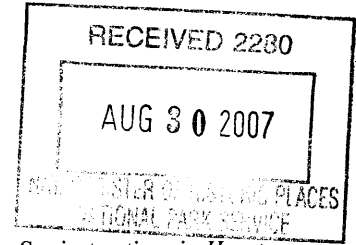


1086



**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**

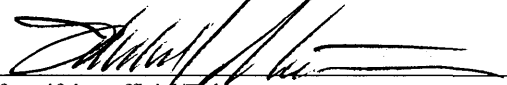
**historic name** Water Street Historic District  
**other names/site number**

**2. Location**

<b>street &amp; number</b>	402-436 and 401-421 Water Street	N/A	<b>not for publication</b>
<b>city or town</b>	Eau Claire	N/A	<b>vicinity</b>
<b>state</b> Wisconsin	<b>code</b> WI	<b>county</b> Eau Claire	<b>code</b> 035
			<b>zip code</b> 54701

**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

8/28/07  
Date

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

Water Street Historic District

Eau Claire

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:)

*Edson H. Beall*

*10.11.07*

*[Signature]*

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property**  
(check as many boxes as  
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
16	3 buildings
	sites
	structures
	objects
16	3 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  
is previously listed in the National Register**

1

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

DOMESTIC: multiple dwelling

GOVERNMENT: post office

COMMERCE/TRADE: PROFESSIONAL

COMMERCE/TRADE: SPECIALTY STORE

**Current Functions**

(Enter categories from instructions)

DOMESTIC: multiple dwelling

COMMERCE/TRADE: PROFESSIONAL

COMMERCE/TRADE: SPECIALTY STORE

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

LATE VICTORIAN: Italianate

LATE VICTORIAN: Gothic

LATE 19TH AND EARLY 20<sup>TH</sup> CENTURY AMERICAN

MOVEMENTS

**Materials**

(Enter categories from instructions)

Foundation STONE

walls BRICK

roof METAL  
ASPHALT

other WOOD

**Narrative Description**

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

Water Street Historic District  
Name of Property

Eau Claire  
County and State

Wisconsin

**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)

ARCHITECTURE

COMMERCE

**Period of Significance**

1882-1956

**Significant Dates**

**Significant Person**

(Complete if Criterion B is marked)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Orff, George W. and/or Fremont D.

**Narrative Statement of Significance**

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

Water Street Historic District  
Name of Property

Eau Claire  
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** \_\_\_\_\_ 2.40 acres \_\_\_\_\_

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

1	15	618020	4961830	3	_____		
	Zone	Easting	Northing		Zone	Easting	Northing
2	15	617900	4961830	4	_____		
	Zone	Easting	Northing		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

<b>name/title</b>	Joanne Raetz Stuttgen and Eric J. Wheeler/ Consultants for:	<b>date</b>	July 2006
<b>organization</b>	City of Eau Claire – Landmarks Commission	<b>telephone</b>	715-839-4914
<b>street &amp; number</b>	203 South Farwell	<b>zip code</b>	54701
<b>city or town</b>	Eau Claire	<b>state</b>	WI

Water Street Historic District  
Name of Property

Eau Claire  
County and State

Wisconsin

**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.)

<b>name/title</b>	Various (see attached list)			<b>date</b>
<b>organization</b>				<b>telephone</b>
<b>street&amp;number</b>				<b>zip code</b>
<b>city or town</b>	<b>state</b>	WI		

**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

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 7 Page 1

---

DESCRIPTION

The Water Street Historic District is a distinct commercial area located along the north side of the Chippewa River just north and west of the University of Wisconsin- Eau Claire campus. The Water Street Historic District area is about one mile south-west and about one and a half miles downstream from the downtown historic district, concurrently nominated as the Confluence Commercial Historic District. Often referred to as Eau Claire's "other downtown," the Water Street Historic District runs east-west encompassing most of the buildings in the 400 block of Water Street. The district is bounded on the east by Fourth Street, on the north by Chippewa Street, on the west by Fifth Street and on the south by the Chippewa River. Of the 20 buildings in the district, 17 are contributing and show a uniformity of age, utility and style that create an easily identifiable streetscape. The Pioneer Block (1882) at 401-409 Water Street was listed on the National Register of Historic Places in 1980 and is the only building in the district previously listed on the National Register.

With one exception, all of the remaining buildings originally were built between 1882-1885 and most display design and ornament typical of brick two story commercial buildings of the late 19<sup>th</sup> century. The buildings in this one-block long district are arrayed in a linear fashion along the north and south sides of the street and have standard set-backs that allow for a pedestrian side-walk illuminated by "period" lamp posts and contemporary mercury-vapor streetlights. Water Street is a full 66' in width and has a turning lane on the east and west ends of the block. Parking is parallel only and is regulated by signs and not meters. The buildings on the north side of the street, 402 to 436 Water Street, sit on lots 22 feet wide by 126 feet deep with a 15 foot alley behind. The buildings on the south side of the street, 401 to 421 Water Street, sit on lots 33 feet wide by 120 feet deep with a 30 foot alley parking area behind. This expanded alley and parking area sits atop a bluff along the north bank of the Chippewa River and is known as Riverside Drive. There are two businesses with Riverside Drive addresses that are located in the rear portion of the Pioneer Block that faces Water Street.

The City of Eau Claire is located approximately 90 miles east of Minneapolis and St. Paul in west-central Wisconsin with a population of nearly 62,000. Located on the northern edge of the "driftless zone" at the confluence of the Chippewa and Eau Claire rivers, geography shaped the early development of the city. Long a meeting ground for native people of the region, the first Euro-American activity in the area was related to the fur trade. Soon after statehood in 1848, Yankee entrepreneurs moved in to the Chippewa basin to set up sawmills and lay claim to vast tracts of pinelands that lay to the north. Settlement of the Chippewa Valley accelerated in the 1850s and, after a brief pause due to the Civil War, Eau Claire rapidly established itself as an important transportation and industrial hub in the west-central region of the state. Through the 1870s and 1880s the economic and population growth was due to the booming logging industry and by 1890 Eau Claire was the second largest city in Wisconsin.

Although low water and shifting sandbars on the Chippewa River made navigation a challenge, there were several paddlewheel boat landings in the city, one of them just south of Water Street at the foot of Fourth Avenue. No doubt the location of a steamboat landing in the vicinity was a major impetus for commercial development along the north side of the river along Water Street in the neighborhood that had been platted for

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 7 Page 2

---

development by Adin Randall in the late 1850s. As was the case in many frontier communities, the first commercial and industrial buildings to be erected along Water Street were made of wood sawn in the humming sawmills located nearby. At the peak of lumbering activity in the Chippewa Valley, there were 22 sawmills in the city of Eau Claire. The piles of sawdust were so prevalent and numerous the city was dubbed "Sawdust City", a name that is often used in tourism promotion today.

The piles of sawdust and ubiquitous wood frame construction of the late 19<sup>th</sup> century was an ever-present fire hazard in an environment where almost all commercial, industrial and domestic heating and power was generated by open or marginally enclosed fire. Add to that the presence of the boilers on the paddle-wheel steamers in the vicinity, and the risk of disastrous fire was further increased. In April of 1882 a catastrophic fire destroyed nearly all of the commercial buildings along the 400 block of Water Street. The rebuilding of this district in the wake of the 1882 fire resulted in the streetscape that, for the most part, is intact and visible today.

As is typical of the older commercial buildings in other Wisconsin cities, many of the original first story storefronts belonging to the district's buildings have been lost to subsequent modernization. The upper stories of these facades are still largely intact, however, and many also retain their original decorative brick or metal cornices. Of special note is the Pioneer Block (1882) at 401-409 Water St. Two of the most intact and best representatives of the Commercial Italianate stylistic texture of the district are the Kleiner Meat Market/Residence (1882) at 408 Water St. and the Thompson Building (1882) at 426-428 Water St., both on the north side of the street. A detailed architectural description of these buildings follows the building inventory.

#### INVENTORY

The following inventory lists every resource in the Water Street Historic District numerically by street number. The Inventory includes building survey number, street address, historic name, date of construction, architectural style and whether the property is contributing (C) or non-contributing (NC) to the district. Boldfaced properties are featured in the Architectural Description and all buildings are described in the Statement of Significance. Underlined resources are depicted in photographs.

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

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 3

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

WATER STREET HISTORIC DISTRICT

#	Address	Name	Date	Style	Status
North Side of Water Street					
1	402 Water	Browne and Bullen Dry Goods	1885	Commercial Italianate	NC
2	408 Water	<u>Kleiner Meat Market/Residence</u>	1882	Commercial Italianate	C
3	410 Water	Wright Barbershop/Residence	1882	Commercial Italianate	C
4	412 Water	Preston Building	1882	Commercial Italianate	C
5	414 Water	Flanagan Building	1882	Commercial Italianate	C
6	416 Water	Martin Hanson Tonsorial Parlor	1882	Commercial Italianate	C
7	418 Water	Chales Building	1882	Commercial Italianate	C
8	420 Water	Argard Building	1882-3	Commercial Italianate	C
9	422 Water	Carmichael Building	1882-3	Commercial Italianate	C
10	424 Water	Knutson Saloon/Residence	1882	Commercial Italianate	C
11	426-428 Water	<u>Thompson Building</u>	1882	Commercial Italianate	C
12	430 Water	Diselets Building	1882	Commercial Italianate	C
13	432 Water	Gutsch Saloon/Residence	1882	Commercial Italianate	C
14	434 Water	Johnny's Trading Post	1957	Commercial Vernacular	NC
15	436 Water	Hanson Saloon/Residence	1882	Commercial Italianate	C
South Side of Water Street					
16	421 Water	<u>Latimer Building #3</u>	1882	Commercial Vernacular	NC
17	417 Water	Latimer Building #2	1882	Commercial Vernacular	C
18	415 Water	Giles Dunn Building	1882	Commercial Vernacular	C
19	411-413 Water	Latimer Building #1	1882	Commercial Vernacular	C
20	401-409 Water	<u>Pioneer Block</u>	1882-83	High Victorian Gothic	NR

(404 and 408 Riverside Avenue in rear of Pioneer Block)

The following architectural descriptions highlight some of the resources in the district from the list above. A detailed building history is found in the section on significance.

408 Water Street Kleiner Meat Market/Residence 1882

This two-story brick Commercial Italianate style building has a mostly intact second floor façade that is indicative of the original decorative scheme as seen in a historic photo of Water Street from the mid-1880s. The building is rectilinear and approximately 22 feet wide by 75 feet deep. The distinctive zig-zag or chevron brick



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

**National Register of Historic Places  
Continuation Sheet**

Water Street Historic District

Eau Claire, Eau Claire County, Wisconsin

Section 7 Page 4

---

pattern under the cornice and the projecting brick segmental arched hood moldings appear to be original. The projecting metal cornice is highlighted with dentiling and flanked by a pair of flattened punctuated brackets. The three symmetrically positioned wood frame double-hung windows have plain cut limestone sills and the tall narrow shape and size of Italianate style windows. The street level entry and windows have been replaced but are consistent with the historic size, shape and scale. The transom is now a sign display area, and matched with the dark red awning lends a heritage feel to the façade of this attractive store-front. The historic photo shows that the east exterior wall was brick and not the pressed metal that now covers the wall. The metal fire escape attached in front of the west window is not original but required by current building codes.

426-428 Water Street Thompson Building 1882

Another of the two-story brick Commercial Italianate style buildings rebuilt after the April 1882 fire, this is one of the finest of the restored facades along the north side of the street. Appearing as two 22 foot wide sections in one building, the second story presents two pairs of tall, narrow windows with projecting window hoods with keystone arches. A decorative pressed metal projecting cornice with modillions is still intact on the east side but the metal cornice was removed on the west side. This metal cornice may have been removed when a metal false front was placed over the brick in the late 20<sup>th</sup> century. The unsympathetic metal façade was removed by the current owner. The storefront windows and transom windows in both sections are not original but have the shape and scale of windows from the late 19<sup>th</sup> century. The west section has a recessed entry, which is period appropriate. The east section retains the original cast iron pilasters, two of which are round and fluted. The existing two-color canvas awnings enhance the period feel of the restored façade. The pair of plaster winged gargoyles atop the west section are not historic, but definitely “atmospheric” for the upscale restaurant that currently occupies the main level.

401-409 Water Street Pioneer Block 1882

The two-story, brick High Victorian Gothic Pioneer Block is the most architecturally significant building in the district and perhaps the largest and best preserved example of late Victorian commercial architecture in the city of Eau Claire. This ornate and grandiose collection of five contiguous storefronts anchors the east end of the district and is the visual flagship façade of the Water Street Historic District. The store-front bays are separated by street-level brick pilasters that continue up through the second story and are capped by flattened brick projections with pressed metal finials. Each bay includes a set of three tall, narrow double-hung windows separated by brick piers with deep vertical incisions. The segmental arched lintels are comprised of alternating brick and sandstone voussoirs. The upper level of the façade is further ornamented by three rows of corbelled brick that run the length of the building. Projecting above the cornice are two decorative gables supported by a pair of bracket-like projections and topped with a pressed metal cap. The triangular decorative elements are further ornamented by geometric brickwork in the gable ends that resembles half-timbering.

At street level each of the store-fronts is defined by wide, flat brick pilasters on the corners and narrow, fluted cast iron pilasters in the center framing the doorway. A dentiled sandstone stringcourse divides the first and

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

**National Register of Historic Places  
Continuation Sheet**

Water Street Historic District

Eau Claire, Eau Claire County, Wisconsin

Section 7 Page 5

---

second stories and is interrupted only by the brick corner pilasters. Sandstone trim is also evident in the window sills and is used for decorative contrast in the pilasters. The storefront entries and windows were restored to their late 19<sup>th</sup> century appearance in 1984 after listing on the National and State Registers in 1980. The double pane transom windows over the display windows and the recessed entries with metal aprons also lend an authentic period aura to the building.

The ornamental details of the north façade are carried around the corner on the east end to form one narrow bay with a pair of second story windows on the east facade. The three parallel corbels continue along the east wall to the rear of the main building. The east façade also has four segmental arched windows on second floor as well as a large semi-enclosed fire escape. The first floor of the east façade has three segmental arched windows, also with contrasting voussoirs. The rear section of the Pioneer Block directly behind 401 Water Street is two stories tall and has the original red brick façade. The other three rear sections behind 403-407 Water Street face Riverside Drive and are one story tall with brick veneer from the late 20<sup>th</sup> century. Two of these businesses have Riverside Avenue addresses. The west wall of the Pioneer Block is unornamented brick.

The westernmost bay of the Pioneer Block was constructed in 1883. Window placement, façade detail and street level windows and entry are nearly identical to the remainder of the Pioneer Block. However, this final section does not have the decorative cut limestone cornice separating the first and second floors, nor the decorative finial cap on the corner projection.

The Pioneer Block was designed by Minneapolis based architect George Orff (1836-1908), or perhaps his younger and more prolific brother, Fremont Orff (1856-1914), for a group of clients in different trades who wanted a building with a uniform facade to replace the buildings lost in the April 1882 fire. The Pioneer Block successfully blends a highly ornate and visually engaging façade with a uniform and very utilitarian design. Over 120 years later, the Pioneer Block dominates the streetscape and is the pivotal building in the Water Street Historic District.

A note on the facades of 412, 414, and 416 Water Street

A historic photo of the three adjacent buildings at 412, 414 and 416 Water Street indicates that the current brick façades of these buildings are not original. The date of this façade replacement is undetermined but appears to have taken place before the 1940s and within the historic period of the district. The size, shape and arched lintels of the triple sets of windows are a good match with the original appearance. The uniform light brick exterior above the street level is decorated with an identical rectangular brick pattern in each of the three buildings. In these ways, these three buildings match the architectural rhythm of the streetscape on the north side of Water Street and are considered to be contributing to the integrity of the district.

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

**National Register of Historic Places  
Continuation Sheet**

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 7 Page 6

---

**Non-Contributing Buildings:**

402 Water Street Browne and Bullen Dry Goods 1885

A historic photo of this two-story brick Commercial Italianate style building from 1887 shows the façade to be similar to the facades at 408 and 410 Water Street. Originally this building had a zig-zag or chevron brick pattern under the cornice and projecting segmental arched hood moldings over tall, narrow one-over-one double-hung windows. Major alterations of the exterior include the covering of the original brick with asbestos/slate siding, reduction of the upper story windows and replacement with modern aluminum clad windows and alterations of the door and window openings on the street level. The cast iron support posts appear to be original. Because of the major exterior alterations this building is included in the district as a non-contributing resource.

421 Water Street Latimer Building #3 1882

This single story, brick Commercial Vernacular building anchors the west end of the south side of the district. It is very similar in size, material and scale to the three Commercial Vernacular buildings to the east. Some of the decorative corbelling on the cornice remains but it appears to be just a small remnant of what was originally present. A very small remnant of the unusual blue glazed brick that once covered all four of these buildings remains on the west edge of the west wall. This building is approximately 30 feet wide by 65 feet deep and fits in well to the streetscape with its brick façade above and central door with flanking windows on the street level. However, because of the major alterations mentioned above, this building is included in the district as a non-contributing resource. (More information about the history of the decorative blue-glazed brick façade is included in the Section on Significance.)

Conclusion

The architectural uniformity and visual similarity of the buildings on the north side of the 400 Block of Water Street lend a distinctive appearance to the district. The basic design and ornamental elements in the featured buildings at 408 Water Street and 426-428 Water Street are seen in 11 of the other 13 buildings on the north side of the street. The similarities include a uniform second story brick façade with a projecting metal cornice and set of three tall narrow windows with ornamental hood moldings. The street level typically has large display windows with transom window above and recessed entry flanked with cast iron pilasters. Some of the buildings have reproductions of the original canvas awnings. Several buildings have had more severe alterations to the street level especially 418 Water Street, which has all but the recessed entry currently completely concealed. The original second story brick façade above 412-416 Water Street has been covered with light colored brick and the hood moldings and projecting cornice have been removed, but window placement and scale is the same and the overall appearance of the façade is consistent with the other buildings along the north side of the street. The zig-zag brick detail in the cornice of 408 Water Street is matched in 410 Water Street. The building at 402 Water Street has been significantly altered but is similar in scale and use to the other buildings along the

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 7 Page 7

---

historic streetscape. This building anchors the north-east corner of the district and is considered a non-contributing resource because of the alterations.

The contributing buildings on the north side of Water Street all exhibit some aspects of the Commercial Italianate style that was widely used in downtown business districts throughout the country in the last three decades of the 19<sup>th</sup> century. Commercial Italianate buildings are often identified by their plain brick second story façade capped with a projecting bracketed pressed metal cornice with dentiling or modillions beneath and tall narrow windows with ornamental projecting hood moldings. The street level façade often has a recessed entry with large display windows flanked with cast iron pilasters with neo-classical ornamentation.

The additional non-contributing building in the district is 434 Water Street. Completed in 1957, this single story brick vernacular building contrasts harshly with the other buildings in the district in terms of date of construction, size, scale and overall appearance.

The south side of Water Street includes the High Victorian Gothic building at 401-409 Water Street, which is the most architecturally distinctive and visually commanding of the buildings in the district. The buildings along the south side of the street to the west of this pivotal building are much less notable because of major alterations to the facades, but still contribute to the overall integrity of the district. The buildings at 417 Water Street, 415 Water Street and 411-413 Water Street have similar plain brick facades with minimal ornamentation and flat tile-capped parapet. The street level façade of these buildings feature large display windows with tapered and recessed entries. The individual store-fronts are defined by unornamented brick pilasters. 411-413 Water Street has an intact transom window and 411-413 Water Street and 415 Water Street have a rectangular brick outline that was likely designed for signage. The term vernacular is often used to describe architecture of simple design, mostly unornamented and primarily built with utility in mind. That would well describe the buildings on the south side of the 400 Block of Water Street located to the west of the Pioneer Block/Craft Building. These Commercial Vernacular buildings have a similarity of history, use and appearance that add to the overall integrity of the historic streetscape in the district. These three buildings all contribute to the district.

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

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 1

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

STATEMENT OF SIGNIFICANCE

The Water Street Historic District is located on the west side of Eau Claire in an area platted in 1856 as Eau Claire City. Following the city's incorporation in 1872, the area became known as the Fifth Ward. The District is centered on Water Street between Fourth and Fifth Avenue, a block north of the Chippewa River and three blocks west of the upper campus of University of Wisconsin-Eau Claire. The total number of resources is 20: 16 contributing buildings, three noncontributing buildings, and one building previously listed on the National Register.

The Water Street Historic District is eligible at the local level for the National Register of Historic Places under Criterion C. It consists of a notable collection of late-nineteenth-century commercial buildings ranging from High Victorian Gothic and Italianate to commercial vernacular styles. The District is also eligible under Criterion A. It is a concentrated area in Eau Claire's commercial core that represents diverse functions associated with a vital city transitioning from the post-settlement period to twentieth-century maturity. The period of significance is 1882-1956.

The Water Street commercial area once covered approximately three blocks between Third and Sixth Avenue but over time has been whittled down to the existing one block district. On 23 April 1882, a disastrous conflagration ignited from the spark of a steamboat on the Chippewa River destroyed all buildings in an approximate three-block area along Water Street between Fourth and Sixth avenues.<sup>1</sup> Within days, property owners on the south side of Water Street between Fourth and Fifth avenues gathered at the Bailey house and "expressed a determination to rebuild at once." It was agreed that the "new structures will be uniformly of two stories each, built of pressed brick, and with fronts of plate glass." A committee was selected to choose a contractor "to perform all the work on the foundations and brick portions, the consideration for the work called for by the contract to be divided equally among the property owners."<sup>2</sup>

These plans never materialized. The south side of Water Street as it was rebuilt in 1882 consists of the massive, two-story brick Pioneer Block (401-407) and a row of single story frame buildings with a brick veneer. The design for the Pioneer Block was commissioned by an architect named George or Fremont Orff from Minneapolis; its construction was undertaken and paid for by the building's owner-occupants. The row of four one-story buildings was built by two men, one a building and business owner, and the other an investor. Clearly, each set of owners agreed upon construction plans that created a somewhat balanced, if not uniform block.

It is the buildings on the north side of Water Street, whose owners were not present at the Bailey house meeting, that represent a communal agreement and uniform plan for rebuilding. With the exception of 434

---

<sup>1</sup> "A Disastrous Fire," *Eau Claire Daily Free Press*, 23 April 1882. The newspaper reports that "more than half of the mercantile business of the West Side is done in that part of Water Street between Fourth and Fifth avenues." See also "Among the Ruins," *Eau Claire Daily Free Press*, 24 April 1882.

<sup>2</sup> "The Plans for Rebuilding," *Eau Claire Daily Free Press*, 28 April 1882.

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 8 Page 2

Water Street, which was completed in 1957, all of these buildings are two stories in height, with widths and depths that are approximately equal. All but three have paired units. According to a c.1885 photograph, the original cornices, upper story fenestrations, and storefronts of individual buildings created an entire block with a balanced, rhythmic façade. In several cases, contractors hired to rebuild the “burnt district” salvaged and reused existing brick and stone walls, combining them with new brick walls, frame walls, frame walls clad with tin, and frame walls veneered with brick. The building at 421 Water Street, for example, reutilizes the stone walls of the previous two-story building. The building at 430-432 Water Street has an east wall of brick and a west wall of frame. The building at 408-410 Water Street has frame walls veneered with brick. It was the first to be completed and occupied—just six short weeks after the fire. On 31 August 1882, the *Eau Claire Daily Free Press* reported that “All the business houses expect to be in running order before winter sets in.”<sup>3</sup> It appears that the only business not ready for occupancy—in fact, not yet built—was the final portion of the Pioneer Block at 409 Water Street. It was completed in 1883.

The first wave of remodeling occurred about 1910, when molded sheet metal cornices were applied to buildings, often visually linking separate buildings. The cornice across 424 and 426 (presumably it originally extended across 428 Water Street as well) is a good example. The second wave of remodeling occurred about 1930-1940, when several original brick veneered fronts were removed and replaced with veneers of multi-colored, wire-cut brick. The buildings at 411-413, 415, 417, 412-414, and 416 received these new fronts. The south side buildings lost their unusual lead-glazed cobalt brick and intricate decorative cornices. (The building at 421 Water Street provides a valuable glimpse of what once existed.) The north side buildings lost their cast iron window hoods and corbelled brick cornices. The 1950s and 1960s brought widespread alterations of store fronts. Cast iron columns, transom windows, and original 45 degree recessed entrances were discarded or obscured in favor of more contemporary display windows and entrances. Fortunately, a number of cast iron structural and architectural pieces, believed to have been manufactured by the Phoenix Manufacturing Company of Eau Claire, have survived.

Throughout the 1970s and into the present day, many buildings suffered from neglect and insensitive remodeling. In 1984, the first concerted effort at restoration occurred with the Pioneer Block. A Grant-in-Aid project funded by the National Park Service, Wisconsin Historical Society, and City of Eau Claire restored the five storefronts to an historic appearance. Other restoration and rehabilitation projects have occurred in recent years. In addition to the Pioneer Block most notable are the buildings at 408 and 426-428 Water Street. The Water Street Historic District is an easily identifiable cluster of late 19<sup>th</sup> century commercial buildings that, despite many alterations over the years, is becoming an increasingly significant element of the architectural heritage of the city of Eau Claire.

---

<sup>3</sup> The *Eau Claire Daily Free Press*, 16 June 1882, reported that “Most of the standing walls of stone and brick are being utilized for the new buildings.” The Sanborn maps provide evidence of their reuse.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 3

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

**HISTORICAL OVERVIEW**

The Water Street Historic District is a concentrated commercial area in Eau Claire's West Side that represents diverse functions associated with a vital community transitioning from the post-settlement period to twentieth-century maturity. For the most part, its business and domestic occupants over the years have represented a cross-section of middle- and working-class residents.

Because the Chippewa River created a natural barrier to the West Side of Eau Claire, the Water Street commercial area from its beginning must have primarily served local residents, plus others who entered Eau Claire from the west and north. Steamboats traveled up and down the river, carrying people from other parts of the settlement, and ferry boats made it possible to cross from one side of the river to the other. Yet it was perhaps not until 1885, with the opening of the first bridge across the Chippewa River at Water Street, that residents on the east side of the river had easy access to Water Street businesses.<sup>4</sup>

Small, independently owned commercial businesses, such as dry goods stores, millineries, drugstores, barber shops, saloons, grocery stores, confectionaries, auto repair shops, and bicycle shops have long characterized the nature of Water Street. Only one building (415 Water Street) has a historic function as a professional office—the office of Drs. Pickin and Healy. Many have had and continue to have domestic functions ranging from single family, owner-occupied residences (on both upper floors and in rear quarters), rental apartments, and boarding houses.

The proximity of the University of Wisconsin-Eau Claire upper campus to the Water Street Historic District has helped it to remain a vital, active commercial area. The opening of the campus pedestrian bridge over the Chippewa River in 1970 “opened up a sleepy riverbank area of the city to the kind of youth-oriented commercial and social milieu that exists in every large university town.”<sup>5</sup> Today, Water Street is a lively shopping and entertainment area filled with bars, restaurants and coffee shops, specialty shops ranging from gift stores to a tattoo parlor, and apartments.

In 2006, more than 120 years after the rebuilding of Water Street following the devastating fire of 1882, the Water Street Historic District has adapted to the changing times, technology, and uses that have created a vital, viable commercial area. Still beautiful and multi-functional, the District retains a great degree of integrity in terms of architecture and use. For these reasons, and to encourage and assist property owners with sensitive rehabilitation, the City of Eau Claire desires to have the Water Street Historic District added to the National Register of Historic Places.

---

<sup>4</sup> The actual date of the opening of the bridge has been difficult to determine. The *Eau Claire Daily Free Press* reports construction of the bridge in late 1882 and early 1883. Yet neither the 1883 nor the 1885 Sanborn maps show the existence of a bridge across the Chippewa River at Water Street. A bridge appears for the first time on the 1889 Sanborn map.

<sup>5</sup> Hilda R. Carter and John R. Jenswold, *The University of Wisconsin-Eau Claire: A History, 1916-1976* (Stevens Point: Worzalla Publishing Co., 1976): 114.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 4

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

Histories of the individual buildings follow below:

1 402 Water Street Browne and Bullen Dry Goods (C)

This two-story brick commercial building has been altered with synthetic siding and standard size replacement windows. The cast iron columns framing the large display windows were made by Phoenix Manufacturing Company of Eau Claire.<sup>6</sup>

Constructed between 1883 and 1885, the building's first occupant was a dry goods store operated by James Bowne and Charles Bullen. There have been many tenants over the years, with those of the longest terms being Johnson and Son Grocery (c1883-1904), Palmer Millinery (c.1910-1926), William A. Standen sheet-metal works (c.1931-1946), and J. H. Larson electrical equipment (c.1946-1971). Fleet Feet, a running shoe store, has occupied the building since 1978.

2 408 Water Street ▪ Kleiner Meat Market and Residence (C)

3 410 Water Street ▪ Wright Barbershop and Residence (C)

Within a day of the disastrous fire in April 1882, Samuel Kleiner had begun rebuilding his meat market. He opted for a two-unit building which, by 12 May, was reported "raised" in the Eau Claire newspaper. Each unit of the two-story building was frame construction veneered with brick, with a concrete basement, and a plate glass front. The brick mason was Samuel Nauman. The carpenter was identified only as "Catt."<sup>7</sup> The unit at 408 Water Street housed Kleiner's meat market. It included a "splendid ice house and all accommodations for Mr. Kleiner's meat market." Kleiner took occupancy of the new building, the first in the burnt district to be rebuilt, 11 June 1882.<sup>8</sup> A native of Switzerland, Samuel Kleiner came to Eau Claire from Sauk County, where his family had settled while he was a young boy, in 1876. He established the meat market with his brother Rudolph shortly thereafter. Upon Samuel's death in 1889, Rudolph brought in two brothers, renaming the business Kleiner Brothers. Rudolph sold the business about 1910 and the building in 1919.<sup>9</sup> The building remained a meat market until about 1942. From about 1946-1977, it was home to Benedict Sales and Service commercial refrigerator dealership. During the 1980s, it was a restaurant. It was converted into an office building in the 1980s. Since 2003, it has been occupied by a coffee shop. The second floor, which has been used as a residence since at least 1910, has two apartments. The building is owned by John Mogensen and Stuart Hagen.

The unit at 410 Water Street was first occupied by Leopold Gerstel's saloon. It may have remained a saloon

---

<sup>6</sup> Mary E. Taylor, Intensive Survey, 5 September 1981. Copy on file in the department of Community Development, City of Eau Claire.

<sup>7</sup> "Rising from the Ashes," *Eau Claire Daily Free Press*, 27 May 1882.

<sup>8</sup> "Among the Ruins," *Eau Claire Daily Free Press*, 24 April 1882; "The Plans for Rebuilding," *Eau Claire Daily Free Press*, 28 April 1882; new item in "The City" section, *Eau Claire Daily Free Press*, 12 May 1882; news item in "The City" section, *Eau Claire Daily Free Press*, 10 June 1882. The full identity of carpenter Catt cannot be ascertained.

<sup>9</sup> Forrester: 843. Also, *The Rivers Flow On*: 432.



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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 8 Page 5

into the early twentieth century. From about 1916-76, it was a barber shop, first operated by Eugene W. Wright, who was joined in the business by his son, Eugene C. Wright, in the early 1950s. The elder Wright resided on the second floor until his death in 1955.<sup>10</sup> From 1977-1999, it was the Art Shop and Gallery owned by Richard Richardson. Richardson lived above the store. Since 2000, the Willow gift shop has been located here. The building is owned by John Mogensen.

- 4 412 Water Street ▪ Preston Building (C)  
5 414 Water Street ▪ Flanagan Building (C)

This two-story, two-unit commercial building is constructed of brick, with front and rear walls of brick veneer and a concrete basement. The original size of each unit was 22'W x 30' D.<sup>11</sup> The unit at 412 Water Street was built by N. A. Preston as a rental property. Groceries operated by various proprietors were located here from 1882-1960, the longest being Johnson Grocery, operated by Albert and/or Elvira Johnson from about 1929-1972<sup>12</sup>, followed by a variety of businesses. Since 1986, the unit has been occupied by Starr's Sister salon. The building is owned by John and Clarice Orth.

The unit at 414 Water Street was built by Valentine Flanagan for his own restaurant and saloon and residence. Miss Lizzie Flanagan may have used part of the building for her millinery shop. The building has had a variety of uses since Flanagan departed about 1896, with the second floor being used as apartments. Since 2000, it has been a pizza restaurant. The second floor is currently being remodeled into two apartments. The building's current owner is John Mogensen.

- 6 416 Water Street ▪ Martin Hanson Tonsorial Parlor (C)  
7 418 Water Street ▪ Chales Building (C)

This two-story, two-unit brick commercial building has front and rear walls veneered with brick and a concrete basement. Within a month of the fire, the Eau Claire newspaper reported that "work [on 416] is well on the way." "Work [on 418] is being pushed." Each unit was to be 22'W x 60'D.

The unit at 416 Water Street was built for Martin Hanson for use as his barbershop and bathing rooms. The front room, measuring 20' x 30', was the barbershop. In the rear room were six bathing rooms measuring 9'x12'; each was "supplied with hot and cold water and all needful accessories." The second story appears to have been intended for use as a residence.<sup>13</sup> From about 1882-90, Hanson's barber shop was located here, followed by Sever Johnson's saloon from c.1900-1910. Johnson resided on the second floor for more than 50

<sup>10</sup> Obituary of Eugene W. Wright, *Daily Telegram*, 12 August 1955.

<sup>11</sup> Details about the 1882 rebuilding are found in "The Plans for Rebuilding," *Eau Claire Daily Free Press*, 28 April 1882.

<sup>12</sup> Obituary of Elvira Johnson, *Eau Claire Leader Telegram*, 7 October 1991.

<sup>13</sup> "A West Side Institution," *Eau Claire Daily Free Press*, 13 October 1882. The description of Hanson's new "tonsorial parlors and bathing rooms" is detailed. Hanson's intention of using the second floor for a rental residence is found in "The Plans for Rebuilding." The building may well have been built by Ole Arnstad, a contractor-builder, and partner with Hanson in a grocery store located in the 500 block of Water Street. See Contractors-Builders in Section 7 [or wherever this essay ends up].

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 8 Page 6

years. In 1914, Marshal G. Johnson and John Huleatt opened Johnson and Huleatt, a men's furnishings store. In 2006, the store remains in business. Both the business and the building are owned by Jerome Stone.

The unit at 418 Water Street was built by Charles Chales and intended to be occupied by his saloon and boarding house. He appears never to have occupied the building, however. The 1883 Sanborn map identifies the building as a saloon; the same year, Chales was operating a saloon at 602 Water Street with Napoleon Lalonde. By 1885, 410 Water Street is a confectionery shop, perhaps operated by John F. Wiseman, who remained at this location until about 1934. The unit has been a restaurant or tavern since then, including the current occupant, Grand Illusion. There are two apartments on the second floor. Stephen H. Geitz is the building's owner.

8 420 Water Street ▪ Argard Building (C)

According to the 1931 Sanborn map, this two-story brick commercial building has a brick veneered front and tin clad rear wall. It was built by M. J. Argard as a rental property. The brick walls may well be salvaged from the previous building, as the Eau Claire newspaper reported in May 1882 that the "standing walls can be reused." Original dimensions were anticipated to be 22'W x 60'D, with the first floor likely to be occupied by Horace Barnes's grocery store.<sup>14</sup> Barnes never moved in. The 1883 Sanborn map records the buildings as vacant. In 1885, it was occupied by a saloon, but in 1889 it was again vacant. From c.1914-1937, Henry Duerst men's furnishings store was located here, followed by tailor Leonard Clausen from c.1937-1948. Anchor Sports Shop occupied the building from c.1949-1975. Since then, it has been a bar. In 1980, the building was merged with 418 Water Street and ceased to be listed under its own street number.

9 422 Water Street ▪ Carmichael Building (C)

This two-story stone building has front and rear walls of brick veneer and a concrete basement. The east wall is partially exposed inside the building. The original dimensions were 22'W x 60'D. The building was built by Thomas Carmichael as a rental property.<sup>15</sup> Occupancy has never been stable. Since its completion in late 1882-early 1883, the building has been home to a printer, confectioner, furniture store, bakery, billiards hall, and beauty shop. It has been a tavern since 1954. In 2006, it is the House of Rock bar. Stephen H. Geitz owns the building.

10 424 Water Street ▪ Amund Knutson Saloon/Residence (C)

Amund Knutson built this two-story building as his saloon and residence. The brick building with a brick veneered front and rear wall has a concrete basement. The stone east wall, shared with 422 Water Street, was salvaged from the fire. Original measurements were 22'W x 60'D.<sup>16</sup>

---

<sup>14</sup> "The Plans for Rebuilding."

<sup>15</sup> Ibid.

<sup>16</sup> Ibid.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 7

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

From c.1883-1894, Amund Hanson operated a saloon on the first floor and lived on the second, followed by John Johnson as saloon operator and resident from 1894-1942. A variety of businesses followed, including a fruit store, plumbing and heating shop, used book store, and tanning salon. The current occupant is The East Room. The building's owner is 424 Water Street LLC [John Mogensen].

11 426-428 Water Street ▪ Thompson Building (C)

This two-story, two-unit building was built by Lorentz [also Lawrence] Thompson. The 1931 Sanborn identifies it as brick with brick veneered front and rear walls. Original measurements of each unit were 22'W x 60'D.<sup>17</sup> The unit at 426 Water Street was occupied by Thompson's saloon from c.1882-1893, when it became part of the men's furnishings store operated by Thompson and Gilbert Larson. The units remained combined into one retail business until 1912, when 426 became Thompson's Shoe Store and 428 became Henry Duerst's men's clothing store. The second floor of each unit was used as a private residence. The units remained separate until 1999, when they were again merged as Mona Lisa's restaurant. Between 1912-1999, 426 Water Street was home to a variety of businesses, including grocers, a barber and beauty shop, clothing stores, and restaurants. The unit at 428 Water Street was, at various times, the Star Theater (c.1914-1916), a used car dealership, electric repair and service shop, paint and wallpaper store, and a bar-restaurant. In 2006, Mona Lisa's occupies both units, which are owned by 424 Water Street LLC [John Mogensen].

12 430 Water Street ▪ Diselets Building (C)

13 432 Water Street ▪ Gutsch Saloon/Residence (C)

This two-unit construction is frame veneered with brick, with a cemented basement. The east wall is solid brick, presumably salvaged from the fire. According to the 1931 Sanborn map, the west wall is tin clad. Original measurements were 22'W x 60' D.<sup>18</sup> Charles Diselets built 430 Water Street as a rental property. The original occupant, from 1882 to about 1890, was Carlson Bros. hardware store. From 1920-1949, it was home to Eau Claire Pentecostal Assembly; Rev. Joseph P. Rulien lived on the second floor. Zenith Sales Company, and electric repair shop and home appliances dealership, was located here from 1949-1961. In 1956, Zenith expanded into the unit at 432 Water Street. In 1964, Long's Sporting Goods moved into 430 Water Street. Two years later, Zenith was gone, and Long's had taken over both units.

The unit at 432 Water Street was built by August Gutsch and used by him for his saloon and residence until about 1893. It was Rafferty's grocery store from c.1901-1916, followed by a barbershop operated by Carl Oie until about 1933, and various taverns until about 1956. That year, it merged with 430 Water Street and became part of Zenith Sales Company. In 1966, it became part of Long's Sporting Goods. Established in 1949 by Jack Long in downtown Eau Claire, Long's Sporting Goods served Eau Claire residents for some 52 years. For

---

<sup>17</sup> Ibid.

<sup>18</sup> Ibid. The second floor is under construction in January 2006. There is no tin cladding evident.

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

**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 8

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

almost 40 years, it was a fixture on Water Street.<sup>19</sup>

The two units—both 430 and 432 Water Street—were sold to SB Rentals of Eau Claire LLC [Sara Baer]. Baer is the proprietor of Avalon Floral and Gifts. The upper floors of both units have long been used as apartments. Extensive renovation of the upper floor into two apartments is now in progress.

14 434 Water Street ▪ Johnny's Trading Post (C)

A month after the fire of 1882, the Eau Claire newspaper reported that M. J. Argard intended to build a two-story brick veneered rental building on this site.<sup>20</sup> This never occurred, and the site remained vacant until this one-story concrete block building was begun in late 1956.<sup>21</sup> The original occupant was Johnny's Trading Post, a gift shop (1957-1967). There have been many businesses since then. In 2006, the building is occupied by Oxygen Bar and owned by Steven E. Reuter.

15 436 Water Street ▪ Herman Hanson Saloon/Residence (C)

Herman Hanson built this two-story brick veneered building with a "fine basement" for his saloon and personal residence, which occupied the second floor. The 1931 Sanborn map indicates the west wall is tin clad. The original measurements were 22'W x 60' D.<sup>22</sup> Herman Hanson remained as proprietor and resident until about 1893. A few saloon-keepers came and went until 1912, when Hjalmar Berg located his tailor shop here. He and/or his widow, Lena, remained in business until about 1949. Then followed Silas Berg's grocery (1949-56), Joyce Fay's bakery (1959-1979), and several different restaurants. Since 1997, Mogie's Pub and Restaurant has occupied the building, which is owned by John S., John K. and Betty Mogensen.

16 421 Water Street ▪ Latimer Building #3 (C)

This two-unit building appears to have been built by Cornelius L. Webster, a brick Mason, for Levi E. Latimer, a real estate agent and owner of an insurance company. The standing stone walls from the previous building were salvaged and reused, as evidenced in the exposed exterior of the east wall.<sup>23</sup> The brick mason responsible for the brick veneered front on this building, as well as the original fronts on 417, 415, and 413-411 was Cornelius L. Webster. Only the front of this building remains relatively intact. The dentiled cornice has been removed, the brackets have been damaged, and the entire front has been painted blue. The color is nearly identical to the cobalt blue glaze created by Webster, which can be detected on a few bricks at the building's

---

<sup>19</sup> See "Muenichs purchase Long's sport shop," *Eau Claire Leader Telegram*, 1 August 1977, and Michael Klein, "Long's Sports Store closing after 69 years," *Eau Claire Leader Telegram*, 9 January 2001. The date two article disagree about the date of Long's opening. The first time Long's Sport Shop appears in the Eau Claire city directory is 1949.

<sup>20</sup> "The Plans for Rebuilding," *Eau Claire Daily Free Press*, 28 April 1882.

<sup>21</sup> Building permits on file in the Department of Zoning, Building Permits and Inspections, Eau Claire City Hall.

<sup>22</sup> *Ibid.*

<sup>23</sup> *Ibid.* The original building's stone wall is clearly seen on a c.1875 photograph [200105-0008-001, negative 881] of the south side of Water Street on file at the Chippewa Valley Museum.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 9

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

northwest corner. The cobalt bricks were so striking, and the front so unusual, that visitors traveled to Water Street to view the four buildings. The Eau Claire Daily Free Press described the “handsome fronts” this way:

The material used in the construction is common brick, made by Mr. Powell and finished by staining and pencilling [sic] to imitate pressed brick. The architecture of the cornice is ornate. Above a raised belt of three courses are paneled brick brackets eight inches apart, which are in turn surmounted by elaborate dental work . . . .<sup>24</sup>

The original occupant of 421 Water Street appears to have been the H. P. Adams hardware store (1883-84). A tin shop was attached to the rear. From c.1905-20, William C. Johnson operated a drugstore here. From c.1926-64, the building was used as Harold L. Anderson’s auto repair shop. Various retail merchants came and went until 1987, when the Bike Doctor bicycle shop moved in. It moved out in late 2005. In 2006, the building is occupied by Jeff and Jim’s Pizza. It is owned by Clearwater Business Investments LLC.

17 417 Water Street ▪ Latimer Building #2 (C)

Following the fire of 1882, carpenter Ole Arnstad built this building, as well as the building at 411-413 Water Street for owner Levi E. Latimer. The existing brick veneer, added at a later, undetermined date, matches that found on these buildings, as well as 415 Water Street. The original veneer, which appears to have been entirely removed, was created by Cornelius L. Webster (see 421 Water Street above). From 1882-c.1900, the building housed a grocery owned by Horace Barnes. Then followed a physician’s office (c.1905-1926), Newman Electric Company (c.1929-1939), an auto parts business (c.1939-1970). A concrete block addition was built on the west side, and a second concrete block addition across the rear of both 417 and the new addition about 1929. The 1931 Sanborn map identifies the rear addition as a machine shop and the east addition as a warehouse. Since 1973, the building formerly known as 417 Water Street, plus its east and rear additions, currently make up Lucky’s and She-Nannigan’s bar (see below). They are owned by Wanta Investments LLC.

18 415 Water Street ▪ Giles Dunn Building (C)

Following the fire in April of 1882, Giles Dunn erected this building for use as Postal Station A, his own news depot and stationery store, and Jens Galtheen’s jewelry store. Dunn had departed by 1889, leaving Galtheen as the sole tenant until his departure in 1913. The building served a variety of subsequent uses, including Newman Electric Company store-room, grocery, and furniture store. From 1954-1973, it was a heating and air conditioning store. In 1973, it was combined with the building at 417 Water Street and became She-Nannigan’s bar. The owner is Wanta Investments LLC.

The original veneer, which appears to have been entirely removed, was created by Cornelius L. Webster (see

---

<sup>24</sup> “A Handsome Front,” *Eau Claire Daily Free Press*, 20 September 1882. The article reports that Webster created three fronts in Chippewa Falls in this style “nine years ago.” They were L. C. Stanley’s office, the First National Bank, and George S. Rogers’s store. The term “pencilling” is interpreted as lead glazed.

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 8 Page 10

---

421 Water Street above). The existing veneer, dating to about 1930-40, is nearly identical to that on 411-413 and 417 Water Street.<sup>25</sup>

19 411-413 Water Street ▪ Latimer Building #1 (C)

This two-unit building was built by local contractor Ole Arnstad for Levi E. Latimer, a real estate agent and owner of an insurance company. The original occupant of 411 Water Street, from 1882 to about 1894, was druggist William C. Johnson. Hector Mayhew's saloon and billiards hall, occupying both 411 and 413 Water Street, Mayhew followed from c.1905-1916. From 1918-1969, the building—no longer part of 413 Water Street—housed an auto repair garage. Siker's Furniture was located here from 1969-1976. Since 1993, Anybody's Bike Shop has occupied the building. Daniel Sautter owns the business and the building.

A jewelry store and sewing machine store are identified as occupants of 413 Water Street on the 1883 and 1885 Sanborn maps, respectively. In 1897, the building is a saloon. A solid wall separates the building from its neighbor at 411 Water Street. The 1931 Sanborn map indicates that the rear wall of 413 is tin clad. Between c.1905-1916, the two buildings were joined on the interior. After they were restored to two separate units, 413 Water Street became home to a variety of retail and service businesses, including an Army Navy Store and print shop. Truckers Union, a card and gift shop, has been located here since 1982. The building's current owner is Steven E. Reuter. The original veneer on this building, created by Cornelius L. Webster (see 421 Water Street above), appears to have been entirely removed and replaced by the existing front veneer, most likely about 1930-1940.

20 401-403-405-407-409 Water Street ▪ Pioneer Block (NR)

The massive Pioneer Block, which covers two-thirds of the south side of Water Street between Fourth and Fifth Avenue was built in 1882-1883. Or rather, it was rebuilt, consisting as it does of salvageable remains of the original Pioneer Block, a Second Empire-style business block erected in 1871.<sup>26</sup> The 1931 Sanborn map identifies the units numbered 405 and 407 as being stone construction.

After the fire of 23 April 1882, by 27 May the rebuilding of the new Pioneer Block by William Kinnear, Theodore Hoffman, and the Empire Lumber Company—owners and occupants of the original Pioneer Block—was underway. The building was to be 95'W x 25 ½'D x 45'H, a marked increase in size over the original, with a first floor featuring storefronts of plate glass. Plans were being drawn by a Minneapolis architect named Orff. (For more about the Orffs, see the list of architects below) Occupants were to be Kinnear's drugstore and

---

<sup>25</sup> "The Plans for Rebuilding," *Eau Claire Daily Free Press*, 28 April 1882. Arnstad is identified as the contractor of the buildings in a news item in "The City" section, *Eau Claire Daily Free Press*, 25 May 1882. An article titled "A Handsome Front" (*Eau Claire Daily Free Press*, 20 September 1882) describes the original brick veneer crafted by Mr. C. L. Webster: "The material used in the construction is common brick, made by Mr. Powell, and finished by staining and pencilling to imitate pressed brick. . . . The front of the four buildings . . . presents an appearance rivaling the finest pressed brick."

<sup>26</sup> See "West Side," *Eau Claire Weekly Free Press*, 18 May 1871.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 11

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

bookstore, the Empire Lumber Company's general merchandise store, and Theodore Hoffman's general merchandise store. Kinnear's residence would be located on the second story, which would also contain other living quarters and offices. The cost of the new building was estimated at \$20,000. In July 1882, a fourth unit, to be numbered 407 Water Street, was added by George Johnson. The Pioneer block grew again to include a fifth unit—409 Water Street—which was begun by owner E. B. Craft in late 1882 and completed in 1883.<sup>27</sup> The units, taken together as a building block, were listed as a single building in 1980.

William Kinnear's drugstore occupied 401 Water Street, in the new Pioneer Block, from 1882 to 1917. The Kinnear residence was not on the second floor, but rather in a two-story unit behind the drugstore. Beginning in 1935 with Matt Moerner's "beverages," the building has been used as a tavern. It has been the Pioneer Tavern since 1984. The current owner is Paul Del Torto.

The McMaster, Snodgrass and Co. dry goods store occupied 403 Water Street from 1882 to about 1888. The pair purchased the business from Empire Lumber Company, which had operated a store in the original Pioneer Block. The unit measured 115' D x 25' W and contained four departments: notions, dry goods, ladies' goods, and groceries and crockery. The second floor was used for surplus stock, the basement for groceries, and a rear storeroom as a warehouse.<sup>28</sup> In 1903 the vacant unit was claimed by Arthur Hoffman, son of Theodore Hoffman, for use as a millinery and notions store. From 1914-1918, it was merged with 405 Water Street; the businesses combined to form Hoffman's dry goods and millinery. In 1920, Hoffman's occupied only 403. Following first Theodore's death and then Arthur's in 1932, Arthur's widow, Mae, continued the millinery shop until 1963. Her home was on the second floor. In 1965, Eau Claire Cycle Shop moved in. It remains in business today. The owner of 403 Water Street is Terry Hintz.

Theodore Hoffman's general merchandise store occupied 405 Water Street from 1882-1918. Then followed a handful of clothiers. From 1949-1985, Eau Claire Cycle, located next door, expanded to fill this unit. Since then, a music and stereo store, sub sandwich shop, and bakery have been located here. In 2006, the building is vacant. expanded into this unit from 403 Water Street. John S. Mogensen is the owner.

The fourth unit, 407 Water Street, was owned and occupied by George Johnson, a confectioner and baker, from c.1882-1890. Smith Baking Company followed from c.1895-1935. An electric and appliance store, furniture store, music, stereo, and videos store, and an interior design studio followed. The current occupant is Nucleus restaurant. John Mogensen is the building's owner.

The fifth and westernmost unit is 409 Water Street. It was built in 1882-83 by Louis Norgan.<sup>29</sup> The building's east stone wall is shared with 407 Water Street; the north, south, and east walls are frame with a brick veneer. The original occupant was a shoe store operated by Norgan and Charles Jevne (1883-1888),

---

<sup>27</sup> News item in "The City" section, *Eau Claire Daily Free Press*, 15 July 1882, and "Building Prospects," *Eau Claire Daily Free Press*, 26 January 1883.

<sup>28</sup> "A New Business Firm," *Eau Claire Daily Free Press*, 8 August 1882, and "Here It Is," *Eau Claire Daily Free Press*, 15 November 1882.

<sup>29</sup> Tax assessment records, 1883. Archived at Area Research Center, University of Wisconsin-Eau Claire.

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 8 Page 12

Norgan had been a clerk for Theodore Hoffman, and returned to this position after the shoe store closed. The building has also been home to a dry goods store, drugstore, pool hall, and auto repair garage, among other things. From 1959-1976, it was home to Siker's Furniture and Carpet. During this period, 409 and 407 were combined into a single business unit. During the 1970s and 1980s, it was a music and audio store; in the 1990s, it was a floral and gift shop; and since 2001, it has been Erbert and Gerbert's sandwich shop. The building is owned by John Mogensen.

A Grant-in-Aid Restoration Project funded by the National Park Service, State Historical Society of Wisconsin and the City of Eau Claire was completed in 1984. Some brick was replaced and mortar joints were repaired. Second story windows in 401, 403, and 405 were replaced with double hung windows of original size. The second story front at 409 retains the partially boarded windows. All of the building's first floor fronts and brick piers were uncovered and restored. Two-pane transom windows above the display windows were also restored.

404 and 498 Riverside Avenue

Recent changes have occurred behind the Pioneer Block as well. The 1992 completion of the Chippewa River Trail, a paved recreational trail on the north bank of the Chippewa River, encouraged the establishment of two businesses in the historic rear additions to 405 and 407 Water Street. In 2003, the rear alley became a dedicated street named Riverside Drive. Racy D'Lene's Coffee Lounge (behind 405 Water Street, address is 404 Riverside Avenue) and Primitive Penetrations (behind 407 Water Street, address is 408 Riverside Avenue) opened in 1997 and 1998, respectively. There is an apartment above 408 Riverside Avenue. The building's owner is John Mogensen.<sup>30</sup> Because they are in additions to the Pioneer Block, these units are not counted separately.

ARCHITECTS

**Fremont D. and/or George W. Orff:** Architect(s) of the Pioneer Block, 401-407 Water Street.

The *Eau Claire Daily Free Press* of 27 May 1882 identifies the architect of the Pioneer Block only as Orff of Minneapolis. Fremont D. Orff (1856-1914) worked in Minneapolis from 1881 to 1914. He and his brother, George, worked together as Orff Bros. until 1892, when Fremont Orff and Edgar Joralemon formed a partnership. George Orff (1836-1908) remained in association with Orff and Joralemon (1892-97), eventually serving also as a building inspector in Minneapolis and superintendent of construction for the Minneapolis public school system.

After leaving the partnership with Joralemon, Fremont Orff worked briefly with Ernest Guilbert. He was on his own again from 1899-1914. This period includes several large residential properties in Minnesota, as well as

---

<sup>30</sup> Tom Berg, Department of Public Works, City of Eau Claire; telephone interview with Joanne Raetz Stuttgen, 2 February 2006. Also, Terry Hintz, owner of Eau Claire Bike Shop, 403 Water Street; telephone interview with Joanne Raetz Stuttgen, 3 February 2006.



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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 13

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

several public schools in Minnesota, Iowa, Wisconsin, and Kansas. He is also credited with a Carnegie library and several courthouses and city halls in Minnesota.

While George Orff received some architectural training in Boston, Fremont Orff learned the profession through an informal apprenticeship system where rendering, design, and engineering skills were learned on the job in the offices of established architects and/or in the building trades.<sup>31</sup>

The following Wisconsin buildings are attributed as indicated:

Orff and Joralemon: Bayfield County Courthouse, Bayfield (1899), Park School, Kaukauna (1897)

Orff and Guilbert: Polk County Courthouse, Balsam Lake (1899)

Fremont D. Orff: H. C. Putnam Store, Eau Claire (1897; no longer extant), Forest County Courthouse, Crandon (1909)

CONTRACTOR-BUILDERS

Ole Arnstad: Contractor-builder of 411-413-415 Water Street.

Arnstad was born near Trondheim, Norway, in 1847, and came to Eau Claire in 1866. He is listed as a carpenter in the city directories between 1880-1910. Arnstad is credited with the plans for the J. F. Lang residence at Grand Avenue.<sup>32</sup> His residence was at 434 Hudson Street. In 1886, he bought an interest in E. M. Fish, where he assumed duties of "outside work," including contracting and estimating. In 1911, he hung himself in the barn behind his house.<sup>33</sup>

Mr. Catt

He is identified by the Eau Claire Leader as the carpenter at work on 408-410 Water Street. The full name cannot be ascertained.

Samuel Nauman

Brick mason who built 408 and 410 Water Street. He is listed as a mason in the city directories between 1882-1885.

Phoenix Manufacturing Company

Manufacturer of cast iron columns at 402 Water Street, according to the 1981 Intensive Survey by Mary E.

---

<sup>31</sup> David C. Anderson, National Register of Historic Places nomination for Decorah (IA) East Side Elementary School and Middle School, 1997-98.

<sup>32</sup> "More Enterprises," *Eau Claire Daily Free Press*, 27 January 1883.

<sup>33</sup> Lois Barland, *The Rivers Flow On* (Stevens Point: Worzalla Publishing Co., 1965): 291 and 401. Also, George Forrester, ed., *Historical and Biographical Album of the Chippewa Valley, Wisconsin* (Chicago: A. Warner Publishers, 1891-92): 816.

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 8 Page 14

Taylor. Unfortunately, this information is not verified. However, due to the abundance of identical and similar columns on Water Street buildings, and others throughout the city, this is believed to be accurate. Organized in 1861, Phoenix was primarily a manufacturer of logging equipment until about 1925, when it went into receivership and was purchased by a local businessman. Phoenix then began fabricating steel for bridges, buildings, even ships. The company was sold several more times until it ceased operations in its downtown location. The historic site of the large manufacturing facility north of the Eau Claire River and west of Barstow Street is now the site of Phoenix Park.

In the early years, Phoenix also produced architectural ironworks. When it began is unknown. Listings and advertisements for “building castings and general iron work” in the Eau Claire city directories span the years 1884-1892. The 1880 directory identifies Phoenix Manufacturing Company as “also contractors and builders.” The emphasis on architectural pieces continued with the Phoenix Furniture Company (1899-1931), a centralization of the company’s manufacture of “artistic furniture and interior finish for banks, offices, churches, saloons, etc.”<sup>34</sup>

Thomas Powell

Innovative brick maker who crafted the cobalt blue, lead-glazed bricks used in the front veneer of the buildings at 411-413, 415, 417, and 421 Water Street. A native of Wales, Powell is listed as a grocer with a store at 707 S. Barstow Street in the city directories between 1880-1910. In the 1882 directory, he is further identified as a brick manufacturer. Powell was an early settler in Eau Claire and a veteran of the Civil War. He died in 1912 at the age of 81.<sup>35</sup>

Cornelius L. Webster

Brick mason on 411-413, 415, 417, and 421 Water Street, and possibly 412 and 414 Water Street. An Eau Claire stone mason, brick mason, and contractor listed in the city directories between 1880-1890, Webster created the striking lead glazed, cobalt blue brick veneer on the four one-story buildings on the south side of Water Street. Thomas Powell was the brick maker. Webster built and resided in a Victorian brick cottage at 333 Summit Avenue. He is credited with using a similar style of brick in three Chippewa Falls business fronts in 1873. For more on Powell and Webster’s lead glazed brick, see 421 Water Street in the Statement of Significance.

CONCLUSION

The Water Street Historic District is eligible at the local level for the National Register of Historic Places under Criterion A because is a concentrated area in Eau Claire’s commercial core that represents diverse functions

<sup>34</sup> *Eau Claire Illustrated, 1891-92 (Eau Claire Leader, 1891-92): 86.*

<sup>35</sup> *The Rivers Flow On: 447.*

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section 8 Page 15

---

associated with a vital city transitioning from the post-settlement period to twentieth-century maturity. The District is also eligible under Criterion C because it consists of a notable collection of late-nineteenth-commercial buildings ranging from High Victorian Gothic and Italianate to vernacular styles.

In summary, the contributing buildings in the Water Street Historic District are considered to be of local architectural significance because they are good, representative examples of the architectural styles and vernacular form designs that prevailed in Wisconsin and in Eau Claire during this period and this significance is enhanced by their largely intact state. These buildings are also considered to be of architectural significance collectively because they together form a still largely intact historic commercial area of the city of Eau Claire and represent a large percentage of all the buildings that were ever built in this area to house the commercial needs of the city and the surrounding neighborhood.

#### PRESERVATION ACTIVITY

Throughout the 1970s and into the present day, many buildings suffered from neglect and insensitive remodeling. In 1984, the first concerted effort at restoration occurred with the Pioneer Block. A Grant-in-Aid project funded by the National Park Service, Wisconsin Historical Society, and City of Eau Claire restored the five storefronts to an historic appearance. Other restoration and rehabilitation projects have occurred in recent years. In addition to the Pioneer Block the most notable are the buildings at 408 and 426-428 Water Street.

#### ARCHEOLOGICAL POTENTIAL

The extent of any archeological remains within the district is conjectural at this time. Most of the district's buildings replaced earlier commercial buildings located on the same sites, and it is likely that the later construction activities seriously compromised any remnants of earlier buildings. It is possible, however, that some archeological remains from these earlier buildings may still be extant.

No information about possible prehistoric remains in this area was found during the course of this research. It is likely, however, that any remains of pre-European cultures once located within the district would have been greatly disturbed by the building activity associated with the subsequent development of this area.

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

**National Register of Historic Places**  
Continuation Sheet

Section 9 Page 1

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

**BIBLIOGRAPHY**

**Books:**

Barland, Lois. The Rivers Flow On. Stevens Point: Worzalla Publishing Co., 1965.

Carter, Hilda R. and John R. Jenswold. The University of Wisconsin-Eau Claire: A History, 1916-1976. Stevens Point: Worzalla Publishing Co., 1976.

Forrester, George. Historical and Biographical Album of the Chippewa Valley, Wisconsin. Chicago: A. Warner Publishers, 1891-92.

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

**Miscellaneous:**

Anderson, David C. National Register of Historic Places nomination for Decorah (IA) East Side Elementary School and Middle School, 1997-98.

Berg, Tom [Department of Public Works, City of Eau Claire]. Telephone interview with Joanne Raetz Stuttgen, 2 February 2006.

Building permits on file in the Department of Zoning, Building Permits and Inspections, Eau Claire City Hall.

Eau Claire city directories.

Hintz, Terry [owner of Eau Claire Bike Shop, 403 Water Street]. Telephone interview with Joanne Raetz Stuttgen, 3 February 2006.

Photograph 200105-0006-001, Water Street looking west from 408 Water Street, c.1885, on file at the Chippewa Valley Museum.

Photograph 200105-0008-001, negative 881, south side of Water Street looking east from Fifth Avenue, c.1875, on file at the Chippewa Valley Museum.

Sanborn Perris maps, 1883, 1885, 1897, 1916, 1931, 1958.

Tax assessment records for the City of Eau Claire, c.1865-1900. Originals archived at

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

**National Register of Historic Places**  
Continuation Sheet

Section 9 Page 2

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

Area Research Center, University of Wisconsin-Eau Claire.  
Taylor, Mary. Intensive Survey, 15 September 1981. Copy on file in the Department of  
Community Development, Eau Claire City Hall.

**Newspaper Articles:**

“Among the Ruins.” Eau Claire Daily Free Press, 24 April 1882.

“Building Prospects.” Eau Claire Daily Free Press, 26 January 1883.

“A Handsome Front.” Eau Claire Daily Free Press, 20 September 1882.

“Here It Is.” Eau Claire Daily Free Press, 15 November 1882.

“Improvements: Building in Eau Claire commenced during the first half of 1882 . . . .”  
Eau Claire Daily Free Press, 18 July 1882.

Klein, Michael. “Long’s Sports Store closing after 69 years.” Eau Claire Leader Telegram, 9 January 2001.

“More Enterprises.” Eau Claire Daily Free Press, 27 January 1883.

“Muenichs purchase Long’s sport shop.” Eau Claire Leader Telegram, 1 August 1977.

“A New Business Firm.” Eau Claire Daily Free Press, 8 August 1882.

News items in “The City” section, Eau Claire Daily Free Press on the following dates:  
12 May 1882; 10 June 1882; 15 July 1882.

Obituary of Elvira Johnson, Eau Claire Leader Telegram, 7 October 1991.

Obituary of Eugene W. Wright. Daily Telegram, 12 August 1955.

“The Plans for Rebuilding.” Eau Claire Daily Free Press, 28 April 1882.

“Rising from the Ashes.” Eau Claire Daily Free Press, 27 May 1882.

“West Side.” Eau Claire Weekly Free Press, 18 May 1871.

“A West Side Institution.” Eau Claire Daily Free Press, 13 October 1882.

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

**National Register of Historic Places**  
Continuation Sheet

Section 10 Page 1

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

---

**VERBAL BOUNDARY DESCRIPTION**

All the property in the district is located in Block 21 and Block 28 plat of Eau Claire City.

The district begins at the south-east corner of Lot 1 Block 28 Eau Claire City at the curb-line at the junction of Riverside Ave and Fourth Avenue. The line then continues north along the east side of Lot 1 Block 28 (also 401 Water Street) continuing across Water Street to the curb-line of Water Street and Fourth Avenue and then continuing north along the east side of Lot 28 Block 21 (also 402 Water Street) to the north-east corner of said lot to the alley that runs east-west through the middle of Block 21; a distance of approximately 312 feet.

From this point at the north-east corner of Lot 28 Block 21 the line turns 90 degrees to the west and then continues due west approximately 396 feet along the south side of the alley and the rear lot line of Lots 28 through Lot 11 Block 21 to the north-west corner of Lot 11 Block 21 (also 436 Water Street). The line then turns 90 degrees to the south and continues south 126 feet along the west side of Lot 11 Block 21 to the south-west corner of said lot, a point at the curb-line on the north side of Water Street. The line then turns 90 degrees to the east and continues east along the curb-line on the north side of Water Street approximately 132 feet to the south-west corner of Lot 17 Block 21 (also 424 Water Street).

From this point at the south-west corner of Lot 17 Block 21 the line turns 90 degrees to the south, crosses Water Street and continues south along the west side of Lot 8 Block 28 (also 421 Water Street) to the south-west corner of said lot on the north side of Riverside Avenue; a distance of approximately 186 feet. From this point at the south-west corner of Lot 8 the line then turns 90 degrees to the east and continues east along the north side of Riverside Avenue and along the back lot line of Lots 8 through Lot 1 Block 28 approximately 264 feet to the to the curb-line of Riverside Ave and Fourth Avenue and the point of beginning. Said boundaries enclose approximately 2.40 acres.

**BOUNDARY JUSTIFICATION**

The boundaries of the district enclose the land that contains architecturally significant buildings in the area historically associated with the district's resources. The district is also differentiated from the areas surrounding the district to the north, west and to a lesser degree to the east that are primarily residential in character.

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

**National Register of Historic Places**  
Continuation Sheet

Water Street Historic District  
Eau Claire, Eau Claire County, Wisconsin

Section photos Page 1

---

PHOTOGRAPH DESCRIPTIONS

The following information pertains to all 10 photographs:

**Water Street Historic District**  
**Eau Claire County, Eau Claire, Wisconsin**  
**Photographer: Eric J. Wheeler**  
**April 2006**  
**Negatives in the collection of the Wisconsin Historical Society, Madison, Wisconsin**

Photograph 1 of 10  
Street view of district, looking south-west

Photograph 2 of 10  
Façade of 401-407 Water Street (Pioneer Block), looking south

Photograph 3 of 10  
Façade detail of Pioneer Block, looking south

Photograph 4 of 10  
Façade of 411, 413, and 415 Water Street, looking south

Photograph 5 of 10  
Façade of 417 and 421 Water Street, looking south

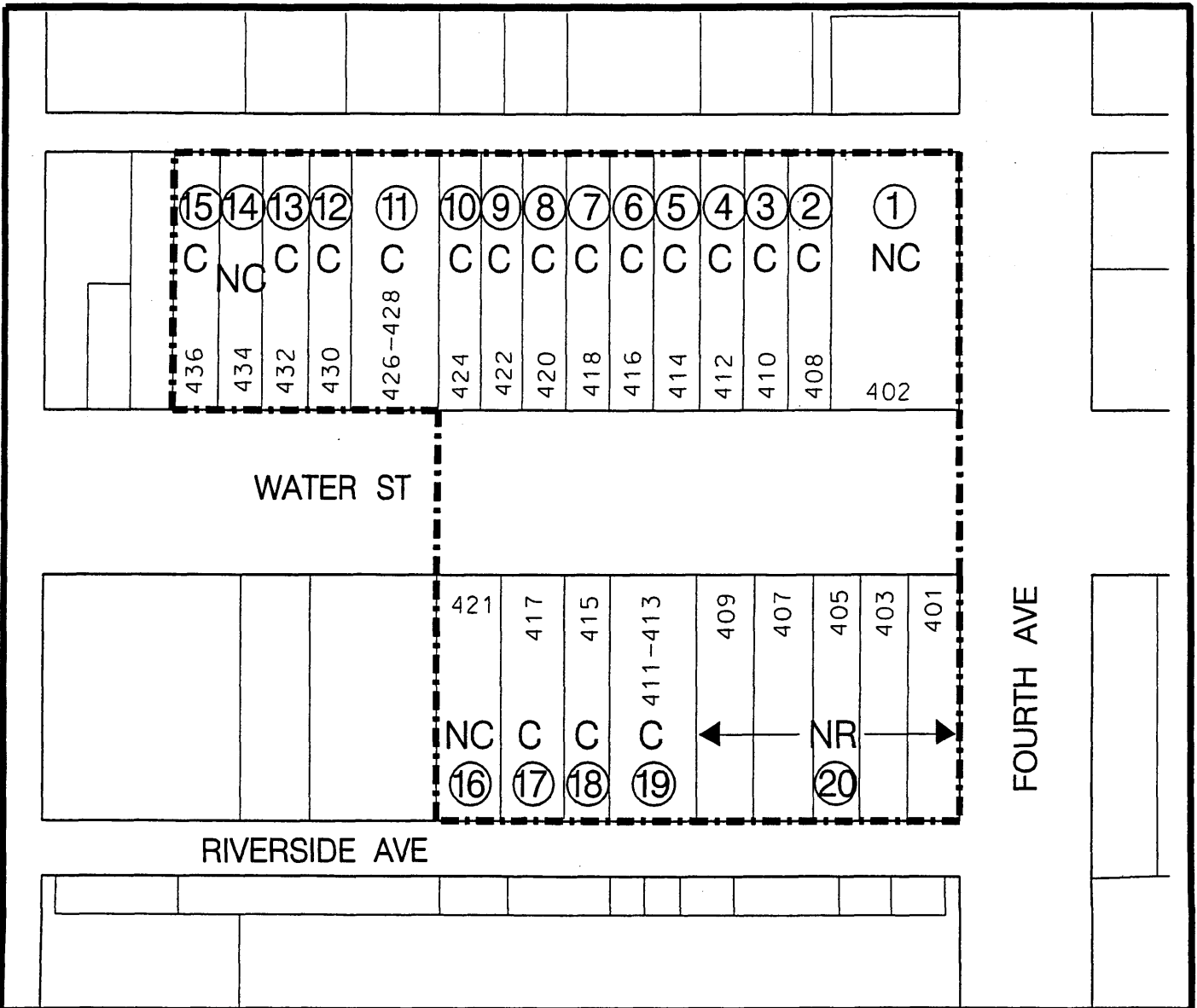
Photograph 6 of 10  
Street view of district, looking north-east

Photograph 7 of 10  
Street view of district, looking north-west

Photograph 8 of 10  
Façade of 408 and 410 Water Street, looking north

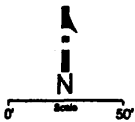
Photograph 9 of 10  
Façade detail of 408 Water Street, looking north

Photograph 10 of 10  
Façade of 426 and 428 Water Street, looking north



**WATER STREET HISTORIC DISTRICT**  
**Eau Claire, Eau Claire County, WI**

- C** Contributing Properties
- NC** Noncontributing Properties
- NR** National Register Properties



----- District Boundary  
 (10) Property Number