

NPS Form 10-900  
(Rev. 8/86)  
Wisconsin Word Processor Format (1331D)  
(Approved 3/87)

United State Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register form (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property

historic name West Milwaukee Street Historic District

other names/site number N/A

2. Location

street & number Various, see inventory N/A not for publication

city, town Janesville N/A vicinity

state Wisconsin code WI county Rock code 105 zip code 53545

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>54</u>	<u>10</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site		<u>    </u> sites
<input checked="" type="checkbox"/> public-Federal	<input type="checkbox"/> structure		<u>    </u> structures
	<input type="checkbox"/> object		<u>    </u> objects
Name of related multiple property listing:		<u>54</u>	<u>10</u> Total
<u>N/A</u>		No. of contributing resources previously listed in the National Register <u>0</u>	

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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.      See continuation sheet.

J.P. Du  
Signature of certifying official

2/19/90  
Date

State Historic Preservation Officer-WI  
State or Federal agency and bureau

In my opinion, the property      meets      does not meet the National Register criteria.      See continuation sheet.

Signature of commenting or other official      Date     

State or Federal agency and bureau     

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.  
     See continuation sheet

Mark J. Graper Entered in the National Register 17 May 1990

     determined eligible for the National Register.      See continuation sheet

     determined not eligible for the National Register.

     removed from the National Register.

     other, (explain):     

      
Signature of the Keeper Date

6. Functions or Use

Historic Functions  
(enter categories from instructions)

Current Functions  
(enter categories from instructions)

- DOMESTIC/hotel
- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/department store
- COMMERCE/TRADE/restaurant

- DOMESTIC/multiple dwelling
- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/restaurant
- COMMERCE/TRADE/business

7. Description

Architectural Classification (enter categories from instructions)	Materials (enter categories from instructions)
LATE VICTORIAN/Italianate	foundation Stone
LATE VICTORIAN/Queen Anne	walls Brick
OTHER/Commercial Vernacular	roof Asphalt
	other Stone
	Terra Cotta

Describe present and historic physical appearance.

General Description

The West Milwaukee Street Historic District encompasses groups of intact nineteenth and early twentieth century buildings along with individual commercial and other downtown-related buildings that are located on the west side of Janesville's central business district. The Rock River runs through the middle of the city and separates the east and west sides of Janesville's downtown. It is the eastern geographical boundary for this district. The bulk of the district is made up of groups of commercial buildings that front West Milwaukee Street, a main thoroughfare that as East Milwaukee St., runs through the east side of Janesville. West Milwaukee St. runs west until it meets a major intersection known as the "five points." At this point it becomes West Court St. and continues through the west side of Janesville. A small portion of the district lies south of West Milwaukee St. along S. River St., S. Franklin St., S. Jackson St., and Dodge Street.

The topography of the district is largely flat with a gentle rise from east to west in the district. The overall appearance of the district is typical of urban commercial streets. Groups of buildings along West Milwaukee St. generally fill the entire block and individual buildings share party walls. Setbacks are uniform behind wide sidewalks. Only an occasional tree or group of shrubs at the corners break up the sidewalks of West Milwaukee Street and no landscaping occurs along S. River St. Buildings in the southern part of the district have some mature trees and shrubs and narrower sidewalks. Tall aluminum streetlights are placed at regular intervals and have mercury vapor lamps. There are only a few vacant lots along West Milwaukee St., but south of this street, where the district extends to include other buildings related to this part of downtown, there are more vacant lots and open spaces within the district boundaries.

West Milwaukee Street is a three-lane west-bound one-way street with parallel parking spaces on the south side of the street within the district. South River Street is a two-way street with parallel parking on both sides of the street. South Franklin and South Jackson Streets in the district are opposite moving one-way streets with parallel parking allowed, and Dodge Street is a two-way street with both angle and parallel parking allowed.

The district boundaries encompass the historic portions of Janesville's west side commercial district, The entire west side of the downtown was not included because areas outside of the district has buildings that lack integrity or are too new to be contributing in the district. In general, though, there are several distinctive

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features that separate this district in Janesville's downtown from the rest of the city's west side. To the north of the district is Centerway Avenue, a major thoroughfare through the area. Of post World War II construction, this highway effectively cuts off the downtown from the residential neighborhood to the north. To the west of the district is the "Five Points," the western end of Janesville's downtown. To the south of the district, West Court St. separates the downtown from the residential neighborhood to the south. The Rock River is the eastern boundary that separates the east and west sides of Janesville's downtown.

The West Milwaukee Street Historic District is very cohesive in size, scale, building materials, and type of construction and has very few intrusions within its boundaries. Some statistics will illustrate this fact. Of the 64 total buildings in this district, 54 (83%) are contributing while 11 (17%) are non-contributing. Of the 54 contributing buildings, most are constructed of brick and most (41, 76%) are two stories in height. Only seven buildings (13%) are three stories in height and four buildings (11%) are of other heights. The vast majority of the contributing buildings in the district possess a nineteenth century style or form. The most frequently seen style or form is the commercial vernacular, a mid to late-nineteenth century vernacular form. Sixteen buildings (30%) are commercial vernacular, while 12 buildings (23%) are Italianate in style, 7 buildings (13%) are Queen Anne in style, 5 buildings (9%) are Neo-Classical, and 11 (25%) have other styles.

The dates of construction indicate that while the district was built up over time, the majority of buildings (31, 59%) were constructed between c. 1865 and 1900. In fact, of the 54 contributing buildings in the district, 9 (17%) were built in the 1860s, 7 (13%) were built in the 1870s, 9 (17%) were built in the 1880s, 6 (11%) were built in the 1890s, 6 (11%) were built in the 1900s, and only 10 (17%) were built in other years, primarily the 1910s, 1920s, and 1930s.

These statistics show that the district is made up of buildings that complement each other in style, form, age, and building materials. Most of the new construction in the west side of Janesville's downtown exists outside of the district boundaries. Most buildings have remodeled storefronts, but this is typical of commercial districts throughout Wisconsin. This remodeling and any intrusions in the district do not largely detract from the intact building groups and individual buildings that make up Janesville's historic west side commercial district.

Contributing buildings are those that have retained most of their historic appearance as commercial buildings. Non-contributing buildings are those that have dates of construction later than the period of significance for the district or are

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are historic buildings that have been so remodeled that they no longer represent historic commercial structures.

DESCRIPTION OF SELECTED BUILDING GROUPS

14-16 S. River St.	Commercial Block	c.1880, c. 1920 (1)
18-20 S. River St.	Burpee Block	1892 (2)
22 S. River St.	Frink-Barrows Building	1867-70 (3)
24 S. River St.	Commercial Building	c.1885 (4)

This group of commercial buildings was constructed in the nineteenth century but have twentieth century storefronts. The earliest building is the Frink-Barrows Building (22 S. River St.), constructed between 1867 and 1870, and it is one of the most unembellished buildings in the district. Of three stories, the cream brick building is rectangular in shape and shares party walls on both sides. While it has a tall third story, there is no decorative cornice to break up the brick wall. The windows are tall and narrow and are decorated with stone lintels and sills in the Greek Revival tradition. The first floor storefront consists of a glass and metal expanse that is part of a modern restaurant front. A large vertical neon sign is attached to this building and it advertises the restaurant.

The commercial block at 14-16 S. River St. was originally built in the 1880s and remodeled in the early twentieth century. It is a two story brick constructed block that has a front facade of twentieth century brown tapestry brick veneer. A metal cornice featuring brackets and recessed panels runs across the front and side of the building. The second story windows are mostly single light double hung sashes. There is an early twentieth century set of a large double hung sash flanked by two slightly smaller sashes. There is also a metal-clad oriel window with double hung sash openings. The oriel is decorated with swags in recessed panels and is topped with a cornice accented with dentils. The first floor is separated into two storefronts. The north storefront has large modern windows, a recessed entrance, permastone decoration, metal panels and a metal cornice. The other storefront also has modern glass windows partially covered with an awning.

The Italianate and Queen Anne decorated building at 24 S. River St. is a two story brick block with an Italianate metal cornice that features a paneled frieze, brackets, and modillions. Brick corbelling surrounds the second story metal-clad oriel window with three sashes. The single window to the right of the oriel has a brick label mold surround. The first floor is a remodeled storefront of glass and brick veneer.

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The last block constructed among this group of buildings is the Burpee Block, built in 1892. Dominating the center of this group of buildings, this double block is constructed of brick and features an elaborate Queen Anne style metal cornice. The cornice is accented with a gabled pediment in the middle that features a "scalloped shingle" decoration under which is embossed the word, "Burpee." The cornice also has finials at each end, brackets, dentils, an embossed frieze and corbel stops. There is one set of windows at the center of the second floor. They are tall, narrow, and have round arches. On each side of the pair is evidence that other windows have been closed up. The first and third bays have been covered with an aluminum curtain wall. The first floor of the building features a modern glass front with a metal overhang. Above the overhang is a large modern neon sign identifying the restaurant housed in this and nearby buildings.

South River Street was a side commercial street, off the main commercial thoroughfare of West Milwaukee Street. As such, the businesses there were auxiliary to those on West Milwaukee. Among this group of buildings, city directory information indicates that there were a varied number of businesses including saloons, meat markets, and grocery stores. Of particular interest in the Burpee Block during the early twentieth century, was a large grocery store, perhaps a forerunner of modern supermarkets. Between 1915 and 1919, this store was known as the Janesville Tea Company and between 1923 and 1927, the Universal Grocery Company.

101-103 W. Milwaukee St.	Kresge Store	c.1930 (5)
105 W. Milwaukee St.	Williams Block	1890 (6)
109 W. Milwaukee St.	Yahn Brothers Building	1903 (7)
111 W. Milwaukee St.	Durkee-Hawes Building	1869 (8)
113 W. Milwaukee St.	Richardson Block	1869 (9)
117-119 W. Milwaukee St.	Davis-Dunn Block	1869 (10)
121-123 W. Milwaukee St.	Richardson-Macloon Block	1869 (11)

Historic maps indicate that this group of buildings replaced older buildings in this location beginning in 1869, and that the new buildings either covered up or replaced the frame buildings that had earlier existed in this area along West Milwaukee Street. Tax Rolls strongly suggest that these buildings were replaced. In any event, several buildings were erected in 1869 and three of these, all double blocks, bear a striking resemblance to each other. That, plus the high integrity of the streetscape make this the most harmonious streetscape in the district.

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One of the buildings constructed in 1869 was the Durkee-Hawes Building at 111 W. Milwaukee St. A three story cream brick building, it has features that reflect the Italianate style. Topped with a wooden cornice that has modillions and brackets, the building has original windows on each of its upper floors. These windows are round arched double hung sashes decorated with stone keystones. The windows are flanked with shallow brick pilasters. The first floor has been remodeled with large metal panels and modern glass show windows.

The Richardson Block, Davis-Dunn Block, and Richardson-Macloon Block (113, 117-119, 121-123 W. Milwaukee St.) were all built in the same year, using the same materials and almost identical designs. Although a builder has not been identified, it is obvious that they were constructed by the same builder or at least constructed to complement each other. All three are double storefront, three-bay blocks that have details that suggest the Italianate style. Built of cream brick, all are two stories in height and feature wooden cornices decorated with brackets and dentils. Each block has a parapet; two (113, 121-123 W. Milwaukee St.) parapets are arched and one (117-119 W. Milwaukee St.) is flat. Decorating the parapets are oculus windows flanked by either round or square medallions. Windows of the second stories of the blocks are mostly very tall, narrow double hung sashes decorated with segmental arches. On each facade, three segmental arched windows flank a single tall, narrow round arched window. The middle block has a keystone decorating this central window.

The first floors of these blocks have had their storefronts modernized in different ways. The Richardson Block has a shingled overhang, modern glass windows and brick trim. The Davis-Dunn Block is separated into two storefronts. The east storefront has a large metal sign covering its transom, glass windows, and brick walls. The west storefront has large show windows and a recessed entry. The storefronts of 121-123 W. Milwaukee St. feature modern glass windows, metal panels, and permastone walls and posts.

The Williams Block (105 W. Milwaukee St.), built in 1890, is a fine Queen Anne double storefront block. Constructed of red brick, it is two stories in height with a metal cornice and pressed metal oriel windows. The cornice is decorated with brackets and an embossed design. The oriels feature onion shaped domes and embossed detail. Each oriel has three double hung sash windows. Between the bays are a pair of narrow pilasters that rise to meet the pressed metal cornice. Between these pilasters are two small single pane windows, probably placed to light a staircase. They serve to divide the building into the two storefronts. The first floor of this building has been remodeled with modern glass show windows and metal panels.

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The Yahn Brothers Building (109 W. Milwaukee St.), built in 1903, is a simple Neo-Classically influenced commercial block. Constructed of red brick, it features a metal cornice decorated with brackets. The facade is dominated by a second story oriel window clad with pressed metal and decorated with panels, modillions, and dentils. There are four single light double hung sashes in the oriel. Two small windows are on the east side of the oriel. One is a single pane window while the other is a single light double hung sash. Both are decorated with stone lintels and sills. The first floor has been modernized with new glass windows and a large metal sign above the storefront.

The last building constructed in group is the Kresge Store at 101-103 W. Milwaukee St., built around 1930. Its simple form exhibits some Art Deco stylizations. The two story block is built of tan brick with a distinctive dark mortar. The side facade is punctuated by pairs of single light double hung sashes on the first and second floors. A stone belt course separates the two stories and a flat stone cornice runs across the length of the building. Second floor pilasters that occur at regular intervals along the facades of the building give a vertical appearance to the structure. A panel of stylized diamonds in the Art Deco mode also run around the second floor of the building.

This group of buildings is probably the most historically interesting of all of the groups of buildings in this district. According to city directories, a number of long-term specialty and department stores were housed along this part of West Milwaukee St. during the period of significance. In particular, the three Italianate blocks between 113-123 W. Milwaukee St. were home to some important businesses. The double block at 113 W. Milwaukee St. housed a number of specialty stores, including an early movie theater. Beginning in 1915 the building became a department store, first as the Max Meisel and Company department store, then beginning in 1931 as the Amos Rehburg department store, a business that lasted until the 1960s.

At 117-119 W. Milwaukee St., there were different businesses in each storefront of the building. City directories indicate that this building housed a saloon, millinery shop, theater, and clothing store. Since 1936, J. J. Smith Jewelry has occupied the west half of the building. In one half of 121-123 W. Milwaukee St. there has been a clothing store, Colvin's Baking Company, and a restaurant. In the other half of the building there has been one of the most well known of Janesville's drug stores, the Stearns and Baker Drug Store. It was housed here until 1898, then Joseph Baker continued to operate a drug business out of the building until 1919. A new firm, the Badger Drug Company was housed here until at least 1931.



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Other buildings on this block housed long-term businesses. The Williams Block (105 W. Milwaukee St.) was the location of the Edward Hall clothing store between 1889 and 1903; then Hall joined with Albert Huebel to operate a furniture store out of the building between 1907 and 1919. Albert Huebel continued to operate a clothing store in the Williams Block at least to 1936. The Yahn Brothers Building (109 W. Milwaukee St.) was built for John and Michael Yahn's meat market which they operated until 1911. It was then the site of the Lowell Hardware Store until around 1927. Finally, a more contemporary building is the Kresge Store which was built for Kresge's around 1930 and it was operated as such until the 1960s.

209 W. Milwaukee St.	Commercial Building	c.1865 (12)
215 W. Milwaukee St.	Curtis Building	1879 (13)
219 W. Milwaukee St.	Commercial Building	c.1870 (14)
221-223 W. Milwaukee St.	Cannon Block	1878-79 (15)

This group of commercial blocks architecturally varies from the earliest commercial building that has a simple, almost crude form to the Neo-classically decorated Cannon Block.

The commercial building at 209 W. Milwaukee St., built around 1865, is a two-story painted brick block with two tall windows on the second floor that have been enclosed. The windows are decorated with stone lintels and sills. The storefront is remodeled and has two small modern windows and a modern entrance.

The Curtis Building (215 W. Milwaukee St.), built in 1879, is also a simple two-story brick block with a remodeled storefront. There is a brick corbelled cornice over three segmentally arched windows decorated with keystones. The windows themselves are simple double hung sashes. The first floor has a modern glass storefront and entrance. Above this is a large flat metal sign that extends east and groups this building's storefront with one half of its neighbor to the east, 211-213 W. Milwaukee St., a building remodeled in the period of significance.

The commercial building at 219 W. Milwaukee St., built around 1870, is a two-story building that has a wooden cornice with large brackets. Three double hung sash windows on the second floor are set between brick pilasters and have segmental arches and keystones. The first floor retains much of its historic storefront with large windows, posts, and a recessed central entrance. Above the first floor is a flat wooden sign with the name of the business spelled out in individual letters.

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The Cannon Block (221-223 W. Milwaukee St.), built between 1878-79, shows evidence of being remodeled at the turn of the century. The two-story cream brick block is made up of three storefronts. Its major details include a metal Neo-classical cornice featuring paired brackets and modillions; oriel windows covered with pressed metal and decorated with modillions and medallions; brick pilasters; a stone belt course of crosses running right under the cornice; flat and segmental arch windows with keystones; and brick corbelling. All of this detail occurs on the second story of the building and on the west side facade. Openings in the oriels and in the walls are all single light double hung sashes. The original brick portion of the building appears to be from the 1878 period, while the oriels and cornice appear to be an addition from the turn of the century. The first floor is remodeled circa 1955 and consists of modern glass show windows, stone veneer walls and posts, and a flat metal sign spanning the entire building.

A variety of businesses have been located along this block during the period of significance, including saloons, grocery stores, meat markets, and millinery stores. The best known include the Tarrant and Osgood Grocery Store at 209 W. Milwaukee St., in business until around 1915. Later this building housed the City Fruit Market until the mid 1930s. The drug store that is currently in the Cannon block has been in existence there since at least 1907. It was possibly related to the Fifield and Pember Clinic which was located in the building between at least 1903 and 1907. The Fifield and Pember Clinic eventually became the Riverview Clinic, one of Janesville's most important medical centers of the twentieth century.

214 W. Milwaukee St.	Connors Building	1920 (16)
216 W. Milwaukee St.	Commercial Building	1878-79 (17)
218 W. Milwaukee St.	Carroll Building	1876 (18)
220 W. Milwaukee St.	Commercial Building	1879 (19)
222 W. Milwaukee St.	Wright Building	1875-76 (20)

This group of vernacular commercial buildings are the best group of commercial vernacular structures in the district. Built mostly of cream brick and having a continuity of form and details, they represent a fine historic building group even though they are not individually outstanding. All of the buildings were constructed around the same time period except for the Connors Building, built in 1920. It is also the only one that is constructed of red brick. Of two stories, it has details that suggest a twentieth century commercial style. Instead of a cornice the front facade wall rises to a parapet that gives the impression of battlements. A datestone identifies the building and dates it. There are three double hung sash windows on the second floor that are decorated with flat arches and stone sills.

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The first floor has Art Moderne metal panels and small windows. While the building was originally housed a variety store, it became a tavern in the 1930s and its first floor was probably remodeled at that time.

Next to the Connors Building is a commercial building (216 W. Milwaukee St.) that is two stories in height and has brick corbelling in place of a cornice. The segmentally arched double hung sash windows on the second floor have stone sills. The first floor is remodeled with small show windows, a large flat wooden sign, and brick trim. The Carroll Building (218 W. Milwaukee St.), built in 1876, is one of the few buildings in the district that has a historic storefront. The two story cream brick building features some brick corbelling at the cornice line, segmentally arched double hung sash windows with awnings, and an historic first floor that includes large show windows, panelled bulkheads, pilasters, and a front door with a transom.

The commercial building at 220 W. Milwaukee St. is also a two story cream brick building with brick corbelling at the cornice. The single light double hung sash windows are more heavily decorated with a shouldered arch than its neighbors. The first floor has been remodeled and consists of modern show windows, some vertical wood trim that was probably used for signage, and some carrera glass. Completing this group of buildings is the Wright Building (222 W. Milwaukee St.), a two story cream brick building that is slightly taller than its neighbors. It has little trim except for oriel windows that were probably added later. These oriels are covered with pressed metal embossed with swags and rosettes. They occur on the front and side facades of the building. Other windows are decorated with simple segmental or round arches and have stone sills. Window units are single light double hung sashes. The first floor has been remodeled with modern, smaller show windows than originals, and a large flat sign spans the building between the first and second floors.

City directories indicate that this group of buildings was home to a variety of specialty stores as indicated by their size, including saloons, a paint store, and a variety store. The most historically interesting building is the Wright Building that was built by Josiah Wright for his hide and leather business. Wright operated this business here until around 1911, then the Janesville Hide and Leather Company operated here until at least the mid 1930s. This business and building housed one of the lengthiest and most interesting businesses in the district.

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301 W. Milwaukee St.	Thomas Mackin Building	1885 (21)
305 W. Milwaukee St.	Charles Mackin Building	1885 (22)
307 W. Milwaukee St.	Merrill Building	1885 (23)
315 W. Milwaukee St.	Commercial Building	c.1895 (24)
327 W. Milwaukee St.	Monterey Hotel	1930 (25)

Tax Rolls indicate that except for the Monterey Hotel, this group of buildings was developed around the same time period as the shopping district along West Milwaukee Street began to stretch to its boundaries. This side of the 300 block of West Milwaukee St. is physically intact, but because some buildings have been remodeled or replaced, it is not historically intact. Those buildings that have retained most of their historic character are worthy of description.

The three story Thomas Mackin Building (301 W. Milwaukee St.), built in 1885, is a fairly intact late Italianate commercial building. It features a heavy cornice with brackets and dentils and pairs of double hung sashes decorated with heavy shouldered arches and keystones. Windows are decorated with stone sills and a stone belt course runs across the front facade separating the first and second floors. The first floor storefront consists of modern glass windows, a recessed central entrance, vertical wood siding and a band of carrara glass above the show windows.

The Charles Mackin Building (305 W. Milwaukee St.), also built in 1885, is a late Italianate detailed two-story cream brick building with a prominent wooden cornice decorated with brackets and dentils. A row of dentils runs across the building just underneath the cornice. The four second floor windows are single light double hung sashes decorated with shouldered brick arches and keystones. Until recently, the first floor consisted of a historic storefront, but has now been almost entirely bricked up with modern tan brick. The new first floor has two very small windows, a modern glass and metal door and a transom window.

The Merrill Building (307 W. Milwaukee St.), completes the buildings constructed in 1885. It is also a late Italianate-detailed two-story red brick building with a large bracketed metal cornice. Like its neighbor, it has a row of dentils running across its facade right under the cornice. The windows of the second story are more detailed than those in the rest of the block. They are separated by stepped pilasters and decorated by round arches with keystones. A lighted white sign has been placed on this story. The first floor of the building has been totally remodeled with a wood shingled overhang, a pediment with awning, small house-like picture windows, and a modern recessed entrance.

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The last major building constructed in this group is the Monterey Hotel (327 W. Milwaukee St.), an elegant Art Deco building built in 1930. Of six plus stories, the hotel is built of tan brick and is rectangular in shape. Windows on the second through sixth floors are regularly placed on the facades and are eight-over-one double hung sashes. At the northwest corner of the building is a slightly projecting tower. The vertical profile of the tower is emphasized by the use of spandrels and rooftop ziggurat motif terra cotta ornamentation. Terra cotta detail is placed on the building at the corners and on the top floor above the main entrance. Terra cotta also clads the S. High Street entrance of the building and reaches up to cover the second floor above the entrance as well. On the top floor terra cotta lintels with peaks over windows are connected to form a belt course. The first floor of the hotel is covered with stone veneer and accented with tile. Most of this floor consists of large glass windows and glass door entrances.

Aside from the large hotel, this group of buildings was largely occupied by specialty stores including saloons, drug stores, meat markets, grocery stores, and furniture stores. Turnover was high and there were few long-term occupants that had individual importance in the commercial history of the community.

401-403 W. Milwaukee St.	E. C. Smith Block	1870 (26)
405-407 W. Milwaukee St.	Casey Block	1901 (27)
409 W. Milwaukee St.	Wilbur Block	1915 (28)
413 W. Milwaukee St.	Daley Building	1881 (29)
415-417 W. Milwaukee St.	Klein Block	1906-07 (30)
419 W. Milwaukee St.	G. Davis Building	1868 (31)

This group of buildings consists primarily of commercial blocks constructed during the latter period of development of this district. Only a few buildings were built before 1900 with the rest of the block filled in after the turn of the century. One of the oldest and most ornate blocks is the Italianate E. C. Smith Block (401-403 W. Milwaukee St.), built in 1870. It is a double storefront of two stories and constructed of cream brick. In place of a cornice there is a row of brick dentils and corbeled brackets. Stepped pilasters accent the corners of the building and separate the two storefronts. The second story windows are palladian-like and consist of round-arched double hung sashes with brick surrounds. The central windows, taller than the others, have keystones. The east first floor storefront is somewhat altered but still has historic show windows that have been opaqued from the inside. There is a central recessed entrance with transom. The west storefront is enclosed with only small diamond shaped windows for decoration.

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The Neo-classically influenced Casey Block (405-407 W. Milwaukee St.) was built in 1901. While they have identical detail, the two sides of the building are not equal in size and are each constructed of a different color brick (red and tan, and red). A plain cornice tops the two-story building and there are second story oriel windows covered with pressed metal and decorated with swags. The openings are single light double hung sashes. The first floors have largely been remodeled. The eastern storefront features vertical wood siding, brick walls and small, narrow windows. The western storefront has show windows the project from the facade, an off-center entrance, carrara glass panel between first and second floors, and an awning.

The twentieth century commercial Wilbur Block (409 W. Milwaukee St.), another double storefront was also built in 1901. More handsome than its neighbor to the east, it is a two story block of red brick. The building has a stepped cornice and only a small amount of brick corbelling above the two oriel windows that are simple, small, and clad with pressed metal. Openings in the oriels are single light double hung sashes. There are two small windows with stone lintels between the bays. The first floor early twentieth century storefront features large show windows, prism glass transoms, and early twentieth century side entrances.

The Italianate influenced Daley Block (413 W. Milwaukee St.), built in 1881 is a two story brick block with a large metal cornice. The cornice features ornate brackets at the ends, modillions and dentils, and an embossed design. The three second story windows are double-hung sashes decorated with shouldered arches with keystones. The first floor has large show windows, a recessed east side main entrance, and a staircase entrance on the west side.

The Klein Block (415-17 W. Milwaukee St.), although built in 1906-07, still expresses the Queen Anne style of architecture. A two story double storefront block of red brick, it has a metal cornice with brackets, modillions, and dentils. Brick corbelling and arches decorate two second story oriels. Metal-clad, the oriels have little detail except plain cornices and swags. The windows are single-light double-hung sashes. The first floor is one entire storefront of large show windows and an entrance on each side of the building. The storefront appears to be more modern than the rest of the building.

Finally, the oldest building of the group, the G. Davis Building (419 W. Milwaukee St.), built in 1868, is a three story commercial vernacular building. Built of brick, it has inset brickwork panels across the top of the building. A row of corbels runs underneath. Pilasters separate the three windows of each of the upper stories. These windows are double-hung sashes with round arches, keystones, and

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brick surrounds. The first floor is a remodeled storefront with modern glass windows surrounded by carrara glass in a mid-twentieth century manner.

This group of buildings housed specialty store including saloons, groceries, and meat shops. The most long-lived of these service stores was the meat market housed in half of 401-403 W. Milwaukee St., the E. C. Smith Block. Under various owners the meat shop was known in the twentieth century as the City Meat Shop, in operation until at least the late 1960s. Unfortunately, some fine carrara glasswork on the building that had "City Meat Shop" etched in it was recently destroyed for an inappropriate remodeling project.

17 N. Jackson St.	First Presbyterian Church	1891 (32)
15 N. High St.	Aargau Flats	1904-05 (33)
318-20 Dodge St.	Jeffris Flats	1894 (34)
54 S. Jackson St.	First Congregational Church	1868 (35)
54 S. Franklin St.	YMCA	1926 (36)
51 S. Franklin St.	Volney Atwood House	c.1855 (37)
210 Dodge St.	Post Office	1938 (38)

This group of buildings are not commercial, but are included in the district because they are typical of the type of buildings related to commercial districts in the nineteenth and early twentieth century and because they are still today perceived as being in Janesville's downtown.

Two of the buildings are fine churches. The Queen Anne First Presbyterian Church (17 N. Jackson St.) is constructed of red brick on a fine rough stone foundation. It has an irregular plan and is decorated elaborately with wood trim,, primarily in the gables. Like many Queen Anne structures, there are details that suggest the Romanesque style. On this church building the bell tower and round-arched windows suggest the Romanesque style, although the arched windows are palladian-like, suggesting the classicism of the Queen Anne style. The First Congregational Church (54 S. Jackson St.) is a large cream brick Gothic Revival church building. It has a very steeply pitched roofline and Gothic details such as lancet windows and buttresses. A large modern school addition to the south of the building is separated from the church by a walkway and is a non-contributing element.

The two apartment buildings included in the district are typical of turn of the century downtown apartment buildings. The three-story Aargau Flats (15 N. High St.) is a red brick building with a simple but classically-inspired metal cornice. The Jeffris Flats (318-20 Dodge St.) are two separate three-story buildings of tan NPS

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brick, also with classically-inspired cornices. Original entrances to the Jeffris Flats have been covered up by projecting entry bays that are intrusive, but appear to be easily removable.

The YMCA (54 S. Franklin St.), built in 1926, is a three-story brown brick building with details from the Mediterranean Revival style of architecture. There are fine, large multi-paned round arched windows on the main facade of the building and some wrought iron trim. A large modern addition to the building at the rear is a non-contributing element of the property. The Volney Atwood House (51 S. Franklin St.), across the street from the YMCA, is two-story painted brick Italianate house that was once the residence of a prominent early citizen of Janesville. It features typical Italianate details such as overhanging eaves and a bracketed cornice. While it was originally a downtown residence, it has been used for commercial purposes for a long time and is considered a commercial building in Janesville's downtown.

The last non-commercial building in the district worth mentioning is the Post Office (210 Dodge St.). It is also one of the latest buildings constructed or remodeled in the district that is considered contributing. The one-story post office is a streamlined Moderne building that has a taller facade that make the building appear to be two stories in height. It is faced with tan stone veneer and features very tall, narrow windows on the front facade that emphasize the verticality of the building. It was designed by federal architects William Dewey Foster and Louis A. Simon.

Building Inventory

Map Number	Address	Name	Style	Date of Construction	Status
1	14-16 S. River	Commercial Block	Commercial Vernacular	1880	C*
2	18-20 S. River	Burpee Block	Queen Anne	1892	C
3	22 S. River	Frink-Barrows Bldg.	Greek Revival	1867-70	C
4	24 S. River	Commercial Bldg.	Queen Anne	c.1885	C
5	11-17 W. Milwaukee	Woolworth Building	Modern	c.1946 (39)	NC*
6	19-21 W. Milwaukee	Dube's Jewelry	Contemporary	c.1975 (40)	NC
7	23-25 W. Milwaukee	Phoebus Block	Twentieth Cent. Commercial	1884 (41) remodeled c. 1920	C

\*C = Contributing in the district; NC = Non-contributing in the district



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Map Number	Address	Name	Style	Date of Construction	Status
8	27 W. Milwaukee	Antiques Mall	Contemporary	c.1955 (42)	NC
9	29-31 W. Milwaukee	Bennett-Carle Block	Commercial	1880 (43)	C
10	101-03 W. Milwaukee	Kresge's Store	Vernacular	remodeled, c.1920	1988 C
11	105 W. Milwaukee	Williams Block	Twentieth Cent. Commercial	c.1930	C
12	109 W. Milwaukee	Yahn Brothers Bldg.	Queen Anne	1890	C
13	111 W. Milwaukee	Durkee-Hawes Bldg.	Neo-Classical	1903	C
14	113 W. Milwaukee	Richardson Block	Italianate	1869	C
15	117-19 W. Milwaukee	Davis-Dunn Block	Italianate	1869	C
16	121-23 W. Milwaukee	Richardson-Macloon Block	Italianate	1869	C
17	209 W. Milwaukee	Commercial Bldg.	Commercial	c.1865	C
18	211-13 W. Milwaukee	Commercial Block	Vernacular		
19	215 W. Milwaukee	Curtis Building	Modern	1865-67 (44)	C
20	217 W. Milwaukee	Commercial Bldg.	Commercial	remodeled c.1930	
21	219 W. Milwaukee	Commercial Bldg.	Vernacular	1879	C
22	221-23 W. Milwaukee	Cannon Block	Contemporary	c.1965 (45)	NC
23	9 S. Jackson	Commercial Bldg.	Italianate	c.1865	C
24	214 W. Milwaukee	Commercial Bldg.	Italianate-	1878-79	C
25	216 W. Milwaukee	Commercial Bldg.	Neo-Classical	remodeled c.1895	
26	218 W. Milwaukee	Carroll Bldg.	Commercial	1889 (46)	C
27	220 W. Milwaukee	Commercial Bldg.	Vernacular		
28	222 W. Milwaukee	Wright Bldg.	Twentieth Cent.	1920	C
29	301 W. Milwaukee	Thomas Mackin Bldg.	Commercial	1878-79	C
30	303 W. Milwaukee	Commercial Bldg.	Vernacular		
31	305 W. Milwaukee	Charles Mackin Bldg.	" "	1876	C
32	307 W. Milwaukee	Merrill Bldg.	" "	1879	C
33	309 W. Milwaukee	Commercial Bldg.	" "	1875-76	C
34	315 W. Milwaukee	Commercial Bldg.	Italianate	1885	C
35	319 W. Milwaukee	Theatre	Contemporary	c.1970 (47)	NC
			Commercial	1885	C
			Vernacular		
			Contemporary	c.1970 (48)	NC
			Queen Anne	c.1895	C
			Contemporary	c.1975 (49)	NC

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Map Number	Address	Name	Style	Date of Construction	Status
36	327 W. Milwaukee	Monterey Hotel	Art Deco	1930	C
37	14-16 S. Jackson	Commercial Block	Queen Anne	1902 (50)	C
38	306-08 W. Milwaukee	Cullen Block	Contemporary	c.1975 (51)	NC
39	314 W. Milwaukee	Leath Furniture	Contemporary	c.1965 (52)	NC
40	402 W. Milwaukee	Old YMCA	Queen Anne	1893 (53)	C
41	410 W. Milwaukee	Commercial Bldg.	Commercial	c.1910 (54)	C
			Vernacular		
42	412 W. Milwaukee	Commercial Bldg.	" "	c.1910 (55)	C
43	414 W. Milwaukee	Commercial Bldg.	" "	c.1913 (56)	C
44	418 W. Milwaukee	Commercial Bldg.	" "	c.1910 (57)	C
45	401-03 W. Milwaukee	E. C. Smith Block	Italianate	1870	C
46	405-07 W. Milwaukee	Casey Block	Commercial	1901	C
47	409 W. Milwaukee	Wilbur Block	Twentieth Cent.	1915	C
			Vernacular		
48	413 W. Milwaukee	Daley Bldg.	Italianate	1881	C
49	415-17 W. Milwaukee	Klein Block	Queen Anne	1906-07	C
50	419 W. Milwaukee	G. Davis Bldg.	Commercial	1868	C
			Vernacular		
51	15 N. Jackson	Whaley-Overton Funeral Home	Georgian Revival	c.1928 (58)	C
52	17 N. Jackson	First Presbyterian Church	Queen Anne	1891	C
53	15 N. High	Aargau Flats	Neo-Classical	1904-05	C
54&64	318-20 Dodge	Jeffris Flats	Neo-Classical	1894	C
55	54 S. Jackson	First Congregational Church	Gothic Revival	1868	C
56	51 S. Jackson	Rock County Telephone	Neo-Classical	c.1914 (59)	C
57	61 S. Jackson	Office Building	Neo-Classical	c.1908 (60)	C
58	54 S. Franklin	YMCA	Mediterranean Revival	1926 addition, c.1975	C
59	51 S. Franklin	Volney Atwood House	Italianate	c.1855	C
60	210 Dodge	Post Office	Moderne	1938	C
61	6 S. High St.	Barber Shop	Commercial	c.1920 (61)	C
			Vernacular		
62	8 S. Jackson St.	Commercial Building	Astylistic Vernacular	c.1920 (62)	NC
63	19 N. High St.	Bennison-Lane Bakery	Astylistic Vernacular	c.1900 (63)	C

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Notes to Section 7:

- (1) Plat maps and Sanborn-Perris Fire Insurance Maps on file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin; field observation.
- (2) Tax Rolls for the City of Janesville, on file in the Archives of the Rock County Historical Society, Janesville, Wisconsin.
- (3) Tax Rolls.
- (4) Maps.
- (5) Maps, Janesville City Directories on file in the Community Development Department, City of Janesville, Wisconsin.
- (6) Tax Rolls.
- (7) Inscription on the building.
- (8) Tax Rolls.
- (9) Tax Rolls.
- (10) Tax Rolls.
- (11) Tax Rolls.
- (12) Field observation.
- (13) Tax Rolls.
- (14) Field observation.
- (15) Tax Rolls.
- (16) Datestone on building.
- (17) Tax Rolls.
- (18) Tax Rolls.
- (19) Tax Rolls.
- (20) Tax Rolls.
- (21) Tax Rolls.
- (22) Tax Rolls.
- (23) Tax Rolls.
- (24) Field observation.
- (25) The date of construction of this building was indicated on the 1936 Sanborn-Perris Fire Insurance Map.
- (26) Tax Rolls.
- (27) Tax Rolls.
- (28) Tax Rolls.
- (29) Tax Rolls.
- (30) Tax Rolls.
- (31) Tax Rolls.
- (32) Church history.
- (33) National Register of Historic Places nomination form on file in the Community Development Department of the City of Janesville, Wisconsin.

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- (34) Ibid.
- (35) Datestone.
- (36) The date of this building is indicated on the 1936 Sanborn-Perris Fire Insurance Map.
- (37) Tax Rolls, City directories.
- (38) Datestone. The datestone also lists William Dewey Foster as the architect and Louis A. Simon as the Supervising Architect. Neal A. Melick is listed as the Supervising Engineer for the building.
- (39) Janesville City Directories.
- (40) Field observation.
- (41) The date of construction of this building was indicated on the 1884 Sanborn-Perris Fire Insurance map.
- (42) Field observation.
- (43) Tax Rolls.
- (44) Tax Rolls.
- (45) Field observation.
- (46) Tax Rolls.
- (47) Field observation.
- (48) Field observation.
- (49) Field observation.
- (50) Tax Rolls.
- (51) The original date of this building is probably c. 1885 as this is the time this block developed according to historic maps and city directories. The remodeling date of c. 1975 is from field observation.
- (52) Field observation.
- (53) Tax Rolls.
- (54) Field Observation.
- (55) Maps, City Directories.
- (56) Ibid.
- (57) Maps.
- (58) Maps, City Directories.
- (59) Maps, City Directories.
- (60) Ibid.
- (61) Field observation.
- (62) Field observation.
- (63) Field observation.

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The following resources were formally determined eligible for listing  
in the National Register of Historic Places.

DETERMINED ELIGIBLE PROPERTIES LOCATED WITHIN THE  
WEST MILWAUKEE STREET HISTORIC DISTRICT IN JANESVILLE, ROCK CO.

All determined eligible on 1/17/85

219 West Milwaukee Street  
301 West Milwaukee Street  
305 West Milwaukee Street  
307 West Milwaukee Street  
Volney Atwood House, 51 S. Franklin Street  
First Congregational Church, 54 S. Jackson  
Monterey Hotel, 5 S. High Street  
West Milwaukee Street Historic District #1  
West Milwaukee Street Historic District #2  
YMCA, 54 S. Franklin

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:        nationally        statewide   x   locally

Applicable National Register Criteria   x   A        B   x   C        D

Criteria Considerations (Exceptions)   x   A        B        C        D        E        F        G

Areas of Significance

(enter categories from instructions)

Architecture

Commerce

Period of Significance

1855-1938 (1)

Significant Dates

N/A

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Foster, William D. and Simon, Louis A.

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The West Milwaukee Street Historic District is being nominated to the National Register of Historic Places under criteria A and C. It is being nominated under criterion A because the district encompasses the historic groups of buildings and fine individual buildings of Janesville's west side commercial area. While the center of Janesville's commercial district was just over the Rock River from this district, commercial development extended west along West Milwaukee St. as part of a natural evolution of the downtown and in order to serve the large numbers of people in the residential districts on the west side of the river. Eventually the commercial area along West Milwaukee St. expanded into cross streets such as River and Franklin Streets. By the turn of the century, the west side of the river rivaled the east side in size and commercial strength. Because Janesville's downtown was both an important local and regional commercial center, its intact historic areas are important because they represent commercial development in the city, and as such the district is significant for commerce under criterion A.

The district is also being nominated under criterion C because the district contains both outstanding individual examples of commercial, religious, and civic construction but even more so, it contains fine, intact commercial building groups. Although many of the west side's largest and most important commercial blocks have been lost to the wrecking ball, what remains is a remarkably intact group of nineteenth and early twentieth century buildings that represent the commercial architectural development of this area of Janesville's downtown.

  x   See continuation sheet

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AREAS OF SIGNIFICANCE

Architecture

The West Milwaukee Street historic district is significant for architecture because it contains within its boundaries good individual examples of Italianate, Queen Anne, and vernacular commercial architecture in Janesville. Also, and perhaps more importantly, the district is significant because it contains many fine and largely intact historic building groups that helped make up Janesville's west side commercial area. Because of demolition and new construction in downtown Janesville, the historic commercial area of the community seems fragmented with a number of pieces missing. In this district, though, because of the number of intact historic building groups still extant, one can get a sense, architecturally, of how Janesville's historic west side commercial area looked. Buildings that are not outstanding individually are, when placed within a building group, significant as a part of the whole. Therefore, this discussion will encompass two parts. First, a discussion of the individual stylistic elements of the district, and second, a discussion of how individual buildings exist within building groups and how these building groups are significant for architecture in the district.

The commercial architectural styles represented in this district include the Italianate, the High Victorian Italianate, the Queen Anne, and the commercial vernacular. Because what remains in this district was developed primarily between 1865 and 1900, few buildings reflect the Greek Revival style and few buildings reflect styles popular after 1900, with the exception of the Monterey Hotel, a fine Art Deco building and the Post Office, a good example of a simple Art Moderne building. The most common styles in this district are typical for buildings in commercial districts across Wisconsin, although in this district, they occur in greater numbers and in more intact building groups than in many other communities.

Wisconsin's Cultural Resource Management Plan discusses how the Italianate, High Victorian Italianate, Queen Anne, and commercial vernacular styles and forms occur in Wisconsin's commercial architecture. The Italianate commercial style is usually expressed via bracketed wood, stone, or metal cornices that rise above flat or shed roofs. Arched window hoods of wood, stone or metal are also common on the upper stories of Italianate commercial buildings. The Plan indicates that often Italianate details are seen only in the upper stories of buildings. In particular, the Plan indicates that there are substantial concentrations of Italianate commercial architecture in the Wisconsin communities of Stoughton, Ripon, Brodhead, and Janesville. (2)

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The Italianate style was carried on in commercial districts long after it had died out in residential construction. The Plan categorizes this later Italianate style as High Victorian Italianate, a style that is a more elaborate expression of the earlier Italianate style. In particular, classical detail is heavier, cornice brackets are larger, and window moldings are highly articulated. The style was particularly popular for commercial buildings and it is very commonly seen in the commercial districts of Wisconsin communities.

A glance at the building inventory and the list of styles represented in this district indicates that the Italianate style was one of the most common and that it was used on buildings that were built between 1865 and 1885, encompassing both the Italianate period and the High Victorian Italianate period. Probably the most outstanding collection of Italianate blocks are those at 111-123 W. Milwaukee St. This group of four blocks have the major elements of commercial Italianate design including cornices with brackets and arched windows. What is more unusual are the three blocks (113-123 W. Milwaukee St.) that mirror each other in design, creating a harmonious appearance in the building group. These three blocks are also of interest because of their unusual parapets with cornices, a design feature that gives the buildings a distinctive appearance in the district. As the Plan indicated, in many cases, stylistic details are seen today only on the upper stories of commercial blocks. This is the case with these Italianate blocks, since their first floors have been remodeled, although not as radically as elsewhere in the district.

Another early Italianate building (219 W. Milwaukee St., c. 1865) well represents the style in the district. Part of the south side 200 block building group of West Milwaukee St., this brick building has a fine cornice with brackets, more elaborate than the examples cited above. Also, its arched windows feature heavier hoodmolds. These details, plus its brick pilasters, brick corbelling, and nearly historic first floor storefront makes this small building an important example of the Italianate style in the district.

The E. C. Smith Block (401-403 W. Milwaukee St., 1870) is another interpretation of the Italianate style. It has no applied cornice, although there is a cornice line on the building consisting of brick corbelling. What makes this building stand out, though, are the unusual second floor windows. Their palladian-like appearance is unusual for upper story commercial windows. They feature fine brick arches and surrounds as well. Unfortunately for this block, the first floor, which until recent had two almost historic storefronts, now has only one, the other having been radically altered.



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Three buildings in the south side 300 block of West Milwaukee St. are good examples of the later or High Victorian Italianate style and were all constructed in 1885. As the Plan indicated, this version of the Italianate commercial style featured heavier and more classical details and highly articulated window hoods. The Thomas Mackin Building (301 W. Milwaukee St.), the Charles Mackin Building (305 W. Milwaukee St.), and the Merrill Building (307 W. Milwaukee St.) have all these features on their upper stories. In particular, the cornices have heavy brackets, and classical details such as dentils. The Charles Mackin and Merrill Buildings also have a row of dentils under the cornice. Hoodmolds over round or segmentally arched windows of all three buildings are heavy and are either shouldered or, in the case of the Merrill Building, connect with pilasters separating the windows. While the Thomas Mackin Building has a somewhat intact storefront, unfortunately, the Charles Mackin and Merrill Buildings have remodeled first floors. But, the storefront modernizations do not significantly detract from the fine architecture of the upper stories, and, therefore, of the building.

Another popular commercial style in this district is the Queen Anne. The Queen Anne style is known for its irregularity of plan and massing, its variety of surface textures, multiple rooflines, and projections, including oriel windows and turrets. Complexity and irregularity are hallmarks of the style. Of course in commercial buildings, which often are attached to their neighbors and are locked into a rectangular form, the Queen Anne style's irregularity and complexity is often lessened or seen primarily in oriels and cornices. According the Wisconsin's Cultural Resource Management Plan, Queen Anne commercial blocks tended to be multi-storied with bays and period ornament. (3)

The Queen Anne style in this district is primarily seen in late nineteenth century buildings that feature oriel windows on the second story, and the style certainly does not rival the Italianate in numbers of examples. Probably the best example is the Williams Building (105 W. Milwaukee St.), built during the height of the Queen Anne era, 1890. Its Queen Anne features exist primarily in the more classically-influenced cornice and in the two fine onion-domed oriels of pressed metal that have embossed details. Similar oriels are seen on the commercial block at 14-16 S. Jackson St. (not described in Section 7), giving that plain building a more elaborate appearance.

Other buildings express the Queen Anne style in either cornices or bays. They include the small commercial building at 315 W. Milwaukee St. and the building at 24

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S. River St., both of which feature nice oriel windows; and the Klein Block (415-417 W. Milwaukee St.), a late Queen Anne building with an elaborate cornice and two Queen Anne style oriel windows. Even though there are few outstanding Queen Anne style buildings in the district, the pervasiveness of Queen Anne details throughout the district indicates that the Queen Anne style had a significant influence on builders when this district was formed.

An interesting example of the Queen Anne style in a non-commercial building in the district is the First Presbyterian Church (17 N. Jackson St.), built in 1891. This church is a departure from the more frequently seen cream brick Gothic Revival or Romanesque Revival historic churches in Janesville. Its red brick walls, rough stone foundation, and picturesque wood trim give the church the variety of textures common to the Queen Anne style. And, like many Queen Anne structures, there are hints of the Romanesque style such as the bell tower and round arched windows of this building. And, while the building has the buttresses seen on Gothic or Romanesque Revival churches, the round-arched windows are palladian-like, more typical of the Queen Anne style. Because Queen Anne churches are not commonly seen, and because this example is an fine interpretation of the style, it is significant.

Several other stylistic buildings in the district deserve mention. They date from both the nineteenth and early twentieth century. The First Congregational Church (60 S. Jackson, 1868) is a large and impressive cream brick Gothic Revival Church. Featuring the typical Gothic details such as lancet style windows, buttresses, and steeply pitched roofline, this church is also significant for its overall size, level of integrity, and its massive steeple. The modern addition is attached via a walkway that effectively separates it from the historic church building.

The Whaley-Overton Funeral Home (15 N. Jackson St.) , built around 1928 is a Georgian Revival building. It is a well proportioned building that features the common Georgian Revival details such as an entry pavilion, entrance porch with classical columns and a balustrade, multi-paned windows, and the overall appearance of formality and symmetry. Even though it is a classically-influenced building sitting right next to the above-mentioned Queen Anne church, they blend together as a unit, both having similar construction materials and both having a high level of integrity and fine design.

The Art Deco Monterey Hotel is a fine example of the decorative buildings of the early twentieth century. According to Wisconsin's Cultural Resource Management Plan, the Art Deco style incorporated futuristic or highly stylized historic details

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in a hard edged manner that emphasized the machine precision of twentieth century technology. Art Deco buildings emphasized height, and many Art Deco buildings have granite and terra cotta detail. (4)

The Monterey Hotel is a functional, large hotel building and it is the decorative terra cotta trim that gives the building its distinction. It is applied in a manner that gives a sense of height to the building. The flowing terra cotta coping of the projecting pavilions create a ziggaurant effect that is very distinctive. The peaked lintels over the top floor windows also suggest height. And the first floor, with its granite panels and extensive expanses of glass create a streamlined look that suggests the modernism of the building. The Monterey Hotel is a building one might expect to see in a larger city such as Milwaukee, and its interesting design and size make it significant in this district.

Another early twentieth century building that bears mentioning is the historic portion of the YMCA (54 S. Franklin St., 1926). It is distinctive because it is designed in the Mediterranean Revival style, a style not common in Janesville. Its fine red tile roof, brick corbelled belt course, large arched windows, and wrought iron faux balconies are all outstanding elements of the building and make it a good example of the style.

While the individual stylistic elements of the district are important, there are some good examples of commercial vernacular architecture in the district. The Cultural Resource Management Plan defines this vernacular form that is seen in Wisconsin's commercial architecture between c. 1850 and 1920. Commercial vernacular is a term that is usually applied to simply designed commercial buildings primarily of the late nineteenth century. They typically have the large show windows associated with historic storefronts, and simple doors with transoms. On upper floors there are usually simple window openings. Sometimes they have simple cornices made up of brick corbelling or wood or metal moldings. Period motifs may be implied on such buildings, but a definite style of architecture is not overt. Many of these buildings had full transoms across their front facades, but most have been covered up. They are pervasive in communities throughout the state. (5)

This district has several examples of commercial vernacular architecture that match the above description. For example, the blocks at 209 and 215 W. Milwaukee St. suggest the Greek Revival and Italianate styles, but do not overtly express them. Their storefronts have been remodeled and their simple cornices and windows are typical of the form. Another example is the G. Davis Building (419 W. Milwaukee

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St.), built in 1868. Its simple cornice is created by brickwork and its simple windows have arches that only suggest the Italianate style, but do not express it.

But the best example of the commercial vernacular form exists in the building group on the north side of the 200 block of West Milwaukee St. This building group is made up of commercial vernacular buildings with relatively high integrity. Their descriptions, as discussed in Section 7, are almost identical to the description of the commercial vernacular form in the Plan. They have simple corbelling in place of cornices, simple second floor windows that have little decoration, and they have the large show windows associated with historic storefronts, even though some storefronts have been remodeled. In particular, the Carroll Building (218 W. Milwaukee St.), built in 1876, is almost the ideal example of commercial vernacular, with its intact historic storefront, simple windows, and simple brick corbelled cornice. But the entire building group is outstanding in its expression of what the commercial vernacular form is all about.

The above discussion has centered primarily around how buildings in the district are good examples of architectural styles and forms, and it is certainly evident from the above that this district has an abundance of good commercial architecture. But even more significantly, this district has the highest number of intact historic building groups in Janesville's downtown. Although the district encompasses only about three-quarters of what was once a very large commercial area in the nineteenth and early twentieth century, the building groups still impart a sense that this is a large intact historic commercial area. And, given the extensive redevelopment in many communities, with its resulting fragmentation and deterioration of downtown streetscapes, this district is significant because, in part, it represents the commercial architecture of past building traditions, an architecture that will never be repeated and is unique to each community in which it occurs.

The existence of intact historic building groups in this district is due to two factors. First, demolition and construction of modern buildings has occurred in large developments in other areas of the west side of Janesville's downtown. The result is that the new construction in the mid and late twentieth century and the vacant lots associated with redevelopment have not significantly effected the remaining building groups in the district and there are few vacant lots or modern buildings within the boundaries of the district.

Second, while there has been some storefront remodeling in this district, in most cases the modernizations are not so radical as to overshadow the historic parts of the buildings in the district. Like most commercial districts in Wisconsin,

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the historic architecture of the district is retained primarily at the second floor level. But, in almost all cases, the second floor architectural details provide most of the stylistic characteristics of the buildings and therefore, the lack of historic storefront does create some loss of integrity, but not significantly.

Unlike some commercial districts that consist of a few outstanding buildings tied together by some lesser examples, this district offers six intact building groups that well represent Janesville's historic commercial architecture. When the individual contributing buildings that are not a part of the building groups in this district are added to these fine building groups, it is clear that this district retains much of its nineteenth and early twentieth century architectural flavor. Because this district contains some fine examples of architectural styles and forms, and because it contains a large number of intact historic building groups of commercial architecture in Janesville, the West Milwaukee Street Historic District is architecturally significant.

While this district is primarily commercial, there are a number of non-commercial buildings included in the district. These buildings represent important religious, civic, and residential functions that were an adjunct to the commercial activity in historic downtowns in Wisconsin. The religious buildings, the First Presbyterian Church and the First Congregational Church are historic downtown churches and represent an era when many churches were located primarily in downtowns, rather than in the residential neighborhoods they are located today.

The YMCA and the Post Office are also buildings that have historically been associated with downtown. The original YMCA (402 W. Milwaukee St.) was in the heart of the downtown. Its current location is close to the commercial area of the district and traditionally, YMCAs and YWCAs have been associated with downtowns. The Post Office is also a building that is historically associated with downtowns. In most communities, before a building was actually erected for a post office, the post offices were located in commercial buildings. And, when post offices were erected as separate structures, they were almost always located downtown.

The apartment buildings located in this district also represent a trend in turn of the century downtowns. That is, the Aargau Flats (15 N. High St.) and the Jeffris Flats (318-20 Dodge St.) represent the emergence of the "luxury" apartment buildings there were specifically erected for the middle class who desired a residence that was convenient to their places of employment and to downtown services but that required little upkeep. Because these apartment houses represent an important downtown housing type, they are architecturally significant.

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Because this district contains some fine examples of commercial architectural styles and forms, both in individual buildings and in building groups, and because it contains some architecturally important religious, civic, and residential construction, the West Milwaukee Street Historic is an important architectural entity within downtown Janesville and within the city as a whole.

Commerce

The West Milwaukee Street Historic District is significant for commerce because it contains all of the most of the historically intact building groups associated with the west side of Janesville's downtown commercial area. The retail businesses along West Milwaukee Street and along cross streets such as S. River St. were not only an adjunct and continuation of the commercial district that was centered at East Milwaukee Street and Main St. on the east side of the Rock River, but also in their own right, they served the large numbers of people who lived in the residential neighborhoods to the north and south of this commercial area.

While Janesville was an important industrial community, commercial activity was also important, not just for serving local people, but also for serving a more regional trade since beginning with the Civil War era, Janesville was the largest and most important community in its immediate area. But commerce was also important for all communities in the state. Wisconsin's Cultural Resource Management Plan has yet to discuss and identify historic resources in commerce, but historians of Wisconsin have discussed the importance of commerce in Wisconsin's communities.

Trading in goods and services began in Wisconsin communities almost from the beginning of their settlement, some businesses starting out in primitive log cabins. Often pioneer businesses were varied, incorporating general store, inn, and post office all under one roof. As communities developed, even the smallest towns had a variety of stores such as groceries, dry goods, and hardware stores, among others. Larger communities, such as Milwaukee, had larger stores featuring more specialty goods. The popularity of retailing increased during the late nineteenth century and while the pioneer general store persisted during this time, it did not increase in numbers, as retailing became more specialized. Most significantly, in retailing during the nineteenth century, high turnover of businesses was the rule and not the exception. (6)

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The development of commerce in Janesville began with early settler Henry Janes in his cabin, built in 1836, at what is now the intersection of East Milwaukee Street and Main Street. Like the early development of commerce indicated above, Janes' cabin was used as an inn, general store, and post office, therefore becoming the first location of commercial activity in the city. Janes also operated a ferry across the Rock River at this location. But while this was the first commercial activity in what would become Janesville, the first real retail store was opened in 1839 by Thomas Lappin and an investor from Milwaukee. By 1840, Lappin was in business alone and in 1842 he erected a frame commercial building on the site of Janes' cabin. He operated his general store there, and in 1855 he erected the fine four-story Italianate Lappin Block (subsequently remodeled and now known as the Lappin-Hayes Block). (7)

From these beginnings, commercial activity took off in Janesville. During the 1850s, especially, Janesville entered a boom era of industrial and commercial growth and a substantial commercial area sprang up along East Milwaukee Street and along both North and South Main Streets, radiating from Lappin's Block at the corner of East Milwaukee Street and Main Street. In 1845 Janesville had 19 retail businesses in its fledgling downtown, but by 1855, there were 42 retail establishments and several large brick business blocks had been erected along Main Street and Milwaukee Street. In fact, the business district in Janesville was anchored by four large four story blocks, on each corner of the intersection of East Milwaukee Street and Main Street. These blocks included the Smith block, the Myers House Block, the Lappin Block, and the Jackman Block. Of these four blocks, only the Lappin (Lappin-Hayes) Block exists in its historic condition today. Supplementing the large business blocks which usually housed both professional offices and retail business were the smaller blocks that usually housed retail businesses on the first floor and small office or residential space on the upper floors. (8)

As the downtown grew during the 1850s, it expanded on the Milwaukee Street bridge, over the Rock River along West Milwaukee Street, and into River and Franklin Streets as well. Large blocks similar to those of the east side were built, including the five story Hyatt House (destroyed by fire in 1867) and the expansive Exchange Block that angled from West Milwaukee St. into Franklin Street. Aside from these blocks, plat maps and bird's eye views indicate that many of the buildings along West Milwaukee Street prior to 1865 were frame and not brick. Most of these frame buildings were demolished and replaced with brick blocks after 1870 as the West Milwaukee Street commercial area expanded and most of the large brick blocks from the 1850s have been demolished. The result is that the oldest commercial buildings in this district date late than c. 1865 and that the district consists primarily

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of the smaller commercial blocks that were erected in the area. A good example of this is the south 100 block of West Milwaukee Street. Maps indicate that this block was originally filled with frame structures and was redeveloped, primarily between 1869 and 1900. The north 200 block of West Milwaukee Street, developed mainly during the late 1870s, both filled in vacant lots and replaced older frame buildings. (9)

While the historic West Milwaukee Street commercial area had its share of large business blocks like the east side, the center of commerce and perhaps the most prestigious commercial area in Janesville existed on the east side of the river, and most blocks built along West Milwaukee Street or along River or Franklin Streets were smaller, housing specialty stores and small offices or apartments above. But as the nineteenth century wore on, the West Milwaukee Street area continued to grow in size as more small business blocks filled in the vacant lots along West Milwaukee St. and along S. River Street, or replaced earlier construction, until the West Milwaukee Street commercial area stretched into the 400 block of West Milwaukee St. where it, for all intents and purposes ended. (10)

By 1900, Janesville's entire downtown had reached maturity. North and South Main Street on both sides extending two to three blocks in each direction were filled with commercial blocks anchored by the four large business blocks at the intersection of East Milwaukee St. and Main St. For about two blocks east along East Milwaukee St. there were additional streetscapes of commercial buildings. Commercial buildings were built on the Milwaukee Street bridge (now demolished) and streetscapes of commercial buildings traveled up West Milwaukee St. for at least five blocks. Several streetscapes of commercial buildings also covered several blocks of River Street, Franklin St. and a few commercial blocks extended into Jackson Street and High Street.

During the twentieth century some new business blocks were constructed, especially in the 400 block of West Milwaukee St. and as replacement structures in streetscapes like in the first block of West Milwaukee St. Two good examples are the Kresge Store, built around 1930 and the Woolworth Building, built around 1946, which replaced several buildings destroyed by fire. But probably the most impressive building erected during the end of the period of significance for the district is the Monterey Hotel, built in 1930, a large Art Deco hotel that expressed the optimism of the 1920s when it was probably planned. Since the end of the period of significance, and especially after World War II, much demolition has occurred in the West Milwaukee Street commercial area. And, in fact, most of the north side of West Milwaukee Street today consists of modern or modernized commercial buildings, vacant



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or parking lots, or remodeled non-contributing historic structures. The exceptions, of course, include the 200 block of West Milwaukee Street, a small building group of commercial vernacular architecture, and the old YMCA in the 400 block of West Milwaukee St. It is the south side of West Milwaukee Street extending along the west side of the first block of S. River Street that has remained mostly intact and forms much of this historic district. (11)

Aside from the demolition and rebuilding of parts of the West Milwaukee Street commercial area, many extant buildings were significantly remodeled and some examples are within the boundaries of the district. In an effort to update their buildings' appearances, particular after World War II, merchants, sometimes with the best of intentions, remodeled old storefronts. Some remodeling efforts retained at least the sense of a historic storefront, while other remodeling efforts made no attempt to complement the historic features of a building. The issue of integrity has been discussed in the Architecture section, but suffice it to say here that even though there is some loss of integrity in the district, that within the boundaries of the West Milwaukee Street Historic District there is still a strong sense of this being an intact commercial district with an appearance much as it would have been in the nineteenth and early twentieth century.

It has been indicated above that commercial activity was important in Wisconsin communities, and in fact, commercial activity was usually the first economic activity of any pioneer settlement, as entrepreneurs took advantage of the fact that new settlers needed temporary shelter, foodstuffs, and agricultural materials in order to begin homesteading. The above discussion also details the rapid growth and development of Janesville's downtown as a commercial district, including the development of West Milwaukee Street and its cross streets. It is apparent, then, that Janesville, beginning in the 1850s and throughout the late nineteenth century and early twentieth century, developed a large and significant commercial center, one that served not only local residents but also a regional trade as well.

Section 7 includes brief historical information about the most important building groups in this district. A review of this information indicates that the West Milwaukee Street Historic District housed a varied and complete selection of retail stores and services. In particular, this district was home to many meat and grocery stores including some large groceries in the early twentieth century that may have been forerunners of the modern-day supermarket. The district housed some large department stores, although not on the scale found along Main Street on the east side of the river. Saloons were a popular staple of the district until prohibition and clothing stores were common. There were several drug stores in the district,

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the most important probably being the Stearns and Baker drug store. Shoe, furniture, hardware, and jewelry stores were common during the period of significance and there was even a long-term hide and leather business in the district. Many of the buildings also housed service organizations and businesses. Photographers, fraternal organizations, and a medical clinic were the most often seen in the district.

By examining the types of businesses and buildings in this district, it is apparent that the trading in retail goods and services was its most significant function. And because this district is physically separated from the east side commercial area, it is also apparent that this district stands alone as an individual commercial sector within Janesville's larger downtown business district. The intact building groups of the district give it a genuine feeling as a nineteenth and early twentieth century commercial district. And, although some important elements of the old West Milwaukee Street commercial area have been demolished or radically altered, enough of the old west side shopping area exists within this district to make it significant as a representative of an historic commercial district. And, because commerce was important in Janesville on both a local and regional level, and because commercial activity was one of the most important functions of communities in Wisconsin, this district, as a relatively intact nineteenth and early twentieth century commercial area, is significant for commerce.

Notes to Section 8:

- (1) These dates encompass the first known date of construction of a building that is extant in this district up to the latest date of construction of a building in the district. The period of significance also encompasses the remodeling that took place during the historic era of this district. As such, the period of significance encompasses the entire era of the historic development of the district.
- (2) Barbara Wyatt, ed., Cultural Resource Management in Wisconsin: Vol. 2, Madison: State Historical Society of Wisconsin, 1986, Architecture p. 2-6.
- (3) Ibid., p. 2-15.
- (4) Ibid., p. 2-34.
- (5) Ibid., p. 3-10.
- (6) Richard N. Current, The History of Wisconsin, Vol. II: The Civil War Era, 1848-1873, Madison: State Historical Society of Wisconsin, 1976, pp. 107-108; and Robert C. Nesbit, Vol. III: Urbanization and Industrialization, 1873-1893, Madison: State Historical Society of Wisconsin, 1985, pp. 211-213.
- (7) Randall Waller, "Commerce", unpublished thematic research on the history of

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commercial activity in Janesville, prepared for the City of Janesville and on file in the City Development Department, Janesville, Wisconsin, n.p.

(8) Ibid.

(9) Ibid.

(10) Ibid.

(11) Plat and Sanborn-Perris Fire Insurance Maps for the city of Janesville, on file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin; and field observation.

CRITERIA CONSIDERATIONS (EXCEPTIONS)

Properties owned by religious institutions or used for religious purposes are not normally eligible for the National Register of Historic Places. In this district are two historic churches currently used for religious purposes. However, they are an exception to the criteria because they derive their primary significance from architectural distinction. They are two of the finest, stylistic historic churches in the community. Therefore, they are considered contributing in the district under Criteria Considerations (Exceptions) A.

ARCHEOLOGICAL STATEMENT

Significant archeological artifacts have been found in Rock County and the Janesville area. No archeological resources have been identified within this district. Since this district has had a considerable amount of building and rebuilding, any surface prehistoric or historic archeological resources are probably no longer extant. However, it is likely that hidden resources may remain, particularly those related to earlier buildings in this district. Therefore, although no archeological surveys were undertaken for this nomination, this district may have some potential for the existence of prehistoric and particularly historic archeological resources.

PRESERVATION ACTIVITY

Preservation and restoration activities have been a tradition in Janesville. Since 1974, the Rock County Historical Society has sponsored an annual tour of homes throughout the city that displays current restoration efforts and the various stages of the restoration process. This annual tour has been a popular and well-received event. It has helped to motivate further restoration activities and has raised the level of interest in preservation throughout the community. The 1986 tour of homes was held in the Courthouse Hill Historic District and a plaque has been placed in a prominent location in the district marking the area as a district listed in the National Register.

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In the Look West historic district, many property owners, along with the city of Janesville, have taken an interest in the restoration and renovation of historic structures. Located prominently in the district are The Tallman Restorations. The Tallman house has been restored and maintained as a museum house for a number of years and has the reputation of being one of the finest museum houses in the midwest. The Tallman house was listed in the National Register in 1970.

Janesville's Historic Preservation Commission, established in 1981 is very active in the community and has played a role in the nomination process for historic districts in Janesville. This particular project reflects the growing local interest in the renovation and revitalization of Janesville's downtown resources in order to stimulate business activity in the city's central business district.



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Verbal Boundary Description

Beginning at the intersection of the south curb line of W. Milwaukee St. and the east lot line of 11-17 W. Milwaukee St. (Map #5), then following the south curb line of W. Milwaukee St. west to an extension of the east lot line of 222 W. Milwaukee St. (Map #28), then north along that line to the rear lot lines of 214-222 W. Milwaukee St., then west along that line to the west curb line of N. Jackson St., then north along that line to the south curb line of W. Wall St., then west along that line to the west lot lines of 15-17 N. Jackson St. (Map #51-52), then south along that line to the rear lot line of 314 W. Milwaukee St. (Map #39), then west along that line to the west curb line of N. High St., then north along that line to the south curb line of W. Wall St., then west along that line to the rear lot line of 19 N. High St. (Map #63), then south along that line to the rear lot lines of 412-418 W. Milwaukee St. (Map # 42-44), then west along that line to the west lot line of 418 W. Milwaukee St. and 419 W. Milwaukee St. (Map #50), then south along that line to the south lot lines of the 403-419 W. Milwaukee St. (Map #45-50) and 6 S. High Street (Map #61), then east along that line to the east curb line of S. High St., then south along that line to the north curb line of Dodge St., then east along that line to the east lot line of 319 W. Milwaukee St. (Map #35), then north along that line to the south lot line of 14-16 S. Jackson St. (Map #37), then east along that line to the west curb line of S. Jackson St., then south along that line to the south curb line of Dodge St., then west along that line to the intersection with a line running approximately 50 feet west of 54 S. Jackson St. (Map #55), then south along that line to the north curb line of W. Court St., then east along that line to the west curb line of S. Jackson St., then north along that line to an extension of the south lot line of 61 S. Jackson St. (Map #57), then east along that line to the west lot line of 54 S. Franklin St. (Map #58), then south along that line to the north curb line of W. Court St., then east along that line to the west curb line of S. Franklin St., then north along that line to an extension of the south lot line of 51 S. Franklin St. (Map #59), then east along that line to the east lot line of 51 S. Franklin St., then north along that line to the north curb line of Dodge St., then east along that line to the west curb line of S. River St., then north along that line to an extension of the south lot lines of 11-31 W. Milwaukee St. (Map # 5-9), then east along that line to the east lot line of 11-17 W. Milwaukee St. (Map # 5), then north along that line to the point of beginning.

Verbal Boundary Justification

This boundary encompasses the intact historic building groups of the west side of Janesville's historic commercial district and extending south to gather some

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individual buildings that were an adjunct to this main commercial thoroughfare.

In particular, the Rock River comprises the eastern boundary. The area to the northeast of the district has been drawn out because it consists primarily of new construction, vacant and parking lots, and remodeled historic buildings that would be non-contributing within the boundaries of the district. This area is also slated for extensive redevelopment by the city. To the northwest and southwest of West Milwaukee St. is a combination of individual, non significant commercial structures and houses that were drawn out because they do not represent part of the intact building groups of the district or because they have lost too much integrity to contribute to it. The western boundary ends the historic building groups of the district and commercial buildings outside of this boundary are either too new, or have lost so much integrity as to be non-contributing. This district's emphasis is on the extant historic building groups of Janesville's west side commercial area along West Milwaukee Street and on some largely intact historically and architecturally interesting buildings south of West Milwaukee Street that are related to the historic west side shopping district of Janesville's downtown. The boundaries were drawn to achieve this emphasis.



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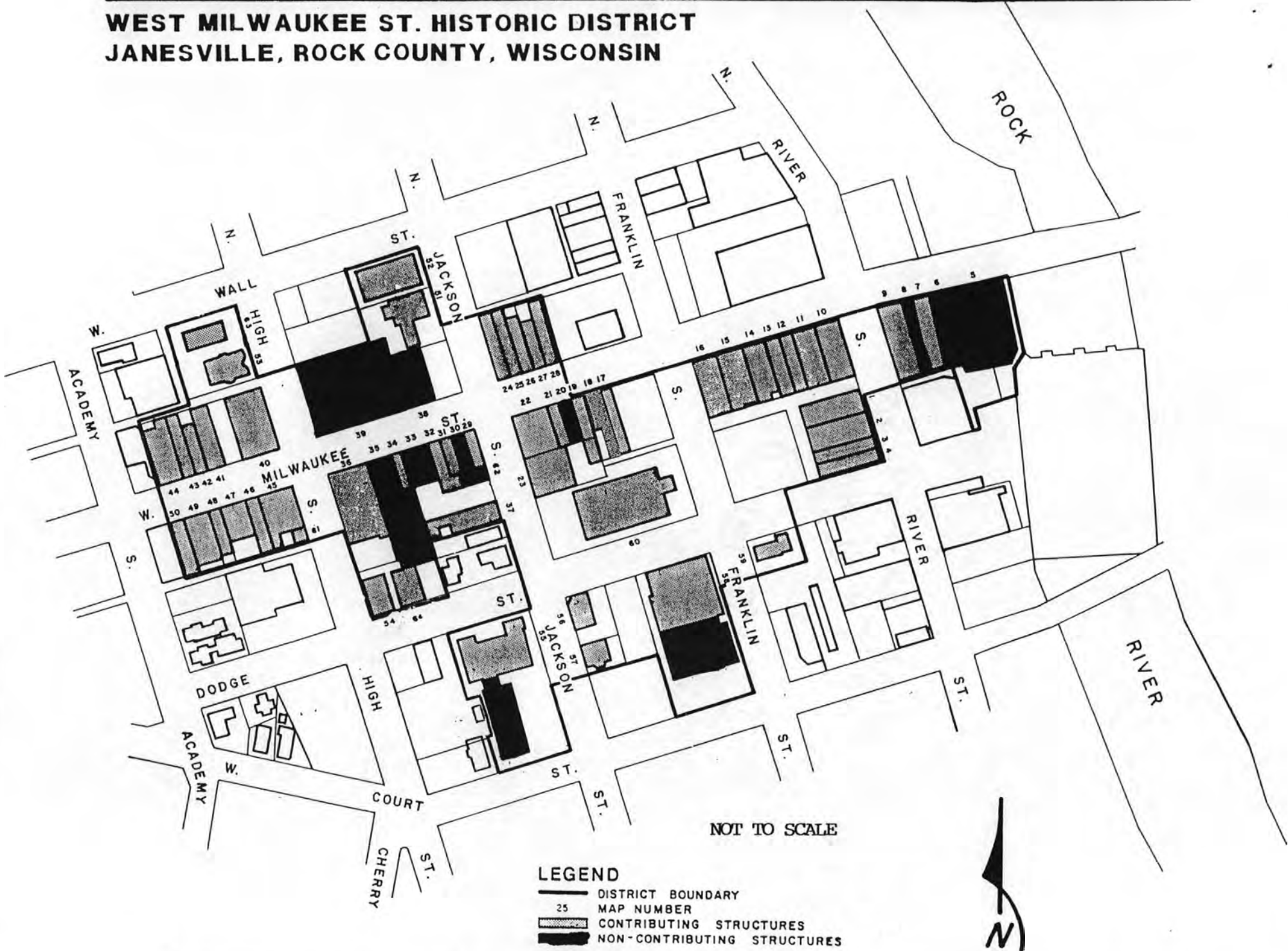
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WEST MILWAUKEE STREET HISTORIC DISTRICT, Janesville, Rock County, WI. Photos by C. Cartwright, October, 1988. Negatives at the State Historical Society of Wisconsin.  
Views:

- 1 of 22: South River St., across from Map Numbers 1-4, out of the district, view from the northwest.
- 2 of 22: South river St., south from Map Numbers 1-4, out of the district, view from the northeast.
- 3 of 22: South River St., Map Numbers 1-4 (right to left), view from the northeast.
- 4 of 22: Map Numbers 5-9 (left to right), view from the northwest.
- 5 of 22: West Milwaukee St., across from Map Numbers 10-18, out of the district, view from the southwest.
- 6 of 22: Map Numbers 10-16 (left to right), view from the northeast.
- 7 of 22: Map Numbers 14-16 (left to right), view from the northwest.
- 8 of 22: Map Numbers 17-22 (left to right), view from the northwest.
- 9 of 22: Map Numbers 24-28 (left to right), view from the southwest.
- 10 of 22: Map Numbers 29-36 (left to right), view from the northeast.
- 11 of 22: Map Number 22, view from the northwest.
- 12 of 22: Map Numbers 38-39 (right to left), view from the southeast.
- 13 of 22: Map Numbers 45-50 (left to right), view from the northeast.
- 14 of 22: Map Numbers 48-50 (left to right) and out of the district, view from the northeast.
- 15 of 22: Map Numbers 40-44 (right to left), view from the southeast.
- 16 of 22: Map Numbers 43-44 (right to left) and out of the district, view from the southeast.
- 17 of 22: Map Numbers 23, 55, 62 (right to left), view from the northeast.
- 18 of 22: S. Jackson St. and Dodge St., view from the east.
- 19 of 22: Map Number 60 and out of the district, view from the southeast.
- 20 of 22: Map Numbers 56 and 57 (left to right) and out of the district, view from the northwest.
- 21 of 22: West Milwaukee St. and S. Franklin St., view from the northwest.
- 22 of 22: Map Number 59 and out of the district, view from the northwest.

# WEST MILWAUKEE ST. HISTORIC DISTRICT JANESVILLE, ROCK COUNTY, WISCONSIN





West Milwaukee St. H.D.

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West Milwaukee St. H.D.

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Town & Country

FOOD

Restaurant

Town & Country  
RESTAURANT

Cabinet Loupry  
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ROCK VALLEY DRIVING SCHOOL

Grand  
Gallery

West Milwaukee St. H.D.  
Janesville, Rock Co. WI

# 3 of 16





BES



1000  
ST. MARY'S

NOW LEASING

DUJES  
JEWELRY

ANTHONY HALL

ST. MARY'S

NEW JEWELRY  
2-1  
2-2  
2-3



ONE WAY

West Milwaukee St. H.D.  
Janesville, Rock Co. WI  
# 4 of 16



West Milwaukee St. H.D.  
Janesville, Rock Co. WI

# 5 of 16



WESG

SMITH



West Milwaukee St. H.D.  
Janesville, Rock Co. WI

# 6 of 16



Admission  
CO.

SMITH

TV-Hi-Fi Center

AAA JEWELERS  
DIAMONDS  
WATCHES

PHONES PLUS  
TELEPHONE SYSTEMS

PHONES PLUS  
TELEPHONE SYSTEMS

West Milwaukee St. H.D.  
Janesville, Rock Co. WI  
# 7 of 16





West Milwaukee St. H.D.  
Janesville, Rock Co. WI

# 8 of 16



*Kennedy & Associates, Inc.*  
**INSURANCE**  
BENNIN / KENNEDY

AFTER THE GOLD RUSH  
ANTIQUE FURNITURE

GIFT BASKET SHOP

CITY SWEET  
COFFEE  
INN  
QUAERNA'S

West Milwaukee St. H.D.  
Janesville, Rock Co. WI

# 9 of 16



HOTEL  
MONTEREY

Escape  
The Best  
U.S.A.

Floral design on a vertical sign.

West Milwaukee St. H.D.

Janesville, Rock Co. WI

# 10 of 16



Milwaukee St. H. D.  
Janesville, Rock Co. WI  
# 11 of 16





West Milwaukee St. H. D.  
Janesville, Rock Co. WI

# 12 of 16



TOMMY'S



ON SALE



West Milwaukee St. H.D.  
Janesville, Rock Co. WI  
# 13 of 16



West Milwaukee St. H.D.

Janesville, Rock Co. WI

# 14 of 16



Blue Bell  
CUSTOMER PARKING

ARCHERY  
LANES

West Milwaukee St. H.D.  
Janesville, Rock Co. WI  
# 15 of 16





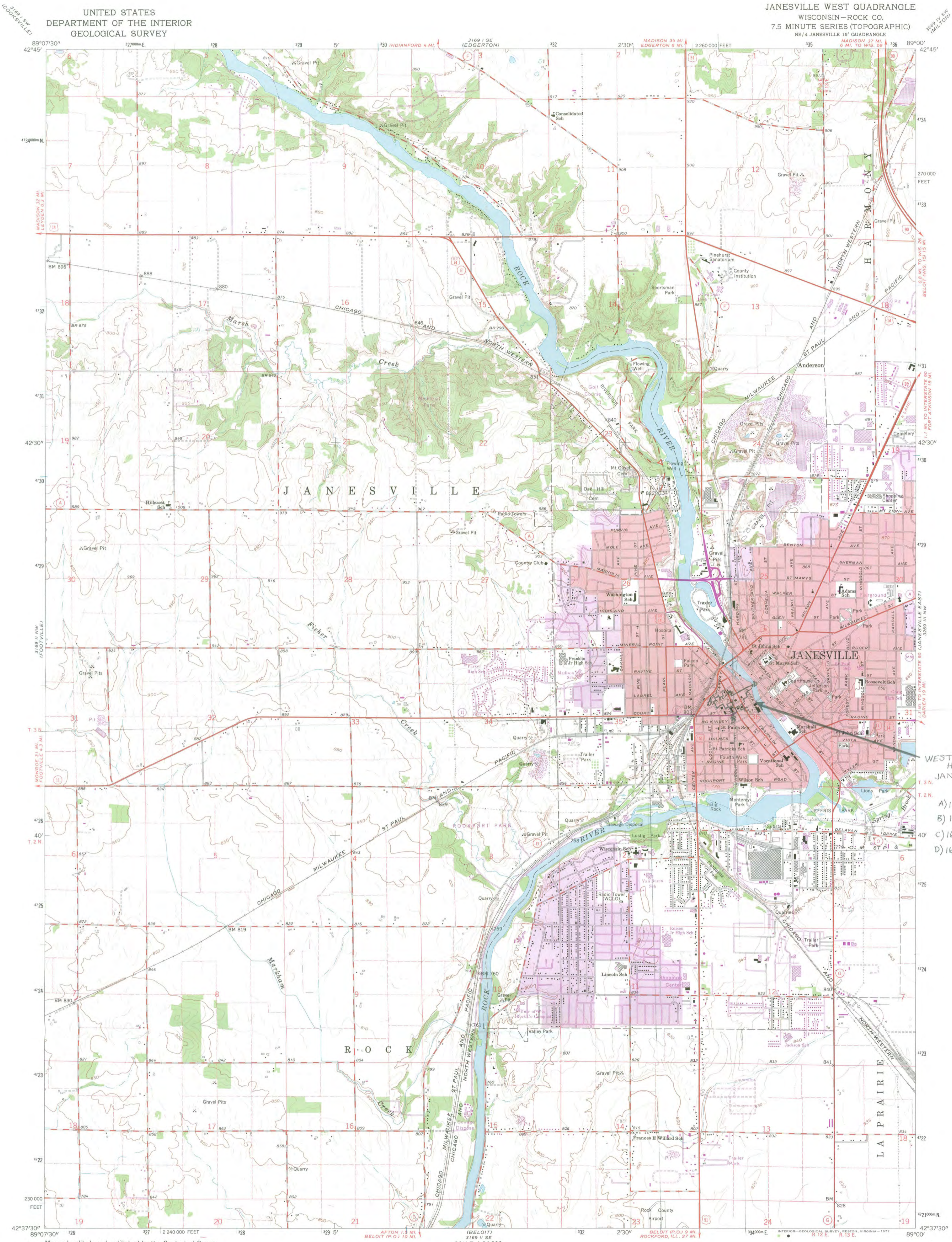
Best  
EAGLES LODGE

NO WALK  
THRU  
PARKING

LAUNDRY & DRY CLEANING

LOD  
40

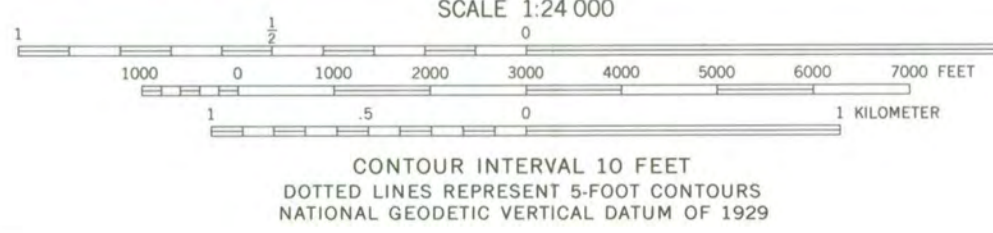
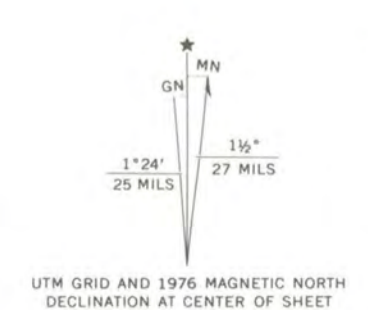
West Milwaukee St. H. D.  
Janesville, Rock Co. WI  
# 16 of 16



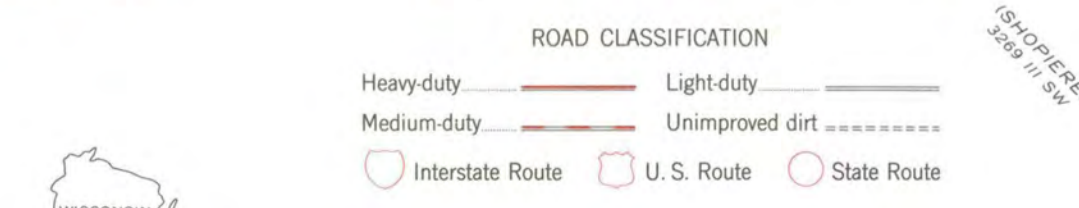
WEST MILWAUKEE STREET  
HISTORIC DISTRICT  
JANESVILLE, ROCK  
COUNTY, WI

- A) 16/333780/4727170
- B) 16/334000/4727000
- C) 16/334120/4727080
- D) 16/334230/4727350

Mapped, edited, and published by the Geological Survey in cooperation with State of Wisconsin agencies  
Control by USGS and USC&GS  
Topography by photogrammetric methods from aerial photographs taken 1960. Field checked 1961  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on Wisconsin coordinate system, south zone  
1000-meter Universal Transverse Mercator grid ticks, zone 16, shown in blue  
Red tint indicates areas in which only landmark buildings are shown  
Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is uncheckered  
Revisions shown in purple compiled from aerial photographs taken 1971 and 1976. This information not field checked  
Purple tint indicates extension of urban areas



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092  
AND WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



JANESVILLE WEST, WIS.  
NE/4 JANESVILLE 15' QUADRANGLE  
N 4237.5 - W 8900/7.5  
1961  
PHOTOREVISED 1971 AND 1976  
AMS 3169 II NE-SERIES V861

# National Register of Historic Places

## Note to the record

Additional Documentation: 2019

AD9 000 790

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 West Milwaukee Street Historic District (Additional Documentation)  
other names/site number

2. Location

street & number	West Milwaukee Street generally bounded by River Street and Academy Street.	N/A	not for publication
city or town	Janesville	N/A	vicinity
state Wisconsin	code WI	county Rock	code 105
			zip code 53545

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.)

*Dawn Kenburn*  
Signature of certifying official/Title

9/5/2019  
Date

State Historic Preservation Officer - 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

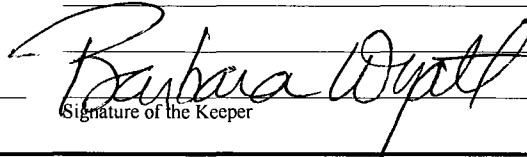
West Milwaukee Street Historic District, Additional Documentation  
Name of Property

Rock  
County and State

Wisconsin

#### 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

10-24-19  
Date of Action

#### 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)	
<input checked="" type="checkbox"/> private	building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district		buildings
<input type="checkbox"/> public-State	structure		sites
<input checked="" type="checkbox"/> public-Federal	site		structures
	object		objects
		0	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  
54

#### 6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
DOMESTIC/hotel	DOMESTIC/multiple dwelling
COMMERCE/TRADE/specialty store	COMMERCE/TRADE/specialty store
COMMERCE/TRADE/department store	COMMERCE/TRADE/restaurant
COMMERCE/TRADE/restaurant	COMMERCE/TRADE/business

#### 7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
Italianate	foundation Stone
Queen Anne	walls Brick
Other: Commercial Vernacular	
	roof Asphalt
	other Terra Cotta

#### Narrative Description

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

**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)

\_\_\_\_\_  
 Commerce  
 \_\_\_\_\_  
 Architecture  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Period of Significance**

\_\_\_\_\_  
 1855-1938  
 \_\_\_\_\_  
 \_\_\_\_\_

**Significant Dates**

\_\_\_\_\_  
 N/A  
 \_\_\_\_\_  
 \_\_\_\_\_

**Significant Person**

(Complete if Criterion B is marked)

\_\_\_\_\_  
 N/A  
 \_\_\_\_\_  
 \_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
 N/A  
 \_\_\_\_\_  
 \_\_\_\_\_

**Architect/Builder**

\_\_\_\_\_  
 Foster, William D.  
 \_\_\_\_\_  
 Simon, Louis A.  
 \_\_\_\_\_

**Narrative Statement of Significance**

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

West Milwaukee Street Historic District, Additional Documentation  
Name of Property

Rock  
County and State

Wisconsin

### 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:**

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

Name of repository:

### 10. Geographical Data

Acreage of Property 12 acres

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

1	<u>16</u>	<u>333780</u>	<u>4727170</u>	3	<u>16</u>	<u>334120</u>	<u>4727080</u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>16</u>	<u>334000</u>	<u>4727000</u>	4	<u>16</u>	<u>334230</u>	<u>4727350</u>
	Zone	Easting	Northing		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>	Peggy Veregin, National Register Coordinator	<b>date</b>	September 4, 2019
<b>organization</b>	Wisconsin State Historic Preservation Office	<b>telephone</b>	68-264-6501
<b>street &amp; number</b>	816 State Street	<b>zip code</b>	53706
<b>city or town</b>	Madison	<b>state</b>	WI



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

**National Register of Historic Places  
Continuation Sheet**

West Milwaukee Street Historic District  
(Additional Documentation)  
Janesville, Rock County, WI

Section 5 Page 1

---

When listed in 1990, the West Milwaukee Street Historic District contained 54 contributing and 10 non-contributing buildings. This additional documentation is being submitted to update the status of one building within the district: **217 W Milwaukee Street**. At the time of listing, this building was identified as non-contributing due to façade changes. The façade changes were from outside the period of significance and adversely affected the integrity of the building. Since then, owners of this building have restored it to bring the exterior and interior back to its historic appearance. This building now contributes to the significance of the District. This additional documentation seeks to amend the district to include this building as contributing to the District. The current count is now 55 contributing and 9 non-contributing resources.

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

**National Register of Historic Places  
Continuation Sheet**

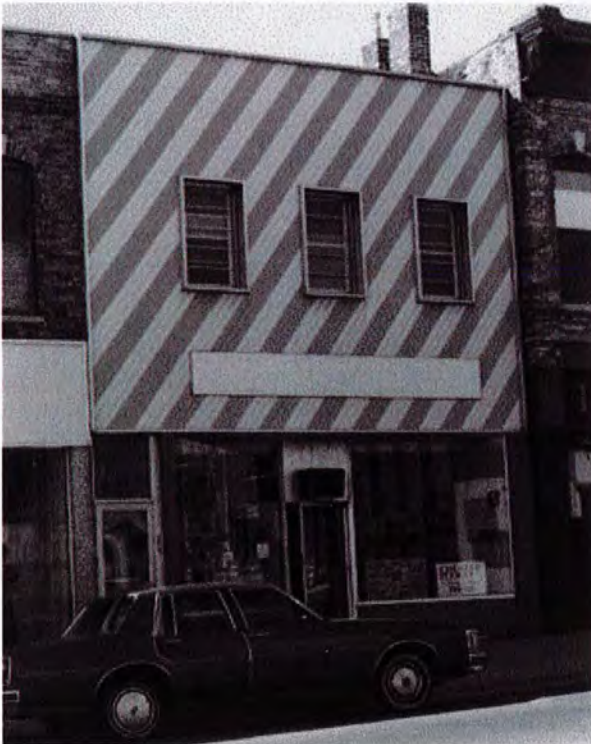
West Milwaukee Street Historic District  
(Additional Documentation)  
Janesville, Rock County, WI

Section figures Page 1

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**217 W Milwaukee Street, constructed c1900:**

Appearance at the time of NR listing:



Current appearance after restoration:



National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: West Milwaukee Street Historic District

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, Rock

DATE RECEIVED: 4/16/90      DATE OF PENDING LIST: 5/01/90  
DATE OF 16TH DAY: 5/17/90      DATE OF 45TH DAY: 5/31/90  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 90000790

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N    DATA PROBLEM: N    LANDSCAPE: N    LESS THAN 50 YEARS: N  
OTHER: N    PDIL: N    PERIOD: N    PROGRAM UNAPPROVED: N  
REQUEST: N    SAMPLE: N    SLR DRAFT: N    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    17 May 1990 DATE    Entered in the National Register

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA \_\_\_\_\_  
REVIEWER \_\_\_\_\_  
DISCIPLINE \_\_\_\_\_  
DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

---

CLASSIFICATION

count       resource type

---

STATE/FEDERAL AGENCY CERTIFICATION

---

FUNCTION

historic       current

---

DESCRIPTION

architectural classification  
 materials  
 descriptive text

---

SIGNIFICANCE

Period      Areas of Significance--Check and justify below

Specific dates      Builder/Architect  
Statement of Significance (in one paragraph)

summary paragraph  
 completeness  
 clarity  
 applicable criteria  
 justification of areas checked  
 relating significance to the resource  
 context  
 relationship of integrity to significance  
 justification of exception  
 other

---

BIBLIOGRAPHY

---

GEOGRAPHICAL DATA

acreage       verbal boundary description  
 UTM's       boundary justification

---

ACCOMPANYING DOCUMENTATION/PRESENTATION

sketch maps     USGS maps     photographs     presentation

---

OTHER COMMENTS

Questions concerning this nomination may be directed to \_\_\_\_\_

\_\_\_\_\_  
Signed \_\_\_\_\_ Phone \_\_\_\_\_

\_\_\_\_\_  
Date \_\_\_\_\_

March 3, 1989

Mr. Jeff Dean, SHPO  
Historic Preservation Division  
State Historical Society of Wisconsin  
816 State Street  
Madison, Wisconsin 53706-1488

Re: New Position of Historic Coordinator

Dear Mr. Dean:

The position of Historic Coordinator for the U.S. Postal Service in the Central Region has been assigned to me. Please delete Mr. Dave Dornbos as your point of contact.

I look forward to working with you as we address the historical concerns in your state relative to postal real estate activity. My phone number is (312) 765-5306.

Most Sincerely,

Bradford W. Meador, CPM, RM  
Manager, Special Programs  
Real Estate Division

bcc: (Originator)  
Reading File: (0487E)  
Subject File: New Position Coordinator



THE STATE HISTORICAL SOCIETY OF WISCONSIN

H. Nicholas Muller III, Director

816 State Street  
Madison, Wisconsin 53706  
608/262-3266

February 15, 1990

Mr. Robert E. Hill  
Historic Coordinator, USPS  
Chicago Facilities Service Center  
433 W. Van Buren Street  
Chicago, Illinois 60699-6257

Dear Mr. Hill:

We are pleased to inform you that the property which you own at 210 Dodge Street, is located within the proposed boundaries of a historic district, the WEST MILWAUKEE STREET HISTORIC DISTRICT, Janesville, Rock County, which will be considered by the Wisconsin Historic Preservation Review Board for nomination to the Wisconsin State Register of Historic Places and the National Register of Historic Places. The National Register of Historic Places is the federal government's official list of historic properties worthy of preservation. The State Register is Wisconsin's parallel program. Listing in the state and national registers provides recognition and assists in preserving our Nation's heritage.

Listing of the WEST MILWAUKEE STREET HISTORIC DISTRICT provides recognition of its district's historic importance and assures protective review of federal, state and municipally-planned projects that might adversely affect the character of the historic property. If the property is listed in the National Register, certain federal investment tax credits for rehabilitation and other provisions may apply. The Wisconsin statutes also provide for state tax credits for certain qualified projects.

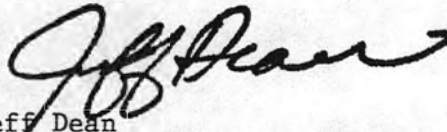
Listing in the State Register or National Register does not mean that limitations will be placed on the properties by the federal or state government. Public visitation rights are not required of owners. Neither the state nor federal government will attach restrictive covenants to the properties or seek to acquire them. Under section 66.05 of the Wisconsin Statutes, local units of government must submit written notification to the State Historical Society when owners of Register properties apply for demolition permits. The Society, if it chooses, has a 30-day period to document the property prior to demolition.

You are invited to attend the Wisconsin Historic Preservation Review Board meeting at which the nomination will be considered. The board will meet on October 20, 1989, at the State Historical Society of Wisconsin, located at 816 State Street. The enclosed agenda gives the times of the full board and committee meetings.

Attached please find a notice that explains, in greater detail, the results of listing in the State Register and National Register and that describes the rights and procedures by which an owner may comment on or object to listing in the National Register.

Should you have any questions about this nomination before the Wisconsin Historic Preservation Review Board meeting, please contact Paul Lusignan of our office at 608/262-8904.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Dean", written in a cursive style.

Jeff Dean  
State Historic Preservation Officer  
DIVISION OF HISTORIC PRESERVATION

JD:da  
3183D/District

Enclosure





to  
NPS

RECEIVED

MAR - 5 1990

HIST. PRES. DIV.

UNITED STATES POSTAL SERVICE  
Facilities Service Center  
222 South Riverside Plaza  
Suite ~~2000~~ 1200  
Chicago, IL 60606-6150

March 1, 1990

Mr. Jeff Dean  
Division of Historic Preservation  
State Historical Society of Wisconsin  
816 State Street  
Madison, WI 53706-1488

Telephone conversation  
3/8/90  
clarifying RB date  
and FPO contact.  
JD


Dear Mr. Dean:

A letter dated February 15, 1990 regarding the West Milwaukee Street Historic District in Janesville, Wisconsin indicated that a review board was scheduled to meet October 20, 1989. What is the correct date?

Future correspondence should be addressed to my attention at the address on this stationary. Mr. Robert E. Hil, General Manager, Real Estate Division was the addressee on the February 15, 1990 letter which was sent to 433 West Van Buren Street, Chicago, Illinois. He is not the historic coordinator nor is 433 West Van Buren Street the correct address. As a reference, a copy of a letter is enclosed which should facilitate this change.

I look forward to the favorable review for the West Milwaukee Street Historic District and placement of the post office at 210 Dodge Street on the national register. Please advise me accordingly.

Sincerely,

  
Bradford W. Meador, CPM, RM  
Manager, Support Programs  
Real Estate Division

Enclosure

cc: Robert E. Hill, General Manager, Real Estate Division



RECEIVED  
THE STATE HISTORICAL SOCIETY OF WISCONSIN  
816 State Street Madison, Wisconsin 53706 608/262-3286

NATIONAL  
REGISTER

H. Nicholas Muller III, Director

HISTORIC PRESERVATION DIVISION

TO: Jerry Rogers, Keeper  
National Register of Historic Places

FROM:        Barbara Wyatt  
  X   Paul Lusignan

SUBJECT: National Register Nominations

The following materials are submitted on this   12th   day of   April  , 1990,  
for the nomination of the   West Milwaukee Street Historic District    
to the National Register of Historic Places:

- 1   original National Register inventory-nomination form
- supplementary survey forms
- district survey form(s)
- 1   original USGS map(s)
- 16   photographs
- 1   sketch map(s)
- 2   piece(s) of correspondence
- XX   other:   A number of resources located within the nominated district were formally Determined Eligible on 1/17/1985. The specific properties are noted on page 7-17.

       PLEASE INSURE THAT THIS NOMINATION IS REVIEWED

BW:pn

Enclosures

0708D



WISCONSIN  
HISTORICAL  
SOCIETY



September 5, 2019

Ms. Joy Beasley, Keeper  
National Park Service  
National Register of Historic Places  
1849 C Street, NW (7228)  
Washington D.C. 20240

Dear Ms. Beasley,

We request that the existing nomination for the West Milwaukee Street Historic District (NRIS #90000790, listed May 17, 1990) be updated. The building located at **217 W Milwaukee Street** has been restored. When the district was listed, this building was non-contributing but due to the restoration, we now consider this building contributing to the historic district. We request that this building now be considered as contributing to the District.

The documentation and corrected National Register nomination pages are enclosed.

If you have any questions or require additional information, please contact Peggy Veregin of my staff at 608/ 264.6501 or [peggy.veregin@wisconsinhistory.org](mailto:peggy.veregin@wisconsinhistory.org).

Sincerely,

Daina Penkiunas  
State Historic Preservation Officer  
608/264.6411  
[daina.penkiunas@wisconsinhistory.org](mailto:daina.penkiunas@wisconsinhistory.org)

enclosure

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: 9/9/2019      Date of Pending List: 9/30/2019      Date of 16th Day: 10/15/2019      Date of 45th Day: 10/24/2019      Date of Weekly List: 10/28/2019

Reference number:

Nominator:

Reason For Review:

Accept       Return       Reject      10/24/2019 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.