

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received APR 30 1986
date entered

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

MAY 30 1986

1. Name

historic WASHINGTON STREET HISTORIC DISTRICT

and/or common N/A

2. Location

street & number 214 and 216 Washington Street not for publication

city, town Menasha vicinity of

state Wisconsin code 55 county Winnebago code 139

3. Classification

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

4. Owner of Property

name See Continuation Sheet

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Recorder of Deeds, Winnebago County Courthouse

street & number 415 Jackson Street

city, town Oshkosh state Wisconsin 54901

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no

date 1977, 1985 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin

7. Description

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

Describe the present and original (if known) physical appearance

The Washington Street Historic District is located on the Menasha side of Doty Island on the principal corridor of travel between Menasha and Neenah. Situated on the southwest corner of Washington and Garfield Streets, the district consists of two Period Tudor Revival commercial buildings. Distinct in their surroundings, the district is a visual unit in the midst of contemporary commercial and industrial structures. Half timbering, slate shingles, and beamed jetties distinguish contributing buildings from the unadorned non-contributing buildings outside the district.

INVENTORY

<u>Map #</u>	<u>Historic Name</u>	<u>Current Name</u>	<u>Classification</u>
1	Northwest Electrotpe & Engraving Office & Plant	None	C-A
2	Verbrick's Gas Station	Island Service	C-A

C = Contributing
A = Architecturally Significant

DESCRIPTION OF CONTRIBUTING BUILDINGS

Contributing Building #1: Northwest Electrotpe & Engraving Office & Plant

The plan configuration of the Office is rectangular and the slate-shingled roof is gabled with two gabled dormers. The walls are red brick with an American bond on the first floor, foliated half-timbering with stucco infill on the second. The foundations are concrete. The windows are mullioned casements, while the fenestration is formally balanced around a hipped pavillion of brick. The pavillion serves as the principal entrance and includes a stone entryway with dripstop and Tudor arch. Other features include a beamed jetty, and random stone around windows and corners where the walls are surfaced in brick. The interior on the first floor remains largely unaltered, with stucco walls, beams, and dark woodwork in two offices and a central hall. On the second floor some remodeling has taken place so that the two offices open directly into the plant. A closet and built-in chest of drawers are the only noteworthy feature of the original second floor offices.

The plant is attached directly behind the offices. The plan configuration is rectangular, the roof is flat, the walls are red brick with an American bond, and the foundations are concrete. The fenestration is regular and rhythmic with multi-paned metal sash, except on the west facade where the windows have been bricked. Both entrances are on the south side: a first floor service entrance and a second floor fire escape. Decorative features include applied buttresses and concrete sill and lintel courses. The interior of the

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plant consisted of one large room on each floor. On the first floor the plant has been divided to serve a small pentecostal congregation. The second floor is currently being remodeled.

Contributing Building #2: Verbrick's Gas Station

The gas station is a one-story structure with a rectangular plan configuration and jerkinhead roof. The roofing materials are slate, the walls are brown brick with an American bond, and the foundations are concrete. The fenestration is irregular and includes various multi-paned windows and three eyebrow dormers. The front facade consists of three contemporary overhead garage doors and a corner office, which includes the principal entryway to the building. The gable ends are half-timbered with stucco infill and a slight jetty projecting under the jerkinhead. Other features include a bracketed cornice over the office, beamed lintels, and a copper weathervane. The more modest interior consists of an office and a three-bay garage surfaced in brick and ceramic tile. The attic area is unfinished.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-1935	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates See Text **Builder/Architect** See Text

Statement of Significance (in one paragraph)

PERIOD OF SIGNIFICANCE: 1930-1935

The Washington Street Historic District contains the only surviving buildings from a scheme by Menasha Wooden Ware Corporation to develop its abandoned stave yards into a commercial district of Period Tudor Revival design. The half acre commercial/industrial setting contains two buildings from this period of construction. These buildings are of local architectural significance as fine examples of a transitional application of Period Tudor Revival design to commercial construction.

HISTORICAL DEVELOPMENT

In 1928 the Menasha Wooden Ware Company hired Oshkosh architect Henry Auler to design a business district in the "English style of architecture."¹ The district was to be located along Washington Street on part of the company's Doty Island stave yards, which were no longer in use after a production conversion from wooden tubs to corrugated paper shipping products. The plans were announced after the construction of the Washington Street Bridge and just prior to the construction of the Tayco Street Bridge, both of which were expected to spawn a commercial resurgence and expansion of the western section of the central business district.² The completion of the latter project would unify the width of Tayco Street to that of Washington Street, allowing this corridor to better serve as part of U. S. Highway 41.

The Auler plans called for a theater, garage, and various store buildings, three of which are known to have been constructed: the Inter City Oil Company Filling Station (demolished), Verbrick's Gas Station (Contributing Building #2; 216 Washington Street), and the Northwest Electrotpe and Engraving Office and Plant (Contributing Building #1; 214 Washington Street). The plant and office were constructed in 1930, and the gas station was constructed in 1935.³ The rest of the district was never completed due to the construction of the Brin Building (1 Main Street), which included the stores and theater called for in the Menasha Wooden Ware plan. The balance of the Doty Island stave yards was purchased by Marathon Corporation for a plant built in 1947.⁴

ARCHITECTURE

The contributing buildings in the Washington Street Historic District are of local architectural significance as fine examples of a transitional application of Period Tudor Revival design to commercial construction. Verbrick's Gas Station is an innovative expression of this transition. Half timbering, hewn lintels, and the clustered garage bays suggest a carriage house or barn that might have been designed for an estate. While other local gas stations operated from small, utilitarian structures, Verbrick's station was an expansive building that would have appealed to affluent customers on Doty Island. The Northwest Electrotpe and Engraving Office and Plant is less innovative but equally

9. Major Bibliographical References

Smith, Mowry Jr. and Clark, Giles. One Third Crew, One Third Boat, One Third Luck: The Menasha Wooden Ware Company Story. Menasha Corporation, 1974. Neenah, WI. Menasha Record, 1928-1935.

10. Geographical Data

Acreeage of nominated property .5 acres

Quadrangle name Neenah, Wisconsin

Quadrangle scale 1:24,000

UTM References

A

1	1	6	3	8	3	8	1	0	1	0	4	1	8	9	1	4	3	1	8	1	0
Zone	Easting					Northing															

B

1	1	6	3	8	3	7	1	9	1	0	4	1	8	9	1	4	3	1	4	1	0
Zone	Easting					Northing															

C

1	1	6	3	8	3	7	1	6	1	0	4	1	8	9	1	4	3	1	5	1	0
Zone	Easting					Northing															

D

1	1	6	3	8	3	7	1	8	1	0	4	1	8	9	1	4	3	1	9	1	0
Zone	Easting					Northing															

E

Zone	Easting					Northing															

F

Zone	Easting					Northing															

G

Zone	Easting					Northing															

H

Zone	Easting					Northing															

Verbal boundary description and justification

See Continuation Sheet

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

state N/A code county code

state N/A code county code

11. Form Prepared By

name/title Jeffrey H. Mulvey and Peter J. Adams

organization Peter James Adams & Associates

date August 15, 1985

street & number P.O. Box 341

telephone 414/722-8963

city or town Neenah

state Wisconsin 54956

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature

title

date April 23, 1986

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the
National Register

date 5-30-86

for Keeper of the National Register

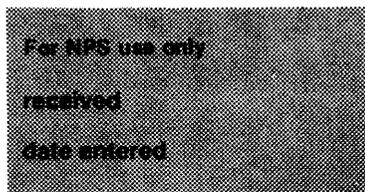
Attest:

date

Chief of Registration

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distinguished. While the plant is simply attached to the rear, the office is vividly ornamented by foliated half-timbering, leaded windows, and a stone entry with a Tudor arch and drip stop. Period revival design associated Northwest's printing operation with local quality paper companies, most of which had period revival offices and were Northwest's principal clients.

BOUNDARY DESCRIPTION/JUSTIFICATION

The Washington Street Historic District can be described from the southwest corner of the intersection of Garfield and Washington Streets: south 180 feet along Washington Street, west 120 feet along the CNW spur line, north 180 feet along the rear lot lines, and east 120 feet along Garfield Street to the point of beginning. The boundaries of the district were determined by the railroad tracks to the south, the change in character of the buildings to the west and north; and by the expansive parking lots to the east across Washington Street. The district includes all extant properties associated with commercial district developed by Menasha Wooden Ware Company.

ARCHEOLOGICAL POTENTIAL

While Doty Island has been of great interest to archaeologists and historians, the area in and around the Washington Street Historic District has been subject to several decades of commercial development and would not be likely to yield important archeological information. However, no systematic survey has been conducted as of this date.

PRESERVATION ACTIVITIES

The Washington Street Historic District nomination is sponsored by the City of Menasha through the Menasha Preservation Committee. It is one of six thematic nominations of commercial property which are intended to aid their redevelopment. The nominations were funded in part by a grant-in-aid from the National Park Service.

¹Menasha Record; May 24, 1928.

²Ibid.; April 23, 1928.

³Neenah Daily News-Times; December 20, 1930 and Menasha Record; October 23, 1935.

⁴Shattuck, S. F. History of Neenah. Privately printed, 1958. Neenah, Wisconsin. Page 332.

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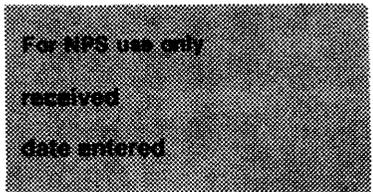
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OWNERS OF PROPERTY

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<u>Map #</u>	<u>Street Address</u>	<u>Owner</u>
1	214 Washington Street	Michael F. Edwards 905 Elmwood Drive Menasha, Wisconsin 54952
2	216 Washington Street	Richard N. Sheleski 221 Washington Street Menasha, Wisconsin 54952

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LEGAL DESCRIPTIONS

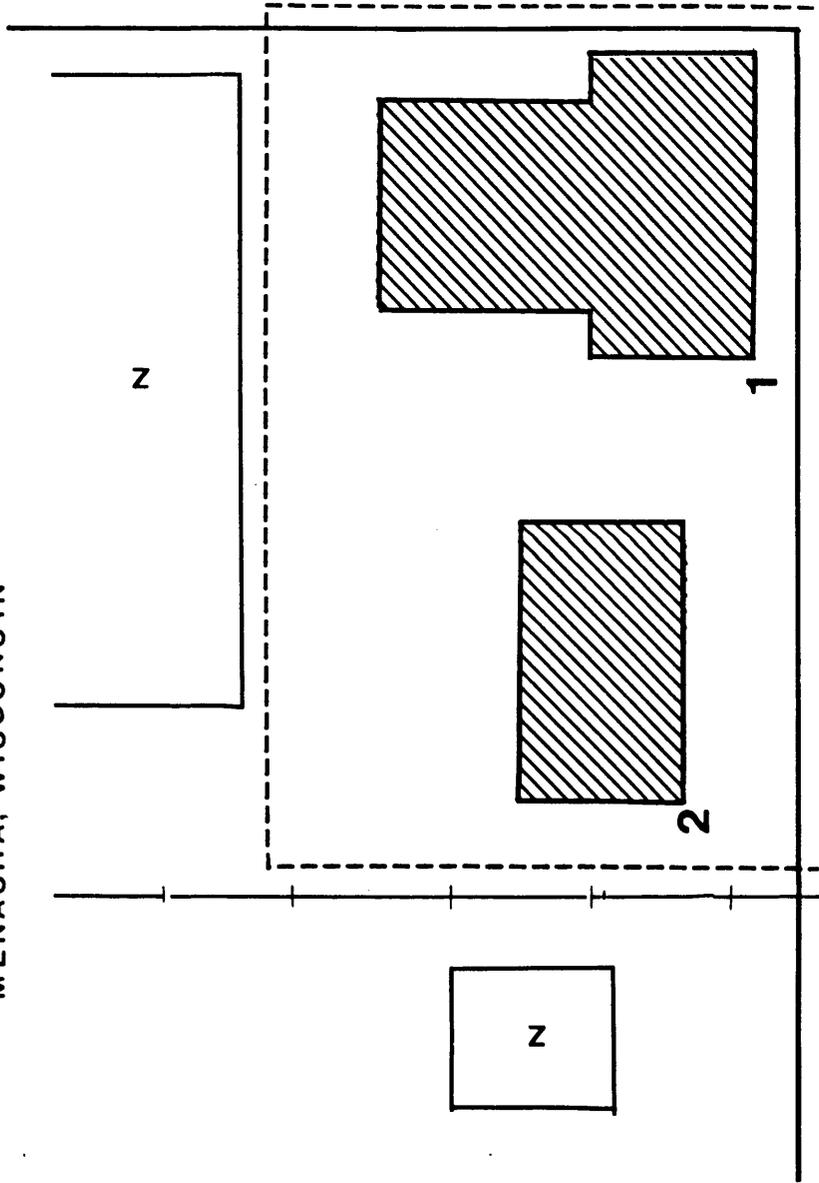
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<u>Map #</u>	<u>Street Address</u>	<u>Description</u>
1	214 Washington Street	Subdivision of parts of Lots 2 & 3, Section 22, Town 20 North, Range 17 East, and all that part of Lot 3 described as Lot 1 of C.S.M. #1035 VI P1035, Document #578312, Register of Deeds.
2	216 Washington Street	Subdivision of parts of Lots 2 & 3, Section 22, Town 20 North, Range 17 East and all that part of Lot 3 described in V593P212, Register of Deeds.

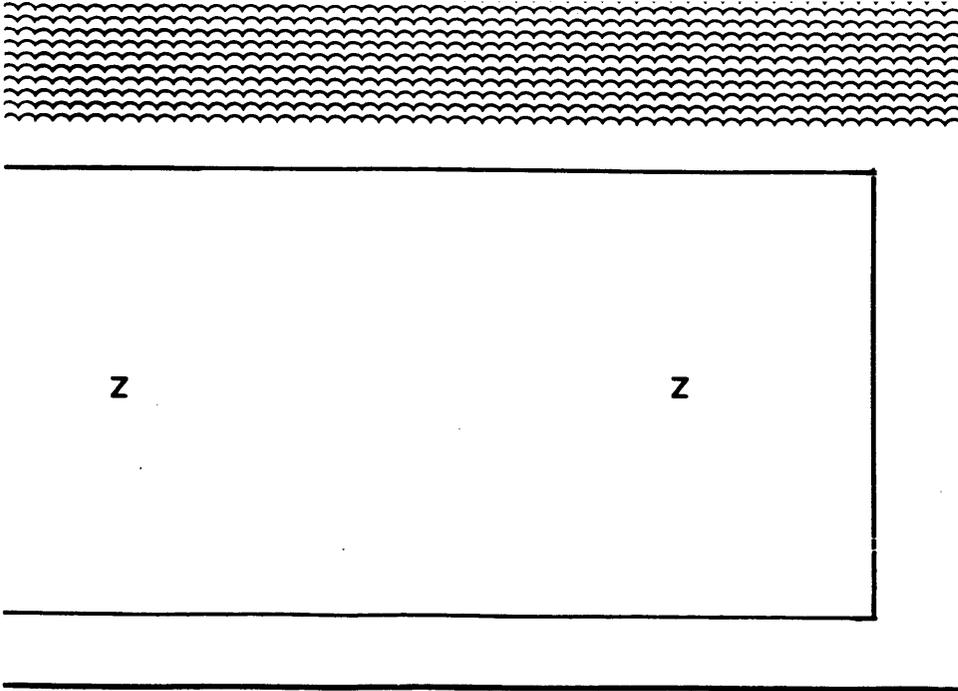
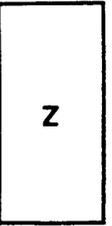
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WASHINGTON STREET HISTORIC DISTRICT

MENASHA, WISCONSIN



NOT TO SCALE



CONTRIBUTING



NON-CONTRIBUTING



BOUNDARIES



WATER

PETER JAMES ADAMS & ASSOCIATES
NEENAH, WISCONSIN