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NATIONAL REGISTER

NPS FORM 10-900 (Rev. 8-86) OMB No. 1024-0018 [SD-SHPO # ECA-OH-597-1/89] [use paper with at least 25% cotton rag content, use NLQ or LQ printer]

United States Department of the Interior -- National Park Service NATIONAL REGISTER OF HISTORIC PLACES -- REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering "NA" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name: Watertown Commercial Historic District other name/ site number: NA

2. Location 6 blocks & parts of 6 blocks in downtown

street & number: Watertown between 1st Ave. N & 2nd Ave. S /NA/ not for publication city, town: Watertown /NA/ vicinity state: SOUTH DAKOTA code: SD county: Codington code: SD 029 zip code: 57201

3. Classification

Ownership of Property:	Category of Property	Number of Resources within Property:		
		Contributing	Noncontributing	
/XX/ private	/ / building(s)	69	47	buildings
/XX/ public-local	/XX/ district			sites
/ / public-state	/ / site			structures
/ / public-federal	/ / structure			objects
	/ / object	69	47	Total

Name of related multiple property listing: NA

Number of contributing resources previously listed in the National Register: 3

11. Form Prepared by

name/title: Barbara Beving Long, Consultant organization: street & number: 3140 Easton Blvd. city or town: Des Moines

date: January 10, 1989 telephone: 515-266-4964 state: Iowa zip code: 50317

page 2: Watertown Commercial Historic District , Codington , SOUTH DAKOTA
property name county state

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. See continuation sheet.

[Signature] 6/11/89
Signature of certifying official Date

SHPO South Dakota
State or Federal agency or bureau

In my opinion, the property meets does not meet the National Register Criteria.
 See continuation sheet.

Signature of commenting or other official Date

State or Federal agency or bureau

5. National Park Service Certification

I, hereby, certify that this property is:

- entered in the National Register
- see continuation sheet determined eligible for the National Register
- see continuation sheet determined not eligible for the National Register
- removed from the National Register
- other, (explain) _____

Albion Byers Entered in the National Register 7/13/89

Signature of the Keeper Date

page 3: Watertown Commercial Historic District , Codington , SOUTH DAKOTA
property name county state

6. Function or Use (enter categories from instructions)
Historic functions: Current Functions:
See Continuation Sheet See Continuation Sheet

7. Description

Architectural Classification:
(enter categories from instructions)
Classical Revival
Commercial Style

Materials:
(enter categories from instructions)
foundation Concrete
walls Brick
Stone
roof Asphalt
other Metal
Terra cotta

Describe present and historic physical appearance: /XX/ see continuation sheet

8. Significance

Certifying official has considered the significance of this property in
relation to other properties: / / / / /XX/
nationally statewide locally

Applicable National Register Criteria / / A / /B /XX/C / /D

Criteria Considerations /XX/A / /B / /C / /D / /E / /F / /G

Areas of Significance (enter from instructions)
Architecture

Period of Significance
1882-circa 1936

Significant Dates
1882
circa 1936

Significant Person
NA

Cultural Affiliation
NA

Architect/Builder
Hockman, Maurice

State significance of property, and justify criteria, criteria considerations,
and periods of significance noted above /XX/ see continuation sheet

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property name county state

9. Major Bibliographical References /XX/ see continuation sheet

Previous documentation by 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 # _____
- / / recorded by Historic American Engineering Record # _____

Primary location of additional data:

- /XX/ State historic preservation office
- / / Other State agency
- / / Federal agency
- / / Local government
- / / University
- /XX/ Other

Specify repository:

Kampeska Heritage Museum

10. Geographical Data

Acreage of property: 22 acres

UTM References:

A = /14/	/648-780/	/4973-580/	B = /14/	/649-160/	/4973-500/
C = /14/	/649-300/	/4973-400/	D = /14/	/649-260/	/4973-280/
ZONE	EASTING	NORTHING	ZONE	EASTING	NORTHING

Quad: Watertown East

Scale: 1:24000

/XX/ see continuation sheet

Verbal Boundary Description:

/XX/ see continuation sheet

Boundary Justification:

/XX/ see continuation sheet

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**National Register of Historic Places
Continuation Sheet**

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OWNER OBJECTIONS

A majority of owners of the proposed historic district have consented to nomination. The following owners, however, have returned notarized objection forms to the SHPO:

Marland Bracht
Kenneth B. Way, et al.
Dale Linder (Excellence Theatre Corp.).

The original objection forms accompany the nomination documents.

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**National Register of Historic Places
Continuation Sheet**

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FUNCTION OR USE

Historic Functions:

COMMERCE/Specialty store
COMMERCE/Department store
COMMERCE/Professional
COMMERCE/Financial institution
GOVERNMENT/Courthouse
GOVERNMENT/Post Office
EDUCATION/Library
RECREATION & CULTURE/Auditorium
RELIGION/Religious Structure
SOCIAL/Meeting Hall
COMMERCE/Business
COMMERCE/Restaurant

Current Functions:

COMMERCE/Specialty store
COMMERCE/Department store
COMMERCE/Professional
COMMERCE/Financial institution
GOVERNMENT/Courthouse
GOVERNMENT/City Hall
GOVERNMENT/Correctional facility
RECREATION & CULTURE/Museum
RECREATION & CULTURE/Auditorium
RELIGION/Religious Structure
SOCIAL/Meeting Hall
COMMERCE/Business
COMMERCE/Restaurant

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General Characteristics. The Watertown Commercial Historic District consists of six square blocks, including the courthouse square, and parts of six more blocks on a total of nine streets. Most of the 116 buildings were built for commercial use. Exceptions include the county courthouse, three municipal buildings (including the City Auditorium), a lodge hall, and two churches. In several cases these noncommercial buildings separate commercial uses from residential development. Modern intrusions are few. Among the distinctions of this compact district is that its boundaries for the most part constituted the extent of commercial development by 1888.¹ The size of the district reflects Watertown's rapid and substantial growth within just ten years of its establishment. The result is a compact commercial district with well defined edges. Watertown, an important regional trade center, enjoys several "main streets," especially Broadway, Kemp, and Maple. While Broadway functions as the "stem" for these additional main commercial streets, all saw important and early commercial construction, a factor in the unified appearance of the district. The designs of Watertown architect Maurice A. Hockman also contribute to similarities among buildings, especially his use of brick dentils, brown shades of brick, Kasota stone trim, and distinctive use of classical motifs. Hockman's contributions coincide with the peak period of construction in the district, 1898-1915, another unifying feature.

Unifying Features. Construction dates range from the early 1880s to the 1970s. A significant number, 54 of 116, were built between 1898 and 1915. Many of these examples display similar features and materials (photo #9). Distribution of dates of construction are: c. 1881-1892: 22 buildings; 1898-1915: 54; 1915-39: 23; post-1939: 17.

One of the more important unifying features is the use of brick, generally in shades of brown. Using colors such as pink-tan, golden, and very dark brown, 58 buildings exhibit some gradation of brown. Regardless of hue or configuration, brown brick facades

¹Sanborn fire insurance maps are available for 1888, 1892, 1898, 1910, 1915, 1923, and 1929, and maps for these years show change in the district. Thus, the commercial district could have been in place before 1888 but Sanborns show that it was developed by 1888; the 1898-1915 peak construction period identified in this nomination may in fact date from slightly before or after those years.

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are especially successful when paired with contrasting stone trim. Kasota stone, with its rich pink cast, and the more somber Bedford limestone adorn a number of notable examples (see #11, 17, 19, 25, for example, and photo #2).

While the brown brick facades provide a measure of uniformity, a selection of other materials lend diversity to Watertown's commercial district. These include terra cotta (especially First National Bank, #9, photo #7) and Sioux quartzite (Granite Block, #6, photo #4). Later nineteenth century examples are found of red brick (Mellette Block, #8, photo #6). Other materials represented include stucco, painted brick, marble trim, and one example each of roughly cast concrete block and of an elaborate nineteenth century metal facade (Mercer Block, # 49, photo # 3).

Certain design motifs are repeated on the buildings, especially those attributed to Maurice Hockman. Classically inspired designs dominate and are a reflection of styles prominent during the city's turn-of-the-century building boom and of Hockman's influence. Early twentieth century geometric patterns, generally executed in brick, are also present, often in combination with classical motifs. Ten buildings in the district have been identified as Hockman designs, and at least nine more carry Hockmanesque attributes. This Watertown architect often used bricks to form a prominent course of dentils, a smooth stone molding near the top of the building, stone or brick outline or frame window groupings, oversized keystones, and Kasota stone with a rough finish for lintels, sills, and courses. Balsiger's Bakery (#56) is a good example of Hockman's designs (photo #2).

Distinctive period designs reflect the late nineteenth century beginnings of Watertown's commercial sector. The Mercer block (#9), with its Corinthian colonettes, rosettes, and semi-circular arches, is the only remaining metal facade (photo #3). The Brizee Block (#50) features pressed brick in four patterns. Several other red brick examples have smooth stone lintels that are slightly pedimented or otherwise shaped (#8, 72, 90). With their large size and corner locations, the Mellette Block (#8) and the Goss Opera Block (#72) are the most prominent examples (photo #5 and #6). A number of early examples have been altered, some with early twentieth century facades, reflecting the affluence of that period (#17, 66-70).

Like the multiplicity in materials represented in the Watertown

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commercial district, cornice lines of the streetscapes are also varied. Even adjacent buildings--each ostensibly 2-story--dating from the same year display slightly different heights (see photos #2, 8, 9). Most buildings (67) in the district are 2-story, although the height of these two stories varies. One-, 1-1/2-, 2-1/2-, 3-, and 4-story buildings are also represented. Taller buildings are found at corners and do not impede the visual flow of the streetscape. The effect of varying heights is not discordant but provides variation. Nearly all buildings present a smooth continuous facade line, and the impression is one of commercial enterprise extending in several directions. That the buildings in the district share similar scale and use contributes to the district's unified appearance.

General Condition. Sixty-nine--13 of them especially significant--are rated as contributing to the architectural significance of the Watertown Commercial Historic District. Forty-seven of the 116 buildings are considered noncontributing because of the amount of alteration or recent construction date.

Few ground floor storefronts have escaped some type of alteration, but the degree of change has generally been moderate and expected for a still-thriving commercial area. Buildings of post-World War II vintage are generally small-scale, 1-story storefronts of relatively unobtrusive nature, and their colors often complement those of older buildings.

Building List. Because buildings on different streets often have the same street number, a separate site/map number has been assigned. This site/map number appears in bold in the list below; the street address is in parentheses. Dates of construction are primarily based on the following: a complete set of Sanborn Fire Insurance Company maps (1888-1929), Watertown city and business directories--some including street indexes (1886-1919)--newspaper articles, City Assessor records, a recent pictorial history, and an earlier survey of Watertown. Unless noted otherwise, it is assumed that the storefront has received some sort of alteration. Especially significant buildings are termed "KEY contributing."

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North Broadway, West Side

1. (29) A. Weaver Grocery or Baldwin Block; c. 1881; grocery this site in 1881 (Weaver), 1888 (J.W. Baldwin), general store 1892, millinery 1898, again grocery early 20th century; 2-story; stuccoed with some new windows and brick on first story; retains entries; noncontributing
2. (27) John M. Mahowald Harness Store; by 1910; Mahowald open store by 1916 and probably as early as 1904 here; later expanded to #25 and still in operation as hardware store; 1-story, 25' wide, dark red brick with corbelled course, rough stone on pilasters frames unaltered centered entry; intact example, even small squares of windows in upper lights and patterned stamped metal ceiling; KEY contributing
3. (25) AOUW HALL; by 1919 Lewis J. Shaw Furniture and Undertaking; upper floor for lodge hall; by 1923 Mahowald had harness store at rear; 2-1/2-story, brown brick; simple brick corbelling, pilasters outline the facade, stone plaque with "AOUW"; upper windows semi-enclosed; contributing
4. (21) Weekly Herald Building; by 1923; site of printing office since 1898; present building replace c. 1881 building after 1915 and by 1923; 3-story dark brown brick; concrete coping flares slightly at edge; simple brick detail, Chicago style windows; contributing
5. (19) Coplan Brothers Billiards; 1910; architect: Hockman; replaced c. 1888 harness shop; Coplans built 3 commercial buildings in 1910, 2 for \$9,000, 1 for \$6,000; in 1914 Coplan Brothers pool and billiard hall here; 2-story; dark tan brick; 4 colonettes at windows, courses of corbelling and stone; altered: windows enclosed, ground floor changed, although entries remain; contributing
6. (7) C.C. Whistler Meat Market; after 1898 and by 1910; replaced earlier building; by 1910, meat market and grocery store on 1st story; 1919, hairdresser, insurance, real estate, and house mover all had offices on 2nd story; 2-story; cocoa brown brick; stone and terra cotta? trim; highly distinctive and shares characteristics with others in town (#73, 86); elongated keystones, elaborate panels with floral patterns over some windows; ground floor alterations diminish significance; contributing
7. (5) commercial building; after 1898 and by 1910; replaced earlier building; 1919: Roman Wolf, photographer, along with realtors Freeman Meadows and William McClintic, and Charles F. Halbkat, jeweler, on 1st (replaced North St. Louis

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- Furniture and Undertaking of 1916); 2-story; note dentils, colonettes seen on other examples; altered: stucco applied to original brick, metal siding and canopy; noncontributing
8. (1-3) Mellette Block; NOTE: also 1-5 West Kemp (#41); counted as 2 buildings; also known as Masonic Hall, Lamm Block (1916), Dakota Life Building (1919), Midland Life Building (1926); built by 1888 and perhaps as early as 1883; longtime home of Owsley Mercantile Company (at least 1898-1919); historically significant: law office Governor Arthur Mellette, who also part owner and South Dakota's first governor, later home office for important Watertown institution, Dakota Life Insurance (later Midland National Life)

1920 and 1926 alterations (additions to west to create 1-5 W. Kemp, 3rd story added to west addition, new unifying cornice) relate to conversion to life insurance offices; altered: corbelled chimneys removed c. 1926; 3-story; older section: dull reddish brick. hood molds, long narrow windows; 1920s section: Chicago Style windows, entry with "Dakota Life" in find round stone arch (now covered); KEY contributing

South Broadway, West Side

9. (1) First National Bank; 1916; replaced 1880s building for this bank; 2-story but 1st story 22' high; unique in Watertown: black marble base, creamy terra cotta wall surface, elaborate neoclassical detail (series fluted pilasters with heavily moulded bases, courses with egg-and-dart, large rosettes, acroteria, stylized urns); altered: entry changed, windows partly enclosed; prominent anchor on this key financial intersection; KEY contributing
10. (3) Tarbell & Williamson Block; 1883?; drugstore this site 1888-at least 1929; Tarbell & Williamson pioneer Watertown druggists, beginning 1879; by 1883, proclaimed as "largest drug store in central Dakota"; 2-story; altered: stucco, new windows; recessed entry, metal ceiling remain; noncontributing
11. (5) Wiser Block; after 1898 and before 1910; replaced hardware store from 1880s; Sternberg Clothing House (1903) and Olson Lee Co., clothing, and Luck's Shoe Shop (1919); possible architect: Hockman; 2-story; pinkish tan brick with Kasota limestone trim; excellent use of pattern: bold geometric brick patterns for cornice, including checkerboard pattern, also thick rough cut stone for sills, lintels, course, also smooth pilasters with elaborate Richardsonian organic

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- capitals; altered: ground floor, windows enclosed; contributing
12. (9) Hagna Building after 1898 and by 1910; 1910s: Burns & Smedley Millinery; 2-story; brick painted white; simple geometric patterns, slightly projecting, including bricks to form dentils; altered: brick painted, large windows made smaller, small mansard added with new recessed entry; noncontributing
13. (11) commercial building; 1933; replaced c. 1910 home of Watertown Publishing Company; 2-story; dark brown brick; very simple brick patterns; contributing
14. (13) Heaton Insurance Office; 1919; Clarence Heaton built this with vault for his insurance and real estate business; 2-story (although looks like 1); stucco over brick; altered: stucco, ground floor has green vertical striated panels, glass blocks above windows; noncontributing
15. (15) Rosa Frey Millinery Shop; 1910; Grayson Construction was contractor; Frey, milliner since at least 1903, built her shop and lived above it; 2-story; tan-blackish brick with stone trim; deep brick corbels and courses, fine semi-circular arched windows with smooth stone sills and projecting brick surrounds; stone frames the facade base and top; contributing
16. (17) Whistler Meat Market; 1910; architect: Maurice A. Hockman; contractor: Grayson Construction; O.N. Whistler built it to be meat market; 2-1/2-story; dark golden brown brick; distinctive use of smooth stone trim (heavily sculpted) and brick patterns, especially to frame upper windows; altered: ground floor has brown vertical wood paneling, 2 of 4 windows partly enclosed (reversible); contributing
17. (19-21) McIntyre Block; 1888, 1910; architect: Hockman; behind 1910 facade is c. 1888 Odd Fellow hall to north, new building to south; 2-story; dark brown brick, Kasota stone trim; distinctive centered entry offers access to 2 stores and above: rough and smooth stone, oversized keystone, voussoirs; large storefront windows have original patterned (including rosettes) metal frames; smooth stone course, small brick dentils between 1st and 2nd stories; rough stone between 3 bays, large corbels, heavy smooth stone course, rough stone coping; altered: windows enclosed, panel added at entry; KEY contributing
18. (23) commercial building; 1946; site vacant until 1929 when small 1-story store; 1-story; rough cut stone laid randomly over concrete block; noncontributing

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19. (25) Tarbell Block; 1911; architect: Hockman; Plattis Automobile Co showroom ("average stock on hand 4 cars" noted on 1915 Sanborn map); Dr. Hervey W. Tarbell doctor's office above, Tarbell built it; 2-story; light brown brick; smooth Kasota stone trim; Hockman motifs: brick dentils, moulding, distinctive use classical vocabulary, pilasters, stone voussoirs, quoins; contributing
20. (27) Southwick Block; by 1888; possibly first U.S. Land Office in town, although no confirmation and other sources place it elsewhere; by 1898 boarding house on Sanborns; most often used as offices; 2-story with access to basement; foundation: rough red-purple quartzite; brick painted; attractive brickwork patterns; inappropriately altered: new 3-part windows and brick infill replace 6 semi-circular arched windows, "Georgian" window replace round-arched entry; noncontributing
21. (101) B.P.O.E. Building; Elks Home; after 1898 and by 1910; architect: Hockman; prominent corner site and large size (50 x 100); many steps up to formerly grand porch; 2-story with raised basement; brick dentils, moulding; rough stone base; dark golden brick; stone trim: continuous lintels and sills; altered: large windows bricked up, newer basement entry, huge columns removed; despite prominence, alterations render it noncontributing
22. (111) theatre; 1971; site of c. 1888 G.A.R. Building; 1-story; noncontributing
23. (113) movie house; after 1915 and by 1929; site of c. 1888 Armory Opera House, vacant lot 1892-1915; 2-story; altered: modern facade light tan brick, granite; noncontributing
24. (125) City Auditorium; c. 1936; built as auditorium and armory; mottled light tan brick relieves severity of design; Bedford limestone trim forms broad cornice, high base; 90 x 160; WPA project costing \$130,000; note groups very long narrow windows which extend into foundation, streamlined "pilasters" with strip of glass block, band of copper doors; fine example 1930s design; KEY contributing

North Broadway, east side

25. (30) commercial building; (also known as 2 1st Ave. NE); after 1898 and by 1910; saloon in 1910; Busy Bee Cafe in 1919; 2-story; brick painted brown; Kasota rough stone trim for sills, lintels; cutaway corner; altered: painted, openings enclosed, new ones created; noncontributing

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26. (28) commercial building; by 1888; Busby Bee Cafe Annex in 1919; "grout filled walls" noted on most Sanborn maps; 1-1/2-story; altered: new facade covers upper part; noncontributing
27. (24-6) commercial building; 1908; barber shop and saloon in 1910; possible architect: Hockman; 2-story; brown brick; note attractive use brick patterns, including Hockmanesque bricks as dentils, moulding, and corner pilasters to frame design; contributing
28. (22) hardware store; by 1888; later a saloon; "grout-filled walls" noted on Sanborn maps; 2-story; red-brown brick; simple geometric brick patterns; contributing
29. (20) newsstand?; 1921; longtime shoe repair shop; 1-story; dark brown brick; concrete coping; wood lintel visible for windows and door; narrow: only 9.2' wide; contributing
30. (18) commercial building; 1921; 2-story; dark brown brick; note Chicago Style windows, brick patterns, including dentils; altered: balcony of wood pickets added, metal canopy, small 1-story cement block basement entry at alley, ground floor changed; noncontributing
31. (14-6) Heegaard Lebert Building; 1912; north half 1880?, new facade 1912; 1919: Heegaard hardware and Calmenson clothing; hardware store at least 1888-1929; 2-story; dark brown brick; geometric brick patterns; stepped stone coping with name plaques ("1880 HEEGAARD 1912," "1912 LEBERT 1912"); 4 noteworthy unaltered 3-part windows have pilasters with bands of brick between; good candidate for renovation; noncontributing
32. (12) Knights of Columbus Building; 1950s; 2-story; blond brick with stone trim; altered in 1987: band windows filled with wood shingle, angled entry added; noncontributing

South Broadway, East Side

33. (6-8) commercial building; after 1923 and by 1929; 2-story; dark brown brick; contrasting concrete provides geometric accents, especially at windows; altered: diagonal wood paneling and windows at angle, one upper window replaced; noncontributing
34. (10) general store; by 1892; probably built to be general store, later hardware store; 2-story; metal facade hides all original detail; noncontributing
35. (12) commercial building; by 1910; various commercial uses, including Nelson & Reed hardware; 2-story; brown brick in two tones (darker on top); attractive treatment (Hockman design?):

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creamy painted concrete or terra cotta outlines 1st floor and extends up sides, 2 rows egg-and-dart course, stone coping, moulding, then brick patterns, including brick dentils; fine unaltered windows; contributing

36. (18) Kilburn & Rademacher Building; late 1880s?; now known as Kil-Rad liquor store and barber shop; recessed double entry unchanged; 1-story; concrete block at side where adjacent building removed; altered 1970: new facade has 3 types metal panels; noncontributing
37. (20-8) Watertown Post Office; 1909; 2-story; limestone; excellent example of Beaux-Arts design; note balustraded parapet with large eagle sculpture, vegetal swags, moulded cornice, prominent keystones; fine round-arched windows; small rear addition a 1933 WPA project; unaltered; converted into private office complex; listed on National Register; KEY contributing

West Kemp Avenue, North Side

38. (101) Office; 1912; small office in 1910s, including for Watertown Light & Power Company in 1919, tin shop in 1929; 1-story; brown brick; limestone base and trim: coping, course (with brick moulding); brick soldier style course forms continuous lintel: attractive; contributing
39. (25) commercial building; 1916; lot vacant until this building; in 1919 Canadian Government Agency, Fisk Rubber Company, Northwestern Automobile Company, Saxon Sales Room in the 3 separate shops; 1-story; brown brick; cutaway corner; simple details: no lintel treatment, small band brick moulding; contributing
40. (15-7) Park & Grant Mercantile Company; by 1888 with west addition by 1892; wholesale grocer; east part later creamery for Langenfeld Ice Cream Company; 2-story; altered: modern facade covers front; noncontributing
41. (1-5) Mellette Block, west half; see #8, 1-3 N. Broadway; contributing

West Kemp Avenue, South Side

42. (100-6) automobile showroom; 1-story; 1920s; large storefront windows; brick patterns; altered: brick painted grey with bright blue and yellow trim of NAPA store; noncontributing
43. (18) Eagles Hall/Kampeska Bakery; after 1898 and by 1910; Hockman architect?; 1915-6, Eagles hall; 1919: Kampeska Bakery and long a bakery; 2-story; brown brick; simple trim:

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- brick dentils, moulding frames large windows; altered 1972: wood shingle to make smaller windows, storefront changed; noncontributing
44. (16) Watertown Steam Laundry; after 1898 and by 1910; 2-story; Hockman architect?; dark taupe brick unusual in Watertown; note distinctive use classical elements: brick dentils, quoins, parapet, pilasters, moulded course between 1st and 2nd stories, keystones, voussoirs; altered: windows; contributing
45. (14) commercial building; 1924; perhaps newer (late 1920s) facade to older building; site of small commercial building since 1888; later Weekly Reminder offices; 2-story; brick unusual mottled golden brown; unique facade: stone trim, sculpted female face with scrollwork above 3-part window; retains original storefront configuration, virtually intact; contributing
46. (10-2) Lebert Building; 1908; replaced 19th century buildings; long a grocery with rooms rented above; John Lebert owner; 2-story; painted brick; stone coping; "19 LEBERT 08" on plaque at top; 2 large Chicago style windows have fine stained glass panels; contributing

East Kemp, North Side

47. (3) Citizens National Bank; 1914; architect: Hockman; 1 of 4 buildings housing financial institutions (banks, insurance companies) at this key intersection; 3-story; stucco over brick; stone base; terra cotta trim, including egg-and-dart course, wreaths, guttae; altered: stuccoed, windows changed, drive-up window to north, now joined to building adjacent to west; noncontributing
48. (3(A)) commercial building; after 1898 and by 1910; now incorporated into adjacent bank; 2-story; stucco over brick; altered: stuccoed, new windows, entries covered; noncontributing
49. (11) Mercer Block; after 1888 and by 1892; 1892-1915: bank, U.S. Express office, saloon, clothing and jewelry store; 2-story; only remaining metal facade in Watertown: a feast of geometric shapes and panels (bulls-eyes, brackets with hearts, semi-circular arches, Corinthian colonettes, rosettes); recessed entry and storefront windows relatively unchanged; original windows at alley; top light over door to 2nd story; unusually small (24 x 32'); altered: top of ornate metal cornice gone; KEY contributing

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50. (15) Brizee Block; 1888; grocery and dry goods stores in 1892; 2-story; red brick; 4 pressed brick patterns enliven surface; altered: windows changed, ground floor changed with stucco and brick, metal canopy after 1981 fire (also when adjacent matching building probably destroyed); contributing
51. (23) tobacco and barber shops; after 1888 and by 1892; 1-story; stucco at side; facade modernized; noncontributing
52. (25) commercial building; 1970; 1-story; modern construction, however, small scale and so less intrusive; noncontributing
53. (101) commercial building; 1964; 1-story; modern construction, however, small scale and so less intrusive; noncontributing
54. (103) commercial building; 1960s?; remodeled 1974; 1-story; modern construction, however, small scale and so less intrusive; noncontributing
55. (109) commercial building; after 1910 and by 1915; various commercial uses, including Ross Dyer candy store in 1919; 2-story; modern facade and canopy (1969) covers brick with diapered cornice, attractive windows; noncontributing
56. (113) Balsiger's Bakery; 1910; probable architect: Hockman; contractor: Grayson Construction; one of least altered of well designed buildings in Watertown; built by John W. Balsiger; 2-story; brown brick; Kasota stone trim; stepped stone coping, stone course with dentils, moulding; windows (which are original) outlined with stone moulding, pilasters, continuous stone sill with brick moulding; minimal changes to ground floor; still a bakery; **KEY** contributing
57. (---) Uptown Community Room; 1960s?; 1-story; modern provision of public toilets in former alley space; noncontributing
58. (115) E.H. Prey, Jeweler and Optician; after 1910 and by 1915; 2-story; brown brick; similar to adjacent: continues moulded brick course, pilaster treatment, cornice line but with stone coping; 2 pairs double hung windows framed with smooth stone; altered: metal panels in tops of windows; contributing
59. (117-9) commercial building; after 1910 and by 1915; 1919, variety store and F.W. Woolworth store; 2-story; brown brick; similar to adjacent; 3 sets windows grouped in 3's; contributing
60. (121) John Moodie Dry Goods Company; 1913; built by S.X. Way, president local newspaper, as speculative venture; similar to adjacent buildings, also probable Way projects; 2-story; brown

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- brick; simple geometric detail; groups of windows have stone sills; contributing
61. (201) commercial building; after 1923 and by 1929; built by S.X. Way; 2-story; brown brick; limited stone trim; contributing
62. (203) commercial building; west 2/3 built 1928, east 1/3 built 1941 and new facade then; 2-story (but rather high); dark brown brick; limited stone trim; simple treatment; contributing
63. (211) commercial building; 1970; 1-story; modern construction, however, small scale and so less intrusive; noncontributing
64. (221) Church of the Immaculate Conception; 1906; architect: Hockman; dark brown brick; stone trim; raised rough reddish stone basement; gable-end entry has crenelated squared centered tower; trim provides active surface: coping on several small gabled extensions, water table, pilasters, sills; series round shapes: entry, rose window, other windows; altered: small hipped dome removed from tower; small sacristy (not intrusive) added at side, protective translucent coverings over windows, interior altered although some elements remain; anchors west end of district; KEY contributing

East Kemp Avenue, South Side

65. (2) Granite Block; 1882; financed by attorney J.B. Hanton; landmark in Watertown, only quartzite building in district, home to such key institutions as Dakota Loan & Trust and Security National Bank; 4-story; 2 shades rough purple-red stone over brick; received series unfortunate ground floor alterations over years, cornice battlement gone; despite changes, unusual materials and wealth of detail (checkerboard pattern, bands of color, arcades, colonettes, projecting bays) render it KEY contributing
66. (10) commercial building; by 1888, with late 1920s facade; 1919, Hestad Shoe Store; 2-story; golden mottled brick; limited stone trim; simple shallow brick patterns; contributing
67. (12) commercial building; by 1888; 1919, Sugar Bowl Confectionery; 2-story; red brick; small brick cornice has corbeling and bricks at an angle; corbels frame windows; smooth slightly pedimented stone lintels and side blocks; original window frames; contributing

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68. (14) commercial building; by 1888 with later c. 1900 facade; Home Trade Store in 1919; 2-story; brown brick; brick patterns, including corbelling; similar to 2 adjacent; contributing
69. (16) Kennedy & Gayman Restaurant/Bakery?; by 1888? with later c. 1900 facade; W.B. Gormley, druggist in 1919; 2-story; brown brick; simple brick patterns; similar to adjacent buildings; contributing
70. (18) O.P. Eversole Music Store; by 1888? with later c. 1900 facade; in 1919, Kjos & Son shoes; 2-story; brown brick; similar to 2 adjacent; contributing
71. (22-6) Century Block; 1900; 3-story; vertical metal siding over brick; candidate for rehabilitation: portion of original brick facade visible above siding; noncontributing
72. (104) Goss Opera Hall; 1889; small similar addition to south in 1910; addition by architect Hockman; landmark in Watertown; 3-story appears even higher due to raised parapet; red brick; stone trim, including pedimented and joined lintels; a Victorian collection of lively surfaces; long pilasters pierce cornice line; brick arcades; long corbelling; altered: wood frame corner tower long gone, ground floor altered; contributing
73. (108) State Bank & Trust Company or Commercial Bank Building; after 1898 and by 1910; 3-story; taupe brick; center raised parapet with tiny arcade; moulded brick cornice; fine Palladian type window with detail seen elsewhere in Watertown; good candidate for rehabilitation; contributing
74. (110) commercial building; 1965; 1-story; modern but is small scale; noncontributing
75. (114) Foley Block, West End; before 1911; first part of Foley Block built at intervals; possible architect: Hockman; in 1919, Petit's (women's clothing) and Louis LaDou paints; 2-story; brown brick; stone trim: rough sills; note grouped 3-part windows, brick dentils, pilasters; contributing
76. (118) Foley Block, East End; c. 1911; second section of Foley Block by realtor Andrew P. Foley; possible architect: Hockman; in 1919, Holt Motor Company; 2-story; brown brick; stone trim: rough sills; note grouped 3-part windows, brick dentils, pilasters; contributing
77. (202) commercial building; after 1929; site of filling station 1929; 1-story; modern and altered; noncontributing
78. (204) garage; after 1923 and by 1929; garage in 1929; 1-story; altered: modern metal facade; noncontributing

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79. (208) commercial building; 1964; site of auto salesroom by 1923; 1-story; concrete block with modern metal facade; noncontributing
80. (214-8) Smith, Schulner & Lyon Business Block; 1910; architect: Hockman; described as a "triple building"; built to accommodate C.M. Lyon's Star Laundry (still there), F.L. Smith's Watertown Plumbing & Heating, L.N. Schulner Cigar Company; 2-story; red-brown brick; stone trim: courses, coping; brick dentils (including above small attic windows), pilasters; altered: some windows changed, 2 of 3 storefronts altered; contributing

North Maple Street

81. (33) Peacock Hotel; after 1910 and by 1915; replaced Massasoit Hotel which was here by 1888; part of "hotel district" on 1st Avenue North near depot; 2-story; dark brown brick; Kasota stone trim; distinctive: shaped parapet, metal course with dentils and large consoles which end in stone, windows (original) framed in stone and with continuous sill; contributing
82. (31) commercial building; after 1898 and by 1910; 1-story; red-brown brick; stone coping; attractive raised corners; metal beam is window lintel; centered recessed entry; contributing
83. (20) Norwest Bank; 1975; 1-story; red brick; modern intrusion; replaced landmark Lincoln Hotel; noncontributing
84. (19) G. Wood News Company; after 1910 and by 1915; 1919, G. Wood newsdealer and Model Shoe Shop; 1-story; altered: facade covered with modern metal and board siding, new windows; noncontributing
85. (15) Grand Hotel; by 1888; large rear addition and facade changes after 1898 and before 1910; addition and changes architect: Hockman; part of "hotel district" near tracks; 3-story; mottled brownish brick with greens and reds; stone trim, including moulded course; shaped parapet; simple geometric trim: small consoles, soldier style courses; vacant and fire damaged interior; contributing
86. (11) commercial building; by 1888; various uses, including saloon, billiards; 2-story; red brick; altered: only north end remains following fire, building chopped in two; noncontributing

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87. (9) commercial building; 1978; 1-story; concrete block; modern intrusion; site of south half adjacent building; noncontributing
88. (5-7) restaurant; after 1910 and by 1915; 1-story; brown brick; metal beam at 1st story; matches adjacent saloon; contributing
89. (3) saloon; after 1910 and by 1915; 2-story; brown brick; modest design: small band patterned brick; contributing

South Maple Street

90. (3) M.D. Alexander's Furniture Store; after 1898 and by 1910; 2-story; red brick; stone trim: sills, pedimented lintels with side blocks; pilasters pierce cornice line and frame 4 groups of windows; brick moulding and patterns; contributing
91. (7) McCarthy Building; after 1898 and by 1910; in 1919, Theodore G. Lamm Hardware Store; 2-story; dark brown brick; stone trim; "McCarthy" in stone panel; contributing
92. (9-11) Paris Store; after 1898 and by 1910; in 1919 women's clothing store; 2-story; red brick; stone trim; pilasters pierce stone coping; brick patterns; windows paired under semi-circular arches; contributing
93. (13-5) Home Furniture Company; c. 1906; possible architect: Hockman; 2-story; brownish brick; stone trim, including moulded course; raised corners; brick dentils; unusual: pressed rounded brick delicately frames large original windows; contributing
94. (19) Schaller's; 1914; possible architect: Hockman; department store with lodge hall above; 2-story; very dark brown brick; smooth stone trim; stone and brick course seen on other Watertown buildings; distinctive: large paired consoles, heavy stone cornice; altered: ground floor, large windows enclosed; contributing
95. (12) commercial building; 1907; print shop in 1919; 1-story; brown brick; corbelled moulded course; contributing
96. (16) commercial building; 1916; various uses, including garage and bowling alley since 1940s; 1-story; dark brown brick; trim: cream brick and stone; cream outlines stepped parapet and forms 3 panels; contributing
97. (20) commercial building; 1960s; 1-story; concrete block with brick and stone facade; modern intrusion; noncontributing

Midway Alley (between Maple and Broadway)

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98. (--) Milk Depot; by 1915; considered part of 16 E. Kemp but a separately designed and constructed building; 2-story; brick painted yellow; simple brick sills and semi-circular lintels; contributing
99. (8) Tin Shop; by 1915; 2-story; dark brown brick; rough concrete trim resembles Kasota stone: coping, course, continuous sill; appears unaltered; contributing
100. (--) garage; by 1915; 1-story; tan brick; few alterations; contributing
101. (--) electrical supply company; by 1910; address is 19 1st Avenue SE but located on Midway Alley; 1-story; rough cast concrete block; contributing

First Street West

102. (6) Watertown Housing Authority; 1975; site early city hall; brick; modern intrusion; noncontributing
103. (10) warehouse; 1920s; 2-story; dark red brick; concrete raised basement painted; stepped coping; Chicago Style and other windows; contributing

Second Street East

104. (15) Harper Building; 1910; Mrs. J.N. Harper built it for Northwest Cadillac Company; 1-story; concrete block with brick (painted) facade; brick dentils; "HARPER" in one of 3 panels; stone lintels span storefront windows; relatively unaltered except for paint; contributing
105. (23) City Hall; 1960s; 2-story; tan brick; stone trim; modern intrusion; noncontributing

First Avenue North East

106. (10) Moe and Lee Building; 1908; B.P. Moe reportedly built portion for his blacksmith shop; later car dealership; also housed Lee Brothers farm implement warehouse (business was adjacent); 2-story; dark red-brown brick; rough Kasota stone trim: coping, lintels, sills; Chicago Style windows; simple brick pilasters; altered: some windows changed; contributing
107. (18) Lee Brothers Wagon and Machine Shop; by 1888 (center portion); early 20th century additions; brothers Herman, Ben, Al Lee had blacksmith, wagon shop; 2-story; golden brick; altered: modern facade; noncontributing
108. (28) Northwestern Hotel; 1885; among oldest commercial buildings; same name through 1920s; 2-story; note very narrow doors with top lights; considerably altered: stucco and

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"stone" siding over red brick, some windows enlarged;
noncontributing

First Avenue South East

109. (15-7) F.E. Tenney Grocery; after 1910 and by 1915; 2-story; red brick; Kasota stone trim: coping, sill, moulding, courses act as capitals; contributing
110. (21) Dakota Central Telephone Company; after 1910 and by 1915; 2-story; altered: modern light tan brick facade with stone trim; noncontributing
111. (27) Carnegie Free Public Library; 1905-06; architect: Hockman; 1-story on very high raised basement (granite); tan-black brick; stone trim: coping and panels of parapet, moulding (with brick dentils); paired round-arched windows; corner entry porch: smooth pairs Ionic columns, large round-arched entry; large fanlight; unaltered; now used as public museum; listed in National Register; **KEY** contributing
112. (109) First Federal Savings Bank; c. 1953; 1-story; site of 1st Church of Christ Scientist; modern intrusion; noncontributing
113. (121A) Manse, First Congregational Church; 1928; 2-1/2-story; reddish brown brick; tan brick trim: sills, lintels, cornice line; gabled; Colonial Revival Style; note dentils, gabled dormers, wood cornice, decorative downspouts, entry with columns, side lights; appears unaltered beyond brick passage connection to church located at NE corner of house; contributing
114. (121) First Congregational Church; 1916-7; replaced 1881 church; 1923 membership at 466; red-brown brick; tan brick trim; Georgian Revival Style; gabled with large gabled entry porch with columns; east gable rather busy design: large Palladian window, tan trim outlines window, doors, 2 doors with pedimented canopy with consoles, multiple royal blue panes; few alterations: small brick gabled entry to basement, rear brick addition at NW corner which connects with Manse; contributing
115. (14) Codington County Courthouse; dedicated 1929; architect: Freed, Perkins & McWayne; contractor: Gray Construction; 2-story on smooth rusticated raised basement; Indiana limestone; prominent fluted Ionic columns; noteworthy interior; occupies full block; c. 60 trees, 2 obelisks, 6 flagpoles, benches, small time capsule, Viet Nam memorial, Civil War memorial,

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tablet with Ten Commandments; listed in National Register; KEY contributing

116. (---) Jail; 1960s; both county sheriff and Watertown police located here; 1-story; striated concrete panels; flat roof; located SE corner courthouse square; noncontributing

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Located in the region of northeastern South Dakota dotted with glacial lakes, Watertown enjoyed the standing of a mature trade center by the early 1880s, within just a few years of its founding in 1878. Watertown was immediately the center for commercial enterprise in Codington County. Two factors, railroad connections and county seat status, contributed to its early and rapid development. Like other county seats with railroad connections, Watertown's commercial district began with the tracks and extended to the courthouse square. But development was not strictly linear and perpendicular with the tracks; instead commercial enterprise extended from the "stem" street of Broadway along intersecting streets of 1st Avenue North and Kemp and along parallel streets as well (1st Street West, Maple, 1st Street East). This nonresidential development was in place as early as 1888, and the boundaries of the present commercial district were in place at this very early date in the city's history. Major buildings from the early development period such as the Goss Opera Hall, Mellette Block, and Granite Block are found throughout the district. Turn-of-the-century development augmented this early construction and well reflects the prosperity Watertown enjoyed. The Watertown Commercial Historic District is significant under Criterion C. It is a homogeneous collection of mostly commercial, 2-story, brick buildings, many dating from the turn of the century. Important noncommercial buildings are found at the edges of the district and serve as a buffer between distinctly commercial and residential blocks. These include the courthouse, city auditorium, First Congregational Church, and Immaculate Conception Church. Through scale (many 1- and 2-story buildings), materials (brick in brown shades, Kasota stone trim), and the presence of many buildings from the 1898-1915 period, the district conveys a unified and attractive appearance. Design features such as brick dentils further distinguish the district while reinforcing the feeling of a particular time and place. The high representation of 1898-1915-era buildings indicates the key development period of the district, while the wide span of construction dates from the 1880s to 1970 represent a continuum of commercial enterprise. Under the South Dakota Historic Preservation Plan, the district relates to the following contexts: IV.D.1. Urban Development/Commerce, V.A.3. Depression and Rebuilding/Changing Urban Patterns/Commercial Rebuilding, and VI. Great Depression.

Permanent Urban Pioneer Settlement. 1878-1892. The circumstances behind the establishment and settlement of Watertown graphically

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illustrate the drawing power of the railroad. In 1873 representatives of the Winona & St. Peter Railroad first established a depot site on the shores of Lake Kampeska, several miles from present Watertown. When they learned that their railroad land grant did not extend to that site, rail officials promptly abandoned Kampeska and established Watertown on their railroad land grant property in 1878.

The area was a splendid one for agricultural settlement. Codington County is located in the midst of the glacial lake area that comprises northeastern South Dakota. Its landforms are the product of the last in a series of glaciers that spread and retreated across the countryside. Well-watered by glacial lakes as well as the Big Sioux River, Codington County was blessed with fertile soil. Early residents termed it the "Egypt of the Dakotas" in recognition of the salutary effect of its waterways.

Growth was immediate for Watertown and coincided with the community receiving county seat standing, also in 1878. By the summer of 1879 Watertown reportedly had 4 hotels, 14 general stores, 5 drugstores, 6 lawyers, and 2 newspapers. By 1881 boosters claimed a population of 2,000. Establishment of a U.S. Land Office in Watertown in 1880 enhanced the town's importance.

Considerable development occurred during the 1880s all across the commercial district. Two more rail lines arrived, and population increased to a reported 4,125 in 1886. Described as the best year yet, 1886 saw construction of 4 new business blocks and some 200 houses in Watertown. By 1888 (the first year Sanborn Fire Insurance maps are available for Watertown) commercial development could be found on all present commercial streets in the district. Dwellings were a rarity on these commercial streets. Many, if not most, commercial buildings were wood frame with traditional boomtown false fronts. However, a number of more permanent and costly brick buildings were also represented, including the Brizee Block on East Kemp (#50) and the Armory Opera House on South Broadway (not extant).

Two of the city's most important buildings, the Mellette Block (#8) and the Granite Block (#65), were also in place. Their construction at Broadway and Kemp established that intersection as the financial sector of the Watertown commercial district and helped draw development along and beyond traditional "main street"

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development emanating from the railroad tracks. The construction of two such prominent multi-story buildings of permanent materials also reflected the optimism and confidence that characterized Watertown in the early 1880s.

Winona & St. Peter Railroad officials were responsible for the original town plat of Watertown. Narrow lots intended for commercial development along 1st Avenue North ran parallel to the railroad tracks. Five hotels and one boarding house were soon strewn along this trackside avenue, and 1st Avenue North continued to host hotels into the early twentieth century. Along the tracks on the north side of 1st Avenue North was the warehouse district, a clear dividing line for the predominantly retail commercial district across the avenue. In 1888 the warehouse area included trackage and depots for two rail lines, cattle pens, grain and coal storage, "beer vaults," and lumber companies.

Despite unsatisfactory growing conditions in 1889, all things seemed possible to optimistic Watertownians. That year residents sought to be named the state capital, but came in third to Pierre and Huron in a statewide election. Commercial enterprise extended for some 3 blocks along 1st Avenue North, a half block on Kemp from Broadway, and for a full 1-3/4 blocks down Broadway toward the courthouse. The first Codington County Courthouse was built in 1883-4 and marked the south extent of nonresidential growth in Watertown.

Changing Urban Patterns. 1893-1929. The 1890s marked the end of the heady developmental period for Watertown. Crop failures and a nationwide financial depression slowed economic expansion. However, these problems were mitigated somewhat by a development unique to northeastern South Dakota. In response to efforts of South Dakota politicians, the federal government acquired through treaty negotiations the former Sisseton-Wahpeton Indian Reservation. In 1892 much of the 900,000 acre reservation--50,000 of them in Codington County--were thrown open to legal white settlement.² On the first day the land was available, a reported 1,500 land-seekers signed up at the land office in Watertown. A photograph from that day shows a long line snaking through downtown Watertown.

²Available for sale was land that the resident Indians did not claim for individual (not tribal) ownership and settlement.

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The arrival of these new settlers encouraged further commercial construction along Kemp Avenue, the parallel street one block from the tracks. Anchoring Kemp's west end, at 1st Street West, was the new City Hall (not extant), marking the virtual end of commercial development. Two blocks away, at East Kemp and Maple, was the grand new Goss Opera Hall (#72).

With the typical lag between an event and construction, the opening of the former reservation (known as the Flatiron) to settlement prompted turn-of-the-century change in Watertown. Population shot up to 5,046 in 1904, up from 3,352 just four years earlier. Watertown emerged as the fourth largest city in the state. Progressive-minded residents sought and gained a Carnegie grant for a library in 1906 (#111), a new Post Office in 1909 (#37), two hospitals in the 1910s,³ and adopted the then modern commission form of government in 1912.³

New commercial undertakings flourished in the early years of the century. Optimistic businessmen founded the Dakota Mutual Life Insurance Company in 1906 in the Granite Block.⁴ By 1910 substantial and large new warehouses replaced the originals north of 1st Avenue North. New hotels, including the Peacock (#81), supplemented or replaced the 1880s versions. Broadway saw considerably more infill, and commercial use now extended for two full blocks.

By 1915 commercial development entered its mature phase; some 55 buildings in the district date from between 1898 and 1915. The massive Lincoln Hotel (not extant) was in place at Maple in the hotel sector along 1st Avenue North. Also built in the half decade between 1910 and 1915 were Schaller's store (#94), the Dakota Central Telephone Company Building (#110), and Citizen's National Bank (#47). Businessmen apparently felt that a location in the increasingly built-up commercial district was so critical that they even built in Midway Alley (#98-101) between Broadway and Maple.

³The city returned to the mayor-council form in 1917.

⁴The venture thrived. Renamed Midland National Life Insurance Company in 1925, the company purchased the 1880s Mellette Block and added a substantial addition and a new cornice.

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Population growth also continued, reaching 7,010 in 1910, 9,400 in 1920, and passing the 10,000 mark and levelling off the following decade. In a burst of enthusiasm, Watertown boosters billed their community the "Live City."

The period from 1898 to 1915 saw substantial construction in the district and infill was essentially complete by 1923. New churches, Church of the Immaculate Conception in 1906 (#64, photo #10) and First Congregational Church in 1928 (#114), were built at the edges of the commercial sectors. The post World War-I drop in agricultural prices and the related down turn in the farm economy affected Watertown, but such factors did not completely still growth of the city. Construction of a new and thoroughly up to date county courthouse in 1928-9 capped the maturation of Watertown's commercial district.

The Great Depression. 1929-41. The self-styled "metropolis of the Upper Sioux" suffered along with other Dakota communities during the nationwide financial depression of the 1930s. Coupled with the drop in farm product prices after World War I, the dramatic fall in the stock market stilled economic development in Watertown. Banks closed or merged. New construction fell off and what was built was part of government programs. Works Progress Administration projects in Watertown included the City Auditorium (#24) and an addition to the Post Office (#37).

Watertown's position as a regional commercial hub helped it to weather the 1930s depression. It remained a railroad center, and the related wholesale houses, especially for farm machinery, continued to contribute to the economy. The community's role as a retail trade center for area farmers continued as well. On the eve of World War II, 1940, Watertown's population held steady. In 1953 the county seat of Codington County celebrated its 75th anniversary, secure with 250 retail shops, nearly 50 wholesale outlets, and its role as a transportation and medical center for the northeast part of the state.

Design Sources. Few architects have made Watertown a permanent home. City directories for 1886 and 1901 list no architects. Eight contractors and builders offered their services in 1886. In 1901 only four were listed in the directory, a number that rose to six in 1903. The Brickell family was represented in all these directories. No building designs in the district have been

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associated with these early builders. The firm of Hess & Rau was an important regional plumbing and heating contractor whose projects included many schools and courthouses across the state.

Two contractors, Grayson Construction and the Majerus Company, helped build a number of early twentieth century commercial buildings in Watertown. In 1910 alone, Grayson boasted of having the largest woodworking mill in South Dakota and listed twelve commercial projects it had worked on in Watertown.

A number of these Grayson projects were designed by Watertown's most important architect, Maurice A. Hockman. Hockman, who was born in Indiana, practiced in Watertown between 1904 and 1917, including a stint with a Mr. Schweiger. Also during this 1904-17 period, Hockman briefly had an office in Huron, South Dakota. Hockman (at times with Schweiger) is known to have received commissions for over fifty buildings in Watertown, other South Dakota communities, and Minnesota; not all are extant. In South Dakota, these commissions include the state asylum, high school, and Carnegie library, all in Redfield, as well as Masonic temples in Redfield, Bryant, and Estelline. Hockman's commissions cover the full range of building types, from warehouses, banks, and apartment buildings and houses to churches, libraries, hospitals, and mausoleums. In the Watertown Commercial Historic District, Hockman is known to have designed eleven buildings (including additions and facade remodeling), and nine more may be attributed to him.

Watertown benefited from the presence of the talented architect, Maurice Hockman. Termed the "Bee Hive of the Dakotas" at the turn of the century, this county seat railroad town enjoyed the services of an able designer to translate the community's prosperity and growth into tangible, distinctive buildings. Repetition of motifs and materials coupled with continuous commercial use dating from the 1880s resulted in a distinct and identifiable district of commercial enterprise in Watertown.

The period of significance of the nominated historic district extends from 1882, the construction date of the oldest extant contributing resource, to c. 1936, the construction date of the newest contributing resource.

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The churches included in this historic district derive their significance from their architectural distinction and therefore qualify for listing in the Register under criteria consideration A.

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GEOGRAPHICAL DATA

UTM References (continued):

	Zone	Easting	Northing
E=	14	649110	4973220
F=	14	648950	4973140
G=	14	648750	4973200
H=	14	648660	4973440

Verbal Boundary Description:

The district boundary commences along the south side of 1st Avenue North at 1st Street West and extend past Broadway and Maple to 2nd Street East where it turns south to Kemp Avenue. The line continues on both sides of Kemp east to 3rd Street East, the eastern edge of the district. Continuing south on 2nd Street, the boundary continues to 1st Avenue South where it turns west along 1st Avenue South and continues along that street on both sides, including the Codington County Courthouse square, thence turning south on South Broadway to 2nd Avenue South, the southern extent of the district. The boundary continues up both sides of South Broadway, turns west on Kemp and continues on both sides of Kemp to the half-block beyond 1st Street West. The boundary then turns north on 1st Street West to the beginning at 1st Avenue North. See also sketch map.

Boundary Justification:

The north boundary, 1st Avenue North, is the street along the railroad tracks and marks a clear change from wholesale, warehouse, and other railroad-related uses to the commercial district. The east, west, and south boundaries occur at the clear end of commercial use, with residential blocks beyond. Prominent public or semi-public buildings, including the county courthouse, two churches, and the city auditorium, occur at some of these edges and reinforce the feeling of separation between commercial and residential use.

United States Department of the Interior
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Continuation Sheet

Section number photos Page 1

PHOTO DOCUMENTATION

1.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing southeast
45. 14 West Kemp Avenue, commercial building
Photo No. 1

2.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing north
56. 113 East Kemp Avenue, Balsiger's Bakery
Photo No. 2

3.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing northwest
49. 11 East Kemp Avenue, Mercer Block
Photo No. 3

4.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing southeast
65. 2 East Kemp Avenue, Granite Block
Photo No. 4

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

**National Register of Historic Places
Continuation Sheet**

Section number photos Page 2

5.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing east
72. 104 East Kemp Avenue, Goss Opera Hall
Photo No. 5

6.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing northwest
8 and 41. 1-3 North Broadway, Mellette Block
(counted as two contributing resources)
Photo No. 6

7.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing southwest
9. 1 South Broadway, First National Bank
Photo No. 7

8.
Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing west
11. 5 South Broadway, Wiser Block
Photo No. 8

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National Park Service**

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9.

Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing northwest
West side of Maple Street at 1st Avenue South
Photo No. 9

10.

Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing northwest
64. 221 East Kemp Avenue, Church of the Immaculate Conception
Photo No. 10

11.

Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing northwest
100 Block of East Kemp Avenue
Photo No. 11

12.

Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988
Neg.: South Dakota Historical Preservation Center
Camera facing southwest
24. 125 South Broadway, City Auditorium
Photo No. 12

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number photos Page 4

13.

Watertown Commercial Historic District
Watertown, Codington County, South Dakota
by BJB Long
August 1988

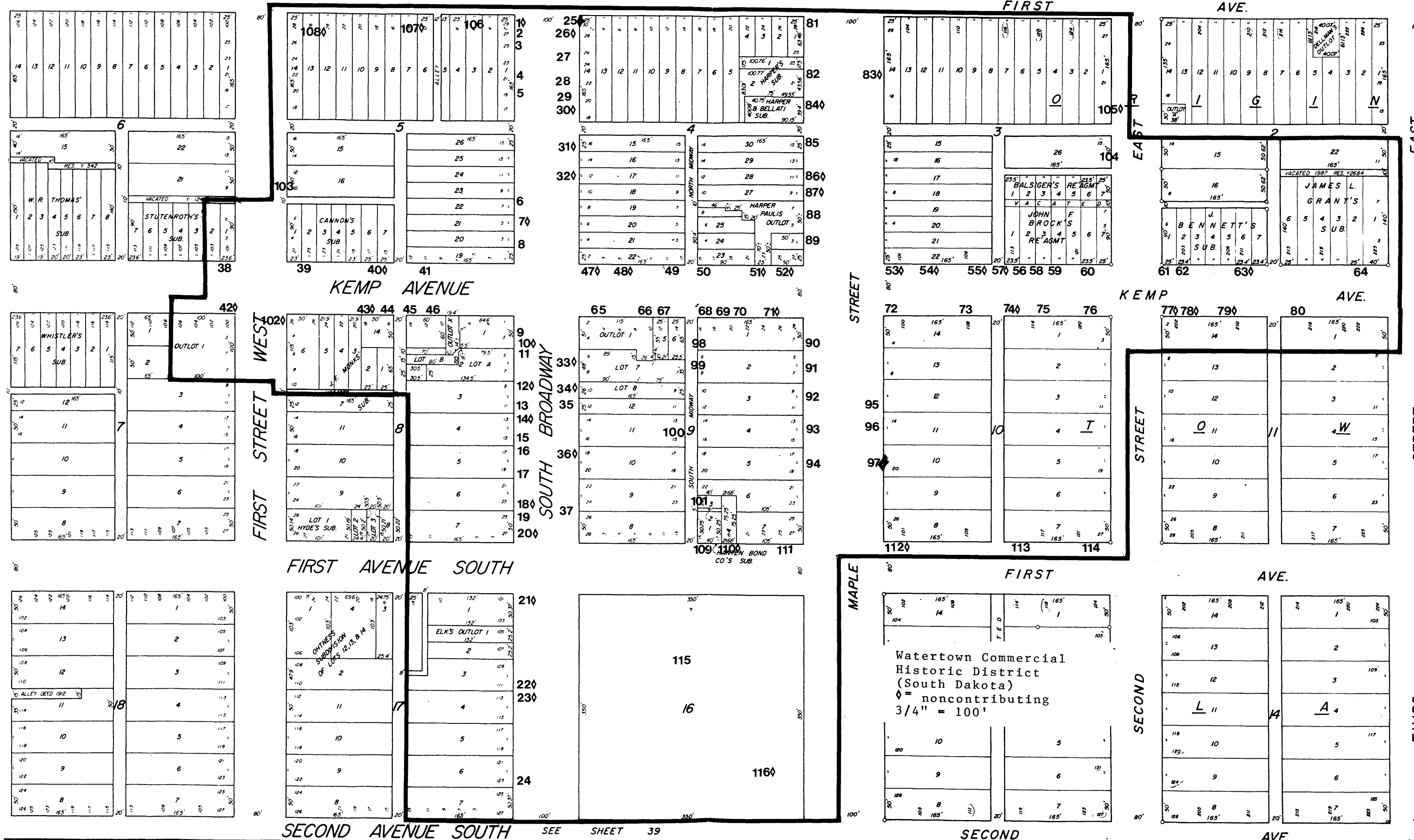
Neg.: South Dakota Historical Preservation Center
Camera facing northeast

37. 20-28 South Broadway, Watertown Post Office
Photo No. 13

FIRST AVENUE NORTH

FIRST

AVE.



KEMP AVENUE

KEMP AVE.

FIRST AVENUE SOUTH

FIRST

AVE.

SECOND AVENUE SOUTH

SECOND

AVE.