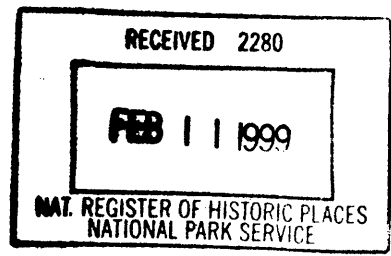


330

(January 1992)

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 Broadway-Dousman Historic District

other names/site number N/A

2. Location _____

street & number part 200 and 300 Block North Broadway; 300 and 400 Block Dousman Street; part 300 Block North Chestnut Street. N/A not for publication

city or town Green Bay N/A vicinity

state Wisconsin code WI county Brown code 009 zip code 54303

3. State/Federal Agency Certification _____

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

Alicia Z. Goerig 1/29/99
Signature of certifying official/Title Date
Deputy State Historic Preservation Officer-WI

State or Federal agency and bureau

Broadway-Dousman Historic District
Name of Property

Brown / Wisconsin
County and State

In my opinion, the property ___meets ___does not meet the National Register criteria.
(___See continuation sheet for additional comments.)

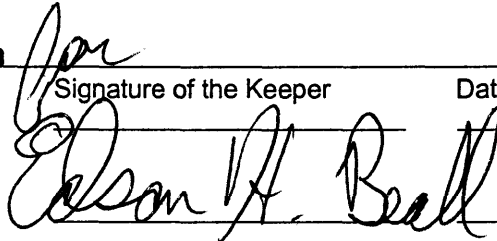
Signature of certifying official/Title

Date

State or Federal agency and bureau

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:)

Signature of the Keeper	Date of Action
	3-12-99
_____	_____
_____	_____

Broadway-Dousman Historic District
Name of Property

Brown / Wisconsin
County and State

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
 site
 structure
 object

Number of Resources within Property

(Do not include listed resources within the count)

Contributing	Noncontributing	
<u>12</u>	<u>3</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>12</u>	<u>3</u>	Total

Name of related multiple property listing

(Enter "N/A" if property is 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: Warehouse
COMMERCE/TRADE: Department Store
DOMESTIC:Hotel

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE: Specialty Store
COMMERCE/TRADE: Restaurant

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th and 20th Century Revivals

Materials

(Enter categories from instructions)

foundation STONE
walls BRICK
CONCRETE
roof ASPHALT
other METAL
WOOD

Narrative Description

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

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Continuation Sheet

Section 7 Page 1 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin.

I. Introduction

The Broadway-Dousman Historic District consists of 15 late-nineteenth and early- to-mid-twentieth century commercial buildings in the northeastern Wisconsin city of Green Bay. Of these, three are non-contributing, one due to being less than 50 years old as of the date of this nomination, the balance lacking significant integrity. All but one of the non-contributing buildings are small, one-story commercial buildings, and do not significantly impact the district's visual integrity. The district extends approximately one-half block in each direction along North Broadway and Dousman Street from the intersection of the two roads; a single contributing building also faces North Chestnut Street, near its intersection with Dousman. The district is bordered to the west by a historic elementary school and associated property; it is bordered to the east by a historic industrial complex north of Dousman Street, and by a railroad right-of-way south of Dousman. The district is bordered on the north by lower-density commercial structures and vacant land near the Broadway side of the block, and by a parking lot and residential development near the North Chestnut side of the block. The southern border of the district west of Broadway is marked by a large non-historic building, which abuts the southernmost contributing building in the district; the southern border of the district east of Broadway is defined by a parking lot and lower density non-historic development. As a result, the east and west borders of the district may be seen to arise from the district's developmental history; the north and south borders resulting from non-historic developments.

Those buildings retaining integrity represent a range of late-nineteenth to mid-twentieth century, predominately vernacular commercial architecture that typifies the developmental history of the historic Fort Howard/West Green Bay commercial district. The district's physical composition is dominated by two- to three-story commercial blocks with two or more storefronts, and having modest to elaborate ornamentation. The district also has three two-story, single-storefront edifices with modest ornamentation; a one-story building with three storefronts, and a two-story warehouse structure, are also contributing resources to the district. Most of the contributing commercial buildings have undergone storefront renovations since their construction; they generally demonstrate acceptable to excellent integrity of their second- and third-story facades (none of the buildings is taller than three stories). Those that have one story were determined to have acceptable integrity if historic design or materials were apparent above or surrounding the storefront area. Non-contributing buildings evidence little or no historic materials or design on any portion of their facades.

The previous overview raises issues particularly pertinent to this district's discussion. Like many historic commercial districts, some of buildings in the Broadway-Walnut Historic District defy the limited vocabulary pertaining to such buildings, as contained in the architectural sections of the State Historical Society of Wisconsin's benchmark publication, Cultural Resources Management in Wisconsin (CRMW). As proposed in CRMW, commercial buildings are categorized as unspecifically vernacular structures or by the names commonly attributed to domestic buildings demonstrating certain similar design characteristics, such as "Italianate" for commercial buildings with arched windows, carved or paired cornice brackets and elaborate hood molds, or "Queen Anne" for buildings

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National Register of Historic Places
Continuation Sheet

Section 7 Page 2 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin..

with semi-hexagonal bays, turrets or scroll-sawn decoration. A few of the buildings in the Broadway-Dousman Historic District fit these designations to a greater or lesser extent, and will be identified as such. However, several of the district's buildings are excellent examples of vernacular building forms common to commercial districts of this region and era; these will also be examined and highlighted. It should be recalled that, over ten years after the publication of the CRMW, the universally accepted vocabulary of commercial architectural styles is still far more limited than that pertaining to residential buildings.

II. Inventory:

Following is the complete inventory of contributing and non-contributing buildings within the district.

<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>	<u>Class.</u>
311-313 Dousman	Swift Wholesale Company	1920	C
315-317 Dousman	Felix DuChateau Saloon	1910	C
400 Dousman	Shaugnessy Drug Store	1939	C
402-404 Dousman	Platten Flour and Feed Store	1906	C
406-408 Dousman	Albert Platten Wholesale Produce	1873	C
414 Dousman	Colson Groceries	1929	C
416-418 Dousman	DeCleene Building	1940	N
420 Dousman	Stram Super Service Station	1938	N
401-411 Dousman	Platten Building	1913	C
413-415 Dousman	Platten Bros. Meat Market	1894	C
419-421 Dousman	Henry Platten Grocery Store	1913	C
308 N. Chestnut	Van's Sheet Metal	1940	C
309 N. Broadway	Farrah Bros - Confectioners	1922	C
311 N. Broadway	--	ca. 1970	N
231-233 N. Broadway	Fort Howard Hotel	1925	C

III. Descriptions

Following are descriptions of current and historic appearances of several buildings in the district, commencing at the south end of the district and proceeding north:

Fort Howard Hotel (1925): 231-233 N. Broadway

Three stories in height, this two-storefront brick building was the last hotel constructed in urban Green Bay until the 1960s; it retains a high level of integrity. The building has two wide storefront bays flanking a narrow entry bay leading to the second and third floor hotel rooms; the bays are demarcated by pronounced piers that extend the height of the building to the plain cornice. Each of the side bays has two sets of paired one-over-one windows at the second and third floors; the entry bay has a single pair of windows at the second and third floors. All of the windows appear to be original and are covered by aluminum storm sash. In each bay, the spaces between the windows, the cornice and the storefront cornice are all marked by a rectangular motif consisting of slightly raised headers extending the length of the window area and marked at the corners with contrasting

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Continuation Sheet

Section 7 Page 3 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin..

concrete decorative blocks. The single central entry door has paneled sidelights, a fully glazed, residential-style transom light with a commercial-style multi-light transom over it and in line with the transoms of the adjoining storefronts; although the door itself has been replaced with a steel security door, the door surround is intact. The building has two storefronts; the northernmost appears to be relatively unaltered, while the southernmost has had its storefront windows partially obscured.

Platten Building (1913): 401-411 Dousman:

This massive three-story building dominates the corner of Broadway and Dousman, having had as many as four historic storefronts facing Broadway and another four facing Dousman. The building's Broadway and Dousman facades are divided into approximately twenty-foot bays by groupings of three windows per bay at the first and second stories and by visually contrasting exposed poured concrete piers that extend the height of the building. The building has five such bays along its Broadway side, and six along Dousman. The windows of the second and third stories are identical, each having a double-hung, one-over-one sash in a plain surround on a plain concrete sill. The building cornice area and the storefront transoms are covered by applied wood facing; all of the storefronts appear to be altered, although some of the altered storefronts may date from the district's period of significance. Although the building has undergone some alterations, it retains sufficient integrity to adequately represent its historic role in the district.

Platten Bros. Meat Market (1894): 413-415 Dousman:

This building and the Albert Platten Wholesale Produce building across the street are notable for their polychrome brick ornamentation. This building, the more recent of the two, is constructed of cream city brick, and has five bays at the second story. Each bay consists of a single double-hung, one-over-one window with a slightly arched red brick lintel and a stone sill supported by two red corbels. The windows were replaced in the early 1980s. The cornice of the building consists of an elaborate pattern of cream and red brick corbels and corbel tables. The second story area of the building is marked by a series of watercourses of red headers which traverse the cream brick facade. Three of these bands intersect the second-story windows; the uppermost arches across the tops of the windows, while the lower bands are interrupted by the windows. Two similar unbroken bands cross the facade immediately above the storefront area. The storefront is entirely altered and dates from the early 1980s. Despite these alterations, the building maintains good integrity, particularly with regard to its character-defining polychrome brick ornamentation.

Albert Platten Wholesale Produce (1873): 406-408 Dousman:

This building, the oldest in the district, is the only extant Gothic Revival commercial building in the city of Green Bay. Constructed of cream city brick with red brick detailing, the building has seven bays at the second story; the central bay is slightly projecting and surmounted by a gablet. The central window is a pointed arch, with a carved wood rosette set into the arch above the window. The arch is outlined in red brick, as are the lintels of the three closely-set windows to each side of the central bay. Of each trio of windows, the central window has a more pointed arch and more pronounced polychrome detail than those to the sides, which are surmounted by a single red brick

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Section 7 Page 4 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin.

segmental arch. All of the arches terminate in red brick capitals just below the tops of the windows. All of the sash has been replaced. The facade is surmounted to either side of the gablet by a polychrome corbel table with pointed arch corbels, which in turn support a narrow pressed-metal cornice. An applied storefront commences immediately below the second story windows and is non-historic. Despite the alterations to the windows and the storefront, the building retains excellent integrity in its defining architectural details above the first-story level.

Shaugnessy Drug Store (1939): 400 Dousman

This two-story building has only two bays along its primary facade, while another six bays extend along North Broadway. The building is dominated visually by a cutaway corner bay, with a single second-story window over the single entry. Clad in light yellow glazed brick, the buildings cornice consists of a cast concrete coping with a slightly enlarged section centered over the corner bay. The second story windows are one-over-one double hung sash which may not be original to the buildings; these are bordered at the top by a continuous water course of soldiered brick. The single storefront window facing Dousman, the two storefront windows facing Broadway, and the entry itself have been altered.

Felix DuChateau Saloon: (1910): 315-317 Dousman:

This building has undergone few exterior alterations, and retains a high level of integrity. Two stories tall and constructed of red brick, the building has two storefronts facing Dousman and one at the rear of the building facing Broadway. The storefronts are relatively intact, although the glass itself appears to have been replaced; all of the storefronts are surmounted by original transom beams with rosettes. The second floor is dominated by four projecting bay windows: one located at the rear and one near the center of the Broadway side, one located at the corner of the building, and one located at the east corner of the Dousman facade. All four have hipped roofs, flat projecting floors, and pressed metal paneling in a delicate curvilinear pattern immediately beneath the windows. All of the bays also have double-hung one-over-one sash, which appear to be original but are obscured by aluminum storm panes. With the exception of the bay projecting from the corner, all of the bays are semi-hexagonal; the bay over the corner entry has five sides and is suspended above a cutaway entry. The remaining windows of the second floor are all singly-set, glazed in the same manner as the windows in the bays, and are surmounted by stone keystones set into their slightly arched plain surrounds. The building is crowned with a simple cornice consisting of pressed-metal brackets under a plain overhang. An excellent example of commercial vernacular architecture in the early twentieth century, this building retains a high level of integrity.

Swift Wholesale Company (1920) 313 Dousman:

This building has historically functioned as a meat wholesale warehouse; its poured concrete construction and its proximity to the railroad right-of-way both indicate this historic use. The two-story building is clad in brown brick, with relatively elaborate fenestration and ornamentation on the Dousman facade and more utilitarian fenestration facing the rail line to the east. The building's cornice is clad in a smooth concrete coping and is marked on either side of the Dousman facade and on the east facade near the Dousman corner by three slightly peaked projecting crenellations. The

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Section 7 Page 5 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin..

east half of the Dousman facade is marked by a trio of windows in a simple surround at the first and second floor levels; the center window of each trio is slightly wider than the flanking windows, and all have three-over-one, double-hung sash. The second floor windows rest on narrow concrete sills; the first floor windows rest on a wider concrete belt course which continues around the corner. The facade has a single pedestrian entry centered on the facade; this entry has a Craftsman-style glazed wood door set under a three-light transom. This door is flanked to the east by two single windows, both of which are double-hung, three-over-one sash; the first floor window is approximately one-half the width of that at the second floor. A window over the entry next to the second story appears to have been bricked shut; the brick is extremely closely matched and it is not clear whether this blank window and the apparent blank window next to it represent original features or alterations. A similar but wider blank window is located at the second floor level on the west side of the facade; the first floor area of this portion of the facade is occupied by a large overhead loading door. The second story area is framed by a raised brick pendant motif; this motif is also repeated around the single second-story window on the east facade near the Dousman corner. This second story window and the single first-story window directly below it both have glazing identical to that described previously; the remainder of the east facade has similar glazing arranged in a utilitarian manner. The building is highly intact.

IV: Conclusion

Although buildings in the Broadway-Dousman Historic District have generally undergone some alterations, most frequently to the windows and storefront areas, the district maintains an overall high level of integrity, with sufficient historic fabric and features to be considered eligible for the National Register of Historic Places. The district has excellent overall streetscape integrity, with no demolished buildings within the district. The buildings that have been determined non-contributing are among the smallest in the district, and have relatively little impact on the district's visual cohesion. The contributing commercial buildings in the district demonstrate adequate to excellent integrity above the storefront area, and include original features such as cornices, hood molds and brick or applied ornamentation. As a result, the Broadway-Dousman Historic District may be determined to have integrity sufficient to allow it to embody its historical significance as a traditional commercial district.

Broadway-Dousman Historic District
Name of property

Brown / Wisconsin
County and State

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.)

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

Period of Significance

1873- 1947

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

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

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Continuation Sheet

Section 8 Page 1 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin..

I. Introduction

The Broadway-Dousman Historic District is eligible for the National Register of Historic Places under National Register Criterion A, due to its association with and contribution to Green Bay's development as a commercial and service center in northern Wisconsin. As a result of the district's physical and developmental cohesion, it represents a significant and distinguishable entity whose components, as none would be considered individually eligible for the National Register, lack individual distinction, but which collectively represents and embodies an essential element in the development of the city of Green Bay and the surrounding region.

The Broadway-Dousman Historic District served as a primary nucleus of commercial activity in the Fort Howard/West Green Bay business district in northeast Wisconsin's primary commercial, industrial and distribution center. The Broadway-Dousman Historic District served both city residents and transient visitors associated with the nearby Chicago & North Western passenger depot, who came to the area for shopping, entertainment, and a variety of services. To a greater extent than other portions of the Green Bay central business districts, the businesses of the Broadway-Dousman area were also strongly oriented to wholesaling and services to transients, both made possible by the proximity of the Chicago & North Western Railway and its depot immediately west of the district. Throughout the period of historic significance, extending from 1873 to 1947, the district gained a selection of predominately vernacular examples of nineteenth- and twentieth-century commercial architectural styles and forms, and developed into a cohesive node in the city's west side business district. The Broadway-Dousman Historic District comprises a significant portion of the city's extant historic central business district building stock; in conjunction with the Broadway-Walnut Historic District, which lies to the south, the Broadway-Dousman Historic District substantially embodies the history and development of Green Bay's west side commercial district.

II. Historical Context: Cities of Green Bay and Fort Howard.

A. Physical Context:

The city of Green Bay lies in Brown County, approximately 120 miles north of the city of Milwaukee; it is the third largest city in the state and the largest city in northeastern Wisconsin. The city spans both east and west sides of the Fox River, a major state waterway which runs north and east from the south-central portion of the state through Lake Winnebago and empties at the northern limits of the City of Green Bay into Green Bay, a narrow arm of Lake Michigan. Prior to their merger in 1895, the area comprising the modern City of Green Bay consisted of two separate communities: Green Bay to the east of the river, and Fort Howard, named for an early nineteenth century American fort, on the west. As a result of the physical characteristics of the river, both settlements developed in the early nineteenth century adjacent to the river on relatively higher ground approximately one mile south of the river's marshy mouth. The river and bay provided the area settlements with an early advantage in terms of water transportation, with the Fox River, after improvements, providing access to the interior of the state and the bay providing a relatively sheltered harbor for Great Lakes traffic. Transportation was further aided by the arrival of the Chicago & North Western rail line and the establishment of its Fort Howard depot as a regional hub in 1862. Later railways and highways also tended to converge at Green Bay, an evolution that

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Continuation Sheet

Section 8 Page 2 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin..

allowed the city, and in particular the former Fort Howard central business district, to develop a range of businesses oriented toward retail, wholesale, and distribution.

Lying near the southern edge of the historic logging region of northern Wisconsin, Fort Howard and Green Bay were positioned to become primary regional markets by the mid-nineteenth century. Although Green Bay's development as a city had its roots in the early-nineteenth century fur trade, and Fort Howard had grown from a settlement surrounding a garrison established to protect American interests in the fur trade, the two cities' development began in earnest following the Civil War, as demand for the region's lumber and hand-produced wood shingles mushroomed. Following the exhaustion of lumbering in the region by the 1880s, and the conversion of much of the region's outlying land to grain and later dairy farms, agriculture-related businesses prospered, particularly in Fort Howard, from sales and shipping of produce and goods to and from area farmers. Thus both physical and economic geography resulted in a specific commercial environment; these characteristics are exemplified in the Broadway-Dousman Historic District. The forms of the district's buildings and their historical uses exemplify the development of the Fort Howard/ West Green Bay business district to meet specific, locationally-derived needs.

B. Initial settlement and development

Although most of the extant buildings in the Broadway-Dousman Historic District postdate the merger of Green Bay and Fort Howard in 1895, the district's form and function were to a great extent determined by business district characteristics which developed in the mid- to late-nineteenth century, when Broadway and Dousman served as primary commercial arteries for the city of Fort Howard. Additionally, as discussed below, the merger of the two communities in 1895 resulted in little change in the nature and function of the Broadway-Dousman Historic District during the period of historic significance. As a result, the period of historic significance cited above may be seen to represent a continuous period of related development, the change in the name attached to the west side business district after 1895 reflecting a political change, rather an alteration in the course of the district's development prior to World War II.

As cited above, the city of Fort Howard took its name from an American military outpost, which was located near the west bank of the Fox River immediately east of the Broadway-Dousman Historic District. Established in 1816 on the site of previous French and British installations, Fort Howard represented the first United States attempt to assert control over this distant portion of the Northwest Territory. Until that time, the fort's vicinity had been almost exclusively occupied by French-descended and *metis* inhabitants, who traded with area Native Americans for furs sold in the eastern United States and Canada. The establishment of the fort introduced the first influx of Euro-American settlers to the region, as officers and soldiers and their families, as well as other American citizens seeking new opportunities, moved to the fort's vicinity. Although many settled on the east side of the river, a significant settlement of Americans developed around the stockaded fort, due both to fears over Native American retaliation and in recognition of the fort's inhabitants as social leaders. It was also an excellent market for goods, foodstuffs and services. The existence of the fort, however, also severely truncated the amount of available land for permanent settlement west of the river; the fort and its associated lands monopolized a large tract of desirable land near the

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Continuation Sheet

Section 8 Page 3 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin..

river and hindered efforts to establish a platted community. Two villages were platted on the east side of the river in 1829 and 1835; by the time they merged to form the borough of Green Bay in 1838, settlement on the east side had far outstripped that on the west. By 1850, the borough of Green Bay had nearly 2000 inhabitants, as opposed to the Howard settlement's 567.¹

Following the decline of the fur trade and the cessation of lands in northeast Wisconsin by Native Americans during the 1830s, the fort was abandoned in 1842. After a brief period of use after the Mexican-American War, the fort was permanently vacated in 1852.² The Town of Howard, including much of the region west of the Fox River, was established in 1842.³ In 1849, claims for a portion of the former military reserve were filed by several individuals who had bought the rights to the claims from their pre-1816 owners.⁴ In 1850, Joel S. Fisk and John W. Arndt platted portions of their holdings as the Town Plat of Fort Howard. Other plats followed quickly; by 1860 most of the Fort Howard business district area had been platted, with the exception of the land where the fort buildings stood. Most of the fort's buildings were sold and moved from the site by the early 1860s, although the parcel remained federal property until it was granted to the Chicago & North Western Railway in 1862. During the pre-Civil War decade, the newly-platted settlement, which was incorporated as a borough in 1856,⁵ grew slowly, with a few commercial establishments and homes being built on the new lots. At least one of the earliest businesses continued to trade primarily with Native Americans, who continued to come to the settlement from the nearby Oneida Reservation.⁶

B. Evolution of District During Period of Historic Significance:

In 1862, the first rail line to reach the Green Bay vicinity arrived at Fort Howard. The Chicago & North Western Railway established a terminus on the site of the former fort; in 1871, lines were continued north to the Peshtigo area in order to tap the growing demand for lumber products from northern Wisconsin. By World War I these lines had been extended across northern Wisconsin and the Upper Peninsula of Michigan. Since the expected profitable markets were located on the west side of the bay, no attempt was made to extend lines across to the east side of the river; as a result Fort Howard gained a significant transportation advantage over the city of Green Bay that lasted until the merger of the cities in 1895. A smaller but significant rail line was also begun in Fort

¹ Jack Rudolph, Green Bay: A Pictorial History. [Norfolk, Virginia: The Donning Company, 1983], 34.

² Deborah Martin, History of Brown County, Volume 1 (Chicago: S.J. Clarke Co., 1913), 149

³ Martin, *op cit.*, 298.

⁴ Bella French, The American Sketch Book: History of Brown County (Green Bay: American Sketch Book Company, 1876), 136.

⁵ Timothy Heggland et al., Green Bay Intensive Survey Final Report (Green Bay: Redevelopment Authority, 1988), 13.

⁶ French, *op cit.*

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Continuation Sheet

Section 8 Page 4 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin

Howard in 1871: the Green Bay & Lake Pepin Railway, later the Green Bay & Western Railway. It had its terminus, headquarters and yards in southern Fort Howard near its junction with the C&NW line. The Green Bay & Western eventually reached across the entire state, from Kewaunee on the east to Winona, Minnesota, on the west.

The combination of diverse rail access and the statewide explosion of industry and immigration following the Civil War had a profound effect on Fort Howard, which became a city in 1873. Although Fort Howard remained geographically and demographically smaller than Green Bay, the city became commonly acknowledged as the industrial center of the region. Primary Fort Howard industries prior to 1880 included lumber mills and shingle mills, shipbuilding yards, and foundries and iron works. These industries declined quickly after the exhaustion of the area's lumber in the 1870s and 1880s, but other industries, especially those based on agricultural products, proliferated in the late nineteenth and early twentieth centuries. One of the primary industries to develop in the Fort Howard area was vegetable canning, led by the Larsen Canning Company, established in 1890 on its present site immediately west of the Broadway-Dousman Historic District. A creamery established on Broadway, south of the Broadway-Dousman Historic District, also continued the industrial tradition into the twentieth century, as did Northwest Engineering's crane and construction equipment manufacturing complex, established in 1921 southeast of the Broadway-Walnut intersection.

Proximity to the rail lines, as well as to the piers and docking facilities serving river and lake traffic, fostered the growth of numerous wholesalers, shippers and distributors in the Fort Howard/West Green Bay business district. Such businesses transferred the outlying region's produce, grain, and later dairy products to both eastern markets and to lumber camps in northern Wisconsin and the Upper Peninsula of Michigan; some also transferred shipments from distant manufacturers to the retailers of the small towns in the Midwest. Industrial establishments and wholesale or shipping concerns tended to concentrate throughout the historic period along Pearl Street, which was adjacent to the railroad right-of-way and was the closest street to the river. Industries requiring large tracts of land predominately developed along the river in the southern portion of Fort Howard. By the last quarter of the nineteenth century, Broadway had developed as the primary retail corridor for Fort Howard; however, industrial and distributing concerns also located with some frequency along and near Broadway, as will be shown below.

Although Green Bay prior to 1895 also had an array of typical nineteenth-century industrial concerns, and had several wholesalers and distributors, Green Bay was commonly perceived as the service and retail center of the region. As early as the mid-nineteenth century, Green Bay's Washington Street, the north-south street next to the river on the east side, had become established as the premier commercial address in the region; the area's finest hotels and most prestigious retailers were concentrated on or near Washington Street during the late nineteenth to mid-twentieth centuries. As the larger community and the county seat, Green Bay also tended to host most of the area's professionals, including doctors and lawyers. An 1877 list of professionals in the county indicates only four doctors and two attorneys practicing in Fort Howard, as opposed to 13

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doctors and 23 lawyers in Green Bay.⁷ As a result, residents of Fort Howard and outlying communities in the Green Bay area tended to seek any desired high-end retail or personal services in downtown Green Bay, especially after construction of the first bridge across the river in 1862. This tendency continued for decades beyond the merger of the two cities, as the geographic commercial patterns continued with little alteration.

The Fort Howard/West Green Bay business district, however, continued to occupy several specific retail niches, serving both the industries and nearby working-class neighborhoods of Fort Howard, as well as rail passengers alighting at the C&NW depot and the farmers and loggers beyond Fort Howard to the north and west. The 1858 establishment of the Military Road leading from Fort Howard to the Wolf River, approximately sixty miles west, had opened a significant portion of the interior of the state to logging and farming; permanent settlement of the region swelled in the late nineteenth century. As a result of population growth in the region, as well as in the urban neighborhoods west of Broadway, retailers of moderately-priced dry goods, hardware, groceries, meats, drugs, agricultural implements and other necessities proliferated in the Broadway area beginning in the 1870s, as did taverns, features of most Wisconsin commercial districts and particularly of those districts oriented toward working-class, immigrant and farming customer bases. A provision of Fort Howard's incorporation forbade the sale of alcohol west of Broadway; as a result of this fact and of the geographical concentration of industrial concerns, taverns appear to have occurred along Broadway at a somewhat higher rate than in comparably-sized commercial districts. It bears noting, however, that taverns appeared in high concentrations in other portions of Green Bay's commercial districts and in outlying communities as well.

As a result of the proximity of the railroad and industry employment opportunities, a large, predominately immigrant neighborhood developed to the west of the Fort Howard/West Green Bay business district during the historic period, beginning in the 1850s and continuing beyond the turn of the century. A large influx of Irish, German and Scandinavian immigrants began to arrive in the area in the mid-nineteenth century, establishing distinct enclaves that were generally oriented around churches, fraternal benefit organizations and other community amenities. The area south and west of the intersection of Broadway and West Walnut streets became a predominately Scandinavian neighborhood, while the neighborhood north and west of the Broadway-Walnut intersection became known as the "Irish Patch," due to a preponderance of Irish immigrants, a significant portion of whom worked for the Chicago & North Western nearby.⁸ Similarly, the farming population in the vicinity west of Fort Howard also tended to be dominated by former immigrants, particularly those of Polish and German descent, who arrived after the Civil War. Although both farm families and neighborhood residents are likely to have frequented many of the Fort Howard business district's establishments, such as the hardware stores and taverns, groups of businesses developed that clearly depended on one population group to a greater extent than the

⁷ French, *op cit.*, 309-311.

⁸ Rudolph, *op cit.*, 52.

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other. Farm-oriented businesses, such as agricultural implements and seed sales, tended to concentrate near the Broadway-Walnut intersection, while the Broadway-Dousman Historic District tended to be dominated by businesses that served neighborhood and rail passenger needs. The Broadway-Dousman Historic District businesses included a long-lived grocery at 419-421 Dousman, a meat market at 413-415 Dousman, and the West Side Home Bakery at 237 N. Broadway. All of these businesses clearly were geared toward the neighborhood market, offering foodstuffs which many farm families of the late nineteenth and early twentieth centuries would have prepared for themselves, but which could not easily be self-produced by residents of an urban neighborhood.

Despite the growth of industry and commerce in the Fort Howard business district during the late nineteenth century, economic and political pressure continued to mount in support of merging Green Bay and Fort Howard into one community. Although a sense of rivalry had pervaded much of the relationship between the two communities during the late nineteenth century, the mutual benefits of merging the two cities was apparently obvious; an 1895 referendum on "consolidation" passed overwhelmingly in both communities.⁹ Consolidation, however, meant little change in the functioning of the business district on the west side of the city, which continued to serve predominately the same markets with many of the same types of businesses from consolidation through World War II.

D. Decline of district following period of significance

During the post-war era, however, significant geographic and economic changes in the Green Bay region began to substantially impact the Fort Howard/West Green Bay business district. Due to prevailing winds and the pattern of availability of former farm land for development, Green Bay's far west side saw significantly more rapid suburban residential development during the 1950s than did the far east side, which was beset by unpleasant fumes from pulp mills on the near northeast side of the city, and which was limited geographically by a more entrenched farming culture.

Green Bay's first suburban pedestrian mall was also developed on the west side, less than five minutes by car from the Fort Howard/West Green Bay business district, in 1966,¹⁰ when the Green Bay Sears outlet relocated from Main Street on the east side to a location that, at that time, was at the western edge of the incorporated city. Mushrooming residential construction on the west side led to a proliferation of strip malls and other types of suburban retailers; as a result, both population and commercial business began to shift from the near west side of the city to the new outlying developments.

By the 1970s, with much of this shift complete, the Broadway district of Green Bay had developed something of a local reputation as an unsavory location. Due to the previously-cited limitations on alcohol sales in the former Fort Howard area, taverns tended to concentrate along Broadway; during

⁹ Rudolph, *op cit.*, 70.

¹⁰ Wright Directory, City of Green Bay, 1967.

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the 1960s and 1970s former retail and service buildings were, in many cases, converted to taverns. Other buildings became underutilized and experienced varying levels of deferred maintenance. In the early 1980s, the City of Green Bay Redevelopment Authority undertook some limited activities geared toward improving the Broadway area, focusing in particular on the blocks adjoining the Broadway-Dousman intersection; modest streetscape amenities and some building alterations were introduced at this time, and some buildings between Walnut and Dousman were demolished for new construction. At present, the Broadway-Dousman Historic District includes both highly successful businesses and vacant or underutilized buildings; the second and third stories include a significant concentration of low-income rental units. This district became part of Green Bay's Main Street program area in 1995, and has since received some measure of attention through promotional efforts, business recruitment and development, and design and preservation assistance. This nomination is prepared in order to allow building owners to more readily benefit from federal and state investment tax credits, the Wisconsin Historic Building Code, and other programs supportive of historic preservation.

III. Significance: Historic

A. Role of District as regional hub:

The Broadway-Dousman Historic District is locally significant under National Register Criterion A for its substantial contribution to the Green Bay area's economic development as a regional hub. Businesses housed in district buildings included significant retail and service operations, as well as wholesale and warehousing services, and served as a primary source of goods and services for the city throughout the duration of the district's period of historic significance. Following are capsule descriptions of various businesses operating in contributing buildings during the period of significance; taken together these businesses constitute a significant element of the economic history of the community. It should be noted that the businesses cited represent those that occupied contributing buildings and those for which adequate documentation of relatively long-lived existence exists; short-lived businesses that fall into these categories have not been cited.

Foods:

As previously discussed, the Broadway-Dousman Historic District's businesses primarily served a neighborhood market; as a result, food-related businesses were among the most successful and longest-lived. Two such businesses were operated by members of the Platten family, who during the course of the historic period operated a series of businesses at this intersection that also included wholesale produce, a bank, and a radio shop, all of which are discussed below. The building at 413-415 Dousman housed the Platten Brothers Meat Market from its construction in 1894 through the period of historic significance; in 1943 it was renamed the Platten Diamond Plan Meat Market.¹¹ The next building west, constructed in 1913, housed the Henry Platten Grocery Store until 1925, after which it served as a branch of Bur's Grocery Store until becoming associated with Cashway Stores near the end of the historic period. Both businesses, standing near the west edge of the commercial district, were clearly oriented toward the adjoining neighborhood market; not only were

¹¹ Heggland, *op cit.*, 250; Wright Directories, City of Green Bay, 1918 to 1947.

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meats and groceries no longer produced in urban homes by this time period, but limited mobility on the part of the early twentieth century homemaker required that most day-to-day household goods must be obtained within a short distance of home. Smaller and more specialized food businesses also operated on a similar principle; these included a series of bakeries throughout the historic period at 237 N. Broadway and Farrah Brothers Confectioners at 309 N. Broadway during the 1920s.¹²

Retail:

As in many commercial districts prior to World War II, retail businesses tended to dominate the highly visible first floor areas of buildings. As discussed previously, most of the retail businesses in the Broadway-Dousman Historic District were oriented toward a market dominated by the needs of the nearby neighborhood residents. As a result of this characteristic, as well as the area's other market arrangement characteristics, as discussed above, the businesses located in the Broadway-Dousman Historic District during the period of historic significance tended to be dominated by modest day-to-day neighborhood needs rather than by specialized regional marketing, such as predominated on Washington Street. Such businesses in the Broadway-Dousman Historic District included the dry goods store operated by M. Allard, and later by Thomas Quinn, in the building at 404 Dousman from at least 1918 to 1941, at which late date Quinn renamed his business as a department store.¹³ Like many such stores of the period, Allard's and Quinn's businesses were inheritors of the tradition of the general stores of the early nineteenth centuries. Both were relatively low-key, appearing in none of the business promotions, such as the 1934 Press-Gazette Tercentennial Edition, that were dominated by large advertisements for Washington Street retailers. Allard's and Quinn's dry goods stores marketed themselves to little beyond the local residential neighborhood, to whom they served as providers of staples, such as clothing and household goods. Several similar small dry goods and department stores were constructed across Green Bay, as in many larger cities; in most cases such businesses were located near the edge of the business district, in closer proximity to their target residential neighborhoods than to the large regional destinations in the heart of the central business district. Because of this proximity, a resident of the neighborhood near the Oakland-Dousman Historic District was likely to make most purchases at the nearby store, rather than undergoing the relatively long walk or trolley ride to Washington Street. Since the regional stores were expected to carry higher-level, and thus more expensive, goods, a trip to Washington Street stores might be reserved for special events or needs relating to formal events, while everyday goods would be procured at the nearby, less prestigious location.

The Broadway-Dousman Historic District also included an assortment of more specialized retailers during the historic period; these businesses also tended to keep a low profile in terms of the greater Green Bay retail environment and to primarily draw customers from the local residential base. These included Shaugnessy's Drug Store, located from 1939 throughout the historic period at 400 Dousman; Van's Hardware at 408 Dousman from 1921 into the 1940s, and the Platten Radio

¹² Wright Directories, City of Green Bay, 1918 to 1947.

¹³ Wright Directories, City of Green Bay, 1918 to 1947.

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Company after 1941 at 407 Dousman.

Banks

The Fort Howard/West Green Bay business district had two banks during the historic period; the latter of the two was initially located in the Platten Building at 245 N. Broadway. Founded by local business owners Anton and Peter Platten, along with other investors, the West Side Bank was located in an impressive three-story building that dominates the Broadway-Dousman corner. Consistently geared toward a local customer base, the bank was the only one of the two on the west side to survive the Depression. In 1938 the West Side Bank moved into the building formerly occupied by the defunct McCartney National Bank, at the corner of Walnut and Broadway; the bank demolished this building and constructed a new building on the site in 1964. The institution remained the West Side State Bank until 1973, when it was purchased by another institution. As a result, the Platten Building is the only extant historic structure associated with this long-lived and locally-influential institution.

Hotels and Taverns:

As discussed above, the proximity of the Chicago & North Western depot immediately west of the Broadway-Dousman Historic District also had a profound effect on the business composition of the district. Since a passenger train arrived at or departed the depot every hour for most of the first half of the twentieth century, businesses catering to the traveler proliferated in proximity to the depot. These included the Fort Howard Hotel at 231-233 North Broadway. Built in 1925, the Fort Howard was the last hotel built in the central business district of Green Bay prior to World War II, and it was the last to be constructed in the traditional commercial block form, with storefronts at ground level and rooms to let by the day or longer periods on the second and third floor.¹⁴ The second and third floors of the Platten Building, initially occupied as offices, were also being let as hotel rooms by 1936.¹⁵ Both the Fort Howard and a building across Broadway housed another common depot-area business: a tavern. Although, as discussed previously, taverns did appear with some regularity along Broadway throughout the historic period, only two of the extant buildings in the Broadway-Dousman Historic District housed taverns, a probable reflection of the district's east-west orientation along Dousman rather than of any differing perception of taverns in this vicinity. Both the Fort Howard Hotel tavern at 231 N. Broadway and the long-lived Duchateau tavern at 317 Dousman probably served predominately transient visitors, who often stayed at the Fort Howard, one of the hotels closest to the depot, and who would be able to see Duchateau's tavern from the depot's *porte cochere*. Local customers are likely to have more regularly patronized a series of more modest taverns that lay to the north of the Broadway-Dousman Historic District. Like most taverns in Northeast Wisconsin, Duchateau's tavern transformed itself into a soft drink parlor during Prohibition, a change in name only that would have been apparent to any traveler seeking an alcoholic drink. The Fort Howard tavern, although reputed to have existed since the building's construction in 1925, is not listed in city directories of the time period; it is likely that the tavern

¹⁴ Heggland, *op cit*, 33.

¹⁵ Sanborn Fire Insurance Company, "Green Bay," 1936.

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operated during Prohibition on a clandestine basis.

Wholesale / Distributing

Finally, the Broadway-Dousman Historic District is characterized by a relatively high percentage of properties devoted to wholesaling and distributing businesses. As previously discussed, the Broadway area's proximity to the region's most active rail corridor, as well as to heavily-used overland and water transport systems, led to a significant concentration in the area of businesses occupied with wholesaling locally-available goods and crops. Although the lumber goods of the mid-1800s established much of the basis for these industries, the rise of commercial farming during the mid- to late-1800s in the region surrounding Green Bay further spurred the growth of the shipping and wholesaling industries. Although dairy farming became the primary agricultural pursuit in the region beginning in the 1890s, truck farming or garden farming was also widely pursued, especially prior to the Depression. Although many farmers initially sold their produce to households in the city, several east and west side Green Bay merchants began to pursue contracts with such farmers, the crops to be shipped across the Midwest. One of the city's most prominent produce wholesalers was William Larsen, who used the expertise developed in this industry to begin the Larsen Canning Company, founded in 1890. However, most wholesalers in Green Bay, both east and west sides, were more similar to the Platten Wholesale Produce Company, founded by Albert L. Platten and incorporated in 1912.¹⁶ Platten located his wholesaling business in his former grocery store at 406 Dousman; like many such businesses, the Platten firm grew very slowly, the property being listed as a grocery store on Sanborn Fire Insurance maps as late as 1894.¹⁷ A publication of 1913, however, indicates that the Platten firm had become "one of the largest concerns of its kind in Green Bay," adding that "Mr. Platten engages in the business of buying and exporting all kinds of farm produce. His field of activity extends over the entire state of Wisconsin and he does an average yearly business of eight hundred cars of goods."¹⁸

A later wholesaling operation in the Broadway-Dousman Historic District was located in a building constructed expressly for that purpose, an increasingly common practice in the early twentieth century as growing freight volumes and the advent of electric refrigeration made storefront operations such as Platten's less feasible. The Swift Company built their office and warehouse at 311 Dousman in 1920;¹⁹ like many wholesale foods businesses, the company stayed in its specialized building throughout the period of historic significance. Like Platten and other produce companies, the Swift Company purchased meat from area farmers and shipped it to distributors elsewhere from the railroad spur that ran next to the building's loading dock. The building's interior and superstructure are constructed almost exclusively of reinforced concrete, a relatively new building

¹⁶ Deborah Martin, History of Brown County, Volume 2 (Chicago: S.J. Clarke Co., 1913), 217.

¹⁷ Sanborn Fire Insurance Company, "Green Bay and Fort Howard," 1883, 1887, 1894.

¹⁸ Martin, Volume 2, *op cit.*, 217.

¹⁹ Sanborn Fire Insurance Map Company, "Green Bay," 1936.

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method in 1920, but one which allowed the building's second story to carry substantial weights.

As has been demonstrated, the Broadway-Dousman Historic District constitutes a significant portion of west Green Bay's business district as it was constructed and functioned during the period of historic significance. An array of businesses and services, ranging from specialized retailers to travelers' amenities and wholesaling businesses, operated from contributing buildings within the district. Together these buildings constitute a cohesive, interrelated and historically significant collection of buildings which, taken as a whole, comprise a historic district eligible for the National Register of Historic Places under Criterion A.

VI: Context

As is the case with many historic districts, the Broadway-Dousman Historic District's significance is determined within the context of other extant local historic areas of similar function and dating from a similar period of historic significance. As has been previously discussed, modern Green Bay developed from two historically distinct communities, each having historically had its own central business district, and each historic central business district having had a distinct and well-known individual character. Following the cities' merger in 1895, the former Fort Howard central business district continued to function in much the same manner as it had prior to the merger, serving most of the same customer bases and providing many of the same goods and services, which were generally different from the services and goods provided by the east side central business district. As a result, the historic Fort Howard /West Green Bay business district may be seen to represent a distinct and unique element within the context of commercial districts in Green Bay; the Broadway-Walnut Historic District may also be considered a significant portion or node in the context of its own historical significance and the district's integrity relative to the balance of the former business corridor. The following comparisons, therefore, are concerned primarily with other extant portions of the former Fort Howard /West Green Bay business district, and secondarily with business districts elsewhere in the modern City of Green Bay.

As previously discussed, the historic business district of which the Broadway-Dousman Historic District was a distinct subset extended along Broadway and Pearl streets, with retail and service businesses being concentrated along and near Broadway, and wholesale and industrial concerns being concentrated along Pearl Street. Within this region, two concentrations of historic building stock are extant: the Broadway-Dousman Historic District, and the Broadway-Walnut Historic District, whose north border is located approximately one-half block south of the Broadway-Dousman Historic District's south border. The space intervening between the two districts is occupied by non-historic buildings and vacant parcels. The Broadway-Walnut Historic District consists of 25 buildings; although it is similar in general history to the Broadway-Dousman Historic District; the Broadway-Walnut district represents a significantly different aspect of the history of commercial development in the Fort Howard /West Green Bay business district. The Broadway-Walnut Historic District, being located near the former Military Road leading west through the farmland between Green Bay and Shawano, was oriented much more substantially toward the agricultural supply market, with several businesses catering specifically to that trade and others serving both urban and rural customers to a greater extent than did the businesses of the

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Broadway-Dousman Historic District, which were geared more specifically to the needs of the adjoining residential neighborhood. The Broadway-Dousman Historic District also represents a somewhat higher emphasis on wholesaling industries; only one building in the Broadway-Walnut Historic District represents such a business. As a result, the Broadway-Dousman Historic District and the Broadway-Walnut Historic District may both be considered historically significant, both for their roles as the most intact portions of the historic Fort Howard /West Green Bay business district, and as significantly differing aspects of the history of the city's commercial development.

The west side of the City of Green Bay has no other notable concentrations of historic commercial buildings, although individual commercial structures or groups of three or fewer commercial structures may be found north and south of the districts described above, as well as scattered along the primary arteries of the west side of the city. There is a concentration of commercial buildings along Military Avenue near the western border of the city; as discussed previously, these mid-twentieth century roadside shopping strips represent a significantly later and substantially different aspect of the commercial historic of the City of Green Bay, although some may become eligible for the National Register of Historic Places on their own merits in the future.

The east side of the City of Green Bay has two historic commercial corridors, both of which have a substantially different history and considerably less integrity than the Broadway-Dousman Historic District. As previously discussed, the historic Green Bay central business district developed near the east bank of the Fox River in the area bounded by Washington, Monroe, Main, and Doty streets; by the late 1800s this district had become a regional shopping and service hub, featuring many of the most prestigious stores, hotels and office addresses in Northeast Wisconsin. Large portions of this district's historic building stock were demolished in the 1960s to 1980s as part of a highly controversial urban renewal plan that resulted in the replacement of the heart of the former commercial district with an enclosed pedestrian mall and replaced many other structures with newer buildings and parking lots. As a result, although individual buildings and small portions of the former business district remain, few portions of the east side central business district retain sufficient integrity to be considered eligible for the National Register of Historic Places; those that do remain represent a significantly different portion of the history of the commercial development of the City of Green Bay. The second corridor, which historically occurred along Main Street between Monroe and Baird streets, functioned primarily as a secondary commercial district oriented toward the needs of the neighborhoods adjoining this corridor. This corridor has also undergone massive alteration, with numerous demolitions resulting in vacant spaces and non-historic buildings, and numerous buildings remaining that lack sufficient integrity. It is possible that one may find small groups of buildings in this corridor that may retain sufficient integrity to warrant nomination to the National Register of Historic Places; such potential districts would represent a significantly different aspect of the commercial history of the city of Green Bay, and would have little impact on the eligibility of the Broadway-Dousman Historic District to the National Register of Historic Places.

V. Conclusion

As a result, the Broadway-Dousman Historic District is eligible for the National Register of Historic Places under National Register Criterion A as a significant and historically distinct element of the

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Fort Howard/West Green Bay Historic District. From at 1873 to 1947, the Broadway-Dousman Historic District served as a primary local center of commerce providing an interrelated array of goods, services and activities. The district's contributing buildings constitute a historically significant and coherent assemblage of such properties; the contributing buildings represent and embody the development of the district throughout the district's period of historic significance. Within the local context, this district represents one of the two most extant cohesive assemblage of properties historically associated with the Fort Howard /West Green Bay business district, and constitutes a significant portion of the history of the development of the community in its own right. For these reasons, the Broadway-Dousman Historic District is eligible for the National Register of Historic Places.

VI. Archeological Potential

Although the Broadway area was inhabited by pre-historic and historic period Native Americans, as well as early nineteenth century American immigrants, archeological evidence of such settlements within the nominated district are unlikely at this highly developed site. As in most urban commercial historic districts, much of the land in the district has been extensively disturbed by construction, making extant archeological resources predating current features possible but unlikely.

Preservation Activity

The Broadway Dousman Historic District is part of Wisconsin's Main Street Program. There are a couple of ongoing projects and some planned projects featuring adaptive reuse for buildings and façade restoration. The District benefits from façade improvement loans from the Main Street Program entitled On Broadway, Inc. These loans are tied to a set of designed guidelines based on the Secretary of the Interior's Standards. It is hoped that these visible restorations will inspire other property owners to either restore or maintain their historic buildings.

Broadway-Dousman Historic District
Name of Property

Brown / Wisconsin
County and State

9. Major Bibliographic References

Bibliography

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

Previous Documentation on File (NPS):

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

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other
- Name of repository:
Brown County Library
On Broadway, Inc.

10. Geographical Data

Acreeage of Property three acres

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

- | | | | | |
|---|------|---------|----------|--|
| 1. <u>11/6/</u> <u>14/1/8/8/6/0/</u> <u>14/9/3/0/0/7/0/</u> | 3. | | | |
| Zone Easting Northing | Zone | Easting | Northing | |
| 2. | 4. | | | |
| Zone Easting Northing | Zone | Easting | Northing | |
| <u>see continuation sheet</u> | | | | |

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 Della G. Rucker

organization Rucker Historical Research date January 30, 1998

street & number P.O. Box 204 telephone 920/432-7044

city or town Green Bay

state WI

zip code 54305-0204

NPS Form 10-900-a
(Rev. 8-86)
Wisconsin Word Processing Format
(Approved 1/92)

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Section 9 Page 1 Broadway-Dousman Historic District, Brown County, Wisconsin.

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The nominated district is defined as follows:

Commencing at the northeast corner of the parcel associated with the property at 311 Dousman Street, the boundary of the district commences west along the southern curb line of Dousman Street across the intersection of said curb line with Broadway, to the southwest corner of the intersection of Dousman and Broadway streets. From this corner the boundary continues north across Dousman to the west curb line of Broadway to the intersection of said lot line with the north lot line of the parcel associated with the building at 311 North Broadway. The boundary continues thence west along said property line to the north property line of the parcel associated with the building at 308 North Chestnut. The boundary continues along said parcel's north lot line to said lot line's intersection with the east curb line of North Chestnut Street. The boundary continues thence south along this curb line, in a straight line across Dousman Street to said curb line's intersection with the south lot line of the parcel associated with the property at the southwest corner of Dousman and North Chestnut streets. The district boundary continues thence east along said south lot line to its intersection with the east edge of the alley bisecting this block in a north-south direction. The boundary continues thence south along said alley edge to its intersection with the south lot line of the parcel associated with the building at 231-233 North Broadway. Continuing thence along said south lot line to its intersection with the east curb line of North Broadway, and continuing north along said curb line to its intersection with a straight line extended west across North Broadway from the south lot line of the parcel associated with the building at 317 Dousman St. The boundary continues thence east along said lot line and along the adjoining south lot line of the parcel associated with the building at 311-313 Dousman Street, to the southeast corner of the latter parcel. The boundary continues thence along the east lot line of said parcel to the point of beginning.

Boundary Justification:

The district boundaries as described encompass the contiguous historic properties associated with the extant northern portion of the historic Broadway commercial district. The boundaries exclude vacant parcels and non-historic buildings to the south and southwest; vacant and non-commercial properties to the west; vacant and non-contiguous properties to the north; a non-commercial manufacturing complex to the northeast, and vacant properties and historic non-commercial buildings to the west.

Broadway-Dousman Historic District
Name of Property

Brown / Wisconsin
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 see continuation sheet
street & number _____
telephone _____
city or town _____ state _____ 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.

NPS Form 10-900-a
(Rev. 8-86)
Wisconsin Word Processing Format
(Approved 1/92)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 1 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin.

Photo #1 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 200 and 300 Block North Broadway, looking north.

Photo #2 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 231-233 North Broadway, looking west.

Photo #3 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 400 Block Dousman, looking southeast.

Photo #4 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 419-421 Dousman, looking south.

Photo #5 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 413-415 Dousman, looking south.

Photo #6 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 401-411 Dousman, looking southeast.

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 2 Broadway-Dousman Historic District, Green Bay, Brown County, Wisconsin.

Photo #7 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 400 Block Dousman, looking northeast.

Photo #8 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 402 Dousman, looking north.

Photo #9 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 311-313 Dousman, looking southwest.

Photo #10 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 315-317 Dousman, looking south.

Photo #11 of 11

BROADWAY-DOUSMAN HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 308-312 North Chestnut, looking southeast.

Broadway-Dousman Historic District
City of Green Bay, Brown County, Wisconsin.



(Not to scale)

- = contributing
- = district boundary
- = non-contributing
- = building outside district

