

<b>1</b> City, Village or Town: Superior	County: Douglas	Surveyor: P. Lusignan	Date: 2/1/85	Street Tower Avenue			
Street Address: 1402-1412 Tower Avenue (SE corner Tower Ave. & N 14th St.)		USGS Quad and UTM Reference: Superior WI-MINN 15 / 568520 / 5174420	Acreage: less than one				
Current Name & Use: Commercial block; Sherwin Williams, Library, Turners TV, Bernstein's.		Current Owner: New York Building Inc.					
Film Roll No. DG - 9	Affix Contact Prints	Current Owner's Address: 1402-1410 Tower Avenue Superior, Wisconsin 54880					
Negative No. 25		Legal Description:  West Superior, Fourth Division; Lots 27-32, Block 142.					
Facade Orient. West							
<b>2</b> Original Name & Use: New York Block		Source A	Previous Owners	Dates	Uses	Source	Town 49N
Dates of Construction /Alteration 1889		Source A, B, C					
Architect and/or Builder: unknown		Source					
<b>3</b> Architectural Significance <input type="radio"/> Represents work of a master <input type="radio"/> Possesses high artistic values <input type="radio"/> Represents a type, period, or method of construction <input type="radio"/> Engineering <input checked="" type="radio"/> None		<b>4</b> Historical Significance <input type="radio"/> Assoc. with lives of significant persons <input type="radio"/> Assoc. with significant historical events * <input checked="" type="radio"/> Assoc. with development of a locality <input type="radio"/> Other: _____ <input type="radio"/> None      Period of significance: _____					Section 15
Architectural Description and Significance:  Despite severe alterations which have striped away much of the original material and scale from the ground floor and upper window areas, the three story brick building still stands as an imposing commercial block. The Victorian Romanesque Revival structure features a red pressed brick facade divided into twelve distinct bays. Each bay features a large brick arch which rises from above the first floor on projecting brick piers. Each (continued)  Interior visited? <input type="radio"/> Yes <input checked="" type="radio"/> No		Historical Background and Significance:  The New York Block was one of the earliest of the major commercial buildings built by the Land and River Improvement Co. in Superior. A major feature of the local improvement company's attempts to create a thriving commercial center along upper Tower Ave, the building was, like its fellow speculative ventures named for a state in the union from which the financial backing for its construction originated. (continued)					
<b>5</b> Sources of Information (Reference to Above) <b>A</b> Sanborn Insurance Map, Superior, WI 1892.		<b>6</b> Representation in Previous Surveys <input type="radio"/> HABS <input type="radio"/> LDMK <input checked="" type="radio"/> WIHP <input type="radio"/> NRHP <input type="radio"/> other: _____					Map Name Superior Intensive Survey
<b>B</b> Assessor's Records		<b>7</b> Condition <input type="radio"/> excellent <input type="radio"/> good <input checked="" type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins					
<b>C</b> Evening Telegram, Superior WI, 2/5/1935		<b>8</b> District: _____ <input type="radio"/> pivotal <input type="radio"/> contributing <input type="radio"/> non-contributing					
<b>D</b>		<b>9</b> Opinion of National Register Eligibility date: _____ initials: _____ <input checked="" type="radio"/> eligible <input type="radio"/> not eligible <input type="radio"/> unknown <input type="radio"/> national <input type="radio"/> state <input checked="" type="radio"/> local					
<b>E</b>							
<b>F</b>							Map Code F

Architectural Description (continued)

of the piers in turn contains a simple red sandstone capital. The facade-long arcade formed by the bays creates a rather rhythmical sense to the streetscape wall. Within each of the arched bays is contained a set of paired windows on the second floor, detailed with heavy stone lintels and sills. The 3rd-floor window openings, in contrast, contain slender stone sills. At the present time, the window openings have been unsympathetically altered by the introduction of aluminum sash and plywood infill panels.

A simple, corbeled brick cornice is visible at the roofline, although water deterioration is having a detrimental effect on portions of it. The central portion of the building features a decorative basket-weave patterning in the brick above the upper story arcade. The structure, which was originally 20 bays in length, at one time contained a set of two-story oriel windows at the present day southernmost section of the Tower Ave. elevation.

The ground floor storefronts along Tower Avenue have all been modernized and presently only provide infrequent glimpses of original building details. The northern elevation (14th St.) of the structure reveals more of the original 1890 Romanesque detailing, including a solid redstone foundation and watertable.

The rear of the building, constructed of common brick, features a series of simple segmental arch openings which provide access onto an open porch area. A series of small one and two story brick structures can also be seen to the rear. The southern-most of the additions is a two story, 42' x 28' boiler house built to serve the heating requirements of the main structure. The remaining structures are simply storage and equipment areas of no distinction and are considered non-contributing.

The interior spaces of the wood-frame and brick building have been completely gutted for modern apartments. At present the building contains 36 individual apartments and a number of ground floor commercial concerns.

Due to the loss of integrity of the upper story areas and the damage caused by the 1956 fire the building was not considered architecturally significant.

Historical Background (continued)

Fully completed by the summer of 1890, the 80' by 250' block contained ten ground floor storefronts and twenty individual residential flats located on the upper floors. Owned and managed by the Land & River Co., the property cost approximately \$100,000 to erect and was one of the firm's largest speculative ventures to date.<sup>C</sup> The investment was quickly returned to the company as the building became fully occupied within one year of its completion. The ten stores and the fashionable flats above would serve a myriad of local concerns and individuals over the years. For a while after their move from the Minnesota Block, the Land & River Co. offices occupied a group of suites in the building.

A major conflagration in 1956 would severely damage the southern section of the building and 100 feet of the building was subsequently removed. The Wards store now rests on the site.<sup>B</sup>

Significance

The New York Block is perhaps the most altered of the sites included in the thematic nomination. Despite severe alterations which have stripped away much

Significance

(continued)

of the original building material, the three story brick and sandstone building still stands as an imposing commercial block located on a prominent corner site within the central business district of the city. The 1889-1890 building remains a significant visual example of the work, investment and entrepreneurship of the Land and River Improvement Co. in creating the "new Chicago" of the northwest in Superior.

