

3920

Wisconsin Word Processing Format (Approved 1/92)

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

**National Register of Historic Places  
Registration Form**

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

**1. Name of Property**

historic name Green Bay Downtown Historic District  
other names/site number \_\_\_\_\_

**2. Location**

street & number  
Portions of Pine, Cherry, E Walnut and Doty Streets, bounded by S Washington, N Madison & N Jefferson Streets N/A not for publication  
city or town Green Bay N/A Vicinity  
state Wisconsin code WI county Brown code 009 zip code 54301

**3. State/Federal Agency Certification**

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

 3/21/2019  
Signature of certifying official/Title Date

State Historic Preservation Office - Wisconsin  
State or Federal agency and bureau

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

\_\_\_\_\_  
Signature of commenting official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

Name of Property

County and State

**4. National Park Service Certification**

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

Signature of the Keeper

Date of Action



5-13-19

**5. Classification**

Ownership of Property (check as many boxes as as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
		Contributing	noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)		
<input checked="" type="checkbox"/> public-local	<input checked="" type="checkbox"/> District	33	4 buildings
<input checked="" type="checkbox"/> public-State	<input type="checkbox"/> Structure		0 sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> Site		0 structures
	<input type="checkbox"/> Object		0 objects
		33	4 total

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

N/A

Number of contributing resources  
previously listed in the National Register

5

**6. Function or Use****Historic Functions**

(Enter categories from instructions)

GOVERNMENT/courthouse/city hall/government office/post  
post office  
SOCIAL/clubhouse/meeting hall  
RECREATION AND CULTURE/theatre/auditorium  
COMMERCE/TRADE/business/professional/specialty store

**Current Functions**

(Enter categories from instructions)

GOVERNMENT/courthouse/city hall/government office  
RECREATION/theatre  
COMMERCE/business/professional/specialty store

**7. Description****Architectural Classification**

(Enter categories from instructions)

LATE VICTORIAN/Romanesque  
LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/Beaux Arts,  
Classical Revival, Tudor Revival, Spanish Colonial Revival,  
LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY AMERICAN  
MOVEMENT/Commercial Style  
MODERN MOVEMENT/Art Deco

**Materials**

(Enter categories from instructions)

foundation STONE, CONCRETE  
walls BRICK  
CONCRETE  
roof ASPHALT  
other METAL, WOOD

**Narrative Description**

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

Name of Property

County and State

**8. Statement of Significance**

**Applicable National Register Criteria**

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

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

**Criteria Considerations**

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

Property is:

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

**Areas of Significance**

(Enter categories from instructions)

- ARCHITETURE (C)
- COMMERCE (A)
- ENTERTAINMENT/RECREATION (A)
- GOVERNMENT (A)
- SOCIAL HISTORY (A)

**Period of Significance**

1870-1969

**Significant Dates**

N/A

**Significant Person**

(Complete if Criterion B is marked)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Benton, Perry T;  
Foeller, Schober and Berners;  
Bell, Charles E.;  
German and Lignell;  
Waters, William;  
Williams, Harry

**Narrative Statement of Significance**

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

**9. Major Bibliographic References**

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

**Previous Documentation on File** (National Park Service):

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

**Primary location of additional data:**

- X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- X Other

Name of repository:  
Brown County Library

**10. Geographical Data**

**Acreage of Property** approximately 22 acres

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

1	<u>16</u>	<u>419129</u>	<u>4929385</u>
	Zone	Easting	Northing

3	<u>16</u>	<u>419385</u>	<u>4929514</u>
	Zone	Easting	Northing

2	<u>16</u>	<u>419224</u>	<u>4929585</u>
	Zone	Easting	Northing

4	<u>16</u>	<u>419487</u>	<u>4929703</u>
	Zone	Easting	Northing

See Continuation Sheet

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

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

**11. Form Prepared By**

<b>name/title</b>	Wm. Jason Flatt, PE	<b>Date</b>	February 22, 2017
<b>organization</b>	Fairchild & Flatt Consulting, LLC	<b>telephone</b>	715-735-1881
<b>street &amp; number</b>	1857 Riverside Ave	<b>zip code</b>	54143
<b>city or town</b>	Marinette	<b>state</b>	WI

Name of Property

County and State

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

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

**Photographs** Representative black and white photographs of the property.

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

### Property Owner

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

**name/title** Various, see separate listing

**organization**

**street & number**

**city or town**

**state** WI

**Date**

**telephone**

**zip code**

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

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

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Green Bay Downtown Historic District  
Green Bay, Brown County, Wisconsin

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**Introduction**

The Green Bay Downtown Historic District consists of forty-two buildings and one object- a sculpture-, dating from the late-nineteenth and early-to-mid-twentieth centuries in the northeastern Wisconsin city of Green Bay. Of these, six (five buildings and the sculpture) have already been individually added to the National Register of Historic Places by earlier nominations: the Fox Theatre, 117 S. Washington Street, NRIS #00000256; the Hotel Northland, 300-308 N. Adams Street, NRIS #13000860; the Kellogg Public Library and Neville Public Museum, 129-139 S. Jefferson Street, NRIS #81000035; the Brown County Courthouse, 100 S. Jefferson Street, NRIS #76000053; and the Green Bay YMCA, 235 N. Jefferson Street, NRIS #16000022. Of the remaining thirty-seven, thirty-three are contributing to the district's historic significance and four are non-contributing due to either extensive alterations or a construction date outside of the period of significance. The district extends approximately from Doty Street in the south to Pine Street in the north, and Washington Street in the west to Madison Street in the east, with portions of this area omitted along the southern and northwestern portions of Adams Street, the north and west portions of Washington Street, and the northwest corner bound by Pine, Cherry, Jefferson, and Madison streets. The nominated buildings are located within these general boundaries as follows. For reference, East Walnut Street divides Washington, Adams, Jefferson, and Madison streets into North and South portions.

- Along the entire eastern side of South Washington Street with one building on the west side, at the northern end of South Washington Street;
- Along the entire northern side of East Walnut Street, from the middle of the block bound by Washington and Adams streets, extending continuously to Madison Street to the east;
- Along the entire southern side of East Walnut Street from Adams Street in the west to Madison Street in the east;
- Along the entire eastern side of Adams Street, beginning approximately 120 feet north of Doty Street (to exclude a parking lot at the corner of S. Adams & Doty) extending continuously to the parcel just north of Pine Street;
- Along the western side of Adams Street, beginning approximately 180 feet north of Doty Street in the south (to exclude a parking lot at the corner of S. Adams and Doty) to Cherry Street in the north, but excluding the two parcels at the north end nearest Cherry Street;
- Along the eastern side of Adams Street, beginning approximately 180 feet north of Doty Street and continuing to Northland Avenue
- Along the entire southern side of Cherry Street from North Adams in the west to North Madison in the east;
- Along the entire western and eastern sides of Jefferson Street from Doty Street in the south to Cherry Street in the north, plus the building at the southwest corner of Jefferson and Pine streets;

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- Along the entire western side of Madison Street including the two parcels immediately south of East Walnut Street, extending north continuously to Cherry Street.

The western end of the district at South Washington Street is the result of both the historic development along the eastern shore of the Fox River and non-historic redevelopment. The northern and northwestern boundaries of the district correlate to the southern extent of major urban redevelopment that occurred beginning in 1960. The most visible hallmark of this redevelopment plan, called the "Gregby Plan", was the clearing of the northern portion of Green Bay's east side downtown area for the construction of the Port Plaza mall. Additional redevelopment on a smaller scale, along with the proliferation of parking lots, occurred south of Doty Street, on the east of Madison Street and along most of the west side of South Washington Street as well as along all of North Washington Street. As a result, the northern, eastern, and southern borders of the district are primarily the result of non-historic developments.

These tight boundaries were chosen to encompass as many historic buildings as possible, while excluding non-contributing buildings when possible, vacant lots and new construction.

The forty-two buildings in the district represent a broad range of late-nineteenth to mid-twentieth century building design, including formal, architect-designed government and institutional buildings, and several examples of vernacular commercial architecture. These building styles represent the developmental history of Green Bay's east side commercial and governmental districts, as well as Green Bay's historic entertainment district. Furthermore, there are no fewer than fourteen buildings in the district that are the designs of Berners-Schober Associates or its antecedents, a locally significant architectural firm founded in 1898 that continues to do business today.

The earliest buildings in the district are vernacular commercial types dating from the 1870s and exhibiting varying degrees of alterations that occurred during the historic period. Seven of the nine buildings in the district, built prior to 1901, are vernacular commercial types. Of the remaining three, although all were initially vernacular construction, these received newer, high-style façades between 1929 and 1935.

Eight buildings were built between 1901 and 1910. Five of those eight are vernacular commercial types, two of which received complete main façade replacements during the historic period (one, the Pireaux Building, is non-contributing due to this and later changes) while changes to the remaining three were primarily in way of first floor storefronts. The Beaux Arts style Brown County Courthouse and Neoclassical style Kellogg Library, both of which are currently listed on the National Register of Historic Places, were built during this period, as was the Neoclassical style Federal Building. The Romanesque-inspired Wisconsin Telephone Company building was constructed in 1904, but its 1922 expansion more than doubled the width of the highly intact main façade.

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The Bellin Building, constructed in 1915, is Green Bay's only remaining Chicago Commercial Style office building and the only building in this district initially constructed between 1911 and 1919. Green Bay's only other large-scale Chicago Commercial Style building, the Minahan Building, was constructed in 1906 on the corner opposite of that of the Bellin Building. The Minahan Building was razed in 1984.

Nine buildings in the district were constructed during the 1920s. Two of these buildings, the Tudor Revival style Hotel Northland and YMCA, were added to the National Register of Historic Places in 2013 and 2016, respectively. Six of the remaining buildings (three office buildings, a funeral parlor, an urban automobile showroom, and the headquarters of the Green Bay Press Gazette) are representative of notable architectural styles in the city of Green Bay and maintain an exceptionally high degree of integrity. Styles in the District include Romanesque, Beaux Arts, Neoclassical, Tudor Revival, Neogothic Revival, Mediterranean Revival, Commercial Style, Art Deco, and Contemporary. Additionally there are many examples of vernacular commercial buildings in the District. One final building, the 1927-built Brown County Motors, was adapted from a multi-story urban car dealership for use as office space in the early 1990s and its integrity has subsequently suffered, resulting in its non-contributing status.

Seven buildings in the district were built during the 1930s, including the Fox (now Meyer) Theater, listed on the National Register in 2000. The remaining contributing buildings include the related Fox Theater commercial building, the highly intact Art Deco style Northern Building and Columbus Building, the vernacular commercial Larscheid Building, and the largely intact Eisenman & Gaie Service Station.

Rounding out the forty-two buildings in the district are the c. 1940 Al's Hamburger, the exceptional and highly intact Contemporary style Green Bay City Hall built in 1956, a 1958-built Contemporary style post office building, the exceptional and largely intact Contemporary style Associated Kellogg bank building built in 1962, and the highly intact 1969-built printing plant of the Press Gazette Plant—all of which are contributing buildings. The City Hall and bank are likely eligible for individual listing in the National Register on the basis of both integrity and design, while the other buildings retain sufficient integrity to be considered as contributing buildings within the district or, in the case of one building, will be individually eligible once they have reached fifty years of age. Two non-contributing buildings are the 1963-built Brown County Safety Building and the neighboring, 1964-built Brown County Jail.



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Green Bay, Brown County, Wisconsin**Inventory**

Following is the complete inventory of contributing and non-contributing buildings within the district. This list is organized by address with contributing buildings listed first and non-contributing buildings listed after.

C = contributing / NC = non-contributing /

NRHP = Individually listed in the National Register of Historic Places

	Address	Name	Construction Date	Style	C / NC
1	108-112 N. Adams	Wisconsin Telephone Co.	1904/1922	Romanesque	C
2	109 N. Adams	Schauer & Schumacher Studio	1926	Vernacular Commercial	C
3	115 N. Adams	Rockstroh Bakery	1894	Romanesque	C
4	117 N. Adams	Wagner Building	1900	Romanesque	C
5	124-130 N. Adams	Cady Barnard Building	1928	Mediterranean Revival	C
6	200 N. Adams	Associated Kellogg Bank	1962	Contemporary	C
7	218-220 N. Adams	Lucia Building	1883/1929	Tudor Revival	C
8	222-224 N. Adams	Odd Fellows Temple No. 19	c1870/1935	Art Deco	C
9	300-308 N. Adams	Hotel Northland	1924	Tudor Revival	C/NRHP
10	110 S. Adams	Van Drisse Service Shop	1937	Art Deco	C
11	118 S. Adams	Van Drisse Showroom	1924/1937	Art Deco	C
12	312 Cherry	Barnard Corp. Building	c1890/1952	Contemporary	C
13	100 N. Jefferson	Green Bay City Hall	1956	Contemporary	C
14	111 N. Jefferson	Sophie Beaumont Building	1958	Contemporary	C
15	235 N. Jefferson	Green Bay YMCA	1924/1968	Tudor Revival	C/NRHP
16	100 S. Jefferson	Brown County Court House	1910	Beaux Arts	C/NRHP
	100 S. Jefferson	Brown County Court House Sculpture		Sculpture	
17	115 S. Jefferson	Columbus Community Club	1924	Neoclassical Revival	C
18	129-139 S. Jefferson	Kellogg Library	1903/1926	Neoclassical Revival	C/NRHP
19	129 N. Madison	Press-Gazette Plant	1969	Contemporary	C
20	300-304 Pine	Shaylor Block	1872	Vernacular Commercial	C

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	Address	Name	Construction Date	Style	C / NC
21	306-314 Pine	Architects Building	1928	Tudor Revival	C
22	217-221 E. Walnut	Green Bay Theatre	1900/1930	Art Deco	C
23	225 E. Walnut	McGiveran Building	1901	Romanesque	C
24	227-231 E. Walnut	Schauer & Schumacher	c1902/1935	Art Deco	C
25	300 E. Walnut	Federal Building	1909	Neoclassical Revival	C
26	305 E. Walnut	Northern Building	1930	Art Deco	C
27	400-422 E. Walnut	Columbus Building	1936	Art Deco	C
28	434 E. Walnut	Eisenman & Gaie Service Station	c1930	Vernacular Commercial	C
29	435 E. Walnut	Press-Gazette Building	1924	Neogothic Revival	C
30	100-106 S. Washington	Bellin Building	1915	Commercial	C
31	101-115 S. Washington	Fox Theatre Building	1930	Art Deco	C
32	117 S. Washington	Fox Theatre	1930	Art Deco	C/NRHP
33	119 S. Washington	Smith Building	1905	Vernacular Commercial	C
34	121 S. Washington	Schunck Saloon	1900	Vernacular Commercial	C
35	123-125 S. Washington	Larscheid Building	1930	Vernacular Commercial	C
36	127 S. Washington	Kittner Blacksmith Shop	c1870	Vernacular Commercial	C
37	129 S. Washington	Kittner Wagon Works	c1870	Vernacular Commercial	C
38	131 S. Washington	Al's Hamburger	c1940	Commercial Vernacular	C
39	214-216 N. Adams	Pireaux Building	c1903/c1960	Altered	NC
40	121 S. Adams	Brown County Jail	1963/1987	Altered	NC
41	127 S. Adams	Brown County Safety Building	1964/1987	Altered	NC
42	201 Doty (139 S. Washington)	Brown County Motors	1927/1994	Altered	NC

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Green Bay, Brown County, Wisconsin

**Descriptions**

Following are descriptions of current and historic appearances of several buildings in the district, roughly organized by architectural style.

**Romanesque**

115 N. Adams Rockstroh Bakery 1894

The Rockstroh family had this building constructed in 1894—the first floor housed their bakery and confectionary business while the second floor served as their residence<sup>1</sup>. J. C. Rockstroh hauled the stone for his foundation<sup>2</sup>. The building was owned continuously by members of the Rockstroh family until the late 1970s.

Stylistically, the building was inspired by Richardsonian Romanesque architecture, with a façade that is covered entirely in rock-faced cut stone typical of the style. The first floor features altered storefront windows and an entry at the right, all of which is situated between cut stone pilasters at the extreme width of the façade. Signage is situated above the windows and entry, with an iron beam above that serves as the lintel. Cast rosettes and strapping details embellish the lintel beam. The second story has a polygonal oriel window at left with a stepped, hip roof and a rounded base that extends to the bottom of the iron beam lintel below. The base of the oriel has laurel swag embellishments just below the window sills. A narrow, vertical window is on the main façade to either side of the oriel. The right side of the second story features a two-pane window with transom window above. The top of the façade consists of a complex cut stone parapet. A pressed tin plaque with a sickle and sheaf of wheat honors the baker's trade, and a panel with "A.D. 1894" proclaims the year of construction of the building.

117 N. Adams Wagner Building 1900

This building was constructed in 1900 as Wagner's paper and paint store.<sup>3</sup> Although less elaborate, this commercial building is closely related in style to the neighboring Rockstroh Bakery. The building's façade is covered in the same color of rock-faced cut stone as its neighbor and exhibits the stylistic influence of Richardsonian Romanesque architecture. The building's front corners are

<sup>1</sup> Daily State Gazette. Green Bay, Wisconsin. 12 Mar 1894, page 3.

<sup>2</sup> State Gazette. Green Bay, Wisconsin. 17 Jan 1894, page 1.

<sup>3</sup> Green Bay Gazette. Green Bay, Wisconsin. 20 Sep 1900, page 3.

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defined by pilasters that extend up the full height of the façade. The first floor features altered storefront windows and an entry at the right. Signage is situated above the windows and entry, with an iron beam above that serves as the lintel. Four cast rosettes decorate the lintel beam, above which is a flat, segmental arch of stone voussoirs and a central keystone. The second story is three bays wide, with each bay delineated by pilasters that extend to the top of the façade. Each of the three second story bays have a 1/1 window. All three windows share a continuous sill line and each is topped with a single, horizontal, stone lintel. A horizontal band of stone dentils, interrupted by the aforementioned pilasters, separate the second story lintels from the third story stonework. The left and right bays of the third story have no openings, but rather feature four recessed stones. The central bay has a round arch window opening, currently filled with a wooden panel. A cut stone parapet extends above the central bay.

225 E. Walnut

McGiveran Building

1901

According to Sanborn Maps for Green Bay, there was no building at this site in 1900. The 1907 Sanborn map shows this building present and occupied by the American Steam Laundry company. The City Directories show that the American Steam Laundry Company, Edward Irminger proprietor, was located at 122 N. Washington in 1900, but moved to 225 E. Walnut in August of 1901.<sup>4</sup> A newspaper of the time notes that Irminger was moving into the new McGiveran building.<sup>5</sup> City Directories show that the American Laundry Company remained at this location through 1910 and, by 1911, was replaced by the Gustav H. Sagerman news depot. Several different stores, restaurants, and taverns would follow. Interestingly, Edward Irminger was elected president of the Wisconsin Laundrymen's Association in 1914.

The principal character-defining feature of this two-story building is its rock-faced cut stone façade which gives the building its Romanesque style, very similar to that at 115 and 117 N. Adams Street. At the first floor, the corner piers are original, but the storefront between has been altered. The corner piers have rough capitals that support a lintel beam above the storefront windows. A fascia covers this lintel beam.

Four windows are arranged symmetrically across the second story façade. All four windows share a continuous band of sills which extends the full width of the façade. Every other stone immediately below this sill line protrudes slightly, creating a heavy dentil-like detail. The two outermost windows are rectangular, each with a single rock-faced stone lintel and a rough keystone like detail centered above each lintel. The two windows nearest the center of the façade are also rectangular and are the same height as the other two windows. Here, a single, large, carved stone is used as a lintel, with

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<sup>4</sup> Green Bay Gazette. Green Bay, Wisconsin. 14 Aug 1901, page 3.

<sup>5</sup> Green Bay Gazette. Green Bay, Wisconsin. 17 July 1901, page 5.

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carved semicircular arches with fan details just above each of the two central windows. Another fan detail is carved between and above the two semicircular arches, all on the same stone. A slightly reticulated stone pattern is above the outermost windows, and a large, rectangular stone block is above the massive arch and fan block. This large, rectangular block would be well suited to display a name or date, but neither is present. A flat-top parapet above is divided by four stone piers.

Old photographs show large stone finials above the parapet, with a central cartouche of the sort that typically displays a name or year of construction. A 1957 photograph shows these all removed. The same photograph shows the second story windows filled with glass block, just as they are today. Except for the storefront windows, this building appears as it did in the 1957 photograph, well within the district's historic period. This building contributes to the historic character of the district.

108-112 N. Adams

Wisconsin Telephone Co.

1904/1922

Built in 1904, this Romanesque-inspired building was purpose-built as the Wisconsin Telephone Company's office and exchange and served in that capacity for well over four decades.<sup>6</sup> The symmetrical front façade is the product of an addition constructed in 1922<sup>7</sup>. The portion of the building to the left (north) of the current central entrance previously stood alone with its own center entrance where this section's center arched window currently sits.

The main façade is executed in red brick, most of which is in an American bond pattern, with limestone details around the central entry, the central second story window above, at the base of the round arches at the first story windows, and near the foundation. The entry features a prominent round segmental arch with twenty-one carved, pointed quatrefoils above a panel of square limestone relief work. The door is recessed below this arch, with limestone quoin details at the inside and outside corners. To the right and left of the entry are three square windows, each below a semi-circular, four-pane fan transom window and round segmental brick arch. These windows, their brick sills, and the brick wall immediately below are recessed slightly from the remainder of the wall, while the outer portion of the arches protrude very slightly from the wall's surface, as do decorative diagonal brick bands and small limestone polygons just below the arches to either side of each window.

Above the central entrance arch is a pair of rectangular windows, each with a square window above, all of which is surrounded by a limestone casing, with molded limestone sill and lintel. Above this window the parapet features a field of header course brick, with a regular pattern of protruding bricks. A brick cornice separates the first and second stories to the left and right of the slightly recessed center section. This cornice serves as a continuous sill for a bank of five window openings immediately

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<sup>6</sup> Green Bay Semi-Weekly Gazette. Green Bay, Wisconsin. 23 July 1904, page 5.

<sup>7</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 27 Nov 1922, page 5.

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above, each with a rectangular window with smaller transom window. The windows are separated from one another with vertical bands of brick, and each window opening is topped by a flat brick lintel. The parapet above has a brick cornice with brick dentils, topped with limestone blocks. The north façade is clad entirely in a running bond pattern of brick, with no openings whatsoever. The south façade, which was added as part of the 1922 alterations, is finished in much the same way as the building's front, with a center section of four arched windows in the first story, a cornice, five rectangular windows in the second story, brick dentils, and parapet. At the left and right ends of the south façade are solid vertical paneled brick walls, each with a rectangle of brick relief work with small limestone blocks at the corners.

Major additions were constructed in 1912, 1922, 1931, and 1947<sup>8,9</sup>; some of which are visible only from the alley and rear parking lots. These additions closely follow the style of the original portion of the building. The front façade is the product of a 1922 addition and executed to show no obvious evidence that the building was once significantly narrower. Rear additions are still easily recognizable due to differences in brick color and subtle differences in window surround details and wall textures. Original basement window openings have been bricked over and all original windows have been replaced, but the building's front façade is otherwise unchanged from its early-twentieth century appearance.

**Beaux Arts**

100 S. Jefferson/NRHP-listed

Brown County Court House

1910

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This building was added to the National Register of Historic Places on January 1, 1976 (NRIS #76000053). Completed in 1910, this Beaux Arts style courthouse was designed by Minneapolis architect Charles E. Bell. The courthouse is three stories tall with an attic story and central dome. A hallmark of this building's form is its cross-axial symmetry. The north and south façades are identical to one another and each is symmetric about its own central entrance with pedimented central pavilion. The wider, primary façade along S. Jefferson Street is also symmetrical. The ground floor of the building is faced with rough granite, while the exterior of the second and third stories are smooth Bedford limestone. A balustrade above the cornice encompasses much of the attic floor. A copper-clad, clock-faced dome with lantern above sits atop the roof. Two-story Ionic columns flank each entry and support a wide, overhanging cornice with triangular pediment and oculus. Similar, but smaller Ionic columns support the dome. The building retains a very high degree of interior and exterior integrity.

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<sup>8</sup> Timothy Heggland et al., Green Bay Intensive Survey Final Report (Green Bay: Redevelopment Authority, 1988), 43.

<sup>9</sup> Sanborn Fire Insurance Company, "Green Bay," 1936 (with updates through 1968).

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The Brown County Courthouse is also significant for its interior paintings by Franz Rohrbeck. Murals depict the 1634 landing of Jean Nicolet, Indian battles, Old Fort Howard, and the arrival of Father Claude Allouez in the company of an Indian chief. Allegorical paintings of Justice, Agriculture, Commerce, and Industry adorn the underside of the dome. Additionally, Sidney Bedore's sculpture "Spirit of the Northwest" stands outside at the corner of S. Jefferson and E. Walnut streets and is a contributing object. This sculpture, dedicated in 1931, portrays an unnamed Fox Indian, French explorer Nicolas Perrot, and Jesuit missionary Claude Allouez.

A flat-roof addition was constructed at the rear (west) façade between 1990 and 1992.<sup>10</sup> This three-story addition has a post-modern exterior that complements the courthouse's original style. The north-south length of the addition varies, beginning with a glass curtain wall hyphen at the historic courthouse wall, then stepping out to a longer stone paneled section (which, in turn, steps out once more to continue the stone paneled portion). The addition's north and south façades have a triangular parapet near the west end that complements the gables on the courthouse's north and south façades. A large, two-story window opening is situated beneath this parapet. Other window openings at the first, second, and third floors are relatively narrow, complementing both the windows of the courthouse and the narrow windows of the Brown County Safety Building (127 S. Adams) adjacent to the addition's southern façade. The west wall of the addition is shared with the east wall of the three-story Brown County Jail building (121 S. Adams), but extends vertically higher than the four-story Brown County Safety Building. There are no openings in this west façade of the addition above the roofline of the connected buildings along S. Adams.

A second addition was constructed during the 1990-1992 courthouse renovations to the south of the historic courthouse building. This addition is entirely below grade and not visible from N. Jefferson Street (the primary façade of the courthouse faces east, towards N. Jefferson). The roof of the addition serves as an outdoor courtyard. On the north side of Doty Street, the earth has been graded below street level to allow for windows in the southern wall of this below-grade addition. As a result, a keen observer will note that this addition is partially visible from Doty Street.

**Neoclassical Revival**

300 E. Walnut

Federal Building

1909

The cornerstone for the Federal Building was laid in 1907 and was first occupied in 1909. This building was designed by Duluth architects German and Lignell for use as a Post Office and it served

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<sup>10</sup> "Courthouse Historical Information," Brown County, accessed 10 Feb 2017, [https://www.co.brown.wi.us/departments/page\\_bbdd4433e7e6/?department=6b052f1617e8&subdepartment=a8d31abe04e8](https://www.co.brown.wi.us/departments/page_bbdd4433e7e6/?department=6b052f1617e8&subdepartment=a8d31abe04e8)

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in that capacity until a replacement was constructed in 1958 at 101 N. Jefferson Street<sup>11</sup>. This Neo-classical building stands three stories tall. The foundation, from grade level to the bottom of the first story, is of granite blocks while the three stories above are clad in Bedford limestone blocks. The entirety of the first floor is rusticated. The predominantly horizontal rustications change course in way of the semi-circular arched tops of all first story windows, thereby giving the visual impression of voussoirs. Second and third story windows are mostly rectangular, 3/3 or 2/2 types, with the exception of the semi-circular arched windows on the rear (east) façade and one on the north façade. A wide beltcourse circles the building above the first story. All outside corners of the building have quoins at the second and third stories.

As built, the primary entrance was on the west façade towards N. Adams Street. This façade is five bays wide; the three center bays project slightly from the mass. This projection includes four large, rectangular pilasters that separate the five bays from one another. Each pilaster has a wide center section that projects slightly from its two side sections, and each side section is topped by a single volute in the form of half of an Ionic capital. At the second story, the three central windows have pedimented hood molds supported by corbels. Dentils and modillions adorn the cornice at the top of the third story with parapet and central cartouche above.

This building retains a very high degree of exterior integrity. Nonetheless, changes have been made. Many windows are now energy-efficient replacements. Exterior stairs approaching the north and east façade entrances were removed in the mid-1980s. The entrances were replaced with windows matching those elsewhere on the first floor. Alterations done in 1985 and 1986 converted the building to serve as the offices for the Brown County Sheriff and District Attorney. The primary entrance is now on the east façade, where an original one-story pavilion encloses the space between the two-story wings that give the upper floors of the building a C-shape plan.

129-139 S. Jefferson/NRHP-listed

Kellogg Library

1903/1926

This building was added to the National Register of Historic Places on June 9, 1981, and continues to retain its integrity. Architect Henry A. Foeller designed this neoclassical style building. It was completed in 1903, and a 1913 addition included interior remodeling. In 1926 an east wing, designed by Marvin S. Stephenson of the firm Foeller, Schober, & Stephenson, was added to accommodate the Neville Museum.

The library and museum are one story in height with a full basement. The front façade of the original library has three runs of wide stairs leading to a central ionic portico. The portico has a plain pediment with antefix. Three large windows are to either side of the portico, separated from one another by

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<sup>11</sup> Heggland, op. cit., 260.



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rectangular pilasters, and each above a smaller basement windows. A temple front with Ionic half-column pilasters faces the courtyard at the corner of S. Jefferson and Doty streets. Walls are of coursed, cut Bedford limestone. A hipped roof rests above the cornice and plain frieze.

The 1926 museum wing addition is in the same style as the library and gives an L-shape configuration to the building as a whole. The museum has an entrance facing the corner courtyard, with a concrete balustrade forming an open forecourt between the courtyard and basement story entrance. Another entrance is present facing Doty Street. Temple fronts raised above the basement story are present on the two street-facing façades above the entrance doors.

The library relocated in 1974 and the museum relocated in 1983. Today this building serves as private offices.

115 S. Jefferson Columbus Community Club 1924

This building, like many others in this district, was designed by the architectural firm of Foeller, Schober, and Stephenson.<sup>12</sup> The cornerstone was laid in 1924 and the building opened in 1925 shortly after the opening of the YMCA (235 N. Jefferson). This was the headquarters for the Green Bay Knights of Columbus, organized in 1901. This building had what was likely the largest auditorium in the city, and the venue proved to be a popular location for religious and non-religious meetings and gatherings; in 1936 and 1939, banquets celebrating Packers championships were held here. From 1941 to 1955 this building served as the first home of Premontre High School which was, at that time, called Catholic Central High School. Today the building serves as the home of WBAY-TV, Green Bay's first and Wisconsin's second television station.

This neoclassical style building is three stories tall and stands on a tall concrete foundation. A front stairway leads to a balustraded entrance portico, separated into three bays by three-story, square-form, fluted, engaged columns with Corinthian-inspired capitals. Matching pilasters are also at either side of the portico. Window and door openings are set in three-story tall concrete surrounds. Original concrete and wrought iron balconettes are located at the second story windows on the main façade; however, the sizes of the second and third story window openings have been altered.

A single bay is at either side of the portico. Here, the three-story tall concrete window surrounds, which account for roughly a third of each bay's width, are topped with carved swags with a cross on a shield at the center. The remainder of the wall surface on these bays is brick in an American bond pattern.

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<sup>12</sup> Heggland, op. cit., 186.

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A wide concrete entablature circles the building just above the swag details at the bays and the column and pilaster capitals of the central portico. A brick parapet is located above the entablature, with paneled concrete piers above and in-line with the columns and pilasters. Brickwork between the piers is in a basketweave pattern. Large urn finials that were once atop the piers have been removed.

The north and south side façades of the building are similar to the front (west) façade in style, material, and fenestration. The rear façade is somewhat plainer as it lacks any of the tall concrete window surrounds present on the other sides. Furthermore, a full-width, two-story addition on the rear façade, constructed in 1956, blocks much of the view of the rear façade. No effort was made to make the addition in a style like the rest of the building; its all-over off-white color matches the concrete window surrounds of the older building, but stands in contrast to the vast areas of red brick on the original building.

This building maintains a good degree of integrity. Although many of the window openings have been altered, they have not been resized so drastically as to have any impact on the building's character-defining features. Furthermore, the windows that have been altered are those within the tall concrete surrounds. These surrounds have an individual visual presence and vertical continuity that is largely unaffected by the size of the windows within. This building contributes to the historic character of the district.

**Tudor Revival**

300-308 N. Adams/NRHP-listedHotel Northland1924

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Completed in 1924, this hotel was added to the National Register of Historic Places on October 30, 2013, under Criteria A and C (NRIS #13000860). The building is currently undergoing renovations and is anticipated to return to service as a hotel in 2018.

This nine-story, Tudor Revival style building was designed by prominent Milwaukee architect Herbert W. Tullgren for hotelier Walter Schroeder. The building follows the grammar of form for high rise buildings attributed to Louis Sullivan. As such, the building is divided vertically into a three-story base, a five-story middle, and a one-story attic, not unlike a classical column with a base, shaft, and capital. The base has massive brick pilasters that support a wide cut stone entablature used as a beltcourse. The three-story height of the base is clearly delineated at the left and right sides of street-facing façades, but large arched windows in the central portion of the building reach two stories in height.

The five-story middle of the building is clad primarily in red brick. The principal façade, facing N. Adams Street, is divided into six bays. The corner bays have three 1/1 windows at each floor, while

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the central four bays each have two 1/1 windows. The Pine Street façade is wider, with four 1/1 windows at each floor in the corner bays, and a central section with windows arranged in both pairs and individually.

The one-story attic has 1/1 windows with round arches and surrounds on the surrounding wall surface. The walls of the central bays are faced in stucco, while the corner bays are primarily in brick (with stucco between the tops of the windows and the under-side of their accompanying arches). Crenelated parapets are above the corner bays, and stone quoins are used at the outside corners of the building and to separate the corner bays from the central bays in the middle and attic portions of the building.

A 1946 addition to the rear, north-facing side of the building increased the size of the hotel from 260 rooms to 365. This addition lacks the Tudor Revival stylings of the original portion of the building, but it is not visible from N. Adams or Pine streets. Once renovations are complete, the hotel will have 160 rooms. Like the building's exterior, the lobby, banquet area, and other public spaces retain a high degree of historic integrity.

235 N. Jefferson/NRHP-listed

Green Bay YMCA

1924/1968

This building was added to the National Register of Historic Places on February 16, 2016 (NRIS #16000022). Designed by Foeller, Schober, and Stephenson in 1924, the building opened in 1925. It is the only institutional example of the Tudor Revival (or, more specifically, Elizabethan) style of this scale—six stories tall above a high basement—and quality in Green Bay. Tudor Revival details such as split-faced stone façades, arched openings, half-timbering wood details, and a steeply pitched roof are all present on the Green Bay YMCA building.

The 1925-era building has an L-shape configuration. Most first floor windows are in groups of three below segmental arches, while most other windows are single mounts with flat lintels above. The symmetrical façade overlooking N. Jefferson Street is side-gabled with a steep roof pitch. Three parapet-gabled, attic wall dormers are regularly spaced along the roof, each with a single window in the sixth-floor attic. These dormers cap three of the seven vertical bays of the façade. The central dormered bay houses an entrance at the first floor. The other dormered bays feature a very shallow, rectangular oriel with stucco and stickwork around groups of three windows at the second, third, and fourth floors. Stucco also adorns the walls of the fifth floor where there are no dormers above. The remainder of the wall surface is clad in split-faced stone.

The left side of the façade overlooking Pine Street is dominated by the tall, end gable wall of the N. Jefferson street façade. This wall has a polygonal bay window at the basement and first floor. To the right of this wide bay are seven additional vertical bays, three of which are capped with wall dormers like those facing N. Jefferson Street. An entrance is centrally located, between two dormered bays.

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The dormered bays to either side of the entrance have stucco and stickwork at the second, third, and fourth floors. The remaining dormered bay to the right has a three story, stone, polygonal oriel at these floors. Stucco is again present at the fifth floor where there are no dormers above.

A Contemporary style addition was constructed adjacent to the south façade in 1968. The façade of the addition referenced the Tudor Revival style of the larger 1924 building while expressing character-defining characteristics of the Contemporary, mid-century modern style. The 1924 portion of the building is currently undergoing extensive exterior maintenance and interior rehabilitation, but the work maintains the building's integrity. The 1968 addition has had its primary façade removed. The plan is to replace the old façade with a glass curtain wall. Berners-Schobers and Associates, Inc., is the architect for this project.

306-314 Pine

Architects Building

1928

Designed by the architectural firm of Foeller, Schober, and Berners, the appearance of this Tudor (Elizabethan Revival) style commercial building is virtually unchanged since its construction in 1928.<sup>13</sup> The first floor provides commercial space with large storefront windows while the second and third floors house professional offices. All front-façade exterior windows and doors appear to be original except for the first-floor storefront panes, which match the arrangement of the originals, and the central entrance doors.

The main façade along Pine Street has a symmetric center block flanked by side pavilions. The slate roof form of the central block is that of a side-gabled building, but the height of the side pavilions is sufficient to cover the ends. A center brick entrance vestibule with stone segmental arch and entry surround projects slightly from the building, while the doors and their shared, arched transom window are slightly inset. To either side of the entrance is an original, gothic-style, wood storefront door recessed in the center of a storefront window with cut stone surround, segmental arched opening, and molding above. A soldier course of bricks runs above these first-floor moldings. The second and third story of the center block each have seven 6/6 windows with cut stone surrounds, separated from one another, as well as from the side pavilions, by two-story tall stone mullions. Each mullion is topped with a finial above the roof edge. The base of the mullions to either side of the entrance vestibule have a stone pendant mounted flush to the brick wall, just above the afore-mentioned soldier course of bricks. Brick panels between the second and third story windows have decorative brickwork as well as a small, central block of cut stone featuring a shield. Three of those seven shields are further decorated with a t-square and triangle, tools of the architectural trade.

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<sup>13</sup> Heggland, op. cit., 225.

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The end pavilions are of equal massing and project slightly from the building's central block. Each pavilion has a segmental arched display window with original door on the first floor matching the two storefronts of the central block. The second and third stories each have paired 6/6 windows with quoined stone surrounds. Differences between the two pavilions appear in details. The west pavilion has stone quoins at its corners; the east pavilion does not. The west pavilion has a stone molding above the third story windows; the east does not. The west pavilion has an octagonal attic window below a flat roof with flat-top parapet. The east pavilion has a rectangular attic window with quoined stone surround in a stepped gable parapet. The upper portions of both pavilions have reticulated brickwork forming a diamond pattern, but the effect is visually more pronounced on the west pavilion where it occurs only in the attic above the stone molding. This brickwork on the east pavilion reaches below the third story windows, but the brick color and surface relief grow less pronounced below the attic level and virtually disappears below the third story windows.

The building's west façade is flush with the neighboring Shaylor Block (300-304 Pine Street) and not visible. The building's east façade abuts a narrow alley that separates this building from the large YMCA building to the east (235 N. Jefferson). This east façade is partially visible from Pine Street. Like the main façade, the east façade is executed primarily in brick. The first story has an arched window opening in stone surround near the corner storefront, as well as a grouping of three small rectangular windows near the center of the façade. The second story has a group of three 6/6 windows with a quoined stone surround at center. An arched window opening is to the left and a 6/6 window is to the right, both with brick surrounds. A 6/6 window is in the center of the third story, with a pair of 6/6 windows to either side.

The rear (south) façade of the building is protected from view at most public vantage points within the district. The rear façade can be viewed from a small, private parking area behind the Odd Fellows Temple (222-224 N. Adams). This brick façade has many window openings, some of which have been sealed with brick, and some of which have replacement windows. The brick itself is of a lesser aesthetic quality than that used on the front and side façades.

The Architects Building retains an exceptionally high degree of integrity, both on the exterior and in the public spaces within, and is a contributing building within the district.

218-220 N. Adams

Lucia Building

1883/1929

According to the 1883 Sanborn map of Green Bay, Flatley's 1-1/2 story livery and carriage house was at this location. An 1883 newspaper article mentions its construction and other articles suggest that the building was completed that same year.<sup>14</sup> Subsequent Sanborn maps appear to show the

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<sup>14</sup> Daily State Gazette. Green Bay, Wisconsin. 17 May 1883, page 4.

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continuous evolution, as opposed to replacement, of this livery building from a wood frame, brick veneer structure to the building that exists today.

In 1900 the Lucia brothers, Albert and William, began operating a bicycle shop out of 220 N. Adams. A third brother, Howard, had opened a similar shop in Oconto, Wisconsin, in 1895. The brothers formed the Lucia Brothers Motor Car Company in 1901 and that same year were responsible for delivering the first automobile in Green Bay. For the next two decades, the Lucia Brothers handled several automobile brands, but by 1921 their dealership became the exclusive dealership for Packard. By 1934 their territory covered twelve counties in Wisconsin and seven in Michigan.<sup>15</sup>

City Directories indicate this building was in use as a car dealership and garage continuously in the years prior to 1929, although the Lucia dealership had moved several years before this. The building presumably remained the property of the Lucia Brothers as the current façade has a carved block at the left side with the year “1929” while a similar carved block at the right side identifies the building as the “LUCiA≡ BLDG” (note the supposed ‘E’ of ‘LUCiAE’ is depicted as three equal-length horizontal bars with no vertical bar, a possible reference to the three original Lucia brothers, and probably not intended as an ‘E’). Newspaper articles of 1929 through the 1960s generally refer to this building as the “Lucia building” (not “Luciae”). Interestingly, beginning with the 1929 City Directory, interior decorators were the only tenants in the building, suggesting that the 1929 remodel may have been intended to adapt the building for use other than automotive trades.

The façade of this two-story brick building has a Tudor Revival (Elizabethan) style. The façade is divided into two storefront bays by three brick pilasters. The central brick pilaster has stone quoin details at both corners, while the two outer pilasters have this quoin detailing only at the storefront corners (and not at the extreme ends of the façade). Molded stone panels sit above each storefront opening. Below these stone panels and between the quoins, the storefronts have been altered.

Brickwork above the storefronts extends to a broad concrete frieze. This frieze, near the top of the façade, has a two-row checkerboard pattern of unadorned squares and alternating small rosettes and shields (one shield per two rosettes). Within this frieze, centered above each of the two storefronts, there is a larger shield of red and yellow tile on a concrete panel. Twelve matching tiles in a checkerboard arrangement are at the center of the frieze, centered on the façade, as are an additional eight tiles at either end of the frieze. These three groups of checkerboard tile are set off from the rest of the frieze by stone mullions with capitals above and pendants below. A stone molding frames the top and bottom of the frieze. There is a narrow band of brickwork above the frieze, which is topped with a round profile coping.

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<sup>15</sup> “Lucia Brothers,” Oconto County Historical Society, accessed 02 Feb 2017, <http://www.ocontoctyhistosoc.org/lucia-brothers>

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This building retains very good integrity, and is one of several in the district that have received new façades during the historic period. This building is also closely connected to the early automotive history of Green Bay, and it contributes to the historic integrity of the district.

**Neogothic Revival**

435 E. Walnut

Press-Gazette Building

1924

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Constructed in 1924, this building was purpose-built to serve as the office and printing plant of Green Bay's principal newspaper. The building's Neogothic Revival design is the product of architect Max Schober, a partner in what was then the Foeller-Schober architecture firm (later Foeller, Schober, and Berners)<sup>16</sup>. As originally constructed, the building was two stories in height and six bays wide along its east (towards N. Madison Street) and west façades. Two bays were added at the north end of the building in 1937 and a third story was added in 1955<sup>17</sup>. In 1969 a large printing plant was constructed off the building's northwest corner (see 129 N. Madison above). The newer printing plant is connected to this building by a small, two-story, rectilinear hyphen with glass curtain walls on the north façade. Despite these changes, the Press-Gazette Building retains an exceptionally high degree of integrity and continues to serve as the home of the Press-Gazette.

The north, east, and south façades of the building are clad in terra cotta. The first bay of the west façade, nearest Walnut street, is also clad in terra cotta and, like the south and east façades, has a crenelated parapet, but the remainder of this façade is clad in cream color brick with a continuous brick parapet.

The building's east and south façades are those that have the most visual impact as they are the principal, street-facing sides (N. Madison and Walnut streets). The east, south, and west façades are divided into bays by two-story paneled pilasters. On the principal east and south façades, each bay has three tall windows in the first floor and three smaller windows in the second floor. These windows are all modern replacements and have a horizontal rail at mid-height that gives the windows the appearance of being a 1/1 style (as opposed to the earlier 2/2 and 3/3 lite windows). Terra cotta panels with elongated quatrefoils carved in relief separate the first and second story windows. Terra cotta panels above the second story windows feature nine or more stylized shields, the total number depending on the width of the bay. A band of stylized square rosettes runs above the shields, with a single rosette situated between each pair of shields and a partial-width rosette at the extreme ends.

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<sup>16</sup> Heggland, op. cit., 259.

<sup>17</sup> Sanborn Fire Insurance Company, "Green Bay," 1936 (with updates through 1968).

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The attic story matches the style of the original building and continues the three-window arrangement per bay except in the two northern bays along the east façade where there are no attic windows. The attic windows are shorter than those in the second story and are single pane with no horizontal rail at mid-height. Attic windows are situated above terra cotta panels featuring another Tudor-inspired relief design, which are in turn above a small cornice that separates the second and third stories. A crenelated parapet tops the walls and features a panel with a single shield between each bay, just above the top of the third story windows.

The building's principal entrance is located on the symmetrical south façade along Walnut Street. The entrance has a narrow rectangular window to either side, all of which is situated under a segmental arch. The spandrels each have a single quatrefoil in relief. Five small, fixed, rectangular windows sit just above the arch and spandrels.

The north façade of the building has attic windows and one second-story window at left, but much of the remainder of this façade is covered by the two-story hyphen that connects this building with the 1969 printing plant at 129 N. Madison. The west façade has a roughly central entrance facing a parking lot. The four bays to the south of the entrance follow the regular pattern of three windows per bay in all three stories. The fenestration above the entrance and in the three bays to the north is somewhat irregular, with each bay lacking the individual symmetry found in bays previously described. The hyphen extends to the west from the north-west corner of this façade.

**Mediterranean Revival**

124-130 N. Adams

Cady Barnard Building

1928

A former residence and rooming house was cleared from this corner site in 1927 to make way for the Cady Land Company to construct their Cady Barnard (now Frankenthal) Building in 1928. The building, designed by the architectural firm of Foeller, Schober, and Berners, is an excellent example of the Mediterranean Revival style, adapted for commercial use, and, as such, is unique in the City of Green Bay.<sup>18</sup>

As constructed, the Cady Barnard Building's pilastered, brick façades had six bays facing Cherry Street to the north and three bays facing N. Adams Street to the west (126-130 N. Adams). Each pilaster has a two-story tall, spiral grooved column with Corinthian capital at either side which, together with their brick pilasters, rise to a cast stone cornice. These spiral columns serve as reveals for the first story windows which extend the full width of each bay. First story display windows have alternating flat and segmental arches above, each with a leaded glass transom and cut stone spandrels.

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<sup>18</sup> Heggland, op. cit., 186.



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A group of three identical windows is in the second story of each bay, each with a cut stone sill and a decorative stone plaque above their flat, soldier course brick lintel. The three windows are separated from one another by a narrow, grooved, column-like mullions (roughly the same width as the aforementioned spiral columns) with a simple capital at the cornice and a pendant on the face of the stone arch above the first story windows.

Entrance doors are situated with the storefront windows at the southernmost bay along N. Adams Street, the fourth and fifth bays along Cherry Street (as counted from the corner of N. Adams Street), and at the corner of the first bay, facing the intersection of N. Adams and Cherry streets. The building's cast stone cornice is topped with a soldier course of bricks, interrupted by a single rosette centered above each second story window.

The neighboring one-story building to the south at 124 N. Adams was demolished and replaced in 1991 with an addition to the Frankenthal Building<sup>19</sup>. The two-story addition to the Frankenthal Building increased the number of bays facing N. Adams Street from three to four, and today the building's address is listed as 124-130 N. Adams. The additional fourth bay is, in all practicality, indistinguishable from the original building in every detail (brick color, identical pilasters, grooved columns, decorative stone plaques, stone cornice, storefront windows, etc). Only a small butt seam at the molding above the cornice and a slightly lesser degree of weather-related patina give any hint that this fourth bay was not part of the original construction.

The current south façade of the building is the south façade of the 1991 addition. This façade is clad in brick in an all-over running bond pattern, except for a soldier course at the top and another soldier course nine rows below that. Rectangular window openings with cast sills are placed regularly in both the first and second stories of this façade.

The second story of the east façade, which has five rectangular window openings, is visible above 312 Cherry Street. In 1992 this façade received a stone veneer in place of an earlier stucco cladding. Relatively little of this façade is visible from public vantage points owing to the presence of the neighboring one story building at 312 Cherry Street. Despite the 1992 stone veneer, the 1991 addition, and the installation of energy efficient windows, the Frankenthal Building remains true to its original style and contributes to the integrity of this downtown district.

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<sup>19</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 17 Nov 1991, page E-2.

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**Commercial Style**

100-106 S. Washington Bellin Building 1915

This building occupies the southwest corner of E. Walnut and S. Washington and is visible from many different vantage points throughout the district. This Chicago Commercial Style building was designed by Perry T. Benton and constructed by the Bellin-Buchanan Building Co. Construction of the seven-story building began in 1915 and was completed in 1916<sup>20</sup>. Dr. Julius Bellin, prominent Green Bay physician and surgeon, was the driving force behind the construction of the building that bears his name, and early tenants included many medical professionals. A full eighth floor and smaller ninth floor penthouse were added in 1924<sup>21</sup>. Overall, the building's exterior maintains a very good degree of historic integrity and contributes to the historic district.

The north and east street-facing façades are clad in white terra cotta; the other two sides, which face adjacent lots, are clad in brick. The first floor, which is taller than any floor above, has large storefront windows that were modernized in 2007. When built, the east-facing façade also had a fourth section to the south. This section was only two stories in height and was removed in 2004. The rest of the building's exterior remains as it was after the 1924 additions. On the street-facing façades, continuous vertical paneled piers extend from just above the first floor up to the cornice just above the seventh floor where they terminate with a terra cotta plaque depicting a ram's head. These piers break the east-facing façade into three sections, with groupings of three 1/1 windows at each floor in the outer two sections and a group of four 1/1 windows at each floor in the center section. The north-facing façade has five such sections, with groupings of two 1/1 windows at each floor in the outer two sections and a group of four 1/1 windows at each floor in the three central sections. An eighth floor with parapet and finials maintains the same fenestration arrangement and overall footprint as the floors below. The smaller ninth floor penthouse is set back from the north and east edges of the building and, as a result, is not visible from many vantage points within the district.

**Art Deco**

217-221 E. Walnut Green Bay Theatre 1900/1930

This was Green Bay's first modern-era theatre; it opened in 1900 as the Green Bay Theatre. George Johnson, a Chicago theatre developer, and John Fischer, a Kewaunee businessman, were responsible for the design and construction of this building. This building was renamed the Orpheum Theatre in

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<sup>20</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 17 Mar 1916, page 23.

<sup>21</sup> "History," The Historic Bellin Building, accessed 02 Feb 2017, [http://bellinbuilding.com/history\\_2.html](http://bellinbuilding.com/history_2.html).

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1912 and the Vic Theatre in 1958, and the City Centre Theatre in 1986<sup>22</sup>. In 1995 the building was converted to a dance club which included significant changes to the building's interior.

The building received a new Art Deco façade in 1930, spurred in part by the construction of the new Fox Theatre (117 S. Washington). This predominantly brick façade is divided into three main bays with the center bay projecting slightly. The center bay is also divided into three sections. The smaller side sections of the center bay have fluted cast stone panels with Art Deco motif top panels that rise from above the first floor to a section of brick relief work just below the coping. The center portion of the center bay has an inset cast stone panel with incised chevron and lozenge ornamentation along its entire length. Above this, fluted cast stone of blue and gold act as rays emanating from the top of the center panel. The two side bays have fluted cast stone panels like those at the sides of the center bay, but slightly narrower. Elaborate incised cast stone capitals top these panels. The base of the side bays is marked with a stone cornice and incised cast stone panels below.

This façade remains highly intact above the first floor. The first-floor façade was significantly altered in 1958 and again in the 1980s. The 1958 remodel also removed a portion of the Art Deco parapet above the central bay, bringing the top of the façade back down to the roofline. Despite these changes, the exterior of the building remains readily identifiable as a historic theatre and, in conjunction with the competing Fox (now Meyer) Theater, represents the grandest theatres constructed in Green Bay that served as the center of the city's entertainment life during the first several decades of the twentieth century. This building retains sufficient integrity to contribute to the historic character of this district.

305 E. Walnut

Northern Building

1930

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Constructed for the Northern Finance Company, this building was designed by the Foeller, Schober, and Berners firm and constructed by the Selmer Company<sup>23</sup>. At six stories in height, this is one of Green Bay's few historic examples of a large office building, and its Art Deco style is one of the city's most elaborate with regard to details and material quality. The building underwent renovations in 1994 to become government offices for Brown County, but a high degree of exterior design integrity has been maintained.

The Northern Building sits at the northeast corner of E. Walnut and N. Adams streets. The wide, symmetrical, primary façade faces E. Walnut to the south. Here, a two-story central entrance surround for the door and second-story windows with original bronze lamps remains intact. The first-floor fenestration of this six-story building has been altered. Eight wide storefront windows have been replaced with sixteen narrower rectangular windows, each with a triangular panel above and recessed

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<sup>22</sup> Heggland, op. cit., 109.

<sup>23</sup> Heggland, op. cit., 259.

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in a pentagonal opening. An original, decorative, incised, cut stone stringcourse with chevron and scallop pattern extends around the two street-facing façades of the building above the first-floor windows, marking the transition of alterations below and original building design above. A wide, plain, stone frieze above this stringcourse extends to the sills of the second story windows.

The primary façade is divided into nine bays. The center bay has three window openings per floor above the entrance doors. Other bays each have two windows per floor. The central portion of the façade is five bays wide. The two bays at either end of the façade project slightly. Panels between the tops and bottoms of the windows are given different treatments; those in the two bays to the left and right of the center bay have simple panel insets at the third and fourth floor, while those in the four outermost bays have cast stone panels with a central cartouche at the third, fourth, and fifth floors. Second story windows of the outermost bays have applied pentagonal stone surrounds with carved details above the window. Second story windows in the four bays adjacent to the entrance have incised details carved in the wall between each window, along with decorative stone panels centered vertically between the first and second story windows. A wide inset cast stone frieze band extends around the two street-facing façades below the parapet. This band is divided into separate rectangular panels over each bay and circular panels between; they feature a stylized, Art Deco floriate pattern.

The west façade, overlooking N. Adams Street, is three bays wide. The center bay has three windows at each floor, while the side bays each have two. The side bays have cast stone panels with central cartouche vertically separating the second, third, fourth, and fifth story windows. Second story windows in the bays have pentagonal surrounds, and panels are centered vertically between the second and third story windows of the central bay. Aside of the frieze band near the parapet, the remainder of this façade is primarily stone block.

The east façade matches the west, but lacks first story windows. The north façade is brick. Most of the windows openings on the north façade have been filled with brick, but the bay closest to N. Adams Street retains two windows per floor in the second through sixth floors. Additionally, the building originally had a C-shape plan when built, with a recess in the center of the north façade. That recess has since been filled with matching cream color brick, resulting in a rectangular plan for the building. All upper-story windows have been replaced with modern 1/1 types.

400-422 E. Walnut

Columbus Building

1936

This excellent Art Deco style building sits at the southeast corner of E. Walnut and S. Jefferson streets. Both street-facing façades are individually symmetrical, with a central entrance connected to end pavilions by equal-length hyphens. The building rests on a tall foundation clad in cut stone sheets. This stone foundation includes the stone sills for the first-floor windows. This stone encircles the building, interrupted only at the entrances where the stone is used as a large entrance surround.

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The main façade faces Walnut Street. A central bay, which is taller than the rest of the building, houses the entrance and paired window openings to either side. There are three windows above the door, separated from one another by Deco style stone mullions that terminate in the stone surround above and just above the “COLUMBUS OFFICES” sign above the door. Stone with a vertical ribbed detail occupies the space below these window sills and above the sign. The windows and ribbed stone overhang the door slightly. The entire entrance surround is executed in cut stone sheets, stepped to be slightly narrower in the top third. The outer edges of the surround step back in relief towards the brick façade. A pair of first and second story windows are to either side of the entry surround. Each first and second story window, both here and elsewhere across the building, shares a recess in the façade, separated vertically by a dark panel. An elongated octagonal stone panel with carved, abstract, feather-like detail is centered above and between these windows.

A two-story wing extends from the entrance pavilion to end pavilions. First and second story windows, slightly wider than those at the sides of the entrance, break up the brick façade. These windows are separated horizontally by vertical brick piers flush with and integral to the façade. Wider vertical piers of brick separate the windows into four bays, each bay with three windows at each floor. Octagonal stone panels with carved fountains are placed in the brick wall above each of the wider brick piers. A pavilion with six windows in each floor is located at the outer ends of the wings. These pavilions are slightly taller than the wings, and project slightly from the wings. The brick parapet along the entire façade is topped with a cut stone coping.

The S. Jefferson Street façade is the side entrance to the west-end pavilion. Here, the central entrance is nearly identical to that on E. Walnut Street, but built to a slightly smaller scale. There are three windows at each floor to either side of the entrance surround. Taller side pavilions project slightly from the central portion of this façade. Each side pavilion here has three windows at each floor.

This building, designed by Green Bay architect Harry Williams, was built as offices and remains in that use today<sup>24</sup>. Early tenants included the Knights of Columbus and the Norbertine Fathers. All of the windows have been replaced with modern, energy-efficient types, but otherwise the exterior of the building has not changed. This building’s high degree of integrity contributes to the historic nature of this district.

222-224 N. Adams

Odd Fellows Temple No. 19

c. 1870 / 1935

As originally constructed, this two-story, brick building had a Gothic Revival style façade very similar to 406-408 Dousman Street, (built in 1873 and located in the Broadway-Dousman National Register

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<sup>24</sup> Heggland, op. cit., 192.

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Historic District). The Odd Fellows purchased this building in 1898.<sup>25</sup> The new owners added a third story, also in the Gothic Revival style and a near-match of the second story, in the spring and summer of 1900.<sup>26,27</sup> The south façade of the building, which overlooks the neighboring two-story Lucia Building at 218-220 N. Adams, retains bricked-in segmental arched windows with double header coursed heads and cut stone sills at the third story, but these do not possess the same Gothic Revival character of the windows (pointed arches) that were once on the front façade of the building.

The current Art Deco façade was designed in 1935 by the architectural firm of Foeller, Schober, and Berners.<sup>28</sup> The ground floor had storefront windows with two recessed storefront entrances. A third entrance beneath a metal canopy is at far left. Limestone flanks the sides of the left-most entrance, extends beneath the storefront windows, and clads the right corner of the building's first story. The façade has no cornice, terminating instead with simple metal coping.

The upper stories of the building are clad entirely in brick. The right edge of the façade, above the first story limestone corner, and the left portion of the façade, above the left-most entrance and its surrounding limestone, rise as a continuous plane, flush with the first story, to the metal coping at the top of the façade. The brick façade directly above the storefront windows is inset slightly from these outer portions, and the plane containing the second and third story windows is inset even further, framed by three vertical courses of increasingly inset bricks at the left and right as well as a sloping, horizontal soldier course located seven courses beneath the second story window sills.

There are three windows in the second and third stories, arranged symmetrically within the inset plane of bricks. Each window opening at the second story is roughly square, and divided into three parts with a full-width tile panel in the upper third and a pair of half-width window panes in the remaining bottom portion above stone sills. Narrower, rectangular window openings in the third story are similarly arranged, with a full-width panel in the upper third over a pair of half-width panes in the remaining bottom portion above stone sills. A horizontal series of small, plain, square, limestone tiles adorn this inset portion of the façade approximately seventeen courses below the bottom of the metal coping.

In the second story, centered above the left-most entrance, is a narrow rectangular window opening with a stone sill and a polygonal cast stone hood featuring a zig-zag Art Deco motif. A third story opening centered above the window below has a ventilation louvre with a decorative metal cover consisting of an 'x' in a square at top and bottom with wavy bars extending vertically at center.

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<sup>25</sup> Green Bay Gazette. Green Bay, Wisconsin. 06 Oct 1898, page 5.

<sup>26</sup> Green Bay Gazette. Green Bay, Wisconsin. 11 Jan 1900, page 5.

<sup>27</sup> Green Bay Gazette. Green Bay, Wisconsin. 10 Aug 1900, page 5.

<sup>28</sup> Berners-Schober Assoc., Inc. Archives Stick No. #651.

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This building's Art Deco façade retains a high degree of integrity despite some later alterations at the first floor and replacement of windows at the second and third stories. This is a good example of Foeller, Schober, and Berners' work in updating older buildings with newer façades.

227-231 E. Walnut

Schauer & Schumacher

c. 1902/1935

An Art Deco façade was applied to what had been constructed as two separate buildings—one on the corner of E. Walnut and N. Adams at 231 E. Walnut, and the other at 227-229 E. Walnut. Sanborn maps show that 231 E. Walnut was built in 1894, and the remainder of the block was built between 1900 and 1907. Newspaper articles indicate that Robert Hoffman, owner of the corner building and the McGiveran building (225 E. Walnut), made plans for the construction of the infill in 1901<sup>29</sup>. Schauer & Schumacher purchased the buildings in 1919 from Robert Hoffman for use as their furniture store, and remodeling plans at that time called for the tearing out of the wall between the 1894 corner portion and the c. 1902 infill portion.<sup>30</sup>

In February of 1935 Schauer & Schumacher set out to completely change the interior and exterior appearance of their furniture store at 227 E Walnut; the architectural firm of Foeller, Schober, and Berners did the design work.<sup>31</sup> The exterior brick facing, cupolas, projections, and other ornamentation was all removed and the fenestration completely altered. The Mankato stone used on the new exterior echoed that used on the Northern Building located directly opposite N. Adams Street (305. E. Walnut). The work was complete by mid-May of 1935. The building underwent another major remodeling in 1977 (this work by Bryant & Forney of San Francisco, interior designers), but this remodeling did not alter the exterior appearance of the building. Schauer & Schumacher furniture moved to a different site in 2001 and these buildings have remained largely vacant since that time. The interior of 227 E Walnut is almost entirely gutted.

Except for the removal of signage, the exterior of the former Schauer & Schumacher furniture store remains identical to its 1935 appearance. The first story is clad in cut Mankato stone between large, original display windows, with a wide matching stone beltcourse above the windows that serves as a cornice. The beltcourse frieze features a single unique relief carving in an incised octagonal medallion above each bank of storefront windows. The second story is divided into three bays on each street-facing façade. The center bay is clad in brick, with a network of bricks set in relief that forms a diamond lattice, and is devoid of any openings. The side bays each contain a large, tall, polygonal oriel window consisting of 24 panes. The brickwork in the side bays is entirely flush, with no relief

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<sup>29</sup> Green Bay Gazette. Green Bay, Wisconsin. 17 July 1901, page 5.

<sup>30</sup> Green Bay Press Gazette. Green Bay, Wisconsin. 5 Nov 1919, page 12.

<sup>31</sup> Heggland, op. cit., 187.

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patterns. Each bay is framed in cut stone, with the wide beltcourse below and a narrow beltcourse above. An Art Deco cornice coping tops the brick parapet.

A shorter two-story section is situated on the north end of the building facing N. Adams Street. This portion of the building shares the upper portion of the first story stone beltcourse found on the main portion of the building, and the top of the façade is continuous with the second story beltcourse. The remainder of this portion of the building is clad entirely in brick, primarily American bond except for decorative brick relief work. The first story has a rectangular band of four multi-pane windows that share a continuous brick sill. Above these are three individual windows comprised of several pressed glass blocks, some of which have raindrop-like patterns pressed into the glass. Each of these three windows has a brick sill. Immediately above the first story beltcourse is a large, central, rectangular panel of brick relief work, with an octagonal medallion centered above depicting a fountain. The brick relief work below this fountain, as well as the raindrops pressed in the glass blocks below, is an architectural allegory for a shower (or 'Schauer').

Schauer & Schumacher furniture relocated in 2001. Although the exterior of 227 E. Walnut maintains a high degree of integrity, the interior has been gutted and no longer retains its historic plan or finishes.

118 S. Adams

Van Drisse Showroom

1924/1937

Much like the nearby Brown County Motors Building (201 Doty), the Van Drisse Motors garage is an example of a three-story, urban automobile showroom. This building was constructed in 1924 for the Fox River Motor Car Company<sup>32</sup>. The Fox River Motor Car Company had been formed in 1911 and dealt principally in Ford vehicles. Within a year of the completion of this building, the company was sold to the Van Drisse brothers who had begun their Ford dealership in 1921 in New Franken, Wisconsin<sup>33,34</sup>. The Van Drisse Ford dealership remained at this location through 1967, followed by Van Boxtel Ford in 1968. Vacant in 1969, the building went on to be used for indoor golf practice, a carpeting store, and later a used furniture store.

The second and third stories of this building's front (east) façade remains largely unchanged from when the building was first constructed. The building is constructed primarily of red brick in an American bond pattern. The upper floors are divided into four bays, nearly equal in width, each bay with its own large display window opening and separated from adjacent bays by the red brick of the façade. There are narrow, irregular, cast stone quoins between the brick façade and the right and left

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<sup>32</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 31 Dec 1924, page 3.

<sup>33</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 24 Dec 1925, page 17.

<sup>34</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 16 Feb 1938, page 19.



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sides of the window openings, along with a cast stone lintel and sill at top and bottom of each window opening. A single, wide quoin stone, taller than the window sills, is at the base of each window opening and gives the impression that the window sills extend uninterrupted across the entire façade, ending only at a vertical band of bricks at the building's corners.

Upper story window openings were originally filled with multi-pane metal windows. In the third story, the outer two bays had a pair of 16-pane windows (4 rows, 4 columns) with a 12-pane window at center (4 rows, 3 columns). The center two bays had three identical 12-pane windows. In the second story, the outer two bays have a pair of 20-pane windows (5 rows, 4 columns) with a 15-pane window at center (5 rows, 3 columns). The center two bays have three identical 15-pane windows. Each window in the second and third stories have a tilt mechanism allowing the second and third rows of glass to pivot on a horizontal axis (the bottom edge tilted out, the top edge tilted in)<sup>35</sup>.

When built, the symmetrical first story of the front façade along S. Adams had a large, semi-circular brick arch above the recessed entry doors. This archway and its accompanying windows on either side occupied the center two bays of the building. The outer two bays had glass garage doors that doubled as display windows. The archway, adjacent windows, and outer bays all had an overhanging cornice, interrupted only by the brick separating the outer bays from the central portion of the façade and terminating at the brick corners of the building. This cornice followed the curvature of the central archway but was flat above the rectangular window openings. The archway and cornice, combined with the stone quoins in the upper stories, gave this vernacular commercial building an Italian Renaissance Revival flavor.

In 1937 the adjacent one-story Van Drisse Service Shop (110 S. Adams, below) was constructed with its Art Deco façade. That Art Deco façade was extended across the front of 118 S. Adams using the same materials and design while allowing for the different spacing of the bays on the older building. This resulted in a uniform first floor design for both buildings. At 118 S. Adams, the display windows are separated by wide, fluted pilasters of cast stone, each with a capital consisting of a large rectangular panel with deeply incised cast stone featuring an Art Deco design. The horizontal banding, diamond-pattern stone tile frieze, and dentil-like cornice are all continued, seamlessly, from the neighboring 110 S. Adams. At the center of the façade a group of five vertical fins above the central entrance echo those found at the center of the 110 S. Adams façade, but here they extend only to the height of the second story window sills. Gone are the arched entrance and cornice that were present on the building's original façade.

In 2012, the turn-of-the-century, two-story building immediately adjacent to the south, 126 S. Adams, was razed. At roughly the same time, 118 S. Adams was rehabilitated for use as office space. All

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<sup>35</sup> Green Bay Press Gazette. Green Bay, Wisconsin. 18 July 1934, page 161.

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windows and entrance doors on the front (east) façade have been replaced. The removal of the neighboring two-story building to the south allowed for the introduction of windows and entrance doors on what had been a largely hidden and solid brick and concrete wall. Here, the exposed concrete divides the building horizontally into eight bays and vertically into three stories, each bay filled with cream color brick. New rectangular window openings have been cut into the brick in twelve of the sixteen upper-story bays of the south façade, leaving brick to the left, right, and below each window opening. The first story now has glass entrance walls cut into the brick of the first, fourth, and sixth bays, as counted from the front façade. This southern wall coincides with an edge of the historic district. The second and third stories of the northern wall have similarly had windows introduced in the cream brick fill, but these are somewhat hidden from view by the one-story Van Drisse Service Shop (110 S. Adams).

Because of the highly intact Art Deco and brick front façade and restrained fenestration changes on the secondary (north & south) façades, this building is considered contributing within the historic district.

117 S. Washington/Individually NRHP-listed      Fox Theatre      1930

Now called the Meyer Theater, this building was added to the National Register of Historic Places on March 24, 2000, under Criterion C as a fine example of an atmospheric theatre of the early twentieth century (NRIS #00000256). Construction of the Fox Theatre began in 1929, and opened as a motion picture palace in 1930. The building has an Art Deco façade with a large, semi-circular marquee that separates the upper portion of the façade from the altered entry doors below. The upper portion of the façade is visually divided into three vertical sections. The sides appear to project from and overlap the wider and taller center section. Alternating horizontal bands of wide and narrow concrete block sit above each of the three sections of the façade. Below these bands is a row of green terra cotta block that feature triangular, sunburst motifs. The rest of the upper façade is clad in light-colored glazed terra cotta blocks with recessed brick panels, fluted concrete insets, and green terra cotta cartouches. Both the building's façade and Atmospheric Spanish interior retain the same high level of integrity present when the building was nominated to the National Register.

101-115 S. Washington      Fox Theatre Building      1930

In 1929, four buildings, including Fire Station No. 1 and several city offices, were cleared to make way for this building and the neighboring Fox Theatre (117 S. Washington). The Green Bay Building Corporation built the new buildings, and both buildings share the same color brick and matching green terra cotta blocks with sunburst motifs. Whereas the neighboring theatre building served as a motion picture palace, this building served as a commercial space. Occupants have included the Seville Café, The Blue Room (a Chinese restaurant at this location for over 30 years), and the Milwaukee Accredited School of Beauty Culture. This building was not included in the 2000 National Register

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nomination for the Fox Theatre. Nonetheless, in 2014 this building became “Backstage at the Meyer”, with banquet space on the first floor and office space above.

As constructed, this building had a symmetrical façade, with central entrance flanked by three bays to either side. The entire central entrance façade is intact, but a fixed window has replaced the door as part of the recent rehabilitation work. The first-floor display windows have all been altered, most recently as part of the 2014 rehabilitation. Original, two-story, fluted, cast stone, corner pilasters are at either end of the façade, which are stylistically echoed in the second story where fluted pilasters separate each of the six window openings. All pilasters are topped by a green terra cotta block with an Art Deco motif. Above these blocks a band of green terra cotta blocks, with sunburst motifs, extends across the façade. This band is interrupted at the central entrance, where the band of sunburst motif blocks drops to the same height as the terra cotta pilaster tops. Second story fenestration and window sills are original, but the windows have all been replaced.

As part of the 2014 rehabilitation, a new entrance was constructed at the corner of S. Washington and E. Walnut streets. This corner was once the site of the Royal Theater, which burned in 1920 and was replaced with the Strand Theater (103-105 S. Washington). The new, two-story construction echoes the design of the 1930 Fox Theatre Building, with matching brick, fluted pilasters, and band of green sunburst blocks. The corner addition is separated from the older building by a two-story glass curtain wall which maintains the independence and visual symmetry of the old building façade. The north façade along E. Walnut Street continues the matching Art Deco style, but the entirety of this façade is new construction.

Although the Fox Theatre Building has been altered and added to, the building maintains a good degree of integrity. Its original Art Deco style details clearly link this building to the neighboring NRHP-listed Fox (now Meyer) Theatre, both of which were constructed simultaneously and by the same owner. The alterations and addition maintain the Art Deco style while remaining identifiable as later work. This building contributes to the integrity of the district.

**Contemporary**

100 N. Jefferson

Green Bay City Hall

1956

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Green Bay’s purpose-built City Hall building was completed in 1956. The previous City Hall building, constructed in 1901, sat adjacent to the current building. That older building was razed in late 1956 and replaced with a parking lot for the current City Hall building, which remains in use today. That parking lot remains in use as a parking lot today. The architectural firm of Foeller, Schober, Berners, and Jahn was responsible for the Contemporary style, box-like design of the

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building, and very few interior and even fewer exterior changes have been made since its completion.<sup>36</sup> The building retains an exceptionally high degree of integrity.

The City Hall building is six stories tall with a seventh story mechanical room portion well set back from the edges of the roof. The first story is clad on all four sides in polished red granite, with polished grey granite porticos for the two main entrances at either end of the west façade. The year of construction is carved into the granite near the north entrance on the west façade, while a “Gateway to the Great Waterway” seal is carved into the granite near the south entrance. The remainder of the building is clad in a cream color brick arranged in an American bond pattern. A third entrance is at the north end of the rear (east) façade, under a metal canopy.

The façades of the building are covered in a regular grid of windows. Each floor in the north and south façades has six window openings. Each upper floor in the east and west façades has 16 window openings (each first floor entrance substitutes two window openings). All first story windows are identical and surrounded by the building’s polished granite cladding. All window openings in the upper floors are identical and nearly square (slightly wider than they are tall), except for ten windows in the second floor’s west façade that are noticeably taller than other windows and have granite surrounds (other windows have a minimal sill and are surrounded by the brick exterior cladding only). These ten windows provide light for the council chambers and two adjoining offices. All windows are original and consist of a pair of tall, fixed, rectangular panes above a pair of short, rectangular, hopper panes, all in an aluminum frame. Two-pane, horizontal-sliding, storm windows have been fitted behind these original windows (inside the building) and are invisible from the exterior of the building.

The interior of the building has had only minor alterations. Original features such as a terrazzo floor and polished, book-matched, marble slabs covering the walls greet visitors. Similar polished marble slabs cover the lower half of walls in the public halls on upper floors. The building remains in use as Green Bay’s City Hall and is an excellent example of mid-century, Contemporary style architecture with high-end material finishes.

111 N. Jefferson

Sophie Beaumont Building

1958

This building, completed in 1958 as the new Federal Building and Post Office (see 300 E. Walnut), was designed by the architectural firm of Foeller, Schober, Berners, Safford, and Jahn<sup>37</sup>. The building served in this capacity until the 1980s. This building was renamed the Sophie Beaumont Building in

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<sup>36</sup> Berners-Schober Associates, Inc. Archives Stick No. 704.

<sup>37</sup> Berners-Schober Assoc, Inc. Archives Stick No. 659.

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1994 and, since that time, has served as the offices of the Brown County Human Services Department<sup>38</sup>.

The Sophie Beaumont building sits at the northwest corner of N. Jefferson and E. Walnut streets. As viewed from the primary (south and east) façades, the building appears to be a very tall, two-story building (it is a three-story building—the second story has no windows on these façades) with a small mechanical room portion above the main roof, well set back from the roof edges, in the vicinity of the southeast corner of the building. The exterior of the building is clad in a cream color brick, arranged in an American bond pattern, and topped with an overhanging eave with metal coping. Entrances on the south and east façades, near the corner of N. Jefferson and E. Walnut, are flanked by full-height, vertical bands of limestone block. Metal paneling fills the space between the top of the first story windows and the bottom of the upper story window between these vertical entrance bands.

Except for the entrance, the south façade is clad entirely of brick. The first story has rectangular windows with concrete sills spaced equally along the façade. There are four windows to the right of the entrance and nine to the left, but the ninth has been altered to accommodate a metal exit door at ground level. Shorter windows are centered in the upper (third) story above each first story window. Each of the upper story windows also has a concrete sill.

The east façade entrance door was replaced with windows and limestone block as part of the early 1990s remodel. There are two windows to either side of this now-closed entrance on the east façade, with upper story windows above, all matching those on the south façade. Further to the north, the overhanging eave steps back slightly. Along this portion of the façade there are sixteen bays of windows. Each bay has a single window in the first and upper (third) stories, with metal paneling above and below the windows extending from the ground to the eave. Brick piers, extending from the ground to the eave, separate each bay. The northeast corner of the building steps out towards the street, with a single bay of windows facing to the south matching the sixteen other bays facing to the east. The east-facing portion of the building's corner section is clad entirely of brick with no significant openings.

A parking lot is located adjacent the building's north façade, along the south side of Cherry Street. The parking lot had served as the loading and unloading facilities when the building operated as a Post Office. The north façade is clearly divided into three stories with windows for each floor. The building's conversion to office space included the addition of a one-story glass and brick entry vestibule along the eastern third of the north façade, along with narrower three-story stair & elevator towers within this vestibule's footprint. The brick used for these additions is of a dark color that stands in clear contrast to the light color used for the building's original construction. The remainder

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<sup>38</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 17 Feb 1994, page B-1.

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of the north façade remains largely unaltered, with garage and service doors to the right (west) of the vestibule and windows regularly arranged along the second and third stories.

The building's west façade is visible only from a narrow alley that separates this building from those on the east side of N. Adams Street. This façade is largely unaltered; however, all windows on the building have been replaced and the size of the windows on the building's east façade, between the brick piers, have been altered.

Despite the changes to the windows and the north-side vestibule addition, the Sophie Beaumont building remains an excellent example of a mid-century modern office building. The building's continued use by government agencies contributes to its integrity and the integrity of the district.

200 N. Adams

Associated Kellogg Bank

1962

The design of this mid-century modern bank building is the product of the architectural firm of Foeller, Schober, Berners, Safford, & Jahn.<sup>39</sup> The building originally had a T-shape plan that occupied the lot of the former YWCA building.<sup>40</sup> The demolition of two buildings to the north allowed for north-side additions in 1967 and 1974 which gave the building its current cross-shape plan.<sup>41</sup>

The first story of the bank is a glass curtain wall, with the windows divided into segmental arched bays. Each window opening is fitted with three tall rectangular panes topped by three shorter, arch-topped panes. The arches above the windows are made of concrete with an applied quartz aggregate surface texture. Between each window bay a partial arch extends perpendicularly away from the façade and visually acts like a one-story tall corbel supporting the overhanging second story. The underside of the overhanging second story maintains the form of each first-story segmental arched window bay, carrying the segmental arch shapes to the outer perimeter of the base of the second story plan.

A curtain wall of windows punctuates the inside-corner façades of the second story. The remaining outer façades of the second story are clad entirely in a veneer of dark grey, polished, marble slabs, divided into bays by a narrow, recessed strip of matching polished stone. Each narrow, recessed strip is in-line with a partial arch below, such that the width of each second story bay is the same as that of each first story bay.

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<sup>39</sup> City of Green Bay property files, 200 N Adams, letter from Foeller, Schober, Berners, Safford & Jahn letter, 30 Jan 1962.

<sup>40</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 30 Jan 1962, page 1.

<sup>41</sup> City of Green Bay property files, 200 N. Adams, permit applications of 16 May 1967 and 28 Jan 1974.

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An original rooftop equipment room with louvered sides, well setback from the edges of the building, was concealed from view by a tall, grey-paneled wall in 1987.<sup>42</sup> This newer wall roughly matches the current cross-plan of the building (the equipment room does not), but is also set back from the roof edges. The wall is open along much of the north side, but this is not visible from any ground-level vantage point. The wall supports no ceiling—its purpose is to conceal the equipment room and serve as a foundation for signage.

This bank is an excellent example of Contemporary style architecture in both its design and use of high-end materials, and the building retains a high degree of integrity. Additionally, the construction of this bank marked the beginning of a period of major commercial investment and redevelopment of Green Bay's downtown. This redevelopment is integral to the history of downtown Green Bay, and this building contributes to the historic nature of the downtown district.

129 N. Madison

Press-Gazette Plant

1969

Berners, Schober, and Kilp designed this Contemporary style building to house a larger printing plant for the Green Bay Press Gazette<sup>43</sup>. The building is connected to the Press-Gazette Building at 435 E. Walnut Street (listed below) via a two-story, rectilinear hyphen with glass curtain walls. The southeast corner of this building is situated very close to the northwest corner of the older Press-Gazette building, with the hyphen extending across much of the north façade of the older building and much of the south façade of this newer building.

Despite this building's Contemporary style, several exterior elements complement the style of the earlier Press-Gazette Building at 435 E. Walnut. The exterior of this building is clad primarily in a cream brick in an American bond pattern that closely matches the brick used on the west façade of 435 E. Walnut. Where paneled pilasters were used to delineate bays at 435 E. Walnut, narrower limestone blocks are used here to much the same effect. A simple brick soldier course separates the first and second stories where decorative terra cotta panels were used on the older building. This soldier course is continuous except where it meets the limestone pilasters. A similar soldier course is also present at the foundation and at the top of the walls, just below a continuous limestone coping—the limestone pilasters similarly interrupt both.

The north façade is divided into four bays by limestone pilasters. The two eastern bays are entirely clad in brick, with a soldier course at the foundation, between the first and second story, and at the top just below a continuous band of sandstone coping. Two vertical columns of header bricks, just one brick in width, divide each bay (on both the north and west façades) into three sections, with the center

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<sup>42</sup> City of Green Bay property files, 200 N. Adams, permit application of 24 Apr 1987.

<sup>43</sup> Berner-Schober Assoc., Inc. Archives Stick No. 686A.

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section being wider than the outer two sections. A limestone block near the bottom corner is carved with the year of construction. The third bay is much the same as the two bays to the east, but there is a large opening in the center section of the first story extending from the soldier course at the foundation to the soldier course at the top of the first story. That opening has three vertical bands of aluminum-framed windows and louvers, consisting of a short rectangular pane at the base, a tall rectangular pane above that, a yet taller ventilation louver above, and a nearly square pane at the top. The fourth bay at the west side of the façade is wider than the other three. The center section has five vertical bands of windows in a single opening, also extending the full height of the first story. Each band matches those in the adjacent bay, but the louvers are replaced by an additional short rectangular pane with tall rectangular pane above. The second story here has windows above the outer bands of the first story windows, each band consisting of five panes (a tall central rectangular pane with a short rectangular pane above and below and a roughly square pane at the top and bottom) and extending from the soldier course below to the soldier course above. The second story window bands have a header course of bricks on either side, with the outer courses in-line with those that define the window opening in the first story below.

The west façade abuts an alley, beyond which is the parking lot for City Hall. This façade is divided into six bays. The first bay, at the north end, and the fourth bay have no openings and match the appearance of those bays on the north façade that also have no openings. The central section of the second bay has two vertical window bands in the first story. The third bay has a large, single opening in the center of the first story that accommodates four vertical bands of aluminum-framed windows. The second story of this bay has two vertical bands of windows, each in-line with the outer band of windows in the first story below, and of the same arrangement as the second story windows on the north façade. The fifth bay has only two windows in the second story. The sixth bay at the south end of the façade matches the third bay.

The east façade is set back from N. Madison Street to accommodate vehicles loading and unloading newspapers and materials. A flat roof metal canopy above the first story extends nearly the full length of the façade and covers the loading docks. Limestone pilasters define only five bays on this façade. A pair of window bands are in the second story of the first bay, at the north end of the building, and in the second story of the third and fourth bays. The center section of the first story of the northern bay has three vertical bands of windows in a single, large opening, as well as a recessed entry, under the northern end of the canopy, at left. Continuing at the first story, the second bay has a concrete loading dock with stairs at left. A large cargo door is to the right of center, and a pedestrian door is at left, in-line with the stairs. Five small loading doors and two smaller loading windows are equally spaced across the three remaining bays, with a pedestrian door near the left end of the façade. A three-story brick chimney is at the southeast corner of the building, adjacent to the hyphen.



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From many of the adjacent sidewalks, this building appears to be two stories in height. There is, however, a third story portion that houses the building's mechanical equipment. This third story is set back from the perimeter of the flat roof. The exterior is clad entirely in louvered metal panels.

The Press-Gazette Plant building retains an exceptionally high degree of integrity and it is an excellent example of a Contemporary style newspaper printing building. Massive printing press machinery still occupies most of the building's interior floor space, but the presses are no longer in use. The building remains the property of the Green Bay Press-Gazette which publishes a daily newspaper.

**Vernacular Commercial**

129 S. Washington

Kittner Wagon Works

c. 1870

The Kittner wagon manufactory is known to have been located on Washington Street sometime prior to 1874.<sup>44</sup> The 1883 Sanborn Map for the City of Green Bay depicts a two-story building at this location belonging to the Wagon Works of E. C. Kittner and used for woodworking, painting, and varnishing. This is repeated on the 1887 map, but by 1894 the building was used for the storage of cheese (Udell cheese wholesalers, per City Directories) and the 1900 map lists this as a two-story produce building (Dorschel Produce Co, per City Directories). By the time the 1907 Sanborn Map was issued a third floor had been added, as well as a three-story rear addition, and the Brenner Candy Company was operating a candy factory on the upper floors, all of which is pictured in a c1903 photograph.

The first story, below the cast iron lintel, was altered around 1990. A cut stone, coursed foundation has been replaced with a brick foundation. The storefront windows have all been replaced, and the entrances have been relocated to the sides of the façade. The iron lintel has six cast iron rosettes and supports a course of rowlock brick above. The second and third stories each have three segmental arch window openings with stone sills, arranged symmetrically. The windows have been replaced with modern 1/1 substitutes. The brick façade of the upper stories is primarily arranged in an American bond pattern, with a corbeled brick parapet.

The second and third stories of the south façade can be seen above the neighboring Al's Hamburger (131 S. Washington), and the rear façade overlooks a parking lot outside of the historic district. Both of these secondary façades are brick and have numerous segmental arch window openings. The ghost of a painted chewing gum advertisement occupies most of the space between the second and third story windows on the south façade.

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<sup>44</sup> Daily State Gazette. Green Bay, Wisconsin. 19 May 1874, page 4.

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Despite the changes that have been made to the windows and first floor façade, the appearance of this building has changed little from that shown in the c1903 photograph. The building retains sufficient integrity to be considered a contributing building in this historic district.

127 S. Washington                      Kittner Blacksmith Shop                      c. 1870

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The early history of this building is very much linked to that of its neighbor at 129 S. Washington. The 1883 Sanborn Map shows a single-story building here as part of the E. C. Kittner Wagon Works, with two forges shown along the south wall. The 1887 and 1894 maps show this as a blacksmith shop with the familiar forges. By 1900, this building had a second story for painting with blacksmith work on the first floor, along with one of the familiar forges. The 1907 Sanborn map depicts the building in this same use. The 1905 City Directory lists Kittner at this location; the 1907 City Directory is the first to list Langstadt-Meyer, a construction supply company, at this location.

The first floor of the front façade was altered to its current appearance prior to the mid-1970s. This altered façade was most likely constructed between 1967 and 1969—City Directories list a supply company here in 1967, lawyer Owen Monfils in 1968, and then identifies this as the “Law Building” beginning in 1969 with multiple law offices present. The first story façade continues to bear letters identifying this building as the “127 Law Building”. An aluminum-framed entrance is at the right side of the brick façade and a roughly square-shaped window opening with stone sill and stone veneer below is centered in the remaining portion of the façade, at left. The second story retains good integrity with its original (pre-1900) brick façade with four segmental arch window openings, each with cut stone sills. These window openings, fitted with modern replacement windows, are arranged symmetrically on the façade. A corbeled brick parapet tops the front façade.

300-304 Pine                                      Shaylor Block                                      1872

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This three-story brick building was designed by William Waters, a prominent architect from Oshkosh, and built in 1872<sup>45</sup>. The building sits on the southeast corner of N. Adams and Pine Streets; it has been home to several businesses over the years, including the Gazette Publishing Company beginning in 1907<sup>46</sup>. The building has been substantially altered since its construction, but those alterations have occurred during the historic period of the district.

As constructed, this brick, vernacular commercial building had four wide, cut stone bands that divided the building into three vertical portions. The bottom band served as the foundation. A second band

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<sup>45</sup> “Shaylor Block,” Oshkosh Public Museum, accessed 02 Feb 2017, <http://oshkosh.pastperfect-online.com/20004cgi/mweb.exe?request=record&id=3C5FAC66-D6AF-4B47-B0B8-053038328386&type=102>.

<sup>46</sup> Green Bay Gazette. Green Bay, Wisconsin. 04 May 1907, page 3.

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served as a continuous lintel shared by the first-floor windows, themselves set in tall brick foundation walls. Access to this first floor was via doors on N. Adams Street, with stairs leading up to the sidewalk. The third band remains intact as a wide beltcourse above the second story windows. The fourth band was a massive entablature with heavy, dentil-like modillions and paired corbels. The entablature remains today as a plain horizontal band, but all modillions, corbels, cornice, and associated moldings have been removed. A uniform-height brick parapet, consisting of brickwork panels separated by brick piers, remains largely unaltered, although a taller, central portion of the parapet along N. Adams Street was removed.

All second-story windows originally had semi-circular arched tops with keystones above. The central entrance, then on N. Adams Street, was recessed under a large arch, the top of which was at the same height as the second story windows. That entrance included a staircase rising from the sidewalk to the second story where the entrance door was located.

Major alterations to this building were contemplated by the Greiling Brothers in 1905<sup>47</sup>. A photograph of the recently completed Architects Building (306-314 Pine), built in 1928, shows that all second story windows along Pine Street had been altered to the rectangular form present today. This photograph also shows a taller first floor and removal of the first story lintel band. This did away with the need for the below-grade entrance doors. A 1912 photograph suggests that these changes may not have yet been made, but the visual evidence is not entirely clear. Additional photographic evidence shows that the building's massive entablature was altered to its present form after 1928 and before the mid-1950s.

Today, the N. Adams Street façade has two-story brick and stone piers at either end that appear to be unaltered from their 1870s appearance. The first-floor storefront is completely altered, with large glass windows extending from the foundation near the sidewalk up to a band of metal paneling above. A recessed entrance has been constructed at the left corner and a second entrance is right of center in the façade. The second story is divided into three bays. The narrow center bay is defined by original brick and stonework that once defined the archway, but has since been opened to create a rectangular opening. Large corbels now support the brick and stonework window surround, and paired 1/1 windows occupy the space where the top of the arch once was. The top of the central window opening is the beltcourse above the second story windows which now visually serves as a continuous shared lintel for all second story windows. A pair of 1/1 windows are in the bays to the left and right of the central bay. The third story is unaltered, with a semi-circular arch topped window in the center bay and a pair of 1/1 segmental arch windows in the bays to the left and right. Keystones are in the window arches, and stonework details break up the brick surface. The entablature is plain, as noted earlier, with brick parapet above.

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<sup>47</sup> Green Bay Gazette. Green Bay, Wisconsin. 23 Mar 1905.

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Like the N. Adams Street façade, the Pine Street façade has a completely altered first-floor storefront. A central entrance has a large stone surround with plain carved molded and paneled details. A rectangular window is to the right of this entrance. This window extends from the foundation to slightly above a portion of the historic “second band” (the cut stone beltcourse lintel for the original first-floor/basement windows) that remains between this window and the altered storefront near the corner. An altered storefront is also to the left of the central entrance, but this storefront is entirely of stone with no remnant of the “second band”. Seven 1/1 windows are spaced regularly along the second story and match those shown in the c. 1928 photo of the neighboring Architects Building as well as those on the N. Adams Street façade. The seven third-story windows openings are unaltered and match those on N. Adams Street. The entablature is now plain and the brick parapet above is intact. In general, the brick portions of the walls at the second and third stories of the primary façades are arranged in a running bond pattern.

In addition to the historic alterations, all window openings have been fitted with modern replacement windows. Despite all the changes, this building’s appearance is largely the same as it was during the historic period for the district. Because of this, the building contributes to the integrity and character of the district.

121 S. Washington

Schunck Saloon

1900

This two-story brick building retains a high degree of integrity despite an altered storefront. Original brick at the sides of the first story frames modern metal and board siding above a pair of entrance doors at left and a large glass-paneled overhead door at right. The second story façade is largely unaltered except for replacement windows. A polygonal oriel with hipped roof occupies roughly two-thirds of the façade at left, and a single segmental arch window opening is at left. The brick parapet above has a circular attic window in the center of three bays defined by brick relief work. Relief work details are present to the left and right of this center bay, forming a geometric design of ten recessed squares in two rows of five, each square three bricks tall. There is a stamped metal cornice above that is divided into three bays by four metal corbels, each embellished with a grotesque mask. Each bay has three brackets above small dentils and a stamped metal frieze. The center bay is topped with a metal plaque that displays the year of construction.

119 S. Washington

Smith Building

1905

Built for D. F. Smith around 1905, original tenants included the Cady Land Company (see also 124-130 N. Adams) and Salvator Mineral Spring Company.<sup>48</sup> This building’s original brick pilasters at the corners of the first story and iron beam lintel above with cast rosette details frame an altered

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<sup>48</sup> Green Bay Gazette. Green Bay, Wisconsin. 08 Sep 1905, page 11.

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storefront. Three rusticated brick pilasters with cut stone capitals divide the second story into two symmetrical bays, each with a large window opening that shares a single, continuous sill that extends most of the width of the façade. Recessed brickwork forms a panel below each window under this sill. Each second story window opening has been fitted with a modern eight-pane (four rows of two) window matching that at the right side of the storefront below. Inset brick panels are also above the second story windows with an elaborate corbeled brick parapet with cut stone cornice at the top. Despite the changes to the storefront and windows, this building retains excellent integrity in its defining architectural details.

109 N. Adams

Schauer & Schumacher Studio

1926

The three-story limestone (first story) and brick Schauer & Schumacher Building originally served as a funeral chapel and parlor, but was later converted into a furniture store. Designed in a vernacular Commercial style with neoclassical details by the Green Bay architectural firm of Berners-Schober, the front façade is divided into three sections with two end pavilions that project slightly from the wider, central portion<sup>49</sup>. The main entrance is centrally placed and recessed, with two paired casement windows to either side. Each 10-pane casement window is situated below 4 panes in a transom window, for a total of 56 panes in each window opening, adjacent to the right and left of the entry. Further to the right is a set of three paired casement and transom windows, 84 panes in all, which is balanced on the façade by an enclosed alley entrance at far left. The top of the first story has a horizontal string course of Greek key detailing across the entire width of the façade, with “SCHAUER & SCHUMACHER” inscribed above the entrance. The second and third stories each have nine 1/1 windows, arranged symmetrically with five in the central portion of the façade and two in the left (above the alley) and right (above the wider bank of first-floor casement windows) sections of the façade. The five central windows are horizontally separated from one another by continuous, vertical bands of bricks with Corinthian-inspired capitals at the top of the third story, thereby giving these vertical brick bands the visual effect of being rectangular pilasters. The second story windows share a continuous sill line, while the sills at the third story are interrupted by the brick pilasters. Panel-like brick relief work separates the second story window lintels and the third story window sills. The same sill, pilaster, and panel relief work is present in the right and left sections of the façade. The entablature and parapets above the third story windows have been altered, but otherwise the building’s front façade remains as it was originally designed and constructed. The interior is also highly intact.

The Schauer & Schumacher Company was formed by Arthur Schumacher and Peter Schauer in 1912 to make and sell funerary caskets. Completed in 1927, 109 N. Adams was used as the Schauer & Schumacher funeral home and served in this capacity until 1956<sup>50</sup>. From 1956 until 2001 this building

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<sup>49</sup> Heggland, op. cit., 187.

<sup>50</sup> Betsy Foley, Green Bay: Gateway to the Great Waterway (Windsor Publications, 1983), 142.

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provided additional space for the Schauer & Schumacher furniture business (see also 227 E. Walnut, below).

123-125 S. Washington                      Larscheid Building                      1930

This two-story commercial building was built in 1930. Original tenants included Larscheid's Outdoor Advertising agency at 123 S. Washington and a hamburger shop at 125 S. Washington<sup>51</sup>. The building was home to the Green Bay Business College until the 1970s.

This building's symmetrical façade has an entrance for 123 S. Washington at the far left and an entrance for 125 S. Washington at the far right. Each entrance is framed by original, hexagonal, engaged columns of cut stone (now painted). The capitals of these engaged columns have a plant motif and support a cornice that extends nearly the full width of the façade. The remainder of the first story has been altered; first story windows have been replaced, and a stone veneer has been applied to all other areas.

The second story of this building retains an excellent degree of integrity. Here, the original brick façade features a band of eight windows, each with a concrete sill and lintel. A band of plain concrete panels is located above the four windows at left, and an identical band is located above the four windows at right. Each band of concrete panels is framed by two ranks of bricks, arranged as rowlocks above and below and headers at left and right. A metal coping tops the façade, with a continuous band of embossed swags just below. The second floor windows have been replaced.

131 S. Washington                      Al's Hamburger                      c.1940

Al's Hamburger was established in 1934 by Al Rank and operated out of nearby 125 S. Washington Street during its first few years of business. Sometime between 1939 and 1941 the purpose-built Al's Hamburger building was constructed at 131 S. Washington.<sup>52</sup> Al Rank's son operated the restaurant up through 2012, and the Rank family sold the business in 2016.<sup>53</sup>

This simple, one-story, vernacular commercial building has a doorway at left and a single rectangular window at right. The building's façade is covered in stucco with a fine worm finish. While the building may have always had a stucco exterior, the current stucco is not original. A fire in 2011

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<sup>51</sup> Green Bay Press-Gazette. Green Bay, Wisconsin. 06 Jan 1939, page 3.

<sup>52</sup> Wright Directory, City of Green Bay, 1939 & 1941.

<sup>53</sup> "Al's hamburger restaurant sold," Green Bay Press-Gazette, 07 July 2016, accessed 02 Feb 2017, <http://www.greenbaypressgazette.com/story/money/2016/07/07/als-hamburger-restaurant-sold/86807294/>

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gutted the interior of the building, leaving the exterior largely intact.<sup>54</sup> The interior has since been reconstructed and the restaurant continues in its original business capacity today.

**Integrity**

All contributing buildings retain historic integrity of design and materials, although some alterations have been made. Alterations are most commonly replacement windows or first floor storefront changes, which is typical for a downtown historic district and in line with accepted standards for what changes one can expect to see in an historic district. The original architectural style remains easily identifiable and changes reflect the continuous reuse of buildings over time and do not detract from the overall integrity of the district.

**Conclusion**

The Green Bay Downtown Historic District is eligible for the National Register as a group of public and commercial buildings in the city's downtown core. These buildings represent the history of Green Bay's development and reflect the interplay of commercial, governmental, and social activities that were vital to a healthy downtown. The district also has a fine collection of buildings exhibiting a range of architectural styles and vernacular forms from the late -nineteenth through the mid-twentieth centuries. The District also has a small concentration of buildings that have already been individually listed in the National Register of Historic Places, a further testament to the high quality of design and construction in the District. Although individually remarkable, these buildings, in conjunction with the other contributing buildings in the district, also attest to the development of Green Bay as a government, social, entertainment, and commercial center in northeast Wisconsin. The range of significant architectural styles, many of which are the product of notable master architects, and the high overall degree of integrity is exceptional. As such, the district conveys a sense of architectural cohesiveness and represents a mature, traditional government, entertainment, social, and commercial district, eligible for National Register designation.

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<sup>54</sup> "Al's Hamburger reopens Tuesday downtown," Green Bay Press-Gazette, 15 Aug 2016, accessed 02 February 2017, <http://www.greenbaypressgazette.com/story/news/2016/08/15/als-hamburger/88754306/>

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**Introduction**

The Downtown Historic District is locally significant and eligible for the National Register of Historic Places under National Register Criterion A, due to its association with, and contribution to, Green Bay's development as a government, social history, entertainment/recreation, and commerce center. The district's physical and developmental cohesion represents a significant and distinguishable entity important on the local level. The majority of the properties in the district lack individual distinction, but collectively they represent and embody essential elements in the development of the city of Green Bay.

The Downtown Historic District is locally significant and eligible for the National Register of Historic Places under National Register Criterion C due to its high concentration of architecturally significant buildings. The district includes five properties that have already been individually listed in the National Register of Historic Places. Several other buildings are eligible for individual listing in the National Register of Historic Places, including the Green Bay City Hall, the office of the Green Bay Press-Gazette, the Schauer & Schumacher Studio, the Architects Building, and potentially others. Furthermore, no fewer than fourteen of the thirty-eight contributing buildings in the district represent the design work of the Berners-Schober architecture firm, arguably the most significant architectural firm in Green Bay from 1898 to the present day.

**Period of Significance**

The period of significance starts around 1870 with the construction of the Kittner Wagon Works and Kittner Blacksmith Shop on South Washington Street and the construction of the Shaylor Block, Odd Fellows Temple, and Lucia Building on North Adams Street. These buildings mark the beginning of the district's association with commerce and service activities. Extant government buildings, constructed between 1908 and 1958, represent the district's close association with city, county, and federal governmental activities. In conjunction with several restaurant locations, the Fox Theatre, constructed in 1929, and Green Bay Theatre represent downtown Green Bay as a historic center for entertainment. The Green Bay YMCA and Columbus Club, which further contribute to the district's association with entertainment, are also key links between the district and important social institutions. The construction of the Green Bay Press-Gazette printing plant in 1969 marks the end of the district's development as the city's commercial, government, and institutional center. Although slightly less than 50 years old, this printing plant retains a high degree of integrity, is physically linked with the older and very significant offices of the Green Bay Press-Gazette, and is the product of the same locally significant architectural firm that was responsible for the design of the Green Bay Press-Gazette offices and several other buildings within the district.



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The Green Bay Downtown Historic District served and continues to serve as a primary nucleus of government activity in Green Bay. The principal historic area of retail shopping and commerce is not included in this district, but rather the district contains Green Bay's historic commercial office center as well as commercial and light industrial enterprises that developed near the primary retail shopping area. The district includes Green Bay's historic theatre area, as well as several restaurants that catered to patrons of these entertainment venues. Throughout the period of historic significance (1870 to 1969), the Green Bay Downtown Historic District reflects several vernacular examples of nineteenth- and twentieth-century commercial architecture as well as a number of elaborate Classical and Period Revival styles for government, institutional, and larger commercial buildings. The district also contains many buildings either built in the Art Deco style or that received an Art Deco façade. Rounding out these styles are very distinctive examples of Contemporary, mid-century modern governmental buildings and a bank.

**Historical Context**

The city of Green Bay is the county seat for Brown County. Wisconsin's oldest and third largest city, Green Bay is approximately 120 miles north of the city of Milwaukee. The city of Green Bay lies at the southern tip of the waters of what French explorers called "La Baye" (the bay of Green Bay, off Lake Michigan) and where, in 1634, some of those French explorers would first meet the Ho-Chunk, bringing together two distinct cultures. Historically speaking, the City of Green Bay, situated on the east and west river banks at the mouth of the Fox River (the East river meets the Fox River here as well), is located on one of the most important water routes in North America. The Fox River enabled small boats to pass from the Great Lakes to the Mississippi River with one relatively short portage between the Fox and Wisconsin rivers. This waterway was an important fishing and hunting region for several woodland Indian tribes including the Menomonie, Ho-Chunk, and Fox. By the seventeenth century, it was a route of exploration for French voyageurs and trade fur trappers. After the War of 1812, Americans began to employ the waterway as a military route between Fort Howard, Fort Winnebago, and Fort Crawford at present day Green Bay, Portage, and Prairie du Chien, respectively.

The first documented instance of a European arriving in what is now Wisconsin was Jean Nicolet who, in 1634, met the members of the Ho-Chunk at Red Banks on the east shore of Green Bay and claimed the land in the name of New France. French traders and missionaries followed in the 1650s and 1660s and, in 1671, Jesuit Father Claude Allouez established the St. Francis Xavier mission near De Pere, now a city south of Green Bay on the Fox River. The 1680s through the 1760s were marked by a series of intermittent conflicts among the French, British, and various tribes for control of the region.

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Some time prior to 1719 the French colonial authorities constructed Fort St. Francis, commonly called Fort La Baye, on the west shore of the Fox River near the river's mouth. In addition to creating this birthplace of Green Bay's west side, the French also brought with them their long-lot system of land survey. This system divided the land into long, narrow strips, each with a narrow frontage along the Fox River. As a result, many older sections of Green Bay today are characterized by relatively long and narrow rectangular city blocks with roads running perpendicular and parallel to the Fox River.

In 1761 British soldiers arrived at present-day Green Bay to protect British traders and establish relations with this region's native peoples. The soldiers erected Fort Edward Augustus at the site of the former St. La Baye, but British military presence was short-lived. The region did remain under British rule until it was ceded to the United States at the close of the Revolutionary War in 1783.

Even during British rule most area residents were either French-Canadian or mixed Indian/French-Canadian. By the early 1800s several voyageurs and traders had established themselves in the area, including Grignon, Porlier, Lawe, Franks, Roi, and Vieau. Many of their names remain familiar today in the form of street names and historical associations.

The United States did not truly exercise its authority over Wisconsin until the War of 1812. In 1816 American soldiers arrived in Green Bay and built Fort Howard at the site of the earlier Fort Edward Augustus and Fort La Baye. At that time there were fewer than 300 people (approximately 40-45 families) living in the area.<sup>55</sup> The fort soon became a hub of commerce, medicine, and social activities. Notably, Major Zachary Taylor was stationed at Fort Howard from 1818 to 1820 and would go on to be elected President of the United States in 1840. American settlers began coming to the area following the establishment of Fort Howard in 1816 and, in so doing, began to supplant French culture. Among those early American settlers were Doty, Whitney, Arndt, Baird, and Martin.

In 1829 the village of Navarino was platted by Daniel Whitney east of the Fox River on land acquired from earlier French-Canadian inhabitants. Streets built parallel to the river were named after American Presidents and remain so today. By 1830 Whitney had built the Washington House, the first hotel in Green Bay. In 1835 the village of Astor was platted by Ramsey Crooks and Robert Stuart, also east of the Fox River, on land that had been acquired by the American Fur Company, largely through foreclosures on homestead mortgages. A magnificent hotel called Astor House was built in 1835 as a competitor of the Washington House. A strong rivalry continued to develop between Navarino and Astor, but the two were consolidated in 1838 as the borough of Green Bay.<sup>56</sup>

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<sup>55</sup> Heggland, op. cit., 68.

<sup>56</sup> Heggland, op. cit., 76.

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Other significant developments also contributed to the transformation of Green Bay from a trading outpost to a permanent settlement. The first area school was begun in 1822 for the children of soldiers and civilians around Fort Howard, but it was not until 1840 that the first public classes were held.<sup>57</sup> In 1833 Wisconsin's first newspaper, the *Green Bay Intelligencer*, was formed. The Bank of Wisconsin, built in 1835 in Astor, was this country's first bank west of Lake Michigan.

The Military Road, which connected Green Bay, Portage, and Prairie du Chien, was completed in 1837 and served to increase Green Bay's importance as a port of entry for the Wisconsin Territory. This road largely followed an earlier Indian trail along the south bank of the Fox River.<sup>58</sup>

In 1848, Wisconsin achieved statehood largely through the efforts of Green Bay's Morgan L. Martin and Henry S. Baird. In 1850, the federal government approved the sale of military land around Fort Howard. The military garrison permanently abandoned Fort Howard in 1851 and the village of Fort Howard was platted. By 1856, Fort Howard was incorporated as a borough while, on the east side of the Fox River, Green Bay was incorporated as a city two years earlier and replaced De Pere as the county seat. The first courthouse, built in 1854, was replaced by a larger building in 1866 and again by today's current courthouse in 1911.

By the mid-1850s, Belgian, Dutch, German, Irish, and Scandinavian settlers were immigrating to the area. Green Bay was becoming a transportation and service hub and Fort Howard was becoming a manufacturing center. The fur trade had been replaced by the lumbering and fishing industries, and following the Civil War these would be joined by shipyards, breweries, flour mills, market gardens, brickyards, and iron furnaces.

In 1862 the Chicago & NorthWestern became the first railroad with service to the area; its depot was in Fort Howard, bolstering the importance of Fort Howard and fueling its rivalry with Green Bay.<sup>59</sup> At this time a ferry service was the only means of crossing the Fox River between Green Bay and Fort Howard so, in 1863, the City of Green Bay funded a bridge at Walnut Street.<sup>60</sup> A second railroad, the Green Bay & Western, would also locate its depot at Fort Howard in 1871. It would not be until the arrival of the Chicago, Milwaukee, St. Paul & Pacific Railroad in 1873 that Green Bay would have its own train service and, in time, the railroads would become the largest area employers.

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<sup>57</sup> Heggland, op. cit., 13.

<sup>58</sup> Heggland, op. cit., 11.

<sup>59</sup> Heggland, op. cit., 175.

<sup>60</sup> Heggland, op. cit., 178.

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Fort Howard was incorporated as a city in 1873. At that time, roughly forty percent of the local population was foreign born. Not all immigrants sought employment in Fort Howard and Green Bay; many were farmers who settled in places like Prebble to the east. Initially wheat was cultivated, but this gave way to diversified crops and dairy farming as the soil became depleted. The cheese and dairy industry became a significant component of the character of the community in the early-twentieth century.<sup>61</sup>

The fourth quarter of the nineteenth century was a time of growing population and increasing urbanization of Fort Howard and Green Bay. Streetcars were introduced in Fort Howard in 1893.<sup>62</sup> Not to be outdone, streetcars were put in service in Green Bay in 1894. In 1895 the papermaking industry came to Green Bay at the site of the former Green Bay Iron Furnace Company north of the East River. Also in 1895, a referendum on the union of the cities of Fort Howard and Green Bay passed with overwhelming voter support.<sup>63</sup>

By the early-twentieth century much of modern Green Bay's character had been forged. The community had been founded upon the fortitude of early explorers and settlers, and competitive rivalries like those between Navarino and Astor or Green Bay and Fort Howard had shaped the community's image of itself. Fittingly, in 1919, Earl "Curly" Lambeau and George Calhoun organized a football team. The Green Bay Packers continue to symbolize the character and spirit of this community.

Just as the Packers were being created, the city of Green Bay began working with prominent landscape architect and city planner John Nolen. His 1921 plan for Green Bay called for better use of the riverfront, improved utilization of the waterways, a civic center of public buildings around a central park, and a streamlined railroad infrastructure. While not all of these goals were immediately pursued, they have continued to influence subsequent planning initiatives to the present day.

By the mid-twentieth century the automobile had contributed to the growth of the city and new building materials have taken their place alongside wood frame and brick construction. Following World War II, single-family detached houses were built to the west and east of the city's historic center. Half of today's housing stock was built before 1966, meaning that roughly half of the homes in Green Bay are 50 years old or older. As housing extended well beyond downtown, suburban shopping centers and an accompanying infrastructure of roads were built.

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<sup>61</sup> Heggland, op. cit., 14.

<sup>62</sup> Deborah Martin, *History of Brown County*, Volume 2 (Chicago: S.J. Clarke Co., 1913), 78.

<sup>63</sup> "1890s – History of Green Bay," City of Green Bay, accessed 02 Feb 2017, [www.ci.green-bay.wi.us/history/1890s.html](http://www.ci.green-bay.wi.us/history/1890s.html)

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In 1964, Green Bay and Preble merged, adding at once nineteen square miles of area and roughly 14,000 residents to the city. Today Green Bay is Wisconsin's third-largest city by population, annexation having contributed much to that growth. Immigration has also continued to contribute to the city's growth, in recent decades predominantly Latino and Asian immigrants. The population is projected to continue to grow at a healthy rate beyond the year 2020.

**Evolution of District During Period of Historic Significance**

Green Bay and Fort Howard entered a period of rapid growth during the 1860s. The arrival of the first railroad in 1862 on the west side of the Fox River, combined with the infrastructure for waterborne shipping, contributed to Fort Howard's rise as a center for wholesale, shipping, and industrial enterprises. At this same time, Washington Street on the east side of the Fox River in Green Bay was becoming established as the premier commercial address in the region. Green Bay, east of the Fox River, did not receive its own train service until 1873, and by this time Green Bay was firmly perceived as a regional service and retail center. Furthermore, Green Bay had a greater population than Fort Howard and had become the county seat in 1854. Most of the area's professionals, including doctors and lawyers, had their offices in Green Bay, not Fort Howard.<sup>64</sup> The net result was that residents of the region typically sought professional services and high-end retail establishments in downtown Green Bay, east of the Fox River, especially once a bridge had been built connecting Fort Howard and Green Bay in 1862.

This development trend of professional services and high-end retail locating east of the Fox River continued throughout the district's period of historic significance. In the years following World War II, North Washington and Main streets, immediately north and northwest of the district, remained the premier area for high-end retail and department store establishments. Professional and government offices, as well as other commercial enterprises, had by this time been firmly established throughout the district. On South Washington Street, the Bellin Building was constructed in 1915 and was occupied primarily by health service professionals. The east side of South Washington Street had long been the location of a city fire department and several city offices, but the Fox Theatre, which competed with the nearby Green Bay Theatre on Walnut Street (also in the district), replaced these in 1929. A high concentration of city, county, and federal government offices were built around the intersection of East Walnut and Jefferson streets beginning in the first decade of the twentieth century. Community institutions, including the YMCA, Knights of Columbus, and Kellogg Library, built near these government offices. North Adams Street, which defines much of the district's northwest

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<sup>64</sup> Bella French, The American Sketch Book, Volume III: History of Brown County (Green Bay: American Sketch Book Company, 1876), 309-311.

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boundary, includes a diverse mix of small retail establishments, banking institutions, and office buildings.

Extensive redevelopment of downtown Green Bay began in the 1950s. In 1956 the new City Hall building was opened, immediately to the south of the former City Hall building on Jefferson Street. A new post office was opened across from City Hall in 1958. Most importantly, perhaps, was the formation of the Gregby (a contraction of "Greater Green Bay") Committee in 1956. A small group of downtown businessmen raised funds to hire Victor Gruen and Associates, a Los Angeles Planning Consultant, to create a master plan for the redevelopment of the downtown shopping and business district. That plan was approved by the City in 1960, and demolition of Green Bay's premier area for high-end retail and department store establishments along North Washington and Main streets (outside of the district) began in 1967. This demolition cleared a site for the construction of the Port Plaza Mall, which began in 1975 and opened in 1977. The mall would be further expanded in the early 1980s, but by the 1990s the mall was struggling to compete with suburban shopping centers.

The historic district borders the southern extent of the Port Plaza Mall redevelopment; however, some related redevelopment occurred within the district itself. The Associated Kellogg Bank, built in 1962 at the corner of Cherry and N. Adams streets, best exemplifies this investment and redevelopment within the district. The construction of the YMCA annex in 1968 and the printing plant for the *Green Bay Press-Gazette* in 1969 also coincides with major redevelopment activities in downtown, as do the Brown County Safety Building and Jail (built 1963 and 1964, but non-contributing).

Very little change has occurred within the district since the construction of the Port Plaza Mall, but developers have expressed renewed interest in downtown Green Bay following the mall's closure in 2006 and its demolition in 2012. The former mall property and other properties along North Washington Street have seen significant investment and redevelopment during the last decade. Recent investment within the adjacent historic district has included the National Register nominations for the Hotel Northland and YMCA, and developers are investigating how to utilize historic preservation tax credits throughout the district.

**Criterion A**

The Green Bay Downtown Historic District is locally significant and eligible for the National Register of Historic Places under National Register Criterion A due to its association with, and contribution to, Green Bay's development as a government, social history, entertainment/recreation, and commercial center. The district's physical and developmental cohesion represents a significant and distinguishable entity.

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Government

The Fort Howard military reservation, established in 1816 on the west side of the Fox River, covered an area of nearly 4,000 acres and remained government property until 1863. This reservation precluded significant private development on the west side of the river near the river's mouth, but private claims held the land east of the river.

In 1829 the Village of Navarino was platted. The village was bound by the Fox River to the west, with a northern limit near present-day Reber Street, north of the East River, and an eastern limit near present-day N. Baird Street. The southern limit was between Walnut and Doty streets, running perpendicular to the Fox River (roughly east and west) through the present-day county courthouse (100 S. Jefferson) and between the Kellogg Library (129-139 S. Jefferson) and the Columbus Community Club (115 S. Jefferson). When the Village of Astor, located just south of Navarino, was platted in 1835, the north-south streets of Navarino were simply extended. Between 1835 and 1838 a strong rivalry existed between the leaders of Navarino and Astor.

Although Brown County had been created in 1818, no county seat had been established. Navarino and Astor competed to become the formally designated county seat; however, De Pere was selected by referendum as the county seat in 1837 over the two rivals to the north. This was a major factor in the move to consolidate Navarino and Astor as the borough of Green Bay in 1838 and, by 1840, the May term of the county court was being held at Green Bay, with the Sheriff and Clerk having offices in both De Pere and Green Bay.

The borough of Green Bay became the city of Green Bay on February 27, 1854, and in so doing became the first city chartered in the northeastern section of Wisconsin. A referendum later that year resulted in the relocation of the county seat from De Pere to Green Bay. The first courthouse in Green Bay was in the Town Hall, then located on the southeast corner of Adams and Doty streets, near the northern-most edge of what had been the Village of Astor and just south of this historic district.<sup>65</sup> A new courthouse was built in 1866 at the corner of Jefferson and Cherry streets, near the southern edge of what had been the Village of Navarino and the current site of a portion of the Sophie Beaumont Building (111 N. Jefferson) within the historic district. The present courthouse on S. Jefferson, also within the historic district, was completed in 1911. The current courthouse is just south of the site of its predecessor and straddles the historic border between Navarino and Astor. The location of the

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<sup>65</sup> French, op. cit., 146

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Town Hall and later courthouse, roughly at the center of the borough of Green Bay where Navarino and Astor meet, is largely the result of the 1838 merger of the two villages.

Beginning in 1864, the old Town Hall became the site of the Holland Catholic Church, now St. Willebrord. Offices for city government were housed in rented quarters in commercial buildings in the downtown area.<sup>66</sup> In 1868, the new Fire Station No. 1 was built where the earlier Germania No. 1 firehouse stood on S. Washington Street.<sup>67</sup> Beginning at this time, the council chambers were located above the fire department in what was variously called the City Building and City Hall at 111-113 S. Washington Street. This building, located within the historic district roughly where Navarino and Astor met, was expanded in 1883 and razed in the 1920s to allow construction of the Fox Theatre Building (101-115 S. Washington). A new City Hall was constructed in 1901 at the southeast corner of Cherry and N. Jefferson streets, across from the 1866-built courthouse. Today the site of the 1901 City Hall building is a parking lot for its replacement, the current City Hall building at 100 N. Jefferson.

The construction of the Federal Building (300 E. Walnut) in 1909 provided Green Bay with a new post office. Other buildings within the historic district had served in this capacity previously, including one between Pine and Cherry streets (now the site of the YMCA), another on Pine Street, just west of the historic district, and possibly others. The Federal Building is adjacent to the current courthouse and contributes to this portion of the district's connection with government buildings. Its replacement was constructed on the site of the 1866-era courthouse and remains as a contributing building within the district (the Sophie Beaumont Building, 111. N. Jefferson).

Two additional government buildings of note border the district, but were not included due to age or alteration. The State of Wisconsin District Office Building at 200 N. Jefferson, built in 1983, stands just outside of the district, neighboring the YMCA on N. Jefferson Street and the City Hall parking lot on Cherry Street. The Brown County Safety Building, immediately to the south of the Federal Building and west of the County courthouse, is also outside of the district owing to the addition of a stucco façade in 1985.

The downtown historic district encompasses a portion of the historic boundary between Navarino and Astor. This area includes the nucleus of Green Bay's past and present government buildings. Contributing government buildings include the Brown County Courthouse (100 S. Jefferson), the former Federal Building (300 E. Walnut), the Sophie Beaumont Building (111 N. Jefferson), and the Green Bay City Hall (100 N. Jefferson), all of which continue to serve in a government capacity and

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<sup>66</sup> Heggland, op. cit., 76.

<sup>67</sup> David Siegel, Forces of Change: Events That Led to the Development of the Green Bay Fire Department 1836-1895 (Green Bay: M&B Global Solutions Inc, 2016), 106.



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retain significant integrity. The Northern Building (301-315 E. Walnut), also within the district, now also serves as county office space despite its historic use as professional office space. Although non-contributing due to exterior changes, the Brown County Safety Building and Jail are also located within the district (127 and 121 S. Adams). The overall result is that the district is exceptionally significant for its close association with the development of city and county government in Green Bay and Brown County, and is therefore eligible for listing in the National Register of Historic Places under Criterion A.

Social Institutions

The downtown district has served as the center for several social institutions that have played prominent roles in the development of Green Bay, including the International Order of Odd Fellows, the YMCA, the Knights of Columbus, the YWCA, the Elks Club, and the Kellogg Public Library and related Neville Public Museum.

The International Order of Odd Fellows, or IOOF, was established in this county in 1819. The mission of the IOOF revolves around fellowship, particularly improving society and promoting good will. The Green Bay chapter of the IOOF was formed in 1847 and met in rented halls until they purchased the building at 222-224 N. Adams Street in 1898. The ground floor of this building has been used as retail space and the upper floors were used as chapter meeting rooms. This building remained associated with the IOOF throughout the district's period of historic significance and has also been used by other fraternal and social groups over the years.

The YMCA was founded in 1844 with the goal of promoting Christian values through encouraging a healthy body, mind, and spirit. Reverend Daniel Curtiss established a YMCA in Fort Howard, now Green Bay's west side, in the late 1860s. A building was erected in 1870 and was called a YMCA despite never having been officially incorporated as such. This group disbanded in 1879, but a new group formed in 1887 and construction of a new building began in 1891. Bonds were sold in 1896 to enlarge this building, but a fire in 1908 rendered the building a total loss. It would not be until 1922 when the YMCA would purchase a site at the corner of Pine and Jefferson streets (235 N. Jefferson) for the construction of a new building. Work on the new building began in 1924 and the new gym was dedicated in 1925. Since that time, the Green Bay YMCA has been a place for leisure-time activities for the community.

The Knights of Columbus, a Catholic fraternal group, hold four core principles of charity, unity, fraternity, and patriotism. The Green Bay Knights of Columbus was organized in 1901. The organization was responsible for the construction of the Columbus Community Club (115 S.

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Jefferson), built in 1924. Although this building was built specifically to serve as the headquarters for the Knights of Columbus, it served the entire community as a meeting hall and recreation center for numerous civic groups. Financial pressures forced the Knights of Columbus to turn the building over to the Norbertine Fathers, and the building was the first home of Premontre High School from 1941 until 1955. Both the Knights of Columbus and the Norbertine Fathers would find office space in the neighboring Columbus Building (400-422 E. Walnut) in the 1930s.

Construction of the Kellogg Library (129-139 S. Jefferson) in 1903 was an important event in the civic development of Green Bay which had a significant social impact. In 1901 Andrew Carnegie offered \$20,000 for a library building, the first Carnegie grant made in Wisconsin. One of Carnegie's goals in funding the construction of libraries was to provide an opportunity for people to acquire knowledge and thus to improve themselves. The Green Bay library benefitted not only from Carnegie's private grant, but also from religious and public sponsorship. One lot was donated by Bishop Sebastian Messmer. The City purchased adjoining lots and agreed to provide annual support for the library. A library addition was built in 1913, funded in part through another Carnegie grant, and in 1926 the east wing was added to accommodate the establishment of the Neville Museum.

The downtown historic district is important historically for its connections to many of the city's social and humanitarian organizations, most notably those mentioned above. This contributes to the district's eligibility for listing in the National Register under Criterion A.

Entertainment/Recreation

Although listed above as social institutions, both the YMCA and the Knights of Columbus are significant within the downtown district as centers for community recreation and entertainment. The facilities constructed by these two organizations were used during the period of historic significance for the recreation and entertainment of the community at large, and the YMCA continues to provide recreation facilities at their historic building within the district.

In addition to the YMCA and Columbus Community Club, this downtown district is notable as the center of modern-era theatres in Green Bay. The first theatre in the city was built in 1871 and a handful of theatres and music halls were in operation at the close of the nineteenth century. Green Bay's first modern-era theatre was constructed in 1900. The Green Bay Theatre (217-221 E. Walnut) was built in the vein of nineteenth-century legitimate theatres, but it was the largest such facility between Milwaukee and Minneapolis with 1,200 seats and a very large stage. This theatre, renamed the Orpheum in 1912, proved to be successful, but the construction of the nearby Bay Theatre (117 S. Washington) in 1928 necessitated major changes.

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The Bay Theatre (later Fox and now Meyer Theatre, 117. S. Washington), is a fine example of an atmospheric theatre of the early twentieth century. Construction of this theatre began in 1929 and it opened as a motion picture palace in 1930 with an auditorium for 2,200 people. At the Orpheum, remodeling activities altered everything except the stage, backstage, and dressing rooms. New seats, a new screen, and a new speaker system permitted quick changeovers between motion pictures and stage performances. Both theatres faced economic hardship during the Depression of the 1930s, but both survived and became the nucleus of an entertainment hub in the city during the remainder of the district's period of historic significance. Their impact on the surroundings is discussed more thoroughly in the following "Commerce" section.

Commerce

Green Bay has, since its settlement by the French in the seventeenth century, been a regional center for commerce. This commerce included several retail services and commercial establishments. As noted earlier, Green Bay developed as a center for high-end retail and professional services, whereas Fort Howard, on the west side of the Fox River, was a center for wholesale, shipping, and industrial enterprises. Green Bay's high-end retail was clustered primarily to the north and northwest of the Green Bay Downtown Historic District, expanding to the east and south of the intersection of Main and N. Washington streets. Within the district was a high concentration of offices for professional services as well as several retail and service establishments and what could be considered light industry.

With regards to professional services, the district is home to Green Bay's largest historic office buildings. During the period of historic significance, the nine-story-tall Bellin Building (100-106 S. Washington) provided office space to many medical professionals, as well as lawyers and others. The six-story Northern Building (305 E. Walnut) served in a similar capacity, with a high concentration of insurance agents, lawyers, physicians, dentists, and real estate professionals. These two buildings remain among the largest in downtown Green Bay. Lawyers and other professionals also occupied many of the offices in the Columbus Building (400-422 E. Walnut). The Architects Building (306-314 Pine) was built to serve as the home office for the architects of today's Berners-Schober, but other engineers, accountants, brokers, and advertising agents also rented space here.

Retail establishments within the district have historically been clustered near and along S. Washington Street and N. Adams Street. The Green Bay Intensive Survey Report of 1988 identifies several individually notable commercial and retail establishments within the district, including Wagner Building (117 N. Adams), Schauer and Schumacher (227-231 E. Walnut), and the Shaylor Block (300-

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304 Pine). The Wagner building served in its original capacity as a wallpaper and paint store until the early 1940s, after which time it became Swanstrom's book shop and continued as such throughout the district's period of historic significance. The Schauer and Schumacher business had a longer tenure and sold its downtown building in 2001. The Shaylor Block was home to many businesses with a much higher rate of occupant turnover. Some of the businesses located in the Shaylor Block included tailors, restaurants, cleaners, a hat shop, a corset shop, a clothing shop, and sewing supplies, as well as office space. Notably, the *Green Bay Press-Gazette*, which was formed from the consolidation of the competing *Free Press* and *Daily State Gazette* newspapers in 1914, was also first housed here before moving into their purpose-built headquarters at 435 E. Walnut in 1924.

In addition to the more notable retail establishments identified in the Intensive Survey Report, numerous other businesses were present and contribute to the commercial history of the district. At the beginning of the district's period of historic significance, S. Washington Street was primarily an area of light industry and city government. The Joannes Bros warehouse occupied much of the west side of South Washington Street (outside of the district) from 1891 until around 1960. By the 1930s the area had evolved to include education enterprises and businesses that catered to clients seeking entertainment at the Fox Theatre (117 S. Washington). Of the older (pre-1929) buildings here, the Kittner Wagon Works (129 S. Washington) was used by a wholesale cheese business in the 1880s and 1890s. In 1901 the building became the Brenner-Gazette confectionary company (later Brenner Candy Company). Listed as vacant in 1929, the Green Bay Specialty Company, manufacturers of overalls, was operating out of the building from 1931 until the 1960s. In 1965 the Green Bay Outerwear Company, which specialized in men's and boy's clothing, was listed at this address.

The related Kittner building at 127 S. Washington remained in use by the Kittner enterprise through 1905. By 1907 the building was home to the Langstadt-Meyer construction and supply company before being occupied by Reeke Plumbers around 1923 through about 1960. Charles Schunck Jr. manufactured cigars at 121 S. Washington and provided some space to a tailor and a tanner. By 1929 a soft drink establishment under Schunck was operating here, likely inspired by the opening of the nearby Fox Theatre. The repeal of Prohibition in 1933 led to the opening of Schunck's Washington Tavern, which was replaced by the Golden Nugget Tavern between 1955 and 1956, and later the Gigo Lounge Tavern. As of this writing, a bar continues to be located here. Early tenants at the Smith Building (119 S. Washington) included the Cady Land Company (see also 124-130 N. Adams), a pail manufacturer, and, beginning around 1918, the Grand Union Tea Company. By the mid-1920s the Burroughs Adding Machine Company was located here. The building's use shifted following the construction of the Fox Theatre in 1929; listed as vacant in 1931, the building was home to Arcade Billiards by the 1930s and an ice cream parlor and school of dancing in the 1950s. A restaurant followed in the 1960s and a bar continues to operate here today. The Brown County Motors building

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(201 Doty), built in 1927, remained in use as an automobile dealership through 1975 and compares favorably with the nearby Van Drisse Showroom (118 S. Adams).

Of the newer (post-1929) buildings built on the district's portion of S. Washington Street, the Larscheid Building (123-125 S. Washington), built in 1930, was home to the Larscheid Outdoor Advertising Agency. In the early 1930s the building was also the first home of Al's Hamburger Shop and the relatively short-lived Badger Indoor Golf Course. By 1937 the tenants were a cab company, Al's Hamburgers, and the Badger-Green Bay Business College. The college would remain here through the remainder of the district's period of historic significance, but Al's Hamburger relocated to their purpose-built restaurant building at 131 S. Washington around 1940 and continues to operate at that location today. Other restaurants would share the Larscheid Building with the college, including Mae Dury's restaurant in the 1940s and the Italian Village restaurant and cocktail lounge in the 1950s and 1960s. The Fox Theatre Building (101-115 S. Washington), built in conjunction with the neighboring Fox Theatre (117 S. Washington), replaced the earlier fire department and city hall. Early tenants in this building included a photographer, an insurance agency, a beauty shop, Feldstein's jewelers, and Bay Tavern. The Bay Tavern was followed by the Blue Room Tavern, and by the early 1940s the advertising agency was replaced by the Blue Room Chop Suey Restaurant. The Blue Room remained here through the district's period of historic significance, and a beauty school operated here as well beginning in the 1950s.

On E. Walnut Street, within the district, the Green Bay Theater (later the Orpheum and the Vic, 217-221 E. Walnut) competed with the Fox Theatre. The American Steam Laundry company operated next door (225 E. Walnut) until 1910, and was followed by a news depot. The building's use as a tavern began after Prohibition was repealed, followed by a restaurant, a brief time as an extension of the neighboring Schauer & Schumacher furniture store (227-231 E. Walnut), and as a men's clothing store. By 1955 Everson's Gift Shop was located here and remained throughout the remainder of the district's period of historic significance. Further down the street, the Green Bay Press Gazette had their purpose-built office constructed in 1924 (435 E. Walnut), and the Eisenman & Gaie service station (434 E. Walnut) was built in c.1930. The newspaper continues to operate from their building, and the service station remains in use as an automotive repair shop.

Retail buildings on North Adams Street not mentioned previously include the Rockstroh Bakery (115 N. Adams), the Wisconsin Telephone Company (108-112 N. Adams), the Cady Barnard Building (124-130 N. Adams), the Associated Kellogg Bank (200 N. Adams), the Pireaux Building (214-216 N. Adams, non-contributing), the Lucia Building (218-220 N. Adams), the Odd Fellows Temple No. 19 (222-224 N. Adams), and the Hotel Northland. The Rockstroh Bakery building, built in 1894, remained in the Rockstroh family until around 1978, but the bakery was replaced by the Roland

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Crockery Company in the late 1930s. The Roland Crockery Company continued to operate here throughout the remainder of the district's period of historic significance. The city's telephone system was started in 1882 with the installation of the first switchboard on N. Washington Street. The company moved into its new building on N. Adams Street in 1904 and continued to own this building throughout the period of historic significance. The Cady Barnard Building was built as an office for the Cady Land Company, but retail space on the ground floor was initially occupied by a gift gallery, milliner, and flower shop. By the early 1940s Doering Jewelry and the C. A. Gross men's clothing store were located here and remained through the period of significance. The neighboring building at 312 Cherry Street was used for cigar manufacturing until around 1893, after which time it was a series of saloons until around 1921 when the Deuster Dry Cleaning Company began operating in the building. Deuster remained here until around 1950 and was followed by the Barnard Corp. Real Estate office and insurers. In 1952 the building was drastically altered, but Barnard remained at the building through the remainder of the period of significance. In 1962 the Associated Kellogg Bank replaced the original YWCA; the bank's parking lot replaced the original Elk's Club. The bank and parking lot remain in use to this day.

The Pireaux Building has also since been put to use as part of the bank, but its earliest tenant was a cigar manufacturer. Later tenants included a veterinary surgeon, milliners, a piano company, the A & P Tea Company, embroiderers, and women's furnishings. After WWII, the Pireaux building became the home of Foth & Porath, construction engineers, and a tavern; both of which would remain here through the remainder of the historic period. The Lucia Building was used primarily as a livery and later automobile dealerships prior to its 1929 remodeling. Interior decorators operated out of the building's two storefronts for much of the 1930s, followed by a grocer, a music store, an appliance and tire store, a sports shop, and an office supply company. The neighboring Odd Fellows building also provided ground-floor retail space for automobile-related companies through the 1920s, followed by a furniture exchange and refrigerator company. Interior decorators operated from here beginning in the early 1940s until the 1960s. The Hotel Northland, built in 1924, was Green Bay's largest hotel during the historic period and is significant to the district as the premier example of Green Bay's historic commercial hotels. This hotel, at the north end of N. Adams Street, was added to the National Register of Historic Places in 2013.

Taken together as a whole, the diverse retail establishments within the historic district represent a substantial contribution to the Green Bay area's development as a regional business hub. These businesses constitute a cohesive, interrelated, and significant element of the economic history and development of the community. The businesses identified above operated from contributing buildings within the district.

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**Criterion C, in the area of Architecture**

The Green Bay Downtown Historic District is locally significant and eligible for the National Register of Historic Places under National Register Criterion C due to its high concentration of architecturally significant buildings. The district includes five properties that have already been individually listed in the National Register of Historic Places.

Of the forty-two buildings in the Green Bay Downtown Historic District, twenty-two are particularly significant for being exemplary of specific architectural styles identified in the Wisconsin State Historical Society's publication, *Cultural Resource Management in Wisconsin*. The designs of these twenty-four buildings are sufficiently elaborate, with overt stylistic character, to warrant consideration separate from the simpler, vernacular forms common in commercial districts throughout Wisconsin. The formal architectural styles present in the district include nine examples of the Art Deco style, one Beaux Arts style, one Chicago Commercial style, four Contemporary modern, one Mediterranean Revival style, three Neoclassical, one Neogothic style, and four Tudor/Elizabethan Revival style buildings.

Like many historic commercial districts, some of the buildings in the Downtown Historic District do not fit neatly within architectural style categories. Commercial buildings that are simpler in design than their high-style counterparts are categorized as "vernacular commercial" buildings. In many cases, the vernacular commercial buildings in the district share certain design characteristics with defined domestic architectural styles. The simplified period motifs on these buildings are more implied than they are overtly displayed. The Green Bay Downtown Historic District contains many vernacular commercial buildings. Of those, one shows an Art Deco influence, two are interpretations of the Colonial Revival style, two have a contemporary inspiration, three have an Italianate look, one is generally Queen Anne in appearance, and four have Romanesque forms or materials. The remaining two, both built in 1930, have more subtle style influences.

**Berners-Schober Associates**

In addition to the wide variety of architectural styles exhibited by buildings that generally retain a high degree of integrity, no fewer than fourteen of the forty-two buildings in the district are the designs of Berners-Schober Associates or its antecedents. Those buildings are as follows.

- 109 N. Adams, Schauer & Schumacher Studio (1926)
- 124-130 N. Adams, Cady Barnard Building (1928)
- 200 N. Adams, Associated Kellogg Bank (1962)
- 222-224 N. Adams, Oddfellows Temple No. 19 (1935, façade only)

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- 129-139 S. Jefferson, Kellogg Library (1903/1926)
- 115 S. Jefferson, Columbus Community Club (1924)
- 100 N. Jefferson, Green Bay City Hall (1956)
- 111 N. Jefferson, Sophie Beaumont Building (1958)
- 235 N. Jefferson, YMCA (1924/1968)
- 129 N. Madison, Green Bay Press-Gazette Printing Plant (1969)
- 306-314 Pine, Architects Building (1928)
- 227-231 E. Walnut, Schauer & Schumacher (1935 remodel)
- 305 E. Walnut, Northern Building (1930)
- 435 E. Walnut, Green Bay Press-Gazette Building (1924)

Henry Foeller founded the company in Green Bay in 1898 and it is one of Wisconsin's oldest architectural/engineering firms. Foeller, born in the French province of Alsace in 1871, came to Wisconsin in 1885. He apprenticed under Oshkosh architect William Waters before coming to Green Bay in 1895. By 1897 Foeller was practicing architecture on his own. Max Schober joined Foeller in 1906 and Edgar Berners joined in 1928.<sup>68</sup> Their early success is attributed in part to the firm's ability to attract and retain talent capable of designing conservative versions of the most fashionable architectural styles. The large volume of work made the firm the largest employer of architectural draftsmen in the area. This prolific architectural firm has been responsible for several thousand projects, including the design of many of Green Bay's iconic buildings, and the firm is arguably the most historically significant architectural firm in the development of modern Green Bay.<sup>69</sup>

Specific architectural styles within the district are detailed later in alphabetical order. For simplicity sake, the architectural firm of Berners-Schober, when mentioned below, is intended to include all of that firm's previous business names.

**Perry T. Benton**

Perry T. Benton was born in Ohio in 1864 and attended college at Hillsdale, Michigan. Benton began his career in education in 1883, first as a public school instructor in Creston, Iowa, then as a teacher of mathematics and penmanship in Iowa City. From 1889 to 1891 Benton was proprietor of the Denver, Colorado, Business College. He first came to Green Bay in 1891 and worked as an instructor in the Green Bay Business College until 1893. From 1893 to 1895 Benton was once again in Iowa City. Perry Benton's career in education ended in 1895 when he returned to Green Bay and gained employment as a draftsman under notable local architect Henry A. Foeller. In 1906 he became a

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<sup>68</sup> "Berners-Schober History," Berners Schober, accessed 02 Feb 2017, <https://berniers-schober.com/firm/history>.

<sup>69</sup> Heggland, op. cit., 185.



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partner in the firm Foeller, Benton & Schober. He remained with this firm until 1908 when he entered business on his own. His career as an architect lasted until his retirement in 1920, followed by his death in 1925. Benton was the architect of one of Green Bay's most prominent commercial buildings, the Bellin Building (100-106 S. Washington).<sup>70</sup>

**Charles E. Bell**

Charles E. Bell was born in Illinois in 1858 and began his career as a carpenter in Council Bluffs, Iowa. While there, Bell entered into partnership with John Kent and won a proposal to design the Montana state capitol building in 1898. From there Bell moved to Minneapolis, Minnesota, where he partnered with Menno Detweiler. Numerous courthouses throughout the Midwest, including the Brown County Court House in Green Bay, were designed by Bell, acting alone, and the partnership of Bell & Detweiler. In 1908 Bell became associated with the firm Bell, Tyrie, and Chapman, until returning to sole practice after 1913. Bell died in 1932.<sup>71</sup>

**German and Lignell**

German and Lignell was the partnership formed by Frederick German and A. Werner Lignell. This partnership, based in Duluth, Minnesota, began in 1905. These two, working as individuals and as partners, designed many commercial buildings, churches, public buildings, and residences, primarily in Minnesota and northern Wisconsin. They were responsible for the design of the Federal Building (300 E. Walnut). German was born in Ontario, Canada, in 1863. His architectural career began in New York City where he worked for McKim, Mead, & White, before coming to Duluth in the 1890s. German remained in Duluth until his death in 1936.<sup>72</sup> Lignell was born in 1867 in Finland, came to the United States in 1888, and began practicing architecture in Butte, Montana. Lignell moved to Duluth, Minnesota, in 1903, and practiced architecture there for 50 years.<sup>73</sup>

**William Waters**

William Waters was born in 1843 in Delaware County, New York, and attended the Polytechnic Institute at Troy, New York. In 1867 he came to Oshkosh, Wisconsin, where he spent most of his career as an architect. Waters remains well known in Oshkosh where he designed the City Hall, the Algoma Building, the Oshkosh Public Museum, the Grand Opera House, the Oshkosh Public Library,

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<sup>70</sup> *Green Bay Press Gazette*. Green Bay, Wisconsin. 07 Jan 1925.

<sup>71</sup> Martin J. Kidston, "Family Affair: The Work and Life of Charles Emlen Bell" *Independent Record*. Helena, Montana. 30 June 2002

<sup>72</sup> Sara J. Nelson et al., Historic Resources Inventory for the East End Residential Area-Phase V, Duluth, Saint Louis, Minnesota City of Duluth: Community Development, 2014), 15

<sup>73</sup> *Honolulu Star-Bulletin*. Honolulu, Hawaii. 11 Feb 1954.

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many residences, and several churches, in addition to many other buildings throughout Wisconsin. His work includes the 1872-built Shaylor Block (300-304 Pine) in Green Bay. Waters also designed the Wisconsin building at the 1893 Columbia exposition in Chicago and was, for a time, president of the Wisconsin Chapter of the American Institute of Architects. William Waters died in 1917.<sup>74</sup>

### **Harry Williams**

Harry W. Williams was born in Manitowoc, Wisconsin, in 1901, and came to Green Bay in 1933. As of 1933, Williams was working as a draftsman and shortly thereafter as an architect with offices in the Northern Building (305 E. Walnut). Williams maintained a successful architectural practice and was responsible for the design of many buildings located primarily in Green Bay. His early work includes the Columbus Office Building (400-422 E. Walnut) and the Tank School (814 S. Oakland, built in 1939). His career as an architect lasted until his retirement in 1974. Williams died in 1984.<sup>75</sup>

### **Styles**

#### Art Deco

According to *Cultural Resource Management in Wisconsin*, the Art Deco style was essentially a romantic style that incorporated futuristic or highly stylized historical details. The style is also characterized by angular hard edges, low-relief geometrical ornamentation, and an emphasis on vertical lines. The style was popular in Wisconsin from about 1925 through 1945. The Green Bay Downtown Historic District contains seven notable examples of Art Deco architecture constructed between 1930 and 1936. Three of these buildings are the product of Berners-Schober Associates, but all have the distinctive hallmarks of the Art Deco style.

1930 was a big year for Art Deco design within the district. The 1930-built Fox Theater at 117 S. Washington Street was listed on the National Register of Historic Places in 2000 under Criterion C. The related Fox Theatre Building at 101-115 S. Washington Street was constructed with a matching Art Deco façade which remains highly intact. Also in 1930, the nearby Green Bay Theatre's façade was reconstructed in an elaborate Art Deco style. This theatre, located on E. Walnut Street, has undergone several alterations over the years, but the majority of the Art Deco façade above the ground floor remains intact. The Northern Building on E. Walnut Street, constructed in 1930, is a Berners-

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<sup>74</sup> *The Oshkosh Northwestern*. Oshkosh, Wisconsin. 15 Dec 1917.

<sup>75</sup> Heggland, op. cit., 192.

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Schober design which retains a very high degree of architectural integrity and remains an excellent example of an Art Deco office building.

In 1935 the Schauer and Schumacher buildings at the corner of E. Walnut and N. Adams had their Queen Anne façades replaced with a magnificent Art Deco façade designed by Berners-Schober. This new façade updated and unified what had been two separate buildings built in 1894 and c. 1902. This Art Deco façade remains unaltered from its 1935 construction. Also in 1935, the Oddfellows Temple on N. Adams received a new Art Deco façade designed by Berners-Schober which remains largely intact today. In 1936 the Columbus Building was constructed in the Art Deco style and it retains a very high degree of integrity. The 1937-built Van Drisse Service Shop was constructed with an elaborate Art Deco façade along S. Adams, which was extended across the neighboring 1924-built Van Drisse Showroom. This Van Drisse Art Deco façade remains highly intact despite changes to other portions of the buildings.

Beaux Arts

The Beaux Arts style is, according to *Cultural Resource Management in Wisconsin*, not common in Wisconsin, but those examples that do exist were constructed roughly from 1895 to 1920. Related to the Neoclassical Revival style, Beaux Arts buildings often include paired monumental columns, blind parapets or balustrades, decorative urns, anthemia, orbs, and sculpture. Green Bay is fortunate to have the NRHP-listed Brown County Courthouse within the Green Bay Downtown Historic District. This courthouse, built between 1908 and 1911, was added to the NRHP in 1976 largely because of its architectural significance.

Chicago Commercial

This style of architecture was used throughout Wisconsin between roughly 1895 and 1930. The *Cultural Resource Management in Wisconsin*, notes that metal skeleton framing was used to achieve heights of typically five or more stories. Fenestration is usually regular with large, divided rectangular windows, and the exterior ornamentation is often kept to a minimum.

Green Bay's Bellin Building, built in 1915, is the only example of this architectural style in the district and is the only remaining example of two such buildings constructed in Green Bay's historic period. True to the style, the exterior of the Bellin Building has a modest amount of exterior ornamentation. The white terra cotta cladding on its two street-facing sides and the regular fenestration define this building's style. As complete in 1916, the building had seven stories, but a full eighth story and

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smaller ninth story penthouse of matching style were added in 1924. The Bellin Building remains an excellent example of the Chicago Commercial style of architecture.

Contemporary (Mid-Century Modern)

*Cultural Resource Management in Wisconsin* refers to contemporary architecture as any mid-twentieth century building of distinction and historic interest with a style that cannot be ascribed to other styles discussed within that publication. Within Green Bay's downtown historic district are four such buildings. Each of these buildings are architecturally significant as evidenced by their design and use of high-end building materials.

The architectural firm of Berners-Schober is responsible for the design of all four of the district's contributing Contemporary style buildings. The City Hall (1956), Sophie Beaumont Building (1958), and Press-Gazette Plant (1969) are all clad primarily in the same color of cream color brick. This brick lends a visual cohesion to these three neighboring buildings, clustered near the center of the district that also matches the color of the neighboring Northern Building (1930) and Press-Gazette Building (1924). These three Contemporary style buildings are box-like in appearance, with relatively flat and regular walls. All three are excellent examples of their style, and the City Hall Building is virtually unaltered since its construction. The other two buildings retain a high degree of integrity.

The Associated Kellogg Bank building (1962) is not clad in brick. Furthermore, its cross-form plan and arches circling the first story further set this building apart from neighboring, box-like contemporaries. The overall design and polished stone veneer exterior is of a very high quality, and the result is an architecturally notable building.

Although non-contributing, the Brown County Safety Building (1964) and Brown County Jail (1963) were also built in the Contemporary style. Their original white brick façades were covered with stucco panels in 1987.

Mediterranean Revival

Period Revival styles include a broad range of motifs used in building design from about 1900 to 1940, but they were perhaps most popular during the 1920s. Of the various Period Revival styles, the Mediterranean Revival is, according to *Cultural Resource Management in Wisconsin*, relatively rare in Wisconsin. In Green Bay, thirty buildings of this style are listed in the Wisconsin Architecture and History Inventory; only two are commercial examples.

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This style is characterized by flat wall surfaces, arcades, and ornamentation drawing on classical motifs. Green Bay's Downtown Historic District includes the 1928-built Cady Barnard (now Frankenthal) Building, designed by Berners-Schober. This commercial building features relatively flat, brick walls, arcaded windows, and classically inspired column details. The building was enlarged in 1991, growing from three to four bays in width along the narrower west façade. The additional bay is identical in style and materials to the original construction. Although the addition is, in all practicality, indistinguishable from the old work, the Frankenthal Building retains a significant degree of integrity and remains an important example of a relatively rare architectural style in Green Bay.

Neoclassical Revival

The Neoclassical Revival style, which gained popularity following the World's Columbian Exposition in 1893 and remained fashionable up through around 1935, was particularly popular for public and institutional buildings. As the name suggests, this style is characterized by classical details. The Green Bay Downtown Historic District has three buildings of this style, including the Kellogg Library, a Berners-Schober design built in 1903, expanded in 1926, and added to the National Register in 1981. The Federal Building, completed in 1909, is another excellent neoclassical building in the district, but its primary entrance is no longer facing S. Adams Street. Both the library and the Federal building were clad primarily in limestone. By contrast, the Columbus Community Club, another Berners-Schober design built in 1924, was clad primarily in red brick with details executed in concrete. This building retains a good degree of integrity, but the fenestration has been altered. All three of these buildings neighbor the excellent Beaux Arts courthouse, and the result is a pleasant architectural cohesion within the southern part of the district.

Neogothic Revival

Like the Mediterranean Revival style discussed above, the Neogothic Revival style was one of several Period Revival styles popular between 1900 and 1940. This style stood in contrast to the resurgence in classicism during the same period, and many buildings of this style have an emphasis on the verticality inherent in historic, Gothic precedents.

According to *Cultural Resource Management in Wisconsin*, the Neogothic Revival style was sometimes applied to small, brick commercial or office buildings in Wisconsin. In these examples, Gothic-like ornamentation, with Jacobean or Baroque motifs, was applied to buildings that may have lacked the verticality often associated with the style. This is the case with the Berners-Schober design for the Press-Gazette Building. Here, shields and elongated gothic quatrefoils are depicted in relief on terra cotta panels, and the crenelated parapet adds to the gothic feel. Some emphasis on verticality is

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demonstrated by the continuous vertical piers between each group of window. The building was constructed in 1924, received its third story in 1954, and retains a high degree of integrity.

Tudor and Elizabethan Revival

Downtown Green Bay has four Tudor/ Elizabethan Revival style buildings. The *Cultural Resource Management in Wisconsin*, notes that the Tudor Revival typically has half-timbering details in conjunction with stucco or brick fill, whereas Elizabethan Revival are commonly clad in brick with stone detailing. The Elizabethan Revival is noted as being much rarer than the Tudor Revival in Wisconsin, but both are addressed as a single style in *Cultural Resource Management in Wisconsin*. Within the district, the Hotel Northland, added to the National Register in 2013, and the YMCA, added to the National Register in 2016, are excellent examples of large-scale Tudor Revival buildings. The Green Bay YMCA, designed by Berners-Schober and built in 1924, has extensive half-timbering and stucco details, whereas the Hotel Northland, also built in 1924, is clad primarily in brick with some stucco details. The Architects Building, built in 1928 and situated between the hotel and YMCA, is a brick building with stone details in the Elizabethan Revival manner. Aptly named, the Architects Building was designed by Berners-Schober as their office and it continues to serve in this capacity today while maintaining an exceptionally high degree of integrity. The smaller Lucia building on North Adams Street received a brick and stone façade in 1929. Here, stone surrounds define a pair of storefronts. The storefronts themselves, within these surrounds, have been altered, but otherwise the building façade remains as it was in 1929. All four of these buildings are clustered at the northern end of the district.

Vernacular Commercial

*Cultural Resource Management in Wisconsin*, describes “vernacular commercial” buildings, in part, as those with simplified period motifs implied, but without any overt stylistic character. Further, it defines its popularity during the period between roughly 1850 and 1920, but for the purposes of this district nomination the term “vernacular commercial” is used to describe simply-designed buildings that have some hint of period motifs, but lack overt stylistic character, regardless of their construction dates.

Within the district there are numerous buildings that can be generally described as vernacular commercial in style. Al’s Hamburger, built c. 1940 is very simple in appearance. As constructed, the building had a vertical molding detail in way of its upper corners integrated with a horizontal band at the top of the façade. This detail, which gave the building an Art Deco flair, is now absent, but the building’s door and window remain in the same locations and relatively unchanged.

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Two late-Victorian buildings were fitted with Contemporary style façades during the 1950s and 1960s. The Barnard Corporation building, at 312 Cherry Street, was built around 1890 as a two-story, Queen Anne-inspired commercial building. In 1952 that building was shortened to a single story and a Contemporary (mid-century) style brick façade. This flat façade includes a recessed entry with integral brick planter. The Pireaux Building, built c. 1903, was also a two-story Queen Anne-inspired commercial building. Like the Barnard Corp. building, the Pireaux Building received a flat, Contemporary style façade in the 1960s. The façades of both buildings retain good integrity. Both buildings are situated contiguously with the district's cluster of four remarkable and contributing Contemporary style buildings (Press-Gazette printing plant, City Hall, Sophie Beaumont Building, and the Associated Kellogg Bank), but the Pireaux Building is non-contributing.

The Schauer & Schumacher funeral parlor (109 N. Adams) draws on many Neoclassical design elements, including a largely symmetrical façade, Greek key pattern above the first floor, and Corinthian-inspired capitals at the top of the pilasters.

There are three vernacular commercial buildings in the district that exhibit Italianate style motifs. The two brick Kittner buildings on South Washington Street have individual, segmental arch window openings with stone sills in the upper stories that are typical of the Italianate style. Interestingly, the top floor of each building was added around 1900, but these additions are similar in style to the c. 1870 second story of 129 S. Washington Street. The brick cornices complement the style, but they date to the c. 1900 additions. The Shaylor Block (300-304 Pine), although significantly altered during the historic period, was also constructed in a vernacular style that drew heavily from Italianate influence.

The Schunck Saloon Building on South Washington Street, built in 1900, retains many of its original Queen Anne features above the first story. The asymmetrically placed bay window, once a common feature of two-story commercial buildings in Green Bay, is now a rarity. The elaborate, bracketed metal cornice and brickwork below further attest to the building's Queen Anne influences.

A Romanesque influence is clearly seen in four buildings within the district, all of which are clustered near the intersection of E. Walnut and N. Adams. The Rockstroh Bakery (1894) and Wagner Building (1900), both on N. Adams, as well as the McGiveran Building (American Steam Laundry) at 225 E. Walnut (1901) are all characterized by their rough-faced, cream-colored, stone façades. This sort of stonework is a hallmark of the Richardsonian Romanesque style per the *Cultural Resource Management in Wisconsin*, and was popular in Wisconsin between 1880 and 1900. The Wisconsin Telephone Company building on 108-112 N. Adams, built in 1904 and enlarged in 1922, is executed

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Green Bay, Brown County, Wisconsin

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in red brick. The Telephone Company building's monochromatic brick and repetitious use of the round arch in windows gives this building a Romanesque Revival character.

Rounding out the vernacular commercial buildings within the district are the 1930-built Larscheid Building and the c. 1930 Eisenman & Gaie Service Station. The Larscheid Building on S. Washington has a symmetrical brick façade with framed concrete panels above the second story windows and an embossed, swag-motif coping. These details might suggest a hint of classicism, but their visual impact is very subtle. The Eisenman & Gaie Service Station at the east end of E. Walnut also has a brick façade. Here, a continuous concrete window sill and thicker concrete belt above the windows afford the building some additional character, but the building's style is primarily utilitarian and straight-forward in nature, emphasizing the presence of the garages and service station fixtures. Notably, many service stations of the 1920s were constructed with house-like, storybook styles, but the urban setting for this service station did not call for such a design and the quality of service was implied by a then-modern appearance.<sup>76</sup>

### **Conclusion**

The Green Bay Downtown Historic District is locally significant and eligible for the National Register of Historic Places under Criterion A as a significant and historically distinct district, reflecting the social, entertainment/recreation, governmental and commercial history of Green Bay. The district exemplifies the historic development of the city and contains a sizable and important collection of buildings related to regional government, social institutions, entertainment, and commerce. Furthermore, the district is eligible for the National Register of Historic Places under Criterion C. Of the buildings in the district, five are already individually listed in the National Register based in whole or in part on their architectural merits and integrity. Thirty-eight of the forty-two of the buildings in the district retain sufficient integrity to be considered as contributing to the historical integrity and architectural quality of the district as a whole. For these reasons, the Green Bay Downtown Historic District is eligible for the National Register of Historic Places.

### **Preservation Activity**

As noted earlier, the Green Bay Downtown Historic District has five buildings already listed on the National Register of Historic Places. These buildings have all had some degree of restoration and rehabilitation work performed since being listed. In the case of the Hotel Northland and YMCA, rehabilitation work is currently underway and is expected to be completed in 2018. Other property

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<sup>76</sup> John Jakle & Keith Sculle. *The Gas Station in America*. Johns Hopkins University Press. Baltimore, Maryland. 1994. Page 193.



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Green Bay Downtown Historic District  
Green Bay, Brown County, Wisconsin

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owners within the district have expressed interest in restoring and maintaining their historic buildings, and it is hoped that National Register nomination will enhance this potential for further preservation activity.

**Archaeological Potential**

The area that is now the Green Bay Downtown Historic District, was inhabited by pre-historic and historic period Native Americans, as well as by eighteenth and nineteenth century European and American immigrants. Much of the land in this district has been extensively disturbed by construction activities during the period of significance. An archaeological investigation was outside the scope of this nomination; as a result, archaeological potential remains unassessed.

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Green Bay, Brown County, Wisconsin

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Section 10 Page 1Green Bay Downtown Historic District  
Green Bay, Brown County, Wisconsin**UTM Points, continued**

5	16	419600	4929653	7	16	419628	4929437
	Zone	Easting	Northing		Zone	Easting	Northing
6	16	419520	4929496	8	16	419504	4929197
	Zone	Easting	Northing		Zone	Easting	Northing

**Verbal Boundary Description**

The nominated district is defined by the polygon whose vertices are marked on the historic district map and correspond to the following description.

Beginning at the intersection of N. Adams Street and Northland Avenue, proceed east (east by south-east) along the center of the service way parallel to the northern parcel line of the Hotel Northland (parcel 12-148). At the center of the intersection of the service way and alley east of the Hotel Northland, proceed south to the intersection of the alley and Pine Street. Follow Pine Street to the east until arriving at the intersection of Pine Street and N. Jefferson Street. Follow N. Jefferson Street south to the southern parcel boundary of the YMCA (parcel 11-11). Proceed west along this parcel line to the center of the alley between the YMCA and Associated Bank buildings. Follow this alley south to the center of the intersection with Cherry Street. Proceed east on Cherry Street to the center of the intersection with N. Madison Street. Continue south on N. Madison Street to a point in-line with the southern parcel boundary of the Columbus Community Club Building (parcel 11-264-1). Follow this parcel line to the west until it intersects with the northeast corner of the Kellogg Library parcel (parcel 11-269). Proceed south along the eastern parcel boundary of the Kellogg library to the center of Doty Street. Follow Doty Street to the west until in-line with the western parcel boundary of the Brown County Courthouse (parcel 12-152). Proceed north along this projected parcel line 120 feet from the northern boundary of the Doty Street right of way to a point in-line with the southern wall of the Brown County Safety Building. Proceed west, in-line with the wall of the Brown County Safety Building, to a point in the center of S. Adams Street. Proceed north along S. Adams Street 60 feet to a point in-line with the south wall of the Van Drisse Showroom. Proceed west along the south wall of the Van Drisse Showroom to the center of the alley just west of the Van Drisse Showroom (parcel 12-130). Proceed south along the center of the alley to Doty Street, then go west to the intersection of Doty Street and S. Washington Street. Proceed north on S. Washington Street to a point in-line with the southern parcel boundary of the Bellin Building (parcel 12-38-1 thru 12-38-10). Proceed west along the southern parcel boundary of the Bellin Building to the southwest corner of the parcel, then turn north and follow the western boundary of the same parcel to the center of E. Walnut Street.

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Green Bay, Brown County, Wisconsin

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Proceed east on E. Walnut Street to the intersection with the alley parallel to the western parcel boundary of the Green Bay Theatre (parcel 12-121). Go north along the center of this alley to a point in-line with the northern parcel boundary of the Wagner Building (parcel 12-116). Proceed east along the northern parcel boundary of the Wagner Building to a point in the center of N. Adams Street. Proceed north along N. Adams Street to the beginning point.

**Boundary Justification**

The district boundaries as described encompass the contiguous historic properties associated with the Green Bay Downtown Historic District. These boundaries exclude surrounding non-historic properties (or properties with significantly diminished historic integrity) and non-historic parking lots.

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**National Register of Historic Places  
Continuation Sheet**

Section photos Page 1

Green Bay Downtown Historic District  
Green Bay, Brown County, Wisconsin

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Name of Property: Green Bay Downtown Historic District  
City or Vicinity: Green Bay  
County / State: Brown County / Wisconsin  
Name of Photographer: Wm. Jason Flatt  
Date of Photographs: 21 November 2016  
Location of Original Digital Files: State Historic Preservation Office, Wisconsin Historical Society, Madison, WI

Photo # 1 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0001)  
View of 121 & 119 S. Washington, (Schunck Saloon and Smith Building, respectively), looking east.

Photo # 2 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0002)  
View of 131, 129, & 127 S. Washington, (Al's Hamburger, Kittner Wagon Works and Kittner Blacksmith Shop, respectively), looking east.

Photo # 3 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0003)  
View of east side of 200 Block of N. Adams, looking north.

Photo # 4 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0004)  
View of 225 & 227-231 E. Walnut, (McGiveran Building and Schauer & Schumacher Building, respectively), looking north.

Photo # 5 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0005)  
View of 435 E. Walnut, (Press-Gazette Building), looking west.

Photo # 6 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0006)  
View of 434 E. Walnut, (Eisenman & Gaie Service Station), looking south.

Photo # 7 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0007)  
View of 434 E. Walnut, (Eisenman & Gaie Service Station), looking northwest.

Photo # 8 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0008)  
View of 300-304 Pine, (Shaylor Block), looking east.

Photo # 9 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0009)  
View of 108-112 N. Adams, (Wisconsin Telephone Company), looking east.

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Photo # 10 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0010)  
View of 100 S. Jefferson, (Brown County Court House), looking south.

Photo # 11 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0011)  
View of 100 S. Jefferson, (Brown County Courthouse), looking west.

Photo # 12 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0012)  
View of 300 E. Walnut, (Federal Building), looking east.

Photo # 13 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0013)  
View of 129-139 S. Jefferson, (Kellogg Library), looking east.

Photo # 14 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0014)  
View of 129-139 S. Jefferson, (Kellogg Library), looking north.

Photo # 15 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0015)  
View of 115 S. Jefferson, (Columbus Community Club), looking east.

Photo # 16 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0016)  
View of 300-304 Pine & 300-308 N. Adams, (Shaylor Block and Hotel Northland, respectively),  
looking north.

Photo # 17 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0017)  
View of 235 N. Jefferson, (Green Bay YMCA), looking south.

Photo # 18 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0018)  
View of 306-314 Pine, (Architects Building), looking south.

Photo # 19 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0019)  
View of 218-220 N. Adams, (Lucia Building), looking east.

Photo # 20 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0020)  
View of 435 E. Walnut, (Press-Gazette Building), looking northwest.

Photo # 21 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0021)  
View of 435 E. Walnut & 129 N. Madison, (Press-Gazette Building and Press-Gazette Plant), looking  
south.

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Green Bay, Brown County, Wisconsin

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Photo # 22 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0022)  
View of 124-130 N. Adams, (Cady Barnard Building), looking east.

Photo # 23 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0023)  
View of 217-221 E. Walnut, (Green Bay Theatre), looking north.

Photo # 24 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0024)  
View of 305 E. Walnut, (Northern Building), looking north.

Photo # 25 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0025)  
View of 400-412 E. Walnut, (Columbus Building), looking south.

Photo # 26 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0026)  
View of 139 S. Washington, (Brown County Motors), looking east.

Photo # 27 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0027)  
View of 139 S. Washington, (Brown County Motors), looking northeast.

Photo # 28 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0028)  
View of 101-115 S. Washington, (Fox Theater Building), looking east.

Photo # 29 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0029)  
View of 100 N. Jefferson, (Green Bay City Hall), looking southeast.

Photo # 30 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0030)  
View of 111 N. Jefferson, (Sophie Beaumont Building), looking south.

Photo # 31 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0031)  
View of 111 N. Jefferson, (Sophie Beaumont Building), looking west.

Photo # 32 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0032)  
View of 111 N. Jefferson, (Sophie Beaumont Building), looking north.

Photo # 33 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0033)  
View of 200 N. Adams, (Associated Kellogg Bank), looking north.



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Photo # 34 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0034)  
View of 129 N. Madison, (Press-Gazette Plant), looking southeast.

Photo # 35 of 35 (WI\_Brown County\_Green Bay Downtown Historic District\_0035)  
View of 129 N. Madison, (Press-Gazette Plant), looking north.

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Figure 1: USGS Quadrangle Map with Green Bay Downtown Historic District

Figure 2: Green Bay Downtown Historic District Map (not to scale)

Figure 3: Photograph Key and District Map (not to scale)

Figure 1: USGS Quadrangle Map with Green Bay Downtown Historic District

Green Bay Downtown  
Historic District – Green  
Bay, Brown County, WI

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National Park Service

National Register of Historic Places  
Continuation Sheet

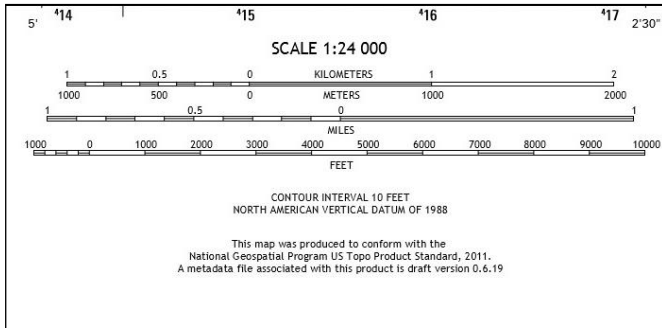
Section figures Page 2

Green Bay Downtown Historic District  
Green Bay, Brown County, Wisconsin



UTM References:  
zone / easting / northing

- 1) 16 / 419129 / 4929385
- 2) 16 / 419224 / 4929585
- 3) 16 / 419385 / 4929514
- 4) 16 / 419487 / 4929703
- 5) 16 / 419600 / 4929653
- 6) 16 / 419520 / 4929496
- 7) 16 / 419628 / 4929437
- 8) 16 / 419504 / 4929197

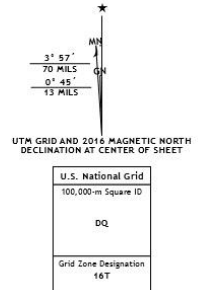


Produced by the United States Geological Survey

North American Datum of 1983 (NAD83)  
World Geodetic System of 1984 (WGS84). Projection and  
1 000-meter grid: Universal Transverse Mercator, Zone 16T  
10 000-foot ticks: Wisconsin Coordinate System of 1983 (central  
zone)

This map is not a legal document. Boundaries may be  
generalized for this map scale. Private lands within government  
reservations may not be shown. Obtain permission before  
entering private lands.

- Imagery.....NAIP, July 2013
- Roads.....U.S. Census Bureau, 2015 - 2016
- Names.....GNIS, 2016
- Hydrography.....National Hydrography Dataset, 2013
- Contours.....National Elevation Dataset, 1999
- Boundaries.....Multiple sources; see metadata file 1972 - 2016
- Public Land Survey System.....BLM, 2014
- Wetlands.....FWS National Wetlands Inventory 1977 - 2014



GREEN BAY WEST QUADRANGLE  
WISCONSIN-BROWN CO.  
7.5-MINUTE SERIES

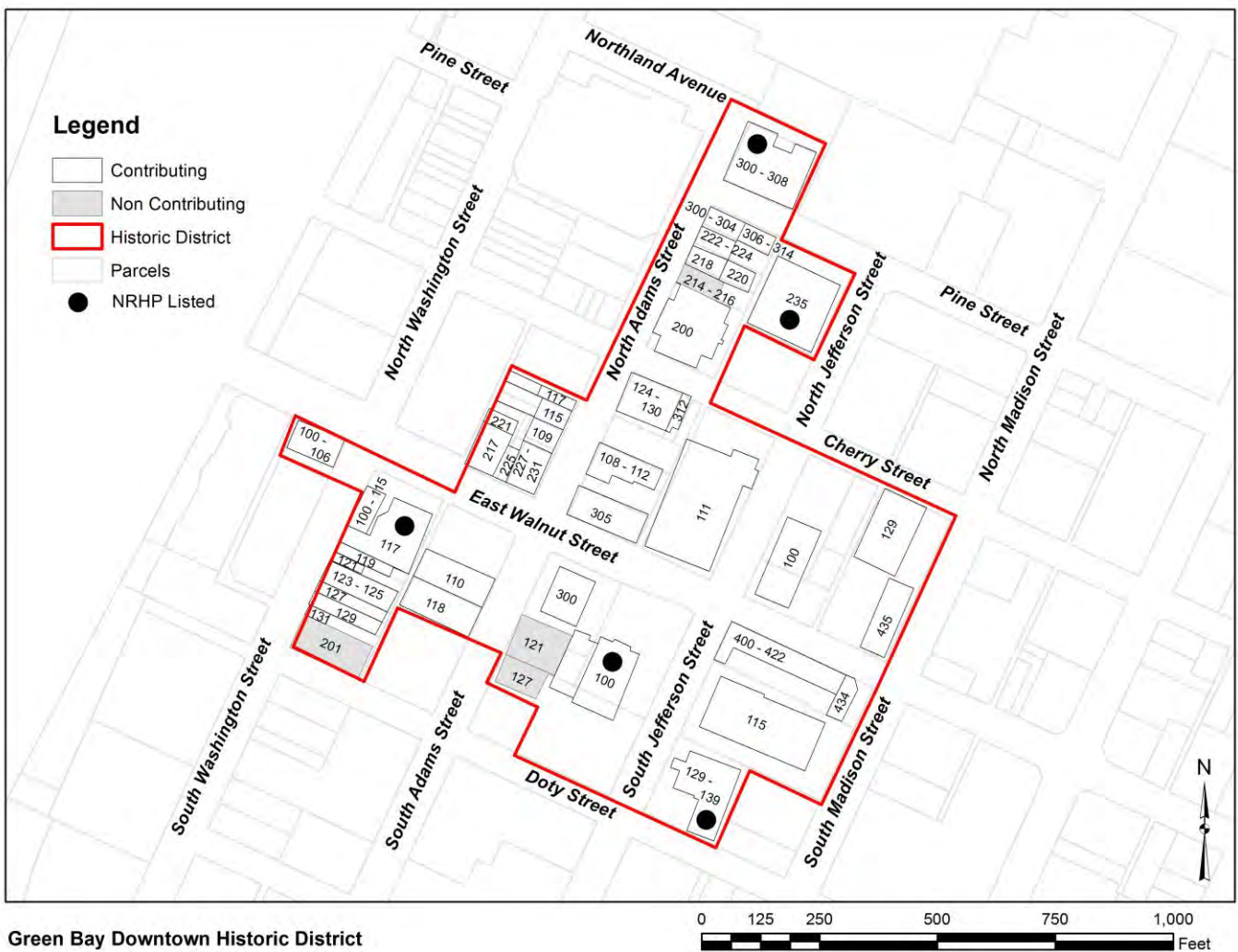
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**National Register of Historic Places  
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Green Bay Downtown Historic District  
Green Bay, Brown County, Wisconsin

Figure 2: Green Bay Downtown Historic District Map



Green Bay Downtown Historic District

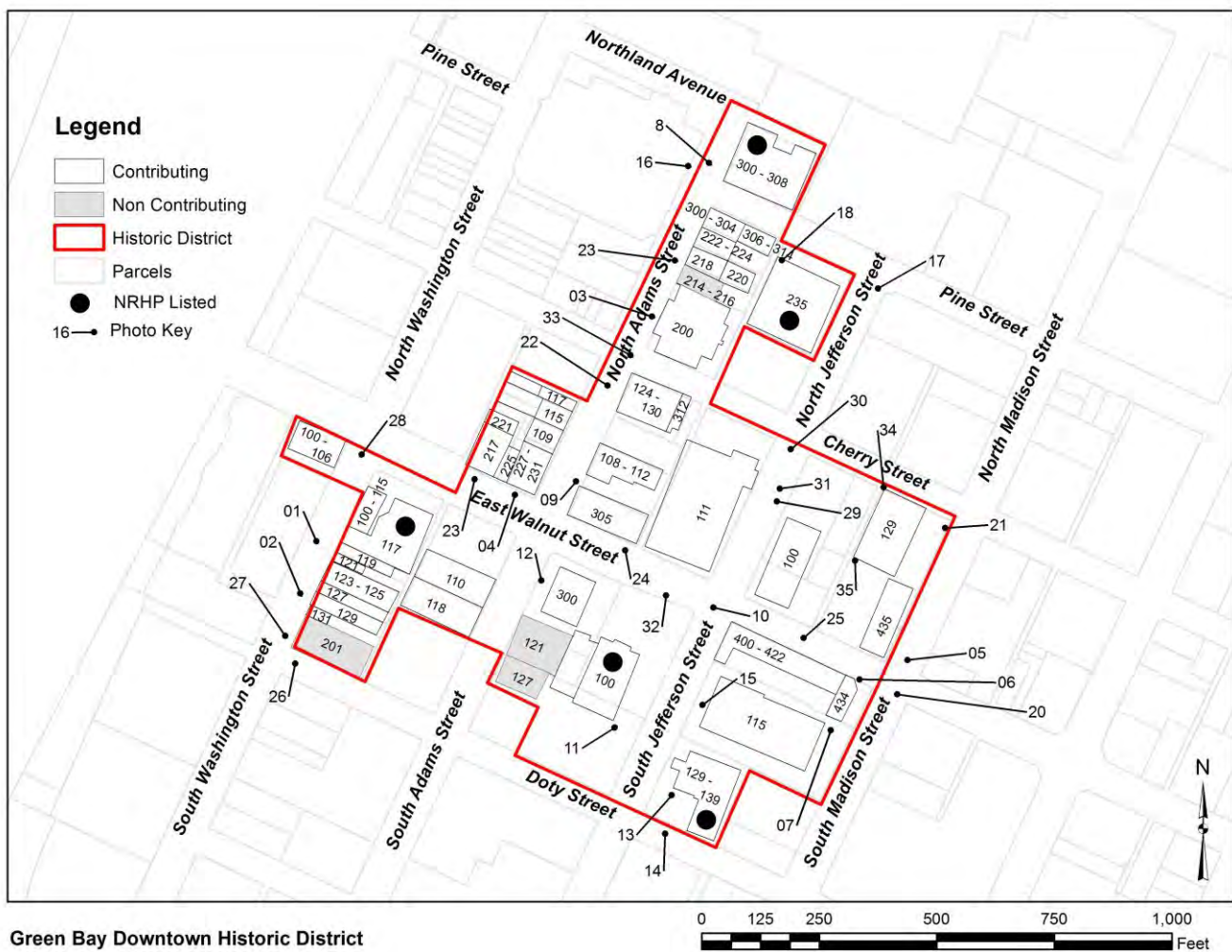
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
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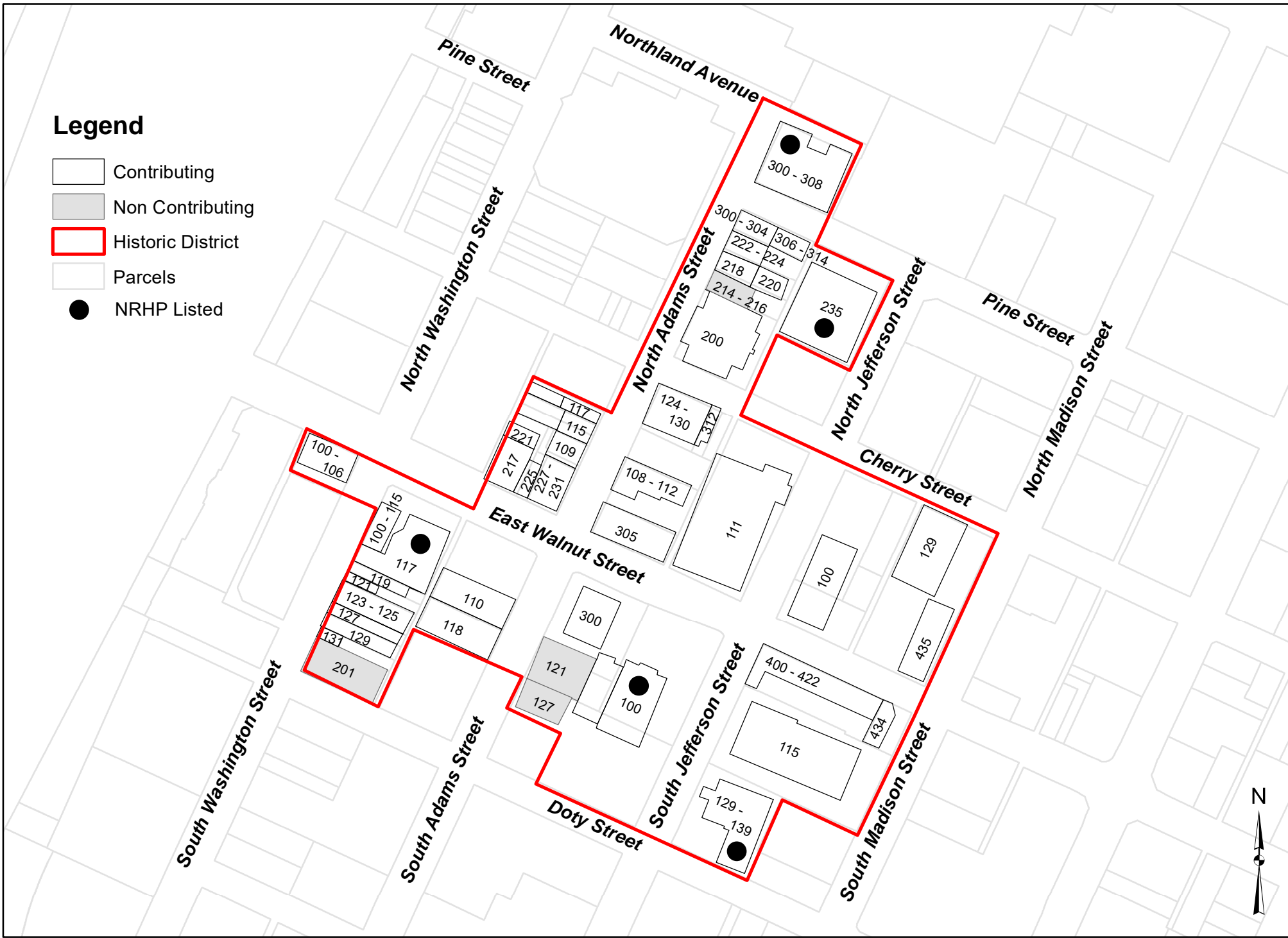
Section figures Page 4

Green Bay Downtown Historic District  
Green Bay, Brown County, Wisconsin

Figure 3: Green Bay Downtown Historic District Photo Key

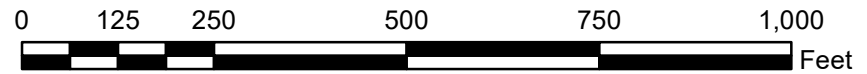


Green Bay Downtown Historic District









**Legend**

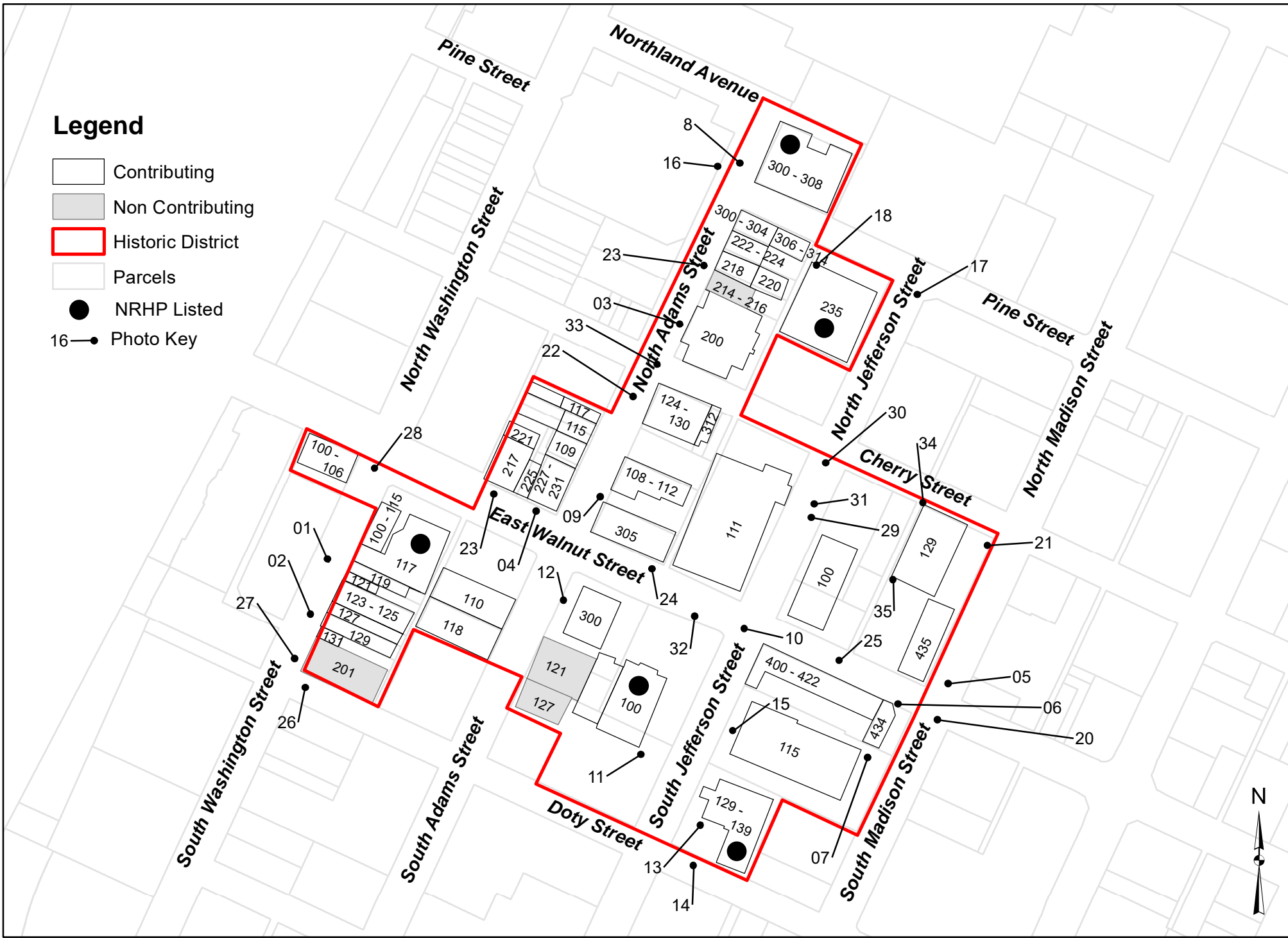
- Contributing
- Non Contributing
- Historic District
- Parcels
- NRHP Listed



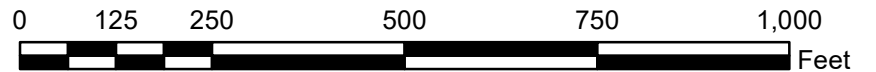
**Green Bay Downtown Historic District**

# Legend

-  Contributing
-  Non Contributing
-  Historic District
-  Parcels
-  NRHP Listed
-  Photo Key



Green Bay Downtown Historic District









WBAY-TV abc  
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Coverage You Can Count On  
www.wbay.com

NO  
PARKING  
BETWEEN  
STOPS

FedEx  
Express  
fedex.com





BERNERS  
WISCHNER

younglife



Blue street sign



 DOWNTOWN  
YMCA

ONE  
WAY  
←

RIGHT LANE  
CLOSED  
AHEAD

   
CONSTRUCTION

211  
NO PARKING  
IN FRONT OF  
BUS STOP

SCENE

SMALL





R

100

100

NO PARKING  
IN FRONT OF  
BUSINESS  
1. Ft. Each  
led  
CITY  
7300



PRESS-GAZETTE

N Madison 100 ST



FRANKENTHAL BUILDING

WELLS FARGO











COLUMBUS OFFICE

414

322



WASHINGTON  
PROFESSIONAL  
BUILDING

AL'S HAMBURGER

FOR  
LEASE  
CALL  
601-800-1234

FOR  
LEASE  
CALL  
601-800-1234



WASHINGTON  
PROFESSIONAL  
BUILDING

139

Office Space  
FOR  
LEASE  
BY  
WILSON  
ZIMMER  
437-9797





BACKSTAGE  
AT THE MEYER

101



TELESPOTEL

438-WJM

503-FVJ



Brown County Human Services

NO PARKING  
EXCEPT  
AS SHOWN









SOPHIE REAMORY BLDG  
328 E WADLEY







A long, two-story brick building with a flat roof. The facade is composed of light-colored bricks with vertical panels. There are several tall, narrow windows along the side. A dark awning covers the entrance area. A utility pole with power lines is positioned in front of the building.

A parking lot with several cars parked. From left to right, there is a red car, a silver car, a black car, a black SUV, a dark grey sedan, and a white SUV. The cars are parked in a row, and the ground is paved.

A white sign with black text, possibly a parking sign, located near the entrance of the building.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 3/27/2019      Date of Pending List: 4/22/2019      Date of 16th Day: 5/7/2019      Date of 45th Day: 5/13/2019      Date of Weekly List: 5/15/2019

Reference number:

Nominator:

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      5/13/2019 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Barbara Wyatt      Discipline Historian

Telephone (202)354-2252      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

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

OBJECTION TO LISTING IN  
THE  
NATIONAL REGISTER OF HISTORIC PLACES

OWNER IN A HISTORIC DISTRICT

Historic District Name: Green Bay Downtown Historic District

Address of Property in District: 218-220 North Adams St.

City: Green Bay County: Brown

In accordance with Section 101 of the National Historic Preservation Act, as amended, and Title 36, Part 60.6, of the Code of Federal Regulations, I hereby certify that I am the sole/part (circle one) owner of the property listed above and do hereby object to its listing in the National Register of Historic Places. In accordance with said law and regulations, I understand that this historic district will not be listed in the National Register if a majority of persons owning property in the district sign and have notarized these statements, and that they submit them to the Wisconsin State Historic Preservation Officer prior to the meeting of the State Historic Preservation Review Board during which the nomination of the district will be considered.

Signed: [Signature] Date: 1/23/18

Print or Type Name: Patrick Neph

Mailing Address: 4588 Choctaw Trail

City: Green Bay State: WI Zip: 54313

**NOTARY**

State of Wisconsin, County of Brown

The above statement was subscribed and sworn before me this 23<sup>rd</sup> day of

January, 2018

Notary Public Signature

My commission Expires: 11/19/2021



RECEIVED  
JAN 30 2018

RECEIVED 2280  
MAR 27 2019  
NATIONAL REGISTER OF HISTORIC PLACES  
NATIONAL PARK SERVICE

OBJECTION TO LISTING IN  
THE BY: .....  
NATIONAL REGISTER OF HISTORIC PLACES

OWNER IN A HISTORIC DISTRICT

Historic District Name: Green Bay Downtown Historic District

Address of Property in District: 222-224 North Adams St.

City: Green Bay County: Brown

In accordance with Section 101 of the National Historic Preservation Act, as amended, and Title 36, Part 60.6, of the Code of Federal Regulations, I hereby certify that I am the sole/part (circle one) owner of the property listed above and do hereby object to its listing in the National Register of Historic Places. In accordance with said law and regulations, I understand that this historic district will not be listed in the National Register if a majority of persons owning property in the district sign and have notarized these statements, and that they submit them to the Wisconsin State Historic Preservation Officer prior to the meeting of the State Historic Preservation Review Board during which the nomination of the district will be considered.

Signed: [Signature] Date: 1/23/18

Print or Type Name: Patrick Neph

Mailing Address: 4588 Choctaw Trail

City: Green Bay State: Wi Zip: 54313

NOTARY

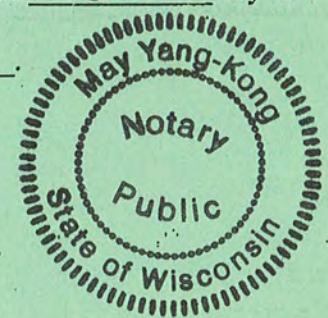
State of Wisconsin, County of Brown

The above statement was subscribed and sworn before me this 23<sup>rd</sup> day of

January, 2018

Notary Public Signature

My commission Expires: 11/19/2021







W I S C O N S I N  
H I S T O R I C A L  
S O C I E T Y

TO: Keeper  
National Register of Historic Places

FROM: Peggy Veregin  
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Twenty-sixth day of March 2019, for the nomination of the Green Bay Downtown Historic District to the National Register of Historic Places:

<u>1</u>	Original National Register of Historic Places Nomination Form
<u>1</u>	CD with NRHP Nomination form PDF
<u>          </u>	Multiple Property Nomination form
<u>35</u>	Photograph(s)
<u>1</u>	CD with image files
<u>1</u>	Map(s)
<u>2</u>	Sketch map(s)/figures(s)/exhibit(s)
<u>2</u>	Piece(s) of correspondence
<u>          </u>	Other:

COMMENTS:

<u>          </u>	Please ensure that this nomination is reviewed
<u>          </u>	This property has been certified under 36 CFR 67
<u>  x  </u>	The enclosed owner objection(s) do or do not constitute a majority of property owners
<u>          </u>	Other: