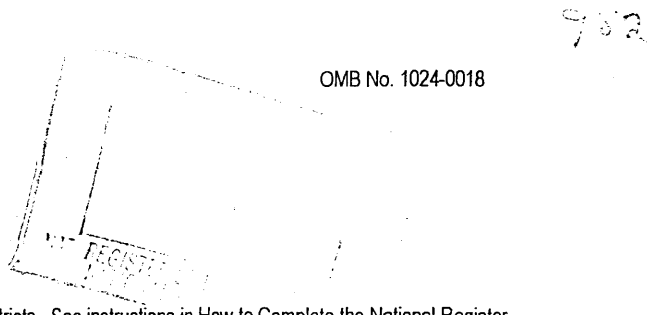


United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in 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 any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. 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: Brattleboro Downtown Historic District (Boundary Increase)

other names/site number:

**2. Location**

street & number Plaza Park, Main Street Intersection with Canal Street, Rte. 119 & Rte. 142 & 1 Holstein Place

not for publication N/A

city or town Brattleboro

vicinity N/A

state Vermont

code VT

county Windham

code 025

zip code 05301

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination      request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets      does not meet the National Register Criteria. I recommend that this property be considered significant      nationally      statewide X locally.  
(      See continuation sheet for additional comments.)

Duane C. D'Amico, National Register Specialist 8-3-04  
Signature of certifying official Date

Vermont State Historic Preservation Office  
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 or other official Date

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

**4. National Park Service Certification**

I, hereby certify that this 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
- removed from the National Register
- other (explain): \_\_\_\_\_

[Signature]  
Signature of Keeper Date of Action  
Edson R. Beall 9/15/04

=====

**5. Classification**

=====

**Ownership of Property**

(Check as many boxes as apply)

- private  
 public-local  
 public-State  
 public-Federal

**Number of Resources within Property**

Contributing	Noncontributing
<u>  1  </u>	<u>    </u> buildings
<u>  1  </u>	<u>    </u> sites
<u>    </u>	<u>  1  </u> structures
<u>    </u>	<u>    </u> objects
<u>  2  </u>	<u>  1  </u> Total

**Category of Property**

(Check only one box)

- building(s)  
 district  
 site  
 structure  
 object

Number of contributing resources previously listed in the  
National Register   62  

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

N/A

=====

**6. Function or Use**

=====

Historic Functions (Enter categories from instructions)

Cat: <u>  Landscape  </u>	Sub: <u>  Plaza  </u>
<u>  Transportation  </u>	<u>  Road-related  </u>
<u>  Commerce/Trade  </u>	<u>  Organizational  </u>
<u>                    </u>	<u>                    </u>
<u>                    </u>	<u>                    </u>

Current Functions (Enter categories from instructions)

Cat: <u>  Landscape  </u>	Sub: <u>  Plaza  </u>
<u>  Transportation  </u>	<u>  Road-related  </u>
<u>  Commerce/Trade  </u>	<u>  Organizational  </u>
<u>                    </u>	<u>                    </u>
<u>                    </u>	<u>                    </u>

=====

**7. Description**

=====

Architectural Classification (Enter categories from instructions)

  Beaux Arts    
  Other: Dutch Revival    
  Other: Steel Beam Bridge  

Materials (Enter categories from instructions)

foundation   Concrete    
roof   Rubber    
walls   Brick    
other   granite    
  stone  

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

See continuation sheets (7-1 through 7-4)

=====

**8. Statement of Significance**

=====

**Applicable National Register Criteria**

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

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

G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

Landscape Architecture  
Social History

**Period of Significance**

1917- 1954

**Significant Dates**

1917  
1924  
1951

**Significant Person**

(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Brockway, A. L.  
Leland, Ernest S.  
Peter Keeler Company  
Alfred T. Granger Associates

**Criteria Considerations**

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

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.

**Narrative Statement of Significance**

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

See continuation sheets (8-1 through 8-8 )

=====

**9. Major Bibliographical References**

=====

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

**Previous documentation on file (NPS)**

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

**Primary Location of Additional Data**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- X Other :Name of repository: Brattleboro Historical Society

=====  
**10. Geographical Data**  
=====

Acreage of Property approximately 1 acre

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

	Zone Easting Northing	Zone Easting Northing
1	<u>18 699,550 4,747,126</u>	3
2		4

\_ 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**  
=====

name/title Lyssa Papazian, Historic Preservation Consultant

organization \_\_\_\_\_ date Feb. 1, 2004

street & number 13 Dusty Ridge Road telephone (802) 387-2878

city or town Putney state VT zip code 05346

=====  
**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) –Copies of historic photographs, maps, and documents

=====  
**Property Owner**  
=====

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

name see continuation sheet

street & number \_\_\_\_\_ telephone \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

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63. Main Street Bridge, Non-contributing

This 1938 steel beam bridge carries Main Street over the Whetstone Brook and was substantially replaced in 2003. The 1938 bridge was a replacement of earlier Main Street bridges on this site and utilized the earlier stone abutments as well as an unusual decorative iron railing that appeared in historic photographs as early as c. 1910. Today, it retains its original stone abutments but these have been capped with concrete that carry a new steel beam and concrete deck with a 2003 modified steel replica of the original railing. The decorative iron railing was replaced with a new steel railing closely based on the design of the original but with a few differences including the addition of steel outriggers that support new old-fashioned style lampposts, a modern guardrail on the outside, and a continuous curve on the southeast corner where the railing had originally ended in a post. Visually the new railing with its fleur-de-lis and lattice patterns still preserves the general historic character of the district by strongly recalling the appearance of the original railing. However, the bridge must be considered non-contributing because of the considerable loss of its historic fabric.

64. Plaza Park, Contributing

Plaza Park, designed and built in 1923 at the southern end of Brattleboro's Main Street, forms a natural extension to the Brattleboro Downtown Historic District. In conjunction with the Wells fountain on the north end, the park is an endpoint of Main Street and helps define the downtown as well as provide a landscaped public open space in a busy intersection. The small, roughly semi-circular park is nestled into the carved out rock face of the hill at the intersection of Route 5 South/Canal Street; Route 5 North/Main Street; Bridge Street/Route 119; and Route 142/Vernon Street. Its rustic stone border walls utilize local reddish colored rubble stone that echoes the rock of the hill and combines formality with naturalistic design. Its radially arranged concrete paths define areas of shrubs and grass that are accented with flowering trees and benches as well as a central granite fountain. The park provides a calm respite from the surrounding traffic and a landscaped foil for the nearby urban buildings and structures including the former train station (now the Brattleboro Museum and Art Center) and the Holstein Association headquarters. The Brattleboro Museum/Union Station, built before the park's walls in 1915, is made of the same reddish local stone and visually the park's architecture refers to the earlier structure. The exposed retaining wall supporting Bridge Street next to the Whetstone Brook is also a similar rubble stone construction using local reddish tinged stone.

The living rock of the cut-away hill supports a rustic stone retaining wall that together form the backdrop for the small plaza park created at its foot. A semi-circular mortared stone wall forms

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its borders with three symmetrically arranged stone gates. The wall is two feet high and uses a combination of natural large boulders near the bottom with smaller stones forming the rest of the wall, topped by concrete coping. The gates are square pillars of mortared stone extending another foot above the wall and are also topped with concrete coping. These gate posts once were crowned with elegant iron and glass electric lanterns, which were removed in the 1960s. From each gate, a concrete walkway leads to a central granite fountain comprised of a simple octagonal pillar supporting an octagonal upper font two thirds up its height that together stand in an octagonal sunken lower basin. The top of the pillar was originally graced by a reproduction of the famous Daniel Chester French bronze "the Spirit of Life." The 1924 casting placed here in Brattleboro was the third made by French from his original working model of the statue. The full scale original bronze was made in 1915 for the Solomon Trask Memorial fountain in Saratoga Springs, New York. The Brattleboro statue was removed and stored after it was recovered from being stolen in 1974. It has not been placed back on the fountain but has recently undergone restoration.

The rear stone walls of the park follow the street which goes up the hill from South Main Street/Canal Street and originally were topped with large upright rough stones forming a crenellated battlement that followed the contour of the hill and rock. Now the wall has been reshaped above the original top line with the same stone into horizontal, terraced sections roughly ten feet long that form a more formal, stepped wall. The wall is now capped similarly to the lower walls with a simple concrete coping. At the southwest corner, a set of curving steps helps the pedestrian up the steep hill road, formerly Hudson Street that now is the dead-ended Holstein Place. This short street now forms the entrance to the Holstein Association buildings. The steps were built in 2001 by the Holstein Association to replace a steep, deteriorated section of sidewalk. They follow the contours of the hill somewhat naturalistically and are framed with a landscaped stone retaining wall resembling the walls of the park but using a grayer stone.

Originally, the park was quite open with only shrubs, grass and small trees. The small trees near the rear wall have grown into two large maples towering above the park and helping to soften the 1952 and 1960 International Style additions to the original Holstein Association Building behind. Some flowering crab apples have replaced the small shrubs towards the front of the park and grass still surrounds the paths. The character is more wooded than formally but is still a combination of formal landscape structures and features with natural greenery and rock.

The concrete paths radiate from the central fountain out to the three gates. There are three recent wood and metal benches along the paths.

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65. 1 Holstein Place, Holstein Association Building, 1917, 1951, 1960, contributing

This three-story complex is very prominently located at the intersection of Main Street, South Main Street, and Vernon Street. It forms the visual backdrop for the view south down Main Street and rises above Plaza Park. It was constructed in three phases and has a roughly T-shaped footprint. The red brick of the walls is strongly contrasted by the white stone and concrete of the large decorative details.

The oldest section is the lower (western) half of the stem of the "T" built in 1917 and altered in 1951. It has a rectangular footprint with one corner cut out, reinforced concrete walls with brick veneer under a concrete entablature, a hipped skylight roof now recessed behind a flat parapet and modern single glazed sash windows. On the front (north) façade, each of the seven wide bays has a prominent two-story arched window surround with rectangular windows at the first story and arched windows on the second divided by a horizontal concrete (stone) band. The arched windows are outlined with stepped stone blocks and topped by a prominent projecting keystone. The third story windows are simple rectangular openings under the concrete entablature except the end bays which have a low arched top. A band of recessed brick between the windows just under the entablature is embellished with raised brick diamonds and there are slightly projecting brick piers flanking the windows. The original main entrance is on the recessed corner and is within one of the two story arches. On the western three bay façade one bay is recessed and all are detailed like the front façade. The southern (rear) façade has one similarly detailed bay at the western end which has infilled windows. The rest of the façade has very plain window openings at regular intervals. The simple concrete entablature continues on all facades.

The International Style second section was added to the east façade in 1951 and forms the upper half of the stem of "T". It also has a rectangular footprint, brick veneer walls, and ribbons of large single glazed sash windows. The concrete entablature continues along the top of this addition and there is a large band of concrete at the ground level as well. A slightly projecting entrance pavilion is located between the first and second sections and is typical of International Style form in creating a stark contrasting vertical to the strong horizontal lines created by the concrete banding at top and bottom of the façade. The pavilion is concrete at the ground level with a slightly recessed glass and metal entry door and window under a projecting visor. Above, the brick façade is very plain with a central column of narrow windows divided at the second floor level by a recessed band of concrete.

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The third section was added in c. 1960 and forms the top of the "T." It creates a courtyard on the front façade with the other sections that turned the former through-street called Hudson Street into the dead end street now known as "Holstein Place." The third section has brick veneer spandrels and ribbons of modern sash windows with repeated bays divided by slim vertical members..

Originally, the 1917 building was constructed in the Dutch Revival style with a distinctive silhouette of stepped parapets over each second floor window with a hipped, skylighted roof behind. The second floor was dramatically altered in 1951 to better blend with the contrasting International Style of the new addition. The originally broken roof line was infilled and made flat under a large flat concrete entablature that continued across both old and new sections and related to the horizontal lines of the new addition. Both addition and original used a bold brick accented with stone and stone-colored concrete. The resulting building, although lacking its original architectural character, still retains a strong architectural presence and is a rare example of modernism in downtown Brattleboro. The c. 1960 addition continued the modernist style with more flat roof and horizontally oriented fenestration in keeping with the other two sections. It also uses brick although to a lesser extent than the first two sections. In 2003, the Holstein Association renovated all three buildings and replaced all industrial sash with modern sealed plate glass but retained the vertical steel dividers. The renovation also removed dropped ceilings from the interior that had partially covered the tops of windows.



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The Brattleboro Downtown Historic District was listed on the National Register of Historic Places on February 17, 1983 with 62 contributing properties. This boundary increase amends that district by adding one contributing site, one contributing building and one non-contributing structure and extending the boundaries southward to include the lower end of Main Street.

The south end of Main Street provides visual as well as historic continuity for the Brattleboro Downtown Historic District with its important civic and commercial architecture and structures. Extending the boundaries across Main Street Bridge (63) to include the Plaza Park (64) and the Holstein Building (65) completes the south end of the district by appropriately uniting these important features with the Union Station property and tying the geographic end of downtown together. Visually, these features are clearly part of the downtown and define the extent of the major commercial development there. The two contributing properties generally retain historic integrity of location, design, setting, feeling, association, and to a varying extent of materials and workmanship as well. The sites are significant under Criterion C as properties that although lacking individual distinction, when added to the present historic district represent a significant and distinguishable entity. These sites, at the main falls of the Whetstone Brook, have been at the heart of Brattleboro's historic development since the 18<sup>th</sup> century when mills here started the settlement known as the "East Village."

Neighborhood History

The location of Plaza Park (64) and the Holstein building (65) behind it at the south end of Main Street has had a varied and interesting history. At a prominent bend in the main road and near both the plentiful water power of the Whetstone and early bridges to New Hampshire, the location was always in the heart of Brattleboro's east village. As such, it was home to mills, shops, and early factories and then to prominent hotels, stores, boarding houses, homes, and a memorial, and finally to a public park (64) and important early office building (65). The area is still in close proximity to shopping as well as residential neighborhoods and is at a transportation crossroads where the Park serves as a resting place for rail travelers and local pedestrians alike. These properties are also significant under Criterion A for their association with events that have made a significant contribution to the broad patterns of Brattleboro's history.

From the early establishment of the east village, there was a bridge over the Whetstone carrying the main road in the same location as the present Main Street Bridge (63). 1852 and 1856 engravings, some of the earliest views of this area, show a bridge with simple wooden railings that may be supported by a stone arch. The freshet of 1869 washed away the Main Street Bridge

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along with almost all others on the Whetstone. Later views show a similar bridge from above with simple railings. By the time a photograph of the Brattleboro House Hotel was taken c. 1910, the bridge had the distinctive decorative iron railings that were only just replaced in 2003 with new railings based on the earlier design. In 1938, an earlier bridge was replaced with a steel deck bridge built on the old stone abutments but the decorative railing seen in the earlier photograph was re-installed on the new bridge. This bridge and railing were replaced in 2003 and the stone abutments capped with concrete to carry the new steel beams.

By 1852, the area at the foot of Main Street was known as "Squabble Hollow." Its small shanties and shops were fronted by the early nineteenth century Hinsdale Arms & Sons Machine shop which stood squarely at the south end of Main Street where Plaza Park is now. The area is shown in one of the earliest photographs of Brattleboro, looking south down Main Street. A local doctor named E.C. Cross with some partners owned the whole area of Squabble Hollow in 1856. But by 1857, local melodeon manufacturer, Jacob Estey, had built a new factory there. According to the 1880 history written by Henry Burnham, "By removing the old unsightly buildings and wiping out 'Squabble Hollow,' Messrs. Jacob Estey & Co. made an important improvement in this part of the village." This second Estey factory was built close to the first which stood across Main Street next to the Main Street Bridge. After two fires and then the floods of 1869, Estey abandoned all his downtown factories and built a new organ factory complex on high ground. Isaac Sargent, the proprietor of the old Brattleboro House on Main Street had just lost the hotel to Brattleboro's great fire of 1869 and, according to Burnham, took over Estey's empty factory at the end of Main Street the following year. The Brattleboro House Hotel reopened in a substantially renovated factory building with a new mansard roof and verandah. The location, near the railroad and bridge to New Hampshire was perfect for a hotel and it became a real focus for downtown gatherings. In 1880, it was run by "Messrs. Dunton and Campbell. It was called the Bliss Hotel on an 1891 map and the Brattleboro Hotel by 1901 refurbished with a two story wrap around balcony. In 1903, it was owned by the Springfield Brewing Co. The hotel fronted prominently at the south end of Main Street but accommodated shops, storehouses, and other businesses on the rear sections fronting one floor higher onto Hudson Street. By 1900, a small detached building was built on the east side of the lot and used as a photography studio. Further east, on the hillside near Bridge Street, an octagonal stone platform was built probably to serve as a public amenity/resting spot. All buildings were demolished in 1913.

In the area behind the organ factory/hotel, 19<sup>th</sup> century dwellings had been built at the top of the hill and a large dwelling was constructed on the edge of the hill along Canal Street on the site of the present Holstein Building. By the late nineteenth century, this dwelling was partly

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commercial with a row of stores on the ground floor. In 1917, the Holstein-Friesian Association, a national dairy cow breed organization, moved into a dramatic new brick office building that replaced the old store building on Hudson Street.

The Holstein-Friesian Association

The Holstein cow was first brought to the United States by Dutch settlers in the early 17<sup>th</sup> century but these cattle and subsequent small importations from Holland in the next 200 years interbred with domestic cattle and the strain was lost. William Jarvis of Weathersfield, Vermont who is known for his importation of Merino sheep in 1810 also brought some Holstein-Friesian cattle at the time but these too interbred. Winthrop Chenery of Belmont, Massachusetts is credited with importing, preserving, and ultimately registering a herd in 1852 that was the main early source of the Holstein breed in this country. Soon, others were importing the black and white high-producing Dutch dairy cattle, variously called Friesian, Dutch, and Holstein, that is now the dominant dairy breed in the country.

The present Holstein Association USA was originally formed as the "Holstein-Friesian Association" in 1885 through the merging of two groups that kept rival herd books: The Association of Breeders of Thoroughbred Holstein Cattle, started in 1872 by Winthrop Chenery and the Dutch-Friesian Breeders Association, started in 1877 in New York state. The merge created a single official breed name: Holstein-Friesian. The goal of the Association was to preserve and promote the breed through a thoroughbred registry that would prevent it from being lost by interbreeding with the more popular and numerous American "colored" dairy breeds: Jersey, Guernsey and Ayrshire. After 1905 there were no more European imports of Holstein-Friesians and the Association maintained a "closed herd book." The promotion of the breed was very successful and the Association was aggressive and innovative in its approach. They were one of the first breed Associations in the country and created an Advanced Registry that utilized testing of production and butterfat to support its records. The Association was among the first to recognize and utilize the Babcock Test for butterfat, developed in 1892. Although the Holstein-Friesian cow was known for its high production, the breed also won some key butterfat tests in the 19<sup>th</sup> century that helped spread its popularity. By World War II, almost half of the national dairy herd was Holstein and by the Association's centennial in 1985, the figure was 90%. The genetics promoted and protected by the Association accounted for an annual rate of improvement of 150lbs of milk and 5 lbs of butterfat on average.

The last four decades have seen tremendous growth in the organization and its services. In his 1985 centennial history of the Association, "The Progress of the Breed," Richard H. Mansfield

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wrote of the 1950s- early 1980s:

“It was during this time that breeding of dairy cattle made the transition from an art to a science – that technological advances were readily introduced and implemented – that reliable genetic data and information became critical to improvement of the species – that industry integrity and credibility became an unqualified, fundamental hallmark for the Association to be able to serve its purpose.” [p.XIII]

In his chapter entitled “The Fabulous Fifties,” Mansfield explained how the introduction of computerized registration, artificial insemination, and the restructuring of the Association helped it dominate the American dairy market. In 1977, the breed was officially re-named simply “Holstein” and the Association also dropped “Friesian” from its name. Throughout its 119-year history (including a century in Brattleboro), the Association has maintained the records of the pedigrees, ownership and milk production of purebred Holstein cattle. In addition it has provided advertising and field services for improvement and promotion of the breed.

The early offices of the Association were wherever the Secretary lived – first in Iowa City, then Boston, then Putney, Vermont. By 1903, the Association’s business had outgrown Secretary Fred Houghton’s kitchen in Putney and he leased office space in nearby Brattleboro. There were some other small program offices in other parts of the country like Madison, Wisconsin. When the expanding Association had outgrown its leased Brattleboro offices in 1917 and was considering re-locating to one of the other office locations, the present Holstein Building was built for them by Association member A.B. Clapp in an effort to keep the organization in Brattleboro. It was constructed by the Peter Keeler Company of Albany, N.Y. and was designed by A.L. Brockway, a Holstein Association director. In a nod to the Dutch origins of the Holstein-Friesian breed, the design utilized a striking Dutch Revival Style that included stepped parapets and two-tone masonry exterior with a hipped roof topped by a large skylight. After leasing the building for a decade, the Association bought it in 1928, a time when it was introducing its extension program. When the Association moved to Brattleboro, it switched from handwritten registry cards and books to typewritten. The banks of card catalogs were kept in the registry room on the second floor under the spacious trusses and overhead skylight of the 1917 building, protected by the fireproof concrete construction. In 1939, the Association which had several satellite offices around the country consolidated them all in Brattleboro, making it the United States headquarters of the growing organization. It has remained so to this day.

In 1951 soon after the Association had organizationally restructured to function like a modern

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corporation, the Holstein Association needed to expand its offices. During World War II, the demand for milk favored high-producing Holsteins especially when the Army chose to serve milk with the now standard 3.5% butterfat – closer to what Holsteins naturally produce. The interest in new registrations and re-registering lapsed herds exploded and the Association struggled to keep up with the demand on its services. A feasibility study indicated that they needed twice as much space as they currently had and also pointed towards making significant technological advances to keep up with the workload. The Brattleboro office received its first new addition to the east – in the modern International style. Designed by Alfred T. Granger Associates of Hanover, NH the addition used the industrial steel windows and stark concrete horizontals of the modernist style. It expanded an office that had become inundated with an enormous backlog of registrations and made room in the old office building to house the cutting edge IBM machines (and later computers) that would transform the registry. The 1917 building's Dutch Revival profile was altered to create a smooth concrete cornice to blend with the flat top of the new addition. In 1960, after a very busy decade of even more expansion, the Holstein Association built a second eastern addition partly across the right of way of Hudson Street, redesigning this area considerably. This second addition was designed by Nichols and Butterfield of West Hartford CT and was a variation of the International Style utilizing more brick and less concrete.

The Holstein Building with its additions represents one of the few examples of International Style architecture in Brattleboro and reflects the desire of the Holstein Association to project the image of modernism that it was actively promoting amongst its member farms and instituting in its own offices. The Association was instrumental in bringing technological change to the business of dairying especially in the realm of classifying, testing, and breeding cows. The other notable example of the International Style in Brattleboro is the Chittenden Bank building (formerly Vermont National) on the northwest corner of Main and Elliot Streets. This building was originally a nineteenth century block that was substantially modernized into its present form.

The Town of Brattleboro played an important role in keeping the Holstein Association in town in 1951. After almost half a century, the town did not want to lose the organization (and all its jobs) which was considering re-locating once more. As reflected in the minutes of the Association board meetings, the decision to stay and expand in Brattleboro had a lot to do with the support the town had given them over the years including tax abatement, tax stabilization and offers to purchase and donate land for expansion. The issue of re-location has come up a few more times since then and each time the Town has worked hard to keep the Association in Town. In the 1990s the Association vacated part of their old offices and built a much larger office building

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around the corner but have since left the new building and moved back into the 1960 complex after a 2003 renovation.

Civic Improvement: Plaza Park

The present topography of the south end of Main Street was forcefully created by a beautification effort spearheaded by Lyman Holden that started with the construction of a new train station in 1915. His vision involved leveling the eastern part of the large hill and flattening the hilly roads. The railroad purchased the old Brattleboro House hotel in anticipation of making the spot a plaza to enhance the planned new station. The town became a partner in this endeavor and eventually took title to the property in order to ensure its availability. The old hotel building was demolished in 1913 to create a public plaza that would take another 10 years to fully finish into the landscaped plaza it is today. With the new train station on one side and the new 1917 Holstein Building on the other, the empty lot of the former hotel building was planted with some ivy to climb the rock face and began to serve as a real public space at the end of Main Street.

By 1918, the plaza was formalized with a World War 1 Service Tablet honoring Brattleboro's enlisted men and women. In 1921, the plaza was the public arena for an address by Marechal Foch, commander of the allied forces in World War 1, who only made this one public appearance in Vermont. In 1923, after a decade of very little investment or landscaping, there was a call from some local businessmen to turn the open lot into parking spaces. However, this idea was soundly defeated in a public meeting at which was discussed the idea that there had been some kind of agreement between the town and the railroad that this spot be kept for a plaza. The result was the formation of a town committee to beautify the spot and design a more formal park led by Lyman Holden. In addition to Holden, who became the major financial benefactor donating the statue and fountain, the original Plaza committee for the Town consisted of Dr. Edward R. Lynch, Miss Lenore Ayres, Mrs. John C. Dewitt, and Mr. Don W. Felch.

The committee raised a total of \$10,000 for the park construction. The design included fieldstone walls with concrete coping defining the borders, fieldstone gateposts topped by elegant wrought iron electric light fixtures, paths radiating from a central fountain, and small evergreen and flowering plantings. The reddish fieldstone walls were a very common local favorite. Throughout Brattleboro are other examples of late nineteenth and early twentieth century fieldstone walls similarly coped with concrete or granite. The fountain was designed and constructed by Ernest S. Leland of the Presbrey-Leland Company out of white Dummerston granite. The Presbrey-Leland Company, originally a New York firm, operated a granite cutting studio and monument business in Brattleboro from 1922 until 1943 using the granite from West

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Dummerston quarries.

While designing the fountain, Leland heard that the artist Daniel Chester French had allowed the sale of a reproduction of his celebrated "Spirit of Life" statue from the 1915 the Spencer Trask Memorial Fountain in Saratoga Springs, NY. Leland contacted French and successfully negotiated the purchase of another casting from the artist's original working model. Luckily, the fountain's donor was able and willing to contribute the additional \$2000 to secure the famous sculpture for Brattleboro. The bronze robe-clad angel symbolizing the life-giving powers of water steps from a rocky spring with arm uplifted holding the cup of life brimming over with water. Water also springs from the rocks at her feet. The statue was placed on a simple granite fountain consisting of an octagonal cup-shaped upper pool sitting in an octagonal lower pool. The famous statue was stolen from the fountain in 1974 but was recovered by the police. For safety she was then kept in storage in the Brooks Memorial Library until 2002 when she was restored and placed on display in the library. Plans have been explored to make a copy to place back in the fountain. Currently, the fountain is not operational.

Originally the formal architecture of the park was designed in 1923 to complement and visually integrate the relatively new and important local landmarks that surrounded it. On the east was the 1915 railroad station (1) made of distinctively reddish local fieldstone using a mortared stone wall of squarish rubble. Behind and to the southwest was the 1917 new home of the Holstein-Friesian Association (65) with its dramatic silhouette of Dutch Revival stepped parapets. The new park walls utilized the reddish fieldstone and squarish rubble style of the train station as well as concrete coping that matched the concrete trim of the brick Holstein building. The upper wall built up from the rear rock face, however, was originally designed to create its own dramatic silhouette with a rusticated crenellated top made of vertically set stones. The architecture was altered after its background was also altered in 1960. The crenellated top wall of the park was infilled and terraced to create a wall of stepped flat sections topped with granite coping, keeping visual pace with the surrounding urban landscape.

Plaza Park (64) is presently home to an art installation, titled "The Cure" which surrounds the fountain with a shelter made entirely of maple saplings. Several times in its history, the park has been threatened with attempts to replace it with a parking lot or traffic circle, but it has garnered much local support and is recognized as a significant local landmark. It continues to serve nearby residential neighborhoods as it was intended and also provides Brattleboro with a rare, well designed formal public open space visually punctuating its downtown historic district.

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Conclusion

Together, the Plaza Park (64) and Holstein Building (65) join the already included Union Station (1) to fully complete the Downtown Historic District. Visually the park and Holstein Buildings are important local landmarks and define the south end of Main Street. They have been important places in Brattleboro's history and still are. They were all created in a conscious effort of civic beautification for this end of Main Street and continue to provide an anchor of civic and commercial architecture. Although their appearance has been altered over time, they still retain enough integrity to contribute to the historic character of the downtown.



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2004 telephone interviews by Lyssa Papazian:

-Scott Gurley and Scott Newman both of VTrans.

-Doris Hallock of Holstein Association.

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Verbal Boundary Description

The boundary increase for the Brattleboro Downtown Historic District adds Brattleboro lot # 32-52-11 and the northern part of lot # 32-52-10. The boundaries are extended southward as follows: From the existing historic district boundary point "G" at the southwestern corner of the Union Station lot the new boundary extends south along the east side of Vernon Street to a new point #1 opposite the southeast corner of the 1960 addition to the Holstein Building (65); then the boundary extends west along the southern edge of the 1960 addition to the Holstein Building (65) to a new point #2 at the eastern side of South Main Street and at the southern edge of the Holstein Building Parking lot entrance; then the boundary extends northeast following the eastern side of South Main Street and Canal Street to a new Point #3 roughly in line with the western side of Main Street; then the boundary extends north across Canal Street where it meets Main Street and follows the western side of Main Street north to the intersection with the existing historic district boundary at a new point #4 at the southeast corner of property number 62.

Boundary Justification

The boundary bisects the property of the Holstein Association in order to exclude its extensive modern parking lot and non historic structures south of the building. The boundary is drawn tight to the south side of the building and includes all of the Plaza Park property. The new boundary includes the recently rebuilt Main Street Bridge as a compatible but non-contributing property due to alteration.

The original historic district boundaries were very tightly drawn and subsequent evaluations of the historic significance and integrity of the Southern end of Main Street have supported including this intact historic public space and important early office building to balance the Wells Fountain at the northern end of Main Street. The park has not changed so dramatically in the 80 years since its construction that it should be left out and indeed it relates very well to the Union Station building that is already in the historic district. The Holstein Building has been altered from its 1917 construction but most of the changes and additions are over fifty years old and significant in their own right. In addition, the 1951 alterations and addition provide Brattleboro with one of its very few examples of International Style architecture. Historically, these two properties have been and continue to be very important to the civic life of the town and have significance under criterion A as well as C.

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### Photograph Labels

The following information is the same for all photographs.

Name of Property: **Brattleboro Downtown Historic District (Boundary Increase)**

Location: **Brattleboro, Windham County, Vermont**

Credit: **L. Papazian**

Date: **March 2004**

Negative Location: **Filed at Vermont Division for Historic Preservation**

<u>Photo. #</u>	<u>View Looking</u>	<u>Description</u>
1	south	Intersection of Main Street, Bridge Street & Canal/South Main Street: (l. to r.) Main Street Bridge [63], Plaza Park [64], Holstein Assoc. Building [65]
2	north	Brattleboro Downtown Historic District from Plaza Park [64]: (front) Main Street Bridge [63], (l. to r.) [62], [61], [54], [5], & [4]
3	west	Plaza Park [64], wall and gates looking toward Bridge and Vernon Streets with Union Station/Brat. Museum [1] and Brattleboro-Hinsdale Bridge beyond.
4	northeast	East side of Plaza Park [64] and Union Station/Brat. Museum [1]
5	east	West side of Plaza Park [64] with rear retaining wall
6		Plaza Park [64] detail: octagonal granite fountain
7	southeast	Holstein Assoc. Building [65], north & west facades of 1917 portion, altered in 1951
8	east	Holstein Assoc. Building [65], north façade of 1951 portion & west façade of 1960 portion with Holstein Place and Plaza Park [64] rear retaining wall on left.
9	northeast	Holstein Assoc. Building [65], west and south facades of 1917 & 1951 portions, west façade of 1960 portion from South Main Street.

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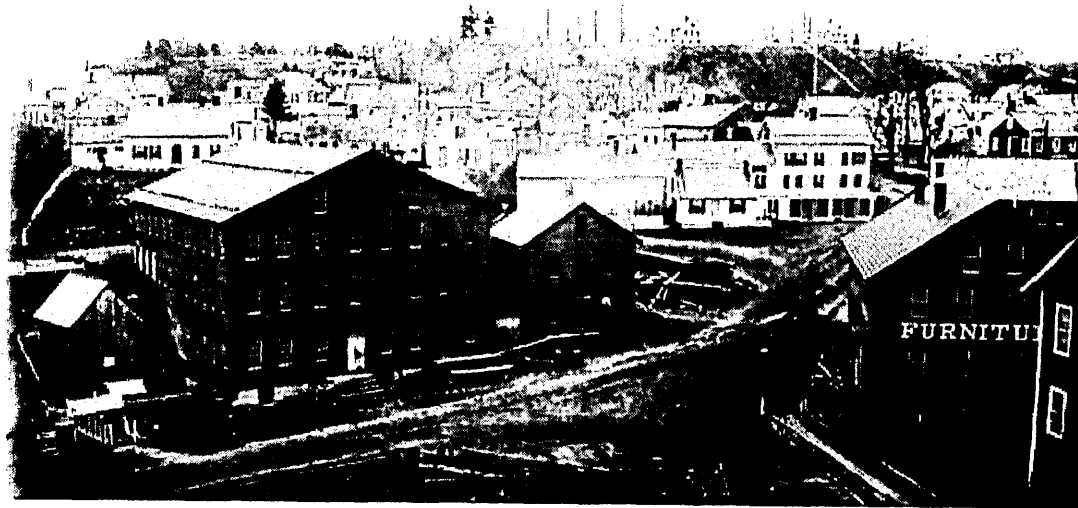
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Property Owner List

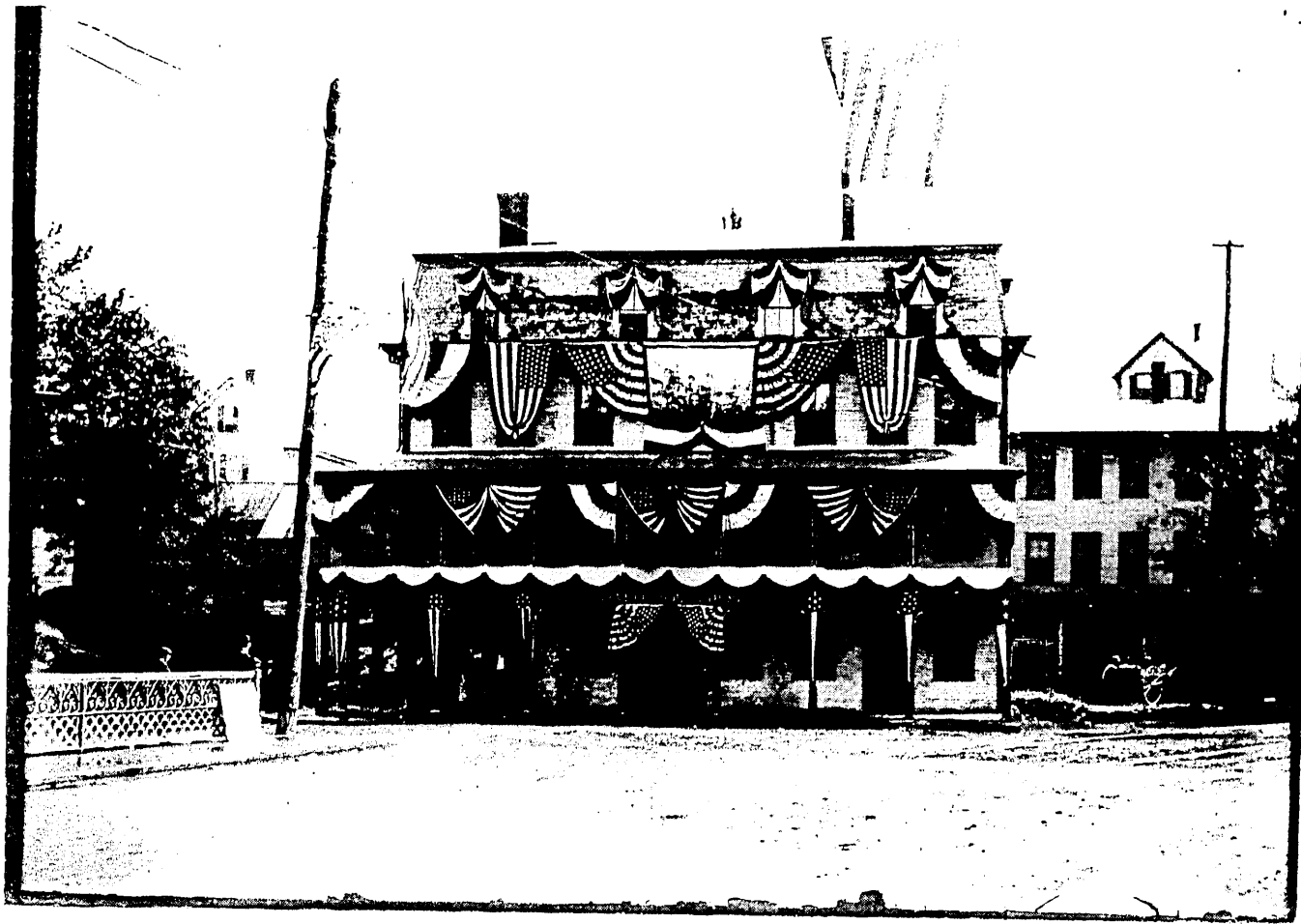
**63. Main Street Bridge**  
Town of Brattleboro  
230 Main Street  
Brattleboro, VT 05301

**64. Plaza Park**  
Town of Brattleboro  
230 Main Street  
Brattleboro, VT 05301

**65. Holstein Association Building**  
Holstein Association USA, Inc.  
1 Holstein Place  
Brattleboro, VT 05301



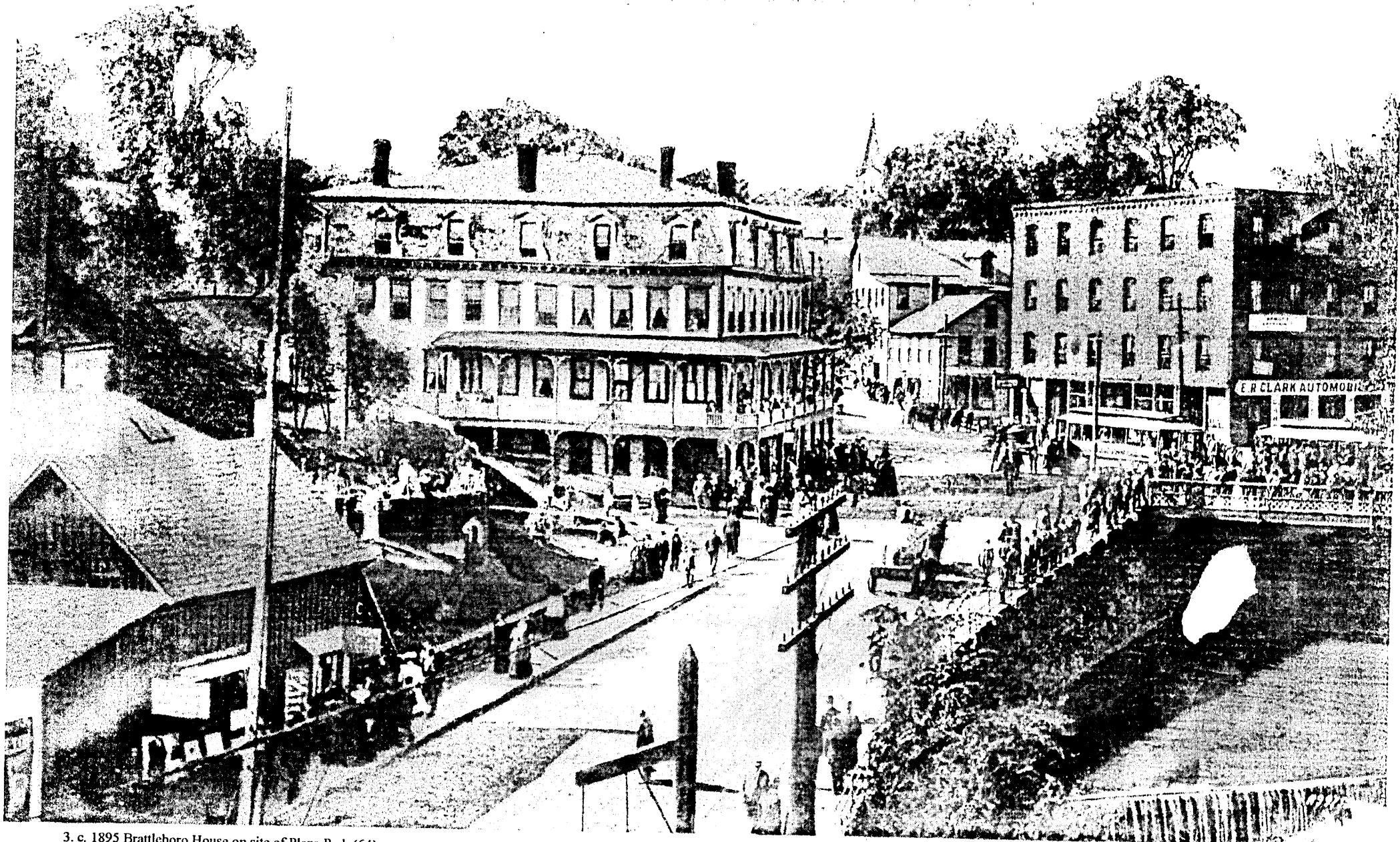
1. c.1860 Jacob Estey's 2nd organ factory, Brattleboro  
Downtown Historic District (Boundary Increase),  
Brattleboro, Windham Co., Vermont, Courtesy  
Brattleboro Historical Society



2. c. 1900 Main Street Bridge (63) & Brattleboro House on site of Plaza Park (64) on Valley Fair Day, Brattleboro Downtown Historic District (Boundary Increase), Brattleboro, Windham Co., Vermont, Courtesy Brattleboro Historical Society



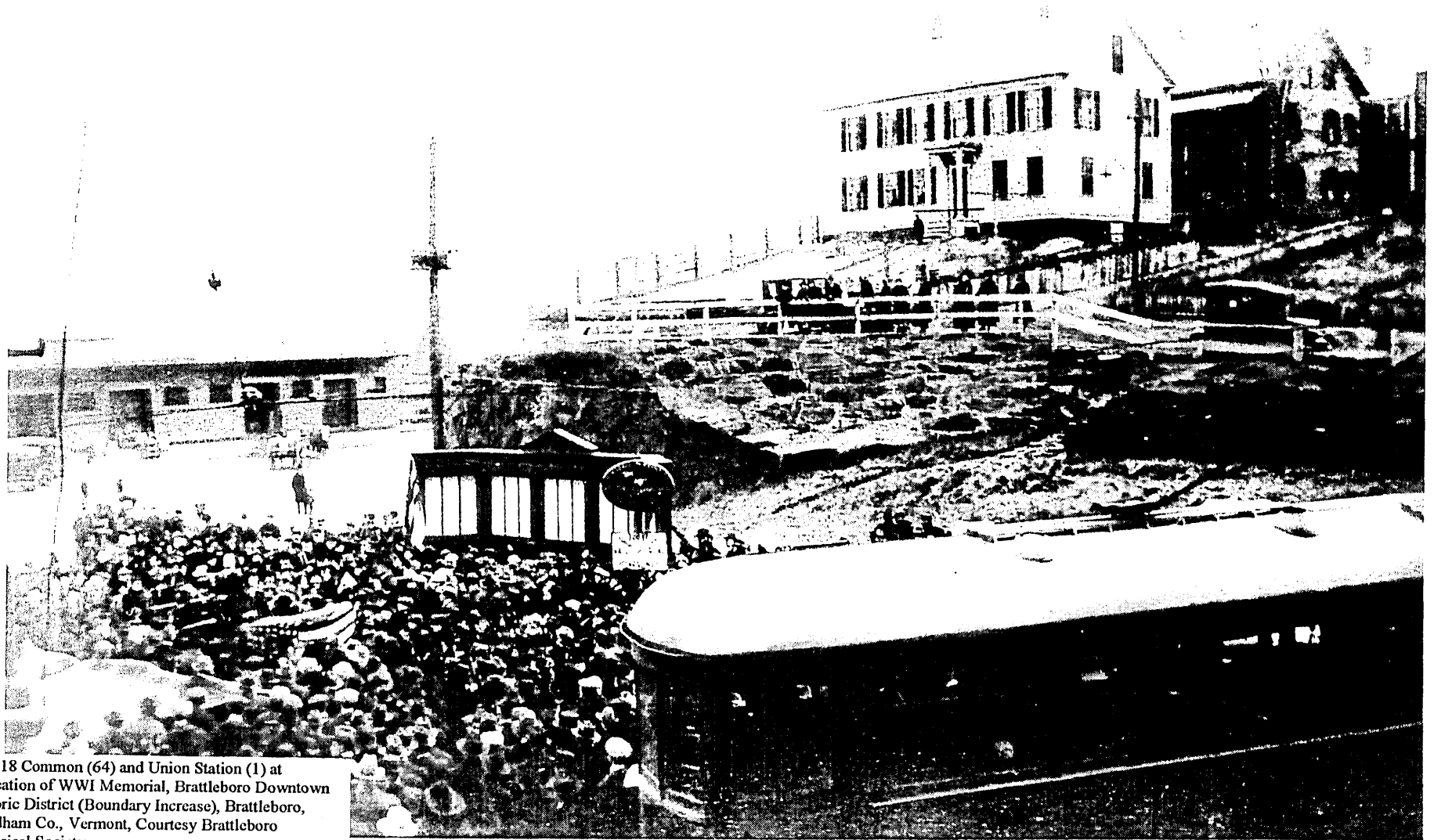
Brattleboro, VT. Bridge Street, looking north



3. c. 1895 Brattleboro House on site of Plaza Park (64) & Main Street Bridge (63) from Bridge Street, Brattleboro Downtown Historic District (Boundary Increase), Brattleboro, Windham Co., Vermont, Courtesy Brattleboro Historical Society



4. 1918 Common (64) and (65) at dedication of WWI Memorial, Brattleboro Downtown Historic District (Boundary Increase), Brattleboro, Windham Co., Vermont, Courtesy Brattleboro Historical Society



5. 1918 Common (64) and Union Station (1) at dedication of WWI Memorial, Brattleboro Downtown Historic District (Boundary Increase), Brattleboro, Windham Co., Vermont, Courtesy Brattleboro Historical Society

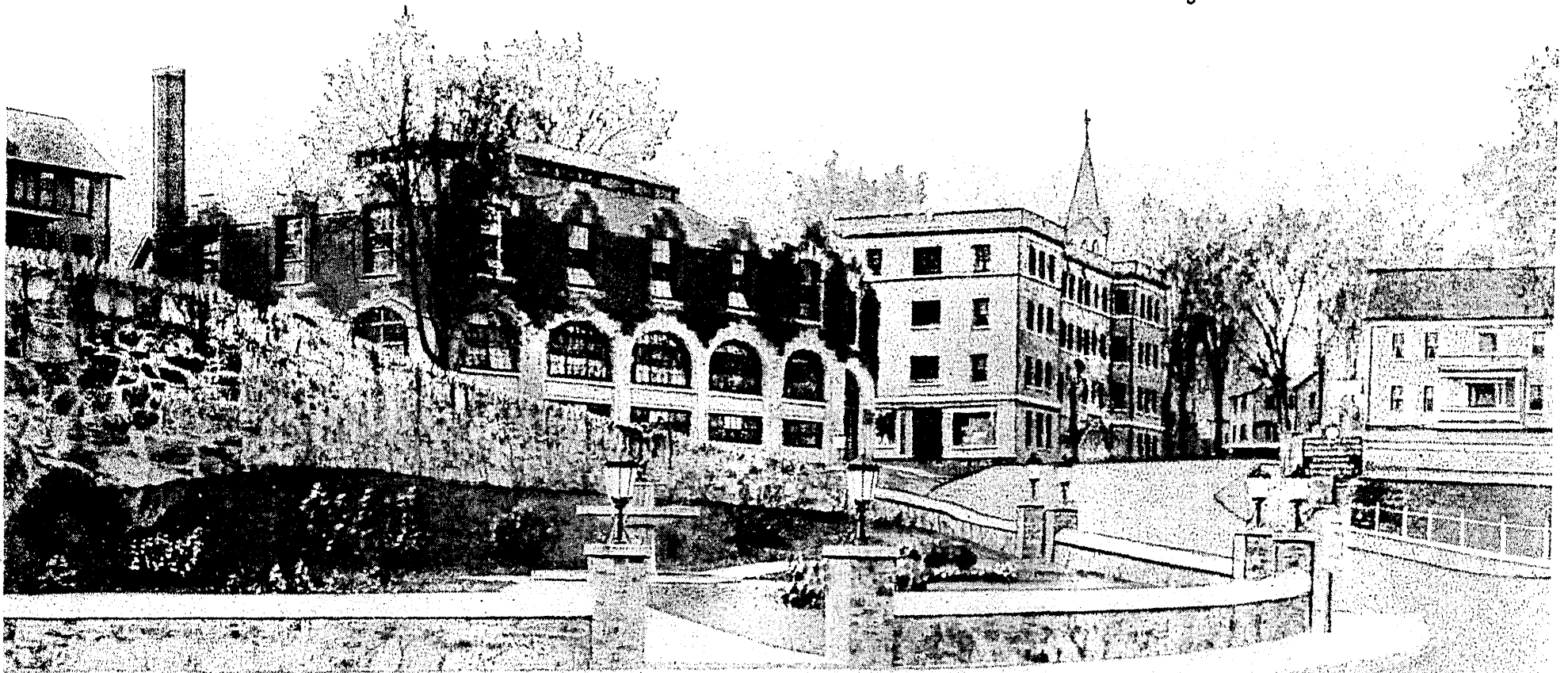


*Photo by Crown*

#### PLAZA IMPROVEMENTS AT PRESENT STAGE OF DEVELOPMENT

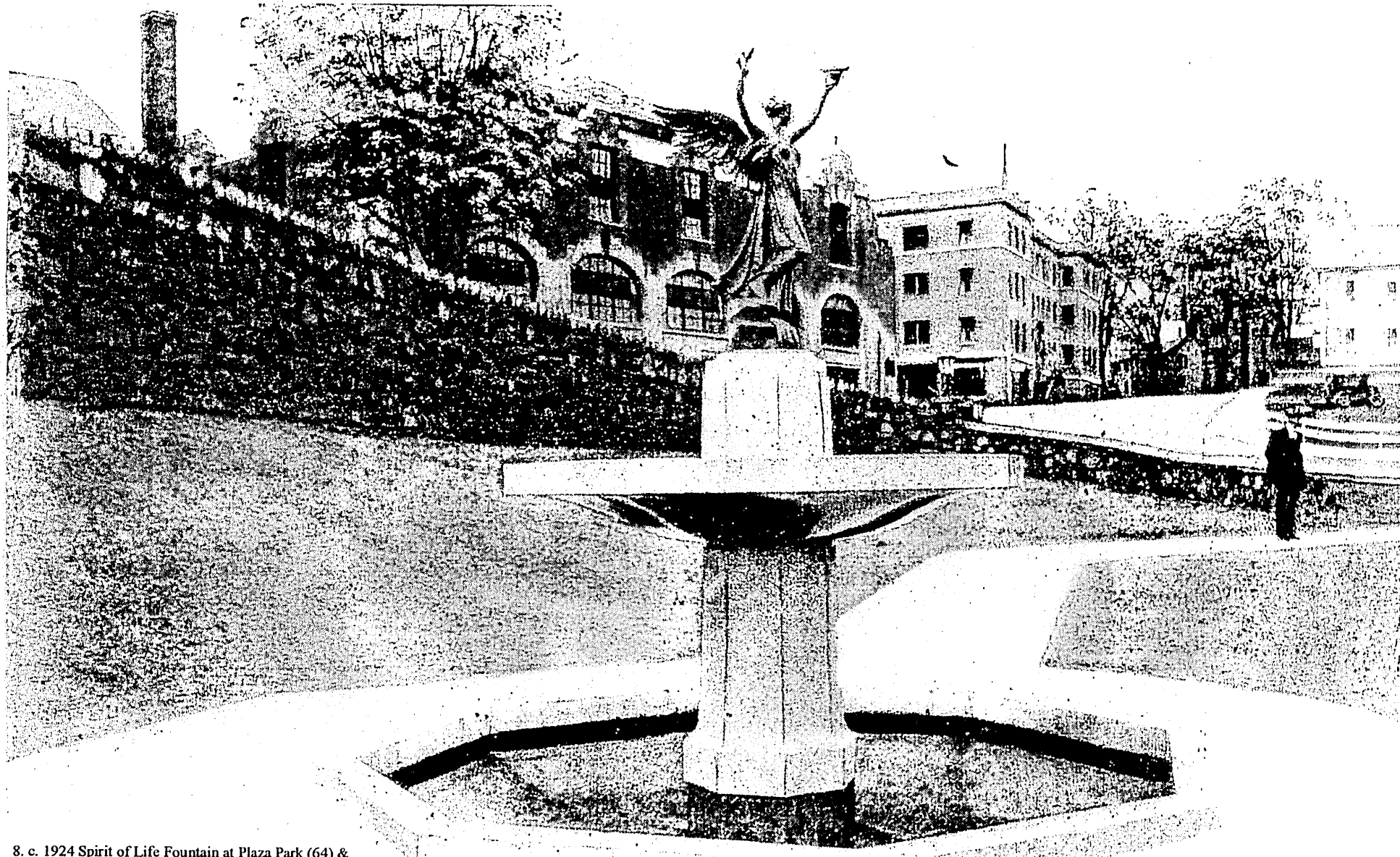
Large ornamental lights will surmount the six stone posts, a fountain will play in a big granite bowl, blue spruces will be set here and there, English ivy will scale the walls, and "flowers will bloom in the spring, tra, la, la."

6. 1921 Construction of Plaza Park (64), Brattleboro  
Downtown Historic District (Boundary Increase),  
Brattleboro, Windham Co., Vermont, Courtesy  
Brattleboro Historical Society



7. c. 1924 Plaza Park (64) & Holstein Building (65),  
Brattleboro Downtown Historic District (Boundary  
Increase), Brattleboro, Windham Co., Vermont,  
Courtesy Brattleboro Historical Society

NEW PLAZA FOUNTAIN, BRATTLEBORO, VT.



8. c. 1924 Spirit of Life Fountain at Plaza Park (64) & Holstein Building (65), Brattleboro Downtown Historic District (Boundary Increase), Brattleboro, Windham Co., Vermont, Courtesy Brattleboro Historical Society

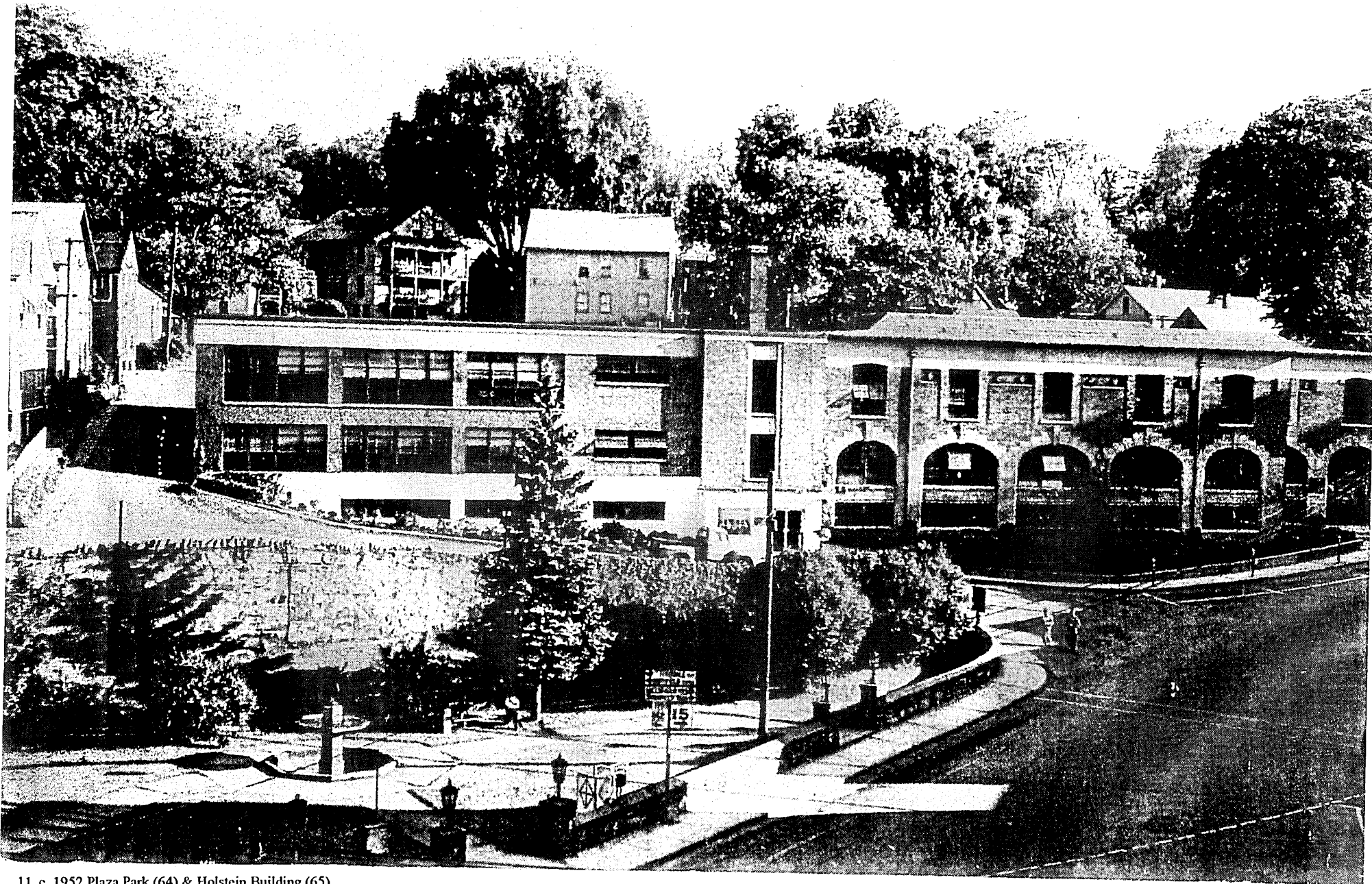


9. c. 1930 Main Street Bridge (63) & Plaza Park (64),  
Brattleboro Downtown Historic District (Boundary  
Increase), Brattleboro, Windham Co., Vermont,  
Courtesy Brattleboro Historical Society

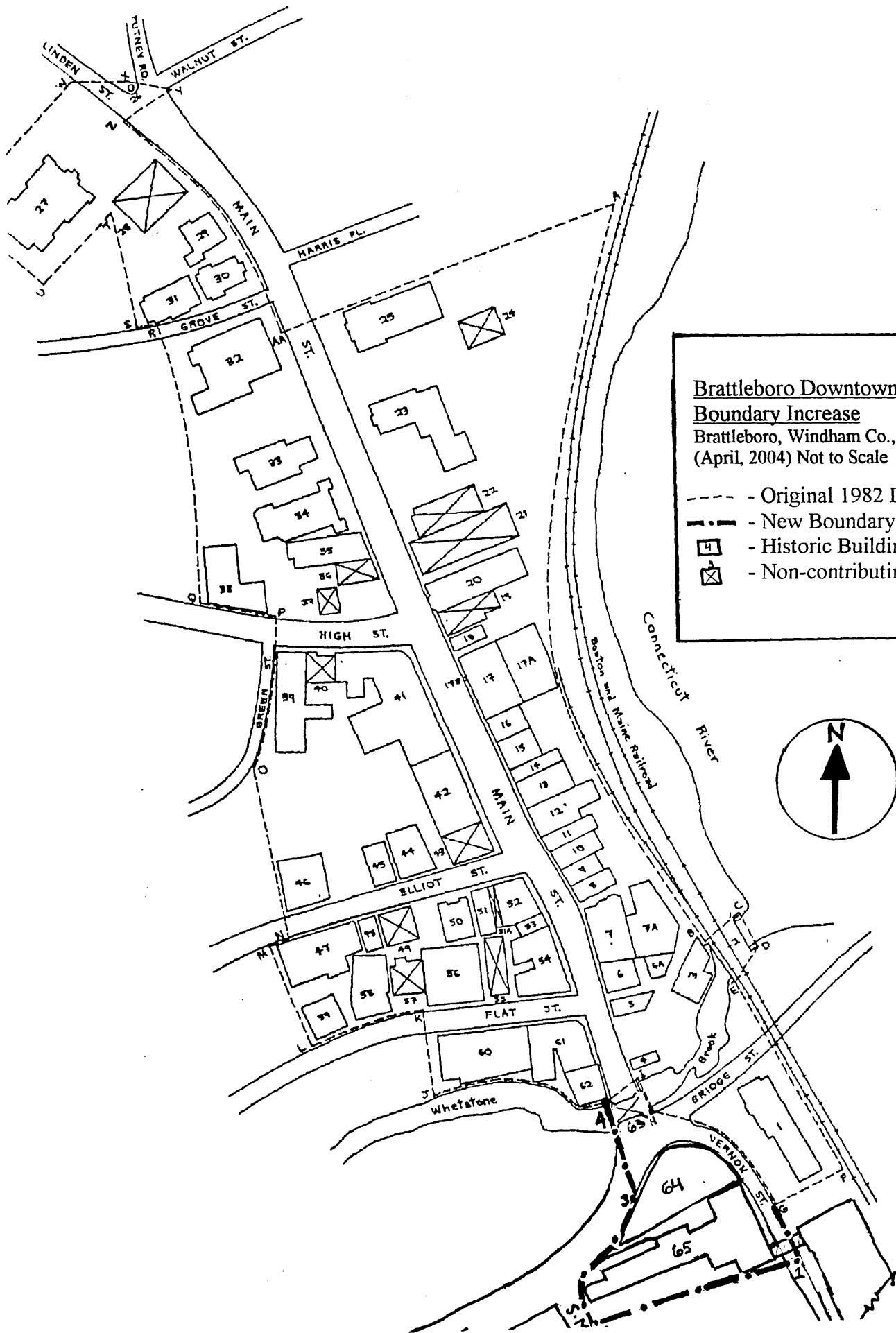


10. 1933 Main St. Bridge (63), Plaza Park (64) & Holstein Building (65) at funeral procession of Calvin Coolidge, Brattleboro Downtown Historic District (Boundary Increase), Brattleboro, Windham Co., Vermont, Courtesy Brattleboro Historical Society





11. c. 1952 Plaza Park (64) & Holstein Building (65),  
Brattleboro Downtown Historic District (Boundary  
Increase), Brattleboro, Windham Co., Vermont,  
Courtesy Brattleboro Historical Society



**Brattleboro Downtown Historic District:  
Boundary Increase**  
Brattleboro, Windham Co., Vermont  
(April, 2004) Not to Scale

- - - - - Original 1982 District boundary
- · - · - New Boundary
- ▣ - Historic Building or Structure
- ⊠ - Non-contributing Building

