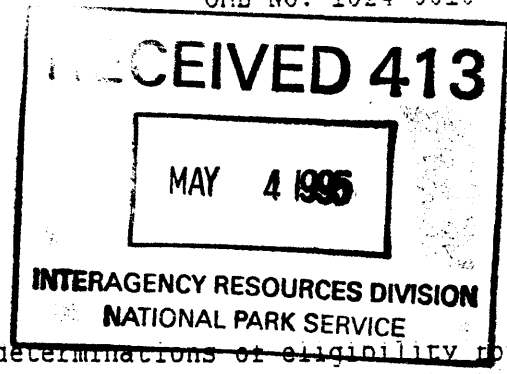


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United States Department of the Interior  
 National Park Service

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 the requested information. If an item does not apply to the property being documented, enter "N/A" 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. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property

historic name Becker and Schafer Store Building  
 other names/site number N/A

2. Location

street & number 1002-1004 White Rock Avenue N/A not for publication  
 city, town Waukesha N/A vicinity  
 state Wisconsin code WI county Waukesha code 133 zip code 53186

3. Classification

| Ownership of Property                       | Category of Property                            | No. of Resources within Property |                                     |
|---|---|----------------------------------|-------------------------------------|
|   |   | contributing                     | noncontributing                     |
| <input checked="" type="checkbox"/> private | <input checked="" type="checkbox"/> building(s) |                                  |                                     |
| <input type="checkbox"/> public-local       | <input type="checkbox"/> district               | <u>1</u>                         | <input type="checkbox"/> buildings  |
| <input type="checkbox"/> public-State       | <input type="checkbox"/> site                   | <input type="checkbox"/>         | <input type="checkbox"/> sites      |
| <input type="checkbox"/> public-Federal     | <input type="checkbox"/> structure              | <input type="checkbox"/>         | <input type="checkbox"/> structures |
|   | <input type="checkbox"/> object                 | <input type="checkbox"/>         | <input type="checkbox"/> objects    |
|   |   | <u>1</u>                         | <u>0</u> Total                      |

Name of related multiple property listing:  
None

No. of contributing resources  
 previously listed in the  
 National Register 0

4. State/Federal Agency Certification

As the designated authority under the NATIONAL HISTORIC PRESERVATION ACT of 1966, 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. \_\_\_ See continuation sheet.

*[Handwritten Signature]*

4/18/95

Signature of certifying official  
State Historic Preservation Officer-WI  
State or Federal agency and bureau

Date

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 and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.  
\_\_\_ See continuation sheet

*Elson H. Beall*

6/2/95

\_\_\_ determined eligible for the National Register. \_\_\_ See continuation sheet

Entered in the  
National Register

\_\_\_ determined not eligible for the National Register.

\_\_\_ removed from the National Register.

\_\_\_ other, (explain:)

Signature of the Keeper

Date

6. Functions or Use

Historic Functions  
(enter categories from instructions)

Current Functions  
(enter categories from instructions)

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/specialty store

7. Description

Architectural Classification  
(enter categories from instructions)

Materials  
(enter categories from instructions)

Late Victorian

|            |              |
|------------|--------------|
| foundation | Stone        |
| walls      | Weatherboard |
| roof       | Asphalt      |
| other      | Wood         |

Describe present and historic physical appearance.

The Becker & Scharer Store Building is a highly intact two-story rectilinear plan Boomtown form frame construction building that was built as a general store with a flat above ca.1895. The store's proprietors, John A. Becker and William F. Schafer, built their new building at the intersection of East Main Street and White Rock Avenue; an important junction that is also a half a block east of the point of intersection of E. Main Street and East Avenue and a half block west from its intersection with Pleasant Street. The store was built on a vacant lot and was intended to cater to the already well-established residential district that surrounded it. Schafer operated the store in partnership with Becker and later with George Balzer, who purchased the store (but not the building) with his son, Warren Balzer, in 1947. The Balzers operated the business as a combination grocery and dry goods store until the late 1950s. Schafer, meanwhile, continued to own the building until his death in 1951, and his widow owned it until 1960, when she sold it to others. The first story is still operated as a grocery store today and the apartment above has been continuously occupied since the building was built. The exterior of the building is almost completely original and the interior of the store still retains its original layout and its original ceiling and floor. The Becker and Scharer building is now the last commercial building in the historic center of the city of Waukesha that still retains its original clapboard-covered exterior.

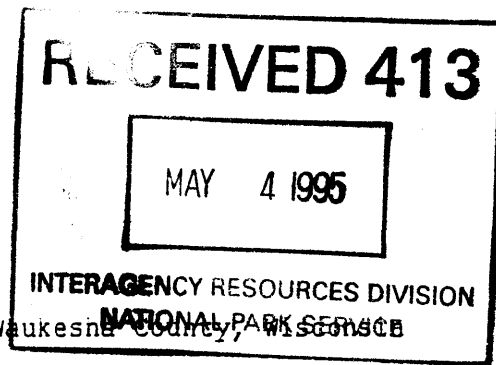
At the time the store building was built Waukesha enjoyed a national reputation as a summer resort due to its assiduous promotion of the health-giving properties of the local spring waters. This promotion began in 1868 and its success led to the construction of numerous large hotels throughout the city and caused the local population to increase from 2500 in 1870 to 8740 by 1910. By the turn-of-the-century, however, the economic importance of the city's resort trade began to decline and numerous manufacturing concerns were created to take its place, transforming the city's economic base. This transformation, coupled with Waukesha's close proximity to the city of Milwaukee, greatly increased Waukesha's population, which by 1980 numbered 53,941, making it Wisconsin's eighth-largest city. This transformation has also been accompanied by the gradual demolition of most of the city's nineteenth century frame construction commercial buildings. Today only a few handful of these buildings survive and the Becker and Schafer building is the only one in the downtown area that retains its original appearance.

White Rock Avenue and East Main Street have historically been two of Waukesha's principal northeast side thoroughfares and they still retain this distinction today. The west end of the northeast-southwest running White Rock Avenue begins directly in front of the Becker and Schafer store. East Main Street begins three blocks away in the heart of the commercial downtown core of the city and continues east past its junction with White Rock Avenue on its way out of the city as CTH Y. This historically important junction is also less than half a block east of the intersection of the east-west running East Main Street and the equally important

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Becker and Schafer Store Building, Waukesha, Waukesha County, Wisconsin  
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north-west running East Avenue, which was the east boundary of the original plat of the city. The White Rock Avenue-E. Main Street junction is also half a block from the Old Waukesha County Courthouse (101 W. Main Street, 1885, NRHP - 3/27/75) and the Becker and Schafer store building is almost directly across the street from the St. Mathias Episcopal Church (111 E. Main Street, 1851, NRHP - 10/28/83).

The neighborhood in which the store is situated is located two blocks east of the central business district of Waukesha and the topography in this vicinity is generally flat except where it slopes down to the Fox River behind the store. This neighborhood was an early residential district in the city, but changing usage has transformed it from an area of single family homes to one where renters predominate. A number of the important Queen Anne style houses that once dotted this area still survive, however, particularly along East Avenue, and several important religious institutions including St. Mathias Episcopal and St. Joseph Catholic Church continue to make the neighborhood their home.

The store was originally placed at the front of a 45-foot-wide by 130-foot-deep trapezoidal-shaped lot that is located on the westerly side of White Rock Avenue at the point where the Avenue turns off from East Main Street (the original lot is now incorporated into a larger parcel). This lot faces the intersection of the two streets and the rear of the lot once contained a one-story frame garage. Originally, there were also a two-story dwelling and another store located on either side of this lot. Neither of these buildings are now extant, however, and the surface area of that portion of the lot not occupied by the store has recently been completely blacktopped for parking, as have both the lots on either side of it.

The Becker & Schafer store is a free-standing frame construction two-story building having a rectilinear plan and painted clapboard-covered exterior walls that rest on ashlar Waukesha limestone foundation walls. Although the entire building was built at one time, its side elevations are divided into two separate sections, a 24-foot-wide by 60-foot-deep two-story gable-roofed front section and a 24-foot-wide by 35-foot-deep two-story sloping roofed rear section. Both sections have limestone foundation walls, but those of the front section enclose a full basement story that is floored in concrete, while those of the rear section enclose a crawl space. Several courses of the foundation wall stone are visible above grade.

The two-story main facade abuts the concrete sidewalk that parallels White Rock Avenue. This facade faces southeast and is 24-foot-wide, and its asymmetrically designed first story is framed by wood cornerboards and by a molded wood lintel that spans the width of the facade. Most of the width of this story is covered by a conventionally organized three-part storefront that has large display window openings on either side of a slightly canted, deeply inset centered entrance, all these elements being framed by simple wood casings. The wooden landing of this entrance is reached by ascending three concrete steps and the entrance is still filled with its original pair of one-light over two-panel painted wood entrance

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doors. These doors are surmounted by a one-light transom and they still have their original hardware. This entrance is flanked by large unequal-sized display window openings. Panelled bulkheads are placed below each of the display window openings. The openings are now filled with panes of varying sizes that have replaced the large original single lights. The left-hand portion of the first story consists of a small four-panel wooden entrance door surmounted by a single-light transom. This door opens onto a staircase that leads up to the second story apartment. With the exception of the altered but easily restored display window openings, all of these elements are totally original.

The molded wood lintel that spans the base of the clapboard-sided second story of the main facade has denticulated wooden ornamentation placed below it and its ends are each decorated with a small wooden bracket. The second story is symmetrical in design and three-bays-wide and each bay consists of a single flat-arched window opening that contains a one-over-one-light double hung wooden sash window. Each opening is simply enframed with flat casings and the openings have wooden sills. The uppermost portion of this facade consists of a bracketed wooden cornice that has a large triangular pediment centered on it. This pediment is decorated with a radiating sunburst design and it covers the main gable end of the simple gable roof that covers the front section of the store. This roof has slightly overhanging eaves, a ridge line that runs from northwest to southeast, and slopes that are sheathed in asphalt shingles.

The two side elevations of the store are each 95-feet in length, asymmetrical in design, and are divided into 60-foot-long front sections and 35-foot-long rear sections by a simple vertical wooden strip. The fenestration plans of these elevations and the rear elevation appear to have been determined largely by functional needs. The northeast-facing side elevation is four-bays-wide as defined by second story window openings. The second story of the longer three-bay-wide gable-rooted left-hand section consists of three flat-arched window openings, each of which is filled with a three-over-one-light flat-arched double hung window that admits light to the second story apartment. These windows, like all of the store's other windows, are flat-arched, have wooden sash, wooden sills, and simple wood casings. The first story wall surface below is broken only by a single small square flat-arched window opening located towards the rear between the second and third bays from the left. A small cream brick chimney shaft is also placed on the peak of the roof in a position above the first bay from the left.

The shorter right section of this elevation is surmounted by a rearward-sloping composition roof and it is even less densely fenestrated than the front section. A parapet wall with a single step hides its slightly sloping roof. The second story window opening that fills the fourth bay is located below the left-hand step and contains a single one-over-one-light double hung window. The only openings in the first story of this section consist of two small square flat-arched window openings

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that are located on either side of the bay in the story above and that are also in line with the other one already mentioned.

The rear or northwest-facing elevation of the store is also 24-feet-wide and it too is symmetrical in design. A single one-over-one-light double hung window is centered on the second story and a smaller square window is placed in the first story directly below. This elevation is otherwise unornamented and its clapboard siding is enframed by cornerboards, a watertable, and a wider cornice in the same manner as the store's other elevations.

The 95-foot-long southwest-facing side elevation is eight-bays-wide but it is essentially identical to the northeast-facing elevation in its asymmetricality and reneration and its length is also divided into a 35-foot-long rear section and a 60-foot-long front section. The second story of the first bay from the left contains a single window opening that is filled with a one-over-one light double hung window and there is a small square window opening in the story below. A second small square first story window opening is placed in the second bay and a first story side entrance door opening filled with a three-panel door surmounted by a filled transom is located just to the right and it aduts the vertical wood strip that separates the front section from the rear. A double door opening occupies the third bay from the left and the fourth, fifth, sixth, and seventh bays consists of four flat-arched second story window openings that are each filled with one-over-one light double hung windows that light the second story apartment. A single small square window opening is placed between bays five and six in the first story and the eighth bay from the left consists of a single first story door opening that contains a four-panel wood door. This elevation is then terminated vertically in the same manner as the northeast-facing elevation.<sup>1</sup>

### Interior

The interior of the first story retail space still retains its original board flooring and its wooden matchboard ceiling, but all the original store fixtures have been replaced with more modern units and the walls have been covered with these units or with wallboard. The second story contains a two-bedroom apartment that has a living room, a dining room, and a kitchen, but this apartment was not seen during the course of the research.

The interior of the Becker and Schafer Store building is in reasonable condition considering that it has been in continuous use for nearly a century. The exterior, however, is still in almost totally original condition today and it has one of the least altered commercial vernacular form facades in the city.

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<sup>1</sup> All the small square-shaped first story window openings originally lit the store interior, but they are now filled with either painted wood panels or with air-conditioning units.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: \_\_\_\_\_ nationally \_\_\_\_\_ statewide  X  locally

Applicable National Register Criteria   A   B  X  C   D

Criteria Considerations (Exceptions)   A   B   C   D   E   F   G

Areas of Significance

(enter categories from instructions) Period of Significance Significant Dates  
 Architecture   ca.1895   ca.1895<sup>2</sup>

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

Cultural Affiliation

N/A

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

Significant Person

N/A

Architect/Builder

Unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

Significance

The Becker and Schafer Store building is being nominated to the National Register of Historic Places (NRHP) for its local significance under National Register (NR) criterion C. More specifically, the store is being nominated because of its associations with the NR significance area of Architecture, a theme that is also identified in the State of Wisconsin's  Cultural Resource Management Plan (CRMP) . Research centered on the Vernacular Commercial form subsection of the Architectural Styles study unit of the CRMP and the Architecture Theme section of the final report of the Waukesha Intensive Survey. The results of this research is detailed below and confirms that the Becker and Schafer Store Building is locally significant under criterion C as a distinctive example of Boomtown form design as applied to a typical late nineteenth century retail store. The store is also believed to be locally significant under criterion C because it is by far the most intact of the very few nineteenth century frame construction, clapboard-sided commercial buildings that still exists in the downtown section of a city that once contained many such buildings.

The Becker and Schafer Store Building was built at the intersection of White Rock Avenue and East Main Street ca.1895 for John A. Becker and William F. Schafer. Schafer initially operated the first story dry goods and grocery store with Becker and later with George Balzer, to whom he sold the business in 1947. Subsequently, Balzer operated the store until his own death in 1956, and a grocery store is still being operated there by the present owner.

<sup>2</sup> The precise date of construction of the store is unknown since surviving tax records and city directories are incomplete for this period. The Waukesha city directories, however, first list the Becker and Schafer business in 1895-1896 and there are no earlier listings. Furthermore, the building is listed on the 1896 Tax Rolls, while the map of the city in the Waukesha County Plat Book published in 1891, shows that this was the only lot along this stretch at that date without a building.

X  See continuation sheet

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History

A general history of the city of Waukesha is contained in both the final report of the Waukesha Intensive Survey<sup>3</sup> and in the text of the Historic Resources of Waukesha Multiple Resource Nomination form.<sup>4</sup> Consequently, the following history deals mostly with development in the area immediately surrounding the store and with the people who built the building and ran the store.

Waukesha, like every other community of any size in Wisconsin begun in the nineteenth and early twentieth centuries, originally had its retail activities concentrated in the center of the city. As the residential neighborhoods around the center grew, however, new buildings housing essential retail activities had to be erected to serve the needs of homeowners who found themselves located outside of walking distance from the city center. This pattern still holds true today, and comprehensive land use zoning is used to group these new buildings together along major thoroughfares. In the nineteenth and early twentieth centuries, though, before the automobile freed people from shopping near their places of residence, retail store buildings tended to be built wherever the need existed. This pattern is most commonly observed in larger communities, where such stores were once to be found in all but the wealthiest neighborhoods; whose residents had goods delivered.

Since the intersection of White Rock Avenue and East Main Street is only two blocks east of the historic commercial center of Waukesha, it is probable that persons living in the residential neighborhoods surrounding the intersection were adequately served by existing downtown stores before the Becker and Scharer store was constructed. In 1893, though, much of the land located behind the store and between White Rock Avenue and the Fox River to the northwest was platted into lots by Patrick J. Buckley as P. J. Buckley's Subdivision No. 2, creating a new residential neighborhood in the vicinity of the intersection. The following year, Buckley built his own house a block away from the future site of the store at 1101 Buckley Street (NRHP - 2/28/91 and it possible that the presence of still more families in the vicinity of the intersection created a retail sales opportunity in the neighborhood that had not existed before.

Becker and Scharer's new building was constructed at the intersection of White Rock Avenue and East Main Street around 1895 and the general merchandise store the two men ran in the first story of the building apparently filled a genuine need for such a store in this area since it operated until the late 1950s. Little is known about

<sup>3</sup> Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resources Survey. Howard, Needles, Tammen, and Bergendoff, Milwaukee, Wisconsin, 1982.

<sup>4</sup> Ibid. Historic Resources of Waukesha Multiple Resource Nomination form. September, 1982. On file at the State Historical Society of Wisconsin, Historic Preservation Division, Madison, Wisconsin.



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John A. Becker, but a very similar and now-demolished frame construction grocery store that was located a few blocks away at 421 N. Hartwell Ave. and constructed ca. 1885 is said to have been built by a man named John Becker. Whether these two men were one and the same, however, is not known.<sup>5</sup> John A. Becker's partner in the new store was William Fred Schafer (1871-1951). Schafer was born in the Town of Pewaukee in Waukesha County and apparently moved to Waukesha just a few years before opening his store on White Rock Avenue. City directories suggest that he and Becker ran the store together as the firm of Becker and Scharer until about 1903, after which time Schafer ran it himself under his own name. During this time Schafer also acquired Becker's share of both the business and the building, making him sole proprietor.

Around 1920, Schafer took on George H. Balzer as a partner in the store. Balzer (1880-1956) was born in Waukesha and he joined in partnership with Schafer in the new firm of Scharer and Company. The two men continued in partnership until 1947, when Balzer bought the store in conjunction with his son, Warren Schafer. The new firm was called Balzer and Son and an article in the local paper written several years later had the following description of their firm.

The elder Balzer worked in partnership in the store with W. F. Schafer when the business was known as Schafer & Co. Schafer constructed the building more than 55 years ago.

Balzer became associated with Scharer 30 years ago and worked as a partner with the latter until 1947 when he and his son Warren purchased the business as a partnership.

Today the father and son team offers a full line of groceries in addition to a dry goods department. Bolts of cloth, dresses, men's wear, women's undergarments, infants wear, curtains and other types of yard goods are available in the dry goods department.

The full line of groceries includes fresh fruits and vegetables and frozen foods. A variety of cold cuts and a limited amount of fresh meat such as pork roast and ground beef are available from the meat market section of the business.<sup>6</sup>

Schafer, meanwhile, continued to own the building until his death in 1951.<sup>7</sup> His widow, Mrs. Lydia Schafer, then inherited it and she kept it until 1960, when it was sold to others. George H. Balzer ran the store until his death in 1956, and by 1961 the store had become Manuel's Radio and TV Service.<sup>8</sup> The proprietor of the new

<sup>5</sup> Waukesha Freeman. "Muehl May Move Store." August 22, 1963.

<sup>6</sup> Ibid. "Meet Your Merchant." November 18, 1952.

<sup>7</sup> Ibid. "Veteran Grocery Store Owner Dead." July 25, 1951. Obituary of William Fred Schafer.

<sup>8</sup> Ibid. January 21, 1956. Obituary of George H. Balzer.

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business, Manuel O. Oyervides, ran it until the early 1980s, when he changed the business into a grocery store specializing in Mexican foods named La Tienda Mexicana. This business is still being carried on in the store today, nearly a century after the first grocery store opened for business.

Architecture

The Becker and Schaefer Store Building is architecturally significant at the local level as a distinctive, highly intact example of the Boom Town form; a vernacular building form whose importance in Wisconsin architectural history is finally being recognized. The store was built ca. 1895 by an unknown builder who may have designed the store himself or used already prepared plans and modified them to suit. Whatever the source, the overall design of the store was certainly well within the capabilities of a small-town carpenter of that day. Why the store was designed using the Boom Town form rather than one of the other similar vernacular forms of the day such as the gable-front form is conjectural although it is possible that no other competing vernacular form was as successful as the Boom Town form in providing a building or urban appearance at so little cost. Whatever the reason, the store successfully reflects the desire of its owners to create a substantial and impressive public image for their commercial enterprise.

Although the subsection of the Vernacular Forms study unit of the CRMP dealing with the Boom Town form has not yet been published, there are sufficient sources available which deal with the forms' stylistic aspects to permit conclusions to be drawn about its most important features. One of the most accessible of these sources is the book American Vernacular Design, 1870-1940 written by Herbert Gottfried and Jan Jennings in 1985. Their listing of the typical characteristics of the form (which they call the "false-front" form) describes a building which is typically one-to two-stories in height; has a wood frame clad most typically in clapboard; and has a principal facade which is either two-or three-bays-wide. The most characteristic feature of the form is the vertical extension of the front wall above the roof to "Create the illusion that the building is larger and taller than it really is."<sup>9</sup> This extension (or false-front) "Does not conform to the roof shape" and "The false portion extends the facade vertically and horizontally so that the roof over the main body--most often a gable or flat roof--remains hidden from view. ... On one-story buildings the false portion does not extend much beyond the apex of the gable; the extra section of wall provides ornamentation, with an elaborate cornice built on the front or functions as a signboard. In most cases the false front has been integrated into the facade so that cornerboards, columns, or pilasters are carried up the front ..."<sup>10</sup> The authors also note that the decorative cornice usually features brackets and is often made of wood with sheet metal trim and that the

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<sup>9</sup> Gottfried, Herbert and Jan Jennings. American Vernacular Design, 1870-1940. New York, 1985, pg. 156.

<sup>10</sup> Ibid, pg. 244.

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windows on the main facade usually have a symmetrical fenestration pattern and are either 1/1 or 2/2 light.

The above description, although intended as a general one by the authors, matches the appearance of the Becker and Schaefer Store Building in every particular, even down to the brackets and the wood trim on the cornice. Thus, the store appears to be a virtual textbook example of the Boom Town form.

The spatial limits of the Boom Town (false-front) form are also broadly delineated by Gottfried and Jennings who note that although the form is popularly associated with the western states, it is in fact found "in upstate New York as well as in Iowa, Texas, Colorado, and Wyoming."<sup>11</sup> Presently, the lack of consolidated information regarding this form prevents generalizing on the frequency or its occurrence in Wisconsin even though windshield surveys undertaken by the State Historic Preservation Division have found numerous examples in every section of the state. Nevertheless, a windshield survey of the city of Waukesha undertaken for this nomination found no other example of the form in the city.

The significance of the Becker and Schaefer building is considerably enhanced by its virtually original condition. Its highly intact main facade and its equally intact side and rear elevations also make the Becker and Schaefer Store building one of the most intact of the very few smaller frame construction, clapboard-sided commercial buildings that still remain in Waukesha. Such buildings were once a common sight in Waukesha and in most other Wisconsin communities as well, but they are now threatened by changes in the economics of retailing and by problems attendant in maintaining buildings that were often cheaply built to begin with and that are now nearing the end of their life spans. Of the many such buildings that once existed within the boundaries of turn-of-the century Waukesha, the Becker and Schaefer Store building is now the only one that still retains its unaltered original appearance. Most of the others have either been demolished, like the front-gabled store on W. Hartwell Avenue that was mentioned earlier, or they have been unsympathetically remodeled and resided.<sup>12</sup> Nominating the Becker and Schaefer Store Building to the NRHP is thus intended to further the understanding and appreciation of the remaining buildings of this type in Waukesha. In addition, it is hoped that being placed on the NRHP will help the present owners protect and conserve the building itself. The Becker and Schaefer Store Building is now surrounded by parking lots and it is located in an area that is being subjected to increasingly intense redevelopment pressure.

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<sup>11</sup> Gottfried, Herbert and Jan Jennings. Op. Cit., pg. 244.

<sup>12</sup> Waukesha Freeman. "Six Buildings Removed to Provide Space for Dutchland Dairy." December 31, 1965. This story contains a picture of the building at 421 N. Hartwell Avenue (originally Crescent Avenue) that is alleged to have been built by John Becker ca. 1885. The general resemblance to the later building that is the subject of this nomination is clear.

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The architectural significance of the Becker and Schafer Store Building lies in its being an excellent, highly intact, representative example of the Boomtown form of design as applied to a small-scale nineteenth century general merchandise store. The store has a number of features such as a wood frame clad mostly in clapboard, a principal facade that is three-bays-wide, and a vertical extension of the front wall above the roof to "Create the illusion that the building is larger and taller than it really is," that are each characteristic features of the form as described by Gottfried and Jennings.<sup>13</sup> Consequently, the Becker and Schafer Store building is believed to be of local architectural significance as a prototypical example of a late nineteenth century Boomtown form building, a building type that was once a common site in Waukesha and elsewhere in Wisconsin.

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<sup>13</sup> Gottfried, Herbert and Jan Jennings. Op. Cit., pg. 244.

9. Major Bibliographical References

City of Waukesha Building Permits. City of Waukesha Building Inspection Unit.

Gottfried, Herbert and Jan Jennings. American Vernacular Design, 1870-1940. New York, 1985.

Previous documentation on file (NPS):  X  See continuation sheet

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:

X  State Historic preservation office

Other State agency

Federal agency

Local government

University

Other

Specify repository:

10. Geographical Data

Acreage of property  Less than one acre

UTM References

A  16   4900100   47762800  B  1   / / / / /   / / / / /   
Zone Easting Northing Zone Easting Northing

C  /   / / / / /   / / / / /  D  /   / / / / /   / / / / /

See continuation sheet

Verbal Boundary Description

Now part of Lots 75, 76 & 77, Daniel Wells Jr. Plat (of the City of Waukesha). NW<sup>1/4</sup> Section 2 T6N R19E. Originally part of Lots 75 and 76, which consisted mostly of Lot 76 and a small strip of 75.

See continuation sheet

Boundary Justification

The above boundaries enclose all that land historically associated with the Becker and Schafer Store Building.

See continuation sheet

11. Form Prepared By

name/title  Timothy F. Heggland/Consultant

for:  City Plan Commission, City of Waukesha

organization  201 Delafield Street Waukesha WI  date  September 24, 1992

street & number  1311 Morrison Street  telephone  (608) 251-9450

city or town  Madison  State  WI  zip code  53703

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Becker and Scharer Store Building, Waukesha, Waukesha County, Wisconsin  
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