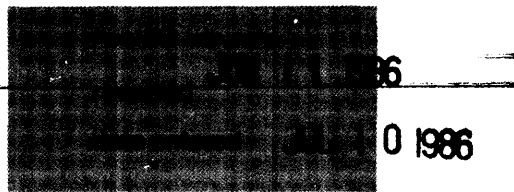


United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



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

1. Name

historic BRIN BUILDING

and/or common N/A

2. Location

street & number 1 Main Street _____ not for publication

city, town Menasha _____ vicinity of ~~congressional district~~

state Wisconsin code 55 county Winnebago code 139

3. Classification

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

4. Owner of Property

name Robert G. Ziesemer

street & number 910 West Calumet Street

city, town Appleton _____ vicinity of _____ state Wisconsin 54915

5. Location of Legal Description

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

street & number 415 Jackson Street

city, town Oshkosh _____ state Wisconsin 54901

6. Representation in Existing Surveys

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

date 1977, 1985 _____ federal state _____ county _____ local

depository for survey records State Historical Society of Wisconsin

city, town Madison _____ state Wisconsin

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The Brin Building is located in the industrial city of Menasha, on the main corridor of travel between Menasha and Neenah near the southern end of the central business district. Situated on the corner of Main and Tayco Streets, the Brin Building is a two-story brick commercial building from the Mediterranean Revival period of construction. The configuration is T-plan, and the roof combines hipped, flat, and arched forms. The visible roofing materials are red tiles, the walls are brown brick, and the foundations are concrete. The first floor of the front facade consists of seven storefronts defined by flat brick arches with stone springers. On the second floor the balanced fenestration consists of paired windows with double-hung multi-pane sash. A hipped pavillion is the focal point of the front facade and serves as the entrance to the Brin Theater. The entrance to the theater has been removed. Decorative features include a corbelled brick cornice and brick quoins on the hipped pavillion, and a bracketed second floor canopy over the Main Street entrance. The utilitarian rear elevations are of light-colored brick and include emergency exits for the theater and multi-paned casement windows for the second story apartments.

The interior of the building includes an unoccupied basement which once held twelve bowling lanes, soda fountain, and various smaller rooms. The theater portion, also unoccupied, includes a large stage with its asbestos curtain marked BRIN. Some wall decorations still remain. The stores have undergone alterations typical of their age, while the modest apartments on the second floor are largely unaltered. Seats in the main movie/theatre section have been removed also.

8. Significance

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

Specific dates 1928¹

Builder/Architect H. D. Werwath¹

Statement of Significance (in one paragraph)

The Brin Building is historically significant for its contribution to the early 20th century development of Menasha's commercial corridor.

COMMERCE

The Brin Building is historically significant for its contribution to the early 20th century development of Menasha's commercial corridor. Commerce in Menasha originally developed at three different locations: at Appleton and Broad Streets adjacent to the steamboat landing; at Mill and Main Streets adjacent to the waterpower; and at Tayco and Main Streets adjacent to the Butte des Morts Bridge. At first each area served a particular clientele unique to its location. Merchants at Tayco and Main Street specifically catered to the Town of Menasha wheat farmers who crossed the bridge to sell their wheat and purchase goods. After the Civil War the community became increasingly industrial, and commercial specialization declined. Main Street became the principal commercial district with two foci: at the Tayco Street Bridge and at the Mill Street Bridges. Known as Lower and Upper Main Street, the latter was listed on the National Register in 1984.

In the early 20th century, an economic upsurge spurred the construction of five major structures: the Tayco Street Bridge and the Brin Building built in 1928, the Northwest Electrotype and Engraving Offices and Plant built in 1930 (214 Washington Street), the Menasha U. S. Post Office built in 1933 (84 Racine Street), and Verbrick's Gas Station built in 1935 (216 Washington Street).² The construction of these buildings extended the commercial district to include Racine and Washington Streets at its respective extremities.

Of these five structures the Brin Building uniquely incorporated retail, residential, recreational and entertainment uses into a single structure. Its was also one of four structures which marked significant commercial growth at the western end of the central business district. These included the Tayco Street Bridge, the Brin Building, Northwest Electrotype and Engraving Offices & Plant, and Verbrick's Gas Station. The latter two were part of a plan by Menasha Woodenware Corporation to develop stave yards into a Tudor Revival commercial district.³ The plan originally called for stores and theater, which were ultimately included in the Brin.

(Continued)

9. Major Bibliographical References

Glaab, Charles N. and Larsen, Lawrence H. Factories in the Valley. State Historical Society of Wisconsin, 1969. Madison, Wisconsin.
Menasha Record, 1928-1935.
Neenah-Menasha Directory, 1931-1970.

10. Geographical Data

Acreeage of nominated property .50 acres

Quadrangle name Neenah, Wisconsin

Quadrangle scale 1:24,000

UMT References

A

1	6
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3	8	3	9	2	0
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4	8	9	4	8	0	0
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 Zone Easting Northing

B

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 Zone Easting Northing

C

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D

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Verbal boundary description and justification

Original Plat of Menasha: north 30 feet of lot 6 and west 35 feet of lot 7 and north 31 feet of lot 9; also all of Lots 8-10-11 except part of lot 10 for street, Block 3.

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

state	N/A	code	county	code
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state	N/A	code	county	code
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11. Form Prepared By

name/title Jeffrey H. Mulvey and Peter James Adams

organization Peter James Adams and Associates date August 15, 1985

street & number P.O. Box 341 telephone 414/722-8963

city or town Neenah state Wisconsin 54956

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature *Jeffrey H. Mulvey*

title _____ date MAY 29, 1986

For NPS use only I hereby certify that this property is included in the National Register Entered in the National Register		date <u>7-10-86</u>
<u><i>John A. Brown</i></u> Keeper of the National Register	Attest: _____ date _____ Chief of Registration	

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

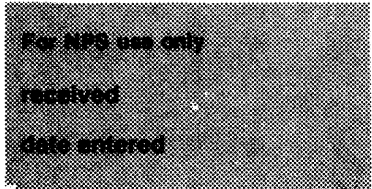
**National Register of Historic Places
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BRIN BUILDING, Menasha, Winnebago County

Continuation sheet

Item number 8

Page 1



The Brin Building was designed in 1928¹ by local architect H. D. Werwath and was constructed at a cost of \$140,000.⁴ The largest commercial building in the city, the Brin included a bowling alley, several stores, seven apartments, and a 932-seat theater which was Menasha's premiere movie house until 1969.⁵

¹Menasha Record; June 25, 1928.

²Upper Main Street Historic District nomination papers. Menasha Record; August 31, 1929. Menasha 1931 Tax Records. Menasha Record; July 8, 1933. Ibid.; October 23, 1935.

³Ibid.; May 24, 1928.

⁴Ibid.; September 21, 1928.

⁵Johnson's Neenah-Menasha Directory; 1970, page unnumbered.