

Supplementary Listing Record

NRIS Reference Number: SG100003472

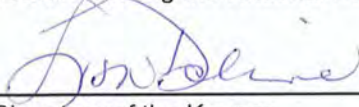
Date Listed: 3/15/19

Property Name: George Close Company Building

County: Middlesex

State: MA

This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation



Signature of the Keeper

3/15/19

Date of Action

=====
Amended Items in Nomination:

Due to limited architectural integrity, Criterion C is dropped from this nomination.

The MASSACHUSETTS SHPO was notified of this amendment.

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)

United States Department of the 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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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.



1. Name of Property

Historic name: George Close Company Building

Other names/site number: _____

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 243 Broadway

City or town: Cambridge State: MA County: Middlesex

Not For Publication: Vicinity:

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 at the following level(s) of significance:

national statewide local

Applicable National Register Criteria:

A B C D

<u>Brona Surin</u>		<u>January 28, 2019</u>
Signature of certifying official/Title:	SHPO	Date
_____ State or Federal agency/bureau or Tribal Government		

In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.	
Signature of commenting official:	Date
_____ Title : State or Federal agency/bureau or Tribal Government	

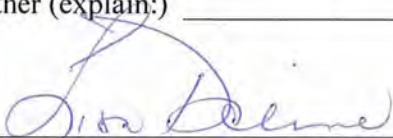
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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)


Signature of the Keeper

3/15/19
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/manufacturing facility

INDUSTRY/storage

COMMERCE/office building

Current Functions

(Enter categories from instructions.)

DOMESTIC/multiple dwelling

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7. Description

Architectural Classification

(Enter categories from instructions.)

Late 19th and 20th Century Revivals: Classical Revival

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

Foundation: Concrete

Walls: Brick and Stone

Roof: Synthetic

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The George Close Company Building, Cambridge, was constructed as a candy factory in 1910, and converted to affordable housing in 1976. Located on the northwest corner of Broadway and Windsor Street, the brick industrial building rises six stories to a flat roof rimmed by a parapet. Given its prominent corner location, the building was designed with two principal elevations: the south façade faces Broadway and the east façade faces Windsor Street. Though the footprint of the building is generally rectangular, the two street façades are anchored by a canted bay at the corner, and a brick staintower projects from the north elevation. Classical Revival-style detailing, executed in cast stone and brick, decorates the exterior of the building. The immediate area surrounding the property consists largely of 19th-century, wood, multi-family dwellings and apartment buildings. The Fletcher-Maynard Academy, an elementary school built in 1929, is located directly across Broadway.

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The George Close Company Building retains its character-defining features, which have remained since its construction in the early 20th century. These features include the building's red-brick masonry walls and cast-stone detailing and date stones at its south elevation (Photos 3 and 4). The original large window openings found throughout the building were an essential component of all industrial buildings, allowing the maximum amount of natural light and ventilation into the building during daylight work hours. Interior features include the heavy timber construction, exposed brick walls, 10-foot-high ceilings, and wood decking (Photos 8–23). The building retains integrity of location, setting, design, materials, workmanship, feeling, and association.

The property was sensitively rehabilitated to serve as a residential building in 1976, preserving many character-defining features of its architectural style and original mill construction. The building is currently undergoing a second rehabilitation that meets the Secretary of the Interior's Standards.

Narrative Description

Exterior

The George Close Company Building rises six stories above a concrete foundation and raised basement, and features red-brick walls that are laid in Common Bond. The building terminates in a flat parapet roof with corbelled brickwork. The ten-bay (east) façade along Windsor Street and the thirteen-bay (south) façade along Broadway are vertically divided by a series of slightly projecting pilasters capped by squared cast-stone capitals (Photos 1, 2, and 6). The pilasters terminate at a large cast-stone cornice above the fifth story. The canted corner bay and the flanking bays of each façade have decorative cast-stone scrolls beneath the cornice and splayed brick lintels with keystones at each story. A cast-stone plaque inscribed with "THE GEORGE CLOSE COMPANY" is centered between the fifth and sixth stories along the Broadway façade (Photo 5). Other decorative details include cast-stone stringcourses, water table, and sills.

Along the Broadway façade, both "1910" and "1879" are engraved on the water table to commemorate the construction of this building and the company's previous factory (Photos 3 and 4). The date blocks flanked a secondary entrance that was converted to a window when the factory became an apartment building in 1976. The original main entrance, which was also converted to a window, was sited at the first story of the canted bay. Both entries had classical surrounds with pedimented entablatures (Figures 6 and 7). A metal plaque, with the words "George Close Building" and the building's address, was installed above the first story window in the canted bay (Photo 1) during the 1976 renovation.

The present main entrance occupies a former loading dock on the building's east/Windsor Street elevation (Photos 6 and 7). The entrance is recessed from the façade and fitted with a glazed storefront system of double doors, a sidelight, and divided transom. Storefront windows occupy the adjoining bay (also a former loading dock) at the north end of the east elevation. The size, shape, location, and carved lintels of the former loading docks remain to evoke the original use.

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The north and west side elevations of the building exhibit less ornamentation than the street facades, though some architectural elements are carried around the entire building (Photos 2 and 7), including projecting brick pilasters, a simplified corbelled-brick roofline cornice, and cast-stone window sills. The building's north stairwell, which serves as the egress stair and provides access to all levels of the building, is enclosed within a brick tower that projects from its north elevation and is original to the building's design. According to a 1910 article from the *Cambridge Sentinel*, the "main stairs and toilet rooms and locker rooms are to be located in a tower at one side of the building."¹ On the east elevation of the north stairtower are three segmental-arch windows. The west stairwell is an interior stair and though clearly not original to the building, it is likely the stairwell's original location. Pedestrian entrances on the north and west elevations, accessing the north and west stairwells, are fitted with flush metal fire-rated doors.

The building's original 6/6 and 10/10 wood-sash windows were replaced in 1976 with sliding vinyl and 1/1 double-hung vinyl sash.² As part of the building's current rehabilitation, the vinyl sash windows will be removed and replaced with historically appropriate 6/6 and 10/10 aluminum sash to replicate the original profiles and configurations.

Interior

The interior of the building contains a management office and community space in a portion of the basement and on the first floor. The remainder of the basement and first through sixth floors contains 61 studio, one-bedroom, and two-bedroom residential units that were incorporated into the former industrial space when the building was converted from a manufacturing facility to housing in 1976. As is common with the repurposing of mill buildings to residential use, the units and public spaces were designed to retain the building's significant industrial elements, including the heavy timber construction, ten-foot-high ceilings, wood decking, and exposed brick walls (Photos 8–23).³

The main entrance vestibule at the northeast corner of the first floor features a date stone that was salvaged from the 1879 Close Company building. The raised cast-stone lettering reads "ERECTED 1879. GEORGE CLOSE" (Photo 9). A storefront door with transom and sidelights leads into the lobby from the vestibule in the former loading dock area. The entrance is at a slightly lower height than the rest of the floor, which is accessed by a small run of stairs and a handicap-accessible ramp wrapping around the room along the exposed brick perimeter walls (Photos 10–12). Flooring in this area is not original and includes carpeting and ceramic tiles. The original ten-foot-high ceilings feature original exposed wood decking. Evenly spaced original square wood columns with chamfered corners and circular metal columns with metal caps

¹ "A New Factory on an Old Site," *The Cambridge Sentinel*, December 3, 1910.

² Property file for 243 Broadway, Cambridge Historical Commission, Cambridge, MA.

³ Architect Leland Cott, who was involved in the 1976 renovation, confirmed that the brick walls were exposed prior to the renovation. Cott was interviewed by Corinne Engelbert on July 6, 2018
"Recycling effort begun: Cambridge factory to house elderly," *Boston Globe*, October 31, 1976.

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support massive wood beams that extend the width of the building (Photos 10 and 11). The bottom portions of the exposed heavy-timber columns are protected by wood paneling, which likely dates to the 1976 renovation. The same wood paneling was restored and repaired in 1992.⁴ Various windows at the first floor are set within segmental-arch openings (Photo 11).

Interior circulation on each floor consists of a center, double-loaded corridor running east-west. Vertical access is provided by two enclosed runs of metal stairs and an elevator, all of which extend between the basement and sixth floor. Though the original freight elevator and both staircases were replaced during the 1976 renovation, the new stairs and pedestrian elevator were fit within the original stair halls and elevator shaft (Photos 13, 14, and 15). Both stairs are closed metal stairs with rubber treads and landings, open metal railings, and metal-pipe handrails. As noted above, stairwell walls consist of painted and unpainted brick, which is original to the building (Photo 16). Fire-rated metal doors access each floor; a roof hatch at the sixth floor of the west stair provides access to the roof, while the north stairtower accesses the roof via a penthouse. The building's original brick-enclosed freight elevator shaft was retained and retrofitted with a new pedestrian elevator. Though the original cab was replaced with a code-compliant system, the exposed brick shaft continues to feature corbelled upper corners and load-bearing beams set into the walls (Photos 13 and 14).⁵

The basement consists of offices, several common rooms, storage units, and three apartment units. The basement-level offices and hallway have exposed-brick and concrete walls, interior gypsum wall board (GWB) partitions, wood flooring, and concrete or drop-tile ceilings. The basement common areas include a community room, laundry room, and kitchen. These rooms have linoleum-tile flooring; exposed-brick and concrete walls; large, square, painted concrete columns with chamfered edges and metal caps; full-height ceilings; and exposed wood decking (Photo 8).

Corridor finishes on the first through sixth floors consist of carpeted floors, GWB, various pipes, and exposed wood beams and decking. The unit doors are flush metal with simple metal trim. Only the wood beams and decking are original to the building.

Historic unit finishes include exposed-brick perimeter walls, original brick and cast-stone window sills, and evenly spaced square pine columns with chamfered corners and metal caps supporting massive pine girders that extend the width of the building (Photos 18–23).⁶ Non-historic finishes, which all date to the 1976 renovation, include carpet, luxury vinyl tile and vinyl composition tile flooring, and GWB demising walls and ceilings within the kitchens and bathrooms. As part of the 1976 renovation, window surrounds were not installed to allow the windows to retain their original unfinished, industrial character. As noted above, the interior plumbing systems include exposed, ceiling-mounted pipes in hallways and units. As part of the 1976 renovation, exposed overhead mechanicals were kept to a minimum to maintain a clean,

⁴ Permit #051113 for 243 Broadway, May 11, 1992, Cambridge Inspectional Services, Cambridge, MA.

⁵ Sanborn Fire Insurance Maps, Cambridge, MA, 1934 and 1950.

⁶ "A New Factory on an Old Site."

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clutter-free aesthetic, and the pipes have had no impact on the existing historic fabric (Photos 10, 11, 13, 16, and 17).

Description of Proposed Rehabilitation

The George Close Company Building project is currently pursuing Massachusetts Historic Rehabilitation Tax Credits to aid in its rehabilitation. Similar to previous historic tax credit-advantaged industrial buildings that have been converted to residential use and were listed in the National Register of Historic Places, including the Fitchburg Yarn Mill (listed December 2016), this project includes the cleaning, repair, and repointing of all exterior elevations and the installation of historically appropriate aluminum window replacements. The size and configuration of the new windows are based on historic photographs of the building.

Interior units will receive new kitchens and bathrooms, new flooring, and new light fixtures; and the existing building systems will be replaced to meet current building-code requirements. The existing exposed-brick and concrete walls, ten-foot-high ceilings, girders, and columns will be retained and continue to serve as character-defining features. In order to address acoustical concerns, insulation will be installed between the ceiling studs and covered with tongue-and-groove pine panels that will be the same width as the existing planks, running the same direction, and stained to match the existing pine.

The 1976 rehabilitation of the George Close Company Building was among the first of its kind to adapt an underutilized and vacant industrial building to meet the demands of its time by creating much-needed affordable housing for the surrounding area while maintaining the building's historic integrity. The current project will update the affordable housing while maintaining the building's original industrial aesthetic. The project will meet the Secretary of the Interior's Standards for Rehabilitation of Historic Properties.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for 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 old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

Architecture

Industry

Period of Significance

1910-1968

Significant Dates

1910 (Building constructed)

1939 (George Close Company closes)

1941 (Building sold to Macalaster Bicknell Company)

1976 (Building converted to apartments)

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Densmore and LeClear

Gelardin/Bruner/Cott

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The George Close Company Building, Cambridge, is eligible for listing in the National Register of Historic Places under Criteria A and C at the local level for its association with events that have made a significant contribution to the broad patterns of our history and for embodying the distinctive characteristics of a type and period.

The building is significant under Criterion A for its association with the city's industrial history. Established in 1872 as a confectionary company, the George Close Company was a forerunner of one of the city's largest 20th-century industries—candy manufacturing.⁷ Under the directorship of multiple generations of the Close family, the company's growth throughout the late 19th and early 20th centuries coincided with the overall growth of the city's confectionery industry, an industry that would remain strong into the mid-20th century. During its tenure, the company constructed three purpose-built factories. The largest of these is the current building at 243 Broadway, which was constructed in 1910 to meet the company's need for larger manufacturing facilities. As the last and largest of the buildings constructed for the George Close Company, the building at 243 Broadway remained in operation as the George Close candy manufacturing facility for nearly three decades. During its years of operation, the George Close Company became well-known for penny candy and baseball card sets. In 1922, at the height of Cambridge's candy industry, the company employed 250 individuals.⁸ The George Close Company remained in business until an involuntary petition for bankruptcy was filed against the company in the United State District Court in 1939.⁹ The George Close Company was a pioneer in the city's confectionery industry, and it was one of the city's longest-operating candy manufacturers.

The George Close Company Building continued to be used for manufacturing following the closure of the George Close Company. The building was sold to the Macalaster Bicknell Company of Cambridge in 1941. Macalaster Bicknell, founded in 1920, manufactured laboratory supplies that were sold to colleges, hospitals, doctors, and scientists. Despite having multiple locations on the East Coast, by the 1940s, the Macalaster Bicknell Company used images of the building at 243 Broadway on its full-page city directory advertisements and catalogs. The company was sold to Will Corporation in 1954. The building continued to be used in an industrial capacity as an equipment assembly plant and warehouse until 1971, when it was acquired by the Cambridge Redevelopment Authority.

⁷ "The George Close Confectionery Co.," *Cambridge Chronicle*, July 27, 1907.

⁸ "The George Close Company is Approaching its Fiftieth Anniversary," *Cambridge Chronicle*, December 2, 1922, 16.

⁹ "Business Troubles," *Daily Boston Globe*, March 10, 1939.

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The George Close Company Building is also significant under Criterion C, as a well-preserved example of early 20th-century industrial architecture in Cambridge, as well as an example of industrial architecture designed by Densmore and LeClear, a notable architectural and engineering firm from Boston. Classical Revival-style elements highlight the façade, which is divided both by simplified pilasters and a base/shaft/capital organization. Cast stone is used for keystones above the windows, stringcourses, a large fifth-story cornice, and an engraved and decorated plaque proclaiming the company name; these are accompanied by brick splayed arches and corbelled designs. Nearly all the building's early 20th-century elements are intact, and on the interior, the heavy-timber construction remains exposed and visible throughout.

The George Close Company Building is one of six known surviving industrial buildings that are associated with significant candy manufacturers in Cambridge. Among these buildings, the George Close Company Building is the only one to have been constructed during the 1910s, and is unusual for its refined Classical Revival design. In addition, Densmore and LeClear's design for the building sets it apart from other extant candy manufacturing facilities for reasons other than the building's style; from the exterior, the building reads as a residential building as opposed to a manufacturing facility, allowing the building to blend in with its residential setting. After candy manufacturing ceased in 1939, the George Close Company Building maintained its industrial use—first as a distribution center for Macalaster Bicknell Company, and then as a storage facility for Will Scientific, Inc. until 1971.

The building's period of significance begins with the construction of the current George Close Company Building in 1910, and extends to 1969, the standard 50-year cutoff period established by the National Park Service as adequate time for an objective historical perspective. The building was in industrial use during the entire period of significance.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Industry

Candy Manufacturing in Cambridge

In Cambridge, the manufacturing of candy began around 1820 when Isaac Lum opened the first confectionery at 165 Broadway.¹⁰ In 1826, an apprentice of Lum's, Robert Douglas, deemed the "pioneer candy maker of the locality," endeavored on his own accord by producing and selling confectioneries out of a wheelbarrow that he "trundled through the streets of the town."¹¹

¹⁰ Greenough, Jones & Co., *Greenough, Jones & Co. Cambridge Directory for 1878* (Cambridge: Greenough, Jones & Co., 1878); "The Confectionery Trade," *The Cambridge Chronicle*, July 27, 1907.

¹¹ Douglas would move shortly thereafter to a building on the corner of Main and Douglas Street; Arthur Gilman, *The Cambridge of Eighteen Hundred and Ninety-six: A Picture of the City and its Industries Fifty Years after its Incorporation* (Cambridge: Riverside Press, 1896), 356; "The Confectionery Trade"; Cambridge Public Library, "The Sweet History of Cambridge," The Cambridge Room, accessed January 16, 2018, <https://thecambridgeroom.wordpress.com/tag/isaac-lum/>; The type of candy produced by Douglas and Lum could

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Cambridge's candy industry grew throughout the 19th century to encompass home-grown companies as well as manufacturers that outgrew their existing space in Boston. Candy manufacturers were concentrated along Main Street, referred to as "Confectioner's Row."¹² In 1871, the Revere Sugar Refining Company began producing sugar in East Cambridge, and within four years sugar was the main product manufactured in Cambridge.¹³

By 1896, the confectionery industry in Cambridge employed about 465 individuals and consumed 60 million pounds of sugar and 800,000 pounds of chocolate annually to produce about \$230,000 in trade.¹⁴ Several of the city's candy companies, including the George Close Company, were members of the National Confectioners Association, which was established in 1884 and was responsible for adopting purity standards for the manufacture of candy.¹⁵

In 1907, *The Cambridge Chronicle* wrote that the manufacturing of confectionery was "one of the important industries of Cambridge."¹⁶ At the time, the industry was composed of 17 companies, employing 800 individuals and producing about 5,000 tons of confectionery each year.¹⁷

The candy industry continued to grow in Cambridge, reaching its peak in the 1920s. By 1928, candy production was the second-largest industry in Cambridge. City directories list more than 40 candy manufactures in 1930.¹⁸ Popular candies such as Charleston Chews, Junior Mints, NECCO wafers, and Squirrel Nut Zippers were all produced in the city, along with related treats like ice cream, fruit syrups, and cookies.

During the mid-20th century, the industry began to consolidate as candy manufacturing was dominated by a few large, well-known companies.¹⁹ Several of the smaller companies were sold to large corporations including Hershey's and Mars. Production and distribution moved to more centrally located factories in other regions, leading to the decline of candy manufacturing in Cambridge.²⁰ Despite this shift, candy production continued in Cambridge through the 20th

not be determined. Orra L. Stone, *History of Massachusetts Industries: Their Inception, Growth, and Success, Vol. 1* (Boston: The S. J. Clarke Publishing Co., 1930), 860.

¹² Natalie Moravek, "Overview and History," *The History of Candy Making in Cambridge*, The Cambridge Historical Society, copyright 2011, accessed January 29, 2018, <https://cambridgehistory.org/candy/overview.html>.

¹³ Kim B. Keeshan and Betsy Friedberg, National Register of Historic Places Nomination, "F.A. Kennedy Steam Bakery," Cambridge, Massachusetts, June 10, 1988.

¹⁴ Gilman, *The Cambridge of Eighteen Hundred and Ninety-six* [...], 356.

¹⁵ Frederick Lyman and Betsy Friedberg, National Register of Historic Places Nomination, "NECCO Factory," Cambridge, Massachusetts, Section 8, Page 3, September 2005; "Manufacture of Candy in Boston," *The Boston Globe*, November 19, 1914, 11.

¹⁶ "The Confectionery Trade."

¹⁷ Ibid.

¹⁸ Natalie Moravek, "Overview and History."

¹⁹ Cambridge Public Library.

²⁰ By 1986, the only major confectionery factories left in the Cambridge were the New England Confectionery Company, Deran Confectionery, the Superior Nut Company, Squirrel Brand Company, and a subdivision of

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century. Located just one block from 243 Broadway, the Squirrel Brand Company, which produced a variety of products, from salted peanuts to chewy taffies and nougats, operated in Cambridge until 1999.²¹ Larger companies continued to operate in Cambridge as well, including the New England Confectionery Company (NECCO) and Cambridge Brands. NECCO, known for the Necco Wafer, maintained two plants in Cambridge until 2003 and Cambridge Brands, a subsidiary of Tootsie Roll Industries, continues to produce candy in its factory on Main Street today.²²

The George Close Company (1872–1909)

The George Close Company was the earliest of several large confectionaries that operated in Cambridge between the late 19th century and mid-20th century.²³ The company was founded by George W. Close in 1872.²⁴

George W. Close (Figure 6) was born in Stratford, England in 1845 and immigrated to the United States with his family in 1861, at the age of sixteen. He initially lived with his parents in East Boston and worked for George Croome & Co., a furniture store on Washington Street.²⁵ He eventually took a job as a salesman for George C. Rollins & Co., which produced crackers in Somerville. After five years with the firm, he entered into a partnership with his father and brother under the name Close & Sons, in a similar line of business. After a few years, insufficient business led George W. Close to leave the company and go into manufacturing by himself.²⁶

In 1876, Close purchased a lot of land at 244 Broadway, opposite the current building.²⁷ It was on this site that he erected a wood-frame three-story building, which was the first purpose-built facility for the company. When the edifice succumbed to fire in 1879, George W. Close acquired an existing wood-frame building at 243 Broadway from the East Cambridge Savings Bank, which had assumed ownership following the foreclosure of Hugh and Margaret Finnigan's

Nabisco; "Sweet dreams: Candy still booming in Cambridge," *Cambridge Chronicle* August 29, 1985; Natalie Moravek, "Overview and History."

²¹ Meta Parteneimer, finding aid for Squirrel Brand Company Collection, Cambridge Historical Commission, Cambridge, MA.

²² Frederick Lyman and Betsy Friedberg, Section 8, Page 1-8; Jason Schwartz, "The Cambridge Tootsie Roll Factory, Explained!" *Boston Magazine*, August 22, 2012, accessed April 11, 2018, <https://www.bostonmagazine.com/news/2012/08/22/cambridge-tootsie-roll-factory-explained/>; "Manufacture of Candy in Boston."

²³ As described in the previous section, city directories indicate that of the five confectionery manufacturers that were operating in Cambridge in 1880. Of these most did not survive past 1900 and only the George Close Company was still in operating by 1920.

²⁴ "The George Close Confectionery Co.," *Cambridge Chronicle*, July 27, 1907.

²⁵ "Death of George Close at his Summer Home at Hull," *Cambridge Chronicle*, August 19, 1911, 1; "George Close: A Successful Business Career," *Cambridge Tribune*, Harvard Bridge Souvenir, November 1890, 28.

²⁶ "A Thriving Cambridge Industry," *Cambridge Chronical*, Souvenir, 1896, 67.

²⁷ *1900 Cambridge Directory* (Boston: W. A. Greenough & Co., 1877).

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mortgage. Close commissioned a new three-story building (Figures 1 and 2). By 1884, business growth required the completion of an additional, fourth story.²⁸

The company was enormously successful over the next few decades, becoming one of the largest confectionery companies in Cambridge.²⁹ By 1890, it employed between 75 and 100 workers.³⁰ The company was producing chocolate creams, hard candies, and approximately 150 varieties of penny candies.³¹ Most of the candies were sold to grocery wholesalers and jobbers within New England, with select candies being sent to New York, Chicago, and Pennsylvania.³²

In 1894, the business was incorporated as the George Close Company. At the time of incorporation, George W. Close was the company's president, and his son, George E. Close, served as the treasurer.³³ In 1905, the company purchased an existing factory at 106 Elm Street to act as an annex, thereby doubling the company's manufacturing capacity. By 1907, the company employed 150–200 individuals and was producing six tons of candy per day. Close's most popular confectioneries during these early years of the 20th century included the "Toasted Marsh Mallow Muffins," which were sold throughout the "eastern states," and Christmas candy, "of which this company manufactures more than any other concern in New England."³⁴ Despite the additional space, the company quickly outgrew its facilities.³⁵

George Close Company 1910–1939

In 1910, the company initiated plans to demolish their existing facility on Broadway and replace it with a "new six-storied, brick building, which is to cover three times as much land as the present one."³⁶ The new building would provide the company with much-needed additional space and would tower over its neighbors (Figure 5).³⁷ Similar to the present day, the immediate neighborhood surrounding the Close Building was primarily residential in nature (Figures 5, 6, and 7). The 1916 and 1930 Bromley atlases demonstrate that six and twenty years after the new building was completed, the George Close Company remained surrounded by small churches, wood-frame houses, rowhouses, and triple-deckers (Figures 3 and 4). With the exception of the Close and Squirrel Brand Company buildings, industrial uses were concentrated a couple of

²⁸ Historic atlases indicate that the new three-story building replaced either two or three existing building on the site; *Atlas of the City of Cambridge, Massachusetts* (Philadelphia: G. M. Hopkins, 1886); *Atlas of the City of Cambridge, Middlesex Co., Massachusetts* (Philadelphia: G. M. Hopkins, 1873); "Death of George Close at his Summer Home at Hull"; "George Close: A Successful Business Career"; "The Cambridge Blaze," *Boston Daily Globe*, February 25, 1879, 1; Property file for 243 Broadway. Cambridge Historical Commission, Cambridge, MA.

²⁹ "The George Close Confectionery Co."

³⁰ "George Close: A Successful Business Career."

³¹ Ibid.

³² "A Thriving Cambridge Industry."

³³ "Death of George Close at his Summer Home at Hull,"

³⁴ "The George Close Confectionery Co."

³⁵ "The George Close Company," *Cambridge Chronicle*, May 6, 1911.

³⁶ "A New Factory on an Old Site," *The Cambridge Sentinel*, December 3, 1910.

³⁷ "A New Factory on an Old Site".

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blocks southeast toward the Charles River in East Cambridge and on the current campus of the Massachusetts Institute of Technology (MIT).³⁸

Contemporary newspaper articles reported that the building would be of mill construction with brick walls, thick pine plank floors, and heavy, hard pine columns and girders. The basement of the new building would house the boiler room, refrigeration plant, and storage; the first floor would contain offices, a shipping room, and a salesroom; the second floor would have a lunch room and be used for goods that were ready to ship; the upper floors would be devoted to manufacturing (Figures 6 and 8).³⁹ The company planned to install the latest manufacturing equipment within the building and an air-conditioning system to guarantee the low temperatures and low humidity required for the manufacturing process.⁴⁰ Once complete, the building would be one of the city's model manufacturing plants.⁴¹

George W. Close died on August 18, 1911, shortly before the completion of the new building. He was well known throughout Cambridge for his civil service as well as his business prominence. His obituary in the *Boston Post* described him as one of the largest candy manufacturers in the East.⁴² His accomplishments and service included serving as a Cambridge Councilman, alderman, President of the Citizens' Trade Association of Cambridge, Secretary of the Eastern Confectioners' Association, Director of the Cambridge Electric Light Company, and as an elected State Representative in 1888.⁴³

His death prompted the reorganization of the George Close Company, which at the time was considered a pioneer in the manufacturing of candy in Cambridge.⁴⁴ His son, George E. Close, became the general manager and treasurer and his son-in-law, George H. Bunton, the president.⁴⁵

For a time, the company continued to grow.⁴⁶ In 1911, following the lead of other candy manufacturers, the company released the E94 Close Candy 30-card baseball set.⁴⁷ The set

³⁸ George W. Bromley and Walter S. Bromley, *Atlas of the City of Cambridge* (Philadelphia: G.W. Bromley & Co., 1916).

³⁹ "A New Factory on an Old Site"; "The George Close Company."

⁴⁰ "The George Close Company"; J. Irvine Lyle, "Air Conditioning," *Engineers and Engineering*, Vol. 32 (Philadelphia: The Engineers' Club of Philadelphia, 1915), 10-11.

⁴¹ "The George Close Company."

⁴² "Candy maker Close Dead," *Boston Post*, August 19, 1911, 3.

⁴³ "The George Close Confectionery Co."

⁴⁴ "A New Factory on an Old Site"; "The George Close Company."

⁴⁵ "George Close," Find a Grave, Memorial ID #126451299, created March 16, 2014, accessed January 23, 2018, <https://www.findagrave.com/memorial/126446820/george-close>; "George E. Close Dies," *Confectioners Gazette* 40, no. 445 (October 1918): 13.

⁴⁶ "Manufacture of Candy in Boston."

⁴⁷ Robert Partida, *The A-Z of Baseball Cards* (Lulu Press, 2015),

<https://books.google.com/books?id=5iTaCgAAQBAJ&pg=PT5&dq=Breich-Williams+Company+in+1903+baseball+card&hl=en&sa=X&ved=0ahUKewjbo7jq4IrcAhVF0VMKHReWAAUQ6AEIKTAA#v=onepage&q=Breich-Williams%20Company%20in%201903%20baseball%20card&f=false>;

The set was designated as E94 in the American Card Catalog and includes a total of 30 cards with full-color images on the fronts, with player names and teams printed on the bottom. "E94 Close Candy Set Includes Legends, Unique

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included such notables as Bobby Byrne, Sherry Magee, Cy Young, and Ty Cobb, with imprinted company ads on the back, featuring slogans such as “Home Run! For Close’s Butter Balls,” “Your [sic] Out! If You Don’t Eat Close’s Oppie Dildocks,” and “Three Strikes! Get a Lemon 2 for 1c” (Figures 10 and 11).⁴⁸

The first candy company to produce a major set of baseball cards was the Philadelphia-based Breish-Williams Company in 1903, ushering in the commencement of the “golden age” of baseball cards. Companies including Croft’s & Allen’s Candy Company in Philadelphia, Nadja Caramel Company in St. Louis, and Dockman & Son’s Company in Baltimore were among those confectioneries responsible for creating some of the most original and valuable cards.⁴⁹ Cracker Jack hopped on the bandwagon in 1914, when they began using baseball cards as the prize in the box. It was not until the 1930s that the Goudey Gum Company and Fleer Company (creator of Dubble Bubble) began to include baseball cards in packs of gum.⁵⁰

During WWI, sugar rationing forced the company to modify its production line. The company began producing a new line of children’s novelties that featured candy-coated treats, including hard candies, chocolate-covered corn products known as Hooverites, chocolate-covered animal crackers called Amalkaka, and chocolate-covered oyster crackers, which were marketed as Chocolate Niblets.⁵¹ The company also manufactured approximately 250 tons of candy for the Expeditionary Forces abroad.⁵² In 1922, close to the height of the candy industry in Cambridge, the company boasted 250 employees.⁵³

While little is known about the specific employees of the George Close Company, census records provide an indication of the types of workers working in the confectioner industry in the surrounding area. At the time of the 1920 and 1930 United States Census, the majority of employees working in candy factories were young women. The women were mostly between the ages of 16 and 30 and worked primarily as packers, although other positions included “candy maker,” “bow maker,” and “operator.” These women were mostly born in Massachusetts. About half were the children of immigrants from such countries such as Ireland, Canada, and Portugal. A handful of men worked in the industry, in positions such as “receiver,” “shipper,” “foreman,”

Back Ads,” created October 26, 2016, accessed August 9, 2018, <https://www.sportscollectorsdaily.com/e94-close-candy-cards-set-checklist-variations/>.

⁴⁸ Natalie Moravek, “George Close Company,” *The History of Candy Making in Cambridge*, The Cambridge Historical Society, copyright 2011, accessed January 29, 2018, <https://cambridgehistory.org/candy/gclose.html>.

⁴⁹ The first baseball cards were created by the sporting goods company Peck and Snyder, which began producing baseball cards as a form of advertising in the late 1860s. The “golden age” of baseball cards is considered to be from around 1903 to 1915. ; “A Brief History of Baseball Cards,” Cycleback, accessed July 6, 2018, <http://www.cycleback.com/1800s/briefhistory.htm>; Dave Jamieson, *Mint Condition: How Baseball Cards Became An American Obsession* (New York: Atlantic Monthly, 2010), 13-14; *The A-Z of Baseball Cards*.

⁵⁰ *The A-Z of Baseball Cards* (Lulu Press, 2015).

⁵¹ Samira Kawash, *Candy: A Century of Panic and Pleasure* (New York: Farrar, Straus and Giroux, 2013), 118.

⁵² Harvard University, Harvard College Class of 1900 (Norwood, MA: Plimpton Press, 1921), 76.

⁵³ “The George Close Company is Approaching its Fiftieth Anniversary,” *Cambridge Chronicle*, December 2, 1922, 16.

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and "superintendent." Census records indicate that candy workers lived on nearby streets, including Hampshire, Tremont, and Elm streets, and most resided in multi-family housing.⁵⁴

Despite its previous success, the company could not withstand the effects of the Great Depression. In March 1939, the George Close Company declared bankruptcy.⁵⁵ It appears that the company had been struggling for several years. Articles in the *Cambridge Chronicle* from 1937 reveal that the company had fallen behind on its taxes, and its workforce had shrunk by 40% since its peak in 1922.⁵⁶ On August 12, 1937, the *Cambridge Chronicle* recorded that the company's 150 employees were on strike, demanding significant pay increases.⁵⁷ Two years earlier, the company appears to have published its last ad in a Cambridge newspaper.⁵⁸ When the George Close Company declared bankruptcy, the mortgage for the building at 243 Broadway was in foreclosure.⁵⁹

Macalaster Bicknell Company (1941–1971)

On January 31, 1941, the candy-manufacturing building was sold to the Macalaster Bicknell Company of Cambridge, manufacturers of laboratory glassware.⁶⁰ The Macalaster Bicknell Company, often referred to as "MacBick," was founded in 1920 in Cambridge by Fred Macalaster (1879–1946) and Alfred Bicknell (1883–1978). They opened their business in a barn on Wendell Street and initially specialized in the glassblowing of laboratory supplies, lamp glassblowing, engraving, and calibrating, among other things.⁶¹

By the 1930s, the Macalaster Bicknell Company appears to have found a niche in the production of laboratory supplies, which were purchased by colleges, hospitals, doctors, and inventors.⁶² An article in the *Cambridge Tribune* in 1932, notes that the Cambridge plant, which for a time was located at 171 Washington Street, was the only one of its type in New England.⁶³ As the

⁵⁴ The United States Census Bureau, *The Fourteenth Census of the United States: 1920 Population (1920)*, Cambridge, Massachusetts, Ward 4, Enumeration District 43; The United States Census Bureau, *The Fifteenth Census of the United States: 1930 Population Schedule (1930)*, Cambridge, Massachusetts, Enumeration District 9-13.

⁵⁵ "Business Troubles," *Daily Boston Globe*, March 10, 1939, 23.

⁵⁶ Legal notice in the *Cambridge Chronicle*, September 16, 1937; "Candy Workers Ask Increases," *Cambridge Chronicle*, August 12, 1937.

⁵⁷ "Candy Workers Ask Increases."

⁵⁸ Advertisement for the George Close Company in the *Cambridge Chronicle*, January 30, 1935.

⁵⁹ Notes, Ref. 6300-440, May 22, 1939, found in property file for 243 Broadway, Cambridge Historical Commission, Cambridge, MA; "Mortgagee's Sale," *Cambridge Chronicle*, March 16, 1939.

⁶⁰ Notes, Ref. 6468-263, January 31, 1941, found in property file for 243 Broadway, Cambridge Historical Commission, Cambridge, MA.

⁶¹ "Alfred Bicknell 1883-1978," *Fusion* 25, 1978,

https://books.google.com/books?id=9acuAQAIAAJ&q=lamp+glassblowing,+engraving+and+calibrating&dq=lamp+glassblowing,+engraving+and+calibrating&hl=en&sa=X&ved=0ahUKewiT-M_p8YrcAhWhmOAKHfuSCzoQ6AEIKzAA.

⁶² "Speaker Makes Glass for use in Laboratories," *Cambridge Tribune*, April 16, 1932.

⁶³ *Cambridge Tribune*, "Speaker Makes Glass"; "Glass Blowing Exhibit at Industrial Assn.," *Cambridge Tribune*, January 24, 1936.

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company grew, distribution facilities were set up in Cambridge; New Haven, , Connecticut; Syracuse, New York; and Millville, New Jersey.

Despite having multiple locations in the 1940s, the company used images of the building at 243 Broadway on its catalogs and full-page city-directory advertisements, and included Cambridge as its mailing address.⁶⁴ Ads in the Cambridge city directory from the 1940s show the company advertising itself as the manufacturer and distributor of laboratory supplies, research glass apparatus, and the Fenwal System for the production of human blood plasma and intravenous fluids.⁶⁵

In 1962, the company name was changed to Macalaster Scientific Corporation.⁶⁶ Two year later, in 1964, the laboratory supply division of the company was sold to Will Scientific (formerly Will Corp.), suppliers of laboratory equipment and reagent chemicals. Will Scientific, founded in 1919, in Rochester, NY, as an offshoot of Bausch & Lomb, Inc., grew to operate in several locations along the East Coast, and specialized in the distribution of American-made apparatus in a field that had previously been dominated by foreign products.⁶⁷ After the acquisition, the former Macalaster Bicknell division was renamed Will Scientific, Inc. The company used the building as an equipment assembly plant and warehouse, and appears to have operated in the building until it was dissolved in 1970.⁶⁸ In May 1971, the Cambridge Redevelopment Authority acquired the building through eminent domain in order to “carry out the purposes of the Housing Authority Law and the approved Wellington-Harrington Urban Renewal Plan.”⁶⁹

The Cambridge Redevelopment Authority’s intention was to demolish the building. This was in keeping with the urban renewal plan for the area that recommended removal of buildings that did not conform to the predominant character of the area, which consisted primarily of wood-frame houses. Plans to demolish 243 Broadway were met with neighborhood resistance, however, and after conducting a feasibility study for the George Close Company Building, the Cambridge Redevelopment Authority chose to work with local citizens to pursue a goal of adaptive reuse.⁷⁰

1976 Gelardin/Brunner/Cott Renovation

Seeking to convert the building to affordable housing using programs through the U.S. Department of Housing and Urban Development and the Massachusetts Housing Finance

⁶⁴ Don Seiffert, “Macalaster Bicknell Gets New Owners,” *Boston Business Journal*, October 15, 2012, accessed February 2017, <http://www.bizjournals.com/boston/blog/mass-high-tech/2012/10/macalaster-bicknell-gets-new-owners-hq.html>.

⁶⁵ Property file for 243 Broadway, Cambridge Historical Commission, Cambridge, MA.

⁶⁶ “Financial Notes,” *Boston Globe*, January 26, 1962.

⁶⁷ “Will Scientific, Inc. Joins Michigan Firm,” *Democrat & Chronicle* (Rochester, NY) July 8, 1965.

⁶⁸ “Notice of dissolution,” *Boston Globe*, August 29, 1970.

⁶⁹ Middlesex County Registry of Deeds, Bk. 12016, Pg. 395, May 19, 1971.

⁷⁰ The Massachusetts Department of Community Affairs Office of Local Assistance, *Built to Last* [...], 60-61; Michael B. Johnson, “Renovation of the Close Factory: A Proposal for Urban Housing” (Master’s thesis, MIT, 1977), 8, accessed January 29, 2018, <http://hdl.handle.net/1721.1/67083>; Leland Cott, interview with Corinne Engelbert, phone interview, July 6, 2018.

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Agency, a neighborhood community group initiated a design competition for the site.⁷¹ Gelardin/Bruner/Cott (now Bruner/Cott), a young Boston architectural firm that had worked on the adaptive reuse of the Chickering and Sons Piano Factory (BOS.481, NRDIS 1973), won the competition. It was the firm's second project.⁷² Their design divided the interior of the George Close Company Building into 61 apartments.

In an effort to respect the building's historic fabric, the architects left the building's exposed-brick walls, wood beams, and wood columns unaltered. They created a new main entry and residential lobby in the building's loading docks in order to meet accessibility requirements.⁷³ In an unusual move, most of the partitions within individual apartment units were designed not to rise to the height of the ten-foot ceilings in an effort to maintain the open feeling of the interior.⁷⁴

A building permit application was filed on December 30, 1975, to convert the existing industrial facility to a 61-unit dwelling at the cost of \$600,000.⁷⁵ Prior to work beginning, the building was sold to Close Building Associates, an affiliate of the Wellington Harrington Development Corp. and the Park Maynard Realty Corp., on January 2, 1976.⁷⁶ The rehabilitation of the building was completed ca. 1977. It was the first all Section 8, low- to moderate-income housing project in Massachusetts.⁷⁷ The renovation of the building won several awards, including the Boston Society of Architects Design Award. The building has been maintained as affordable housing ever since.⁷⁸

Architecture

Candy Manufacturing Buildings in Cambridge

A review of Cambridge city directories from 1880 to 1965 identified at least 52 candy companies operating during this period and 48 associated buildings. Of the 48 buildings, 23 have been demolished and 17 survive.⁷⁹ The George Close Company Building is one of five intact buildings that are associated with candy companies in Cambridge. The other four buildings include the James O. Welch Company building (ca. 1920), a utilitarian, concrete building at 810 Main Street (Figure 14); the NECCO building (1927, CAM.1366, NRIND 2005, Figure 13), a

⁷¹ House & Home, Gelardin/Bruner/Cott, "Profile of an Unusual Remodeling Company," October 1976.

⁷² Leland Cott.

⁷³ The two entrances on Broadway were converted to windows at this time.

⁷⁴ "Recycling effort begun Cambridge factory to house elderly," *Boston Globe*, October 31, 1976, E1.

⁷⁵ Permit #73571, December 30, 1975, Cambridge Inspectional Services, Cambridge, MA.

⁷⁶ Middlesex County Registry of Deeds, Bk. 13037, Pg. 500, January 2, 1976.

⁷⁷ "Cambridge Redevelopment Authority Wellington-Harrington Urban Renewal Area," accessed July 10, 2018, <https://static1.squarespace.com/static/51f173a6e4b04fc573b07c0c/t/5262dfd5e4b083920b8c1b08/1382211541949/Wellington+Harrington+Summary.pdf>.

⁷⁸ "Recycling effort begun Cambridge factory to house elderly,"

⁷⁹ The directories were reviewed at approximate increments of five years. The fate of eight of the 48 buildings was not determined.

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brick, concrete, and limestone Moderne-style building at 254 Massachusetts Avenue (now occupied by Novartis Institutes for BioMedical Research); the Squirrel Brand Company building (1915, CAM.1386), a utilitarian, brick building at 8 Boardman Street, which is now apartments; and the Daggett Chocolate building, a utilitarian, brick and concrete building at 400 Main Street, which is currently used by MIT. Of these buildings, only the James O. Welch Company building is still used for candy production, including Junior Mints, Milk Duds, Sugar Daddies, and Sugar Babies.⁸⁰

The George Close Company Building and the Classical Revival Style

In contrast to the extant candy manufacturing facilities listed above, the George Close Company Building was designed in the Classical Revival style, which was popularized by the World's Columbian Exposition in 1893.⁸¹ The exposition triggered a renewed interest in classical forms, from which the Classical Revival, Beaux Arts, and Neoclassical Revival styles emerged within the United States. The Classical Revival style, which is typically characterized by symmetry and the use of classical details such as columns and pediments, remained popular well into the 20th century. Characteristic elements of the Classical Revival style that were incorporated in the design of the George Close Company Building include a heavy cornice, pilasters, keystones, decorative brackets, and pedimented entrances.

Within Cambridge, the Classical Revival style was widely used from the mid-1890s through the 1920s for institutional and commercial development, as well as large apartment blocks. Numerous buildings on Massachusetts Avenue, one of Cambridge's main thoroughfares, were designed in the style, which was perhaps most notably used for MIT's original Cambridge campus in 1916. Few industrial buildings appear to have been designed in the style.⁸² Exceptions include the Standard Plate Glass Company Building at 270 Albany Street (CAM.1353), which was constructed in 1920, and the Athenaeum Press Building at 215 First Street (CAM.147, NRIND 1982), which was designed in 1895. Despite their Classical Revival style, both building are substantially different from the George Close Company Building in their design.

The George Close Company Building is unusual among industrial buildings for its residential appearance. This is due, in part, to the size of the window openings and the amount of decorative detail that was incorporated into the design. The residential appearance of the George Close Company Building may reflect an attempt by the architects, Densmore and LeClear, to design an industrial building that would be appropriate within a residential neighborhood.

1976 Renovations

The 1970s conversion of the George Close Company Building to apartments left the exterior of the building substantially intact with the exception of new window sash and relocating the main entrance to the loading dock. As part of the decision to move the main entrance, the two historic

⁸⁰ "James O. Welch Dies at 79; Founder of Candy Company", *New York Times*, February 1, 1985.

⁸¹ Virginia Savage McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2013), 434-446.

⁸² Statement is based on an examination of industrial buildings in Cambridge that are recorded in MACRIS.

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entrances on Broadway were converted to window openings. While the conversion of the building to 61 apartment units resulted in substantial changes to the interior layout of the building, the architects, Gelardin/Bruner/Cott, sought to maintain the open feeling of the interior and leave the building's exposed brick walls, wood beams, and wood columns unaltered.⁸³ As a result, the materials and workmanship of the original factory continue to show through in the interior, and the building continues to convey its industrial history.

Densmore and LeClear

The George Close Company Building at 243 Broadway was designed by the Boston firm of Densmore and LeClear (1897–1942), whose offices were located at 88 Broad Street and later at 31 St. James Avenue. The firm was established by Harvard University engineering graduates Edward Dana Densmore (1871–1926) and Gifford LeClear (1874–1931), and the name was changed to Densmore, LeClear and Robbins when former Harvard University architecture student Henry C. Robbins joined as a partner in 1914.⁸⁴

Densmore and LeClear designed a number of notable buildings in and around Boston, including the Salada Tea Building and addition on Stuart Street, Boston (1916 and 1926, BOS.2392) and the Paine Furniture Building on Arlington Street, Boston (1914, BOS.2360, NRIND 2002). The firm often integrated its founders' engineering roots into its projects, including studies of building acoustics, and the design of several buildings associated with the Quabbin Reservoir and the Quabbin Aqueduct (1927–1935, BAR.G) and the Hultman Aqueduct in Wayland (WAY.922).⁸⁵ Additional examples of the firm's designs outside of Boston include the Waban Branch Library (1929, NWT.3848, NRIND 1990) and Quincy's New England Telephone Building (1906, QUI.206, NRIND 1989).

Gelardin/Bruner/Cott

The 1976 rehabilitation of the George Close Company Building was designed by the architectural firm Gelardin/Bruner/Cott. Established in Cambridge in the early 1970s, the founding partners were Leland Cott, Simeon Bruner, and Robert Gelardin. Leland Cott earned a master of architecture from the Harvard Graduate School of Design, Simeon Bruner earned a master of architecture from Yale University, and Robert Gelardin earned a master in city planning from MIT.⁸⁶ In its early years, the firm was responsible for the rehabilitation of the

⁸³ "Recycling effort begun Cambridge factory to house elderly;" Leland Cott; House and Home.

⁸⁴ Harvard University, *Harvard College, Class of 1895: Twenty-Fifth Anniversary Report*, (Cambridge, MA: The University Press, 1920), 253.

⁸⁵ Wallace Clement Sabine and Theodore Lyman, *Collected Papers on Acoustics* (Cambridge, MA: Harvard University Press, 1922), 16.

⁸⁶ "Leland Cott, FAIA LEED AP," Bruner/Cott Architects, accessed February 19, 2018, <http://www.brunercott.com/people/leland-cott/>; "Our Team," Mango Materials, accessed February 19, 2018, <http://mangomaterials.com/our-team/>; Charles Giuliano, "Simeon Bruner on Mass MoCA," Berkshire Fine Arts, November 23, 2014, accessed February 20, 2018, <http://www.berkshirefinearts.com/11-23-2014-simeon-bruner-on-mass-moca.htm>.

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Chickering and Sons Piano Factory (BOS.481, NRDIS 1973) and the management plan for Lowell National Historical Park.

After 13 years, Robert Gelardin left the firm, which is now known as Bruner/Cott & Associates.⁸⁷ The firm specializes in new construction, adaptive reuse, historic preservation, and large-scale planning.⁸⁸ Among Bruner/Cott's significant projects are the Landmark Center in Boston, Massachusetts Museum of Contemporary Art (MASS MoCA), the Lunder Arts Center at Lesley University, and the Promenade at the Foundry, a residential complex in Rhode Island.⁸⁹

⁸⁷ "Our Team."

⁸⁸ "About Us," Bruner/Cott Architects, accessed February 19, 2018, <http://www.brunercott.com/firm-profile/>.

⁸⁹ "Simeon Bruner, RA," Bruner/Cott Architects, accessed February 19, 2018, <http://www.brunercott.com/people/simeon-bruner/>; "Leland Cott, FAIA LEED AP."

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George Close Company Building
Name of Property

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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: Cambridge Historical Commission

Historic Resources Survey Number (if assigned): CAM.1409

10. Geographical Data

Acreage of Property 0.25 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 42.367438 | Longitude: -71.095642 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

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Verbal Boundary Description (Describe the boundaries of the property.)

The boundaries encompass the entirety of the property legally recorded as lot 85 on tax map 76, and outlined on the attached assessors map.

Boundary Justification (Explain why the boundaries were selected.)

The boundary is limited to the parcel of land historically associated with the George Close Company Building at 243 Broadway in Cambridge, Massachusetts.

11. Form Prepared By

name/title: Corinne Engelbert, Preservation Planner, VHB; Nicole Benjamin-Ma, Preservation Planner, VHB; and Alisa M. Augenstein, Senior Preservation Planner, VHB; with Betsy Friedberg, National Register Director
organization: Massachusetts Historical Commission

street & number: 220 Morrissey Boulevard
city or town: Boston state: MA zip code: 02125
e-mail: betsy.friedberg@sec.state.ma.us
telephone: 617-727-8470
date: August 2018

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

George Close Company Building
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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: George Close Company Building

City or Vicinity: Cambridge

County: Middlesex County State: Massachusetts

Photographers: Alisa M. Augenstein, Nicole Benjamin-Ma, Corinne Engelbert

Date Photographed: February 17, 2017 & February 14, 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 23

MA_Cambridge (Middlesex County)_George Close Company Building_0001.tif
View northwest towards the George Close Company Building. Photographed February 17, 2017.

2 of 23

MA_Cambridge (Middlesex County)_George Close Company Building_0002.tif
View northeast towards the George Close Company Building. Photographed February 17, 2017.

3 of 23

MA_Cambridge (Middlesex County)_George Close Company Building_0003.tif
View northwest of 1879 datestone. Photographed February 14, 2018.

4 of 23

MA_Cambridge (Middlesex County)_George Close Company Building_0004.tif
View northwest of 1910 datestone. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0005.tif
View north of cast-stone plaque inscribed with "THE GEORGE CLOSE COMPANY".
Photographed February 14, 2018.

6 of 23

MA_Cambridge (Middlesex County)_George Close Company Building_0006.tif
View west towards the George Close Company Building. Photographed February 17, 2017.

7 of 23

MA_Cambridge (Middlesex County)_George Close Company Building_0007.tif
View southwest towards the George Close Company Building. Photographed February 17,
2017.

8 of 23

MA_Cambridge (Middlesex County)_George Close Company Building_0008.tif
View southeast of basement common room with exposed brick and concrete walls, concrete
columns and decking. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0009.tif
View south of second date stone set into the vestibule exterior brick wall - raised cast-stone
lettering reads "ERECTED 1879. GEORGE CLOSE". Photographed February 14, 2018.

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MA_Cambridge(Middlesex County)_George Close Company Building_0010.tif
View east of lobby showing exposed brick walls, square wood and circular concrete columns
and decking. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0011.tif
View northwest of lobby window with segmental arch opening and exposed brick walls and
decking. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0012.tif
View southwest of lobby from ramp. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0013.tif
View north, first floor, original brick-enclosed freight elevator that was repurposed in 1976
as pedestrian elevator; brick shaft features corbelled upper corners and load-bearing beams
set into the walls. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0014.tif

View northeast, fourth floor, original brick-enclosed freight elevator that was repurposed in 1976 as pedestrian elevator; brick shaft features corbelled upper corners and load-bearing beams set into the walls. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0016.tif

View west, typical hallway showing full height ceiling and exposed wood decking – dark sugar residue visible in foreground and at top center of photo. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0015.tif

View west, stair hall 2 between third and fourth floors showing exposed brick wall and infilled window openings. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0017.tif

View west, typical hallway showing full height ceiling and exposed wood decking – dark sugar residue visible in foreground and center of photo. Photographed February 14, 2018.

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MA_Cambridge(Middlesex County)_George Close Company Building_0018.tif

View southwest, typical residential unit showing corbelled brick wall, square wood column with metal cap, full height ceiling and exposed wood decking – dark sugar residue visible along I-beam and decking at top right of photo. Photographed February 14, 2018.

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MA_Cambridge(Middlesex County)_George Close Company Building_0019.tif

View south, typical residential unit showing exposed brick wall, full height ceiling and exposed wood decking – dark sugar residue visible at top left of photo along decking. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0020.tif

View east, typical residential unit showing exposed brick wall, full height ceiling and exposed wood decking – dark sugar residue visible on front of I-beam in foreground. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0021.tif

View east, unit ceiling detail revealing exposed wood decking. Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0022.tif

View west, unit ceiling detail revealing exposed wood decking – dark sugar residue visible.
Photographed February 14, 2018.

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MA_Cambridge (Middlesex County)_George Close Company Building_0023.tif

View northeast, unit ceiling detail showing wood beam set into pocket within exterior
masonry wall. Photographed February 14, 2018.

Figures List

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Source: *Atlas of the City of Cambridge, Middlesex Co., Massachusetts* (Philadelphia: G. M. Hopkins, 1873).

Figure 2: Atlas of the City of Cambridge, MA, 1886. Site following construction of the initial 1879 George Close Company Building – includes brick factory building, adjacent wood frame ancillary structure and rear barn.

Source: *Atlas of the City of Cambridge, Massachusetts* (Philadelphia: G. M. Hopkins, 1886).

Figure 3: Atlas of the City of Cambridge, MA, 1916. Site following construction of the 1910 George Close Company Building.

Source: George W. Bromley and Walter S. Bromley, *Atlas of the City of Cambridge* (Philadelphia: G.W. Bromley & Co., 1916).

Figure 4: Atlas of the City of Cambridge, MA, 1930. Map showing the George Close Company Building and surrounding neighborhood.

Source: George W. Bromley and Walter S. Bromley, *Atlas of the City of Cambridge* (Philadelphia: G.W. Bromley & Co., 1930).

Figure 5: George Close Company Building, 1907.

Source: *Cambridge Chronicle*, “The Confectionery Trade,” July 27, 1907.

Figure 6: Rendering of the George Close Company Building from 1911 Cambridge Chronicle article. Source: *Cambridge Chronicle*, “New Factory of the George Close Confectionery Co.,” May 6, 1911.

Figure 7: View of George Close Company Building ca. 1960.

Source: Property file for 243 Broadway, Cambridge Historical Commission, Cambridge, MA. Reproduced by permission from Cambridge Historical Commission.

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Figure 8: 1910 view of basement in George Close Company Building.
Source: Proceedings of the Engineers Club of Philadelphia, Vol. XXXI, 1914.

Figure 9: Rendering of George Close included in article written for the *Cambridge Tribune*.
Source: "Live Cambridge Men: George Close," *Cambridge Tribune*, March 17, 1888.

Figure 10: Front and back images 1911 Bobby Byrne baseball card with George Close overprint on back. Source: ebay.com, seller: darwinbulldog.

Figure 11: Front and back images of 1911 Sherry Magee baseball card with George Close overprint on back. Source: ebay.com, seller: vintagecardboard.

Figure 12: Building Permit Card for the 1975 conversion of the building.
Source: Cambridge Inspectional Services, Cambridge, MA. Photograph by author.

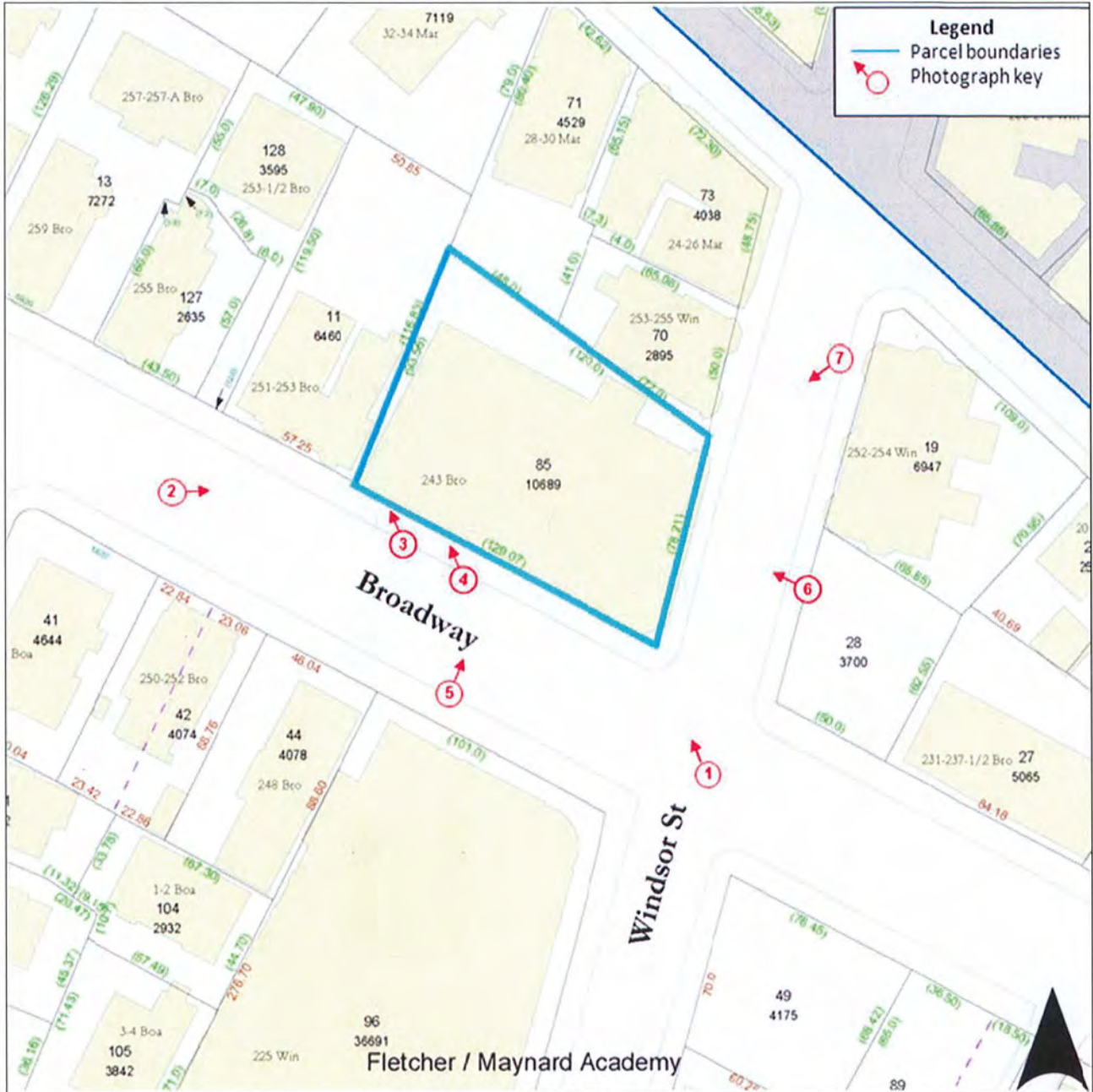
Figure 13: NECCO building (1927, CAM.1366, NRIND 2005) at 254 Massachusetts Avenue. Source: Alisa Augenstein, October 25, 2017. Photograph by author.

Figure 14: James O. Welch Company building (c.1920) at 810 Main Street.
(Source: Alisa Augenstein, October 25, 2017. Photograph by author).

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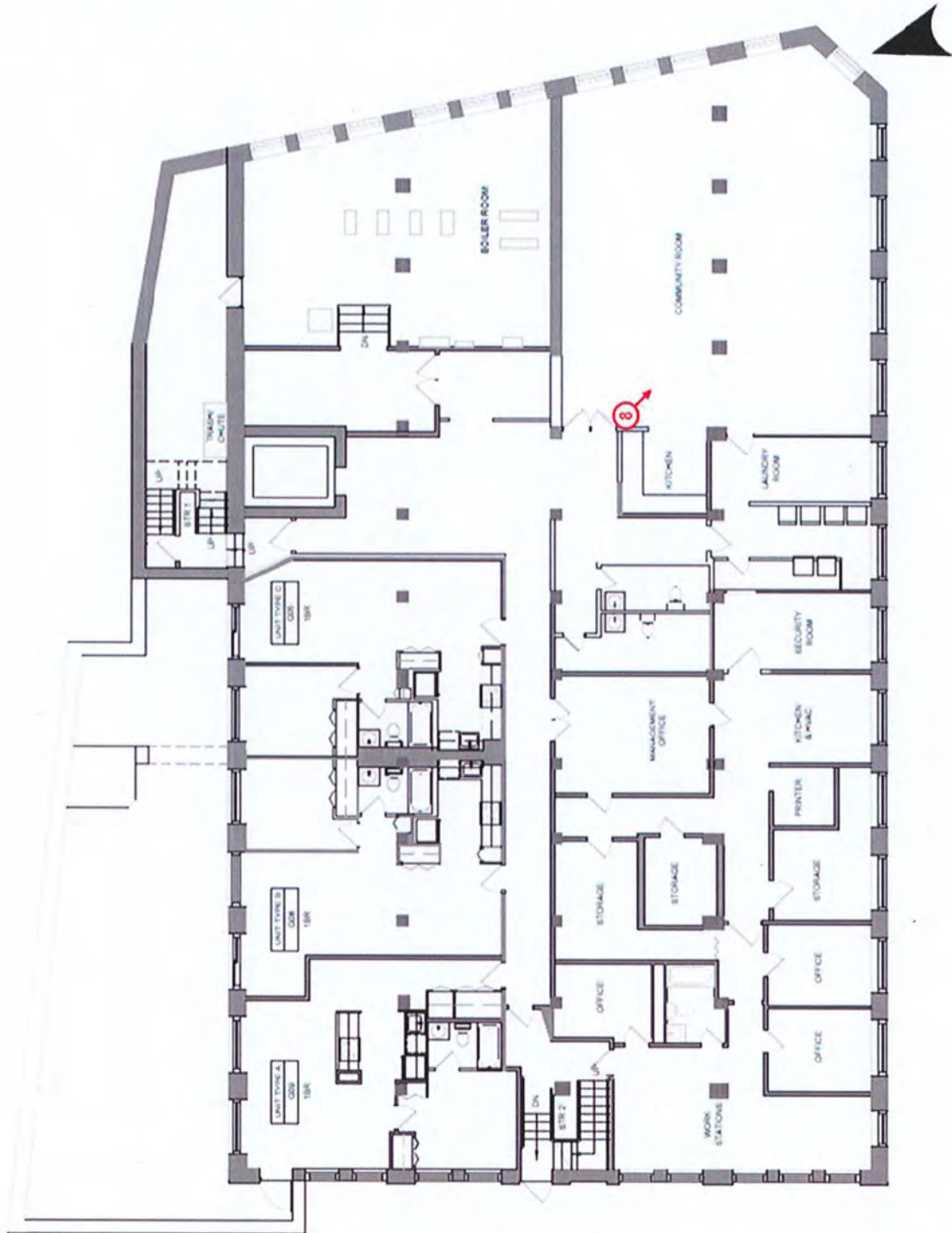
Sketch Map & Exterior Photograph Key



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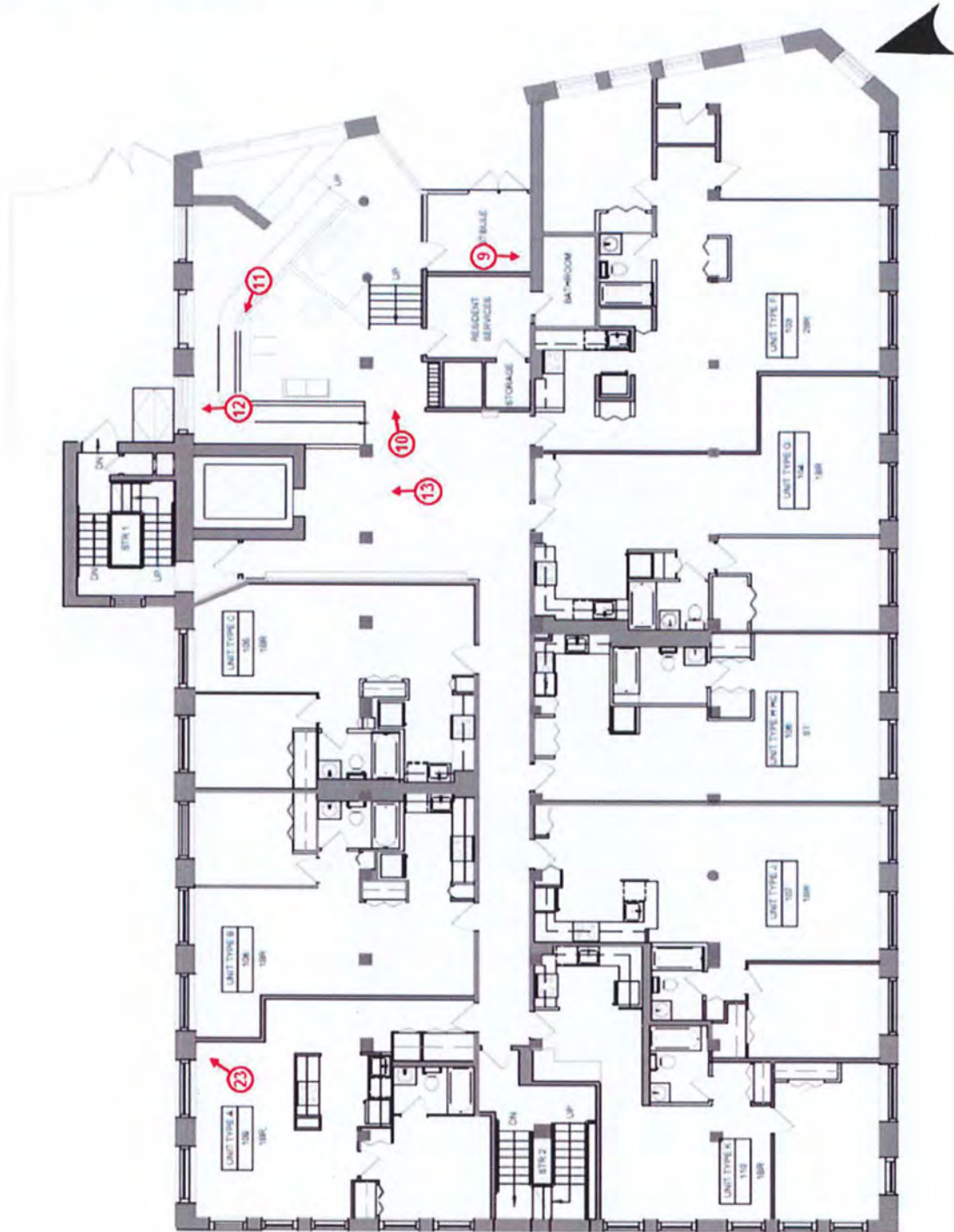
Interior Photograph Key – Basement



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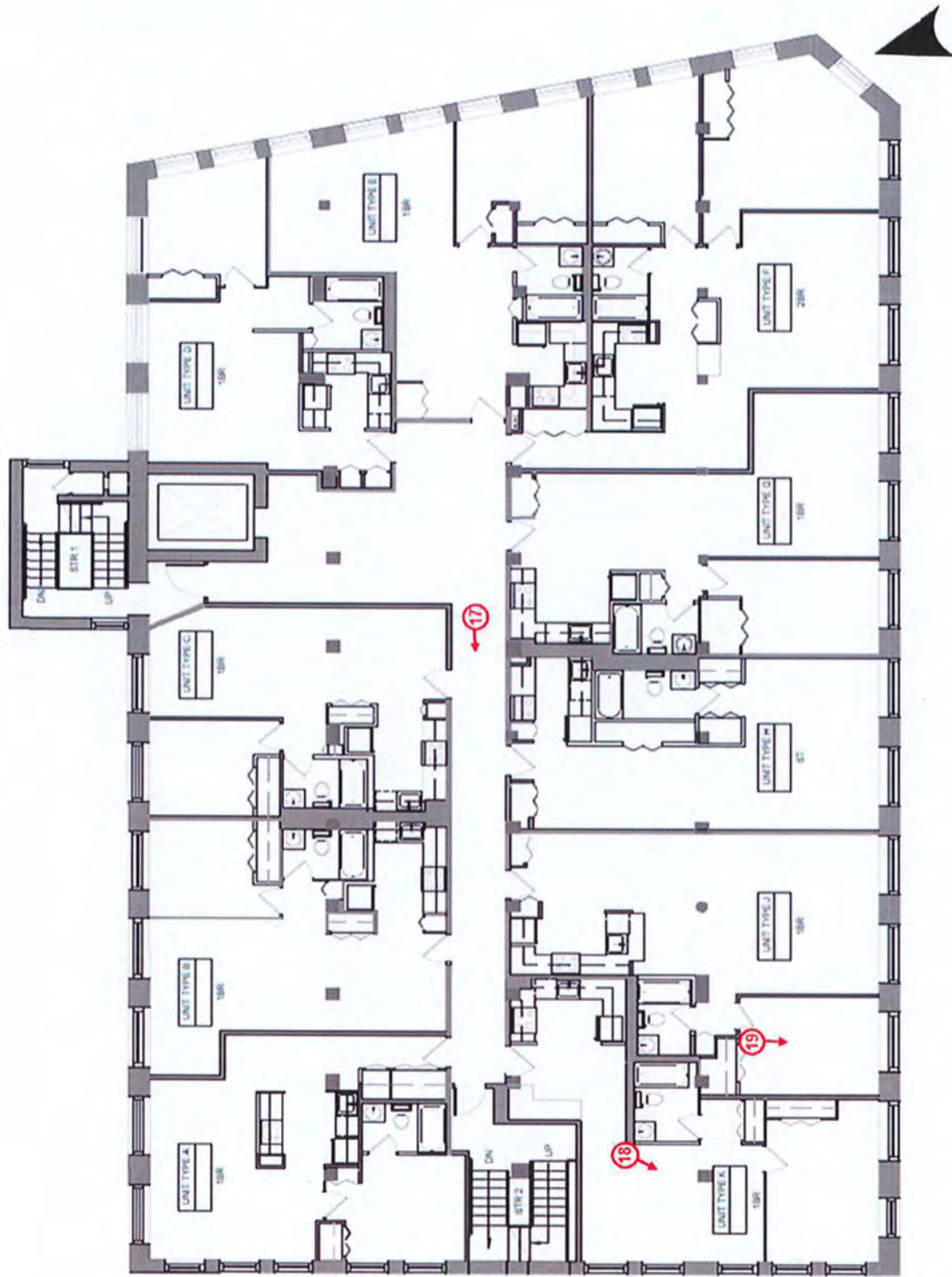
Interior Photograph Key – First Floor



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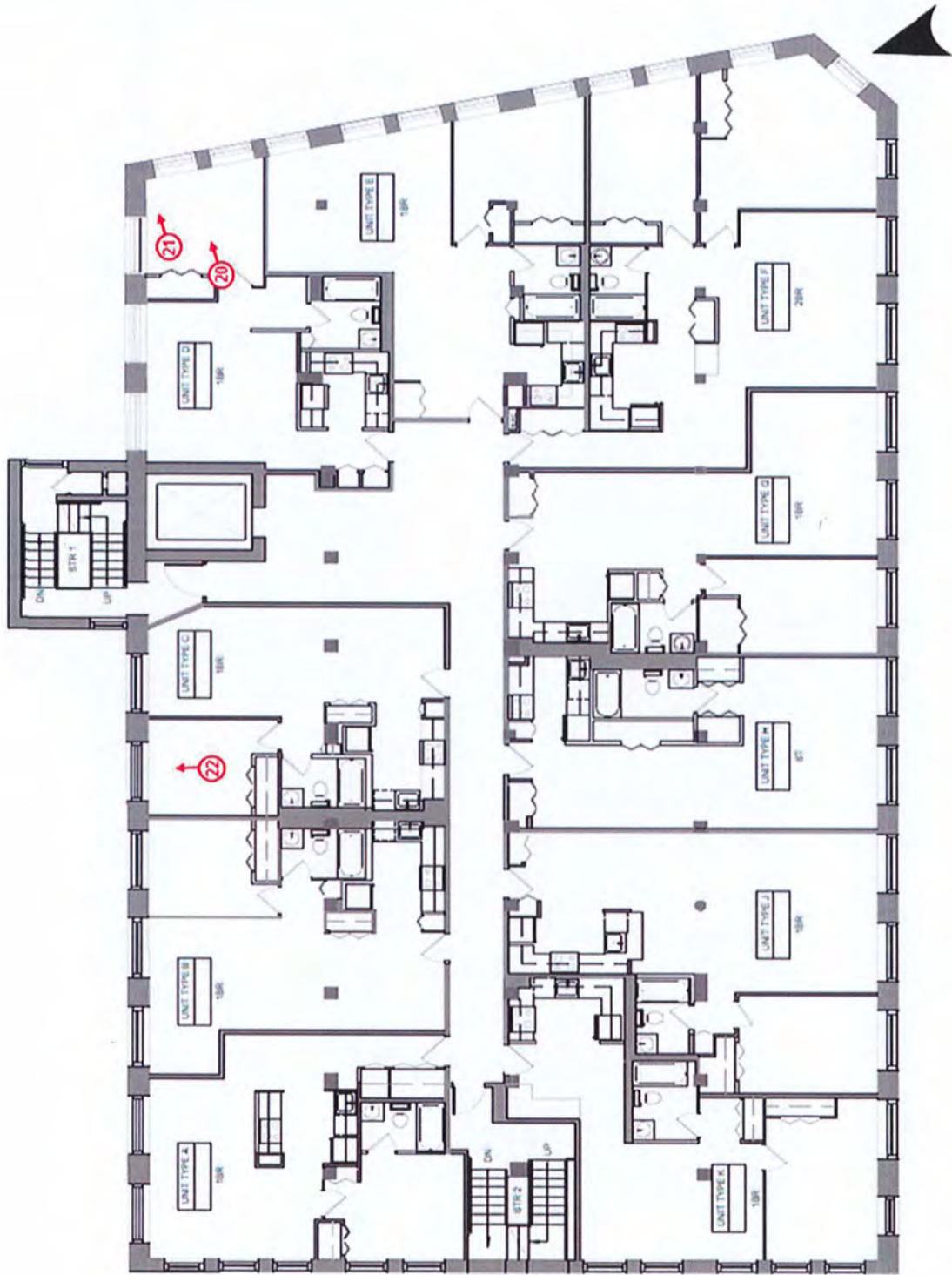
Interior Photograph Key – Fifth Floor



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Interior Photograph Key – Sixth Floor



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Figures



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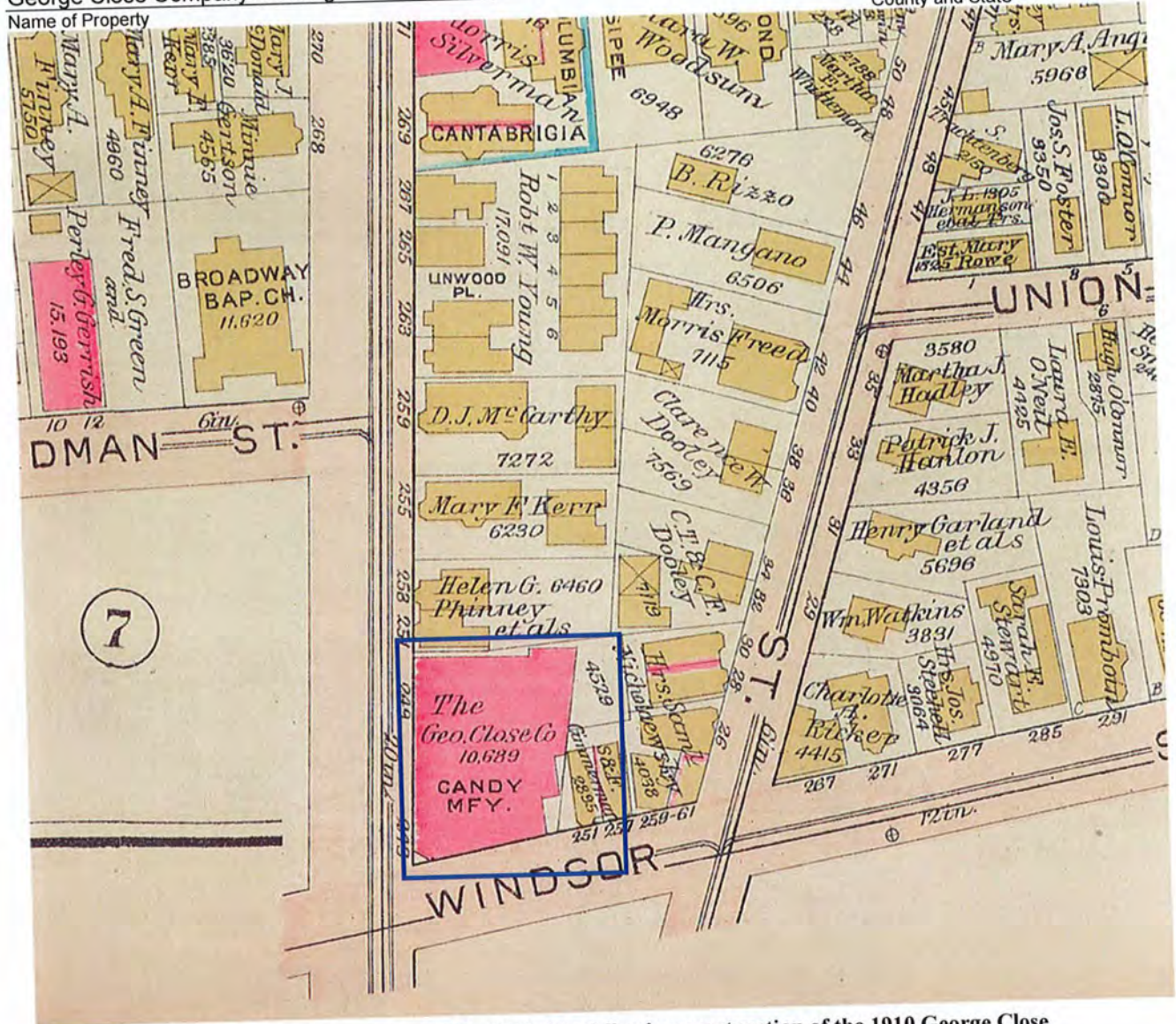


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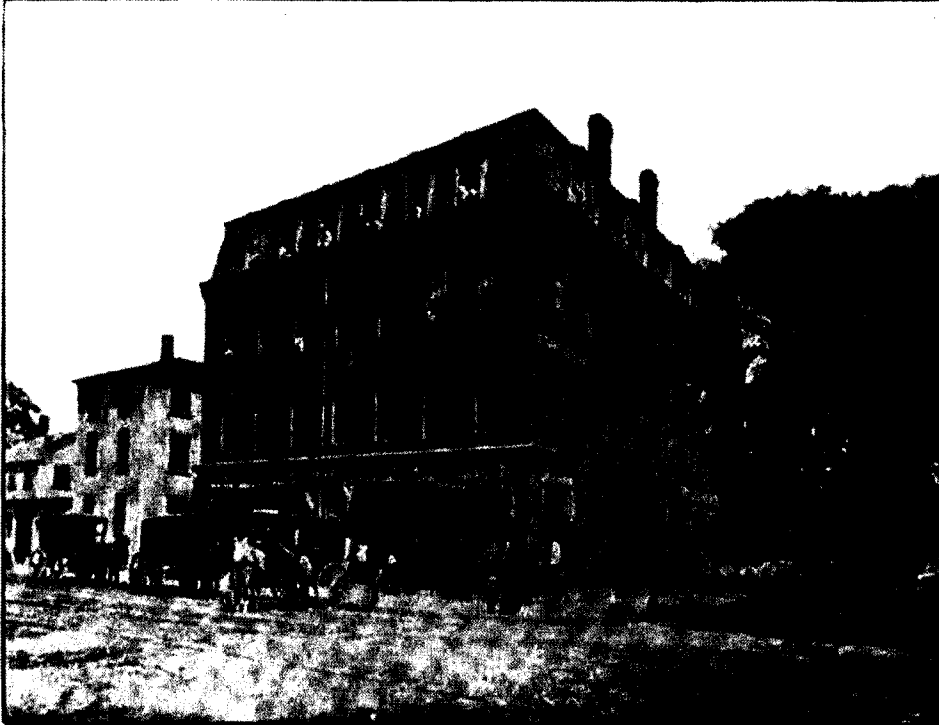


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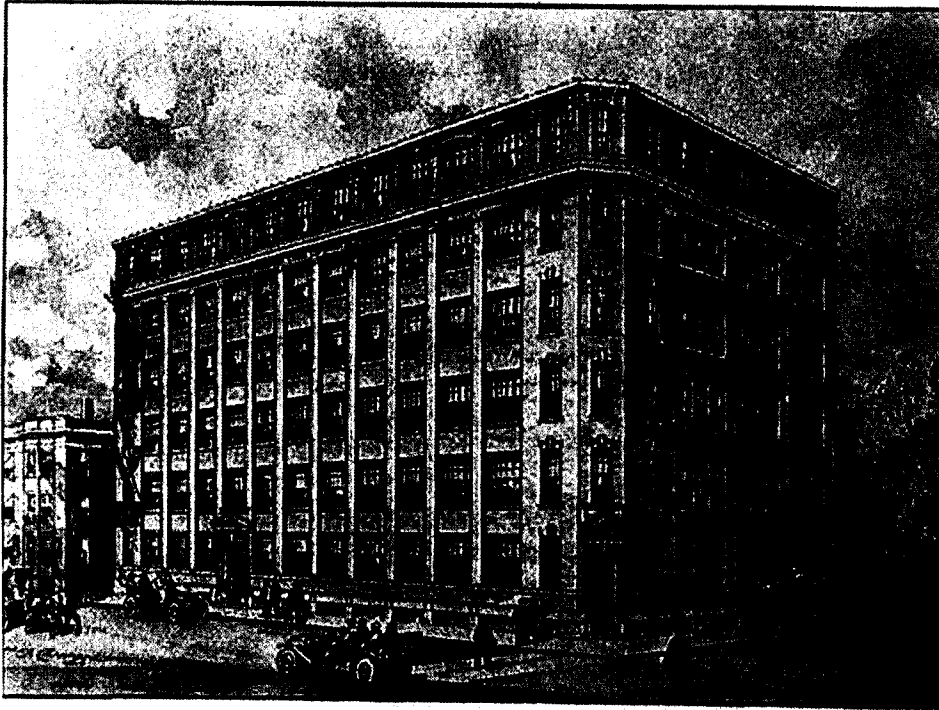


Figure 6: Rendering of the George Close Company Building from 1911 Cambridge Chronicle article. Source: *Cambridge Chronicle*, "New Factory of the George Close Confectionery Co.," May 6, 1911.

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Figure 7: View of George Close Company Building ca. 1960. Source: Property file for 243 Broadway, Cambridge Historical Commission, Cambridge, MA. Reproduced by permission from Cambridge Historical Commission

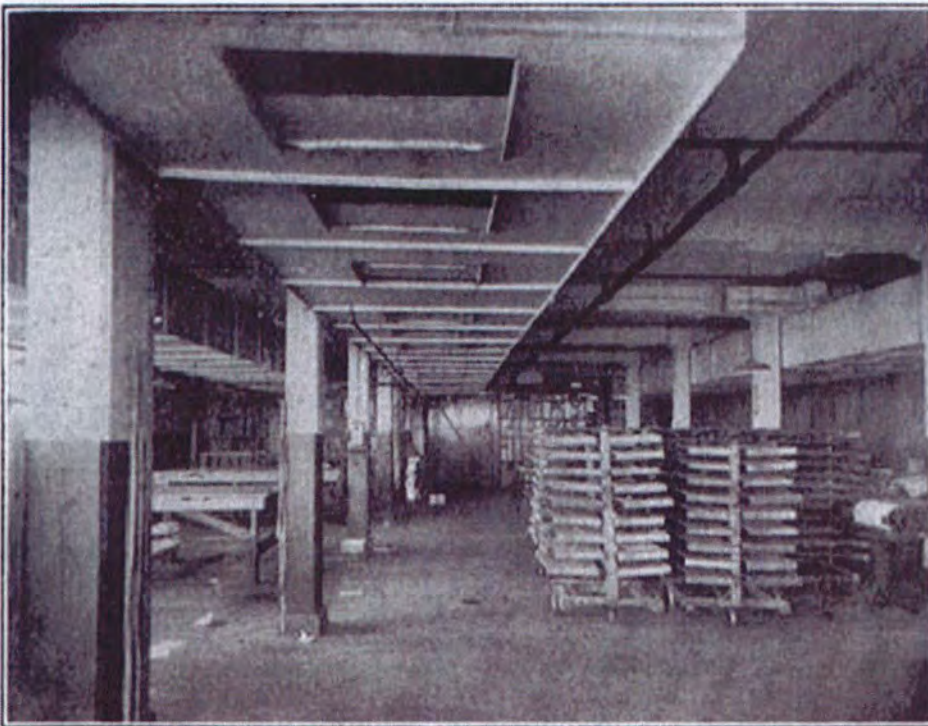


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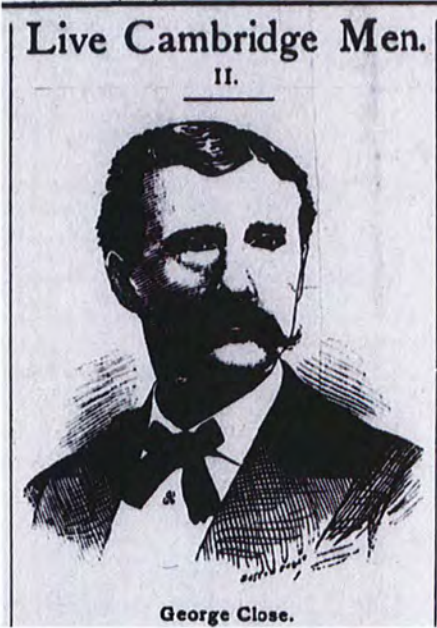


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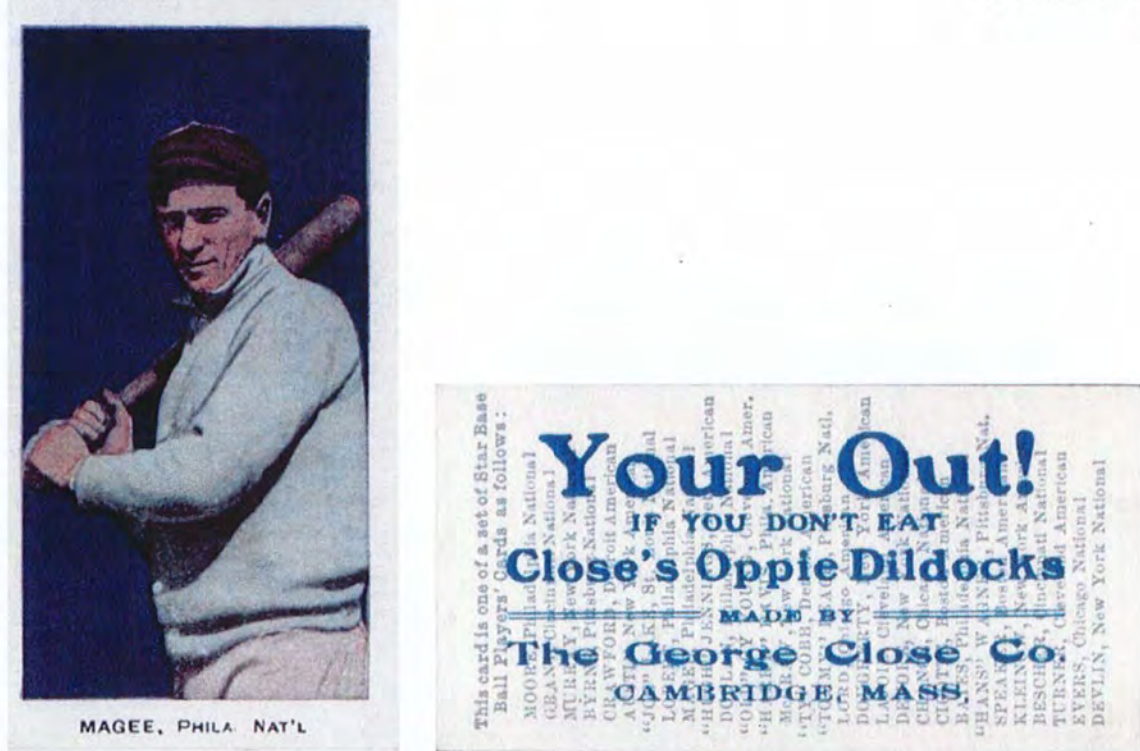


Figure 11: Front and back images of 1911 Sherry Magee baseball card with George Close overprint on back. Source: ebay.com, seller: vintagecardboard.

CITY OF CAMBRIDGE	
Loc. 243 Broadway	Permit No. 73571
Owner: Close Bldg. Assoc.	Date: DEC 30 1975
Arch:	Extend-Expire Sept. 30 '76
Cont; Hawk Corporation	
Descr. Conversion of existing storage bldg. to 61 unit dwelling	
Permit signed by: Joseph Muzzicato #410	
B.O.F.A. 4404 13425 PLAN IN BIN 143 \$ 600,000.00	

Figure 12: Building Permit Card for the 1975 conversion of the building. Source: Cambridge Inspectional Services, Cambridge, MA. Photograph by author. The plans could not be located.

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Figure 13: NECCO building (1927, CAM.1366, NRIND 2005) at 254 Massachusetts Avenue.
Source: Alisa Augenstein, October 25, 2017. Photograph by author.

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Figure 14: James O. Welch Company building (c.1920) at 810 Main Street.

Source: Alisa Augenstein, October 25, 2017. Photograph by author.

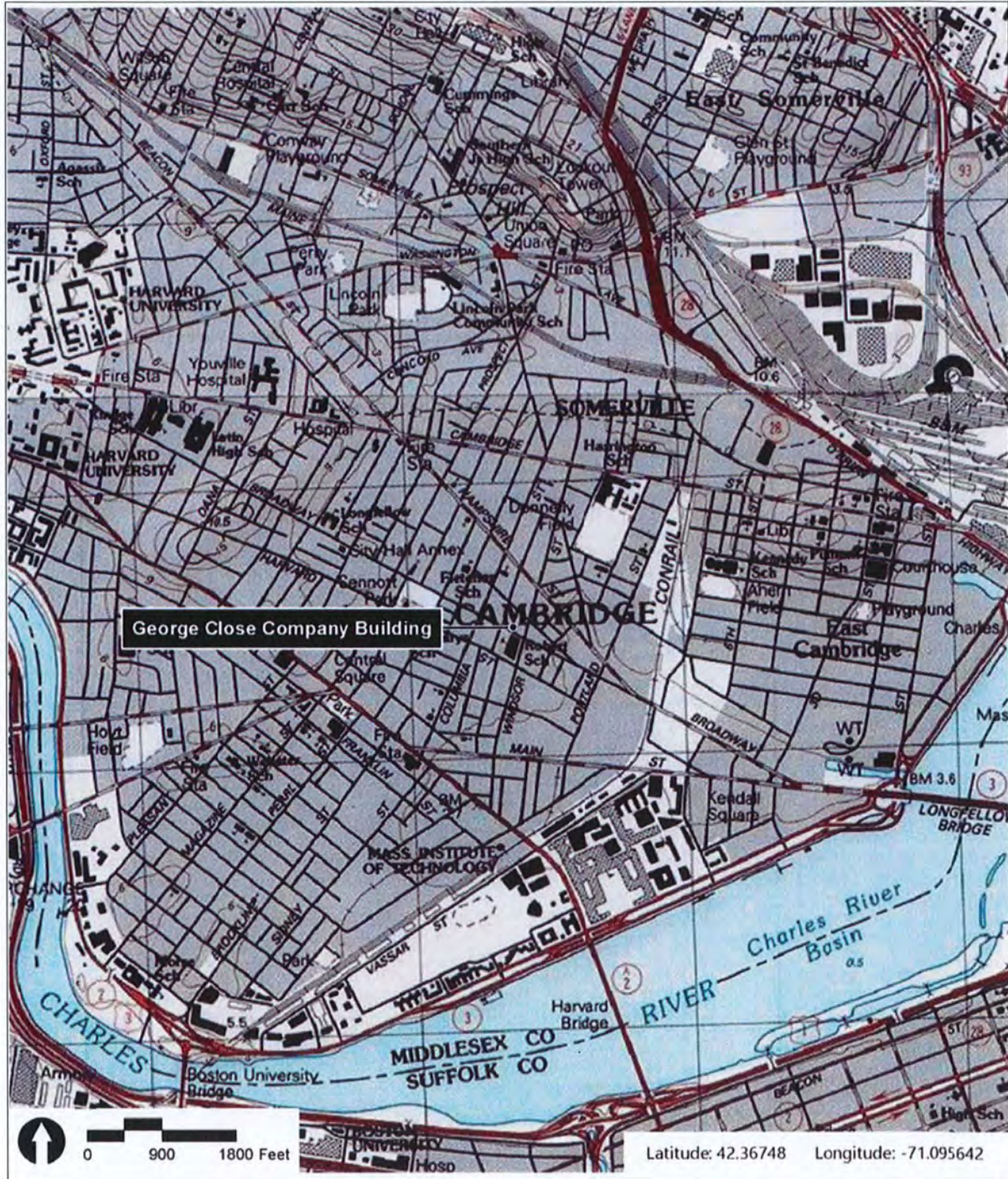
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

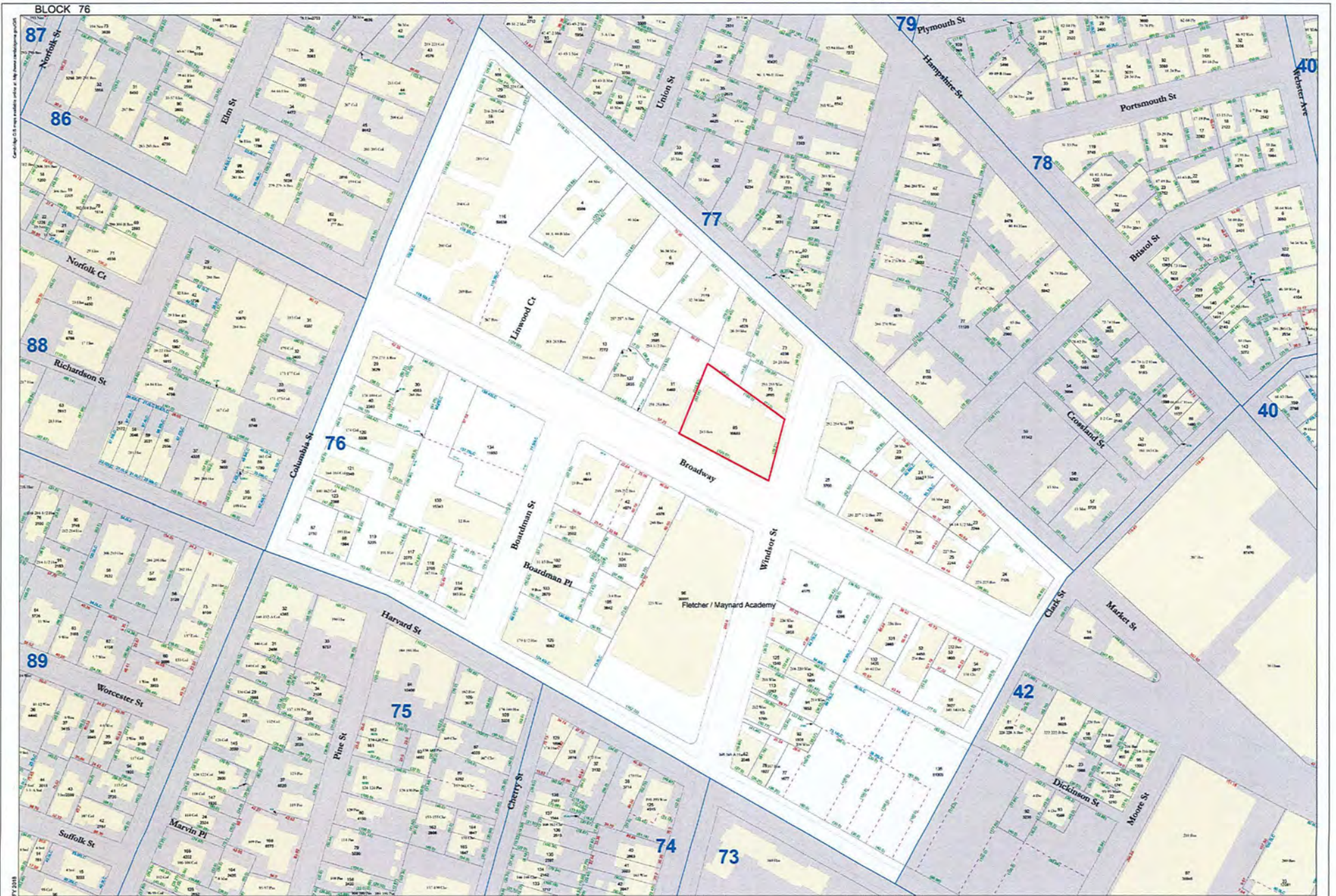
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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USGS Locus Map

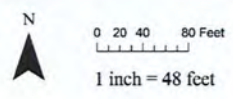




**City of Cambridge
Assessing Department**
795 Massachusetts Ave.
Cambridge, MA 02139

- | | | | | | | | |
|--|---------------|--|-----------------|---------|----------------|--------|------------------------|
| | Buildings | | Water | 10 | Lot Number | 100 | Parcel size in Sq. Ft. |
| | Lot Line | | Sub-Parcel Line | 76 | Block Number | 44.0LC | Land Court Dimension |
| | Block Line | | Easement | 10 Cam | Street Number | 65.0 | Survey Dimensions |
| | City Boundary | | Railway | (125.0) | Deed Dimension | | |

DISCLAIMER
All parcel features shown on this map were compiled from existing assessors' tax maps dated 10/31/2017 and maintained by the City Assessor's Office and the Department of Public Works. Subsequent modifications have been completed using the City of Cambridge Geographic Information System (GIS). There are no new changes from the 2017 maps included for assessment purposes only.
The City of Cambridge assumes no legal responsibility for information shown on this map.



Parcel Block Map
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George Close Company Building, Cambridge (Middlesex Co.), MA



1. View northwest towards the George Close Company Building (Feb. 2017)



2. View northeast towards the George Close Company Building (Feb. 2017)

George Close Company Building, Cambridge (Middlesex Co.), MA



3. View northwest of 1879 datestone (Feb. 2018).

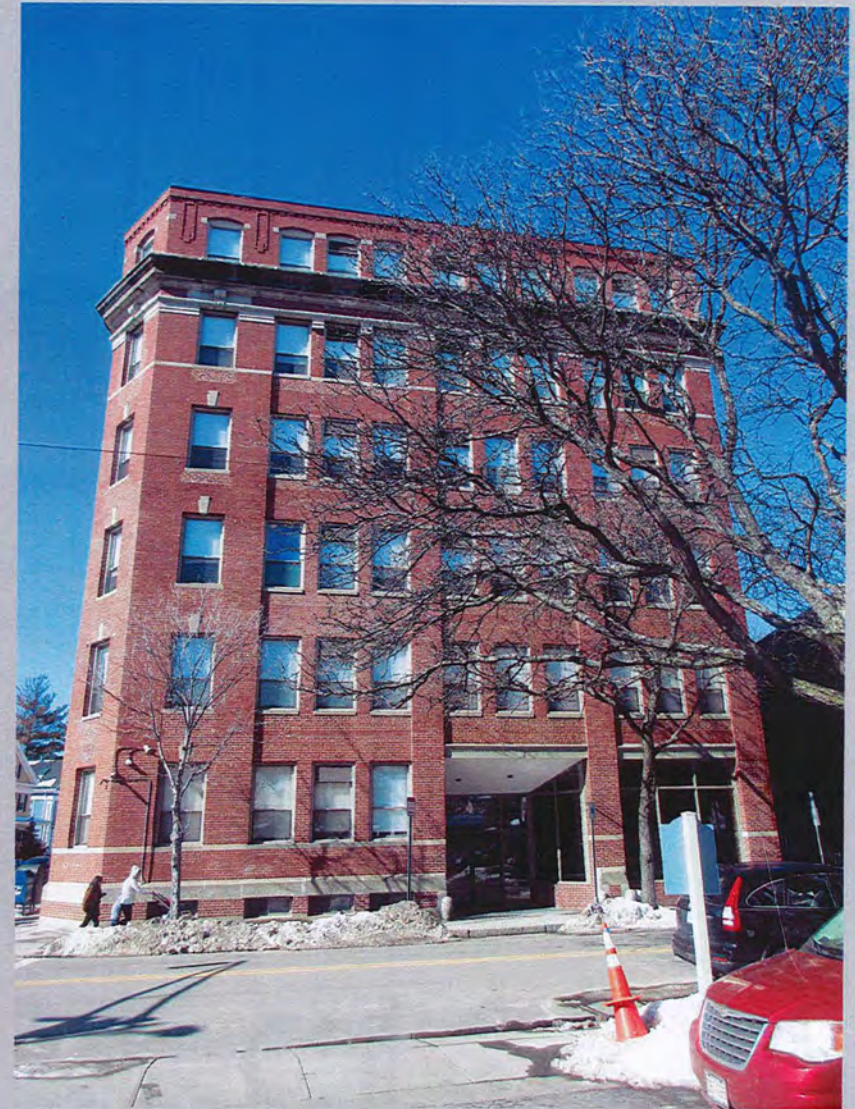


4. View northwest of 1910 datestone (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



5. View north of cast-stone plaque inscribed with "THE GEORGE CLOSE COMPANY"
(Feb. 2018)

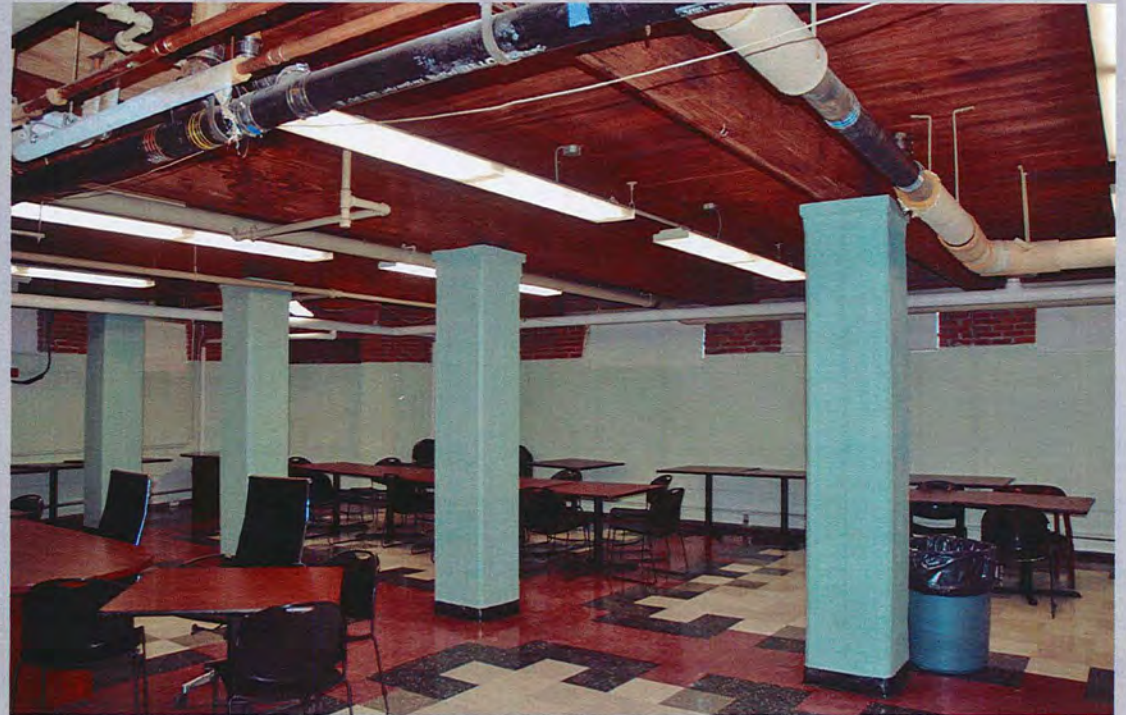


6. View west towards the George Close Company Building
(Feb. 2017)

George Close Company Building, Cambridge (Middlesex Co.), MA



7. View southwest towards the George Close Company Building (Feb. 2017).



8. View southeast of basement common room with exposed brick and concrete walls, concrete columns and decking (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



9. View south of second date stone set into the vestibule exterior brick wall - raised cast-stone lettering reads "ERECTED 1879. GEORGE CLOSE" (Feb. 2018).



10. View east of lobby showing exposed brick walls, square wood and circular concrete columns and decking (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA

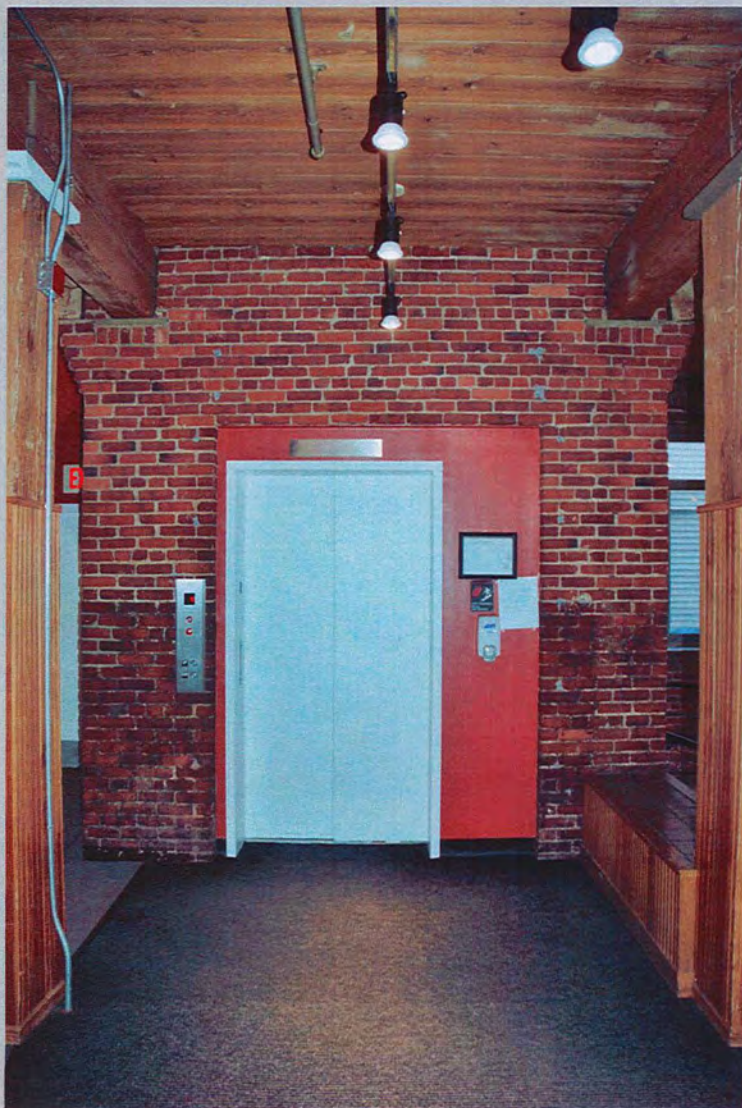


11. View northwest of lobby window with segmental arch opening and exposed brick walls and decking (Feb. 2018).



12. View southwest of lobby from ramp (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



13. View north, first floor, original brick-enclosed freight elevator that was repurposed in 1976 as pedestrian elevator; brick shaft features corbelled upper corners and load-bearing beams set into the walls (Feb. 2018).

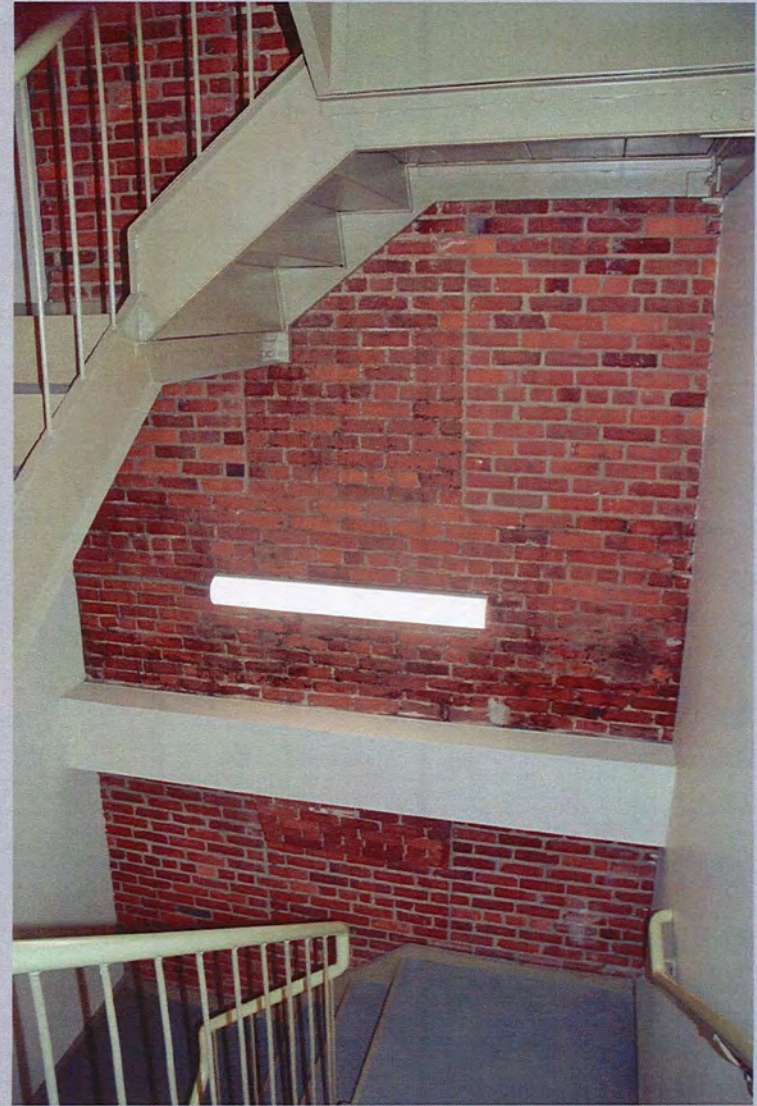


14. View northeast, fourth floor, original brick-enclosed freight elevator that was repurposed in 1976 as pedestrian elevator; brick shaft features corbelled upper corners and load-bearing beams set into the walls (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



15. View west, typical hallway showing full height ceiling and exposed wood decking – dark sugar residue visible in foreground and at top center of photo (Feb. 2018).



16. View west, stair hall 2 between third and fourth floors showing exposed brick wall and infilled window openings (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



17. View west, typical hallway showing full height ceiling and exposed wood decking – dark sugar residue visible in foreground and center of photo (Feb. 2018).



18. View southwest, typical residential unit showing corbelled brick wall, square wood column with metal cap, full height ceiling and exposed wood decking – dark sugar residue visible along I-beam and decking at top right of photo (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



19. View south, typical residential unit showing exposed brick wall, full height ceiling and exposed wood decking – dark sugar residue visible at top left of photo along decking (Feb. 2018).



20. View east, typical residential unit showing exposed brick wall, full height ceiling and exposed wood decking – dark sugar residue visible on front of I-beam in foreground (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



21. View east, unit ceiling detail revealing exposed wood decking (Feb. 2018).



22. View west, unit ceiling detail revealing exposed wood decking – dark sugar residue visible (Feb. 2018).

George Close Company Building, Cambridge (Middlesex Co.), MA



23. View northeast, unit ceiling detail showing wood beam set into pocket within exterior masonry wall (Feb. 2018).









THE GEORGE CLOSE COMPANY







ERECTED
1879.
GEORGE CLOSE













EXIT





















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: George Close Company Building

Multiple Name: _____

State & County: MASSACHUSETTS, Middlesex

Date Received: 1/31/2019 Date of Pending List: 2/12/2019 Date of 16th Day: 2/27/2019 Date of 45th Day: 3/18/2019 Date of Weekly List: _____

Reference number: SG100003472

Nominator: SHPO

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 3/15/2019 Date

Abstract/Summary POS: 1910-1968; AOS: Industry; LOS: local.
Comments: _____

Recommendation/ Criteria National Register Criterion A.

Reviewer Lisa Deline Discipline Historian

Telephone (202)354-2239 Date 3/15/19

DOCUMENTATION: see attached comments : No see attached SLR : No *[Signature]*

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



The Commonwealth of Massachusetts
William Francis Galvin, Secretary of the Commonwealth
Massachusetts Historical Commission

January 28, 2019

Dr. Julie Ernstein
Deputy Keeper
Acting Chief, National Register of Historic Places
Department of the Interior
National Park Service
1849 C Street NW, Stop 7228
Washington, DC 20240

Dear Dr. Ernstein:

Enclosed please find the following nomination form:

George Close Company Building, Cambridge (Middlesex County), Massachusetts

The nomination has been voted eligible by the State Review Board and has been signed by the State Historic Preservation Officer. The owners of the property were notified of pending State Review Board consideration 30 to 75 days before the meeting and were afforded the opportunity to comment.

Sincerely,

A handwritten signature in cursive script that reads "Betsy Friedberg".

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

enclosure

cc: Alisa Augenstein, PAL, consultant
Corinne Engelbert, VHB, consultant
Nicole Benjamin-Ma, VHB, consultant
Charles Sullivan, Chair, Cambridge Historical Commission
Marc C. McGovern, Mayor of Cambridge
Craig Nicholson, Just-A-Start Corporation