

NPS Form 10-900
(Rev. 8/86)
Wisconsin Word Processor Format (1331D)
Approved 3/87

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United States Department of the Interior
National Park Service

OCT 04 1988

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 Marshfield Central Avenue Historic District
other names/site number N/A

2 Location

Street & number: Various, see inventory N/A Not for Publication
city, town: Marshfield N/A vicinity
state: Wisconsin code WI county Wood county code 141 zip code 54449

3 Classification

Ownership of property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>27</u>	<u>9</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site		<input type="checkbox"/> sites
<input type="checkbox"/> public - Federal	<input type="checkbox"/> structure		<input type="checkbox"/> structures
	<input type="checkbox"/> object		<input type="checkbox"/> objects
		<u>27</u>	<u>9</u> Total

Name of related multiple property listing:

N/A

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.

[Signature] _____ Date 9/24/93
Signature of certifying official
State Historic Preservation Officer-WI
State or Federal agency and 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 and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

**entered in the
National Register**

/ entered in the National Register.
___ See continuation sheet

[Signature] 11/4/93

___ determined eligible for the National Register. ___ See continuation sheet

___ 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
COMMERCE/TRADE/department store COMMERCE/TRADE/business
COMMERCE/TRADE/business COMMERCE/TRADE/restaurant
DOMESTIC/hotel COMMERCE/TRADE/professional

7. Description

Architectural Classification
(enter categories from instructions)

Materials
(enter categories from instructions)

Italianate
Classical Revival

foundation brick
walls brick
sandstone
roof asphalt
other cast iron
aluminum

Describe present and historic physical appearance.

The Marshfield Central Avenue Historic District includes the dense concentration of two-story brick commercial buildings built between 1887 and 1941 that line Central Avenue. The buildings include representations of many of the most common American commercial styles from the 1870s through the 1940s, from the Italianate to Art Deco styles, and constitute the historic retail, business, professional, and recreational core of Marshfield.

Central Avenue is the main axis of the proposed historic district. It is a straight, very wide street, intersected at even intervals by narrower side streets. The four lanes of automobile traffic, plus parallel parking on both sides of the street, are flanked by modest two-story retail buildings that front the sidewalks. The historic Charles Hotel is a stunning exception, and towers three, rather than two, stories above the street. One historic building, the Wisconsin Central Depot, and three non-historic buildings (of nine non-contributing properties), are only one story in height. The non-historic one-story buildings maintain the same set back as the two-story buildings on Central Avenue, creating no breaks in the united front presented to passers-by. The Wisconsin Central depot is set back from Central Avenue, and, along with the railroad tracks crossing perpendicular to Central Avenue, creates a brief relief in the streetscape.

On the west side of Central Avenue, the proposed district includes the 100 block of South Central Avenue. On the east side of Central Avenue, the proposed district includes the 100 block, the 200 block, and three buildings on the north edge of the 300 block of South Central Avenue; as well as the "00" block, and four buildings on the south half of the 100 block of North Central Avenue. While most of the properties in the proposed district face Central Avenue, the boundaries of the area also include the old City Hall, located on the southwest corner of East Second Street and South Maple Avenue.

A devastating fire of June, 1887, eliminated all of the early wood frame commercial buildings on Central Avenue but one (location unknown). Consequently, all of the buildings date from after the Spring of 1887. An 1887 ordinance passed during an emergency meeting of the Marshfield City Council mandated that the buildings built from then on be of fireproof construction. The resulting commercial core of the city is primarily constructed of brick.

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All of Marshfield's commercial buildings built before the turn-of-the-century exhibit primarily Italianate style details. In the later years Italianate-influenced buildings were built concurrently with Neo-Classically styled buildings. After World War I, Early 20th Century Commercial style buildings were built as often as Italianate buildings had been before.

The buildings lining Central Avenue are all in good condition. While some street level alterations have occurred, many buildings retain all, or elements of, their original storefronts. Within original fenestration patterns, some alteration of window sash has occurred. The recent rehabilitation of the old City Hall (now known as "Tower Hall") may have heightened awareness about the importance of historic buildings to Marshfield's downtown, and may spark interest in the modest reclamation work that is needed on Central Avenue.

There are twenty-seven contributing buildings within the proposed district boundaries. Nine non-contributing buildings are also within district boundaries. Four of the non-contributing buildings are older buildings with new full-height facades. Five of the non-contributing buildings are new structures. Of these, only the long, low, appliance store at 171 South Central Avenue, and the low, awkwardly set-back store at 122 South Central Avenue are intrusions.

Descriptions of representative individual buildings:

315 South Central WO 10/24

Built between 1887 and 1891, this modest building is Commercial Vernacular in style with Italianate details. Like many commercial buildings of its period, the first story is now unrecognizable as a historic building. The second story carries the historically identifying features. The cornice projects due to three recessed courses of brick. Visually supporting the cornice are brick pilasters at either side of the building and a series of corbels imitating high style Italianate brackets. The one-over-one double hung wood sash windows are crowned with shouldered segmentally arched lintels. Soldier course bricks form the voussoirs of the arch. In the spandrel area between the flat-arched window pane and the brick arch, a pierced wood panel provides further decoration. This feature eliminates the need for arched glass panes. The main entrance and original storefront have been obscured with a modern pebble dash facade. The building's architectural integrity on the second story is high, while the first story alterations are reflective of continued use and changing stylistic preferences.

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307 South Central Avenue WO 10/25

This cream brick building, constructed between 1884 and 1887, is Italianate in style. The exuberance evident in the second story is typical of the architecture of the late 1800s. The shaped cornice is decorated with raised and recessed brick in geometric patterns. The cornice rests on an arcaded, corbelled architrave. Raised brick pilasters define the edge of the building. Segmentally arched windows with one-over-one double hung wood sash are crowned with shouldered lintels. Brick keystones accent the arched lintels. The lintels rest on a raised band which gives the effect of supporting piers dividing the windows. The first story store-front has been altered. The building's architectural integrity on the second story is high, while the first story alterations are reflective of continued use and changing stylistic preferences.

301-305 South Central WO 10/26

Begun in 1887, the cream brick Thiel building is a double width Commercial Vernacular style building with Italianate details. Constructed as one building, but originally housing two retail spaces on the first floor, the building is six bays wide. A name block identifying the building as the "Thiel Building" is located in the center of the stepped parapet. The cornice line is highlighted by corbells suggestive of dentils. Four corbelled projections extend from the cornice onto the wall surface. The six segmentally arched windows with one-over-one double hung wood sash are crowned with shouldered lintels. Brick keystones accent the arch lintels. The lintels rest on a raised band which gives the effect of supporting piers dividing the windows. The first story store front has been altered.

168-172 South Central WO 11/2

Built about 1925,¹ this imposing hotel building occupies three quarters of the block on the north side of Second Street between Central and Chestnut Avenues. It is a Commercial Vernacular mix of Neo-classical and Early Twentieth Century Commercial Style design details. Executed in red brick with beige concrete contrasting features, the hotel rises three stories above Central Avenue. The elevation facing Central Avenue is four-bays-wide and twice the width of most other buildings on the street. The Third Street elevation is twenty-bays-long. A shaped parapet with concrete coping crowns the building. Denticulated pediments rest on pilasters

¹Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

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defining projecting oriel windows on the third story. Three concrete belt courses separate the stories. Window openings are simple with the wide belt courses serving as lintels, and narrower belt courses formed from connected sills.

Although the first story has been altered, it is evident that there were originally glass transoms above the glass storefronts. Retail, restaurant and lobby space occupied the first story, while hotel rooms were located on the second and third stories. The building is now used for apartments.

166 South Central Avenue WO 11/3

Built between 1891 and 1898, this simple two-story, brick Commercial Vernacular commercial building has Italianate style details and a later Art Deco store front. The cornice is a parapet featuring recessed courses of brick and corbels. Beneath the corbels is a course of bricks set on angle creating a dog-tooth pattern. While the second story windows have been filled in to accommodate modern standard size window sash, the shouldered, segmentally arched lintels of contrasting brick are still highly visible.

The street level storefront was remodeled with a structural glass veneer, perhaps between 1912 and 1925 when the occupants of the building changed from a pool room to a bakery. The black glass veneer extends from ground level to a point almost halfway up the facade. The glass show window and recessed entrance are features from the same period. The alteration was done within the historic period of significance for the Central Avenue Historic District, and is itself a contributing feature of the building.

160 South Central Avenue WO 11/4

Built between 1884 and 1887, this brick two-story commercial building is Commercial Vernacular in style, with Italianate details. Elongated dentils ornament the simple cornice. Side pilasters curve into the bottom of the cornice. Simple corbels are located below the cornice. The one-over-one double hung wood sash second story windows are supported by thin brick sills, and are crowned by shouldered segmental arch lintels. While the street level store front has been altered, original transom glass may exist behind the corrugated metal panel above the first story windows. Access to the second story appears to be from within the retail space on the first story.

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136-140 South Central Avenue WO 11/8

Built between 1925 and 1946, this double store Commercial Vernacular building has Early Twentieth Century Commercial Style Details. It is simple in massing and detail. A parapet wall capped with concrete coping carries no other details. The wall surface is highlighted with flat decorative brickwork and contrasting concrete block. The second story is pierced with two sets of three windows. Although no lintels define the openings, both rest on concrete sill. The original storefront remains intact; the access to the southern store is off center in the storefront, while the north store entrance is centered between the show windows. Access to the second story is provided through a door between the two stores. Alterations include: on the second story - additions of aluminum storm windows on the north side and reduced window openings on the south store; on the first story - covered transoms above the show windows and central door, and the addition of new doors.

132 South Central Avenue WO 11/9

This handsome, simple, Commercial Vernacular building with Italianate details was constructed in 1887 after the big fire of that year. Most of the architectural detail is located in the cornice area. A series of recessed panels decorate the projecting brick cornice. Dentils accent the top brick course, while a dog-tooth course accents the bottom of the cornice. The three one-over-one double hung second story wood sash windows rest on simple sills and are crowned with shouldered segmentally arched brick lintels. The storefront appears to have been altered by brick repair work which may have replaced an original cast metal lintel like the one visible on the building just to the north.

126 South Central Avenue WO 11/10

This handsome simple Commercial Vernacular building with Italianate details was constructed between 1898 and 1904 to match the building to the south [132 South Central, WO 11/9]. Most of the architectural detail is located in the cornice area. A series of recessed panels decorate the projecting brick cornice. Dentils accent the top course, while a dog-tooth course accents the bottom of the cornice. Two one-over-one double hung wood sash second story windows rest on a simple sill and are crowned with shouldered segmentally arched brick lintels. A centered oriel window was added between 1904 and 1912, perhaps at the same time the building was converted to a hotel. An original cast metal lintel divides the store front from the second story. The store front appears to have been altered by brick repair work, and the show windows have been replaced.

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117-121 North Central Avenue W0 11/15 Jos. Seidl Building

Built in 1901, this six-bay Commercial Vernacular building has Italianate style details. This is a late interpretation of the Italianate, as by this time, many new buildings were incorporating Queen Anne or Neo-Classical details. The cornice of this building is decorated with elongated brick corbels. Stepped parapet side walls are capped with concrete coping. On the main (west) elevation the one-over-one double hung wood sash second story windows are crowned by segmentally arched lintels. The windows rest on narrow concrete sills. The windows on the exposed (north) side wall are also crowned with segmental arches. The two center window openings on the side wall each contain paired windows. The storefront is relatively unchanged, although the transom has been obscured by a modern sign panel.

107-109 North Central W0 11/17 L. Baumann Building

Built in 1899 for C. Baumann,² this two-story red brick Commercial Vernacular building shows influences of the later Italianate style. Like its near neighbors, its flat cornice line is decorated with bracket-like corbels - reminiscent of the Italianate style. Its tri-partite second story window opening under a double arch, however, is more fanciful, reflecting later stylistic influences. The storefront of this building retains its original integrity. Cast iron pilasters and brick side piers support a cast iron cross beam decorated with paterae. The kick plate beneath the show window has also been retained. Snap-in mullions giving a multi-pane effect area a later addition.

101 North Central Avenue W0 11/18

Built between 1891 and 1898, this two-story corner Commercial Vernacular building shows Italianate details. Its wide overhanging eaves supported by wood brackets are a feature found more typically in residential Italianate buildings. The wall surface is unadorned. Shouldered segmental arches crown one-over-one double hung wood sash windows which rest on thin brick sills. The main entrance is set at an angle to the street. Cast iron pilasters support a cast iron lintel above the main entrance and the display windows, which rest on a rockface concrete pad. The plate glass windows of the store front have been boarded over. Otherwise, the building retains a very high degree of integrity.

²Datestone on building.

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103-105 South Central Avenue WO 11/21

Built in 1887 after the devastating fire of that year, this Commercial Vernacular building exhibits Italianate details. Rising three stories at the corner of Central Avenue and Depot Street, this six by eight bay building has a significant place in downtown Marshfield. The cornice wraps around the corner of the building, indicating that both elevations (north and west) were considered important. The cornice is made up of recessed brick courses with one dog-tooth course in the middle of the cornice, while the bottom course has a dentil-like appearance. All of the window openings on the second and third stories have shouldered segmentally arched lintels and rest on narrow concrete sills. All of these windows have been boarded up; some new smaller windows have been inserted in original window openings on the second story. The three stairwell windows, set halfway between the floors on the north elevation have also been boarded. The first story north elevation has been covered in stucco, obliterating most of the original features. The main entrance is set at an angle in the northwest corner. Original cast iron pilasters flank the main entrance. Display windows which retain their prism glass transoms flank the entrance.

109 East First Street WO 11/20

This single-story early twentieth century rusticated stone Craftsman passenger and freight depot is located perpendicular to Central Avenue and just south of the Wisconsin Central Railroad tracks. The tracks run East to West across the north end of the central business district and commercial historic district.) The large hipped roof has wide open eaves and is supported by large plain wooden brackets. The main facade includes a polygonal bay window, probably used by the station master to sell tickets and to be able to see trains come and go. The building is currently abandoned and most of the windows have been boarded over.

107-111 South Central Avenue WO 11/22

The F. Doll building is a cream brick late nineteenth century Commercial Vernacular double store building located in the middle of the 100 block of South Central Avenue. Originally five bays wide, the lower story has been recently remodeled, and the three left-hand second story windows have been remodeled. The two right-hand second story windows retain their segmental arch lintels with stone keystones, and concrete sills. The decorative brickwork below the building's cornice includes a diamond-corbelled pattern and some denticulation. A central entry divides the two commercial storefronts and provides direct access to the upper story. Although its street level has undergone a major remodeling, important decorative elements survive.

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117-121 South Central WO 11/23

The Noll building is a large two-story brick Commercial Vernacular building located in the middle of the 100 block of South Central Avenue. Although built for a single merchant, the building was constructed in two separate stages. The north portion was constructed in 1887 after the fire of June of that year; the south was constructed between 1887 and 1891. This explains the two differing window and cornice treatments of the upper story. The peaked parapet name block was probable relocated to the buildings new center after the southern addition was built. The second story of the earliest section features three regularly placed one-over-one double hung wood sash windows with brick segmental arches and stone sills with corbelled supports. The later portion features windows that are smaller and narrower, dominated by a central triple window.

The street-level storefront has been remodeled, but retains its side (north) entry with single-light transom that provides access to the second story. The "Capitol Carpet...Remnants" sign may cover an existing full-length storefront transom, often found in buildings of this type.

127 South Central Avenue WO 11/24

The Greisinger Building is a two-story brick Commercial Vernacular retail building with Italianate details located in the middle of the 100 block of South Central Avenue. Built in 1893, the building contains a pair of symmetrically placed storefronts divided by a central entry that gives access to the seven-bay-wide upper story. The storefront, although somewhat altered, might still retain a pair of transoms behind the new signage. The upper story windows are all alike and each has a one-over-one double hung wood sash window under a brick shouldered segmental arch. A stone keystone is centered in each of the arches. The datestone, although eroded, can still be read. The brick cornice is simply decorated with corbelled denticulation.

133 South Central Avenue WO 11/25

This two-story late nineteenth century Commercial Vernacular retail building is located in the middle of the 100 block of South Central Avenue. It houses a single storefront and a three-bay-wide upper story. The one-over-one double hung wood sash windows have brick segmental arches with keystones and concrete sills. The cornice features two rows of superimposed corbelled denticulation. The storefront has been recently modernized but still retains its original (north) entry for access to the second story. The original full-length transom may still survive beneath the covering above the show windows.

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137-139 South Central Avenue WO 11/26

This two-story late nineteenth century Commercial Vernacular retail building is located in the middle of the 100 block of South Central Avenue. The building contains a single commercial storefront, and a second (north) entry that gives access to the three-bay-wide second story. The upper story features simple brick corbelling along the cornice and three regularly spaced one-over-one double hung wood sash windows capped by shouldered segmental arch lintels. Keystones mark the center of the arches. The windows rest on stone sills. Beneath the windows panels of bricks laid in dog-tooth courses create an unusual pattern for that location. The commercial storefront is one of only a few downtown that retains its original cast-iron pilasters and cross beam.

143-145 South Central Avenue WO 11/27

This large two-story late nineteenth century brick Commercial Vernacular building is located in the middle of the 100 block of South Central Avenue. The building houses two symmetrically placed storefronts separated by a central entry that gives access to the seven-bay wide upper story. Both storefronts have been drastically altered and no longer retain their original appearance. The upper story, however, despite the bricking-in of part of its window openings, retains its segmental arch lintels and corbelled parapet.

201 South Central Avenue WO 11/29

The Deming Building is a two-story turn-of-the-century brick Commercial Vernacular retail building located on the southeast corner of Central Avenue and Second Street. The building contains two commercial storefronts, each with a centrally located double door recessed entry and large plate glass bays. Another (south) entry provides access to the five-bay-wide upper story. The building is ten-bays-deep. All the upper story windows are one-over-one double hung wood sash windows capped by flat-arched stone lintels and resting on narrow stone sills. The upper story windows of the main (west) facade have modern metal awnings and are grouped in a two-one-two-one-two rhythm. The corbelling of the cornice wraps around the building to trim both street-facing elevations.

209-211 South Central Avenue WO 11/30

This two-story Art Deco building is located in the 200 block of South Central Avenue. The upper story features a light brown sandstone veneer and sculptured metal relief panels above each of the six regularly spaced two-over-two double hung wood sash windows. The panels appear to have symbolic references, perhaps to various aspects of local history. This was a decorative treatment popular during the 1930s,

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especially in construction of government buildings. Sanborn Perris Insurance Maps from 1898 through 1946 show two buildings at this location, indicating that the present storefront was added, or this building completely rebuilt, after 1946. It may be, however, that the Sanborn maps are inaccurate, and that the remodeling was done when the Citizen's National Bank reorganized out of the American National Bank during the financially troubled 1930s. The panels depicting "Citizens" of Marshfield and the surrounding area would be more likely to date from that period than from the late 1940s.

Although the storefront has been recently altered with the addition of a projecting pebble dash-covered division between the first and second stories, the rose-colored stone surrounding the full-length windows probably dates from the same remodeling as the second story.

217 South Central Avenue WO 11/31

This two-story late nineteenth century brick Commercial Vernacular retail building is located toward the center of the 200 block on the east side of South Central Avenue. The storefront has been altered and includes a large recessed central entry flanked by large plate-glass window bays. A full-width transom light may be under the sign panel above the storefront. The upper story features corbelling along the cornice and a large centrally located segmentally arched window opening. The opening has been closed in and now houses two modern inappropriately scaled windows. The sill of the window opening is trimmed with decorative brickwork.

223-225 South Central Avenue WO 11/32

This late nineteenth century Commercial Vernacular brick building with Italianate detailing is located in the middle of the 200 block of the east side of South Central Avenue. Like most of the buildings within this central business district, it is two-stories-tall and two-bays-wide. The upper story has narrow one-over-one double hung wood sash windows recessed and grouped in pairs under two segmental arch lintels. The cornice ornamentation consists primarily of various forms of brick corbelling and denticulation influenced by the Italianate style. The storefront has been altered recently by the addition of a pent roof, multi-paned windows and brick veneer.

204 South Maple Avenue WO 12/7

This single story Neo-Classical brick library is located in the middle of the 200 block on the west side of South Maple Avenue. The building sits on a raised rubble-stone foundation. Since its remodeling in the early 1960s, the foundation has been

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further exposed and pierced to accommodate a new entry. The three bays of the main (east) facade each have a large modern nine-light fixed sash window. The middle window is placed within a projecting pedimented pavilion that originally enframed the library's main entry. The asphalt shingled hip roof is trimmed by a wide denticulated cornice and is visually supported by corner pilasters. The use of polychromatic bands emphasizes the horizontality of the mass of the building.

Although physically linked to the old Marshfield City Hall, there is no interior connection, and the Library has its own entrance, therefore it counted separately as a resource.

110 East Second Street WO 13/12 City Hall

The Marshfield City Hall (now called Tower Hall) is constructed of locally fired Marshfield Brick. The main entry of the City Hall portion of the building fronts East Second Street.

The eclectic, Late Victorian City Hall exhibits element of many styles. The building is two stories tall with a full attic. Dormers with concrete coping and finials protrude from the hip roof, as do two towers. The towers frame the main (north) elevation. The fire tower (west) has a pyramidal roof. The square clock tower has a polygonal roof that is decorated with four clock faces, each of which is surrounded by a semi-circular hoodmold. The corners of the roof are supported by brick piers and a pair of fluted columns. Both towers have pairs of recessed arched windows. The original City Hall entrance was flanked by four massive stone columns. These were removed in the 1930s and the entry is now sheltered by a brick and glass block entrance vestibule.³

The rear (south) elevation has received substantial fenestration alterations. Overhead garage doors now penetrate the section originally designed as the horse stables. Some of the window openings along the west elevation have been filled with glass-block.⁴

³Historic Preservation Certification Application, Part I, Marshfield City Hall Building, dated 24, August, 1989, on file at the Division of Historic Preservation, Wisconsin Historical Society, 816 State Street, Madison, Wisconsin.

⁴Ibid.

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The firm of Van Ryn and De Gelleke designed the Marshfield City Hall in 1900. The firm was headquartered in Milwaukee, but had commissions throughout Wisconsin, including the Antigo City Hall, also of 1900; the Lincoln County Courthouse in Merrill, designed in 1901; and Nelson Hall at the University of Wisconsin-Stevens Point, designed in 1915.⁵

The firm was comprised of Henry J. Van Ryn and Gerrit J. De Gelleke. Van Ryn was the son of Dutch immigrants who studied architecture with C.A. Gombert at age seventeen. He began work as a draftsman with the architectural offices of James Douglas and E.T. Mix. In 1888 he opened his own business. De Gelleke worked in Van Ryn's offices before attending architecture school at the University of Pennsylvania. When he returned in 1897, De Gelleke and Van Ryn joined in partnership under the firm name of Van Ryn and De Gelleke.⁶

⁵"Architects File" at Division of Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.

⁶Ibid.

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Building Inventory

<u>Address</u>	<u>Map No.</u>	<u>C/NC</u>	<u>Date/Source</u>	
101	N Central	11/18	contributing	between 1891 and 1898 [Sanb
107-109	N Central	11/17	contributing	1899 [datestone]
117-21	N Central	11/15	contributing	1901 [datablock]
15	N Central	11/19	contributing	1920 [Sanborn Map]
103-105	S Central	11/21	contributing	1887 [Sanborns, fire]
107-111	S Central	11/22	contributing	1887 [datestone]
117-121	S Central	11/23	contributing	1887 [Sanborns, fire]
126	S Central	11/10	contributing	between 1898 and 1904 [Sanb
127	S Central	11/24	contributing	1893 [datestone]
132	S Central	11/9	contributing	1887 [Sanborns, fire]
133	S Central	11/25	contributing	between 1887 and 1891 [Sanb
136-140	S Central	11/8	contributing	between 1925 and 1946 [Sanb
137-139	S Central	11/26	contributing	1887 [Sanborns, fire]
143-145	S Central	11/27	contributing	between 1887 and 1891 [Sanb
160	S Central	11/4	contributing	1887 [Sanborns, fire]
166	S Central	11/3	contributing	between 1891 and 1898 [Sanb
168-172	S Central	11/2	contributing	1925 [Sanborn Insurance Map
201	S Central	11/29	contributing	between 1898 and 1904 [Sanb
209-211	S Central	11/	contributing	
217	S Central	11/31	contributing	between 1887 and 1891 [Sanb
223-225	S Central	11/32	contributing	between 1887 and 1891 [Sanb
301	S Central	10/26	contributing	1887 [Sanborns, fire]
307	S Central	10/25	contributing	1887 [Sanborns, fire]
315	S Central	10/24	contributing	between 1887 and 1891 [Sanb
109	E First	11/20	contributing	1887 [Sanborns, fire]
204	S Maple	12/7	contributing	1900 [B]
CA 110	E Second	13/12	contributing	1900-1901 [Common Council P
111	N Central	11/16	not contributing	between 1898 and 1904 [Sanb
122	S Central	11/11	not contributing	
144	S Central	11/7	not contributing	
148	S Central	11/6	not contributing	
154-6	S Central	11/5	not contributing	
171	S Central	11/28	not contributing	after 1946 [Sanborn Maps]
231	S Central	10/37	not contributing	1887 [Sanborns, fire]
243	S Central	10/36	not contributing	
249,251-3	S Central	10/35	not contributing	1887 [Sanborns, fire]

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 x A ___ B x C ___ D

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

Areas of Significance

(enter categories from instructions)

Architecture

Commerce

Social History

Period of Significance

1887-1943

Significant Dates

N/A

Cultural of Affiliation

N/A

Significant Person

N/A

Architect/Builder

Van Ryn and De Gelleke

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

Summary of Significance

The Marshfield Central Avenue Historic District comprises the historic commercial center of the city of Marshfield. The buildings the district contains are locally significant under National Register Criteria A and C. With respect to Criterion A, the district contains buildings that have been historically important to the themes of Commerce, Social History and Transportation, all themes that have also been identified in the State of Wisconsin's Cultural Resource Management Plan. With respect to Criterion C, the district contains fine intact examples of commercial buildings and public buildings designed in the Italianate, Classical Revival, Art Deco, and Early Twentieth Century Commercial styles and in the Commercial Vernacular Form. All the district's contributing buildings were built between 1887 and 1943, and they represent a large proportion of the surviving building associated with the commercial and the retail history of Marshfield.

x See continuation sheet

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Historical Overview of Marshfield, Wisconsin

The City of Marshfield is located on the high prairie of Central Wisconsin in Wood County. Having no immediate access to water transportation, the city was established later than the nearby communities of Stevens Point and Wisconsin Rapids, both situated on the Wisconsin River. For the same reason, Marshfield has depended more heavily on the railroad for economic viability than the other communities.

In the 1840s, Wood County was among the lands given by the United States government to the Wisconsin Territory for creation of a steamboat passage from Green Bay to the Mississippi River. The Wisconsin Territorial government then contracted the Fox and Wisconsin Improvement Company to develop the waterways. The Improvement Company would receive 700,000 acres tax-free for ten years, in exchange for the work. Just before the completion date of 1866, the responsibilities for completion of the waterways and the land benefits were transferred to the newly created Green Bay and Mississippi Improvement Company. The area, including the future site of Marshfield, was then in the ownership of John Magee and Samuel Marsh. When Samuel Marsh died in 1872, his share of ownership was left to, among other heirs, John J. Marsh, his nephew.⁷

In 1871, Louis Rivers and his brother Frank chose to construct a one-and-a-half story log building, which was to serve as a residence, hotel, tavern, and store, at the present northeast corner of North Chestnut Avenue and West Depot Street [not extant].⁸ They had heard that the segment of the Wisconsin Central Railroad bound from Stevens Point northwest to Lake Superior would pass through the area and they wished to take advantage of the business from the track-laying gang, and then later of the traffic the train would generate.⁹

⁷George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923), 178.

⁸Marshfield News-Herald, 6 June, 1972, p. 2.

⁹Ibid.

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On July 4, 1872, the first train reached Marshfield.¹⁰ Apparently, the tracks into Marshfield had been laid in September of 1871.¹¹ Other early settlers were drawn to the area by the attraction of establishing services for the new railroad. The Wisconsin Central built their first depot near the Rivers' establishment, on Chestnut Avenue between Depot and First streets (not extant, nothing on site).¹² It was one of the first buildings to be burned in the June 27, 1887 fire (see below).¹³ The depot which replaced it was described as follows in a report of August 26, 1887:

The new Wisconsin Central depot, 20x125, with sixteen feet studding, is located between Central Avenue and Maple street on the south side. The building will be divided as follows: The freight room 20x36 on the east end of the building, the baggage room 12x12, ladies waiting room 18x20, office 12x20 and gents waiting room 20x20, will occupy balance of the building. The building will be finished in good shape and walls are being built to both Central Avenue and Maple Street.¹⁴

A third Wisconsin Central depot [ca. 13 North Central, WO 11/20] was built in 1910 after the second one burned in 1907.¹⁵ Although the Wisconsin Central (WC) was the first train to service Marshfield, and is the only remaining line today, many other railroads contributed to Marshfield's reputation as "Hub City".

¹⁰Ibid.

¹¹History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988), p. 1209.

¹²George Winkler, "Marshfield on the Old Wisconsin Central" The SOO (article from vertical files at the Marshfield Public Library), 36.

¹³Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), p. 13.

¹⁴Marshfield Times, 26 August 1887, 1.

¹⁵Highlights of History, p. 23-28.

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In 1875, J.P. Buck, who had been an agent for the Fox and Wisconsin Improvement Company, and J.J. Marsh planned a more formal development of Marshfield. They had Mr. N.M. Edwards survey the community in December of 1874 and April of 1875. They submitted the plat to the Wood County Register on September 9, 1875.¹⁶ The plat established Central Avenue and the Wisconsin Central Railroad track as the perpendicular axes in the middle of the city. The plat included the following streets - from west to east: Spruce, Walnut, Chestnut, Central, Maple, Cedar, and Cherry (all but Central were noted as streets, rather than avenues as they are now known); and north to south: "B", A", North Depot and North Railroad, South Depot and South Railroad, Second, Third, Fourth, and Fifth streets.¹⁷ By the time the town was platted, it had to its credit twenty-two wood frame buildings.¹⁸ Six years later there were sixteen stores, two schools, a Catholic church (the Lutherans were finishing a partially constructed church, and the Presbyterians were in the process of raising money to begin one) and the Rivers brothers' new hotel.¹⁹

Much of the success of the community of Marshfield can be credited to Major William Henry Upham, who came to the town in 1878. His industrial, political, and social prowess infused the new town with possibilities.

Upham was born in Westminster, Massachusetts on May 3, 1841. In 1852, his family moved to Niles, Michigan. His mother and he moved to Racine, Wisconsin, after his father died in 1853. Young Upham joined the federal troops in the Civil War and was left for dead after the Battle of Bull Run. Found alive and imprisoned by Confederate troops, he was released in a prisoner exchange. He was then admitted to West Point, and graduated in 1866. After a short career in the military, he resigned in November of 1869.²⁰

¹⁶Jones, p. 180.

¹⁷Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), p. 4.

¹⁸Northern Wisconsin, p. 1209.

¹⁹Ibid., 1210

²⁰Marshfield News-Herald, 6 June, 1972, p. 8.

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With his brother Charles, Upham began his business career with lumber mills in Kewaunee and in Angelica (Shawano County, Wisconsin). In 1878, William Henry Upham moved to Marshfield and established a shingle mill and sawmill. Soon the Upham Manufacturing Company also included a grist mill, furniture factory, veneer plant and machine shop.²¹

Marshfield was incorporated as a city in 1883 by the legislature of Wisconsin (Chapter 280 of the laws of 1883). On the first Thursday of April, Marshfield held its first city elections. L.A. Arnold was elected mayor, A.E. Deming was elected clerk, Anton Thomas was elected treasurer, and C.A. Coon was elected police chief. Services provided by the city government have included fire protection, water supply, sewer service, police protection, street maintenance, and licensing of various types - liquor, telephone service, and billiards.²²

The fate of Marshfield's early commercial building stock was determined on June 27, 1887. In one day, the first generation of structures was obliterated, and the brick storefronts evident today were subsequently mandated. On that June day, a fire began in the Upham Manufacturing plant. Efforts to halt the spread of the fire were fruitless since a hot dry wind served to fan the flames. The fire moved from the plant (located a few blocks over on Third and Walnut streets [not extant]) to the Wisconsin Central Railroad depot (then located at Chestnut Avenue between Depot and First Streets [not extant, nothing on site]) and then to Central Avenue. The wood frame commercial buildings proved an easy target for the fire. When it was finally squelched, the fire had taken all but one of the commercial buildings on Central Avenue, as well as many surrounding residences.

On June 28, William H. Upham signaled his determination to rebuild his factories by raising the flag on a pole amidst the burned remains of his lumber plant. On the same day, the city council called an emergency meeting and declared that from then on, all buildings on Central Avenue were to be constructed of brick, or otherwise fireproof. An onslaught of aid and craftsmen from nearby communities resulted in the

²¹Ibid.

²²Jones, 182.

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well built brick and masonry commercial buildings, many of which still line Central Avenue.²³

Marshfield's most impressive success story is that of the Marshfield Clinic. Begun in 1916 by a group of doctors, the Clinic is now the backbone of Marshfield's economy. The Clinic was first located in the Theil building at 301 South Central Avenue [WO 10/26]. The Clinic was founded by Dr. K.W. Doege, Dr. Victor Mason, Dr. Roy Pitter, Dr. H.H. Milbee, Dr. Walter Sexton, and Dr. William Hipke. Doege may have been the coordinating member of the group. He was educated in medicine at Western Reserve University in Cleveland, Ohio. A railroad conductor advised him that Marshfield was a growing community, and was in need of a doctor. Doege established his practice in Marshfield in 1890, and was located at 108 West Third Street in 1908 [not extant]. Although Doege expanded his medical knowledge by additional study in Austria, he needed help in serving the growing demands of the community. The negotiation surrounding setting up the Marshfield Clinic is unknown, but by 1916, the six doctors were practicing together. Cooperative medicine was a new venture, but one that proved viable.²⁴ In 1926, a new building at 620 South Central Avenue [WO 10/3] was constructed for Clinic use.²⁵

Early municipal legislation was conducted in a two-story wood frame school building that originally stood on Central Avenue near the Northwestern Depot. In 1889, the school district sold the building to the city, which placed it facing east between Second and Third streets on South Maple Avenue [not extant, site of old City Hall parking lot].²⁶ Occupancy of a wood frame building by the City Council was controversial, since after the devastating fire of 1887, a special Council meeting had been called, at which an ordinance mandating that all buildings on Central Avenue and back one block were to be constructed of brick, or otherwise fireproofed.²⁷

²³Highlights of History, 9, Marshfield Times, summer months, 1887.

²⁴"Marshfield Clinic, A Special Place", Marshfield Clinic brochure, privately printed, 1989, 2-5.

²⁵Marshfield News-Herald, 7 June, 1972, p. 12.

²⁶Jones, 207.

²⁷Highlights of History, 9.

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At the April, 1900 meeting of the City Council, newly inducted council men were welcomed by a depleted treasury and drenched by rains leaking through the roof. At that point the council recognized the need for a new building in which to house city government. Among the requirements for the building were that it be made of brick and that it contain a Library and Fire House.²⁸ By September, 1900, the City Council was meeting at Baumann Hall (101 North Central [WO 11/18]), indicating the meeting space at the moved school house was not satisfactory, even for temporary purposes.²⁹

The design plans by the Milwaukee architectural firm of Van Ryn and De Gelleke were selected by the Marshfield city council on June 26, 1900, from a total of eight proposals. The council passed ordinance 151 on August 13, 1900, bonding the city for the construction of the new "City Hall, Hose House, and Library".³⁰

Construction began October 20, 1900.³¹ The building was accepted by the Common Council on May 28, 1901 (ca. 110 East Second Street [WO 13/12]).³²

The old City Hall is within the proposed Marshfield Central Avenue Historic District. Marshfield provided services not only to citizens of the city, but to members of the outlying agricultural communities as well.

Since the fire of 1887, Marshfield has grown steadily with no jarring booms or busts, as population statistics indicate. In 1882 the population of the ten year old village was 669, and the town population was 1,001. By 1910, the village population was 849, while the town population increased to 5,783. In 1930 the town had 907

²⁸"(old) Marshfield City Hall Building", Part 1 - Evaluation of Significance, Historic Preservation Certification Application. On file, Division of Historic Preservation, Wisconsin State Historical Society, 816 State Street, Madison, Wisconsin.

²⁹Marshfield City Council Proceedings, September, 1900

³⁰Proceedings, 16 July, 13 August, 1900.

³¹Ibid.

³²Marshfield News-Herald, 8 June, 1972, p. 20.

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people and the city had 8,778. By 1950, it had grown to 12,394. In 1970 that figure had swelled to 15,619, and by 1980 the population reached 18,083.³³

Fortunately, despite this steady growth, much of the historic commercial core of Marshfield still survives and is contained within the boundaries of the Central Avenue Historic District.

Commercial History

Marshfield's role as a commercial center began in 1872, when the first railroad entered the fledgling community. As a result, Marshfield became the shopping center and the distribution center for settlers in the surrounding area. Commercial activity in Marshfield came to be centered on streets in the vicinity of the railroad depot. Throughout the latter half of the nineteenth century and through much of the twentieth century the bulk of this commercial activity was conducted from building located on or adjacent to what became Central Avenue. Many of the buildings associated with this activity that were built after the 1887 fire still survive and the most intact of these are included within the district boundaries. The types of goods and services that Marshfield merchants distributed from these buildings touched on every area of life. Some of the most important and/or most representative of these categories are listed below and on the pages that follow.

Hotels and Lodging

The new community attracted transient workers, loggers, farmers and visitors. Over the life of the community there have been a number of hotels or lodging establishments to serve these impermanent residents. Although some of them have no known history, it is clear that by 1884 six lodging establishments had been located on Central Avenue.³⁴ All of the buildings burned in the fire of June of 1887.³⁵

³³Wisconsin Blue Book, 1882-1980.

³⁴All of the hotels in Marshfield appear to have had an array of names - when the substance of the name was changed, it has been noted in the text. Some historic references change the order of the words in a name, as in the "Hotel Blodgett" or "Blodgett Hotel". In this text, these names have been standardized with "Hotel" as the second word.

³⁵Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

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After the fire, there were seven hotels in the community by autumn of 1887. Among them the Traveler's Home (renamed the Thomas House on the Sanborn Insurance Map of 1887, but still called Traveler's Home in the 24 August, 1887 Marshfield Times) [103-105 South Central Avenue WO 11/21], was rebuilt, this time in brick, and others were added. The new hotels included the Grand Central Hotel at the corner of Second Street and Central Avenue [site of WO 11/2].³⁶

In 1891, six hotels were located on Central Avenue, and two others were on the periphery of the main commercial core. The Central Hotel (which had dropped the descriptive "Grand") and the Thomas House remained on Central Avenue. In 1898 there were seven hotels on Central Avenue, and three on side streets. By 1904, the Central Hotel had been renamed the Eagle Hotel, and a new hotel located at 126 and 132 South Central Avenue was called the Majestic. In 1912, the Thomas House was renamed the Juneau Hotel. Between 1912 and 1921, the Majestic Hotel and the Juneau Hotel stopped operations.³⁷

By 1925, the long standing Central Hotel (also called Eagle Hotel) was in the process of being replaced by a new building, the Charles Hotel.

The Charles Hotel was planned in 1925 to be a half block deep. As built, the hotel is half again as big, with an arch covering the alley between Central and Chestnut Avenues. The building is located at 168-172 S. Central Avenue [WO 11/2].

Charles Blodgett, important Marshfield citizen and founder of C.E. Blodgett and Sons Co. (cheese makers), hastened the demise of his first, and well-known, Blodgett Hotel [not extant, site of 22 South Central, WO 10/32] when he finished the Charles Hotel in 1926. The Blodgett Hotel had been a Marshfield institution from about 1902, when Sunday night dinners were made into special events (prior to Blodgett's ownership the hotel had been known as the Tremont House; Blodgett purchased it in 1898) through the 1920s. When the more modern Charles Hotel was finished, the dining facilities were

³⁶Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

³⁷Marshfield City Directory, 1921.

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moved there from the Blodgett Hotel. The Charles Hotel was an active concern through the early 1970s, and still serves as a centerpiece for downtown Marshfield.³⁸

Banks

A prosperous, growing economy required local financial resources. The community's first bank was a branch of the Clark County Bank of Neillsville. Ten years later, in 1891, the future American National Bank was founded in Marshfield as the German American Bank. The Sanborn Perris Insurance map of that year states that a new bank building was to be constructed at 205 South Central (209-211 South Central Avenue [WO 11/30] by January 1 of 1892. The building featured a heavy Richardsonian Romanesque arch on the main facade.³⁹ In 1933, the American National Bank folded. The Citizens National Bank was formed in 1934, paid off the creditors of the American National Bank, and maintained the same location as the American National Bank. A simple Commercial Vernacular building occupied the lot just south of the stone veneered Richardsonian Romanesque bank and when the present Art Deco building was constructed it included both properties in its plans.⁴⁰ The date of this remodeling or new construction is unknown. In 1971 Citizens National Bank moved to a new facility on South Chestnut Street.⁴¹

Hardware and Building Supply Stores

Contributing significantly to the physical character of Marshfield were its hardware and building supply stores. These stores had an early presence in the community, surely influenced by the proximity and abundance of the lumbering mills in the area. There were three hardware stores in the community by 1884. They were located in the middle of the block between Second and South Railroad streets, on the southeast corner of Second Street and Central Avenue, and in the rear of the building at the

³⁸Marshfield News-Herald, 6 June, 1972, p. 17.

³⁹Marshfield News-Herald, 7 June, 1972, p. 15; Historic Photograph of South Central Avenue, North Wood County Historical Society photograph collection, Marshfield, Wisconsin.

⁴⁰Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

⁴¹Ibid.

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southwest corner of Second Street and Central Avenue. These stores flourished after the fire of June 27, 1887 since the commercial core of Marshfield needed to be recreated. Indicative of the products available is the following advertisement for H. Kinney and T.F. Vannedom's Artificial Stone Works:

Building fronts, trimming for brick work, ashlar veneering, window and door caps and sills, keys, watertables, pilasters, quoins, etc. Chimneys with ornamental tops made in sections, requiring no mason to set them. Ornamental work for lawns, coping for fountains, flower beds, and cemetery lots, and all kinds of plain and ornamental stone in colors as desired. Cemetery coping a specialty. The public is invited to examine the work.⁴²

One of the most important hardware stores in Marshfield was William Noll & Sons. Noll began his business in 1865, and the company was still in Marshfield in 1928.⁴³ The company's handsome business building was among the first to be rebuilt after the fire of 1887 [117-121 South Central Avenue, WO 11/23].⁴⁴ Between 1898 and 1904, the William Noll & Sons Company constructed a large warehouse on North Central Avenue across from the Wisconsin Central Depot.⁴⁵

Hardware stores were also located at the following addresses: in 1904, 103 North Central Avenue [107-109 North Central, WO 11/17], and in 1921 The Krasin Brothers Store advertised selling moldings at 121 South Central [WO 11/27].⁴⁶

⁴²Marshfield Times, 16 September, 1887.

⁴³C.W. Charles, Marshfield Illustrated. (1905) n.p.; Marshfield Telephone Exchange Directory, April, 1928.n.p.

⁴⁴Marshfield Times. 26 August, 1887.

⁴⁵Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

⁴⁶Ibid; and Marshfield City Directories 1898, 1904, 1908, 1921, and 1928. The numbers in parentheses are the present addresses of these buildings.

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Dry Goods, Millinery, Clothing, and Department Stores

Businesses providing clothing, in one form or another, proliferated in Marshfield from the birth of the community. In 1884, ten such businesses appear on the Sanborn Insurance maps. All of the buildings housing clothing services were burned in the 1887 fire. Some of them rebuilt after the fire still exist today. In 1887, dry goods, millinery, and clothing were provided five places on Central Avenue - at 830 South Central Avenue [later called 106 South Central, not extant, site of a parking lot]; 822 South Central [148 South Central, WO 11/6]; 840 South Central [231 South Central, WO 10/37], and 853 South Central [133 South Central, WO 11/25].⁴⁷

In 1891, seventeen buildings housed clothing businesses. In 1898, these businesses included Louis Laemle, "clothier" (who had gone into business in 1890, and moved his store to 249-253 South Central [WO 10/35] in 1895; the family store remained there until 1971);⁴⁸ The growth of the community after the turn-of-the-century is reflected in the increase of the suppliers of dry goods, clothing, and shoes in 1908. Selling clothing, boots, and shoes - Peter J. Kraus (143-145 South Central, [WO 11/27]); Tiffault-Kamps Mercantile Company (231 south Central, [WO 10/37]); and William Uthmeier (111 North Central, [WO 11/16]). Selling shoes exclusively were the Paulson Shoe Company at 307 South Central [315 South Central, WO 10/24], and Schatz and Son at 131 South Central [not extant, site of 171 South Central, WO 11/28].

Independent women making or selling clothing and hats peaked in 1908. Among them were women who had established millinery shops on Central Avenue: Mrs. F. Doll, 105 South Central (the F. Doll Building) [107-111 South Central, WO 11/22]; and Miss M.C. Lueckenbach at 223 South Central [243 South Central, WO 10/36].⁴⁹

Fruit, Vegetable, and Meat Markets; Groceries; Bakeries

After the community of Marshfield had been in existence for a dozen years, there were five grocers, one meat market, and two bakeries. All of the buildings housing these

⁴⁷Ibid.

⁴⁸Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), p. 17.

⁴⁹The Inter-State Directory Company's Directory of Grand Rapids, Wis. and Wood County Gazetteer for the Year 1908. Marion, Ind: the Inter-State Directory Co., 1908) 122-152.

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businesses were destroyed in the fire of 1887. After the fire, in October, there was one meat market, two grocers, and four general stores. The general stores were at 837 South Central Avenue [301 South Central, WO 10/26], 838 South Central Avenue [249 South Central, WO 10/35], 842-42 1/2 South Central Avenue [231 South Central, WO 10/37], and 847 South Central Avenue [171 South Central Avenue, WO 11/28]. By 1891 there were three groceries, including one at 231 South Central [WO 10/37], three meat markets including one at 144 South Central [WO 11/7], and one at 301 South Central [WO 10/26], and one general store also at 301 South Central [WO 10/26].⁵⁰

As with the number of businesses in clothing, the number of businesses providing food in 1908 reflects the great growth in Marshfield around the turn-of-the-century. Selling fruits, vegetables and groceries were Abel Christenson (137-139 South Central [WO 11/26]), H.C. Koenig (307 South Central [WO 10/25]), Sam Miller (143-145 South Central [WO 11/27]), Tiffault-Kamps (231 South Central [WO 10/37]), and William Uthmeier (111 North Central [WO 11/16]). Selling groceries but not fresh produce were Peter J. Kraus (next door to Sam Miller, 143-145 South Central [11/27]) and Peter Mees (107-111 South Central [WO 11/22]). Joseph Seidl (117-121 North Central [WO 11/15]) and Wenzel & Wenzel (Star Meat Market, 148 South Central [WO 11/6]) were butchers.⁵¹

During the 1920s, grocers also began locating in residential neighborhoods outside of the Central Avenue commercial core. Interestingly, meat markets remained downtown in higher proportions than grocers.⁵²

Liveries, Blacksmiths, and Automobile Dealers

One of the more interesting transitions occurring after the turn-of-the-century was the shift in the mode of individual transportation.⁵³

⁵⁰Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946; Marshfield City Directories, 1898, 1908, 1921, and 1928.

⁵¹Ibid..

⁵²Ibid..

⁵³Individual transportation is being used here to differentiate between how one person is moved (as by horse, buggy, or automobile), versus how masses are moved (as by train).

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In 1884 and 1887, buggies and carriages were primarily sold at "hardware" stores (see that section, above). In 1908, four out of six establishments who were advertising that they sold buggies, carriages and wagons had a main trade of hardware including the William Noll & Sons Hardware Company at 117-121 South Central Avenue [WO 11/23]. Louis Baumann, who ran a saloon at 101 North Central Avenue [107-109 North Central, WO 11/17], also advertised that he sold carriages.

Furniture

As a new community, Marshfield provided a perfect location for furniture stores seeking to furnish the new homes in the area. In 1884 there were two furniture stores on Central Avenue - at 849 South Central, and at 856 South Central. Both of these buildings were destroyed in the fire of 1887. By October of 1887, Fred Doll had reconstructed his building at 856 South Central (107-111 South Central [WO 11/22]). In 1898, George W. Upham operated a furniture store at 107-111 South Central Avenue [11/32]. Louis Rembs also had a store at 301-305 South Central [10/26]. In 1921, Baer & Lang had a furniture store where Upham's had been previously, and Louis Rembs was in business with his son at 304-306 South Central [not extant].⁵⁴

Jewelry

Jewelry stores have had a long history in Marshfield. In 1884, two stores sold jewelry - one, at 840 South Central (approximate site of 231 South Central [WO 10/37]), also sold toys and housed a barber, the other at 852 South Central (approximate site of 143-154 South Central [WO 11/27]) also sold watches. After the fire of June, 1887, during which both of these buildings were destroyed, it does not appear that the jewelry stores were immediately re-established. By 1891, however, three stores sold jewelry. Among them were businesses at 221 South Central (243 South Central [10/36]), and 219 South Central (231 South Central [10/37]).⁵⁵

In 1898, the store at 221 South Central was still in business, and Ferdinand Hirzy had opened a jewelry store and also sold musical instruments in the Greisinger Building at 115 South Central (127 South Central [WO 11/24]). There was another store at 116 South Central (136-140 South Central [WO 11/8]). Six years later, B. Elvis had moved to 221 South Central, Frank L. Zweck had replaced Ferdinand Hirzy at

⁵⁴Ibid..

⁵⁵Ibid.

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115 South Central, and E.F. Mechler operated the store at 116 South Central. In 1921, Zweck was still in business at the same site and J.D. Dana ran a store at 129 South Central (site of 171 South Central [WO 11/28]). Presently, in 1991, Zweck's Jewelers is still located in the Greisinger Building at what is now 127 South Central.⁵⁶

Wholesale Trade

Production and sale of cigars, lumber, food products, furniture, dairy products, mobile homes, shoes, and soda pop have provided needed economic stability throughout Marshfield's history. Marshfield's central location between Milwaukee and Minneapolis created a wholesale market, and prevented it from being simply another railroad siding in the woods. The only remaining wholesale related structure within the commercial core of Marshfield is 15 North Central Avenue, [WO 11/19]. It is located adjacent to the Wisconsin Central Railroad tracks on the north side. The 1925 and 1946 Sanborn Insurance maps show a short spur railroad track extending from the main line to the side door of the building. Built in 1920 to take advantage of the location, it originally served the S. Miller Fruit and Cold Storage Company. By 1946, it was used by the "Marshfield Cold Storage Company".⁵⁷

The preceding pages list only a few of the types of commercial activities that took place within the district during the period of significance. Never-the-less, these types are representative of commercial activities found in other communities of the period and the buildings in the district that are associated with them are also representative examples. The Marshfield Central Avenue Historic District is significant for its associations with the theme of Commerce because its boundaries contain the most intact grouping of buildings associated with the traditional commercial core of the city.

Social History

Many of the earlier buildings in the district were designed to house multi-purpose activities. Typically, first stories were devoted to commerce while upper stories

⁵⁶Ibid.

⁵⁷Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

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were given over to office space and sometimes to large rooms that were used as public meeting halls. Thus, many of the buildings in the district that are associated with the Commerce theme also contain rooms that were utilized for a wide range of public and private social activities by local groups and organizations. The following pages group a number of these organizations by type and then list the buildings within the district that are most closely associated with them.

Performing Arts and Motion Pictures

Marshfield's first theater was the Korth Opera House, built in 1890 and located on the west side of Maple Street between Second and Third Streets. It burned in 1894, after providing the community with space for gala events for only four years.⁵⁸

In 1908 the new Unique Family Theatre advertised itself as being "Devoted to patronage of Ladies, Gentlemen and Children. High Class Vaudeville Comedy, Musical Features, Edison Improved Moving Pictures, Beautiful Dissolving Illustrated Songs."⁵⁹ The location of this theatre is unknown, although it may have been the one indicated on the Sanborn Insurance Maps for 1912 at 126 South Central Avenue (154-156 South Central Avenue [WO 11/5]).⁶⁰

Women's Organizations

Wisconsin women's organizations have taken many forms throughout the state's history. Some developed as local chapters of national organizations. Others grew from local needs and interests. Often the organizations were political in emphasis, particularly in the area of social reform. Groups distinct from men's groups were formed with the underlying philosophy that the women's approach would be different

⁵⁸Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), pp. 11-17; "New Adler Theatre, Marshfield, Wisconsin" privately printed for J.P. Adler by the Lester Printing Company, Marshfield, Wisconsin, 1928; Sanborn Insurance Maps: 1884, 1891, 1898, 1904, 1912, 1925, 1946.

⁵⁹The Inter-State Directory Company's Directory of Grand Rapids, Wis. and Wood County Gazetteer for the Year 1908. Marion, Ind: the Inter-State Directory Co., 1908), pp. 122-152.

⁶⁰Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

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in nature from the men's approach. While the causes of temperance and women's suffrage in the late nineteenth century were major organizing factors, women's clubs (social in character) drew more women together than did political causes.⁶¹

Marshfield has been home to many women's organizations. The Marshfield Woman's Club was organized in 1894 as the Ladies Travel Class. In 1898, the class met in the Ancient Order of United Workmen Hall above Sexton's Drugstore [249-253 South Central, WO 10/35].⁶² In 1904, the Ladies Travel Class met in the Deming Building [201 South Central, WO 11/29].⁶³ After seventeen years the Travel Class became part of the Women's Club. The Women's Club hosted a convention in 1914 and featured a speech on Woman's Suffrage.⁶⁴ In 1915, the Woman's Club met at the Guild Hall [not extant, site of Tower Hall parking lot on East Third Street].⁶⁵

Fraternal Organizations

On Wisconsin's frontier, fraternal organizations serving both their constituents and the larger society performed a wide range of social, cultural, economic, and political functions. Two basic types of fraternal organizations exist - recreational, whose purpose is social, and instrumental, whose purpose is task specific. Recreational fraternal organizations are older and greater in number and include such well-known groups as the Freemasons, Elks, Moose, Odd Fellows, Shriners, and Woodmen. The instrumental-type organization is most frequently a benefit organization, such as a private insurance company.⁶⁶

⁶¹Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 3, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Social and Political, 4-1 - 4-9.

⁶²City Directory, 1898.

⁶³City Directory, Marshfield, Wisconsin 1904.

⁶⁴Marshfield News-Herald, 7 June, 1972, p. 6.

⁶⁵Directory of the City of Marshfield, Wisconsin 1915.

⁶⁶Wyatt, Social and Political, 5-1.

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Fraternal organizations in Marshfield have contributed to the city. The A.O.U.W. met in the hall above Sexton's Drugstore at 249-253 South Central Avenue [WO 10/35]. From 1898 to 1908, the Hall was called "A.O.U.W. Hall" in the city directories. In 1908, the Hall was called "Sexton's Hall." Many other organizations used the Hall, including the Good Templars, the Equitable Fraternal Union (1898), the Grand Army of the Republic (G.A.R.), the Knights of the Tented Maccabees (K.O.T.M.), the Maccabees, the Spanish-American War Veterans (1904), the Beavers, the Fraternal Reserve Association, the Modern Woodmen of America (M.W.A.), and the Royal Neighbors (1915). The Hall was not listed as a meeting place in later city directories.

Service and Social Clubs

By 1904, both the Armory [not extant, site of parking lot on corner of Chestnut Avenue and West Second Street] and the Saenger Hall [101 North Central Avenue, WO 11/18], which was run and owned by Louis Baumann, had space dedicated to public meetings. Both were used by a variety of organizations on a regular basis, and probably by occasional groups as well.⁶⁷ By 1921, the Saenger Hall was renamed "Baumann's Hall" in the City Directory listings. The Marshfield Maennerchor met in the Saenger Hall in 1898.⁶⁸

In 1904, Spanish-American War Veterans met upstairs at 249-253 South Central Avenue [WO 10/35]. This space was informally called the Ancient Order of United Workmen hall, but was advertised in 1908 as "Sexton's Hall", since it was located above Sexton's Drugstore.⁶⁹

Business, Trade, and Professional Associations

The Chamber of Commerce and its antecedents are the oldest professional associations in Marshfield. The first broad based merchant's association was formed in 1894. It was known as the Marshfield Businessmen's Association and was formed in part to encourage the establishment of a new company in Marshfield - the Marshfield Chair and Manufacturing Company - to alleviate unemployment. After this first success, the association continued, under the name "Marshfield Advancement Association" until 1909

⁶⁷Ibid..

⁶⁸Marshfield City Directory, 1898.

⁶⁹Marshfield City Directories 1904, 1908, 1915.

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when they reorganized and began an active campaign to draw more new industries to the community.⁷⁰

By 1916, the Marshfield Advancement Association was defunct, and a new booster club was organized. For this group, the name Marshfield Businessmen's Association was reused. Soon after, the name was changed to the Marshfield Board of Commerce. In 1918, the group again reorganized as the Civic Development Association, but soon reverted to the moniker "Board of Commerce". At that time, the group met in the Armory [not extant]. The "Chamber of Commerce" appears to have been the office of the "Board of Commerce". The first Chamber was located in City Hall (ca. 110 East Second Street [WO 13/12]). In 1919, it was located in a building on West Third Street. During the 1930s, the Chamber of Commerce was renamed the Marshfield Commercial Club. After World War II, the club reorganized once again, reusing the name "Marshfield Chamber of Commerce". On February 6, 1946, the Chamber met at City Hall. The Chamber of Commerce is an active enterprise in the 1990s, and is housed in offices in the newly renamed "Tower Hall" (old City Hall [WO 13/12]).⁷¹

The Cigar Makers Union and the Wood Workers Union also had chapters in Marshfield, beginning in 1898. The Cigar Makers Union met at an unknown location on Central Avenue in 1898 and the Wood Workers Union met at Baumann's (Saenger) Hall [101 North Central Avenue, WO 11/18] in the same year. In 1904, the Wood Workers Union met at the Modern Woodmen of America Hall at 113 South Central Avenue (127 South Central Avenue [WO 11/24]). By 1921, it appears that neither of these unions were formally functioning.⁷²

The Marshfield Central Avenue Historic District is considered to be locally significant for its historic associations with the theme of Social History because most of the social groups in the city that were not affiliated with local churches were housed in buildings in the district throughout the period of significance. These organizations played a major role in the social history of Marshfield and the buildings in the district are the ones that are most closely identified with this type of activity.

⁷⁰Marshfield News-Herald, 7 June, 1972, p. 6.

⁷¹Ibid.

⁷²Marshfield City Directories, 1898, 1904, 1908, 1915, 1921, 1928.

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Architecture

The Marshfield Central Avenue Historic District is being nominated to the National Register of Historic Places because it contains fine representative examples of many of the styles that are most commonly associated with the smaller commercial buildings built in Wisconsin between 1887 and 1943. These styles range from the late Italianate to Art Deco, with the large majority being examples of the Italianate, Classical Revival, and Early Twentieth Century Commercial styles and the Commercial Vernacular form. The district is also notable because it is comprised almost entirely of brick and masonry buildings, the legacy of a devastating fire that destroyed all but one of Marshfield's original frame construction commercial buildings in June of 1887. It is this fire and the National Park Service's 50-year rule (1943) that define the period of significance for the Architecture theme.

Commercial Vernacular

Vernacular commercial buildings dominate Marshfield's Central Avenue. The term Commercial Vernacular applies to simply designed commercial buildings of the late nineteenth and early twentieth centuries. In general, buildings with high integrity will have large retail show windows, simple entries to the ground floor shops and upper stories, a cornice with decorative treatment, and a belt course defining the first from the second story.⁷³

Many vernacular commercial buildings also reflect other popular contemporary styles. Influences from any of the pre-1900 styles described below can be found on vernacular commercial buildings. Most of the buildings in Marshfield constructed between 1860 and the turn of the century can be classified as Commercial Vernacular with Italianate details.

Although styles other than Italianate appeared in simplified form in Commercial Vernacular buildings, in Marshfield the Italianate influence appears in the 1860s, predominates through the 70s, 80s, and 90s, and lasted until after 1900. Since the Italianate was the most influential of the Victorian styles in Marshfield, it is

⁷³Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 2, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Architecture 3-10.

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discussed here as an example of how high style architecture was filtered through to vernacular architecture.

Italianate influence can be seen on Commercial Vernacular buildings in the cornices, which often rise as a parapet above a flat or shed roof. Such cornices frequently feature decorative brick work that simulates brackets and other typically Italianate three-dimensional design elements.

Two types of cornices are seen repeatedly on Central Avenue. The first is extremely simple, consisting of horizontal banding above a series of evenly receding corbels. These cornices can be seen at 117-121 South Central Avenue [WO 11/23], 127 South Central Avenue [WO 11/24], 143-145 South Central Avenue [WO 11/27], 166 South Central Avenue [WO 11/3], 217 South Central Avenue [WO 11/31], and 315 South Central [WO 10/24]. The second cornice type features pointed arch arcaded corbel tables. These cornices are found at 201 South Central Avenue [WO 11/29], and 223-225 South Central Avenue [WO 11/32]. On one building (133 South Central Avenue [WO 11/25]), both cornice types are used - the simpler one on the top and the arcaded one on the bottom.

Seven other properties have unique cornices. At 160 South Central Avenue [WO 11/4], the typical recessed cornice visually flows into the brick pilasters on the sides of the building. The cornice at 126 and 132 South Central Avenue [WO 11/9,10]⁷⁴ features dentils, recessed bands of brick, rhythmic raised and recessed panels, all above a stringcourse of dog-tooth brick creating a fluted effect. The cornices at 117-121 North Central and 107-109 North Central feature the typical recessed corbel at the end of an elongated raised brick detail. This design creates a "dripped" effect. The cornice at 103-105 South Central Avenue [WO 11/21] consists of seven bands of varied brick detailing, which combine to form a single band of texture at the top of the building. Another band of texture is created at 107-111 South Central Avenue [WO 11/22] by angled soldier bricks zig-zaging above diminutive corbels. A series of bricks laid at an angle below the corbels adds to the texture. In an adaptation of the vernacular residential manifestation of the Italianate, the

⁷⁴These buildings are actually separate, but 126 South Central Avenue was designed to look like 132 South Central Avenue, so the cornice is considered here as one unit.

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building at 101 North Central [WO 11/18] features overhanging eaves with supporting wood brackets rather than the typical brick commercial interpretation found in the examples listed above.

Italianate window treatment with projecting rounded, stilted, or segmental arched hoodmolds are also visible on vernacular commercial buildings. The most common element of the Commercial Vernacular buildings in Marshfield is the segmentally arched lintel. It is found in three varieties. The first is the simple shouldered segmental arch which ends in a corbel. These simple lintels are found at 101 North Central Avenue [WO 11/18], 103-105 South Central Avenue [WO 11/21], 117-121 Avenue [WO 11/23], 126 South Central Avenue [WO 11/10], 132 South Central Avenue [WO 11/9], 143-145 South Central Avenue [WO 11/27], 160 South Central Avenue [WO 11/4], 166 South Central Avenue [WO 11/3, and 315 South Central [WO 10/24]. The second variety is the same arch with a centered keystone 117-121 North Central Avenue [WO 11/15], 107-111 South Central Avenue [WO 11/22], 117-121 South Central [11/23], 127 South Central Avenue [WO 11/24], 133 South Central Avenue [WO 11/25], 137-139 South Central Avenue [WO 11/26]. The last variety spans more than one window opening, as at 217 South Central Avenue [WO 11/31] and 223-225 South Central Avenue [WO 11/32].

Marshfield's Italianate Commercial Vernacular buildings also feature windows with flat lintels, as at 201 South Central Avenue [WO 11/29], and one with a raised semicircular arch above a high segmental arch, at 107-109 North Central [WO 11/17].

Original first story storefronts may feature display windows with transoms visually supported by cast iron pilasters. Frequently, first stories have been altered, leaving only the upper story windows and cornice as the building's identifying features.⁷⁵ In Marshfield, the storefronts with the highest integrity are located at 117-121 North Central Avenue [WO 11/15], 103-105 South Central Avenue [WO 11/21], and 137-139 South Central Avenue [WO 11/26].

Italianate

The Italianate style first became popular in the 1850s when it was imported from England and popularized in Andrew Jackson Downing's pattern books.⁷⁶ Primarily a

⁷⁵Ibid.

⁷⁶Virginia McAlester, and Lee McAlester. A Field Guide to American Houses (New York: Alfred A. Knopf, 1985), p. 214.

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domestic style until after the Civil War, it became a popular style for commercial buildings in the 1870s.⁷⁷ Many architectural historians indicate that the style waned in the 1880s, but as an aspect of commercial vernacular architecture, it remained in evidence at least until sometime after 1900. In Marshfield, the last commercial building exhibiting an Italianate influence was built sometime between 1904 and 1912.⁷⁸

The commercial form of the Italianate is characterized by many of the same elements as the domestic use of the style. Significantly, windows, cornices and corners of commercial buildings were locations of embellishment.⁷⁹ Cornices were rarely left undecorated. A complex cornice might include all the basic elements of an entablature (architrave, frieze, and cornice) executed in heavy three-dimensional forms. Brackets were commonly used in the cornice and are an identifying Italianate element. Pressed or cast metal and brick were popular mediums for such complex features.

Windows were vertically proportioned, usually with sharply defined sills and lintels. Lintels often received more attention than did sills, primarily in the form of heavy stilted, segmental, or rounded hood molds. Sills were at times correspondingly heavy, but frequently became a simple horizontal band. Both lintels and sills were constructed of metal, brick, stone or cement.⁸⁰

The second story was often defined from the first story storefront by a cast iron beam having decorative moldings. Cast iron or brick pilasters visually supported this division. Quoins executed in brick or stone at the corners of the building was another design element used frequently.⁸¹

⁷⁷Herbert Gottfried, and Jan Jennings. American Vernacular Design 1870 to 1940, An Illustrated Glossary. (New York: Van Nostrand Reinhold Company, 1985), p. 239.

⁷⁸Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

⁷⁹Gottfried and Jennings, p. 239.

⁸⁰Ibid.

⁸¹Ibid.

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Marshfield's Central Avenue commercial buildings exhibits a full range of the Italianate style. The more vernacular buildings have been considered above under the Commercial Vernacular section. The more typically Italianate style buildings display a high level of decoration: the cream brick building at 307 South Central Avenue [WO 10/25], constructed between 1884 and 1887, is Italianate in style. The exuberance evident in the second story is typical of the architecture of the late 1800s. The shaped cornice is decorated with raised and recessed brick in geometric patterns. The cornice rests on an arcaded, corbelled architrave. Raised brick pilasters define the edge of the building. Segmentally arched window with one-over-one double hung wood sash are crowned with shouldered lintels. Brick keystones accent the arched lintels. The lintels rest on a raised band which gives the effect of a support pier dividing the windows. As with many buildings on Central Avenue, the first story storefront has been altered.

One building to the north, at 301-305 South Central [WO 10/26], begun in 1887, is the cream brick Thiel building, a double-width building with Italianate details. Constructed as one building, but originally housing two retail spaces on the first story, the building is six-bays-wide. A name block identifying the building as the "Thiel Building" is located in the center of the stepped parapet. The cornice line is highlighted by a corbelled series suggestive of dentils. Four corbelled projections visually extend from the cornice onto the wall surface. The six segmentally arched windows with one-over-one double hung wood sash are crowned with shouldered lintels. Brick keystones accent the arch lintels. The lintels rest on a raised band which gives the effect of a support pier dividing the windows. Again, the first story store front has been altered.

Classical Revival

The 1893 World's Columbian Exposition in Chicago, with its assemblage of classically inspired buildings, renewed interest in classical design. The style was particularly popular for monumental buildings (i.e. libraries, city halls, banks).⁸² Symmetry, pedimented porticos, classical orders, and monumentality all typify the Classical

⁸²Ibid.

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Revival.⁸³ The terms "NeoClassical" and "Classical Revival" can be used interchangeably.⁸⁴

A building in the Marshfield Central Avenue Historic District that exhibits Neo-Classical details is located at 204 South Maple [WO 12/7]. A simply massed, diminutive building when contrasted to the adjacent City Hall, the library features a hipped roof with a wide denticulated cornice supported by heavy brick pilasters/piers. The original main entrance is capped by a pediment resting on heavy piers. The wall surfaces are smooth red brick, punctuated by two large fixed sash windows on the main elevation, and by small high windows on the side elevations. Although it was constructed at the same time, and as part of the same project as City Hall, it functioned as its own unit as there was no way to pass from one building to the other from inside.

American Craftsman

The American Craftsman style features a "natural" aesthetic, dominated by a frequent use of wood. It developed out of the nineteenth century English Arts and Crafts movement, and was lead by Gustave Stickley in New York, and Bernard Maybeck and the Greene brothers in California.

Predominantly a domestic style, Craftsman buildings feature exteriors of brick, stucco, or stone, with contrasting belt courses, broad gable or hipped roofs, large dormers, decorative brackets or exposed rafters, prominent chimneys, and simplified Queen Anne window sash. A sunporch or pergola often complements an open front porch that is frequently supported by heavy piers. Interiors are frequently open and airy with extensive use of wood and plaster.

The railroad depot at ca. 13 North Central Avenue [WO 11/20] is a commercial vernacular building with American Craftsman style influence. The single-story early twentieth century rusticated stone passenger and freight depot is located perpendicular to Central Avenue and just south of the Wisconsin Central Railroad tracks. The large hipped roof has wide open eaves and is supported by large plain wooden brackets. The main facade includes a polygonal bay window, used by the

⁸³John C. Poppeliers. What Style Is It? (Washington, D.C.: The Preservation Press, 1983), 66-70.

⁸⁴Wyatt, Volume 2, Architecture 2-19.

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station master to sell tickets and to see trains come and go. The building is currently abandoned and most of the windows have been boarded over.

Art Deco

The term "Art Deco" is derived from the 1925 Paris "Exposition des Arts Decoratifs". Popular between 1925 and 1945 for both architecture and the decorative arts, Art Deco was characterized by angular composition, verticality, industrially inspired hard edges, and stylized geometric decoration. Buildings were ornamented with low relief details of shallow fluted columns, chevrons, and stylized sunbursts. Granite, terra cotta, and metal were popular media for decoration.⁸⁵ The style was first employed in this country by industrial designers for everything from toasters to locomotives. Art Deco was rarely used domestically. Door and window openings were areas of particular decorative attention.⁸⁶ The federal government used this style a great deal, particularly in the 1930s.

The two-story Art Deco building at 209-211 South Central Avenue [WO 11/30] features an upper story with a light brown sandstone veneer and sculptured metal relief panels above each of the six regularly spaced two-over-two double hung wood sash windows. The panels appear to have symbolic references, perhaps to various aspects of local history. This was a decorative treatment popular during the 1930s, especially in construction of government buildings. Sanborn Perris Insurance Maps from 1898 through 1946 show two buildings at this location, indicating that the present storefront was added, or this building completely rebuilt, after 1946. It may be, however, that the Sanborn maps are inaccurate, and that the remodeling was done when the Citizen's National Bank reorganized out of the American National Bank during the financially troubled 1930s. The panels depicting "Citizens" of Marshfield and the surrounding area would be more likely to date from that period than from the late 1940s.

⁸⁵Ibid., 2-34.

⁸⁶John J.-G. Blumenson. Identifying American Architecture, A Pictorial Guide to Styles and Terms 1600-1945 (Nashville, Tennessee: American Association for State and Local History, 1981), p. 77.

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Early 20th Century Commercial

The early 20th Century Commercial style, popular from 1910 to 1930, is characterized by a simply ornamented, two dimensional facade on a broad rectangular building mass. Frequently constructed of textured brick, buildings in this style may be accented with simple geometric shapes in tile, stone, or concrete. The style was used for small one-story stores and larger two- to three-story business blocks.

Stepped or shaped parapets topped with flat stone or concrete coping typically crown the buildings. The cornice is frequently accented with rectangular panels trimmed by brick soldier or header courses. Decorative brickwork may fill the interior of the panel. Soldier brick courses often ornament lintels and may define the top of the storefront.⁸⁷

Built about 1925,⁸⁸ the imposing Hotel Charles at 168-172 South Central [WO 11/2] occupies three quarters of the block on the north side of Second Street between Central and Chestnut avenues. It is a Commercial Vernacular mix of Neo-Classical and Early Twentieth Century Commercial Style design details. Executed in red brick with beige concrete contrasting features, the hotel rises three stories above Central Avenue. The elevation facing Central Avenue is four-bays-wide, twice the width of most other buildings on the street. The Third Street elevation is twenty-bays long. The cornice with concrete, coping and decorative shaped parapet, crowns the building. Denticulated pediments rest on pilasters define projecting window bays on the third story. Three concrete belt courses separate the stories. Window openings are simple; the wide belt courses serve as lintels, and narrower belt courses serve as sills.

Although the first story has been altered, it is evident that there were originally glass transoms above the glass storefronts. Retail, restaurant and lobby space occupied the first story, while hotel rooms were located on the second and third stories. The building is now used for apartments.

⁸⁷James Draeger. Early Twentieth Century Commercial Style (1910-1930). Draft. Division of Historic Preservation, State Historical Society of Wisconsin.

⁸⁸Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

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The Marshfield Central Avenue Historic District is of local significance because it contains the most intact group of buildings associated with that city's historic commercial life. The district boundaries encompass the historic commercial core of Marshfield, which has historically been centered on Central Avenue, and it is comprised of many fine intact examples of late nineteenth century and early twentieth century commercial buildings and public buildings. The designs of these buildings are representative of the most important architectural styles associated with similar buildings built within the same time period in other Wisconsin communities, and the generally high level of integrity embodies this community's history.

Local Preservation Activities

While private citizens in Marshfield have traditionally pursued preservation activities in residential neighborhoods, it has taken longer for attentions to be turned to the commercial core. In 1990, Marshfield became a Main Street Community, hired a Main Street manager and In the same year, the city received a grant from the Division of Historic Preservation to conduct an architectural and historical survey. This nomination is the culmination of findings of that survey.

Archeological Potential

The Marshfield Central Avenue Historic District has been the site of commercial development since the 1870s. Although there was a devastating fire in 1887, the district holds the potential to yield archeological information which may contribute to the understanding of the community's history. However, to date, no official or standardized archeological survey work has been conducted along Central Avenue.

9. Major Bibliographical References

Previous documentation on file (NPS):
preliminary determination of individual listing (36 CFR 67) has been requested
previously listed in the National Register
previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey #
recorded by Historic American Engineering Record #

x See continuation sheet

Primary location of additional data:
x State Historic Preservation Office
Other State agency
Federal agency
Local government
University
Other
Specify repository:
Division of Historic Preservation, Wisconsin State Historical Society

10. Geographical Data

Acreage of property 10.5 acres

UTM References

A 1/5 7/2/4/1/5/5 4/9/4/9/7/5/0 B 1/5 7/2/4/0/2/0 4/9/4/9/6/3/0
Zone Easting Northing Zone Easting Northing
C 1/5 7/2/3/9/9/0 4/9/4/9/5/4/0 D 1/5 7/2/3/9/7/0 4/9/4/9/3/6/0

Verbal Boundary Description

x See continuation sheet

Boundary Justification

x See continuation sheet

11. Form Prepared By

name/title Rebecca Sample Bernstein, Historic Preservation Consultant
organization for the City of Marshfield date July 1991
Randy Allen, City Administrator
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city or town Marshfield state WI zip code 54449

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Poppeliers, John C. What Style Is It? Washington, D.C.: The Preservation Press, 1988.

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Other Collections

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Wisconsin Inventory of Historic Places, Division of Historic Preservation, State Historical Society of Wisconsin

Vertical Files, North Wood County Historical Society, Upham Mansion Marshfield.

Vertical Files, Marshfield Public Library, East Second Street, Marshfield.

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Verbal Boundary Description

The Marshfield Central Avenue Historic District includes the dense concentration of commercial buildings built between 1887 and 1941 that line Central Avenue. On the west side of Central Avenue, the proposed district includes the 100 block of South Central Avenue. On the east side of Central Avenue, the proposed district includes the 100 block, the 200 block, and three buildings on the north edge of the 300 block of South Central Avenue; as well as the "00" block, and four buildings on the south half of the 100 block of North Central Avenue. While most of the properties in the proposed district face Central Avenue, the boundaries of the area also include the contiguous old City Hall, located on the southwest corner of East Second Street and South Maple Avenue.

Specifically, beginning at an imaginary point of beginning in the middle of South Central Avenue where First Street intersects South Central Avenue: go westerly along the middle of First Street half a block, turn south and follow the rear (west) lot lines of the 100 block on the west side of South Central Avenue to the north wall of 168-172 South Central Avenue (the old Charles Hotel). Follow the north wall to the west, at the northwest corner, turn south along the west wall to a point in the middle of West Second Street. Then turn east and go to an imaginary point at the center of the intersection of West Second Street and South Central Avenue. Turn south and follow the middle of South Central Avenue to an imaginary point at the intersection of the south wall of 315 South Central Avenue (the third building to the south from the intersection of Third Street and South Central Avenue). Turn east along the south wall of 315 South Central Avenue to the rear (east) lot line of the properties on the 300 block on the east side of South Central Avenue. Then proceed northerly along the rear lot line, across East Third Street to the rear lot line of the properties of the 200 block on the east side of South Central Avenue to the northern edge of the parking lot located on the northwest corner of Third Street and South Maple Avenue. Follow the edge of the parking lot generally southeasterly to South Maple Avenue. Turn north and follow the middle of South Maple Avenue to the middle of the intersection of East Second Street and South Maple Avenue. Turn east and proceed one half a block to the extension of the rear lot lines of the 100 block on the east side of South Central Avenue. Turn north along the rear lot lines and proceed to East First Street. Turn east and follow East First Street to South Maple Avenue. Turn north and follow South Maple Avenue to the intersection of East Depot Street and South Maple Avenue. Turn west along East Depot street and proceed one-half-block to the intersection with an imaginary extension of the rear (east) lot lines of the 100 block of the east side of North Central Avenue. Turn north and follow the rear lot line to the north lot line of Lot 3, Block D. Turn west and

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proceed to the middle of North Central Avenue. Turn south and proceed along Central Avenue to the point of beginning.

Boundary Justification

The Marshfield Central Avenue Historic District Boundaries have been established to include the highest density of commercial and institutional buildings with the highest integrity on Central Avenue in Marshfield. Twenty-seven properties are contributing, while only nine are non-contributing, for a total of thirty-six properties in the district. On the west side of South Central Avenue, the district takes in one complete block, the 100 block. To the north of the block, the district excludes an unkept open lot, while to the south, the district excludes the significantly altered 200 block. To the rear of the 100 block on the west side of South Central Avenue, the district excludes a large parking lot.

On the east side of Central Avenue, the district begins at the north with a largely unaltered block of four historic buildings. The first floor storefronts of these buildings exhibit primarily unaltered fabric. The district extend south along North and South Central Avenue, and takes in three historic properties at the north edge of the 300 block. A recent two-story, double lot storefront at 321 South Central Avenue creates a clear break in the historic fabric of the block and justifies termination of the district at its north wall.

While most of the properties in the proposed district face Central Avenue, the boundaries of the area also include the old City Hall, located on the southwest corner of East Second Street and South Maple Avenue, and the attached old Marshfield Free Library, which also faces South Maple Avenue.

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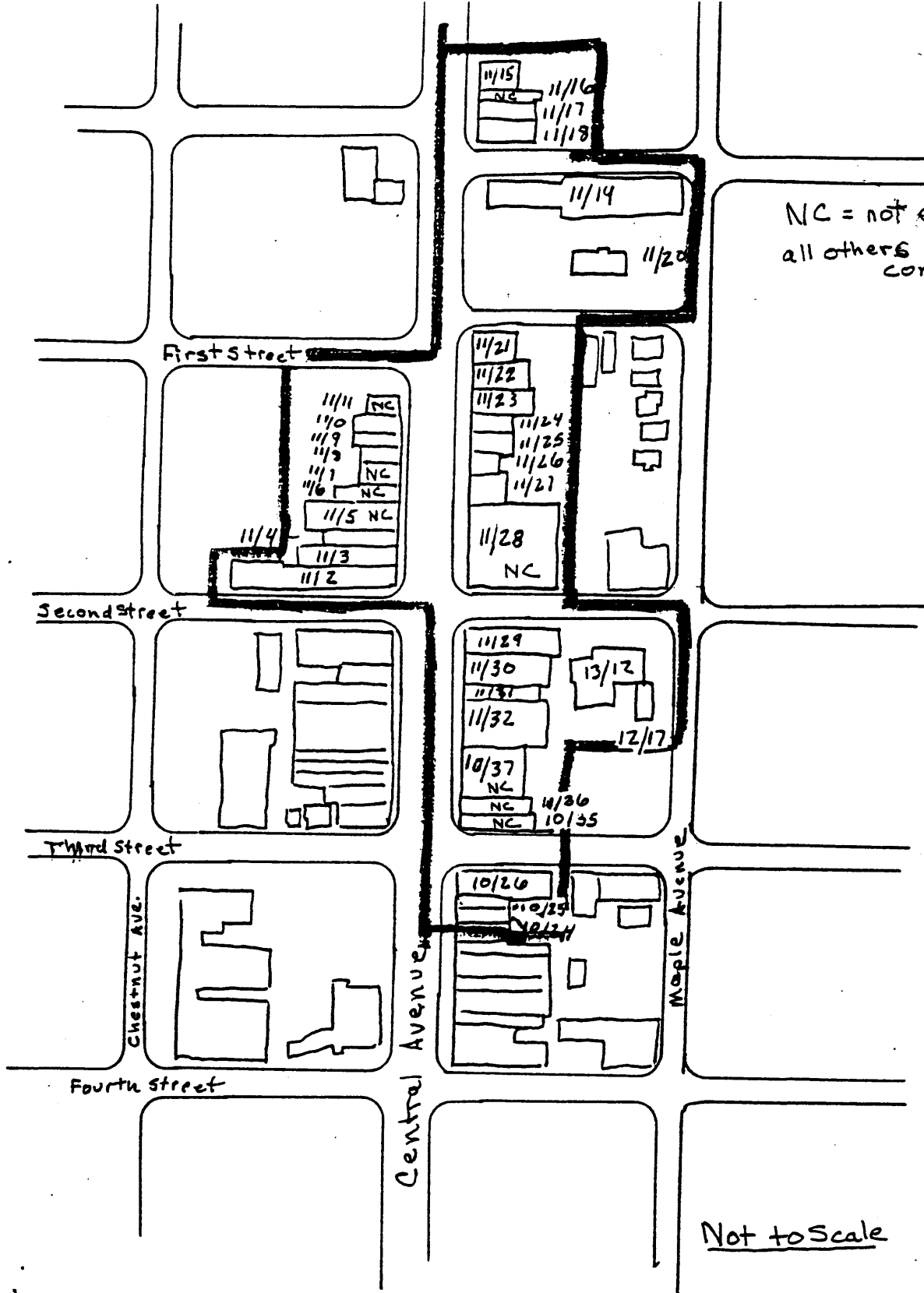
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Photographs:

Property: Marshfield Central Avenue Historic District
Location: Marshfield, Wood County, Wisconsin
Photographer: Rebecca Sample Bernstein
Date: November, 1990
Depository: State Historical Society of Wisconsin

1. East side of 100 Block, North Central Avenue, from the southwest.
2. 101 North Central Avenue, from the southwest.
3. Marshfield Depot, 109 East First Street, from the northwest.
4. East side of 100 Block, South Central Avenue, from the southwest.
5. F. Doll Building, 107-111 South Central Avenue and Noll Building, 117-121 South Central Avenue, from the northwest.
6. Noll Building, 117-121 South Central Avenue and Greisinger Building, 127 South Central, from the northwest.
7. West side of 100 block of South Central Avenue, from the southeast.
8. 126 South Central Avenue, from the east.
9. Charles Hotel, 168-172 South Central Avenue, from the southeast.
10. East side of the 200 block of South Central Avenue, from the southwest.
11. 209-211 South Central, from the northeast.
12. Thiel Building, 301 South Central, from the southwest.
13. 307 South Central, from the southwest.
14. Marshfield City Hall, 110 East Second Street, from the northeast.
15. Public Library, 204 South Maple, from the southeast.
16. East side of the 300 Block, South Central Avenue, from the southwest.



NC = not contributing
 all others are contributing

Not to Scale **NA** ↑

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