

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Registration Form

FEB 21 1989

NATIONAL
REGISTER

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 Forms* (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.

1. Name of Property

historic name THE PHOENIX BUILDING

other names/site number

2. Location

street & number 315-321 Union Street

N/A not for publication

city, town Rockland

N/A vicinity

state MA

code 025

county Plymouth

code 023

zip code 02370

3. Classification

Ownership of Property

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

Contributing	Noncontributing
1	0
	buildings
	sites
	structures
	objects
1	0
	Total

Name of related multiple property listing:

N/A

Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

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

Valerie A. Taenag
Signature of certifying official2/8/89
Date

~~Executive Director of Mass. Historical Commission, State Historic Pres. Officer~~
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.
☐ determined eligible for the National Register. ☐ See continuation sheet.
☐ determined not eligible for the National Register.
☐ removed from the National Register.
☐ other, (explain:)

Betty L. Sarge4-7-89for Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Current Functions (enter categories from instructions)

COMMERCE/TRADE: Business/officeCOMMERCE/TRADE: Business/officeCOMMERCE/TRADE: Business/specialty storeCOMMERCE/TRADE: Business/specialty store**7. Description**

Architectural Classification

(enter categories from instructions)

Materials (enter categories from instructions)

Later 19th Century & 20th Century Revivalfoundation ConcreteNeo-Classicalwalls Brick, cast stone (ashlar)roof Tar & Gravelother MarbleMetal

Describe present and historic physical appearance.

The Phoenix Building stands at the northeast corner of Union and Park Streets in an area of mixed late nineteenth and twentieth century commercial and residential buildings. The structure occupies most of its lot with a paved area to the rear of the building (east). The building stands two stories high, it is built on a concrete foundation and enclosed by a flat tar-and-gravel roof surrounded by a cast-stone parapet. Finishes vary by elevation, they consist of cast stone ashlar (facade), buff brick (south elevation), and red sand brick (east and north elevations). The sash varies in configuration at the first story, most second-story windows are tripartite having a single fixed window flanked by a pair of 1/1 sashes surmounted by multi-light transoms.

The facade (west elevation) is asymmetrical, having three storefronts and an entry at the first story and windows for offices at the second story. The storefronts and signboards are framed by copper pilasters which support a cornice decorated with urn panels. Storefronts contain recessed entries set in vestibules with tile floors and panelled ceilings. Display windows are trimmed with aluminum and are set on bases of green marble. The north storefront retains its original wooden door with a single light surmounted by a transom, while the other two entries contain modern aluminum-framed glass doors and transoms. The building's main entry (northernmost bay) is framed by rusticated cast-stone ashlar ornamented with low relief foliate decoration at the stiles and cornice; above the entry is a name plaque. Recessed in a shallow vestibule are a transom and wooden double doors each containing a single light. A cast-stone sill course extends across the head of the first story. The second story facade has rusticated cast-stone ashlar. Eight windows (six tripartite and two single) rise symmetrically from the sill course. The lintels are splayed ashlar with keystones decorated either with low relief urns or cartouches with fleur de lis. Extending across the head of the second story is a shallow cornice ornamented with low relief foliate decoration, surmounted by a parapet with alternating solid pedestals and vase balusters.

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Continuation Sheet

Section number 7 Page 1

The Phoenix Building
Rockland, MA

The south elevation consists of a one-bay return with the same details as the facade and seven bays which are faced with buff brick and undecorated finishes. At the first story of the return is a storefront window framed with copper and a green marble base. At the second story of the return are two single windows. There are four basement windows with lintels composed of stretchers. At the first story are five windows of six lights, three of which are covered. A flat cast-stone belt course extends across the head of the first story. At the second story are three single windows and four tripartite windows. The easternmost bay is angled slightly northward. A flat cast-stone cornice surmounts this elevation.

The rear (east) elevation is faced in red sand brick laid up in common bond. A lightwell extends across the concrete basement which is pierced by four small windows and a pair of plywood doors. Above, windows and doors have flat arches of stretchers and concrete sills. At the first story are three entries, two having wooden doors with sunken panels and one a six-pane light with transom above. Asymmetrically placed are three narrow 1/1 windows and four six-light windows (two blocked). At the center of the second story is a metal fire door with transom above. This is flanked by four tripartite windows.

The north elevation is faced with red sand brick; a chimney rises just east of the party wall which obscures all but the easternmost bay of the first story. The windows have cast-stone sills and flat arches of stretchers. At the first story is a single window blocked by an air conditioner. At the second story are five tripartite windows and one single window. A parapet returns one bay from the facade.

The interior consists of; three stores at the first story and offices at the second story. The two southernmost stores have contemporary finishes, while the northernmost store retains its pressed tin ceiling. Finishes in the second-story hall consist of chairrails, wooden cornices, moulded door cases containing wooden doors with a single light and transoms above, and two 12-light skylights. Office suites have been recently renovated, with original trimmings (doors, doorcases and baseboards), reset on new partitions.

Continued

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National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

The Phoenix Building
Rockland, MA

Archeological Statement

No prehistoric site are currently recorded on the Phoenix Building Parcel or in the entire town of Rockland. While the lack of sites in the area is likely the result of underreporting of sites, the potential for prehistoric sites seems low as a result of the small size of the parcel (approximately .2 acre) and since the building covers most of the lot with the remainder under pavement.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

☐ nationally ☐ statewide ☒ locallyApplicable National Register Criteria ☒ A ☐ B ☒ C ☐ DCriteria Considerations (Exceptions) ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G

Areas of Significance (enter categories from instructions)

Period of Significance

Significant Dates

Architecture

1929-1939

Commerce

Cultural Affiliation

N/A

Significant Person

Architect/Builder

N/A

Blackall, Clapp & Whittemore

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

The Phoenix Building possesses integrity of design, materials, workmanship and location as well as historical associations with a prominent Boston architectural firm and with a prominent Rockland and Boston businessman of the late nineteenth and early twentieth centuries. A fine example of commercial Renaissance Revival style architecture, the Phoenix Building preserves nearly all the elements of its original design, including its green marble and copper storefronts, second story of rusticated ashlar, cast-stone filiate decoration, and its vase balusters at the parapet. It is for these reasons that the Phoenix Building meets criterion A and C of the National Register of Historic Places.

Rockland is a town occupying about ten square miles, located approximately twenty miles southeast of Boston. Before 1874, Rockland formed the East Ward of the town of Abington and was generally known as East Abington. First settled in the late seventeenth and early eighteenth century, the area was attractive for its rich woodlands and developed a lumber industry early in its history. The shoe manufacturing industry first appeared in Rockland in the late eighteenth century, to become the focus of the community's economy by the mid-nineteenth century.

Rockland was incorporated in 1874 as a result of a dispute over the construction of an expensive school building in Abington Center in 1871 and the belief that the town could develop into a more successful industrial community if separated from Abington. The late nineteenth century and early twentieth centuries saw the continued dominance of the shoe industry, with fewer but larger companies, and an increase in related industries such as the Thompson shoe shine factory and the S. E. Packard and Son's paper box factory. Rockland's most prosperous period occurred during the years leading up to and including World War I, with the subsequent years of the Great Depression resulting in the local shoe industry's decline.

Built in 1929, the Phoenix Building is one of few surviving nineteenth and early twentieth century commercial buildings in Rockland. The Bigelow and Bemis Buildings (295-305 and 331-333 Union Street) local

See continuation sheet

9. Major Bibliographical References

Hurd, D. Hamilton. History of Plymouth County, Massachusetts with Biographical Sketches of Many of Its Pioneers and Prominent Men. Philadelphia, PA 1884.

Rockland Centennial: 1874-1974. The Rockland Booklet Committee, 1974.

Stoner, J.J. Birdseye View Of the Town of Rockland, MA. Madison, Wisconsin: 1881.

Withey, Henry F. and Elsie Rathburn Withey. Biographical Dictionary of American Architects (Deceased). Los Angeles: Hennessey & Ingalls, Inc., 1970.

Yestaryears of Abington, Rockland, Whitman - 250th Anniversary. 250th Anniversary Committee, Abington, MA: 1962.

☐ See continuation sheet

Previous documentation on file (NPS):

- ☒ preliminary determination of individual listing (36 CFR 67)
has been requested HPCA#10461MA
☐ 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

Specify repository:

Mass. Historic Commission

10. Geographical Data

Acreage of property Less than .25 Acres

UTM References USGS Quad: Weymouth, MA Scale: 1:25,000

A 19 341620 466650
Zone Easting Northing
C

B
Zone Easting Northing
D

☐ See continuation sheet

Verbal Boundary Description

The nominated property consists of parcel 245 on rockland Assessors Map 39 bounded by Union Street (west), Park Street (south) and by three adjacent lots (Parcels 243, 244 and 246, north and east).

☐ See continuation sheet

Boundary Justification

The boundaries of the Phoenix Building are those historically associated with the property.

☐ See continuation sheet

11. Form Prepared By

name/title Catherine Seiberling, Preservation Consultant w/ Betsy Friedberg, NR Director MHC
organization Mass. Historical Commission date 6/11/88
street & number 80 Boylston St. telephone 617 727 8470
city or town Boston state MA zip code 02116

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The Phoenix Building
Rockland, MA

blocks of each other along the main commercial thoroughfare of Rockland and two Italianate style commercial buildings at 365-375 Union Street and 3 Webster Street are also nineteenth and early twentieth century commercial buildings. The Pheonix building is outstanding among them for its rich variety of cast stone and metal ornamentation as well as retaining most of its original detail.

The Phoenix Building was designed by the prominent Boston architectural firm of Blackall, Clapp and Whittemore, who is believed to have designed the nearby Bigelow and Bemis buildings as well. Principals in the firm were Clarence H. Blackall (1857-1942), James F. Clapp (d. 1941), and Charles A. Whittemore, who practiced together from 1889 until the late 1930s. During this period they designed numerous Boston theaters and many other public and commercial buildings. Among their best works are the Tremont, Colonial, Wilbur, Metropolitan and Bowdoin Square Theatres, the Tremont Temple, and buildings for the Boston Herald, Boston Post and Boston American newspapers.

The Phoenix Building stands at the heart of Rockland's commercial district on the site of two previous Phoenix buildings. A three-story, Second Empire style Phoenix Hall stood on this site by 1881 and was the site of Rockland's first town meeting in 1884. This structure burned in a 1890 fire which destroyed most of the center of Rockland, which accounts for the present inconsistency of buildings along Union Street. Around 1891 the first Phoenix Building was replaced by a second Phoenix Building which was also destroyed by fire in 1929, and subsequently replaced by the present Pheonix building. In its present well-preserved condition, the Phoenix Building is Rockland's finest example of Classical Revival style commercial architecture.

Alonzo W. Perry (1849-1928), whose real estate firm erected and continues to own the Phoenix Building, was the son of a Rockland shoe manufacturer. Perry operated his own shoe manufacturing business on this site until 1884 when a decline in Rockland's shoe industry led him to establish a real estate business. Based in Boston, the A. W. Perry Company owned a considerable portion of Rockland's commercial center, including the Phoenix Building on this site (ca. 1890-1929). Perry continued to live in Rockland and was active in the community, serving as the chairman of the Building Committee for the Rockland Memorial Library (1880s), for which he donated the furniture and fixtures, he also established the French Home for Aged Women (1916) in honor of his wife.

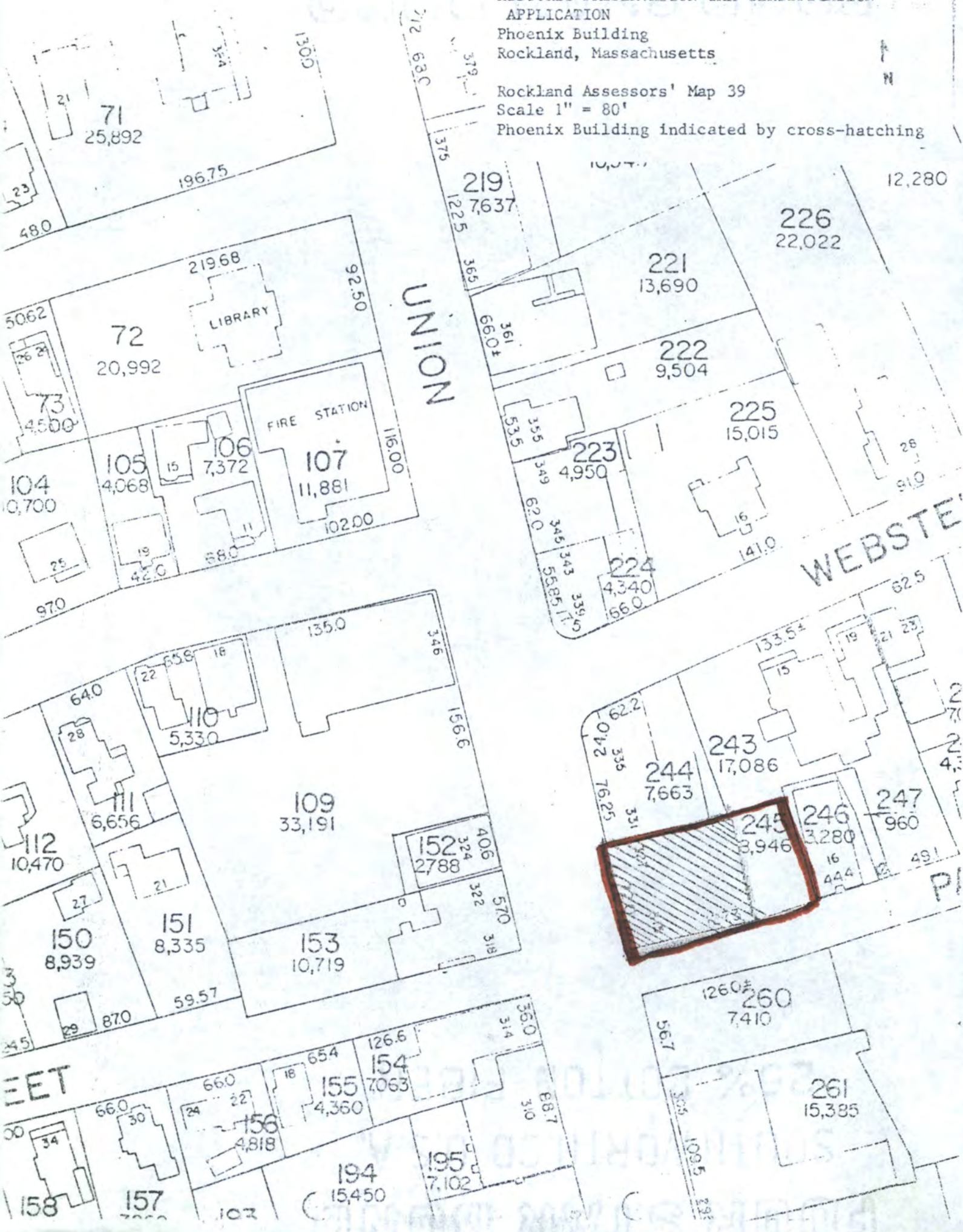
HISTORIC PRESERVATION TAX CERTIFICATION
APPLICATION

Phoenix Building
Rockland, Massachusetts

Rockland Assessors' Map 39

Scale 1" = 80'

Phoenix Building indicated by cross-hatching



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Phoenix Building

MULTIPLE
NAME:

STATE & COUNTY: MASSACHUSETTS, Plymouth

DATE RECEIVED: 2/21/89 DATE OF PENDING LIST: 3/07/89
DATE OF 16TH DAY: 3/23/89 DATE OF 45TH DAY: 4/07/89
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 89000220

NOMINATOR: STATE

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 4/7/89 DATE

ABSTRACT/SUMMARY COMMENTS:

Well preserved locally important commercial edifice illustrative of Renaissance Revival Style. Built in 1929, the Phoenix Building is one of few surviving 19th and early 20th-century commercial buildings in Rockland.

The property was preliminarily determined eligible for listing by the Mid-Atlantic Regional Office on 8/24/84.

RECOM./CRITERIA Accept A+C
REVIEWER Savage
DISCIPLINE Architectural History
DATE 4/7/89

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 _____

BEVERLY'S

PETERSON'S CARD & GIFT

BEVERLY'S CLOTHING

MARION'S SHOE

GRAND
OPENING

NEWSPAPERS

ONLY 9¢
ADDITIONAL
SALE

TRADE DEPOSIT
TO BE PAID
WED. SEPT. 10

SALE
WED. SEPT. 10

SALE
WED. SEPT. 10

SALE
WED. SEPT. 10

SALE
WED. SEPT. 10

SALE
WED. SEPT. 10

SALE
WED. SEPT. 10



PHOENIX BUILDING
315-327 Union Street
Rockland, Massachusetts

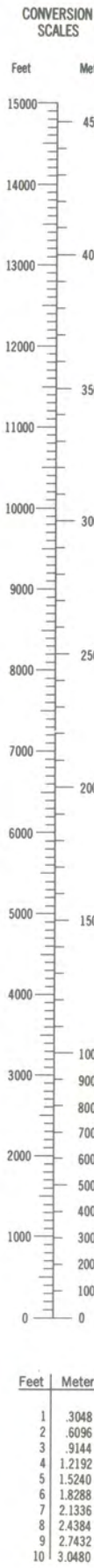
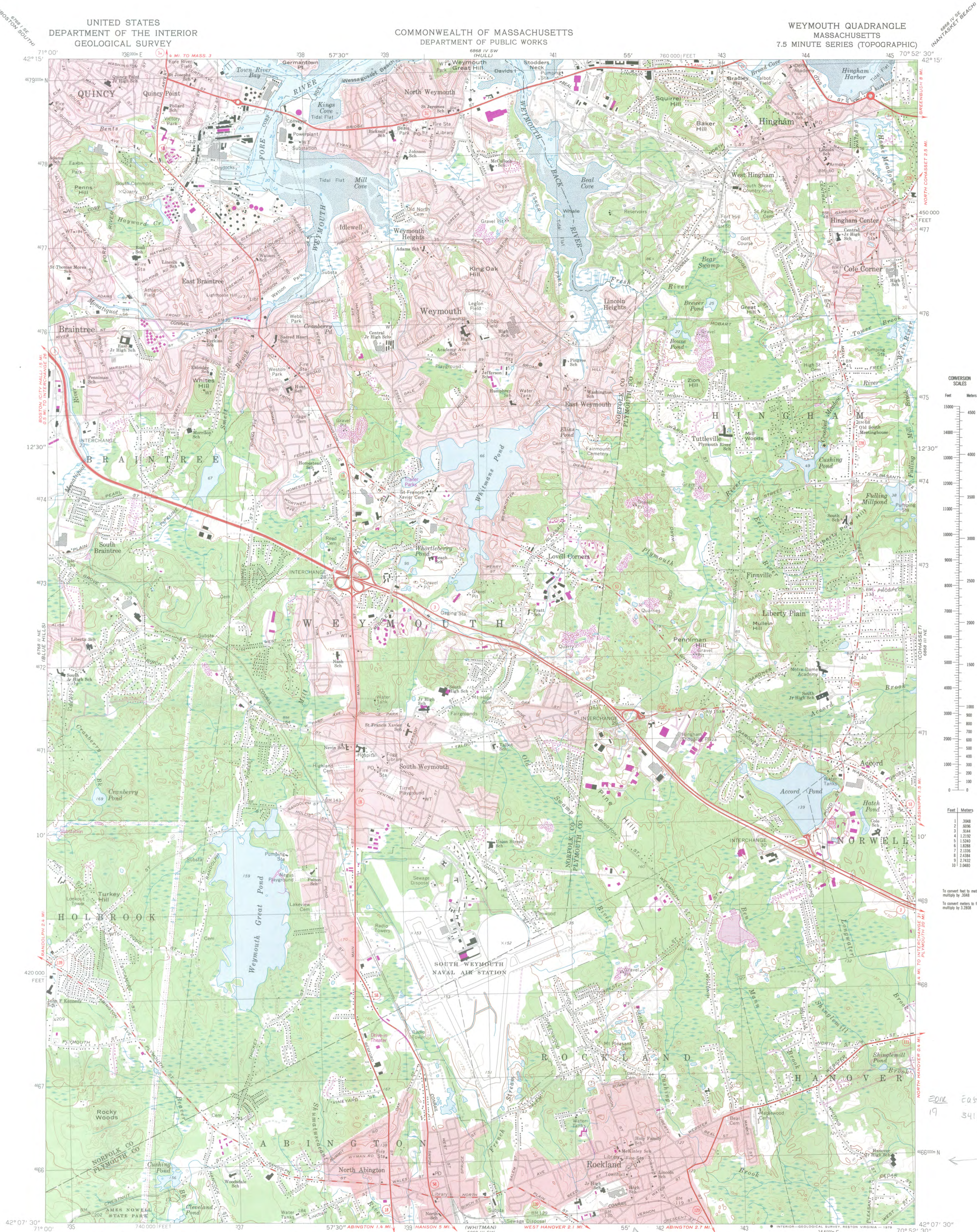
PHOTOGRAPHER: Kim Withers Brengle (Sept. '86)
VIEW: Facade (west elevation) taken from a
position facing east on the opposite side of
Union Street

The Phoenix Bldg
315-327 Union St.
Rockland, MASS.

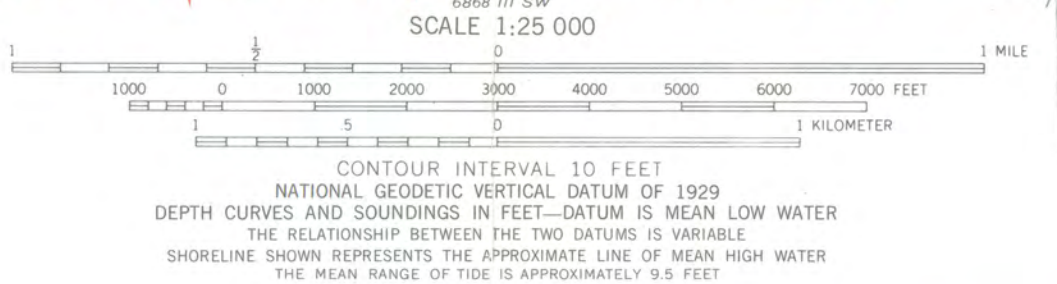
Photographer: Kim Withers Brengle
9/86

ACT for Mass,
45 School St.
Boston, MA

View: Facade (west elevation)
taken from a position
facing east on the opposite
side of Union St.



Mapped, edited, and published by the Geological Survey
Control by USGS, US&GS, and Massachusetts Geodetic Survey
Planimetry by photogrammetric methods from aerial photographs
Topography by planimetric surveys 1936. Revised from
aerial photographs taken 1969. Field checked 1971
Selected hydrographic data compiled from US&GS Chart 246 (1971)
This information is not intended for navigational purposes
Polyconic projection. 1927 North American datum
10,000-foot grid based on Massachusetts coordinate system,
mainland zone
1000-meter Universal Transverse Mercator grid,
zone 19
Red tint indicates areas in which only
landmark buildings are shown
There may be private inholdings within the boundaries of
the National or State reservations shown on this map



ROAD CLASSIFICATION

Primary highway, hard surface	Light-duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road

Interstate Route U. S. Route State Route

WEYMOUTH, MASS.
N4207.5—W7052.5/7.5
1971
PHOTOREVISED 1979
AMS 6868 III NW—SERIES V814

PHOENIX BUILDING
315-327 UNION STREET
ROCKLAND, MA



February 2, 1989

FEB 21 1989

NATIONAL
REGISTER

Carol Shull
National Register of Historic Places
Department of the Interior
National Park Service
P.O. Box 37127
Washington, DC 20013-7127

Dear Ms. Shull:

Enclosed you will find the following nomination forms:

The Rockland High School, Rockland, MA
The Rockland Trust Company, Rockland, MA
Lower Union Street, Historic District, Rockland, MA
The Phoenix Building, Rockland, MA
The Rockland Memorial Library, Rockland, MA
The Pond Hill School, Wellfleet, MA

All have been voted eligible by the State Review Board and have been signed by the State Historic Preservation Officer. Owners were notified of pending State Review Board consideration 30-75 days before the meeting and were afforded the opportunity to comment. Comments received to date are attached to the nomination forms.

Sincerely,

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

Enclosure:

BF/di