according to municipal records, dates to 1939, when it was known as the Roberson Building. The cost of work to face-lift its present facade totaled \$12,000 (City of Ames Inspection Department). The 1930s date for the design of the facade is commensurate with its physical appearance.

The edifice features two brick-worked bands below the parapet area and lintels for the second-floor windows, which extend across its entire facade as stringcourses. The area directly above the storefront also has a stringcourse across the facade. The second-floor windows are replacements. This commercial block originally might have had small paned window configuration on the second floor. (See the commercial block at 125-127 Main, which has retained its original second floor windows and greatly resembles 312-314.)

This site housed a lodge hall on the second floor between at least 1911 and 1920.

C

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



c.  
1942

This is a one-story, brick commercial block with a multiple room-wide facade. The property was constructed in 1940 or 1942. In 2004, its front facade totally was reconstructed.

The facade now features reddish and purplish face brick, two front entrances, and three storefront windows. It now houses a brew pub and restaurant.

NC

316-318-320 Main St.

Olde Main Brewing Company



Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



326-330 Main St.

Morris Livery Stable

1909-  
1912

C

This is a complex of several buildings, constructed at various times, which in 1957 become integrally fused into one edifice. The complex consists of the Morris Livery Stable at 340 Main Street and a commercial building at 326 Main Street. It should be evaluated as one resource with a period of significance dating from 1909, when the livery stable was constructed, to 1957.

**Commercial Building:** This is a 2-story, commercial block with hollow tile for load-bearing walls, originally constructed in 1912 as a garage. In 1930, it was converted into a J. C. Penney's store under a design by that firm's architect. U. S. Griffith & Son of Ames served as the building contractor for the renovation. In 1957, James Thompson & Sons, a building contractor of Ames, renovated the building, again from a design by the J. C. Penney's firm, to integrate the 328 property with the Morris Livery Stable at 340. From then on, these two units have functioned as one commercial complex.

**Morris Livery Stable:** This is a 3-story masonry and frame building. Originally constructed in 1909, it features a prominent front gable roof, which provides a large interior space for a hay mow. The front facade of the building was remodeled in 1957. The preservation of the mow in the livery stable is a rare survivor in an Iowa downtown, and this interior space substantially increases the property's significance.

**Complex:** In the 1980s, the front facade was remodeled with the application of cream-colored cover-up panels across its first two floors. The storefront at 328 has since been infilled and remodeled several times. Its upper floor now features four windows. The storefront at 340 retains the look of a department store, including a wide and deep inset main entrance. Its upper floor features six window openings now clad with cover-up siding. Decorative, horizontal bands, run across the front facade above the second floor, along with a sign that reads "Town Center."

The building retains its original front gable roof, redolent of a livery stable, while in the interior, on the top floor, it retains its original configuration as a hay mow. The first and second floor of the exterior presents the image of a retail-commercial establishment. Hence, the building imparts a visual sense of its evolution as a design.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



400-402 Main St.

F. J. Olsan & Sons Block

This is a 2-story commercial block with a 2-room wide front facade. Built between 1911 and 1912, the building features a poured-concrete foundation, walls and a flat roof. F. J. Olsan's sons, George, Milo, and Charles, helped construct the building. As originally constructed, the poured concrete exterior of the block was scored to resemble limestone block. Before 1915, parts of the exterior walls were painted. Today, the block is clad with stucco and has been re-painted to match the 1915 appearance. This has many windows, an important architectural element for a floriculture business. The east elevation was built with paired windows on both the first and second floors. The windows on the first floor had been filled in and covered with a stucco to match the surrounding walls, but this was removed in 2014 to restore the original window layout.

c.  
1912

The central two bays of the east façade had also featured a painted mural of historical subjects significant to the City of Ames, funded as a public art project by the city, which has been removed with the recent remodel. All windows on the second story east and north façades, as well as the storefront windows on the north elevation are replacement windows with reflective glass.

The upper story windows look like paired, 1/1 sash windows, but each is made up of a fixed, metal frame dividing the square opening into four sections, each of which is filled with a stationary pane of glass. The southeastern bay on the first floor houses an oriel window. The next bay to the north now holds a door for rear entrance into the store at 402 Main. The storefront opening of 402 Main has also been made smaller with the addition of filler: rough-cut wood siding, laid on the bias for visual interest.

C

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



1911-  
1915

This is a two-story, brick commercial block with an exceptionally wide facade. The block features multi-colored brick and cast concrete for window sills, and the brick pilasters on each side and flanking the two center bays.

The block also features a modified cornice with corbels. Although the storefront area of this building has been rebuilt, this is not unexpected in commercial buildings and blocks.

C

404-410 Main St.

J.H. Dahl Block

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



1925

This is a two-story, brick commercial block with a two-room-wide facade constructed in 1925. The building is a fine example of a store influenced by the Commercial Style of architecture. Features of this influence include the second floor window sills and lintels which are fabricated of a brick darker than the facade and which extend, as stringcourses, the entire width of the facade. The lintel over the storefront cavities is also worked in darker colored brick and extends the width of the facade.

Surface textures of the building are further enriched by the dark colored brick forming plaques above the second-floor stringcourse, dark colored brick framing the second-floor windows, and a simple cornice. This building is contributing to the historic district. This building appears, from fire insurance maps, to have been constructed between 1920 and 1926. This building and its neighbors were built at approximately the same time, and their storefront widths break with the standard in Ames.

C

412-415 Main St.

Commercial Block

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



424 Main

Wells Fargo Bank

1994

The Wells Fargo Bank is a two-story brick building constructed in 1994. The building features cast concrete trim and is situated on an irregularly-shaped footprint on its site. The Brenton Bank at 424 Main Street was demolished in 1994 to make way for the construction of the Wells Fargo Bank.

The Brenton Bank, formerly occupied by the Dragoun Moving firm at 420 Main Street, was also demolished at that time. The commercial building at what was then 414-146 Main Street was incorporated into the Wells Fargo Bank. The new edifice now bears the address 424 Main Street. At an earlier time, the Ames bus station occupied this site.

NC

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



411 Kellogg Ave.

Bicycle Surplus Block

2007

This is a one-story commercial building with a two-room wide facade. Constructed after 1926, this building was face-lifted in the 1950s with a total redesign. The facade featured large, square panels with those above the storefront light in color, and those on either side of the windows are dark in color. The north end of the facade had an opening in an amorphous shape, which served as an architectural detail. There was also a fixed metal canopy situated above the storefront. This canopy may have dated after this face-lift.

In 1992, an architectural survey of this building noted:  
 The structural blocks used on the facade convey a feeling of the 1950s as do their strong color contrasts. The preservation of this facade in its current design is strongly encouraged. The post World War II period was significant for Ames as a community and the design of this building calls attention to it (Page 1992).

Circa 2007, this "retro" storefront face-lift, which had acquired architectural significance for the reasons stated above, was stripped off the building and another face-lift job performed. The new facade features a brownish-purple colored brick veneer and a projecting metal canopy over the pedestrian walk. Large storefront windows occupy most of the building's front facade.

NC

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



This is a one-story, brick commercial building with a two-room wide facade. The building features a creamy yellow brick and architectural details which show the influence of streamlined architecture.

The facade is conceived with a vaulted entryway. Trimmed in stone, this vault extends upward above the rest of the building's parapet. This vault design adds dignity to the building, emphasizes the main entryway, and lends a feeling of strength, massiveness, and security to it. All these qualities project an image appropriate for a financial institution.

1941

The integrity of this building remains generally high. At some point, however, the original windows were replaced and new, single-expanse glass. The original window configuration most probably contributed to the massive appearance of this building, and the present windows expose the interior of the building to passers-by view.

Moorman and Company of Minneapolis designed the building. A foreman from the firm came to Ames and supervised construction. Begun in 1941, the building was first occupied by the Stafford Bank in 1942.

C

413 Kellogg Ave.

Stafford Bank

Ames Main Street Historic District  
Name of Property

Story, IA  
County and State



This is a 2-story, masonry building with an attached 1-story fire station. The building originally housed municipal government and services.

1916

In 1996, it underwent an adaptive reuse and presently serves as the headquarters for a social services agency with a focus on youth. The property was listed on the National Register of Historic Places in 1997 and is filed as Item Number 97000391 in the National Register Information System and Record Number 425882.

C

420 Kellogg Ave.

Ames Municipal Building



Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



409 Duff Ave.

Bates Baking Company

1915

This is a one-story, brick commercial building with a one-room wide facade. The building features multi-colored brick in beige and light brown hues. There is a brick-worked cornice consisting of brick brackets surmounted by two outset horizontal courses under a parapet, which is capped with two more outset horizontal courses.

Although the door and windows were replaced in 1992, they respect the original cavities of the storefront. The architectural appeal of this building derives from its simplicity of form and color of bricks. The cornice is somewhat unusual on this building because this architectural element disappeared from the commercial district following World War I. This building is significant architecturally because it calls attention to the influence of the Commercial Style of architecture in Ames.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



417 Duff Ave.

A.H. Munn Garage

c.  
1929

C

This is a one-story, brick commercial building with a two-room wide facade on N. Duff Avenue and a second facade on 5th Street designed by local architects Allan H. Kimball and Robert Mills Bailie and constructed by Ames contractor Ben Cole for A. H. Munn, owner of the Munn Lumberyard.

The building features multi-colored brick in red and dark orange hues, colors also seen on brick facades on Main Street. This brick façade was remodeled in 1946, but it unclear exactly what sort of brick work was done at the time (City of Ames Building Permit #2771, Jul 30, 1946).

A metal, mansard-style cornice graces the east and north sides of the building. Beneath this cover-up cornice may lie a brick-worked cornice consisting of brick brackets supporting a cast concrete band surmounted by a brick parapet and cast concrete cap, visible in historic photos and still present in 1992 when the building was last surveyed. If the original cornice were intact beneath the cover-up, that cornice would be somewhat unusual on a building as late as this one because this architectural element mostly disappeared from the commercial district following World War I.

Vehicular entrances with overhead doors on both the N. Duff Avenue and 5th Street elevations attest to the building's original use as a service station/garage. A band of vertically laid brick surrounding the two facades above the door and window openings may still be present, though its existence is currently obscured by the cover-up cornice. Although the storefront windows have been infilled (probably during the 1981 remodeling that turned the garage into a carpet store), these alterations have respected the original cavities of these elements. The A. H. Munn Garage at 417 Duff contributes to the Downtown Ames Historic District, because it exemplifies the upbuilding of North Duff Avenue during the first two decades of the twentieth century as an extension of the Ames central business district. The garage shows how local architects and builders influenced the face of downtown Ames. The building also calls attention to the Commercial Style of architecture on its design.

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



407-409 Douglas Ave. Tilden Grocery Building

c.  
 1902

This is a two-story, brick commercial building with a one-room wide facade. Originally built sometime between 1900 and 1911, it was face-lifted in 1916. Its new facade features a cream-colored brick, storefront with offset entrance and windows surmounted by transom windows with prism glass.

A masonry cornice wraps around the east and south elevations of the building. Because of this substantial "face-lift," the new facade design should be considered its character-defining feature. In 1907, the second floor featured three windows. The current two sets of paired windows were most likely a result of the 1916 update. Replacement windows now occupy these window openings; and, although the replacement windows have reduced the size of the original openings, their 1/1 double-hung sash configuration are compatible with the 1916 update. (F.T. Brown Photo Archive 231.1332.1-3)

The original windows had arched openings (F.T. Brown Photo Archive 25.126.3). A common architectural vision has shaped the design of both this building and its neighbor to the north at 413-417-427 Douglas Avenue. The influence of restrained Classical Revival styling and the employment of similarly-colored brick and cast concrete detailing unify the designs.

However, 409 Douglas employs a slightly more mottled-colored brick than its northern neighbor. The masonry join between these two buildings are more irregular than if both had been constructed as one building.

C

Ames Main Street Historic District  
 Name of Property

Story, IA  
 County and State



410-412 Douglas Ave.

Ames Pantorium Building

1925-  
1926

This is a two-story, brick commercial building with an unusually wide facade. Constructed in 1925-26, this building replaced a small, one-story brick commercial building dating, perhaps, from the 1880s. Prior to this time, the Pantorium was located on Duff Avenue, and before that at 208 Main and in the basement of the Story County Bank Building at 131 Main.

The name of the business, Pantorium, is a contrived word taken from "orium," the Latin language's second declension genitive plural meaning "of the," and the English word "pant." "Pantorium" seems to have been a term in common use around the country since the nineteenth century as a name for tailors and cleaners (Milwaukee Journal, January 29, 1897). This curious name is made visually more memorable in the case of the Ames Pantorium by overhead neon signage on the building's façade, which, if not original to the building, is very old. The building features glazed brick of a creamy color trimmed with glazed brick in contrasting color. The use of glazed brick is rare in the Ames central business district.

The building also features a terra cotta cornice with dentil-work surmounted with a cast concrete ledge and a parapet, which is capped with a cast concrete coping. There are three panels located between the second floor windows and the first floor storefront. These panels are defined by brick in the contrasting color. The façade is also enframed by the contrasting brick. The brick within the upper member of this frame is laid vertically to call attention to it.

The Pantorium retains an exceptional level of architectural integrity. Though the original 1/1 double hung sash type windows on the second floor were recently replaced by modern, 8/8 replacement windows, the windows respect the original openings, as does the infill in the storefront area, which, until at least 1955, featured large, display windows like the large replacement windows now filling the opening (Ames Daily Tribune photo, August 16, 1955, page 12). The display windows, c. 1955, reached to just below the contrasting brick course beneath the transom windows that span the west façade.

This is an outstanding building in terms of architectural design and integrity remains high.

C

Ames Main Street Historic District  
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413-429 Douglas Ave. Masonic Temple (AM & AF Hall)

1916

This is a three-story, brick commercial and fraternal building with a three-room wide facade. Constructed by the Cole Brothers in 1916 from designs by Liebke, Nourse and Rasmussen architectural firm of Des Moines, this building originally provided the Ames Masons with a meeting hall on the third floor, workrooms for the Tilden Manufacturing Company on the second floor, and commercial stores on the first floor. One first floor space was created for *The Times* newspaper formerly housed at 409 Douglas (Ames Evening Times, 6 April, 1916 p.1).

The building features multi-colored brick in tones of orange and brown and cast concrete trim. The design of the building shows the influence of Classical Revival styling rendered in a severe yet appealing fashion.

The rooms at 413 (and neighboring 409) retain their original Luxfer type glass above the main window and doorway cavities. Entrance to the fraternal hall on the third floor is situated somewhat north of center on the east facade. The room at 427, which housed *The Times* contains more exterior architectural detailing than the other two. These details include cast concrete pilasters flanking the entryway and windows having a Classical Revival feeling. Windows on the second and third floors are original to the building. Cornerstone at the northeast reads "Greeley/1916" and "AF&AM 249."

This building is already listed on the National Register of Historic Places.

C

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County and State



1992

This is a two-story masonry block constructed in 1992. It features a hip roof of metal fabrication.

NC

416 Douglas Ave.

Commercial Block

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Name of Property

Story, IA  
County and State



1920-  
1926

This is a 2-story, brick commercial building constructed between 1920 and 1926. It features hollow tile block load-bearing walls and architectural details worked in brick. These include a simple cornice achieved through three pairs of brackets topped by cast concrete coping with three crenellations above the brackets. A series of cast concrete, rectilinear panels surrounded the second-floor windows.

C

The facade has been repointed in areas with mortar lighter in color than the balance of the building. The storefront retains its original cavity although the storefront itself has been altered. The second floor has two sets of paired windows. These are 1/1 double-hung sash and appear to be original to the building.

108 5th St.

Commercial Building

Ames Main Street Historic District  
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Story, IA  
 County and State



114-116 5th St.

Commercial Block

1948

This is a two-story, brick commercial block with a two-room-wide facade. It was constructed in 1948 by James Thompson for \$45,000 as a retail grocery business (City of Ames Inspection Department, Permit 3107). James Thompson was also the owner of the National Food Store.

This commercial block features polychrome brick. Some of this brick is orange, other brick is either red or dark red. The overall effect is one of rich texture. The main entrance is centered on the facade with another entrance offset on the east end to gain access to the second floor. The original storefront windows have been covered up with vertical wood siding. Contemporary signage has been placed over a large brick plaque situated above the storefront. This is an unusual location for the plaque in Ames. Although this signage masks this architectural detail, it is reversible. Name plaques in Ames usually occur directly below the building's parapet. As such, the plaque in this instance takes the place of the transom area, which would usually appear above the storefront windows and door on buildings constructed slightly earlier in Ames.

Other original features of the building are the front door, the second-floor window frames, which appear to be metal, and the cast concrete sills on the second-floor windows. A rudimentary, brick-worked cornice on the facade is now covered with metal siding. Although the storefront of this building has been infilled, these alterations have respected the original cavity of the building and could be reversed.

C



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208-210 5th St.

Collegiate Manufacturing Company Block

1927

This is a three-story commercial block, also known as the Tilden Manufacturing Company building. It was built in 1927 from a design by Kimball, Bailie & Cowgill, an Ames architectural firm. The storefront features orangish-brown-colored brick. The upper floors are clad with light brown-colored brick. The storefront possesses five bays with the two outside bays serving as access to the building and the three middle bays serving as storefront windows. These windows had been infilled with opaque glass block and cover-up materials. In 2012 the building's first floor store front received a renovation with a more modern glass infill.

The upper floors feature eight pairs of 1/1 double-hung sash windows. These windows on the third-floor feature transoms above them with a single pane of glass.

A cast concrete belt course between the first and second floor serves as the lintels for the storefront windows and entrances. This belt course also serves as an architrave for a simplified entablature. The frieze continues the orangish-brown-colored brick of the storefront. A cast concrete cornice supported by brackets surmounts the storefront. The third floor is capped by a similar cornice, with a series of nine clusters of cast concrete decorative squares about the piers between that floor's windows.

C

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326 5th St.

Commercial Building

1939

Constructed in 1939, this is a one-story commercial building with a one-room-wide facade. In the 1950s, the facade of this building was covered with a PermaStone-type material. More recently, this material was stripped off the building and replaced with cream-colored brick veneer below the windows and red-colored brick above the windows.

Both of these “face-lifts” preserved the facade’s original configuration of centered front door flanked by windows, as well as the size of their original cavities. Today, the building presents a simple yet appealing design, which fits nicely within the historic district.

NC

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This is a one-story, brick garage with an atypical width facade. This property contains two resources, the building on 5th Street, and an addition to the south, which also is known as 412 and 416 Burnett Avenue. This addition is included with the 328-330 5th Street property because they are physically attached.

**Main Building**

The building features a beveled corner area covered by a roof to provide convenience for servicing automobiles. Although gas pumps are no longer in place and the windows and the two-garage door (on north elevation) cavities have been altered, the integrity of this building remains fair, considering that the door and window cavities remain recognizable, as well as the building's origin function. With its restrained simplicity and blocky massing, the building shows the influence of the Commercial Style of architecture on its design. The design also shows an innate conservatism in its insistence on maintaining a rectilinear footprint on this corner site. Other gas stations at this time often featured a diagonal footprint on corner sites. Instead, the design of this building preserves the sense of a right-angled corner site while introducing at the same time a clever solution to provide for a canopy. This corner lot was acquired in 1926 by H. L. Minert for the purposing of erecting a modern building (Ames Daily Tribune, February 8, 1926, page 1). The present building must have been erected in that year, as well because it is shown in the 1926 Sanborn map.

**Addition**

This is a one-story, brick garage with a one-room-wide facade. Constructed circa 1929, this building contains basic influences of the Commercial Style of architecture like the metal window frames on the south elevation and the overall concept of the design. A vehicular entrance to the building on its west elevation calls attention to its original purpose.

Alterations to the original facade include a wood shake pent roof, replacement foreshortened windows, partial cladding of the front facade with louvered shutters, and new front doors (Ames Building Permit 8377, April 23, 1964). Original fabric of the building probably remains behind the pent roof and wood shutters. The brick cladding is now painted green.

c.  
1926

C

328-330 5th St

H.L. Minert Garage

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1963

This is a one-story commercial building, which introduces a new architectural concept. Phil Coy & Sons constructed this building in 1963 for Triplett Real Estate (Ames Building Permit 7923, April 4, 1963).

The building was designed by Ames architect Barney J. Slater who also designed the remodeling of the building at 329 Main. This brick and concrete building features a modified A-frame design. Reddish-orange colored brick forms the bulkhead of the building, surmounted by extensive plate glass windows set in metal frames whose tops conform to the angled configuration of the roof.

The main entrance is offset on the east end of the facade and inset under the roof. Heavy gray-colored masonry quoins embellish the red brick. The building is covered with an asymmetrical front gable roof.

Although the architectural design of this building conforms in no way to traditional commercial design in the Ames central business district, the building is sited without a setback from the public right-of-way. This siting serves to blend the building into its commercial surroundings.

C

410 5th St.

Triplet Real Estate Building

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Story, IA  
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428-432 5th St.

Moore Brothers' Dairy Building

c.  
 1937

C

This is a two-story mixed-use block with a three-commercial-room-wide facade. Designed by the Des Moines architectural firm of Tinsley, McBroom, and Higgins, this block was constructed by James Thompson and Sons in 1937 for dairy manufacturing and apartments at an estimated cost of \$38,600 (City of Ames Inspections Department, Permit, March 16, 1937).

The block features extensive brick detailing. This includes polychrome bands which extend the window lintels of the second story across the entire facade of the block as stringcourses. This conceit relates to stringcourses used in similar ways on the building at 131 Main Street. Three bands worked in brick on the northwest corner wrap around the block and give it something of a streamlined feeling.

The block originally featured metal windows on the second floor – these were replaced in 2011. Those on the corner also wrap around the block. A brick pilaster stands outset from the facade approximately one-third distant from the east side of the block and helps define its two separate commercial rooms.

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### 3. Statement of Significance

#### Applicable National Register Criteria

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

#### Criteria Considerations

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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**Areas of Significance**

- Architecture
- Commerce
- Transportation

**Period of Significance**

1891-1967  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

- 1891
- 1937
- 1966

**Significant Person**

\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

- Cowgill, Clinton H.
- Kimball, Allen H.
- Cole, Ben
- Bailie, Robert
- Sprague, Harold
- Bowers, Charles
- Liebe, Nourse & Rasmussen
- Tinsley, McBroom & Higgins
- Proutfoot & Bird
- Germanson & Foss
- James Thompson & Sons
- Moorman and Company

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## Statement of Significance Summary Paragraph

The Ames Main Street Historic District is eligible for the National Register under Criterion A for its local significance to the development of commerce in Ames as a response to the nearby railroad and the economic opportunities provided by Iowa State College (later Iowa State University).

The Ames Main Street Historic District is also eligible for the National Register under Criterion C for its local significance in architecture. It is an outstanding example in Iowa of the widespread influence, sustained over a long period of time and with contributions by both professional architects and local contractor-builders, of vernacular commercial styles of architecture. The commercial influence is further reflected in the numerous renovations and modernizations, which allowed Ames to accommodate commercial change and growth throughout the 20<sup>th</sup> century. Because of these themes, the period of significance has been set between 1891-1967. 1891 relates to first construction boom of brick buildings in downtown and 1967 encompasses the time after the railroad tracks were moved in 1966 when rear elevations of buildings were renovated and the area was developed into a parking lot, which is still used today. One other significant date is 1937 when there was a large concentration of building renovations as a response to infrastructural growth. These dates were chosen to reflect the major trends which formed were most influential in shaping the appearance of Ames today.

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## Narrative Statement of Significance

### Significance under Criterion A: Commerce and Transportation

#### DEVELOPMENTAL HISTORY (1860s – 1891)

The development of commerce in Ames is historically significant because it calls attention to the growing interconnections between Iowa State University as an institution and the people of Ames as a city. The commercial buildings constructed because of these extensive, mutually beneficial interconnections graphically illustrate how entrepreneurs responded to the economic opportunities created by the railroad and college expansion. The physical extent of businesses in the Main Street District prospered in relation to the growth of the college; college administration, faculty, staff, and student body participated in the growing commercial life of the city; the City of Ames undertook improvements to the city's infrastructure to promote economic development; local business clubs and associations worked to improve the business environment; professionals at the college provided technical assistance in the planning and construction of commercial buildings; and, in some cases, college personnel launched their own businesses as the result of research and development in their fields of specialization.

Following the close of the Civil War, the nation's railroads grew from 36,801 miles in 1866 to 193,346 miles in 1900. The period also saw a great expansion of domestic and foreign markets for the nation's agricultural products. This was made possible, in part, by the expanded rail network, but also by a growing population. During this time, the number of farms in the United States doubled. Technological advances also contributed to high agricultural yields. Many new



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implements included the spring tooth harrow, disc harrow, corn shucking and binding machines, cream separators, and giant harvester threshing machines. The total value of farm machinery increased from \$271 million (1870) to \$740 million (1900).

On the local level, the town of Ames and Story County, the larger governmental unit, began to see concentrated construction activity along Main Street (then known as Onondaga Street). The selection of commercial sites and construction of buildings on Main Street illustrates a pattern of growth along the street from east to west.

The northwest corner of Duff and Onondaga Street was the site of the first strictly commercial building in Ames, constructed at one point between 1865-1866 (the depot had previously been used to sell goods). According to C.E Turner's 1876 Centennial History of the Town of Ames, the next substantially commercial building erected was that of S.O. Osborn, a druggist, who built his store at the northwest corner of Onondaga and Douglas Streets. In 1866, S. H. Miller, a hardware merchant, erected a store building on the northeast corner of Main (at that point known as Onondaga) and Douglas. Early merchants recognized the importance of street intersection corners to attract customers. The northwest corner of Douglas and Main was also the site of the original public water supply "the town pump," and a second pump and well were located at the corner of Kellogg Avenue and Main Street. (Seidel. p. 3.)

By the late 1860s, the 100 block of Main Street was established as the commercial center of the town, with the north side preferred by merchants. This distinction would continue for some time. Parley Sheldon's bank and Wallace M. Greeley's bank, for example, were both located on the north side. The notable 1883 Tilden Block was also constructed on the north side.

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Figure 1. An 1882 photo showing the north side of Onondaga (Main) Street from the corner of Onondaga and Douglas Avenue. This photo shows Ames Drug Store on the corner was operated by S. O. Osborn. The next store to left, built in 1867 by D. and S. L. Lucas, was purchased in 1868 by D. A. Bigelow and H. C. Huntington. These men joined in partnership with George G. Tilden in 1869. Tilden became sole owner of that mercantile business in 1883. The next brick building to the left was built by Bigelow, Huntington, and Tilden in 1873 as they expanded their clothing business. (Farwell T. Brown Photo Archive 5.23A.4)

Because of its proximity to the railroad tracks, the south side of Onondaga became the logical choice for commercial activities directly associated with the shipment of heavy goods. In 1877, for example, William O. Boyd, successor to S. H. Miller's hardware business, also occupied a large warehouse on the south side of Onondaga Street for his merchandise. Of many early business firms mentioned by Turner, only one, Lods, Monroe & Soper, constructed a large, permanent commercial building on the south side of Onondaga Street. That the firm traded in livestock corroborates the contention that the south side of the street catered more to enterprises dealing in large and heavy goods.

The 1870-1900 period saw the development of the city's infrastructure that contributed to Ames' later economic growth. These capital improvements included a waterworks plant that was

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erected shortly after a bond was approved by the public in 1891 and erected in January, 1893. A private electric light works was established in 1882. This company subsequently expanded its operations with a public heating system. This unusual service supplied steam heat to the business portion of Ames through underground mains. The success of this public heating system undoubtedly related directly to the community's experience with fire and its concern for public safety and property.

The capital improvements made by the City included a waterworks plant that was erected in January 1893, shortly after a bond was approved by the public in 1891. The success of this bond issue and subsequent construction of the City water tower on Kellogg Avenue related directly to the community's anxieties following its experience with the devastating fires in 1886 and 1887 that claimed many of the buildings on the north side of Main Street.

Despite these improvements, the 1870-1900 period was one of mixed economic progress. The Panics of 1873 and of 1893 shook the nation's financial confidence and pointed out the dangers of too rapid growth and speculation. The financial markets related to the agricultural economy. Farm wholesale prices for the period suggest the difficulties encountered by the farm sector. Taking 1870 as a base index at 112, for example, the index plunged to 80 in 1880, rose to 99 two years later, only to fall again in 1886 to 68. The index hit bottom in 1896 at 56. (Morris, *Encyclopedia of American History*, p. 508)



Figure 2. Showing the north side of Onondaga Street sometime before 1910. The Odd Fellows Building is the tall building on the very left. The Tilden Block buildings in right-center were built in 1883. (Farwell T. Brown Photographic Library 10.42.1-2)

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Figure 3. One of the earliest photographs of Ames' Main Street (Onondaga) taken in 1875 (Farwell T. Brown Photographic Archive 91A.492.1-2)

Within this era of price fluctuations, the five-year period between 1879-1884, stands out for its prosperity. This was followed by a period of overproduction that also saw foreign competition and a decline in prices until 1896. Other indications of unrest in the farm economy were illustrated by the emergence of the Greenback Party, James Weaver of Iowa's candidacy for the presidency in the 1892 federal election, and "Coxey's Army" march to Washington, D. C., in 1894.

The effects of these national trends undoubtedly made a mark on Ames, yet evidence of conflicting trends can be found. Throughout the Midwest, beginning about 1890, the enactment of the McKinley Tariff, which placed taxes on foreign goods and ushered in national affluence, drove an era of affluence. In Ames, an economy stabilized by the presence of the state agricultural college, was able to rebound more quickly even while experiencing some of the trials of the 1880s. For example, in 1885, George H. Maxwell of Ames brought four Percheron stallions with him from France (Allen, p 229). But the same year also has been described as a

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year of hard times, characterized by crop failures. Only one new mercantile building was constructed in Ames (the Cook building). In the nearby towns, there were none in Nevada (neighboring city about 8 miles east of downtown Ames), only one in Story City (located about 12 miles north of downtown Ames), and one in Maxwell (located about 20 miles southeast of downtown Ames). "In the majority of the towns a number of substantial residences have been erected during the year, which will go far towards helping out the general average .... Many of the residences of the past year's build will reach as high as \$2,500 each, and in a couple of instances over \$3,000." (Allen, p. 137).

Ames' central business district saw the construction of many new buildings in the wake of fires that ravaged Onondaga Street in 1882, 1886, and 1887. As the central business districts in Grinnell and Spencer, Iowa, illustrate, fires and other natural disasters can create a clean slate that can stimulate community cooperation in rebuilding, which often results in uniform and impressive commercial design. Fires and other disasters in Ames have been on a smaller scale, but they too changed the streetscape. In 1882 a major fire in the Ames business district totally consumed Edward Barstow's Drug Store. A hardware store adjacent to it was partly destroyed (Allen, p. 86).

In 1886, two disastrous fires destroyed the business blocks of K. W. Brown, W. W. Booth, the Thomas Brothers, and Boyd and Douglas on the north side of Onondaga Street. (*Intelligencer*, Jan. 21, 1886; Oct. 6, 1887). In 1887 another fire wiped out an opera house located at the east end of Main Street. Several adjacent buildings were also destroyed. (*Intelligencer*, Oct. 6, 1887) The community remained without a public downtown meeting hall for some years. When one was constructed, it was in the 200 block of Main Street, somewhat west of the original. In 1911, the *History of Story County* reported that the East End of Main Street had never reclaimed its previous relative commercial importance; however, the burned district had been mostly recovered by that time. (Payne, W.O., *History of Story County, Iowa*) In an attempt to combat this problem, Ames began to install better waterworks systems and heavily restricted future construction of wood buildings on Main Street. The result of this shift can be seen in the mass of brick structures, constructed following 1887, on Main Street today.

An orderly system characterizes the street numbers of commercial buildings within the Ames central business district. From early documents, it appears that property owners selected these numbers. The 1891 city directory notes: "Absence of a number of the building after any name indicates that the owner has failed to place a number thereon up to date of completion ... ". Lot size and shape play a major role in determining the development of commercial property. This is because a commercial building typically fills most, if not the entire, lot. An irregular shape or a peculiarity of lot size, therefore, impacts building design for commercial buildings far more than residential ones. Because of the angled entrance of the railroad into the central business district from the east, lots between Duff and Kellogg avenues on the south side of Main Street were originally platted with shorter depths than those on the north side of Main Street. These south side lots also were platted with obliquely angled rear lot lines. In compensation, the south lots were platted with 50' widths at the street, twice the width of those on the north side of the street. This caused some buildings to have longer facades, resulting in blocks and buildings like the row of shops from 108 to 122 Main which was colloquially referred to as the "Skyscraper Block" because it would tower over Downtown Ames if the width were flipped to

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stand vertically. (See Photo 009.)

In the case of downtown Ames, many of the irregular lots between Main Street and the railroad tracks lack depth. In Block 13 (now the south 100 block of Main) of the Original Town, for example, those lots to the east are quite shallow. This physical characteristic seems to have discouraged the construction of permanent buildings at the east end of the 100 block. Another possible consequence of the peculiarity of lot sizes is the irregularity of facade widths in the 100 block on the south side of Main. The buildings at 108-124 Main, for example, vary between approximately 12-1/2 and 25 foot widths. Other buildings like that at 224 Main are even narrower. As late as 1897, buildings on the east end of Main Street remained wood frame, irregularly spaced, and of non-conforming dimensions as seen below.



Figure 4. An 1897 photograph showing the typical wood-frame buildings which were present at the east end of Onondaga Street. Soon after, this style of building was replaced with the brick standard that remains prominent throughout the district. (Farwell T. Brown Photographic Archive #8.33.4)

In conclusion, the period between 1864 and 1891 saw the birth and first growth of Ames as a city and a commercial center. The city's street system was laid out during this time, trends in the physical expansion of the city emerged, and basic commercial activities were established. This period of local history laid the groundwork for the commercial growth that followed. In the early years of Ames' history, most downtown buildings were wood-framed, but fires in 1886 and 1887 claimed many of the buildings on the north side of Main Street, leading to the construction of brick buildings in hopes of avoiding such conflagration in the future (Douglas L. Biggs and Gloria J. Betcher. *Ames*. Images of America Series. Charleston, SC: Arcadia Publishing 2014. pg. 19). The larger, more permanent brick buildings constructed in the late 1880s and early 1890s, many of which still stand, were signs of the community's economic wellbeing.

Although the internal core of some commercial buildings are thought to remain intact from this early period, few commercial facades remain. The fact that few resources survive intact from this

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period is not surprising. The earliest stores were roughly made, usually constructed of wood and were (even at the time) considered to be temporary. Brick buildings were considered to be permanent. The few brick facades that survive from the period (like the building at 212 Main Street) are exceptions to the widespread “face-lifting” of façades which began as a trend in Ames during the first half of the 20th century.

### THE PROGRESSIVE ERA IN AMES (1891-1918)

After the 1890 enactment of the McKinley Tariff, both the nation's and Iowa's agricultural economies stabilized in the 1900-1914 era. The 1897-1914 period is generally remembered as the "Golden Age of Agriculture" (as in Willard W. Cochrane's *The Development of American Agriculture*, 1979, p. 100). These years are frequently cited as benchmarks to measure farm products' wholesale prices. Such an index is also used here, by extension, to indicate the farm family's economic health, its potential to be a good retail customer, and its likelihood to send children to college. All three of these helped to further development of downtown Ames.

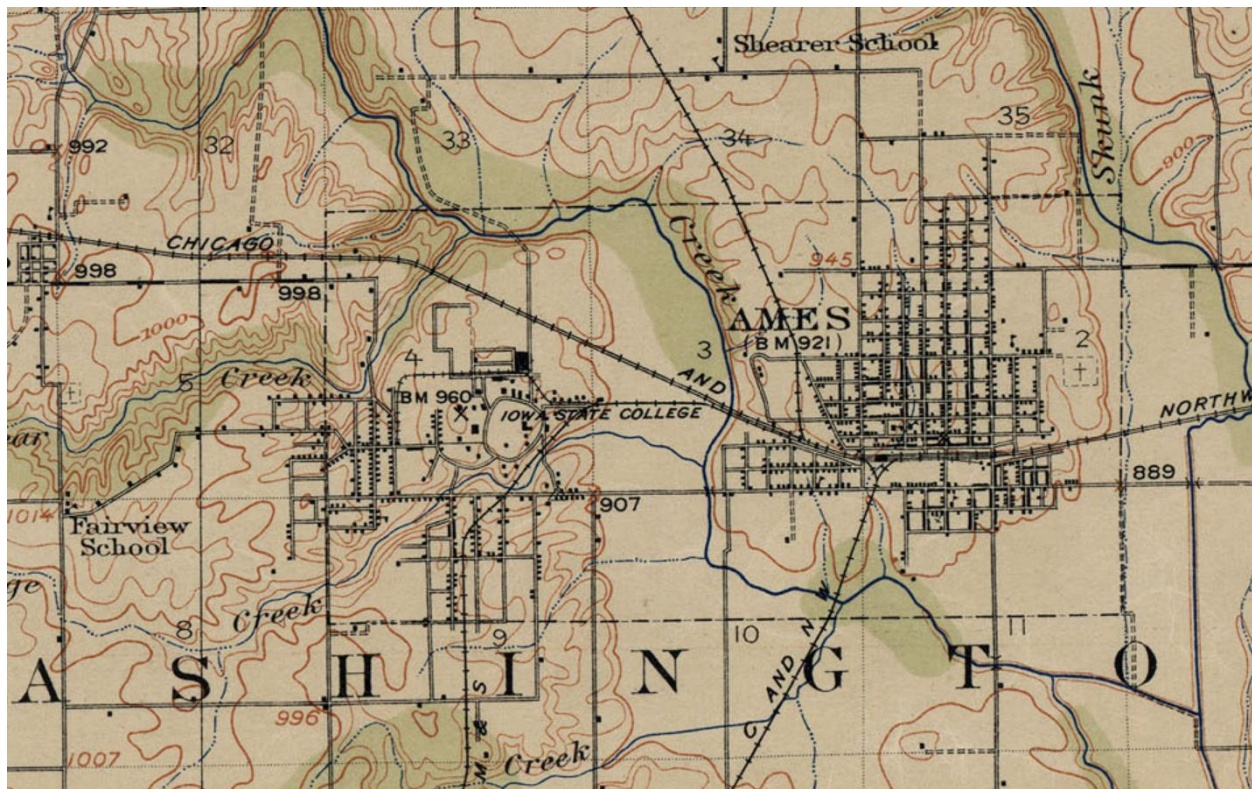


Figure 5. Section Taken from the USGS State of Iowa's topographic “1912 Ames Quadrangle Geological Survey Map” (<https://archive.org/details/1912AmesQuadrangleTopographicalMap>)

During the 1890s in Story County, farmlands rose in price and areas hitherto held by speculators formally found buyers who settled the lands and began to farm (Payne, p. 435). Beginning in the 1890s, faculty and administration at Iowa State began actively to participate in the commercial life of the community. Joseph L. Budd, professor of horticulture at the college and a founder of the Iowa State Horticultural Society, financed, around 1891, a half-interest in the construction of

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the John L. Stevens Building at 231-233 Main Street. Budd's participation in this venture appears to have been strictly an investment, because he soon sold his interest to Stevens. But Budd quickly became involved with the construction of another building, this time across the street. The Masonic Hall at 232-234 Main Street resulted in a large part from Budd's activity. Edgar W. Stanton, professor of mathematics and four times acting president of Iowa State, served as a vice-president of the Union National Bank.



Figure 6. This 1900 photo shows the northeast corner of Onondaga Street (now Main) and Kellogg Avenue. The corner (far left) building was built in 1891 by Professor J. L. Budd and Judge John L. Stevens. The Opera House occupied the entire second floor of this building with a capacity for 600. Grove and Zenor Grocery Store (afterwards, Grove Bros., then J.J. Grove) occupied the west half of the first floor until 1916. J. B. Elliott's furniture store first occupied the east half. The building was divided in 1903 when sold to J. E. Davis and A. L. Potter. A firewall was then built through the second floor making this into two buildings. The A. L. Potter Hardware Store can be seen in this photo, occupying the east half of the building. (Farwell T. Brown Photo Archive 10.41.1)

At about the same time, faculty and administration at Iowa State also began to participate in local government. Most notable in this respect was the highly visible role played by Anson Marston, Dean of the Department of Engineering at Iowa State from 1904 until 1932. Marston provided the City of Ames with technical advice concerning numerous municipal improvement projects, notably the water pumping station, the reservoir, the elevated water tank, and the Ames Water Pollution Control System. (Iowa State University Special Collections, Marston papers).

Boosterism began to play a big role in the commercial growth of Ames during the Progressive Era. The local Chamber of Commerce became a major player. Organized in June 1916, the Ames



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Chamber of Commerce and Agriculture, as the association was known, aimed to embrace "business men of Ames, citizens of the town and farmers in the surrounding territory." (*Ames City Directory*, April 1917, p. 1) A list of the Chamber's standing committees indicates the breadth of the concern to better Ames: finance, judiciary, legislative, public affairs, railway and commerce, retailers, manufacturing, conventions, entertainment, good roads, fire protection, agriculture, civic improvement, and membership (*ibid*).

Boosterism was particularly successful in two areas: transportation and convention-oriented visitor services. The two have sometimes gone hand-in-hand. When, for example, the Ancient Arabic Order of the Mystic Shriners of North America held their convention in Des Moines, they also held an automobile parade to Ames and ended the convention there. Throughout the Twentieth Century, Ames hosted conventions for many kinds of groups, including professional, fraternal, and club organizations. In 1908, for example, after the State of Iowa enacted the Iowa Drainage Law, a state convention was held in Ames to discuss implementation of this law in 1909. Other conventions followed. Technological and scientific organizations, of course, favored Ames because of the state school (*The Ames Times*, October 21, 1909).

In 1907 the hub of the central business district was the intersection of Douglas Avenue and Main Street. A 1907 photograph of the central business district by F. J. Bandholtz, photographer of Des Moines, illustrates the point (below). Bandholtz chose this intersection as the viewpoint from which to portray downtown. The point is further emphasized by the fact that Douglas Avenue enjoyed status as the community's premier residential corridor.



Figure 7. A panoramic view of the intersection of Main Street and Douglas Avenue (Library of Congress 2007660925 <https://www.loc.gov/item/2007660925/>)

Parley Sheldon and Captain Wallace M. Greeley, two prominent local businessmen and community leaders, had also erected rival bank buildings at the intersection of Douglas and Main. The hub of downtown moved west when the Sheldon-Munn was completed in 1916. Greeley also moved his bank across the street and the hub thus became the intersection of Main Street and Kellogg.

The Progressive Era and succeeding years saw 5th Street in transition. Throughout the first quarter of the twentieth century, 5th Street retained a residential character. With construction in 1916 of the Masonic Temple at the corner of 5th and Douglas and the new United States Post Office Building at the corner of 6th and Kellogg, commercial activity began an encroachment which continues today. Further, public transportation routes encouraged commercial growth on 5th Street. By 1900, for example, the Ames & College Railway traversed 5th Street to just east of Duff Avenue, and then, after the engine had been moved to the front of the train, made the return

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trip up 5th Street to the Iowa State University<sup>2</sup> campus. The growth of business interests on 5th Street continued following World War II.

By the 1910s the potential for ever-increasing business from the college was evident. The *Ames & College Railway* (colloquially known as “The Dinkey”) had been hauling students and visitors between Ames and the campus since 1891, but by 1907, when the service was owned by the *Fort Dodge, Des Moines & Southern* (FDDM&S), enrollment at the college had hit 1,363, and annual rail rides numbered over 403,000, as students and campus visitors frequented downtown businesses (Douglas Biggs, “‘The Laughing Rolling Stock of the State’: The Ames & College Railway, 1902-1907,” *The Annals of Iowa* (75.2, spring 2016), pg. 110).

The Ames & College Railway (A&C) is one of the best physical indicators of the vital link between Iowa State University and Downtown Ames. The A & C began in 1890 as the Ames Street Railway Company. The approximately 2-mile railway which linked campus and downtown was first known as the “Motor Line” yet was later dubbed the “Dinkey.” The growth in enrollment and prominence of the college had created a need for quicker and more reliable transportation between downtown, with the Chicago & Northwestern Depot, and the college. Two years later, the people of Ames would vote to annex the college campus into the corporate limits of the town. The Dinkey would remain the main source of transportation for Ames residents and visitors to the college between 1891 and 1907. During this time, the Dinkey received exceptionally high traffic--expanding from approximately 40,000 rides annually in 1890 (Biggs, “Forging,” p. 230) to 403,460 in 1906-07 (Biggs, “Laughing,” p. 110)--transporting passengers between the campus and main street area. The Dinkey was decommissioned in 1907, but its successor, the Fort Dodge, Des Moines, & Southern Interurban Streetcar line, added a loop running down Main Street and continued to run until 1929, when it, too, ended service following low ridership and the advent of better all-weather roads and buses in Ames. (Brown pp. 40-42)

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<sup>2</sup> Iowa State University was known as Iowa Agricultural College from 1858 – 1898 and Iowa State College from 1898 to 1959.

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Figure 8. Circa 1900 photo of the Dinkey at the downtown terminal. (Farwell T. Brown Photo Archive 29.145A.2)

The years immediately prior to America's entry into World War I saw widespread expansion and major construction in the central business district and environs. New buildings included the Ames City Hall (1916), the Masonic Temple (1916), the Sheldon-Munn Hotel (1915-1916), and Mary Greeley Hospital (1916). Infrastructure improvements included construction of paved streets, leading to Main Street being paved in 1910, when the name was changed from Onondaga Street. The extent of this construction underlined the strength of the local economy, but it also showed that the community publicly recognized the need to invest in its future through general bond obligations.

The years 1916 and 1917 also saw the first widespread alterations to the facades of to the buildings on Main Street. The *Ames Weekly Tribune* of May 18, 1916, summed up the building trend neatly, noting, "It seems to take but a start in the improvement line when others fall in and the first thing you know a beautiful lot of business blocks is the result. The many improvements which have been made on the fronts of the Ames business houses during the past few weeks are very noticeable and they add greatly to the looks of the good old town" (p. 8). This trend included, among other projects, extensive remodeling on the south and north sides of Main. In 1916, the purchase of the Spence Building at 138 Main by the Appleby-Wagner Company brought a remodeling of the facade that quickly spread to the next three buildings to the east (136, 134, and 132 Main) when the contractor, H. F. Coates discovered the buildings' facades depended on each other for support. The instability of the facades led *The Ames Evening Times* to report that there had been "some talk of a chance for suit" against the Fort Dodge, Des Moines

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& Southern Railway, whose Interurban line's freight haulage down Main Street had "caused the settling and general shaken down condition" of the buildings in need of stabilization (*Ames Evening Times*, April 7, 1916, p. 1). Despite the necessity of updates to stabilize these buildings, the positive impact of the facade "facelifts" was praised as a "Big Improvement...one of the big features of the building campaigns planned for the summer in the downtown district and will give Ames, in place of the rather shabby appearance of the old buildings, a series of store fronts that will be a distinct acquisition to the business district of the city" (*Ames Evening Times*, April 12, 1916, p. 1). On the north side of Main, as improvements moved forward on the south side and the Greeley building was constructed on Douglas Avenue, D. J. Bullock remodeled the front of his hardware store at 125 Main. The Tilden store building at 203-205-207 Main was also being extensively remodeled "into one of the finest business homes in the city...[after] the directors of the store...visited and studied the plans of the most modern stores of the country and... perfected their plans for a store that will be a credit to...this progressive city" (*Ames Evening Times*, April 6, 1916, p. 1). Then, in 1917, the Perkins and Judisch store fronts at 211 and 209 Main, just west of the Tilden block, were updated simultaneously, with "the same color of brick being used and making the two buildings uniform" (*Ames Evening Times*, July 12, 1917, p. 1). The newspaper praised these new store fronts, claiming, "Such improvements are making Main street (*sic*) one of the prettiest streets of any city in the state the size of Ames" (*Ibid.*). Other facade updates in 1917 included the shoe store at 219 Main and the Loughran drug store at 217 Main (*Ames Weekly Tribune*, March 15, 1917, p. 1). Additionally, when the Tilden Grocery Store moved to 407-409 Douglas, the *Ames Evening Times* reported that "a new front of buff colored (*sic*) brick to match the Greeley block has been built in with a large display window" (June 1, 1917, p. 2).

The Progressive Era was not without growing pains in Ames. For several years prior to World War I, secessionism threatened Ames' development as a modern city. Farwell T. Brown has pointed out in his "Civil War in Ames?" vignette, for example, how in 1914 faculty interests at Iowa State had strongly called for the incorporation of a new town. Commercial rivalry between businesses in the Fourth Ward (now Campustown) and downtown also spurred sectionalism. Public indebtedness for downtown construction brought these issues to an acute head. In 1916 a coalition of commercial and academic interests in the Fourth Ward openly called for the establishment of an independent Town of West Ames. These interests interpreted the public improvements in downtown to have been at the Fourth Ward's expense. While it was true streets remained unpaved in West Ames, Parley Sheldon responded, this was because population was concentrated in the downtown areas. Although secessionism cooled, the issue remained in the courts into 1920.

The outbreak of World War I in Europe in 1914 introduced significant changes at all levels of American life. The war itself greatly stimulated food production in the nation, but overproduction followed as a result. This created a major problem for wheat growers, but corn prices remained relatively stable. The wholesale price index of farm products generally rose during this period and beyond. World War I acted somewhat as a depressant on the local Ames economy because of a 19% decline in student enrollment at Iowa State in 1917.

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## BOOM TIME FOR AMES (1918-1941)

The years between the two world wars saw an unstable farm economy followed by the Great Depression. Although the farm products wholesale price index climbed and reached its highest level in 1928, there was already a decline in farm commodity prices before Black Monday in 1929. The Great Depression hit Iowa very hard. By 1932, total farm receipts declined to one-third their amount in 1918. Foreclosures, bankruptcies, and tax delinquencies were exceptionally heavy in Iowa and the Dakotas. Farm operators' equity in land dropped from 62% (1880) to 39% (1935) (Morris, p. 509).

Ames' local economy bucked the trend. Although student populations at Iowa State fluctuated somewhat during the 1920s, total fall enrollment had, by 1930, grown to 4,318; this was a 73% increase over 1919, the first year without the student dislocations of World War I. The presence of major institutions like Iowa State and the Iowa Department of Transportation cushioned the severity of the Great Depression on the local Ames economy. State employment and student populations remained fairly stable during this period, accompanied by a steady demand for basic goods and services. Although student enrollment at Iowa State declined by 8% in 1931, 14% in 1932, and 7% in 1934 from each previous year, by 1934 student enrollment was again increasing. By 1935, the total fall enrollment of 4,412 exceeded the school's previous all-time high: 4,318 in 1930. At the outbreak of World War II in 1941, total fall enrollment at Iowa State stood at 6,220. This increased enrollment helped Ames' population finally to exceed that of Boone and Oskaloosa (*Ames Daily Tribune*, June 28, 1940, p.1), reaching 12,555 at the official census count, an increase of 22.4% since 1930 (*Ames Daily Tribune*, December 26, 1940, p. 1)

The physical growth of Ames downtown dramatically shows a booming local economy during the 1920s. The 300 block on the north side of Main Street is a good example. Built in 1916, the Sheldon-Munn Hotel had heralded this development, but prior to about 1922, the block between the hotel and 329 Main on the corner was all but vacant. This was largely due to that fact that a slough ran through the area. It would later be drained. Within a few years, this block filled with new brick buildings. These buildings included the 1926 addition to the hotel and C. J. Lynch's new building at 313 Main Street. Constructed of quality building materials and with up-to-date architectural designs, this section helped reinforce the corner of Main and Kellogg as the fulcrum of the central business district.

In addition to these new buildings, many business owners in the central business district opted to take on façade renovations, which transformed the image of this section of the city. Older commercial façades were updated with simplified designs. The result of these renovations coupled with the new construction already mentioned radically changed the image of Ames' central business district from a Victorian Main Street to one characterized by simplicity and utilitarian, no-nonsense architecture.

Commercial nodes adjacent to the central business district also emerged during this period. In 1925, for example, Carr Hardware erected a storage building on South Kellogg. (*Ames Daily Tribune*, December 31, 1925 p.1) Developed in connection with the sale of heavy products like hardware, heating equipment, and automobile and truck parts and service, this area was dependent on convenient vehicular access for both the delivery of products and for the

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convenience of customers. South Kellogg's proximity to Lincoln Way and U. S. Highway 30 provided this absolute necessity. Other commercial nodes associated with roadside businesses sprang up on Lincoln Way and nearby Duff Avenue.



Figure 9. A 1939 Photo of Main Street looking east. The Sheldon-Munn Hotel is on the left at northwest corner of Main and Kellogg; the Rainbow Coffee Shop is at the northeast corner. On the southeast corner is the Ames Trust and Savings Bank. The streetcar tracks had been bricked over sometime after 1929 as seen in this picture. (Farwell T. Brown Photo Archive, 128.703.2-6)

Finally, as municipal government grew more complex (particularly following World War I), Iowa State faculty and administrators began to serve on more municipal boards and committees. College personnel had a strong tradition of service on the city library board but now they expanded their participation in other city activities, which, like the City Planning Commission established in 1927, were also growing to meet new demands for public service.

#### AMES AT WAR AND PEACE (1941 AND BEYOND)

Farm prices improved somewhat during World War II, but by 1946 they still stood, in terms relative to 1918 dollars, considerably lower than the pre-World War I period. By contrast, prices began to soar in the 1950s. Prices continued to push upwards through the 1960s and the 1970s saw another period of great prosperity for the farm economy.

Although, historically, Ames was generally able to buck state-wide economic trends from the security offered by Iowa State University, state and national trends of the era determined the population, and thus, commercial influx in Ames brought on by the presence of the college. Prosperity on the farm and the G. I. Bill for returning veterans spelled population explosion for

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Ames. The city's population increased by 82% between 1940 and 1950 when it reached 27,212. In contrast, the population growth during the same period for Iowa City was 53% while that for Des Moines was 11%. The population of Ames continued to grow through the 1980s. In 1990 it stood at 47,198.

Housing starts in Ames reached new highs in the post-war era. New residential areas encircled the pre-war city. In the 1970s, the North Grand Mall was opened in Ames and heralded a new age of consumer retailing. Iowa State students participated in the new affluence and Campustown grew with new service-oriented businesses, restaurants, and retail stores. A second major shopping area developed on the west edge of Ames. These commercial nodes challenged Ames' Main Street for market share. Even before this new commercial competition, many downtown businesses modernized their facades in an attempt to remain relevant and competitive in the Modern Age. In a domino-like effect, subsequent business owners would opt to do the same to keep up with neighboring businesses. The architecture of Ames Main Street Historic District reflects these post-war trends. Within the district, fewer façade renovations were undertaken in the 1950s and 1960s than prior to the war, however, suggesting that commercial interests had become cautious in this area of the city. New construction in the downtown was restricted mostly to financial institutions, which tore down and rebuilt, or to retail buildings that replaced those damaged by fire. Beginning in the late 1960s, new construction often broke the traditional rules. In later years, owners of historic buildings within the district generally turned toward revivalism (as at 220 Main) or the complete alteration of previous eras' architectural details(as at the Collegian Theatre, 411 Main).

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Figure 10: Ames Main Street in 1958 looking east from the intersection of Kellogg and Main. Shows facades of Main Street buildings on the south side. (*Ames Tribune Photo Archive*)

The boundaries of the central business district remained mostly static during the era although new businesses (particularly service industries like communications, finance, and human services) replaced older types. Notable expansion, such as the strip commercial developments on Lincoln Way and Duff Avenue, occurred adjacent to the Main Street District, but the buildings within the historic boundaries of the downtown remained adequate to house most of the district's commercial activity.

Notably, the railroad tracks were repositioned in 1966 by removing Chicago & North Western's switching yard from immediately south of Main Street buildings and repositioning the main line to the south of its former location. From Ames' founding, the tracks had essentially divided the downtown area from the residential area south of the tracks. With the removal of the switching yard, Downtown Ames gained crucial space to allow for parking lots behind the businesses on Main Street's south side. In the years following 1966, the city of Ames experienced an increase in face lifts and remodels in the rear of these businesses. The removal of the switching yard, easing of railroad traffic and development of Downtown's south parking lots are perhaps the most important development on Ames' Main Street in the past 60 years (best illustrated in figures S7, S8, S9).

Since the 1960s, the commercial area south of the railroad tracks has undergone major



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redevelopment. The extent of new construction here has all but obliterated signs of earlier commercial and light industrial buildings except along South Kellogg Avenue. This area--bounded by the tracks, Lincoln Way, Duff Avenue, and Grand Avenue--now projects an image of a modern highway commercial strip development.

### **Significance under Criterion C: Architecture**

#### COMMERCIAL BUILDING DESIGN IN AMES: INFLUENCE OF THE COMMERCIAL STYLE OF ARCHITECTURE, CIRCA 1915-1943

The commercial style strongly influenced buildings in downtown Ames. Architectural firms of Des Moines seemingly introduced the style to the city in the years immediately prior to World War I with the construction of several new buildings. Local contractor-builders in Ames subsequently accepted certain architectural details from these buildings and employed them in many remodeling jobs. Such "Face Lifts on Main" combined with other new buildings in the 1920s to transform the streetscape. Finally, local business people with conservative tastes reaffirmed this influence by continuing to finance such designs years after the influence had peaked in other communities. Examples of these architectural details are outlined and exemplified using various downtown Ames buildings in the "A VOCABULARY OF ELEMENTS EVOLVES" section of this nomination.

The influence of the commercial style of architecture is tangible. Numerous examples confirm that in Ames a limited vocabulary of architectural detailing, influenced by the commercial style, continued to be reflected in new building design into the 1960s.

#### MAJOR BUILDINGS SET THE STANDARD

Two leaders of the Ames commercial elite, Parley Sheldon and Captain Wallace M. Greeley, set the standard for Ames when they financed the construction of major new buildings prior to World War I. These men employed two different architectural firms. Proudfoot and Bird, architects of Des Moines, became Sheldon's consultant for his hotel. Liebbe, Nourse, and Rasmussen, also Des Moines architects, became Greeley's for his Masonic Hall. Within the next several years, three major buildings went up in the downtown. These buildings still dominate the downtown today. At the time they were constructed, they set the tone for later commercial buildings, which, as often as not, were vernacular interpretations of them and constructed by the local building trades.

The Sheldon-Munn Hotel, designed by Proudfoot and Bird and constructed in 1915-1916, stands as a lynchpin of downtown Ames. Long discussed and wished for in the community, this hotel provided Ames with a convention and community center. As an outstanding example of local boosterism, the building resulted from the joint financial venture of Parley Sheldon and A. H. "Fred" Munn. When constructed, the monumental scale of this building and its key function as a community center virtually shifted the fulcrum of the central business district to the intersection of Kellogg and Main. Although the building is eclectic in design (the first floor storefront employs some Classical Revival motifs, for example), the building's overall feeling projects the

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commercial style of architecture. Significant in this regard is the extensive use of brick for structural and decorative purposes, the imparting of texture to the building through the use of striated brick, emphasis on rectilinear shape and planar surface, and an overall simplicity relieved by brick of contrasting color.



Figure 11. Postcard picture of the Sheldon Munn taken between 1917 and 1919, from Farwell Brown's "Postcards of Ames, Iowa, and Environs" collection (Farwell T. Brown Photographic Archive 79.413.3-5)

A second major building was also constructed in 1915-1916 when the City of Ames undertook the construction of a new city hall and municipal building under the leadership of Mayor Parley Sheldon. Liebbe, Nourse, and Rasmussen designed this building. Erected on the site of Ames previous city hall (and located within a half block of the hotel), the new city hall also employed brick extensively and complemented the new hotel. The Municipal Building and the Masonic Temple are the only buildings in Downtown Ames already listed on the National Register of Historic Places.

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Figure 12. Postcard photo of the Municipal Building taken shortly after its completion (Farwell T. Brown Photographic Archive 63.319.1-2)

The third building, a new Masonic Hall, was constructed in 1916 on the corner of 5th and Douglas. Sponsored in part by Wallace M. Greeley, this building was built from designs of Liebbe, Nourse, and Rasmussen, architects of Des Moines. As with the Sheldon-Munn Hotel, the architects used planar surfaces enriched with geometric shapes and contrasting materials for polychromatic effect. Other Liebbe, Nourse, and Rasmussen designs in Ames include the Ames Savings Bank of 1913, Mary Greeley Hospital of 1916, and possibly the redesign of the Greeley House on the corner of 5th and Douglas.

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Figure 13. Photograph of the Masonic Building taken c.1919 (Farewell T. Brown Photographic Archive 96.521.1-3)

## A VOCABULARY OF ELEMENTS EVOLVES

Stimulated by the aforementioned buildings, the commercial style of architecture, as practiced in Ames, developed a vocabulary of architectural elements which were repeated again and again and over a long period of time. A lexicon of this vocabulary reads like a list of features which typify the commercial style of architecture. These elements included parapet panels, stringcourses, window enframements, and lintels and sills extended into stringcourses. Local contractor-builders, John and Ben Cole, became masters of these brickwork elements. The elaborate parapet panels, cornices, and stringcourses on façades they constructed remain striking elements of Main Street architecture, notably at 213, 217-219, and 229 Main.

### Parapet Panels

The parapet panel achieved widespread employment and became the hallmark of the influence in Ames. The parapet panel is located above the upper floor windows and below the top of the facade. These panels deserve a typology of their own. Generally rectilinear in design, they employ a complexity of brick bondings, enframement techniques, colors, and surface finishes. An idea of this complexity is suggested in the following list of examples of variations found in the Main Street District.

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### Simple Panels

Simple panels are those defined by brick protruding from the surface of the parapet as a rectilinear frame, and the panel is infilled with brick laid in running bond. The building at 130 Main illustrates this technique where the frame and the panel are the same color as the exterior wall of the building. A variation can occur when the frame employs a contrasting color, as at 209-211 Main.

### Compound (Simple) Panels

Illustrated at 215 Main, here the parapet panel is infilled with brick laid in a bizarre basket-weave bond. 215 Main features polychrome brick of brown, tawny yellow, and tan. A large brick-worked plaque is situated above the second story window with brick laid in rectangular patterns using white-colored brick, as well as the other polychrome colors. It features brick laid in rectangular patterns with white-colored brick outlining rows of rectangles in a sort of checkerboard pattern without solid white infill within outlined squares.

### Compound Panels

Illustrated at 213 Main, here the parapet panel is further enriched with smaller subdivisions defined by stretcher bricks and infilled with headers.

### Flemish Panels

Flemish bond lends an Old World character to a building. This apparently was used most often in the 1920s in Ames. The building at 313 Main is a fine example.

### Checkerboard Panels

Similar to stacked header panels, checkerboard panels are those whose design employs contrasting colored brick used in adjacent squares. Few buildings employ this variation in Ames. One example, 217 Main, projects this image because portions of its basketweave have been painted.

### Stacked-Header Panels

Stacked-header panels are those whose bricks are laid as headers in parallel vertical columns. This design achieves great simplicity and boldness. When contrasting brick is used for these panels, as at 323-325 Main, the result can be striking.

### Basket weave Panels

This design combines three bricks laid horizontally with three bricks laid vertically. The result makes a bold impact. Infrequently employed to infill parapet panels, the building at 226 Main is one case in point.

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### Geometric Panels

In addition to architectural details in rectangular shapes, other geometric shapes also appear in the central business district. The Odd Fellows Temple at 225-227 Main exhibits diamond shaped designs in the parapet area and the Max Dutch building at 327 Main features panels with sharply intersecting angles fabricated of contrasting materials for further dramatic effect.

In addition to the parapet panel, other elements of the commercial style of architecture also influenced design in Ames. Here again, brick played the lead role with a supporting cast of other materials like terra cotta, cast concrete, wood, metal, and glass. Brick was the medium of choice because it was readily available and can be worked in numerous designs limited only by geometry and the brick mason's skill and budget.

### Brick Bonding

Variation of brick bonding adds surface richness to the facade of buildings. This architectural element is used occasionally in the central business district. The building at 125-127 Main employs one course of Flemish bond between seven courses of common bond. This variation of brick pattern adds subtle richness to the building.

### Basket weave Brickwork

Basket weave achieves a more direct visual impact than some other brickwork because it creates a bolder statement. The International Order of Odd Fellows Temple at 225-227 employs three sets of basket weave brickwork at the top of this 3-story building's parapet. This design stretches the full length of the facade and because of its boldness is readily visible from the street.

### Stringcourses

Stringcourses are bands that typically extend the full-width of the facade. They can be fabricated of materials in contrast to the exterior walls, or they can be fabricated of the same material but worked in some fashion to distinguish the stringcourse from other courses. However they are worked, stringcourses add to the horizontal feeling of a building. The Iowa Railway and Light Building at 131 Main Street is particularly notable. Three stringcourses on the second story project from the wall plane between the windows. Their lintels and sills also extend as stringcourses. Yet another stringcourse is situated on the building's parapet. Because this building has two primary facades, the stringcourses wraparound the building on two sides. Coupled with a beveled corner to the building, this design is all the more remarkable because the architect (as yet unidentified) worked with many constraints. This was a "facelift" design for a building already in place.

### Other Brick Detailing

In addition to the brick detailing already mentioned, brickwork also supplied simplified cornices in the central business district. While many buildings were constructed without cornices, brick frequently provides the material for those that occur.

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### Enframed Windows

The commercial style of architecture frequently enframed window cavities, sometimes in brick contrasting with the exterior walls and sometimes with the same color. The frame contrasts with the brick bonding of the exterior walls and serves to enrich the total composition. The frame is overlaid in a bond different from the exterior wall, and this too enriches surface textures. The most extensive (and perhaps earliest) example in Ames is the Sheldon-Munn Hotel. Light colored brick here is employed to enframe the windows on the second, third, and fourth floors. It dramatically contrasts with the darker color brick of the exterior walls. Because the building contains 60 windows on the Main Street façade alone, this architectural element adds a major decorative detail to the building.

### Fenestration

Upper level fenestration generally is restrained, often featuring double hung sash and simple 1/1, 2/2, or similar window design. While most buildings contributing to the historic district illustrate this design, a few buildings break with this standard and are, because of their rarity in the district, significant for this reason. These non-standard buildings typically feature upper level fenestration of a more elaborate nature, as in the Masonic Hall and the automobile dealership (north side Main).

### Polychromy

Varying colors are frequently employed in Ames to add surface interest to buildings. Polychromy is achieved in three ways: through the juxtaposition of bricks differing in structural and decorative elements, through the use of bricks with mottled color, and through bricks coupled with other building materials. The building at 209-211 Main is a fine example of the first, using a variegated, light color brick for its exterior walls coupled with a dark colored brick as an accent. Accents occur as stringcourses above and below the second story windows and as panels in the parapet. The combination of colors and clean lines of the design resulted in a facade of restraint and dignity. The Max Duitch building at 327 Main illustrates the use of different colored bricks within the body of the exterior wall. Mottled bricks occur frequently throughout the central business district. The T.L. Rice building at 323-325 Main illustrates how cast concrete can be coupled with brick to add a further note of polychromatic contrast.

### Name Plaque

A popular conceit in the commercial style of architecture, the name plaque was usually fabricated out of cast concrete, terra cotta, or some other material to contrast with that of the exterior walls. The name plaque as an architectural element was used infrequently in Ames. The Odd Fellows Hall at 225-227 Main is an exception. The plaque here is fabricated of cast concrete. Another, rather late example, is at 206 Main. The plaque here is a simple, cast concrete rectangle impressed with "P. Frangos Bldg".

### Mortar Joints

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Mortar can be variously applied between bricks to achieve decorative design and/or add weather resistance to a building. Mortar can also be colored to contrast stone and brick. The commercial style of architecture used these simple techniques to achieve certain surface textures. The building at 323-325 Main, for example, possesses deeply raked mortar joints. The interplay of natural light and deeply raked joints combines with the multicolored dark red and dark orange brick to achieve richly textured qualities of coloration and shade.

#### Paired Second Story Windows

Although some examples can be encountered in the central business district, paired second story windows are not widely employed. Their rarity suggests a professional architect design, a hypothesis supported by the fact that the buildings which employ them have other sophisticated elements, such as brick bonding variation that also points to professional design. The building at 125-127 Main employs paired windows. Their configuration adds to the horizontal feeling of the building. Another example includes the Douglas Avenue facade of the building at 131 Main.

#### Combination Sill and/or Lintel and Stringcourse

A common architectural conceit in Ames, this design extends the window sill and/or lintel across the entire width of the building. Sills and lintels are fabricated of the same material as the rest of the stringcourse. This material is usually brick like the example at 125-127 Main, but it can also be cast concrete.

#### Transom with Luxfer-Type Prismatic Glass

Although mostly covered at present, 315-317 Main Street retains Luxfer-type glass in the transom above the building's entrance to the second floor. As previously mentioned, the Masonic building features stunning examples of Luxfer-type glass transoms.

### PERIODS OF SIGNIFICANCE

The period of significance of the Main Street District, under National Register Criterion A, dates from 1891 to 1967. The growth of Iowa State in the 1890s coupled with the construction of the Ames and College rail link brought a new era to commerce in Ames. This period of significance remains consistent with historical facts and embraces many buildings in Ames which were newly built and “facelifted” beginning in the 1910s.

The historic period of significance of the Main Street District, under National Register Criterion C, dates from circa 1915 to 1967. Transformation of facades to suit the commercial, unified style came flourished in Ames around 1937. From 1936-1938, 16 buildings on Main Street underwent renovations – mostly to the façades (City of Ames Inspections Permits). The renovations on Main at this time could have been a response to the construction of the Grand Avenue underpass which was completed in 1938 by Ben Cole and Sons. The underpass lies a block west of the district, yet at the time the underpass was a major development for Main Street as it allowed for



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easier travel into the Downtown area without the inconvenience of traffic caused by the railroad tracks (Farwell T. Brown Photo Archive 168.940.1). Moreover, during the late 1930s downtown Ames was able to benefit from increase public works projects such as construction of the Ames Library and Ames High School. Private businesses seemed to respond to public constructions with their own renovations or renewals. Because of this unusual “facelift trend,” the architectural significance of Downtown Ames’ commercial style is characterized by a Victorian era core with updated fronts mostly from the mid-20<sup>th</sup> century.

The Ames Main Street Historic District is unusual among many Iowa downtowns because the dominant architectural image it projects is “Twentieth Century.” The trend that historian William C. Page characterizes as “Facelifts on Main,” began in Ames prior to World War I and eventually resulted in a radical alteration of the façades of Victorian era commercial buildings as building owners “updated” the façades of their buildings over the following decades up through the 1960s. These buildings powerfully express a vigorous commercial life in the central business district driven by a group of conservative, no-nonsense business leaders. Though renovations occurred throughout this time period, there were three major four-year waves of façade revitalizations: 1927-31(7 remodels<sup>3</sup>), 1937-41 (19 remodels), 1964-68 (18 remodels). During this latter wave, many minor rear renovations were completed to accommodate second storefronts, which opened up following the movement of rail tracks directly south of these buildings in 1966, which became a parking lot to accommodate the customers of various businesses within the district. During this time period, Main Street Ames was transformed from a commercial district dominated by latenineteenth-century designs to a district characterized by simplified, efficient, utilitarian facades. Because this transformation in Ames was so universal, the central business district possesses a unity of architectural design. Although many Iowa towns have representative examples of 1920s, 1930s, and 1940s architecture in their business districts, these examples usually punctuate the Victorian era core which forms the standard stock. It is unusual in Iowa for a downtown to consist primarily of mid-twentieth century designs, which is what makes Ames Main Street Historic District distinct and significant.

The Ames Main Street Historic District features a particularly rich palette of brick coloration and texture. During the first half of the twentieth century, the use of varieties of brick coloration and surface textures dramatically increased throughout the country. Louis Sullivan noted in 1911, for example, that “... So small a thing as a brick has wrought a significant modification in the architectural art ... ” (quoted in Bayer, 1986). Merchants in Ames showed strong predilections to employ these new materials. Many shades of yellow, orange, red, and brown brick are evident in buildings in the commercial district. Some buildings use multi-colored brick while some buildings employ different colored brick. Cast concrete is also used for architectural detailing. Simple planar surfaces are enriched with textural interest through the employment of a wide range of brick bonding, stringcourses, and other decorative devices. Because these architectural details are used ubiquitously on both new buildings and “facelifted” buildings, the Ames Main

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<sup>3</sup> According to building permits for Main Street buildings, 7 permits were issued between 1927-31 for façade or major structural upgrades with three of these permits being issued to multi-address blocks—(1927) 301-311 Main; (1928) 319-321 Main; (1931) 217-219 Main.

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Street Historic District projects a unified feeling.

## SIGNIFICANT LOCAL ARCHITECTS

**Allen H. Kimball** was the most active architect in Ames between the two World Wars. As the first head of the Department of Architectural Engineering (now the Department of Architecture) at Iowa State University (1917-46), he was an important local figure. However, the consistent quality of his public, semi-public, and residential buildings, both on the Iowa State campus and throughout Ames, is also notable. As supervising architect for ISC from 1915-1946, he was responsible for designing nine buildings on campus, including the Old Field House (1920, razed in 1953), the Horse Barns and Ruminant Nutrition Laboratory (1929, in conjunction with Buildings and Grounds Staff), the original Genetics Laboratory (1932), the Agricultural By-Products Laboratory (now the Nuclear Engineering Laboratory, 1934), the Stange Memorial Clinic at the Veterinary Medical School (1936), and the Naval Armory (1942, an addition to the Mechanical Engineering Laboratory). He also formed architectural partnerships with colleagues Harold Sprague, Robert Bailie, Clinton Cowgill, and Charles Bowers over his career, for designing numerous other buildings in Ames. Examples of this collaborative work include the Harris W. Stafford home at 723 Duff Avenue (1921, with Robert Mills Bailie and Clinton Cowgill); Roosevelt School (1923, with Robert Mills Bailie and Clinton Cowgill); the Iowa State Highway Commission Building (1923); Beta Theta Pi Fraternity, 2120 Lincoln Way (1925); Collegiate Methodist Church (1926); St. John's Episcopal Church (1929); Pi Beta Phi Sorority, 208 Ash Avenue (ca. 1920s); Sigma Alpha Epsilon Fraternity, 140 Lynn Ave. (ca. 1920-27); Iowa State College (ISC) Central Stores Building (1933, 1936-37); ISC Agricultural By-Products Laboratory (1934); the Charles Gwynne home, 3102 West St. (ca. 1937, with Charles F. Bowers); the Mary Greeley hospital addition (ca. late 1930s, with Charles F. Bowers); Ames Public Library addition (1939-40, with Charles F. Bowers); McFarland Clinic [now Ames Publishing Company, 317 5th St.] (1940, with Charles F. Bowers); the W. H. Pierre home, 3403 Oakland St. (ca. 1940, with Charles F. Bowers); and the Florence Fallgatter home, 2122 Greeley St. (ca. 1940, with Charles F. Bowers).

Kimball, who held degrees from the University of California and MIT, was well traveled, having studied architecture in Europe before taking up a position teaching architecture at the University of Illinois. After moving to Ames, he became a three-time president of the Iowa Chapter of the American Institute of Architects (AIA) (1918, 1919, and 1920). In 1950, four years after his death, Iowa State honored him by establishing an architecture award in his name. The award recognizes an Iowa State student for outstanding service to the department community. (Shank, page 96-7; Iowa State University Special Collections, n.p.).

**Robert Mills Bailie.** Kimball's design partner on the Munn garage project was also part of the firm Kimball, Bailie, and Cowgill, which was responsible for the design of Ames' Roosevelt School, now a National-Register-listed property. Bailie, who had been born in Storm Lake, Iowa, and died young at age 41, had been Kimball's student at the University of Illinois before moving to Iowa to work for the firm of Proudfoot, Bird, and Rawson. Following four years with that firm, Bailie joined the department his former professor headed at Iowa State. (Cardinale-Pett, Leslie, and Pritchard, n.p.).

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**Clinton H. Cowgill.** Cowgill, a Kansas native, taught at Iowa State from 1920 to 1928, when he became the first head of the Department of Architectural Engineering at Virginia Polytechnic Institute (VPI), a position he held until 1956. VPI's architecture and design building, Cowgill Hall, which was built in 1968, was named in his honor. Cowgill continued to practice architecture in Virginia and remain active in publishing until his retirement in 1961 (Shank, page 47). The Max Duitch Building at 327 Main Street was a Cowgill-designed, Cole-constructed building, while 208-214 5th Street was designed by Kimball, Bailie, and Cowgill and built by Cole.

**Ben Cole.** Contractor/builder, Ben Cole, was, perhaps, best known for concrete construction projects, such as Ames' Grand Avenue underpass, completed in 1938, and other bridges around the state. Cole's lifelong contribution to the City of Ames was commemorated at his death in 1939 by a memorial plaque, which was placed at the north approach to the Grand Avenue Underpass. In addition to this work in concrete, however, Cole and his firm (variously configured with his brothers or sons as part of the crew) was known for work on several Iowa State University buildings (the Chemical Engineering Addition, 1931; addition to the Central Stores, 1937; and Elm Hall, 1938), the 1920s Cranford Apartment Building (corner of Lincoln Way and Stanton Ave.), Louise Crawford School (1930), and the Ames High School building (1938-39). In downtown Ames, Cole also built the 1926 addition to the Sheldon-Munn Hotel at 309-311 Main, the Fareway Grocery Store at 417 Kellogg (1938), and the Masonic Hall at 411-429 Douglas Avenue (1916), among others. Cole's brickwork also seems to have been a popular "face-lift" for buildings along Main Street in the 1920s and '30s, when his firm remodeled facades at 213, 215, 217, and 315-317 Main. On a number of occasions, including the property at 417 N. Duff, Cole executed designs by Kimball and/or one or more of his frequent partners, Bailie and Clinton H. Cowgill.



2. Latitude: 42.025833  
Longitude: -93.616867

1. Latitude: 42.025967  
Longitude: -93.610451

3. Latitude: 42.024558  
Longitude: -93.616835

4. Latitude: 42.024901  
Longitude: -93.610430

**Legend**

- NHRP District Boundary
- Property Parcels

0 0.01 0.02 0.04 0.06 0.08 Miles



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Figure 15. Aerial view with sites labeled and contributing resources identified.

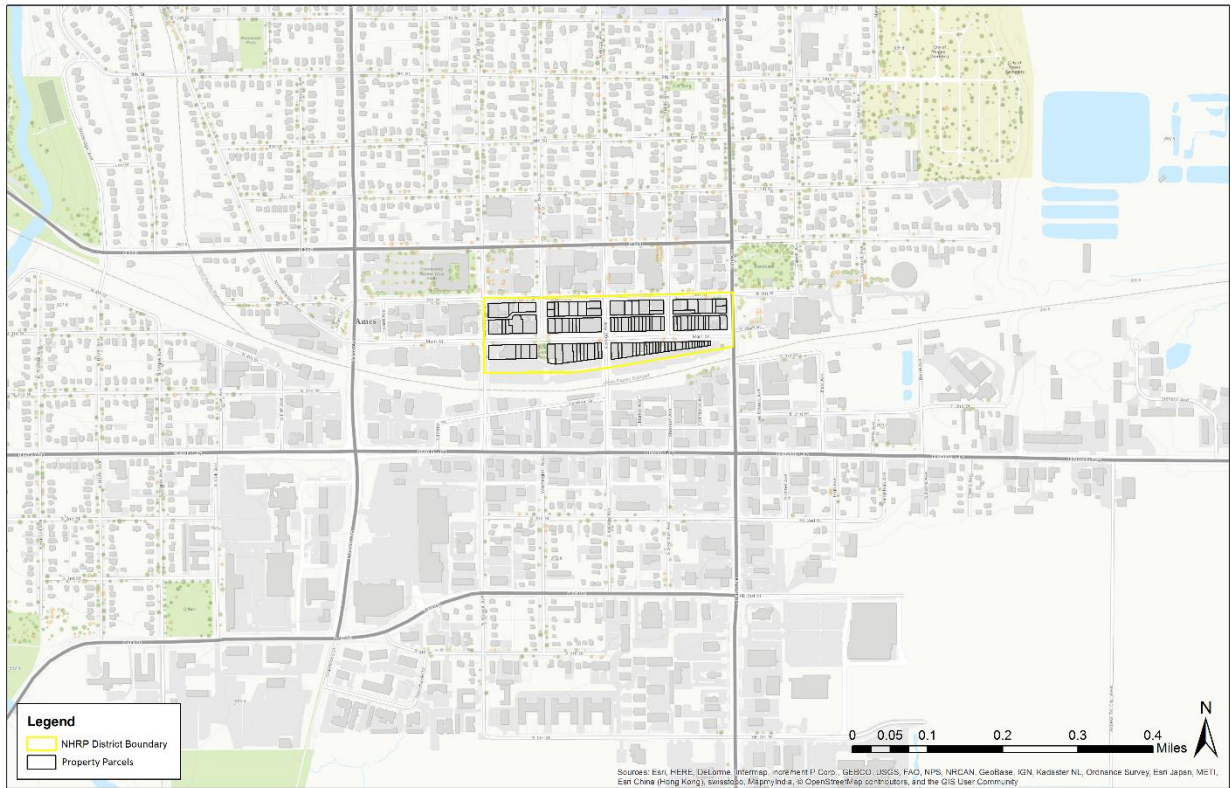


Figure 16. Aerial view of district

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Figure 17 Simplified Aerial view with contributing resources marked.

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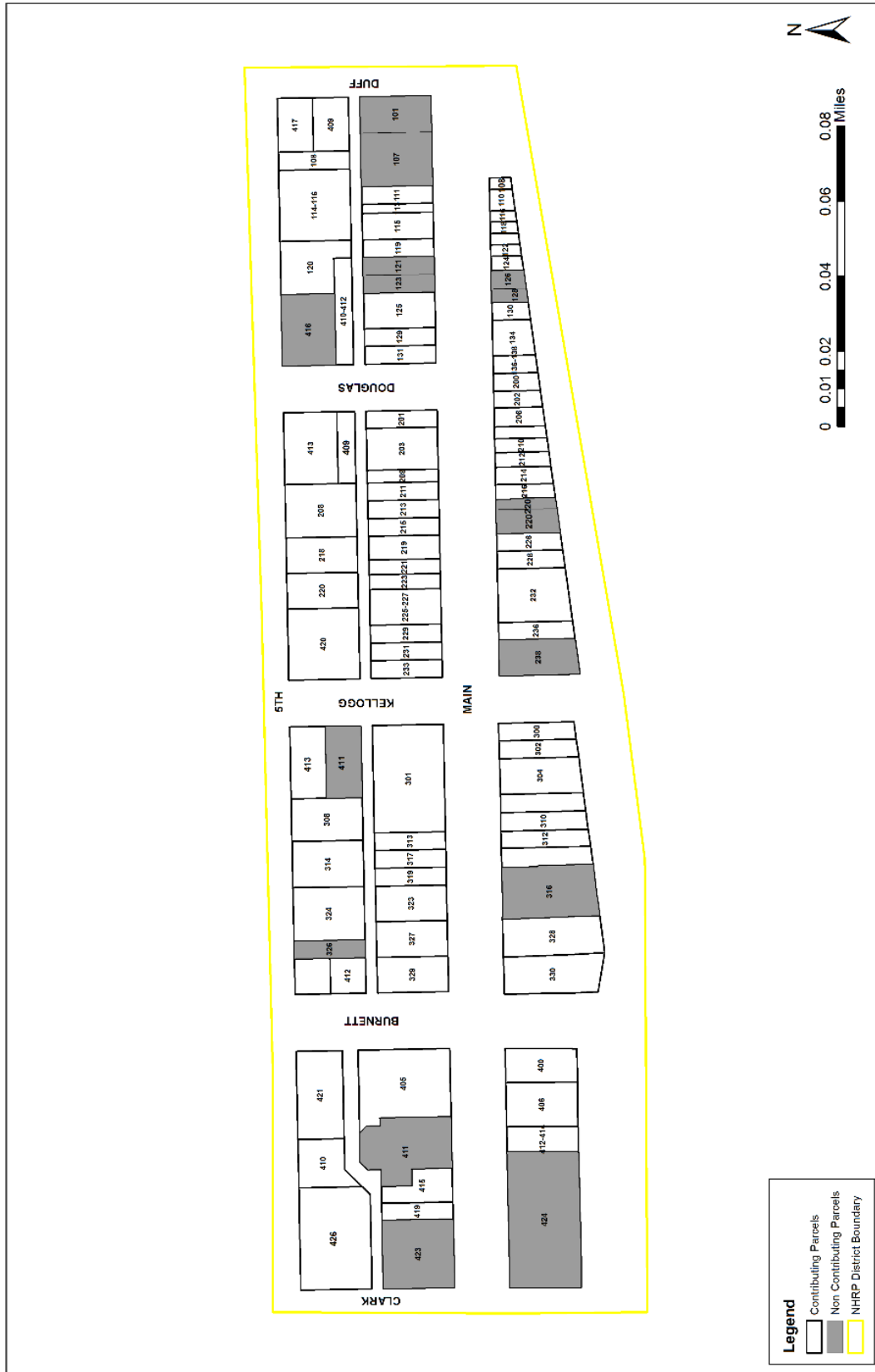


Figure 18. Minimal representation of district and contributing resources.

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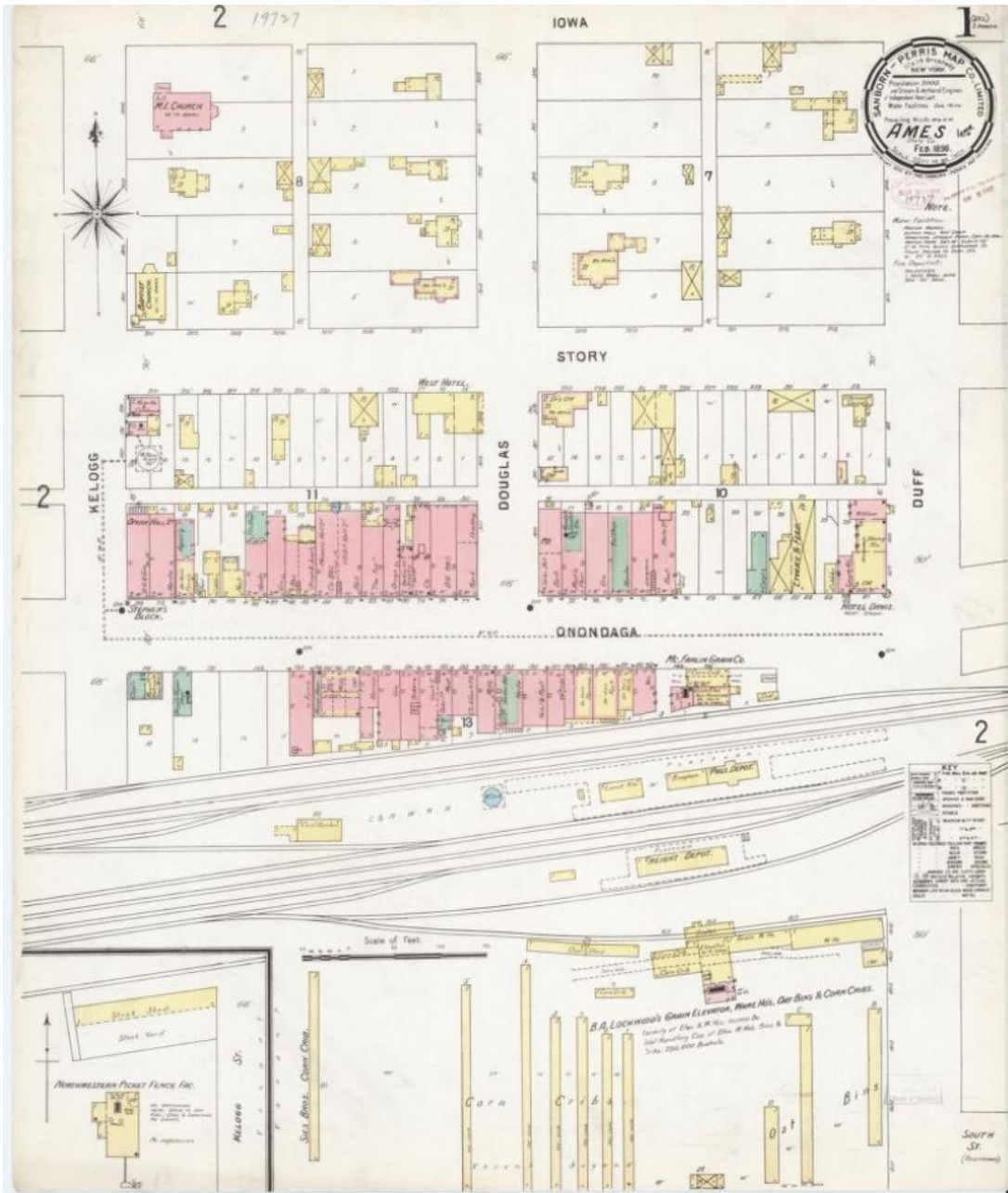


Figure 19. 1896 Ames Sanborn Fire Insurance Map. (Map (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1896).



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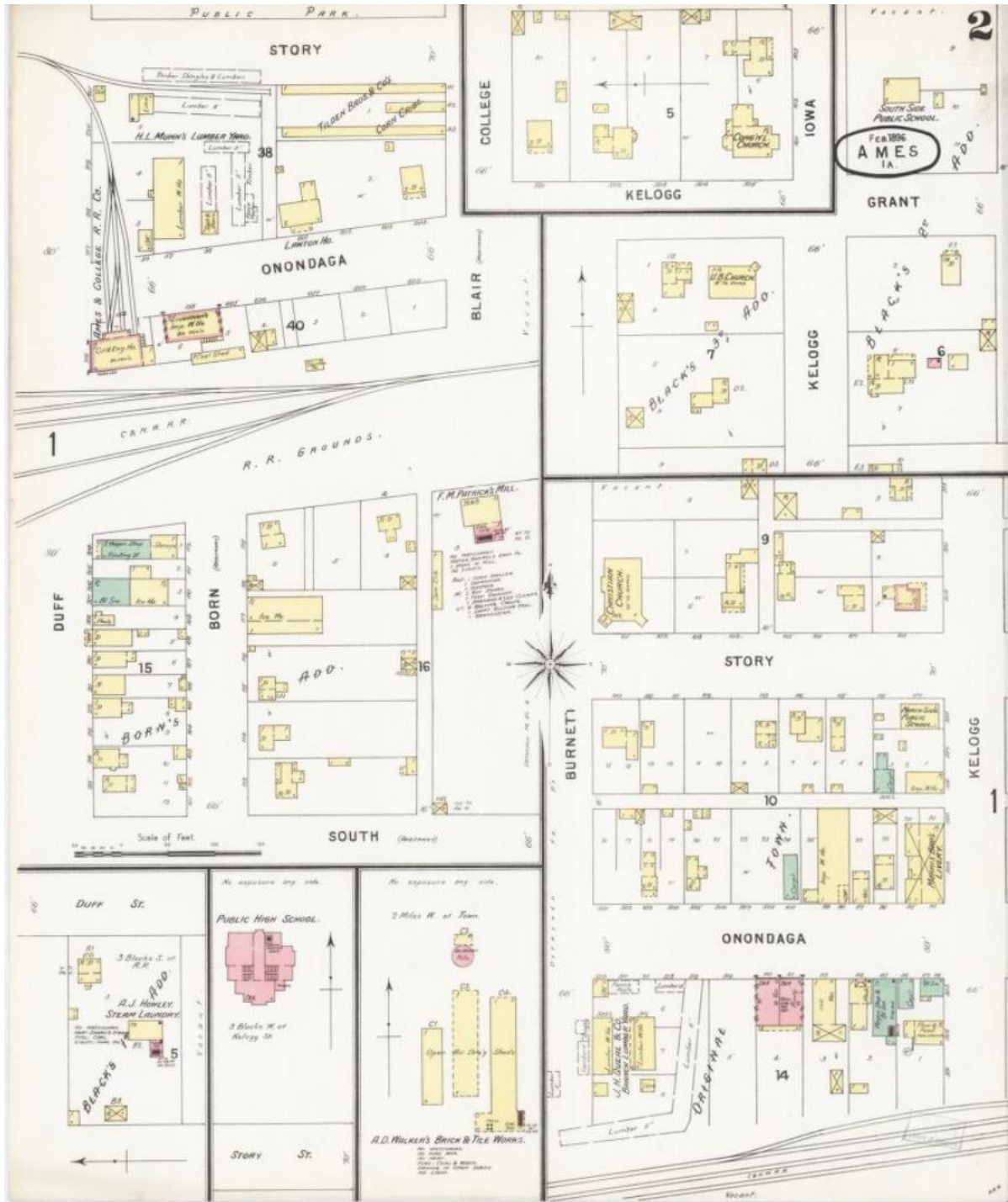


Figure 20. 1896 Ames Sanborn Fire Insurance Map. (Map (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1896).

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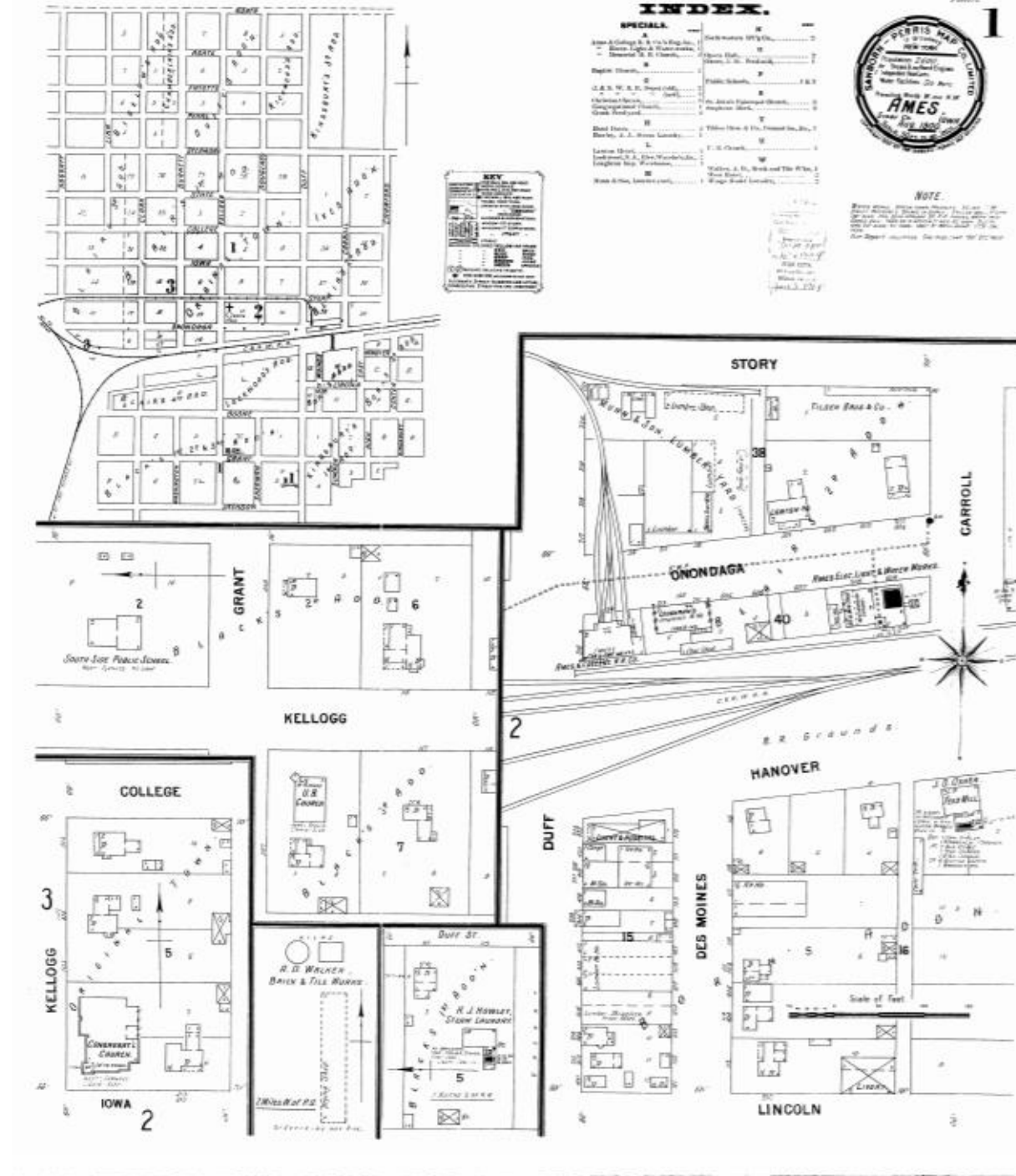


Figure 21: 1900 Sanborn Fire Insurance Map (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1900).

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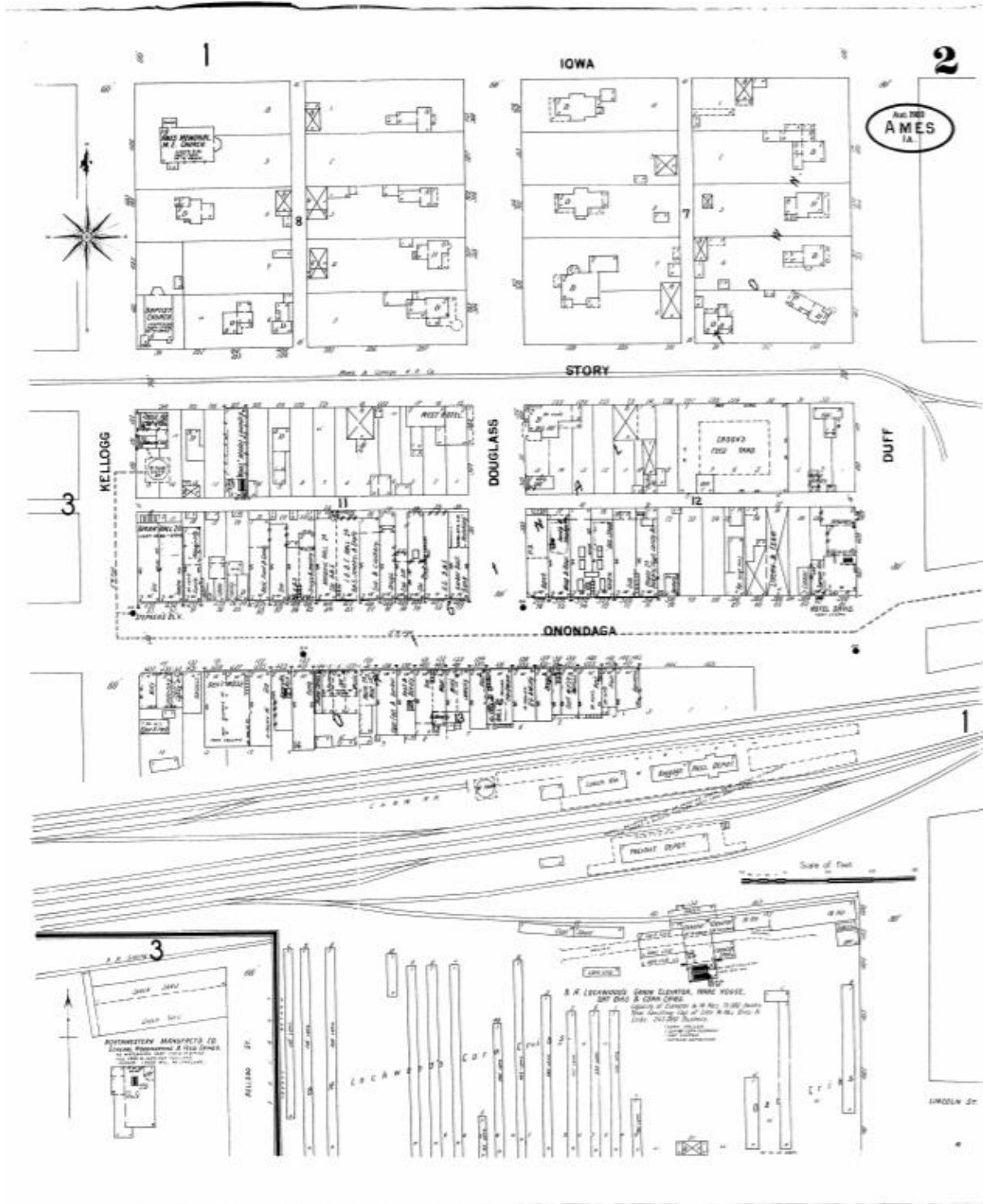


Figure 22. 1900 Sanborn Fire Insurance Map. (Ibid)

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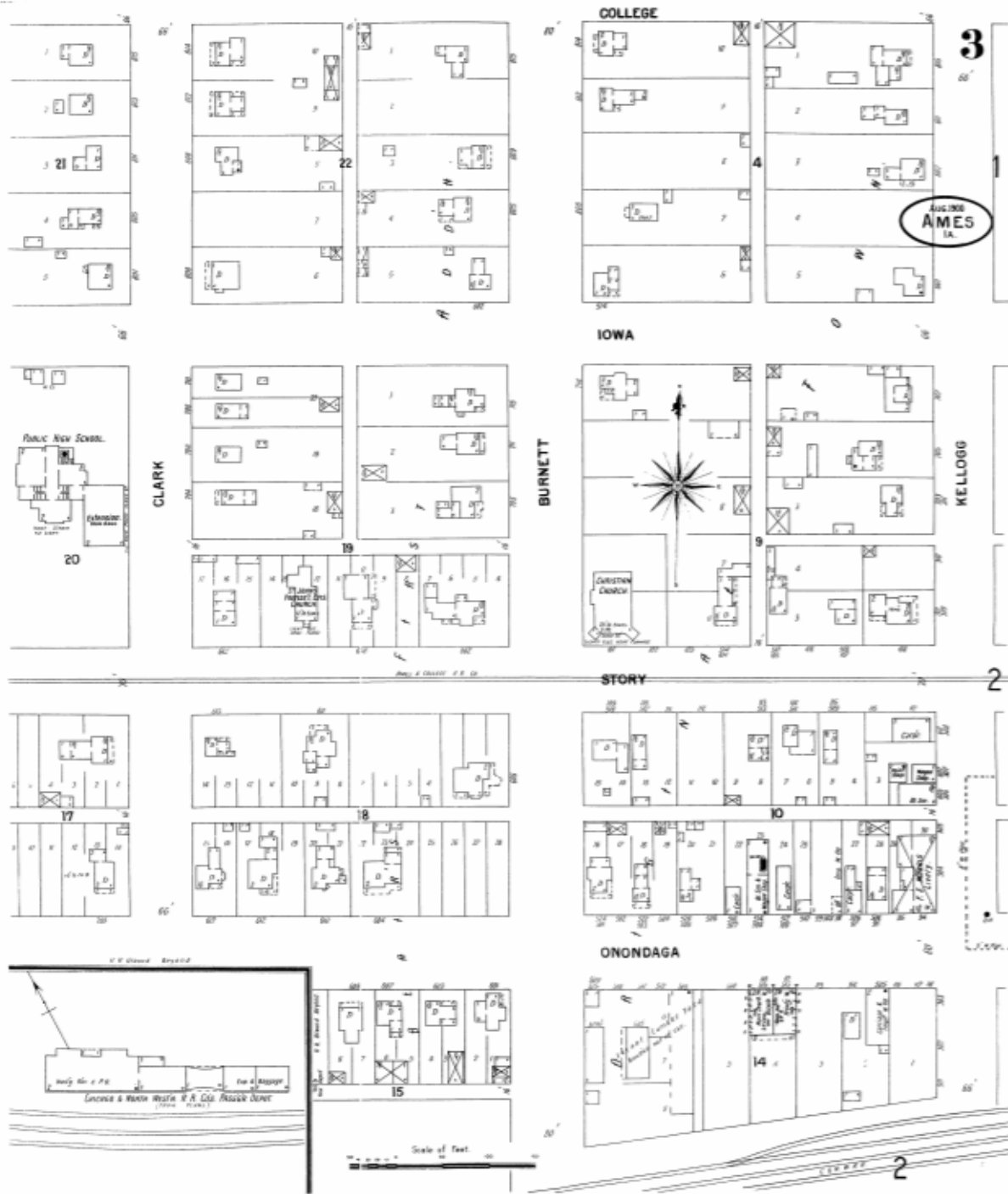


Figure 23. 1900 Sanborn Fire Insurance Map. (Ibid)

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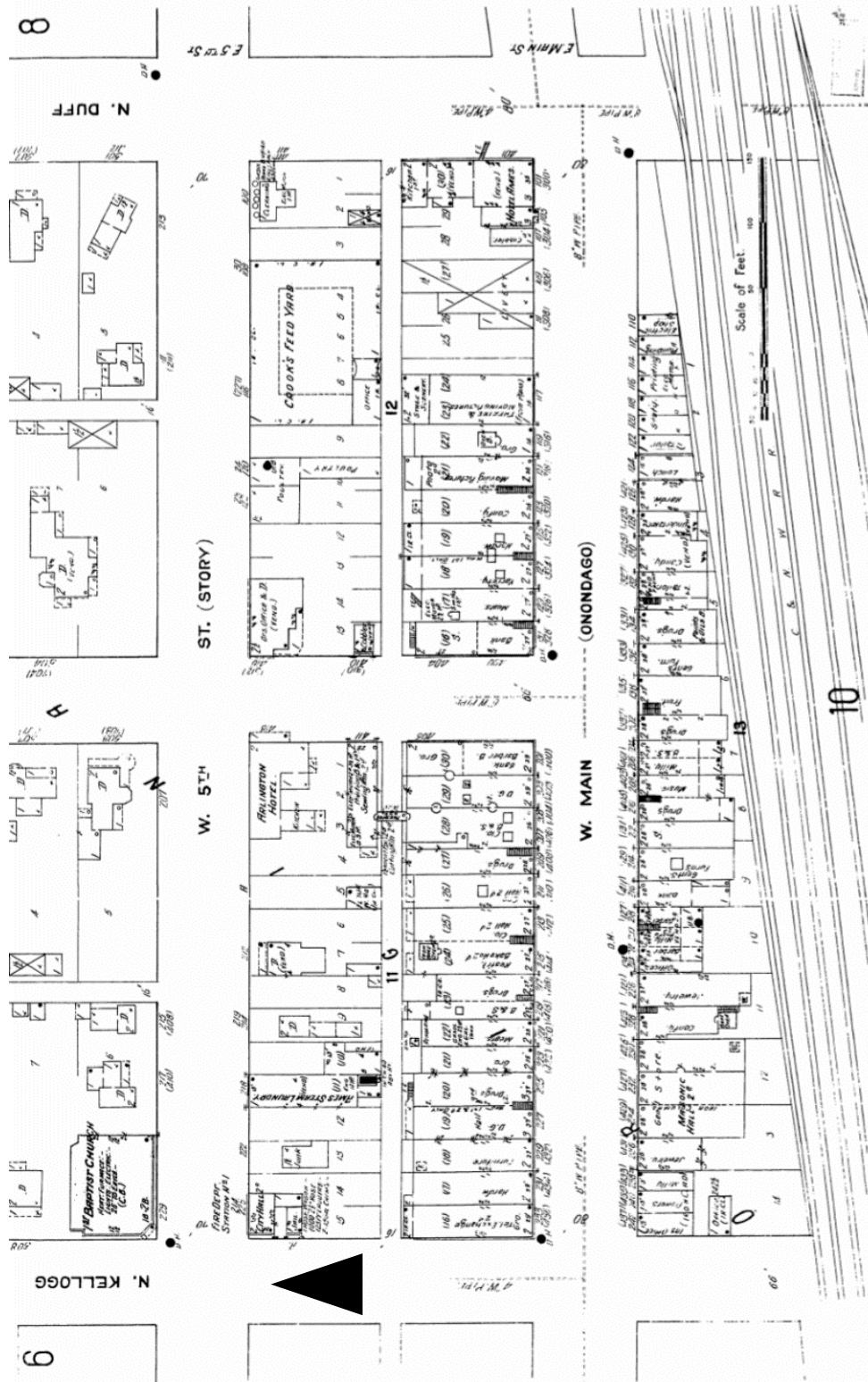


Figure 24. 1911 Sanborn Fire Insurance Map ---- zoomed to show commercial development detail at the intersection of Main Street and Douglas Avenue. . (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1911).

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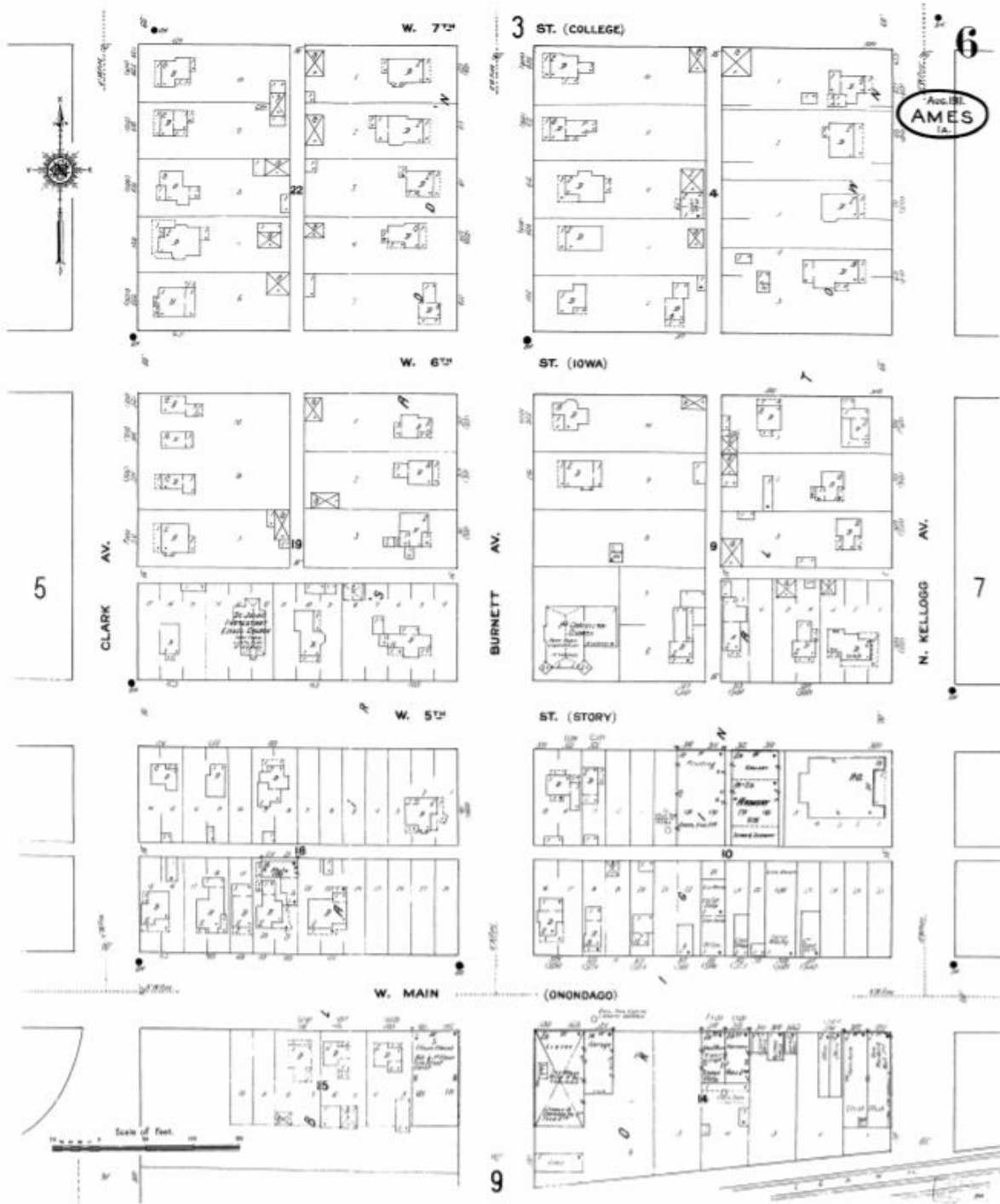


Figure 25. 1911 Sanborn Fire Insurance Map -- zoomed to show detail of commercial build-up near the intersection of Main Street and Burnett Ave . (Ibid)

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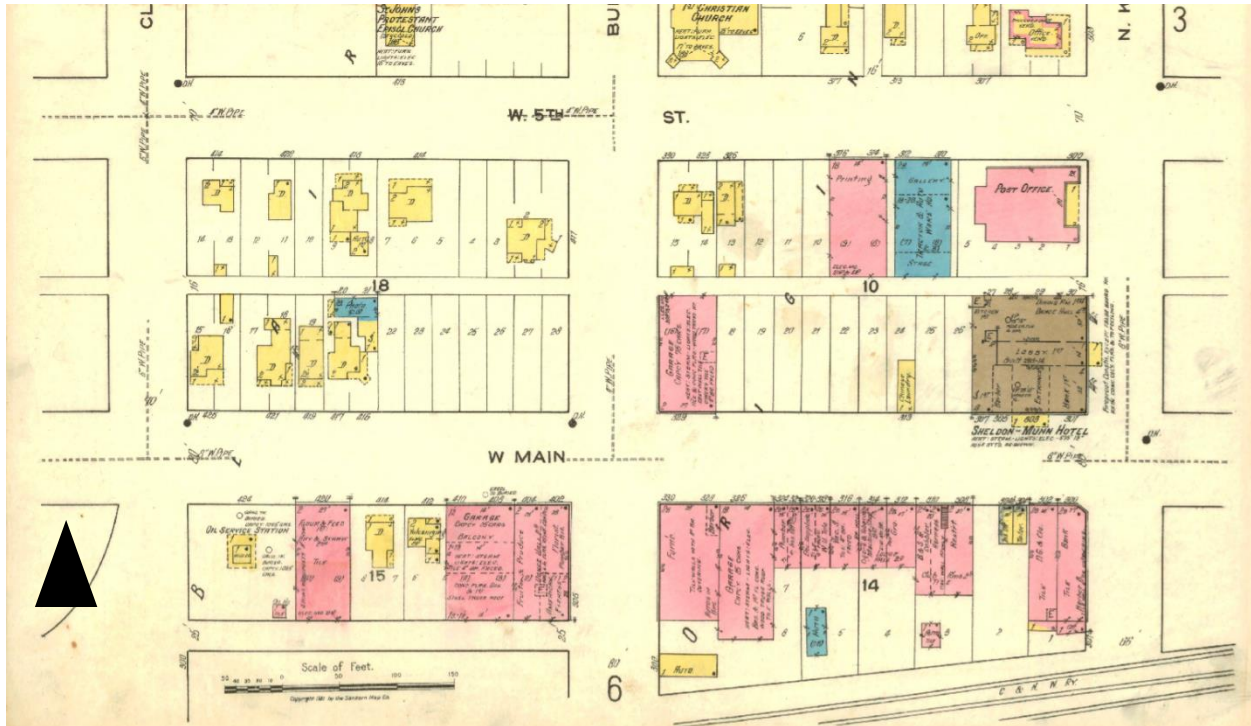


Figure 26. 1920 Sanborn Fire Insurance Map -- zoomed to show detail of commercial build-up near the intersection of Main Street and Burnett Ave. (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1920).

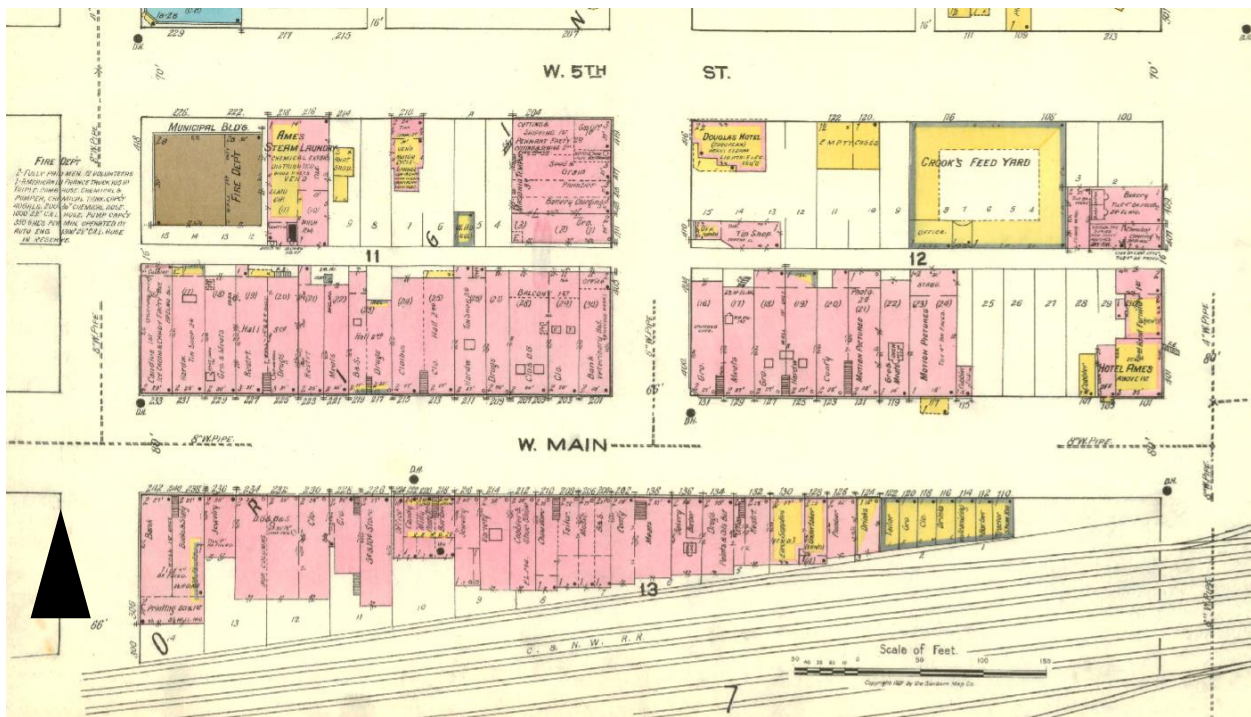


Figure 27. 1920 Sanborn Fire Insurance Map -- zoomed to show commercial development detail at the intersection of Main Street and Douglas Avenue. (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1920).

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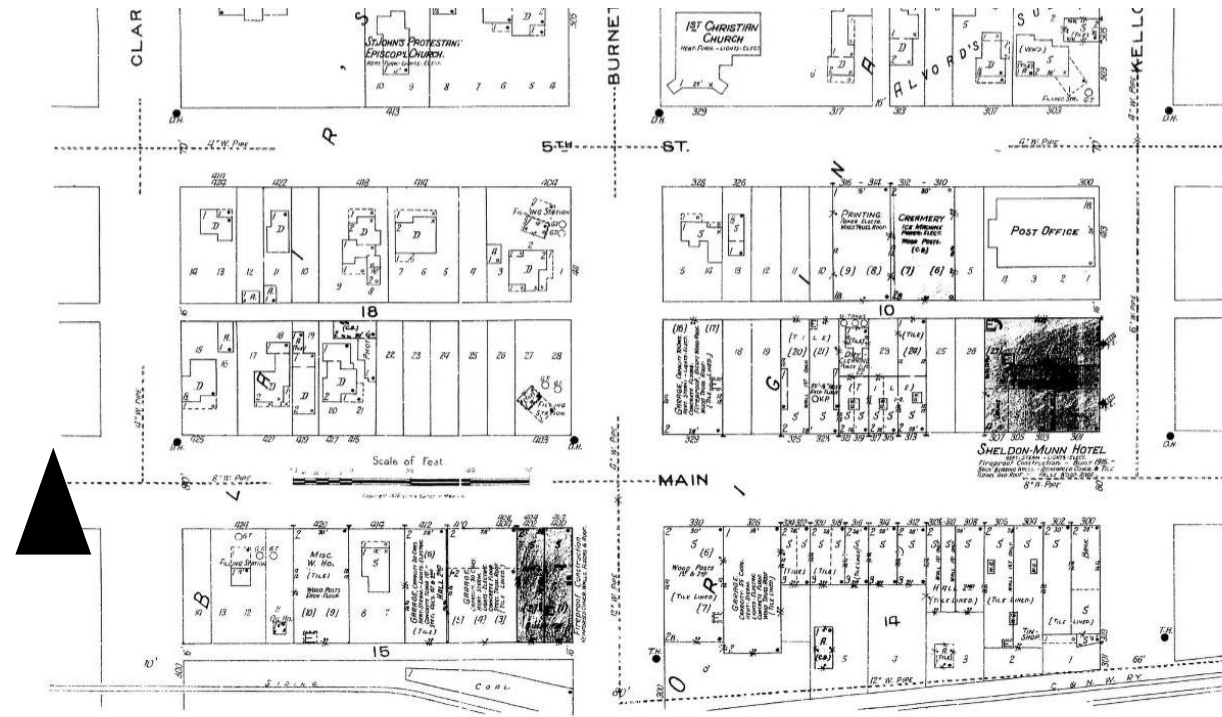


Figure 28. 1926 Sanborn Fire Insurance Map -- zoomed to show detail of commercial build-up near the intersection of Main Street and Burnett Ave. (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1926).

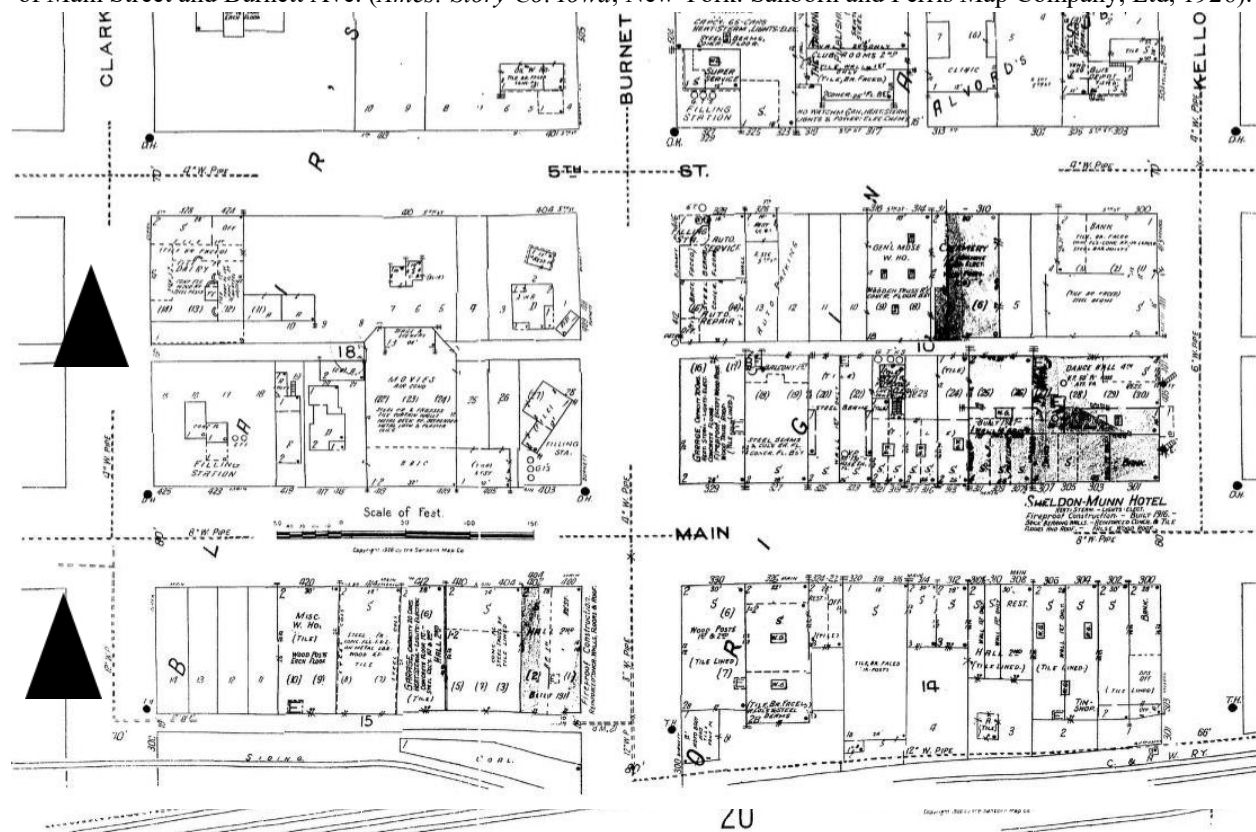


Figure 29. 1926 Sanborn Fire Insurance Map -- zoomed to show commercial development detail at the intersection of Main Street and Douglas Avenue (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1926). Figure 30. 1947 Sanborn Fire Insurance Map -- zoomed to show detail of commercial build-up near the



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intersection of Main Street and Burnett Ave. (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1947).

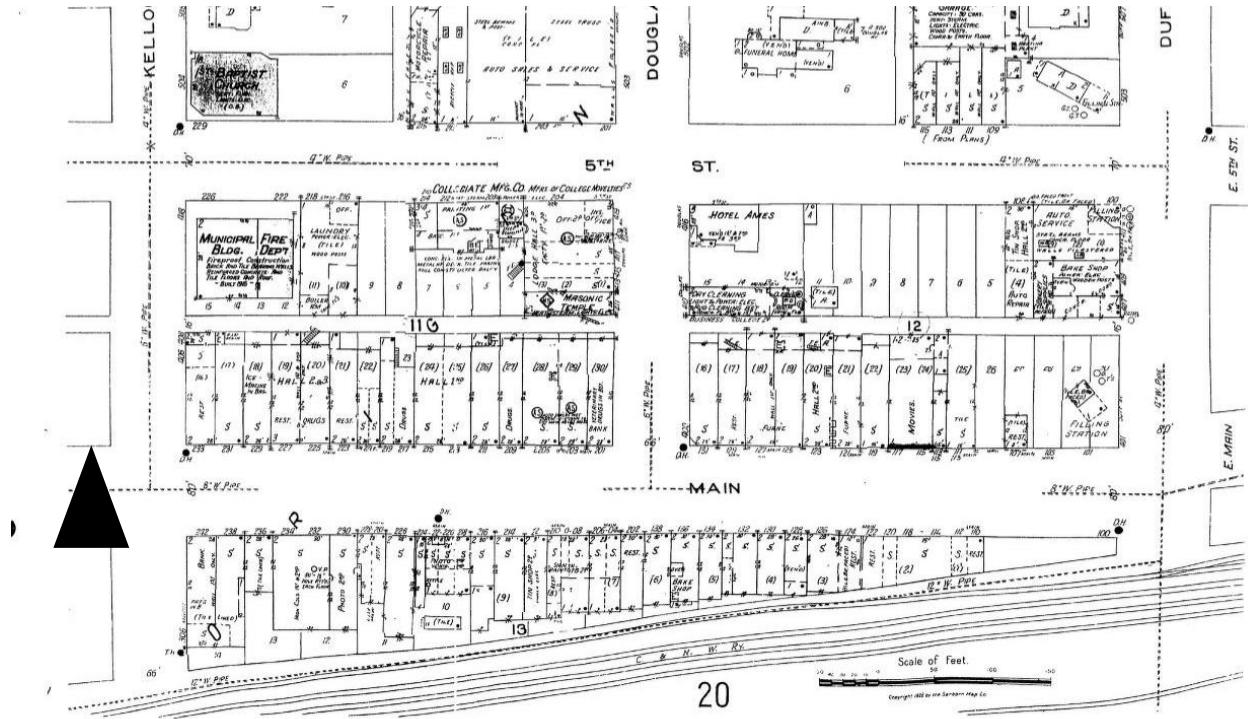


Figure 31. 1947 Sanborn Fire Insurance Map-- zoomed to show commercial development detail at the intersection of Main Street and Douglas Avenue (Ames: Story Co. Iowa, New York: Sanborn and Perris Map Company, Ltd, 1947).

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**Previous documentation on file (NPS):**

preliminary determination of individual listing (36 CFR 67) has been requested  
 previously listed in the National Register  
 previously determined eligible by the National Register  
 designated a National Historic Landmark  
 recorded by Historic American Buildings Survey # \_\_\_\_\_

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\_\_\_\_\_ recorded by Historic American Engineering Record # \_\_\_\_\_  
\_\_\_\_\_ recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

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**5. Geographical Data**

**Acreeage of Property** 17.5

**Latitude/Longitude Coordinates (decimal degrees)**

Datum if other than WGS84: \_\_\_\_\_

- 1. Latitude: 42.025967 Longitude: -93.610451
- 2. Latitude: 42.025833 Longitude: -93.616867
- 3. Latitude: 42.024558 Longitude: -93.616835
- 4. Latitude: 42.024901 Longitude: -93.610430

**Verbal Boundary Description**

The boundaries of the Ames Main Street Historic District are focused around Main Street and defined by three surrounding streets and one public parking lot. The northern boundary of the district is defined by 5<sup>th</sup> street. The boundary to the east is Duff Avenue. The southern boundary is about 50 feet south of the southern Main Street buildings which is in a public parking lot. The western boundary of the district is Clark Avenue.

**Boundary Justification**

The boundaries were chosen to include the largest concentration of contributing buildings within the district. At the same time, boundaries were created in an attempt to adhere to a simple geometric shape (one that closely resembles a rectangle). The boundaries encompass a district

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where over 80% of buildings within the defined area are contributing without creating unnecessary boundary annexes.

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Figure S4. Current Streetscape Photo: Photo looking south taken at the intersection of Main and Burnett.  
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Figure S6. Current Streetscape Photo: Photo looking at Cynthia Duff Plaza lot between 206 and 210 Main street  
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Figure 15. Map: Aerial view of district with specified resources  
Figure 16. Map: Aerial view of district location  
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Figure 18. Map: Minimal simple view of district and resources  
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Figure 21. Historic Map: 1900 Sanborn Fire Insurance Map of Downtown Ames  
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Figure 29. Historic Map: 1926 Sanborn Fire Insurance Map of Downtown Ames  
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Figure 31. Historic Map: 1947 Sanborn Fire Insurance Map of Downtown Ames

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## 6. Form Prepared By

name/title: Robert J. Skalecki, Student Intern  
organization: Ames Chamber of Commerce  
street & number: 304 Main St.  
city or town: Ames state: Iowa zip code: 50010  
e-mail robskalecki@gmail.com  
telephone: (262) 353-2430  
date: 3/19/2018

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## Photographs

### Photo Log

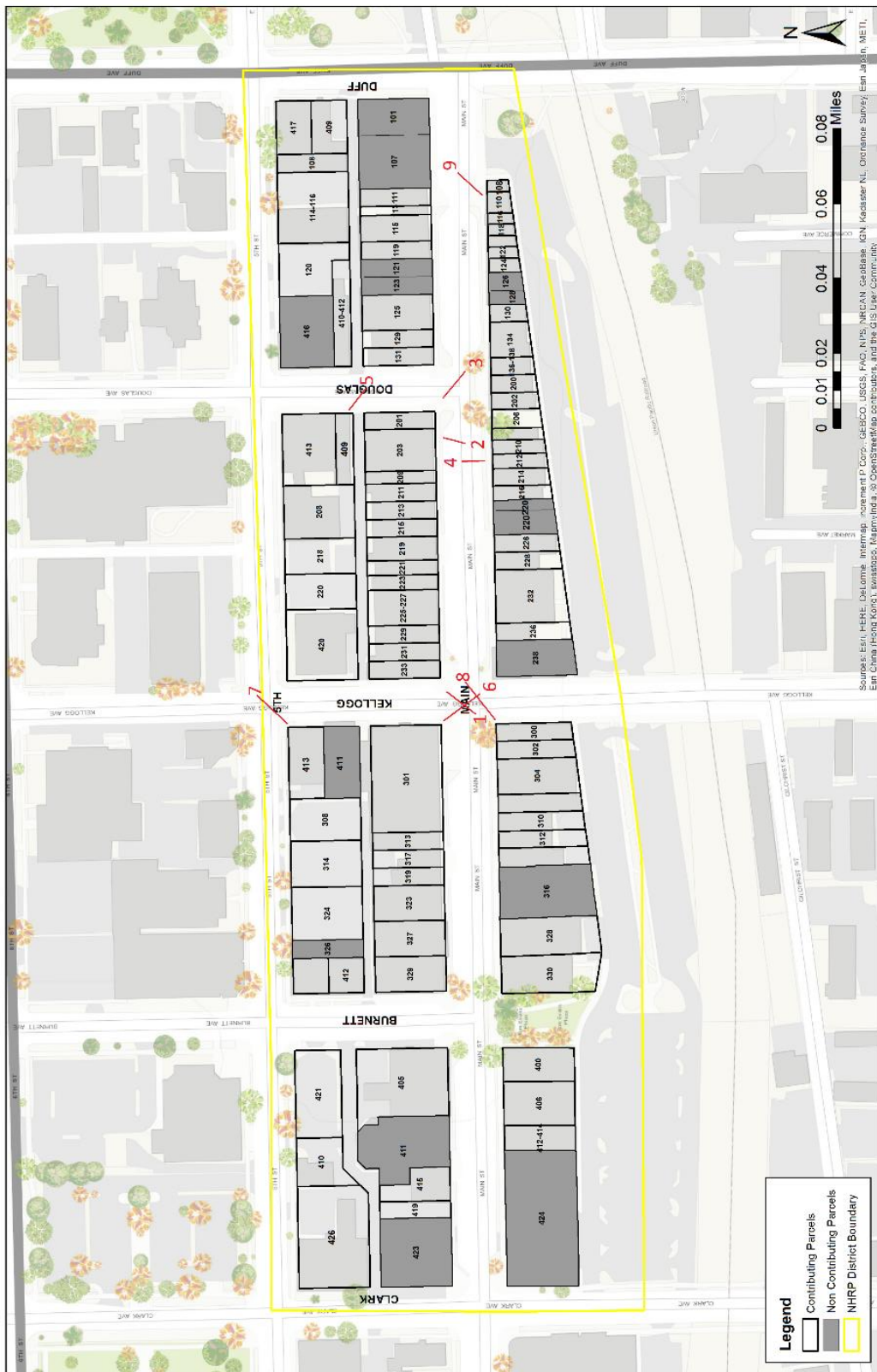
Ames Main Street Historic District  
Ames, Story County, Iowa  
Photographer: Cindy Hicks, Ames Chamber of Commerce, Ames, IA  
March 20, 2017 (Log and Individual building photos); May 11, 2017 (Streetscape photos);  
January 10, 2018 (Rear Streetscape photos)

01. Streetscape: View looking northeast from the southwest corner of Kellogg and Main.
02. Resource: View, looking north, of 201-203 Main.
03. Streetscape: View looking northwest from south side of the Douglas and Main intersection.
04. Resource: View, looking south, of 212 Main.
05. Resource: View, looking northwest, of 409-413 Douglas.
06. Resource: View, looking northwest, of 301 Main.
07. Resource: View, looking southwest, of 413 Kellogg.
08. Resource: View, looking southwest, of 300 Main.
09. Streetscape: View, looking southwest, of the Skyscraper Block.

### Key to Log Photographs

Ames Main Street Historic District  
 Name of Property

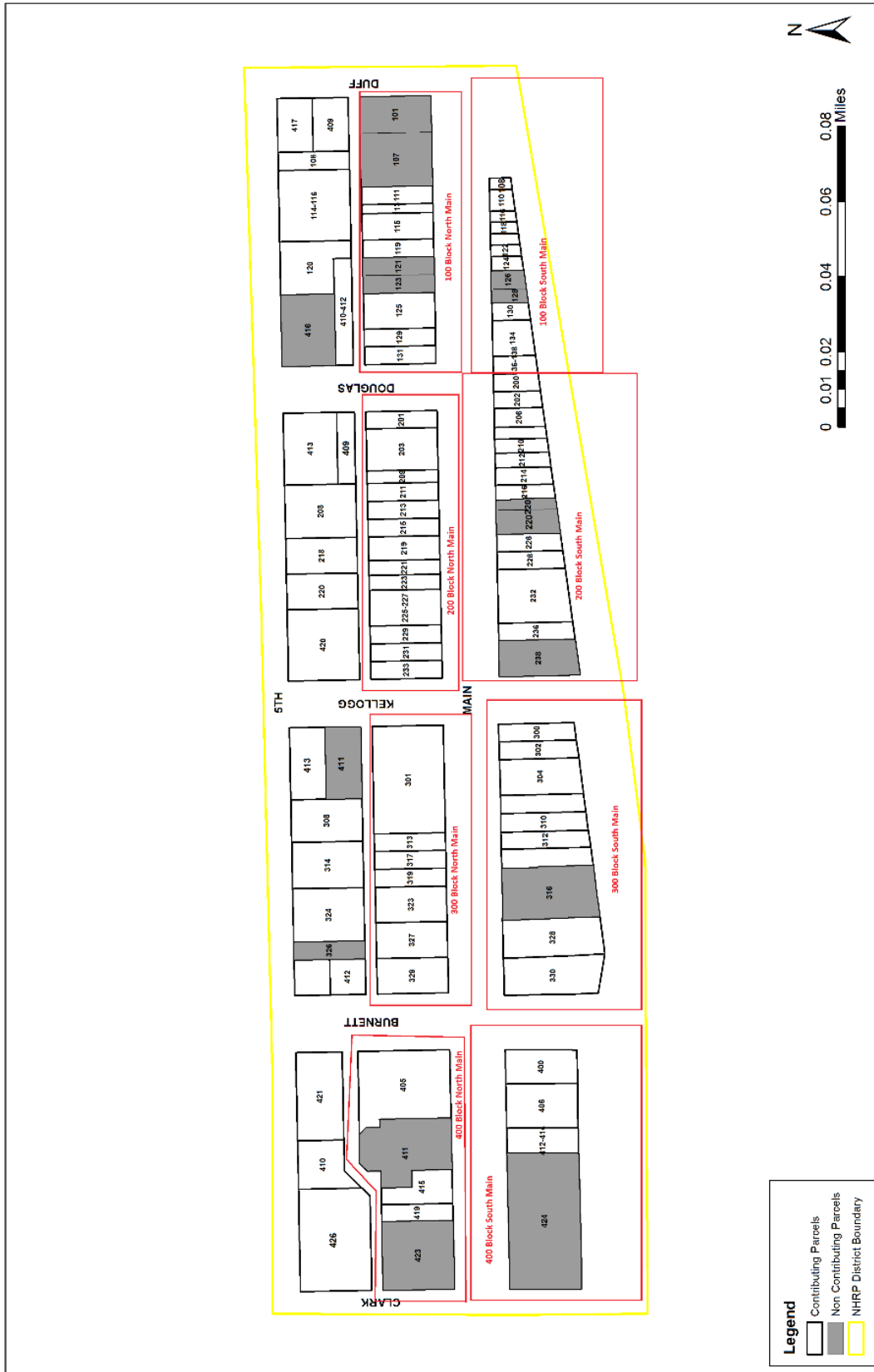
Story, IA  
 County and State



Ames Main Street Historic District  
 Name of Property

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Key to Block Numbers referenced in Nomination





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Name of Property

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County and State

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC



Main Street  
Kellogg Av.

THE MARY GREELEY

THE LOFT THE LOFT THE LOFT

THE LOFT  
THE LOFT  
Resale  
Quality



ME!

IOWA STATE UNIVERSITY  
ALL OF  
WELCOME  
AT OUR  
TABLE

207

WELCOME

205

203

DESIGN on  
Main

IOWA STATE UNIVERSITY  
College of Design

UNION NATIONAL BANK

KITCHEN, BEER &...





**LONDON**  
UNDERGROUND

212

GUINNESS  
DRAUGHT  
BODDINGTONS  
Hours  
Sun - 12pm - 7pm  
Mon - 12pm - 10pm  
Tue - 12pm - 10pm  
Wed - 12pm - 10pm  
Thu - 12pm - 10pm  
Fri - 12pm - 10pm  
Sat - 12pm - 10pm

FULLER'S St. Peter's  
Samuel Smith's



UNDERGROUND

STRONGBOW Köstr  
Fransikane





OPEN  
HEROIC INK  
TATTOO AND PIERCING  
body jewelry

OCTAGON COMMUNITY GALLERY

OCTAGON  
CENTER FOR THE ARTS

LUCIAN TRIPLE

58

OCTAGON  
GALLERY SHOP



Main Street

The Sheldon Munn

HAIR PROFESSIONALS

VELVET BEEHIVE



Bicycle Plus

DINKEY

NO PARKING  
EXCEPT  
AS SHOWN  
ON THIS SIGN

HALA  
423

Local 11

STOP

NO PARKING







Cyclone Barber

110

fringe

NATURAL FOODS

PROGRESSIVE  
ANN'S INSURANCE, INC.  
815-222-5511

No Parking

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Ames Main Street Historic District

Multiple Name: \_\_\_\_\_

State & County: IOWA, Story

Date Received: 3/26/2018      Date of Pending List: 4/18/2018      Date of 16th Day: 5/3/2018      Date of 45th Day: 5/10/2018      Date of Weekly List: \_\_\_\_\_

Reference number: SG100002399

Nominator: State

Reason For Review:

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

Accept       Return       Reject      5/10/2018 Date

Abstract/Summary Comments: The Ames Main Street Historic District is locally significant under National Register Criterion A and C in the areas of Commerce, Transportation, and Architecture. Beginning life as the commercial center of a late nineteenth century railroad town, Ames' Main Street would evolve and develop as a thriving commercial district reflecting significant periods of redevelopment and updating during the early and mid-twentieth century in order to maintain modern appearances and economic vitality. The evolution of Ames' Main Street was a direct response to the nearby railroad and the economic opportunities provided by Iowa State College (later Iowa State University). It is an outstanding example in Iowa of the widespread influence of vernacular and commercial styles of architecture.

Recommendation/ Criteria: Accept NR Criteria A and C.

Reviewer Paul Lusignan      Discipline Historian

Telephone (202)354-2229      Date 5/10/2015

DOCUMENTATION:    see attached comments : No    see attached SLR : **Yes**

**IOWA DEPARTMENT OF  
CULTURAL AFFAIRS**

KIM REYNOLDS, GOVERNOR  
ADAM GREGG, LT. GOVERNOR

CHRIS KRAMER, ACTING DIRECTOR

March 22, 2018

IOWA ARTS  
COUNCIL

PRODUCE  
IOWA

STATE HISTORICAL  
SOCIETY OF IOWA

STATE HISTORICAL  
MUSEUM OF IOWA

STATE HISTORICAL  
LIBRARY & ARCHIVES

STATE HISTORIC SITES

STATE HISTORIC  
PRESERVATION  
OFFICE OF IOWA

IOWA HISTORICAL  
FOUNDATION

J. Paul Loether, Deputy Keeper and Chief  
National Park Service  
National Register of Historic Places  
1849 C Street, NW, Mail Stop 7228  
Washington, DC 20240



Dear Mr. Loether:

The following National Register nomination(s) from Iowa are enclosed for your review and listing if acceptable.

**Ames Main Street Historic District**

The Ames Main Street Historic District is eligible for the National Register under Criterion A for its local significance to the development of commerce in Ames as a response to the nearby railroad and the economic opportunities provided by Iowa State College (later Iowa State University). It is also eligible under Criterion C for its local significance in architecture. It is an outstanding example in Iowa of the widespread influence, sustained over a long period of time and with contributions by both professional architects and local contractor-builders, of vernacular and commercial styles of architecture. The commercial influence is further reflected in the numerous renovations and modernizations, which allowed Ames to accommodate commercial change and growth throughout the 20th century. The period of significance is 1891-1967. 1891 relates to first construction boom of brick buildings in downtown and 1967 encompasses the time after the railroad tracks were moved in 1966 when rear elevations of buildings were renovated and the area was developed into a parking lot, which is still used today.

Thank you for your consideration.

Sincerely,

Laura Sadowsky  
State Historian and National Register Coordinator  
State Historical Society of Iowa

Enclosures.