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Nat. Register of Historic Places
National Park Service

United States Department of Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Parkview Historic District

other names/site number

2. Location

street & number	644-655 College Street and 247-319 (odd only) Parkview Drive	N/A	not for publication
city or town	Milton	N/A	vicinity
state Wisconsin	code WI county Rock	code 105	zip code 53563

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally Statewide locally. (See continuation sheet for additional comments.)


Signature of certifying official/Title

4/15/2015
Date

Deputy State Historic Preservation Officer – Wisconsin

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Parkview Historic District

Rock County

Wisconsin

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register.
See continuation sheet.
 determined eligible for the National Register.
See continuation sheet.
 determined not eligible for the National Register.
See continuation sheet.
 removed from the National Register.
 other, (explain:)

Ethan H. Beall

8.3.15

for

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- structure
- site
- object

Number of Resources within Property
(Do not include previously listed resources in the count)

contributing	noncontributing
6	1 buildings
	sites
	structures
	objects
6	1 total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/financial institution

HEALTH CARE/medical business/office

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/restaurant

HEALTH CARE/medical business/office

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th and Early 20th Century American Movement

TWENTIETH CENTURY REVIVALS/Colonial Revival

Materials

(Enter categories from instructions)

foundation concrete

Walls brick

concrete block

roof asphalt

other stone

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

- _____
Commerce (A)
- _____
Architecture (C)
- _____
- _____
- _____

Period of Significance

- _____
1890-1964 (A)
- _____
1890-1941 (C)

Significant Dates

- _____
- _____
- _____

Significant Person

(Complete if Criterion B is marked)

- _____
N/A
- _____

Cultural Affiliation

- _____
N/A
- _____
- _____

Architect/Builder

- _____
- _____

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Parkview Historic District
Name of Property

Rock
County and State

Wisconsin

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

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

Primary location of additional data:

State Historic Preservation Office

- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property 2 acres

UTM References (Place additional UTM references on a continuation sheet.)

1 16 341320 4737390
Zone Easting Northing

2 16 341400 4737390
Zone Easting Northing

3 16 341400 4737280
Zone Easting Northing

4 16 341300 4737280
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Carol Lohry Cartwright	date	May 1, 2014
organization	Prepared for the City of Milton	telephone	262-473-6820
street & number	W7646 Hackett Rd.	zip code	53190
city or town	Whitewater	state	WI

Parkview Historic District

Rock

Wisconsin

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title Various; see separate list.

organization

street & number

city or town

state WI

date

telephone

zip code

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Section 7 Page 1

Parkview Historic District
Milton, Rock County, Wisconsin

Start description on line below

GENERAL DESCRIPTION

Site

The Parkview Historic District consists of a small group of primarily early twentieth century commercial buildings that make up much of the downtown of the east part of Milton, a small city in south-central Wisconsin. The east part of Milton, historically known and hereafter referred to as “old Milton,” is made up of the old community of Milton, while the west part of Milton, historically known and hereafter referred to as “old Milton Junction,” was originally the community of Milton Junction. These two communities were two separate political entities until 1969, when they merged to form the new City of Milton. Because they were two separate communities, they developed separate downtowns. Old Milton developed a small downtown around the public square or park that included the historic Milton House and related commercial storefronts and a group of commercial buildings along Parkview Drive, formerly Main Street. Old Milton Junction’s downtown developed along Merchant Row and its intersection with Vernal Avenue. The best preserved buildings of each of these downtowns are being nominated to the National Register of Historic Places as commercial historic districts. This nomination is for old Milton’s downtown located along Parkview Drive.

The buildings of the Parkview Historic District are located along Parkview Drive and College Street at the heart of the old downtown commercial district. Parkview Drive is a relatively busy street that begins downtown at the intersection of Highway 59 and continues south to the edge of town. It is a wide street that allows for angle parking in front of most buildings. Across from the district’s buildings is the large public square or park. A frontage road runs along the west side of the park and it is wide enough for two rows of angle parking. College Street begins at Parkview Drive and runs west into the residential area of old Milton. It is a standard sized residential street except along the first block that sits in this district. In this area it is wider with room enough for angle parking on the north side and parallel parking on the south side.

The district’s buildings sit on relatively flat terrain that continues north, south, and east of the district. Just west of the district’s boundary, College Street rises sharply to a high point a few blocks away. Because the district is commercial, the buildings are in close proximity to each other, although they do not share party walls. Alleys and very narrow strips of land separate the buildings in the district.

Landscaping in the district is sparse. No street trees are located along the sidewalks that run from the front of most buildings to the curbs and gutters of both Parkview Drive and College Street. A few small strips of lawn sit between some of the buildings and alleys, and other vacant land is paved with asphalt or concrete. A few shrubs decorate two of the buildings along College Street and there are small lawn strips between the sidewalk and two buildings on the south side of the street.

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Parkview Historic District
Milton, Rock County, Wisconsin

The cohesiveness of this district is readily apparent by examining both the nature of the buildings inside of the district boundaries and those outside of the district boundaries. Within the district there are seven buildings, of which six are contributing. Almost all of the buildings are two-stories in height and constructed of popular early twentieth century building materials. Two of the buildings were constructed by a local builder who used similar materials and methods of construction for each and two other buildings feature unusual rusticated concrete block construction.

Outside of the district boundaries, there are distinct differences in the buildings and/or the landscape. To the east of the district is the large park or public square. To the west of the district is a large historic residential neighborhood. To the south, there is a large modern bank building that ends the historic downtown streetscape. To the north, there are additional older commercial buildings, but right next to the district, a very large commercial building has been altered with a mid-twentieth century front and has lost its historic integrity. The few commercial buildings north of this major intrusion do not have sufficient size, scale, or historic character to merit inclusion into the district. The result is a small, compact district that represents the heart of old Milton's downtown business district during the period of significance.

Description of Contributing Buildings

Dunn Block
247-251 N. Parkview Drive
Commercial Vernacular, 1890

The Dunn Block is the oldest building in the district. It is a two-story, double-storefront commercial block veneered in cream brick with mid-twentieth century remodeled storefronts. The building is commercial vernacular with details that suggest the Italianate style as seen in many commercial buildings in Wisconsin. The simply-decorated cornice has a classical frieze and simple brackets. The window openings of the second story, both on the main facade and south side, are segmentally arched. Partially enclosed, the openings are filled with single-light, double-hung sash windows. A row of round-arched window openings is located at the first story of the south side of the building. The other side (north) of the building is similar to the College Street side having round arched windows on the first floor with segmentally-arched windows above.

The storefronts of the main facade appear to have been altered in the mid-twentieth century and are identical. They have recessed central entrances flanked by large show windows and have metal structural components. Brick veneer in a tan color cover the storefront bulkheads and corner pilasters. Fixed awnings cover the transom areas of the storefronts. The north storefront has a large individually-lettered sign on a wood backdrop with a ribbon-shaped sign above. The south storefront has a flat painted wood sign that sits on an identical wood backdrop.

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Parkview Historic District
Milton, Rock County, Wisconsin

Maxon-Crandall Block
644-650 College Street
Commercial Vernacular, 1915

A devastating fire that threatened to spread to a nearby residential neighborhood destroyed the buildings on this site in December of 1914. Owners Harry Crandall and W. B. Maxon hired local builder, William Whittet, to construct a large three-storefront block to house their businesses. Whittet built a two-story block with cream brick side and rear walls and a facing on the main elevation of dark red brick. A simple projecting, pressed metal cornice spans the entire building and features brackets, dentils, and rows of repeating classical motifs. Under the cornice and above the second floor windows there is a belt course of raised brick headers in an elongated fret band pattern. The upper level openings are filled with single-light sashes. On the western end of the building the windows are symmetrically spaced. The openings at the center of the building feature a larger central window flanked by slightly smaller windows. Along the east end of the building, the windows are paired at the center and are flanked by individual windows.

Of the three storefronts, the size and type of the east, and largest, storefront is mostly intact, although it is a metal and glass storefront that dates from the mid-twentieth century. It has a recessed central entrance flanked by large show windows. The cast iron lintel is extant and there is a large, fixed cloth awning. The middle storefront has been enclosed with vertical board and batten siding, modern sliding windows, and a modern pedestrian door. The storefront is topped with a modern wood and asphalt shingled overhang. A similar overhang covers the partially stucco-enclosed storefront at the west end of the building. This storefront has a recessed entrance with a modern wood and glass door, medium-sized show windows sitting on tall bulkheads, and a modern steel door at the east end that leads to the second floor.

Rogers-Crosley-Whittet Block
311-319 Parkview Drive
Commercial Vernacular, 1916

William Whittet constructed this three-storefront block that replaced two frame buildings and the small, brick-veneered post office building in 1916. Similar to the Maxon-Crandall Block that Whittet had built the previous year, this two-story building has a veneer of dark red bricks on the front, or main, facade. Instead of an applied cornice, there is a wide course of alternately raised and recessed headers in the cornice area of all three sections of the building. Shallow brick pilasters also decorate the simple Commercial Vernacular building. Window openings on the second story are symmetrical and are filled with single-light, double-hung sashes decorated with simple flat stone lintels.

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Parkview Historic District
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All three storefronts have been partially enclosed. The two southernmost storefronts are enclosed with stucco panels, medium-sized windows, and a modern pedestrian door. Fixed awnings cover the transom areas. The north storefront is similarly enclosed but its replacement show windows are taller.

Lipke Brothers Block
645 College Street
Commercial Vernacular, 1921

This building was constructed as a new facility for the Lipke Brothers agricultural implement business, which had been housed in a large frame structure. The two-story building is constructed of rusticated-face, formed concrete blocks. On the main (north) facade, the building is decorated with chisel-face, formed concrete block pilasters that define the three bays of the building. There is no defined parapet along the flat roof and there is a very narrow step down at the top of the side wall.

Window openings on both the first and second stories of the main façade and both sides of the building are symmetrical and enclosed with vertical wood paneling or plywood. The concrete sills and lintels remain. On the main facade, there is one vehicle door and one large display window on the first story. These openings are covered with wooden doors and have wide concrete lintels. A small office is located at the northeast corner of the building. It has a wood and glass door and concrete lintel at the front with a large display window at the side, now covered with wood.

Attached to the rear elevation and wrapping slightly around the west elevation of the building is a mid-twentieth century addition, also constructed of concrete blocks, but they are not rusticated. Since the building is constructed into a rise on the south elevation, this addition appears to be one-story in height along the rear elevation but rises to two-stories in height when it wraps around the west elevation. Attached to the east elevation of the addition along the south wall of the building, there is a small one-story frame ell that sits along both the addition and the main building.

Babcock Dental Office
649 College Street
Commercial Vernacular, 1922

The construction of the nearby Lipke Brothers Block may have influenced the appearance and construction of this building. Like the Lipke Brothers Block, this small, one-story, dental office building is constructed of concrete blocks. The walls are rusticated-face while the pilasters are chisel-face formed block. The pilasters accent the sides of the raised parapet on the main (north) facade. This front wall has three openings: a main entrance with a modern glass and wood door sheltered with

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Parkview Historic District
Milton, Rock County, Wisconsin

a suspended, flat awning; a single-light, double-hung sash window to the east of the main entrance; and a larger window at the east end next to the pilaster. All of the openings around the entire building have concrete lintels. On the west facade, there is a standard-sized, mid-twentieth century sash window and a much smaller sash window. On the rear, or south facade, there is a similar standard-sized sash window and a wood and glass door.

Crosley Medical Office
655 College Street
Colonial Revival, 1941

This small, one-story medical office building has Colonial Revival style features; the style would become popular for downtown storefronts during the mid-twentieth century. The building has a T-shape plan with a taller side gable section fronting College Street and a long, end-gabled wing projecting to the rear.

The front section of the building is the main office section and it is where the architectural decoration is located. This section is clad with dark red brick veneer and a steeply-pitched gable roofline. The main entrance has a frontispiece with broken pediment, dentils, frieze and pilasters and there is a raised gable above the entrance that projects above the roof eaves. Two sets of casement windows are west of the entrance. They feature multiple horizontal glass panes and are decorated with interior shutters. The main entry door is a modern glass and steel door.

Projecting south from the front section, the rear wing is constructed of plain tan bricks. Small, symmetrical windows sit right under the roofline along the side and rear walls of the wing. The wing also has a perpendicular gable roof and its rear gable is clad with vinyl siding.

Non-Contributing Building

T.I. Place Building
301 Parkview Drive, c1875

This building is non-contributing to the district due to extensive alterations which have diminished the historic integrity of the building.

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Parkview Historic District
Milton, Rock County, Wisconsin

Building Inventory

<i>Address</i>	<i>Name</i>	<i>Date of Construction</i>	<i>Status*</i>
644-650 College Street	Maxon-Crandall Block	1915 ¹	C
645 College Street	Lipke Brothers Block	1921 ²	C
649 College Street	Babcock Dental Office	1922 ³	C
655 College Street	Crosley Medical Office	1941 ⁴	C
247-251 Parkview Dr.	Dunn Block	1890 ⁵	C
301 Parkview Dr.	T. I. Place Building	c.1875 ⁶	NC
311-319 Parkview Dr.	Rogers-Crosley-Whittet Block	1916 ⁷	C

*C = Contributing; NC = Non-contributing

___ End of Description of Physical Appearance

¹ Tax Rolls for Milton, on file in the Rock County Courthouse, Janesville, Wisconsin; "Fire Wipes out Business Places," *Milton Journal-Telephone*, December 21, 1914, 1; *Milton Journal-Telephone*, April 15, 1915, 4.

² *Janesville Gazette*, August 15, 1921, 6.

³ "Milton Landmark Razed for Office," *Janesville Gazette*, July 17, 1922, 13.

⁴ Milton Bicentennial Committee, *The Bicentennial History of Milton* (Milton: Milton Printers, 1976), 44.

⁵ Tax Rolls for Milton; *Milton Telephone*, April 8, 1890, 5.

⁶ Milton Bicentennial Committee, 49. Building moved to this site.

⁷ "Milton to Have Building Boom," *Milton Journal-Telephone*, March 23, 1916, 1.

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Parkview Historic District
Milton, Rock County, Wisconsin

___ Insert Statement of Significance

SIGNIFICANCE

The Parkview Historic District is being nominated to the National Register of Historic Places under Criteria A and C. It is locally significant under Criterion A in the area of Commerce for its association with the growth and development of commercial activities in old Milton during the period of significance between 1890 and 1964. The district housed all of the typical businesses of small downtowns during this period, including food, hardware, clothing and drug stores, along with professional services affiliated with downtowns, including the post office and medical offices. Together, these businesses created the core of old Milton's downtown commercial district.

The district is also being nominated to the National Register of Historic Places under Criterion C locally significant in the area of Architecture because it contains the best collection of commercial architecture in old Milton. The district's buildings are largely vernacular, but have details that suggest popular styles of the eras in which they were built. In particular, the district has buildings constructed with formed concrete blocks that add to the distinctive historic appearance of this district.

Period of Significance

The period of significance for the area of Commerce is 1890-1964. The year 1890 was the first date of construction of the contributing buildings in the district and began the period when the downtown commercial district was rebuilt with modern commercial buildings. The year 1964 is the standard 50 year significance end date for the National Register of Historic Places, and in this case, corresponds to the decline of traditional retailing and services in this downtown area.

The period of significance for the area of Architecture begins in 1890, the date of construction of the first contributing building in the district and ends in 1941, the date the last contributing building in the district was constructed.

Area of Significance: Commerce

The Parkview Historic District is locally significant for commerce because a majority of the growth and development of commercial activities of this part of Milton took place within these buildings during the period of significance. Specifically, significant activities took place in this district during the 1910s and 1920s that had a dramatic effect on the physical appearance of old Milton's downtown, and are responsible for its appearance today.

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Parkview Historic District
Milton, Rock County, Wisconsin

As stated earlier in this nomination, the modern city of Milton was formed from two distinct communities that gradually grew together physically over the late nineteenth and early twentieth centuries and were joined together politically in 1969. The east part of today's Milton is referred to in this nomination as old Milton, while the west part of Milton was the separate community known as Milton Junction. Because they were two communities, two downtowns developed in each community. In old Milton the commercial area originally surrounded the town square or park and in Milton Junction, the commercial area developed along Merchant Row and Vernal Avenue. It is the commercial core of old Milton that is included in this historic district.

Milton's most important pioneer, Joseph Goodrich, began the earliest commercial activity in Milton. In 1838, he built a small half-timber house and began operating a general store for other pioneers. Goodrich also used his small house as an inn. Soon, he moved a log cabin to the site as an annex for the original house to create more room for his inn and store. In 1844, Goodrich built the first two stories of the hexagonal-shaped Milton House. He used a homemade form of concrete called grout, making this building not just unusual for its shape, but for its building materials. Goodrich operated both a store and inn in this new building.⁸

With two other pioneers, Peter McEwan and Nathan Storrs, Goodrich formed a settlement that was built around a large town square. By 1846, the small business community included three general stores, a drug store, an agricultural implement shop, two blacksmith shops, a carpenter shop, two boot and shoe shops, a tailor shop, and a cooper shop. After the rail line came to old Milton in 1852, the population boomed by 300 people and by 1856, the downtown of old Milton consisted of five general stores, one grocery store, four carpenter shops, two blacksmith shops, a wagon shop, a harness shop, a hardware or tin shop, a lumber yard, and several grain warehouses. These businesses were located along Parkview Drive, or what was then called Main Street, and in buildings near to and attached to the Milton House across the square to the north east.⁹

By 1900, old Milton's commercial district had grown as large as it would become during the historic period. The Milton House and its attached storefronts created one part of the downtown at the northeast corner of the town square while several commercial buildings along Parkview Drive (Main Street) and College Street made up the other part of old Milton's downtown. By the mid-twentieth century, the Milton House storefronts were vacant and eventually demolished. Historic photographs show that the buildings along Parkview Drive and College Street were primarily of frame construction

⁸ Carol Lohry Cartwright, *Architectural and Historical Survey of Milton, Wisconsin* (Milton: Milton Historic Preservation Commission, 2013), 43.

⁹ Cartwright, 43-44.

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Parkview Historic District
Milton, Rock County, Wisconsin

with clapboard siding with simple front gable forms or “boomtown” facades. This appearance would change dramatically after 1900 and would result in the historic district as it appears today.¹⁰

The first major change to Parkview Drive came in 1890 with the construction of a large brick building, the Dunn Block (247-251 Parkview Drive). The Dunn Block was not only important architecturally along Parkview Drive, being one of the largest buildings of the reconstruction of this street, but it housed an important business, one that remained for a number of years. Frederick Dunn began a retail career working in the general store of Robert Williams, who was to become his father-in-law. In 1887, he opened his own clothing store and completed the Dunn Block in 1890 to house both his own business and that of his father-in-law. Williams’ general store did not last a long time as general stores were fading in this era, but in 1894, George Boss became a partner in Dunn’s business. Dunn and Boss created a successful and significant retail partnership that operated for almost 30 years, anchoring the business district in this part of old Milton.¹¹

Even longer lasting in the district were the businesses established in the Crandall-Maxon Block (644-650 College Street). This building was constructed after a fire destroyed two separate retail buildings on this site in 1914. One of the businesses was Harry Crandall’s meat market, the current owner of a business that dated back to at least 1894. The larger building to the east of Crandall’s market was the W. B. Maxon Hardware Store, another business that dated back to at least 1894. When both buildings burned, the owners, Crandall and Maxon decided to build a multi-storefront block to house both businesses. Crandall continued his meat market in the building until the 1930s. It was then used for a related grocery store for several decades. Maxon operated his hardware store in the new building until 1934, but the hardware store remained in operation well into the late twentieth century under a series of new owners. This hardware store was one of the longest-lived businesses to ever operate in old Milton. Both of these businesses add to the significance of the district as long-time businesses that carried on even after a devastating fire might have ended them entirely. The hardware store, in particular, was an anchor business in old Milton’s commercial district for much of the twentieth century.¹²

An almost identical retail building was constructed by the same builder, William H. Whittet, who constructed the Crandall-Maxon Block. Whittet was a one-third owner in the new block (Rogers-Crosley-Whittet Block, 311-319 Parkview Drive) and built the new three-storefront block, in part, to provide new quarters for the post office, which did locate in Whittet’s portion of the building (north end), remaining there until 1956. Dr. George Crosley was a local physician who invested in another third of this building (center section), locating his office there above a drug store, which was typical

¹⁰ Cartwright, 44.

¹¹ Cartwright, 53.

¹² Cartwright, 53-54.

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Parkview Historic District
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during the period. Dr. Crosley only owned his share of the building for a few years, but the drug store below his offices continued into the mid-twentieth century. In the south end of the building, Walter Rogers located his ice cream shop, which he operated for many years.¹³

The Rogers-Crosley-Whittet Block adds to the commercial significance of the district because it was a multi-purpose commercial building housing retail and professional services. And, while not technically a retail service, the long-time location of the post office in this block was important to commercial activity in the downtown. Trips to the post office would often be a catalyst for retail trade during the historic period.

Together, the Dunn Block, the Crandall-Maxon Block, and the Rogers-Crosley-Whittet Block gave the commercial district of old Milton an important face-lift that helped maintain the community's retail sector. The older, mostly frame buildings of old Milton's commercial area may have discouraged retail development during the twentieth century, but these three attractive, "fire-proof," buildings gave old "Main Street" a new life that helped extend the longevity of retail trade in the twentieth century.

The three remaining contributing buildings in this district also add to the overall commercial significant of this district, one for important long-time retail services in Milton and the other two for important professional services that were associated in commercial districts throughout much of the twentieth century.

The large Lipke Brothers agricultural equipment dealership (645 College Street) was completed in 1922 for a retail business that had importance in this partially farmer's town during the twentieth century. Milton was, and is, located in an area of intensive farming having farmland of exceptional quality. The size of the Lipke Brothers' new implement building suggests the success of this retail business. It also suggests the transition of farmers to larger mechanical equipment being developed for agricultural needs, including tractors and harvesters. This building replaced a much smaller, frame, building on this site and the Lipke Brothers remained in business here throughout much of the twentieth century. As such, it adds significance to the commercial history of old Milton's downtown.

Professional services went hand-in-hand with retail businesses in historic downtowns and included legal and medical services. Dr. George Crosley experimented with a downtown location in 1916, when he became a partner in the Rogers-Crosley-Whittet Block on Parkview Drive. Although he returned his offices to his home a few years later, by 1941, he realized the need for a modern clinic and again chose the downtown for its location. By this time, Crosley had a partner, Dr. Milton Davis, a growing trend in medical clinics during the mid-twentieth century. Crosley built a modern clinic at

¹³ Cartwright, 54, 63.

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Parkview Historic District
Milton, Rock County, Wisconsin

655 College Street, and after his death in 1955, Dr. Davis continued to practice here with other partners for a number of years.¹⁴

The Crosley Medical Office is a good representative of clinics during the mid-twentieth century. Instead of single offices with one examining room, these “modern” clinics had large office spaces and multiple examination rooms. The rear wing of this building is very typical of clinic design from this era, while the front Colonial appearance maintains the façade of a doctor’s home office. While this building is small, it is a very good and intact example of a medical clinic from this era and adds to the commercial significance of this district.

The unusual Babcock Dental Office building (649 College Street), built in 1922, is not just notable because it is constructed of rusticated concrete blocks, but also because it is a separate building constructed only for a dental practice. At that time, most dental offices were located in the upper floors of commercial buildings, even in large communities. And, while many medical offices moved out of downtowns and into separate clinic buildings by the mid-twentieth century, dentists typically remained in the upper floors of commercial buildings for several more decades. That is why this building has an unusual history that adds to the overall commercial significance of this district.

Summary

The Parkview Historic District is historically significant at the local level in the area of Commerce. Its buildings housed a broad and important range of retail businesses and professional services that made up this part of Milton’s most important area for commercial development. Most of the stores and services necessary to sustain a community were located in this district, from clothing to medical services. The physical redevelopment of this commercial area between 1890 and 1922, which gave the district much of its current appearance, was instrumental in retaining a thriving commercial downtown for old Milton, especially when there was another thriving commercial district only a mile away in Milton Junction. It was in these buildings that significant commercial activities took place that had an impact on Milton during much of the twentieth century.

Area of Significance: Architecture

The Parkview Historic District is locally significant as an architecturally cohesive collection of buildings representing a small commercial core from the late nineteenth- to early twentieth-centuries. They reflect the growth and development of commercial enterprises during a key period in Milton’s history when older, often frame-constructed, buildings were replaced with modern brick and concrete

¹⁴ Cartwright, 56-57.

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Parkview Historic District
Milton, Rock County, Wisconsin

block buildings. Buildings were typically replaced either due to fire or to a desire to upgrade and enlarge commercial spaces.

According to Wisconsin's *Cultural Resources Management Plan*, Commercial Vernacular (or Vernacular Commercial) is a stylistic term that is applied to "simply-designed commercial buildings of the late nineteenth and early twentieth centuries." These buildings have several common characteristics including: large retail show windows on the first story; simple wood and glass doors; simple applied cornices with classically-influenced details such as plain brackets, dentils, modillions or molded panels; or brick corbeling and/or belt courses in place of cornices. Window openings on upper floors are simple, the only decoration commonly being segmental brick arches or flat stone lintels. Because they are not overly stylistic, Commercial Vernacular buildings are usually only significant when they have a high level of integrity with many historic details intact or when they are grouped together in a distinctive-looking historic district.¹⁵

The buildings of the Parkview Historic District are architecturally significant at the local level because together, they form a distinctive-looking historic district. The oldest contributing building in this district, the Dunn Block (247-251 Parkview Drive) is a good late nineteenth century example of the commercial vernacular style. The simple details of this well-constructed cream brick block suggest the Italianate style popular with commercial buildings constructed in 1890. It suggests this style with its simple cornice with brackets and segmentally-arched window openings.

While the Dunn Block adds to the architectural significance of the district as a good example of the late nineteenth century Commercial Vernacular style, the remaining contributing buildings of the district, being of post-1910 construction, add to the significance of the district for their twentieth century Commercial Vernacular appearance. By the time these buildings were constructed, new architectural motifs and building materials were in vogue. The Dunn Block is typical of nineteenth century commercial buildings in southeastern Wisconsin because it was built of cream bricks, probably locally produced. During the early twentieth century, though, local brickyards were closing due to heavy competition from large brickyards in other areas of the Midwest that could ship inexpensive bricks by rail. These new bricks came in many colors and the use of different shades of brown or dark red bricks for facing commercial buildings became popular.

This new trend is seen in the red brick veneer of the two large, three-storefront blocks built in 1915 and 1916. Both built by notable local builder, William Whittet, the two blocks have similar details and no longer reflect the older Italianate style, but the popular Classical Revival style of the time. Especially on the Maxon-Crandall Block (644-650 College Street), the references to this style are

¹⁵ Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin* (Madison: State Historical Society of Wisconsin, 1986), Architecture, 3-10.

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Parkview Historic District
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clear. The raised belt course above the second story windows has an elongated classical fret band pattern and the applied cornice is decorated with many classical motifs. The pilasters, brick corbeling at the cornice, and heavy flat lintels over second story windows of the Rogers-Crosley-Whittet Block (311-319 Parkview Drive) also suggest the Classical Revival style. In both cases, the use of popular red brick instead of cream brick and the classical details make them stand out as distinctive in this small district.

The two buildings in the district that are constructed of rustic-faced, formed concrete blocks, the Lipke Brothers Block (645 College Street) and the Babcock Dental Office (649 College Street), also show distinctive similarities, even though they are very different in size. Although a common builder could not be identified, the similarities of the building materials and methods of construction of these buildings strongly suggest the same contractor built both of them. The buildings have little decoration, but the pilasters on both buildings suggest a classical motif that fits in with their 1920s construction period.

The use of formed concrete block in two buildings in this district adds to its architectural character. Although the use of old forms of concrete date back to the Roman Empire, and a form of concrete called grout was invented and popularized briefly in Milton at the Milton House, modern poured concrete and concrete block construction did not become widely popular until the very late nineteenth century after the introduction of Portland Cement. After 1900, the use of concrete in blocks became popular. Builders could purchase commercially manufactured block presses and, by the 1910s and 1920s, the use of concrete blocks, particularly in building foundations, became commonplace. Many makers of concrete blocks and mail-order house kits promoted the use of concrete blocks for houses and other buildings, but it was not as popular as wood or brick construction. The early concrete blocks were almost always given a "rusticated" appearance to mimic stone, a construction material people were more familiar with, but by the mid-twentieth century, most concrete blocks were made with smooth faces. At this time, concrete blocks became very popular for building foundations and for the construction of industrial and institutional buildings.¹⁶

The buildings of this district constructed of formed concrete blocks (Lipke Brothers Block, Babcock Dental Office) are fine examples of this type of construction. The large size and scale of the Lipke Brothers Block is of particular architectural interest for the use of this material as bricks would have been more common in this type of building. Both buildings have a high quality of concrete block construction that has held up well for over 90 years. The modern concrete block addition to the Lipke Brothers Block contrasts with the original block construction of the building, illustrating the beauty of the older blocks and the fine workmanship of the original building.

¹⁶ Wyatt, *Cultural Resource Management Plan*, Architecture, 4-9.

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Parkview Historic District
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Also adding to the architectural significance of this district is the small medical office at 655 College Street. Built in 1941, this building is an example of the emerging popularity of the Colonial Revival style in commercial storefronts and small commercial and office buildings that would lead to a resurgence of the style during the 1950s and 1960s. During this period, many storefronts were remodeled with colonial details, such as pediments and multi-light windows, and many small office buildings were constructed with Colonial Revival style motifs. The Crosley Medical Office is a good example of an early version of the resurgence of this architectural style in commercial buildings.

Summary

The Parkview Historic District is locally significant in the area of architecture because the form and massing of the buildings, their related Commercial Vernacular stylistic elements, and their distinctive building materials and construction methods give this group of commercial buildings a feeling of a cohesive historic commercial area that stands out in the community. The buildings are representative of the common forms and architectural features seen in many of Wisconsin's small town commercial districts of the late nineteenth and early twentieth centuries, but with their own distinctive building materials and methods of construction.

Integrity

Like most small downtowns, the buildings of this district have undergone some changes due to remodeling, especially in the storefronts. But, because of the overall cohesiveness of the district resulting from the similar form and massing of the buildings, the similar style details, and the use of similar building materials and methods, these alterations do not significantly detract from the overall architectural or historical significance of the district. The buildings, as a whole, still possess enough historic character to justify its Commercial Vernacular architectural significance and its commercial historical significance. Specifically, many important historic details of the contributing buildings are extant so that overall, the contributing buildings still reflect the historic feeling of an intact downtown commercial district.

Statement of Archeological Potential

It is unknown if Native American resources may be extant within the boundaries of the district in Milton; archaeological potential within the district remains unassessed.

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Parkview Historic District
Milton, Rock County, Wisconsin

Preservation Activities

The City of Milton is actively participating in the Certified Local Government program having applied for and received grants in 2012 for intensive survey and in 2013 for the completion of National Register nominations. In listing this district, the Milton Commission hopes that building owners will take advantage of historic rehabilitation tax credits and/or other incentives to maintain and restore their properties.

Acknowledgments

This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, or disability or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, National Park Service, 1849 C Street NW, Washington, DC 20240.

The activity that is the subject of this Nomination has been financed entirely with Federal Funds from the National Park Service, U.S. Department of the Interior, and administered by the Wisconsin Historical Society. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the Wisconsin Historical Society. Nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the Wisconsin Historical Society.

___ End of Statement of Significance

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National Park Service

National Register of Historic Places
Continuation Sheet

Section 9 Page 1

Parkview Historic District
Milton, Rock County, Wisconsin

___Insert References

MAJOR BIBLIOGRAPHIC REFERENCES

Cartwright, Carol Lohry. *Architectural and Historical Survey of Milton, Wisconsin*. Milton: Milton Historic Preservation Commission, 2013.

“Fire Wipes out Business Places.” *Milton Journal-Telephone*, December 21, 1914.

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Milton Journal-Telephone, April 15, 1915.

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Milton Telephone, April 8, 1890.

“Milton to Have Building Boom.” *Milton Journal-Telephone*, March 23, 1916.

Tax Rolls for Milton. On file in the Rock County Courthouse, Janesville, Wisconsin.

Wyatt, Barbara , ed. *Cultural Resource Management in Wisconsin*. Madison: State Historical Society of Wisconsin, 1986.

___End of References

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Section 10 Page 1

Parkview Historic District
Milton, Rock County, Wisconsin

___ Insert Boundary Descriptions

Verbal Boundary Description:

Beginning at the intersection of the west curb line of Parkview Drive and the north lot line of 247-251 Parkview Drive, then west along the north lot line of 247-251 Parkview Drive to the west lot line of 247-251 Parkview Drive, then south along this line to the north curb line of College Street, then west along this line to the east lot line of 644-650 College Street, then north along this line to the north lot line of 644-650 College Street, then west along this line to the west lot line of 644-650 College Street, then south along this line to the south curb line of College Street, then west along this line to the west lot line of 645 College Street, then south along this line to the rear lot lines of 645 College Street and 317-319 Parkview Drive, then east along this line to the west curb line of Parkview Drive, then north along this line to the point of beginning.

Boundary Justification:

The district boundaries were determined to encompass the most intact group of historic commercial buildings in old Milton's downtown. To the east is a large park, part of the old Milton Town Square. To the north are commercial buildings that have lost too much integrity to be included within the district boundaries. To the west is the beginning of a residential neighborhood and the end of downtown. To the south is a modern bank building and other buildings of mixed uses. The result is a cohesive district without extraneous non-contributing properties.

___ End of Boundary Descriptions

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National Park Service

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Continuation Sheet

Section photos Page 1

Parkview Historic District
Milton, Rock County, Wisconsin

___Insert Photo Descriptions

Name of Property: Parkview Historic District
City or Vicinity: Milton
County: Rock County
State: WI
Name of Photographer: Carol Lohry Cartwright
Date of Photographs: May, 2014
Location of Original Digital Files: Wisconsin Historical Society, Division of Historic Preservation,
816 State Street, Madison, WI 53706

WI_Rock County_Parkview Historic District_0001
Parkview Drive, west side, camera facing northwest

WI_Rock County_Parkview Historic District_0002
Parkview Drive and College Street, camera facing northwest

WI_Rock County_Parkview Historic District_0003
644-650 College Street, camera facing northeast

WI_Rock County_Parkview Historic District_0004
655, 649, 645 (L-R) College Street, camera facing southwest

WI_Rock County_Parkview Historic District_0005
645-655 College Street and 301 Parkview Drive, camera facing southeast

___End of Photo Descriptions

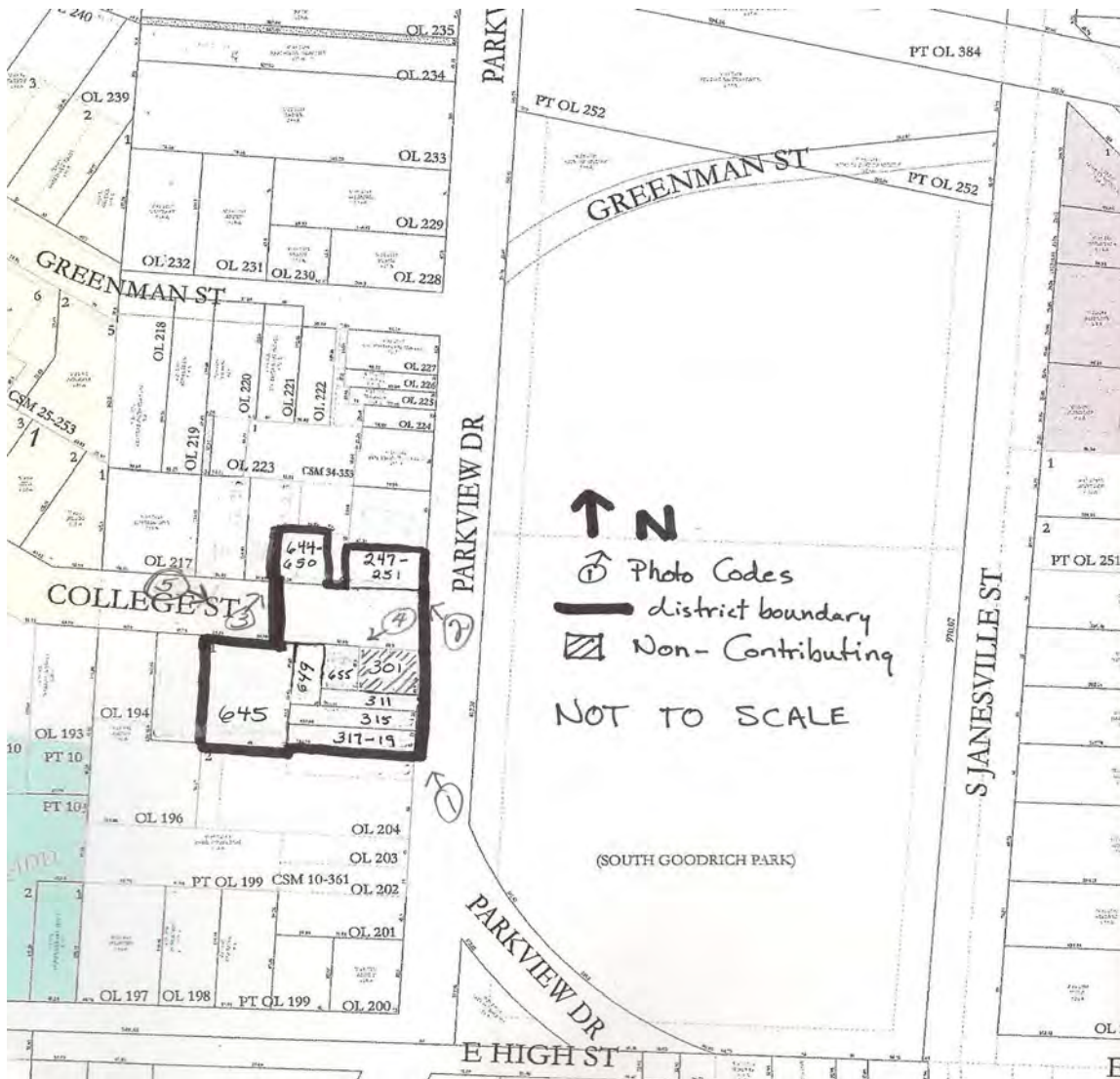
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National Park Service

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Section figures Page 1

Parkview Historic District
Milton, Rock County, Wisconsin

PARKVIEW HISTORIC DISTRICT MAP and PHOTO KEY
MILTON, ROCK COUNTY, WISCONSIN





The Cave Bar
319 Parkview Drive



Breakfast
Parkview Cafe
Lunch

MILTON FAMILY DENTISTRY
D.D. DUBOIS, D.D.S.

PIZZA
ITALIAN FOOD

THE CAVE BAR





The Catwalk Salon
800-858-1243

644

646

American Awards & Permissions



695

COASTAL CLEAN



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Parkview Historic District

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, Rock

DATE RECEIVED: 6/19/15 DATE OF PENDING LIST: 7/07/15
DATE OF 16TH DAY: 7/22/15 DATE OF 45TH DAY: 8/04/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000505

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 8-3-15 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

RECEIVED

FEB 13 2015

DIV HIST PRES

STATE REPRESENTATIVE
ANDY JORGENSEN

43rd ASSEMBLY DISTRICT • ASSEMBLY DEMOCRATIC CAUCUS CHAIR

February 4, 2015

Jim Draeger
816 State Street
Madison, WI 53706

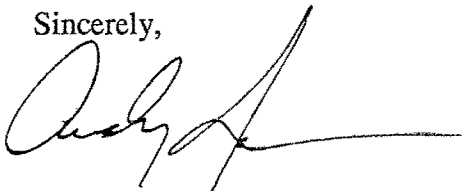
Dear Jim,

Thank you for notifying my office with the Wisconsin Historic Preservation Review Board's considerations for nomination to the Wisconsin State Register of Historic Places and the National Register of Historic Places. It is a privilege serving in the Wisconsin State Assembly and I appreciate the time you took to notify me of the potential nominations from my district.

It is exciting to hear that Milton has four different locations under consideration for this honor. Historical landmarks help bring tourism to cities like Milton and I appreciate the Board including these historic sites in their consideration. Communication is essential to me serving you well and I look forward to working with the Wisconsin Historical Society on this in the future.

Thank you again for providing my office with this exciting news, Jim. I truly appreciate the time the Wisconsin Historical Society took to contact me about the potential nominations. Please know that I am always willing to have a conversation and listen to the Wisconsin Historical Society regarding this or any other matter of importance.

Sincerely,



ANDY JORGENSEN
State Representative
43rd Assembly District





WISCONSIN
HISTORICAL
SOCIETY

RECEIVED 2280

JUN 19 2015

Nat. Register of Historic Places
National Park Service

TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin

SUBJECT: National Register Nomination

The following materials are submitted on this 15th day of June 2015,
for the nomination of the Parkview Historic District to the National Register of Historic
Places:

1 Original National Register of Historic Places Nomination Form

1 CD with NRHP Nomination Form Word Document

 Multiple Property Nomination form

5 Photograph(s)

1 CD with electronic images

1 USGS map(s)

1 Sketch map(s)/figure(s)/exhibit(s)

1 Piece(s) of correspondence: for original correspondence, see
Merchant Row Historic District, Milton, Rock County, WI
nomination

 Other _____

COMMENTS:

 Please insure that this nomination is reviewed

 This property has been certified under 36 CFR 67

 The enclosed owner objection(s) do _____ do not _____
constitute a majority of property owners.

 Other: _____